

NATIONAL HERITAGE AREA DESIGNATION BRINGS ECONOMIC VALUE

NATIONAL HERITAGE AREA ECONOMIC IMPACT

ST. CROIX WATERSHED OF MINNESOTA & WISCONSIN

Within 2 Years of Designation



6,000 total jobs generated and supported



\$7 MILLION of economic impact on the St. Croix Watershed regional economy

1,300

leisure & hospitality jobs created



\$5.4 MILLION in tax revenue generated for state & local economies



Working to Develop a Strong Economic Base

North Woods and Waters of the St. Croix Heritage Area connects people, groups and organizations to help visitors and residents develop greater appreciation of the nationally significant natural, cultural, and historic resources within the St. Croix River watershed. Designation of the watershed as a National Heritage Area will help communities develop a stronger economic base by attracting businesses and tourism drawn to the unique opportunities the watershed offers.

Economic Study Illustrates Designation Impact

After more than a decade working to get the St. Croix Watershed designated as a National Heritage Area (NHA), communities can now see what's at stake. In 2021 North Woods and Waters partnered with the University of Minnesota's Carlson School of Management/Carlson Consulting Enterprise to study the economic impact of designation. The study examined 25 existing National Heritage Areas and researched current visitor spending in the St. Croix Watershed to project the impact of NHA designation.

YOU CAN HELP

- Learn more at... NorthWoodsAndWaters.org/economic-impact
- Reach out... Info@NorthWoodsAndWaters.org

National Heritage Area Economic Impact

- There are 55 NHAs throughout the U.S.; there are *none* in Minnesota or Wisconsin.
- NHAs support *tens of thousands of jobs* nationwide through business development, tourism, and grantmaking activities.
- Long term projections estimate **\$22 million** of economic growth after five years and **\$61 million** after ten years