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**OHIO OUTDOOR  
RECREATION ECONOMY  
CONFERENCE**



**JULY 22-24, 2025  
ATHENS, OHIO**

# An Ohio Place-Based Strategy



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## Appalachian Ohio

- **Established:** 1965
- **Ohio's Poorest Region:** comprised of **32 of 88 Counties**
  - **2020 Population:** 1,985,283
- **Land Area:** 16,011.5 square miles with vast public lands, 57% forested

(All above information according to Appalachian Regional Commission)



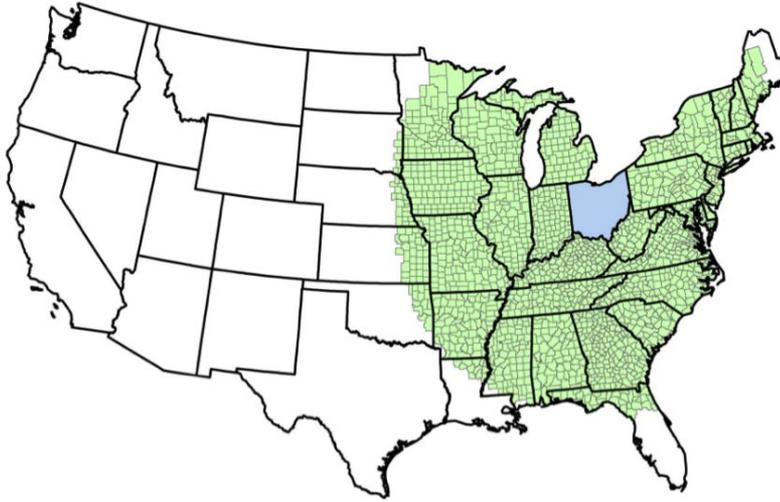
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184.9 million U.S. residents live within 600 miles of Ohio  
(59.9 percent of the U.S. population of 308.7 million)



Major cities (hours drive)

- Columbus (1.5)
- Pittsburgh (2.5)
- Cincinnati (2.5)
- Lexington (3.5)
- Cleveland (3.5)
- Louisville (4)

Hocking Hills State Park, 30 minutes from the Baileys, draws ~4 million visitors a year, visitation comparable to Yellowstone and Yosemite

Amazon is investing in distribution centers in Ohio because it is within a day's drive of 50% of the country's population (NPR, Amazon) Gov. John Kasich says 60 percent of U.S. population is within 600 miles of Ohio (May 2011), rated "True" by Politifact



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FOREST HEADQUARTERS  
&  
ATHENS RANGER STATION

WAYNE



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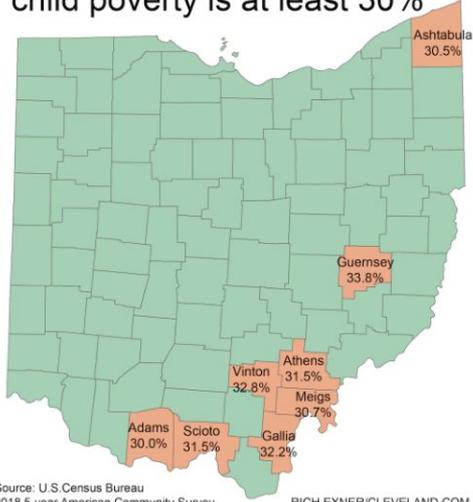


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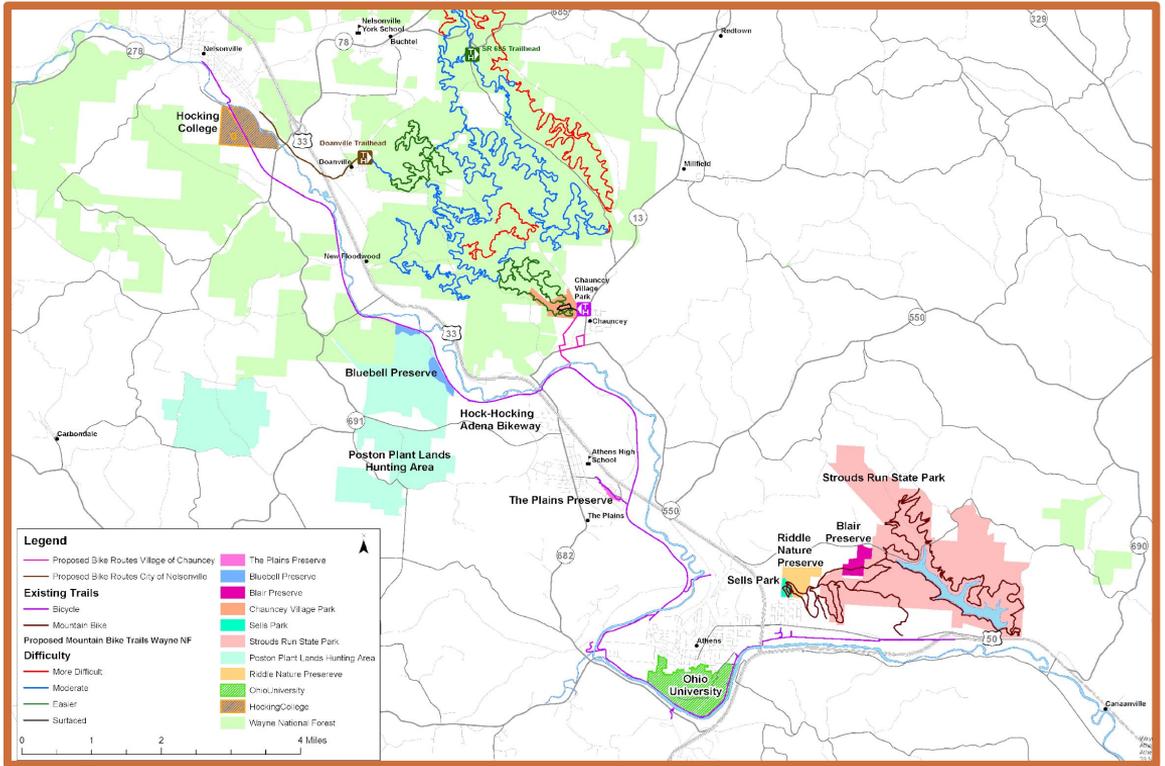
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Ohio counties where child poverty is at least 30%



Source: U.S. Census Bureau  
2018 5-year American Community Survey

RICH EXNER/CLEVELAND.COM



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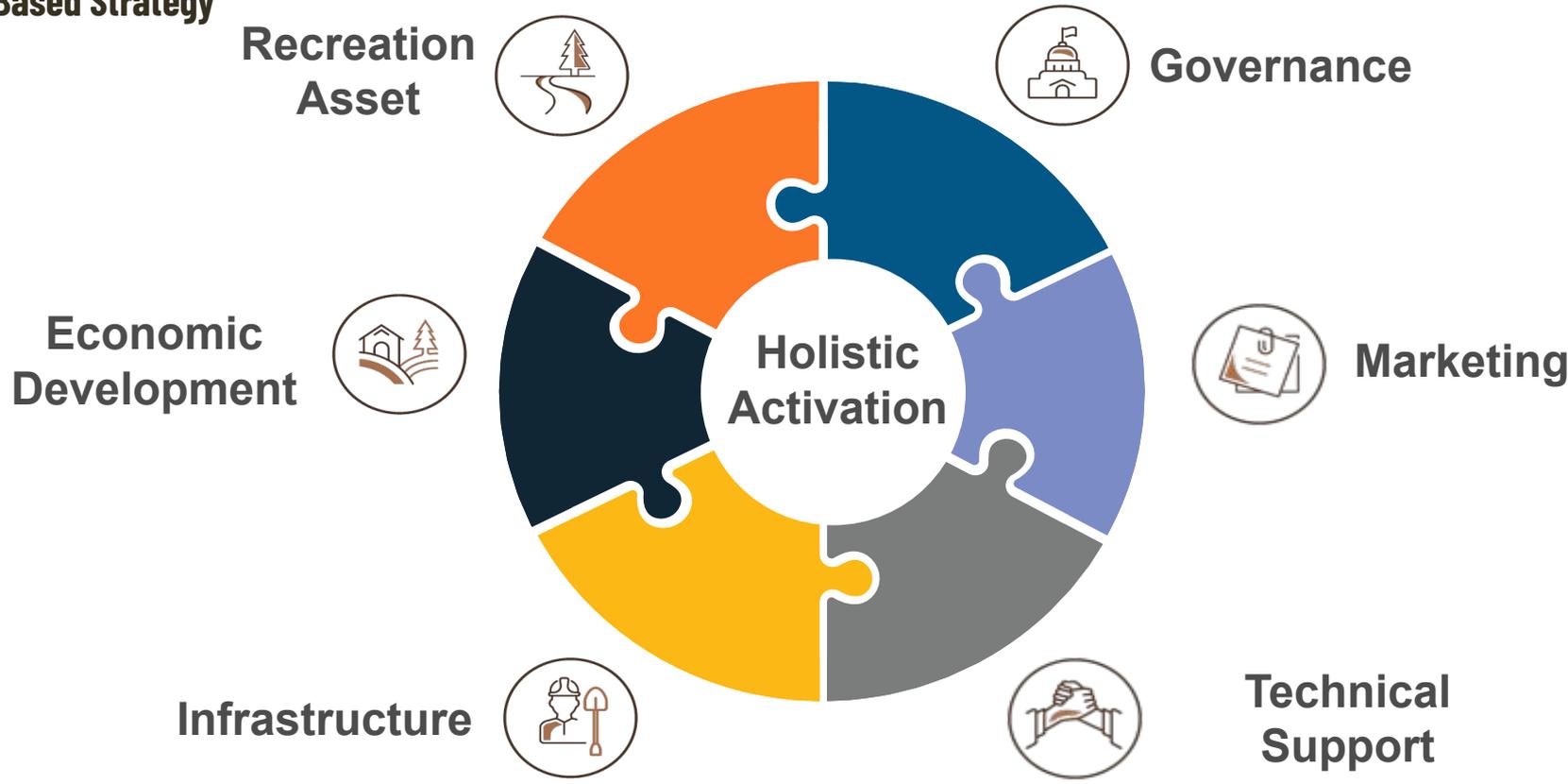
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## Cumulative 10-Year Projections

- **\$40MM** in new spending
- **\$1.6MM** in project revenue
- **\$1.2MM** in increased taxes
- **\$10MM** in new wage growth
- **78** New Jobs
- **150** Jobs Retained

\*According to Quantified Ventures 2019 Memo

## YEAR 1 Impacts

- **\$3.6MM** direct economic impact
- **\$5.3MM** direct & indirect impact

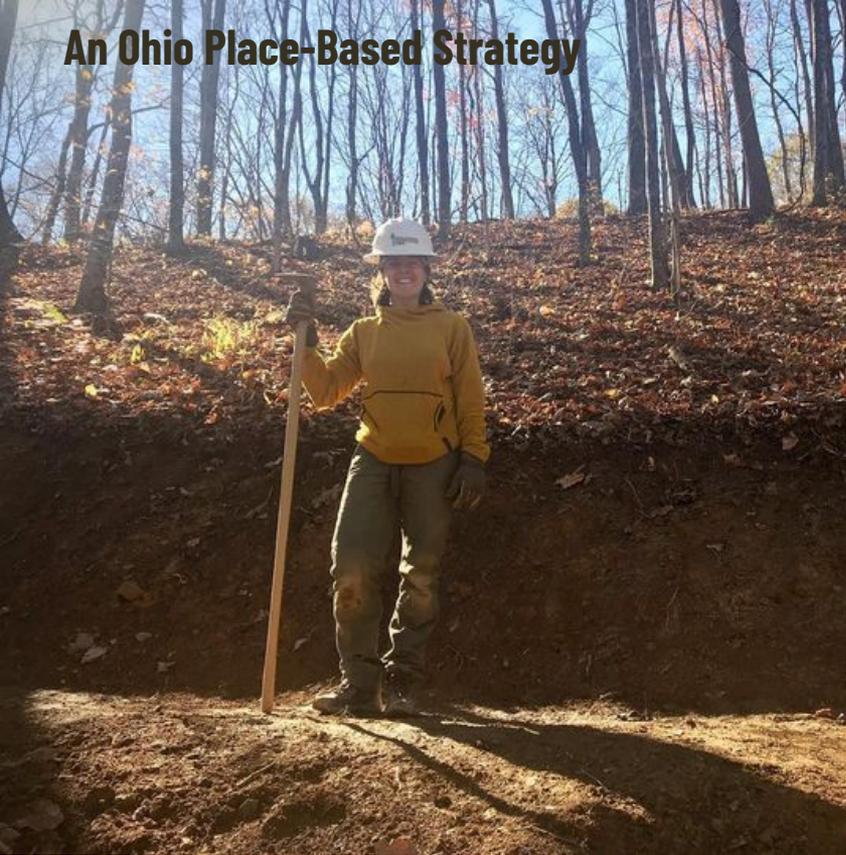
\*\*Economic Impact of The Baileys Trail System  
through The Recreation, and Leisure Studies  
Program & The Voinovich School at OHIO  
attributed to trail tourism May 2020-June 2021



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“Ohio is a leader in providing sustainable trails for all users, offering an extraordinary network of world-class recreation and transportation opportunities linking communities, people, and places while stimulating economic and social vitality.”

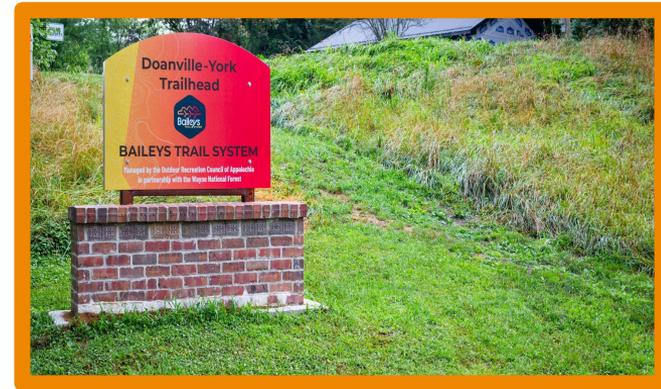


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- **\$1.5MM: ARC** regional Outdoor Recreation- based Economic Development/ Diversification (2021)
- **\$2MM: State of Ohio** Outdoor Recreation- based Economic Development/ Diversification (2021)
- **\$3MM: ODNR AMLER** turn-key commercial space
- **\$4.1MM: Ohio ACG Investment** Trails, Emergency Response, and Buchtel- Snow Fork Trailhead (2023)
  - \$70K **USDA RBOG** ORCA service expansion
- \$200K **Athens County Foundation** Impact Investment (ORCA Nonprofit Partner)

**TOTAL=\$10.6MM+ (ORCA)**

**to build and support Baileys Trail System, Trailheads, & Visitor Hub**



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