

Economic & Public Benefits

Public & Economic Benefits of the Morris Canal Greenway

Just as the Morris Canal once linked the coal regions of Pennsylvania with urban markets in New Jersey and New York, the Morris Canal Greenway can interconnect today's communities along its path. This physical connection, in addition to the significant potential for public collaboration in implementing the 25-Year Action Plan, can strengthen social ties, stabilize neighborhoods and increase community involvement in positive ways, according to The Trust for Public Land.¹ These quality-of-life factors are key to retaining and attracting residents and businesses and can have a direct impact on the vitality of an area and associated property values, according to The Trust.²

Creation of the Morris Canal Greenway and implementation of the recommendations in this report will provide public and economic benefits on a number of levels, enhancing the quality of life in Warren County in many overlapping ways. Generally these benefits can be broken into several categories:

- Ecosystem Benefits;
- Cultural/Historic Benefits;
- Educational Benefits;
- Public Health Benefits;
- Transportation Network Benefits;
- Tourism and Leisure Industry Benefits;
- Park and Open Space Benefits; and
- Benefit to Property Values.

Ecosystem Benefits

Ecosystems provide a wide variety of economically valuable services, including water supply, treatment of waste produced by living things, buffering, plant and animal habitat, and others. However, for the most part, ecosystem services are not currently accounted for in determining real estate values. A 2006 study analyzed the results of 100 separate ecosystem surveys, covering the entire range of ecosystems present in New Jersey, to identify the services provided by each system and estimate the financial value associated with these services. An example of estimating such value would be to determine the amount of storm water stored and treated by a wetland and then to determine the actual cost of performing these activities through traditional methods. Using the average ecosystem service values, each acre of preserved open space provided \$309 in waste, \$768 in disturbance prevention, \$772 in habitat, and \$1,100 in water-supply services per year.³ Table 5-1 compares annual ecoservice values by ecosystem service per acre of preserved open space in New Jersey.

As an open-space area, the Morris Canal Greenway provides a diversity of habitat for plants and animals, acts as a corridor for the movement of wildlife and provides important ecosystem services. The vegetation preserved within the greenway helps to absorb and purify stormwater runoff, prevent erosion, reduce air pollution, and moderate air temperatures, in addition to providing scenic beauty. Parts of the canal that retain water also serve a stormwater detention function.

¹ The Health Benefits of Parks. The Trust for Public Land. San Francisco, CA. 2006.

² Why America Needs More City Parks and Open Space: The Benefits of Parks. The Trust for Public Land. San Francisco, CA. 2006.

³ 4ward Planning, Costanza et al., The Value of New Jersey's Ecosystem Services and Natural Capital, 2006.

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Ecosystem Service	Land Covers Associated with Ecosystem Service	Value (per Acre/Year)		
		Min	Mean	Max
Water Supply	Forests, Freshwater Wetlands, Open Freshwater, Riparian Buffer	\$3	\$1,102	\$3,839
Waste Assimilation	Forests, Freshwater Wetlands, Pasture, Riparian Buffer	\$44	\$309	\$838
Disturbance Prevention	Freshwater Wetlands, Riparian Buffers, Urban Green Space	\$6	\$768	\$3,657
Habitat	Cropland, Forests, Freshwater Wetlands	\$1	\$772	\$3,883

Table 5-1: Annual Ecoservice Value of New Jersey's Preserved Open Space (2004 Dollars)⁴

Cultural Benefits

"Heritage is the collective values, beliefs, traditions, experiences, and accomplishments of a group of people. It can be expressed through their communal activities, social structures, institutions, work, writing, arts and inventions, and the way they relate to their environment.... The visible, tangible record of a people's historical experiences and cultural expressions provides an especially powerful and lasting document of a community's heritage...bringing continuity and meaning to people's lives and connecting them to past and succeeding generations."⁵

Preservation of the Morris Canal is an inheritance we choose to share with the future for it is, as the National Trust has written, - a symbol of "the labor of our bodies, the creativity of our minds, the triumph and failure of our institutions, and our search for security, fellowship, play, enlightenment, and inner peace."⁶

Educational Benefits

The Morris Canal is a fascinating example of what mankind can accomplish with an ingenious use of available resources and a lot of hard work, especially when the labor-intensive techniques used in its construction are compared to today's technology. The features of the Morris Canal can be used to show the interrelationship between geography, environment, people, economics, innovation and culture, making it a perfect subject for integrating lessons in social studies, science, math, language, and the arts in keeping with statewide academic standards. The development of place-based educational programs along the canal can not only reinforce classroom instruction and but also increase the general public's appreciation of the canal's function, design and societal impacts.

Public Health Benefits

An increasing number of studies have shown that a lack of physical activity has been shown to contribute to serious ailments and diseases associated with poor health and a reduced life expectancy, such as obesity, hypertension, heart disease, stroke, arthritis, diabetes, and some forms of cancer. The U.S. Surgeon General says that physical activity has a positive impact on mental health by promoting feelings of well-being and mood in addition to reducing anxiety and depression.⁷ The ability to access park and open-space areas for recreational purposes is a significant factor in improving public health and minimizing the considerable expense of treating these health problems.

⁴ Ibid

⁵ Heritage Education: A Community-School Partnership. Information Series No. 73. National Trust for Historic Preservation. Washington, D.C. 1993.

⁶ Ibid.

⁷ Physical Activity and Health: A Report of the Surgeon General. U.S. Dept. of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease and Prevention and Health Promotion. Atlanta, Ga. 1999.

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According to the National Centers for Disease Control and Prevention, New Jersey residents rank above average in physical inactivity. Research indicates that physical inactivity contributes to increased healthcare costs (both direct and indirect), workers' compensation (both direct and indirect), and lost productivity costs.⁸ According to data collected by the Delaware Valley Regional Planning Commission, the annual cost of physical inactivity ranges from \$2,892 to \$4,470 per person. Table 5-2 presents the range of annual cost savings attributed to physical activity, or in other words, the health-care costs associated with physical inactivity.

Costs	Low	Expected	High
Direct Medical-Care Costs	\$308	\$475	\$642
Indirect Medical-Care Costs	\$924	\$1,425	\$1,926
Workers Compensation Costs	\$6	\$10	\$12
Indirect Workers Compensation Costs	\$24	\$40	\$48
Lost Productivity	\$1,630	\$1,918	\$2,112
Total	\$2,892	\$3,868	\$4,740

Table 5-2: Annual Physical Activity Cost Savings (2000 Dollars)⁹

Fortunately, research also suggests that increasing the supply and access to quality of open spaces can help reduce health-care costs associated with physical inactivity by increasing the number of residents exercising at a level that incurs positive health benefits (i.e. walking or exercising once to twice a week). Wang et al. (2004) demonstrated that building trails can be cost-beneficial from a public health perspective.¹⁰ The study found that a \$1 investment in trails in Lincoln, Neb., led to \$2.94 in direct medical benefit (cost-benefit ratio of 2.94). Research also suggests that the type, size, and features of open space can have an impact on the amount of physical activity occurring there. Kaczynski et al. (2008) found that parks with a paved trail, unpaved trail, or wooded area were more than seven times as likely to be used for physical activity as were parks without these features.¹¹ The proposed trail improvements to the Morris Canal Greenway will increase the amount and quality of open spaces within Warren County, providing improved recreational opportunities and public health benefits for local residents and visitors.

“Access to recreational areas is a critical need if Warren County residents are to participate in physical activities,” according to the county health department.¹² The county health department’s “2005 Quality of Life Survey indicated that 74% of respondents reported having access to recreational areas such as parks, fitness facilities, hiking trails and pools within their community, there was a significant difference in the types of recreational venues available based upon the region of residence with more hiking trails being reported in the northern area of the county and more pools reported in the southern area of the county.”¹³ Despite this survey’s results, feedback from this survey’s focus group participants “discussed identifying and advocating for recreational areas other than sports oriented fields. Residents noted that not all recreational and open space areas were readily accessible.”¹⁴ The Morris Canal Greenway has the potential to serve as the spine of a conveniently accessible trail network to support a healthy lifestyle.

⁸ Delaware Valley Regional Planning Commission, *The Economic Value of Protected Open Space in Southeastern Pennsylvania*, 2011.

⁹ Ibid

¹⁰ Wang et al, *Cost Effectiveness of a Bicycle/Pedestrian Trail Development in Health Promotion*, Preventive Medicine, 2004.

¹¹ Kaczynski, et al, *Association of Park Size, Distance, and Features With Physical Activity in Neighborhood Parks*, Vol 98, No. 8, *American Journal of Public Health*, August 2008

¹² *Community Health Improvement Plan*. Warren County Health Department. Washington, NJ. January 2007. Page 17.

¹³ Ibid.

¹⁴ Ibid.

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Transportation Network Benefits

Walking and bicycling “account for 12% of all trips taken in America. In rural communities, that number stands between 6.9 and 9.6 percent, depending upon the size and geography of the community, according to the 2009 U.S. Department of Transportation National Household Travel Survey. And these numbers are growing fast. Bicycle commuting across the United States rose 40 percent in the past decade, according to the American Community Survey. For skeptics who say that American communities are too spread out for any transportation except automobiles, consider this: half of all trips made by Americans today are within 20 minutes or less by bicycle, and 28 percent are within 20 minutes by foot. For rural residents, the picture is very similar: nearly 40 percent of all trips are shorter than 3 miles, and of those, half are shorter than one mile.”¹⁵

The results of the 2011 Community Preference Survey conducted by the National Association of Realtors® show that 77% of Americans polled considered access to sidewalks and places to take walks an important factor in their decision as to where to live.¹⁶

The towpath of the Morris Canal Greenway has the potential to interconnect pedestrian, bicycling, recreational boating and vehicular travel, providing a wider variety of transportation options for residents and visitors. Linkages to neighborhood and downtown sidewalk systems will expand pedestrian access to friends, schools, businesses and community services, including bus stops and a train station, while ties to riverfront areas will provide opportunities to combine walks or rides along the canal with canoeing and fishing activities. If connections can be made to other trail corridors or preserved sections of the Morris Canal to the east, the canal can become an integral part of a regional trail network extending beyond Warren County.



Existing trail marker for Morris Canal Trail

With the rising price of gasoline, a decrease in automobile traffic through the use of the Morris Canal Greenway as an alternative transportation corridor for pedestrians and bicyclists has both an economic and environmental benefit, since residents will not only reduce their household expenditures on gasoline but also lessen their carbon footprint. Every gallon of gasoline produces 20 pounds of carbon dioxide when burned, so each gallon saved through walking or bicycling can add up to a significant reduction in carbon dioxide pollution. The associated conservation of oil resources indirectly strengthens our local, state and national energy security by lowering our dependence on oil.

Tourism and Leisure Industry Benefits

Continued protection of the Morris Canal Greenway will help reduce a more than 2,000-acre deficit in the amount of public open space in Warren County, especially in the central and southern sections of the county, according to the Warren County Open Space and Recreation Plan.¹⁷ However, the recreational potential of the Morris Canal Greenway is greater than simply providing more open space. In addition to being a place for wildlife-viewing, walking, hiking and biking, the canal can support a much broader range of leisure activities associated with heritage tourism, defined by the National Trust for Historic Preservation as “traveling to experience the places and activities that authentically represent the stories and people of the past.”¹⁸ The 2009 Edition of the Cultural Heritage Traveler reveals the extent to which these travelers participate in different kinds of leisure activities in addition to other forms of outdoor recreation:

¹⁵ Active Transportation Beyond Urban Centers – Walking and Bicycling in Small Towns and Rural America. Rails-to-Trails Conservancy. Washington, D.C. Page 9.

¹⁶ The 2011 Community Preference Survey: What Americans are looking for when deciding where to live. Beldon, Russonello & Stewart, LLC for the National Association of Realtors. Washington, D.C. March 2011.

¹⁷ Warren County Open Space and Recreation Plan. Warren County Planning Department. June 2, 2008 Update to 1999 Plan. Page 84.

¹⁸ <http://www.culturalheritagetourism.org/howtogetstarted.htm>.

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- 40% experienced local cuisine;
- 39% visited historic sites;
- 39% explored small towns;
- 38% visited a state or national park;
- 34% took a self-guided walking tour;
- 33% visited historic buildings;
- 32% shopped for local arts and crafts;
- 31% visited history museums/centers;
- 28% visited art museums/galleries; and
- 25% visited natural history museums/centers.¹⁹

The 25-Year Action Plan for the Morris Canal Greenway supports these recreational activities by making or promoting physical and programmatic connections between these points of interest.

Park and Open Space Benefits

Parks and preserved open space provide a range of nonmarket value benefits to society, one of which is a variety of recreational opportunities. People are able to express their willingness to pay to protect lands that provide those services. According to 2005 study conducted by the U.S. Department of Agriculture, summarizing more than 30 years of literature on net economic value of outdoor recreation on public lands within the United States, the average person within the northeast is willing to spend anywhere from \$6 to \$121 per day on recreational activities. Table 5-3 compares willingness-to-pay values by recreational activity.

Activity	Mean	Min	Max
Sightseeing	\$121.43	\$33.07	\$209.77
Rafting/ Canoeing	\$88.32	\$20.08	\$143.50
Hiking	\$75.18	\$49.8	\$91.10
Picnicking	\$56.45	\$8.94	\$103.96
Hunting	\$47.45	\$4.16	\$250.90
Mountain Biking	\$40.93	\$40.93	\$40.93
Birdwatching	\$34.86	\$5.80	\$78.46
Cross-Country Skiing	\$34.60	\$29.70	\$39.49
Camping	\$33.11	\$6.73	\$66.44
Fishing	\$32.60	\$2.08	\$253.13
Wildlife Viewing	\$31.30	\$2.40	\$96.30
Swimming	\$22.21	\$2.20	\$50.10
General Recreation	\$16.87	\$1.97	\$46.69
Environmental Education	\$6.01	\$6.01	\$6.01

Table 5-3: Willingness-to-Pay Values, 1967-2003, Northeast (2004 Dollars)²⁰

¹⁹ Linking Our Legacy to a New Vision – A Heritage Tourism Plan for New Jersey – Master Plan. New Jersey Heritage Tourism Task Force. Trenton, NJ. June 2010. Page 54 reference to The Cultural and Heritage Traveler, 2009 Edition by Laura Mandela of Mandela Research, LLC commissioned by Heritage Travel, Inc./National Trust for Historic Preservation, U.S. Cultural and Heritage Tourism Marketing Council, and the U.S. Department of Commerce.

²⁰ Loomis, Updated Outdoor Recreation Use Values on National Forests and Other Public Lands, USDA, October 2005

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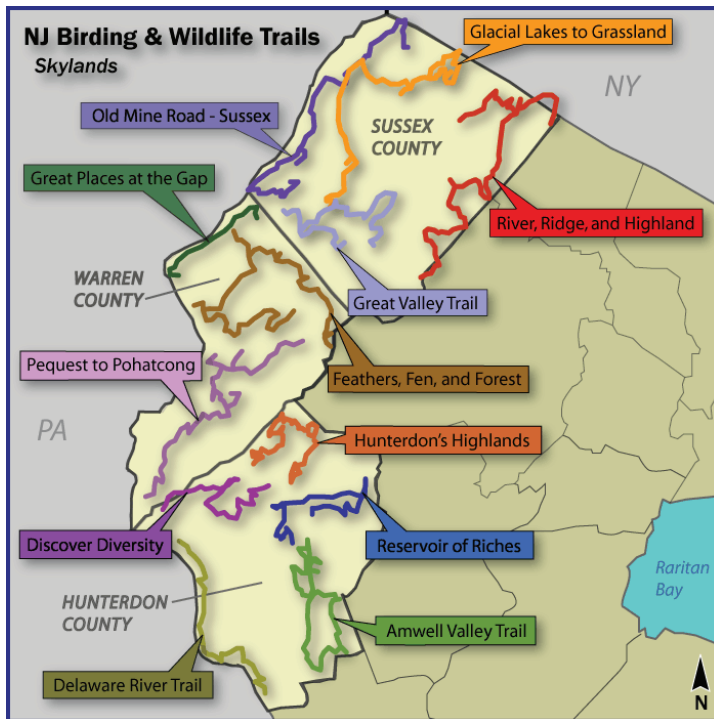


Figure 5-1: NJ Birding and Wildlife Trails in the Skylands²³

The preserved open space of the Morris Canal Greenway helps support New Jersey’s outdoor recreation industry, particularly wildlife watching. “Wildlife-related recreation has become one of the most popular outdoor activities in the U.S. Over the past 20 years, participation in wildlife watching, particularly bird watching, has increased nationally by more than 266%²¹ and is “the largest growing sector in outdoor recreation. Across the U.S., nearly \$40 billion was spent on wildlife watching - a figure that has increased by over 40% in the past ten years. These expenses ranged from supplies, such as binoculars and birdseed, to hotel rooms and gasoline. In New Jersey alone, 1.64 million residents and 688,000 visitors watched wildlife, and, collectively, these two groups spent \$1.24 billion on their hobby.”²² New Jersey Audubon has

established three birding and wildlife trails across the state to facilitate public access to known wildlife areas, including three trails in Warren County near the Morris Canal as shown in Figure 5-1.

Increased Consumer Expenditures

Studies from around the country have shown that local businesses receive economic benefits from trails and greenways as a result of consumer expenditures on “soft goods” (food, clothing, and gas, etc.) from trail users. On average, overnight and multi-day trail users spent significantly more on food, lodging, and other items. Although businesses located at the intersection of trail access points and major roads tend to capture the most consumer expenditures from trail users, the development of signs and kiosks can help direct users toward additional nearby businesses for food, beverages, supplies, shopping, etc. According to 2009 Rails-to-Trails Conservancy data for trails comparable to Morris Canal, the majority of trail users (60 percent) purchased soft goods (beverages, candy and snack foods, sandwiches, ice cream, restaurant meals, etc.), spending on average between \$4 and \$30 per visit (averaging \$14.14).²⁴ Table 5-4 compares consumer expenditures on soft goods for comparable trails in the northeast.

²¹ National Survey of Fishing, Hunting and Wildlife-Associated Recreation. U.S. Fish and Wildlife Service. 2001. As summarized by New Jersey Audubon at <http://www.njwildlifetrails.org/AboutUs/WhyWildlifeTrails.aspx>.

²² Ibid.

²³ New Jersey Audubon. <http://www.njwildlifetrails.org/SkylandsTrails/Trails.aspx>.

²⁴ Rails-to-Trails Conservancy, Trail User Surveys and Economic Impact: A Comparison of Trail User Expenditures, 2009; 4ward Planning LLC, 2012.

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Business and Attraction Expansion

Employers consider a variety of factors including amenities for their employees when looking for places to relocate or expand their businesses. For example, workers, particularly young people, are attracted to places that provide opportunities for easy access to outdoor recreation. A Massachusetts Department of Environmental Management (1993) survey of 38 businesses along the Cape Cod Rail Trail in Massachusetts found that 24 percent of the business owners cited the rail-trail as one reason they opened or acquired their businesses.²⁵ This same survey found that 60 percent of the businesses expanded, and of those, half considered the rail-trail a prominent factor in this decision.

Trail	State	Length (miles)	Average Spent on Soft Goods by User ⁱ	% Purchasing Soft Goods	Annual User Visits	Annual
Pine Creek Rail Trail	PA	57	\$30.30	86%	138,227	\$3.6
Perkiomen Trail	PA	18	\$11.09	53%	397,814	\$2.3
Schuylkill River Trail	PA	130	\$8.86	33%	NA	NA
Heritage Rail Trail County Park	PA	21	\$12.86	79%	394,823	\$4.0
Oil Heritage Region Trail System	PA	60	\$8.92 ⁱⁱ	NA	160,792	\$4.3
Lower Trail	PA	17	\$27.20 ⁱⁱⁱ	NA	NA	NA
Great Allegheny Passage	PA	141	\$13.00	67%	NA	NA
Torrey C. Brown Trail (formerly the NCR Trail)	MD	20	\$9.14	72%	800,000	\$5.3
Virginia Creeper Trail	VA	34	\$19.20 ^{iv}	NA	130,172	\$2.5
Washington & Old Dominion Rail-Road Regional Park	NY	45	\$4.11	NA	1,707,353	\$7.0
Genesee Valley Trail	NY	60	\$10.83	31%	NA	NA
Average			\$14.14	60%	532,740	\$4.1

Table 5-4: Comparison of Consumer Expenditures on Soft Goods by Trail User²⁶

Notes: The age of the majority of respondents was in between 46-65 years old. On average, 79% of respondents were local users, 21% were non-local users.

- i. Soft goods were listed as: beverages, candy/snack foods, sandwiches, ice cream, restaurant meals, other and none of these.
- ii. Average sending based on \$32.93 for non-local respondents (27%) (includes lodging/camping), \$3.71 for local respondents (73%)
- iii. Included gasoline costs & trail donations
- iv. Based on total \$ amount; \$2.00 for local users

²⁵ Massachusetts Department of Environmental Management, An Executive Summary of a Business Survey Done on the Cape Cod Rail Trail, 1993.

²⁶ Rails-to-Trails Conservancy, Trail User Surveys and Economic Impact: A Comparison of Trail User Expenditures, 2009; 4ward Planning LLC, 2012.

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Benefit to Property Values



Radnor Trail, growing suburb, Pa.



Perkiomen Trail, suburb/rural, Pa.

According to a study conducted by the Delaware Valley Regional Planning Commission (2011) for Southeastern Pennsylvania, proximity to open space is usually positively capitalized, albeit with much variation. For example, being in close proximity (within a quarter mile) of the Radnor Trail resulted in an incremental increase in house value of \$69,139, compared to \$4,766 for Perkiomen Trail. This incremental increase in property value also varied widely depending on type of community and year surveyed. In general, the value of proximity to open space was higher in more urban areas than in more rural areas where open space exists in greater abundance. In 2005, homes located within a quarter mile of preserved open space were associated with a 0.7 and 0.4 percent increase in the city and suburbs, respectively. By 2009, the same proximity was associated with a 9.0 and 2.1 percent increase in the city and suburbs, respectively. This upward trend may be due to a number of factors including a greater ecological consciousness or improved maintenance/investment in the region's open spaces.

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Prospective Opportunities

Greenway-Wide Opportunities

Based on the key demographic and labor trends, and surrounding environment, competitive attractions, and potential partnerships, prospective opportunities were identified for the proposed Morris Canal Greenway based on their ability to meet one or more of the following criteria:

- Provides revenue-generating activities that promote the financial short and long-term development and operation of the greenway
- Increases recreational amenities for local and regional users
- Creates educational opportunities to learn about the canal’s rich history
- Stimulates local economic development
- Promotes the greenway as a recreational and cultural tourism attraction within the larger region
- Integrates the proposed greenway plan with other initiatives in a manner that fosters new and/or improved partnerships and synergies

Prospective opportunities for the proposed Morris Canal Greenway are provided in the following sections. These prospective opportunities are organized based on their scope, whether they can be implemented along the entire greenway or are place-based.

Table 4-1: Greenway-Wide Prospective Opportunities

	Classroom to Canal	Canal Discovery Walks	Marathon/ Cross Country Races	Treasure Hunting & Geo Caching	Electronic Directory/Smartphone App	Online Gift Shop
Provides Revenue Generation Activities		✓	✓	✓	✓	✓
Increases Recreational Amenities	✓	✓	✓	✓		
Creates Educational Opportunities	✓	✓		✓	✓	✓
Stimulates Local Economic Development		✓	✓	✓	✓	✓
Promotes Greenway to Region	✓	✓	✓	✓	✓	✓
Fosters New Partnerships and Synergies	✓	✓	✓	✓	✓	✓

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“Classroom to Canal” Education Program

Description	Volunteer-led walks for teachers and school children to learn about nature, Warren County’s history and more along the banks of the canal.
Occurrence	Weekdays April-June, September-October
Likely Patronage Profile	Local schools and community organizations
Annual Revenue Potential	Low to Moderate
Likely Primary Market Area Draw	Up to a 45-minute drive time



Canal Discovery Walks

Description	Expert-led half-day tours to learn about nature, history and more along the banks of the canal. Box lunch optional. Proceeds support canal development.
Occurrence	May-October
Likely Patronage Profile	Couples and singles over 45 years old
Annual Revenue Potential	Low to Moderate
Likely Primary Market Area Draw	Up to a 45-minute drive time

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Race Fundraiser

Description	Hike-a-thon, walk-a-thon, bike race or foot race where proceeds go to trail development
Occurrence	May-October
Likely Patronage Profile	Young adults and professionals
Annual Revenue Potential	Low to Moderate
Likely Primary Market Area Draw	Up to a 45-minute drive time



Treasure Hunting and Geocaching

Description	A real-world outdoor treasure hunting game. Players try to locate hidden containers, called geocaches, using GPS-enabled devices and then share their experiences online. The quest to find these caches will take participants throughout the canal and its surrounding historic sites.
Occurrence	November-February
Likely Patronage Profile	Families with children, couples and singles representing a broad socioeconomic swath
Annual Revenue Potential	Low to Moderate
Likely Primary Market Area Draw	Northeast Region

Electronic Directory / Smartphone Application

Description	An online directory/calendar and smartphone application that incorporates local advertisers/businesses for a small fee
Occurrence	Year-round
Likely Patronage Profile	Patrons using the application for canal information and special events
Annual Revenue Potential	Low to Moderate
Likely Primary Market Area Draw	Up to a 45-minute drive time

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Online Gift Shop

Description	An online gift show selling a variety of hard and soft-branded goods and memorabilia related to Morris Canal Greenway. Opportunity to download self-guided tour information, link to Morris Canal Sustainable Business Network (local shops, B&Bs, guides, bike rentals, etc.) or buy Morris Canal membership
Occurrence	Year-round
Likely Patronage Profile	Patrons using application for canal information and special events
Annual Revenue Potential	Low to Moderate
Likely Primary Market Area Draw	Northeast Region

Place-Based Opportunities

Based on their location, the demographic of the surrounding area, and their current ability to draw tourists, several destinations along the greenway have the potential to generate revenue to further the greenway's mission. These locations are already well-established interpretive centers but have room to improve their offerings to visitors.

Saxton Falls

Description	<i>Revenue Generating:</i> Tented events <i>Free:</i> Museum and self-guided tours
Occurrence	Year-round
Likely Patronage Profile	Families with children, couples and singles representing a broad socioeconomic swath
Annual Revenue Potential	Low to Moderate
Likely Primary Market Area Draw	Up to a 45-minute drive time



Saxton Falls. Photo courtesy panoramio.com



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Plane 9 West

Description	<i>Revenue Generating:</i> Tented events <i>Free:</i> Museum and self-guided tours
Occurrence	Year-round
Likely Patronage Profile	Families with children, couples and singles representing a broad socioeconomic swath
Annual Revenue Potential	Low to Moderate
Likely Primary Market Area Draw	Up to a 45-minute drive time

Bread Lock Park

Description	<i>Revenue Generating:</i> Tented events <i>Free:</i> Perimeter walking/exercise trail, Warren County Historical Learning Center
Occurrence	Year-round
Likely Patronage Profile	Families with children, couples and singles representing a broad socioeconomic swath
Annual Revenue Potential	Low to Moderate
Likely Primary Market Area Draw	Up to a 45-minute drive time

Table 4-2: Place-Based Prospective Opportunities

	Saxton Falls	Plan 9 West	Bread Lock Park
Provides Revenue Generation Activities	✓	✓	✓
Increases Recreational Amenities	✓	✓	✓
Creates Educational Opportunities	✓	✓	✓
Stimulates Local Economic Development	✓	✓	✓
Promotes Greenway to Region	✓	✓	✓
Fosters New Partnerships and Synergies	✓	✓	✓