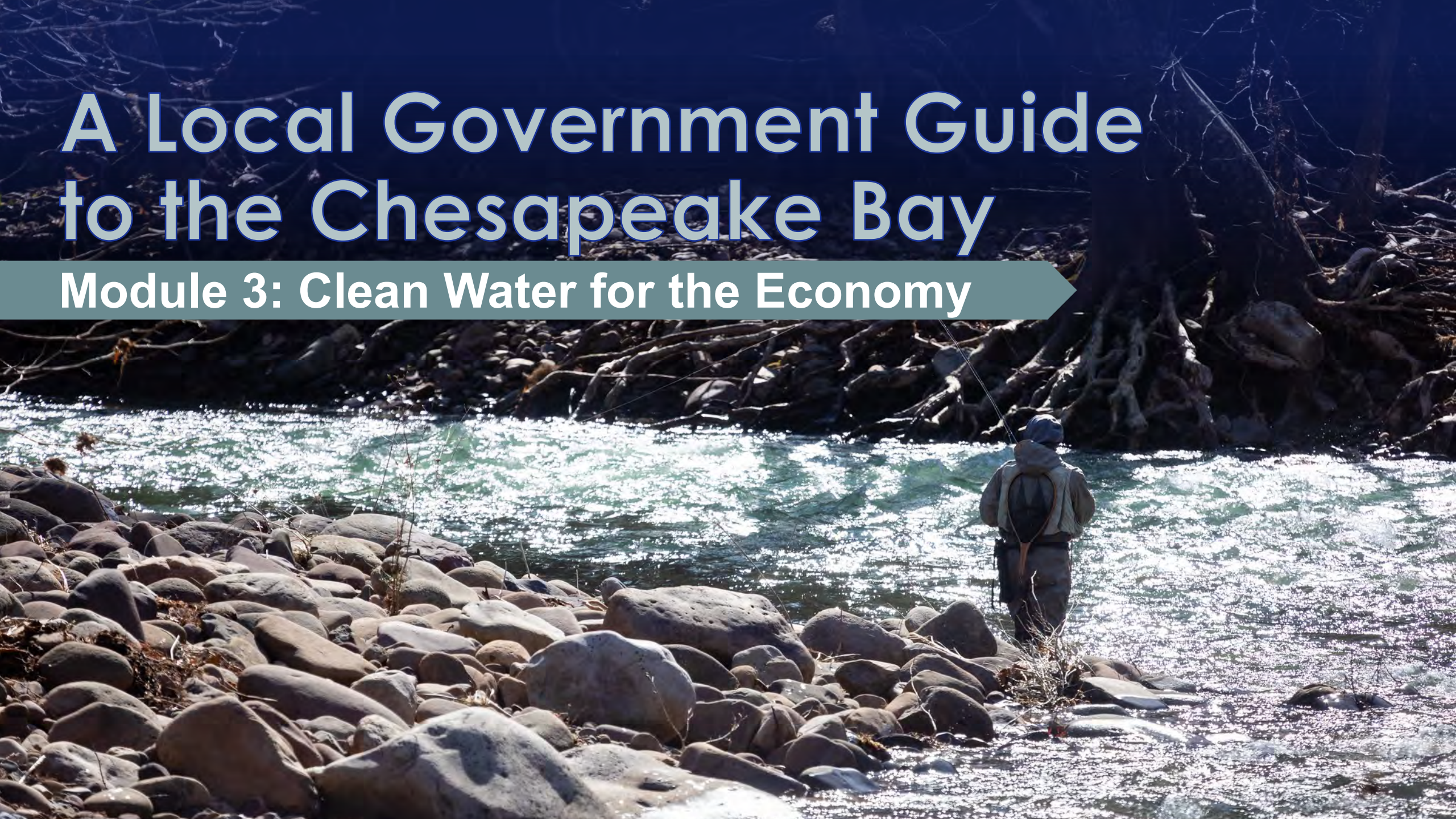


A Local Government Guide to the Chesapeake Bay

Module 3: Clean Water for the Economy



Content Developed By



PROTECT LOCAL WATERWAYS

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*Please refer to individual slide notes for data references and information sources.



A Guide For Local Governments

As a local leader, your decisions set the course for your community. Your actions determine the health and vitality of your jurisdiction, as well as that of your local waterways and the Chesapeake Bay. You can achieve win-win outcomes by prioritizing local economic development, infrastructure resiliency, public health, and education, while also protecting your environment.

This module is one in a series created by the Chesapeake Bay Program to support decision making by local officials. We encourage you to examine the full suite of modules:

1. How Your Watershed Works
2. Foundations of Clean Water
3. [Clean Water for the Economy](#)
4. The Benefits of Trees
5. Preserving Local Character and Landscapes
6. Protecting Your Infrastructure Through Stormwater Resiliency
7. Building the Workforce of Today and Tomorrow
8. Preparing Your Community for Water Extremes
9. Understanding and Supporting Your Agricultural Allies
10. Keys to Community Buy-In for the Environment
11. Your Health and the Environment

To help local government representatives better understand how the information in the modules aligns with their priorities, look for these icons:



Economic Development



Public Health & Safety



Infrastructure Maintenance & Finance



Education

Laying Foundations

Local economies thrive when the environment around them is healthy. Maintaining environmental protections supports healthy habitats, water quality, and biodiversity. These habitats are vitally important to:



Lucrative fisheries,
like blue crab, oyster,
and recreational fisheries



Recreation,
like swimming, boating,
hunting, and bird watching



Attracting and
retaining a young
and diverse workforce

What You'll Learn

A close-up photograph of a person's hand holding a large quantity of almonds. The hand is positioned palm-up, and the almonds are piled in the center. The background is blurred.

How is clean water connected to my local workforce and community?

A group of people, including men and women, are standing in a forest. They appear to be engaged in a discussion or a field activity. The forest has many trees and a dappled light effect on the ground.

How does my local economy benefit from a healthy ecosystem?

Clean Water Means Business

Healthy waterways are good for local economies. In 2014, the Chesapeake region was calculated to provide at least \$107.2 billion in natural benefits annually.



The Watershed Means Business

Some of the most economically valuable sectors of the Chesapeake Bay watershed – commercial fishing, tourism, recreational hunting and fishing, boating, and agriculture – all depend upon clean water, open land, and a healthy ecosystem.

121

breweries joined the National Resources Defense Council (NRDC)'s Brewers for Clean Water as of Feb. 2021

"We need reliable sources of clean water to consistently produce the great beer that is key to our success."

– 2018 letter signed by 49 breweries



Small and independent craft brewers in the US contributed **\$82.9 billion & 580k jobs** to the economy in 2019.



Each acre of healthy wetland has an annual recreational value of

\$199

Wildlife viewing is a **\$75.9 billion** industry in the US (expenditures include lodging, food, equipment, and transportation).

There are more than

83k

farm operations

growing **50+** commodities in the Chesapeake Bay watershed.

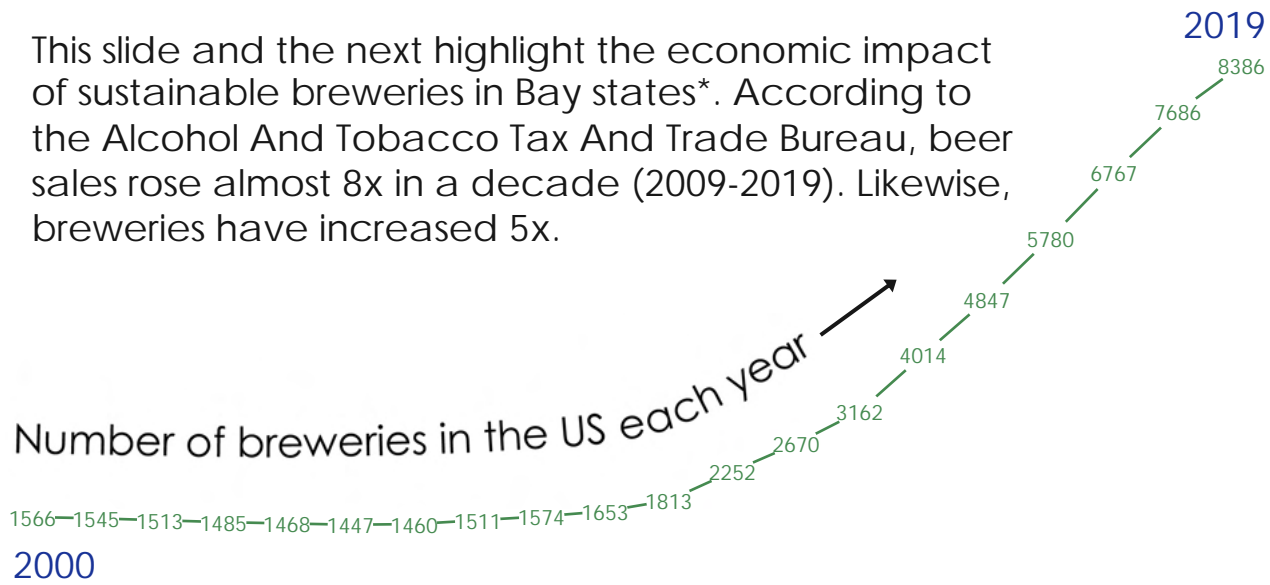


The value of agricultural production in the watershed each year is over

\$10 billion.

Breweries By Jurisdiction

This slide and the next highlight the economic impact of sustainable breweries in Bay states*. According to the Alcohol And Tobacco Tax And Trade Bureau, beer sales rose almost 8x in a decade (2009-2019). Likewise, breweries have increased 5x.



12
breweries



\$227 million
value



1,404
jobs

[Hellbender Brewing Company](#) (Washington, D.C.):

- Uses a mash filter to increase efficiency while using less water in the brewing process
- Works with organizations to protect the Hellbender salamander— a unique and threatened species found in the Chesapeake Bay watershed



27
breweries



\$430 million
value



2,688
jobs

[Dogfish Head Craft Brewery](#) (Milton, DE):

- Brews Re-Gen-Ale with regeneratively-grown wheat and grower-direct hops and barley malt
- Uses bio-degradable, ocean-friendly beverage carriers



112
breweries



\$956 million
value



7,164
jobs

[Ruhlman Brewing Company](#) (Hampstead, MD):

- Grows ingredients on-site without pesticides or artificial fertilizers
- Sources all water from a well on the property
- Has acres of accessible open space for visitors

Clean Water for the Economy

Clean Water Means Business

* While the breweries included are in Bay watershed states, they are not all within the Chesapeake Bay watershed.

Breweries By Jurisdiction



423
breweries



\$4.86 billion
value



29,129
jobs

[Hopshire Farm and Brewery](#) (Freeville, NY):

- Grows hops on-site; extras given to local farmers
- Stores heat produced during brewing or heats the tasting room
- Circulates water through environmentally-friendly tubing in a stream on-site to keep the building and the fermenters cool



290
breweries



\$1.86 billion
value



14,263
jobs

[Väsen Brewing Company](#) (Richmond, VA):

- Uses a local and sustainable ingredient supply chain
- Strives to reuse/recycle the resources generated through brewing
- Donates a portion of their beer sales to local environmental nonprofit organizations



401
breweries



\$5.56 billion
value



41,730
jobs

[Tröegs Independent Brewing](#) (Hershey, PA):

- Uses local hops, honey, and fruit
- Brews Trail Day, a pilsner that helps the Nature Conservancy protect Kittatinny Ridge, a 185-mile region of the Appalachian Mountains
- Employees take part in annual tree plantings along Swatara Creek



28
breweries



\$2.89 million
value



1,888
jobs

[Chestnut Brew Works, LLC](#) (Morgantown, WV):

- Donates spent grain to local farms for feed
- Hand-crafts tap handles out of salvaged wood
- Uses recycled water to chill wort

Clean Water for the Economy

Clean Water Means Business

Real Estate Benefits

Clean water nearby can raise property values by up to 25% above properties near water with excessive nutrients.



On average, waterfront homes near underwater plants sell at a 5.7% premium relative to nearby waterfront homes without those plants. Reaching the restoration goal for underwater plants in the Chesapeake Bay could lead to property value gains of \$326+ million.

Business Decisions

Businesses value green initiatives and the opportunity to market themselves as sustainable.

Case study: Turkey Hill Clean Water Partnership



In 2018, Turkey Hill Dairy formed a partnership with the Alliance for the Chesapeake Bay and the Maryland and Virginia Milk Producers Cooperative.

The partnership helps dairy farmers implement conservation plans that will prevent nutrients and sediment from flowing into local waterways.

Funding is from the Natural Resource Conservation Service and National Fish and Wildlife Foundation. Farms that implement plans using grant money receive a premium from Turkey Hill for their milk. To learn more, visit the [Alliance for the Chesapeake Bay's website](#).

Why is this important? Turkey Hill Dairy and other businesses know that green cities and towns also attract and retain workers. A survey of over 1,100 professionals listed parks and open spaces as the third most important non-work criteria for relocation, after cost of housing and weather.



Healthy Habitats, Healthy Economy

Protecting the watershed leads to improved water quality, wetlands, streams, and fish habitat. In turn, these healthy habitats support your local economy.



Outdoor Recreation

Nationally, outdoor recreation contributes:



\$887 BILLION
in consumer spending



7.6 MILLION
American jobs



\$65.3 BILLION
in federal tax revenue

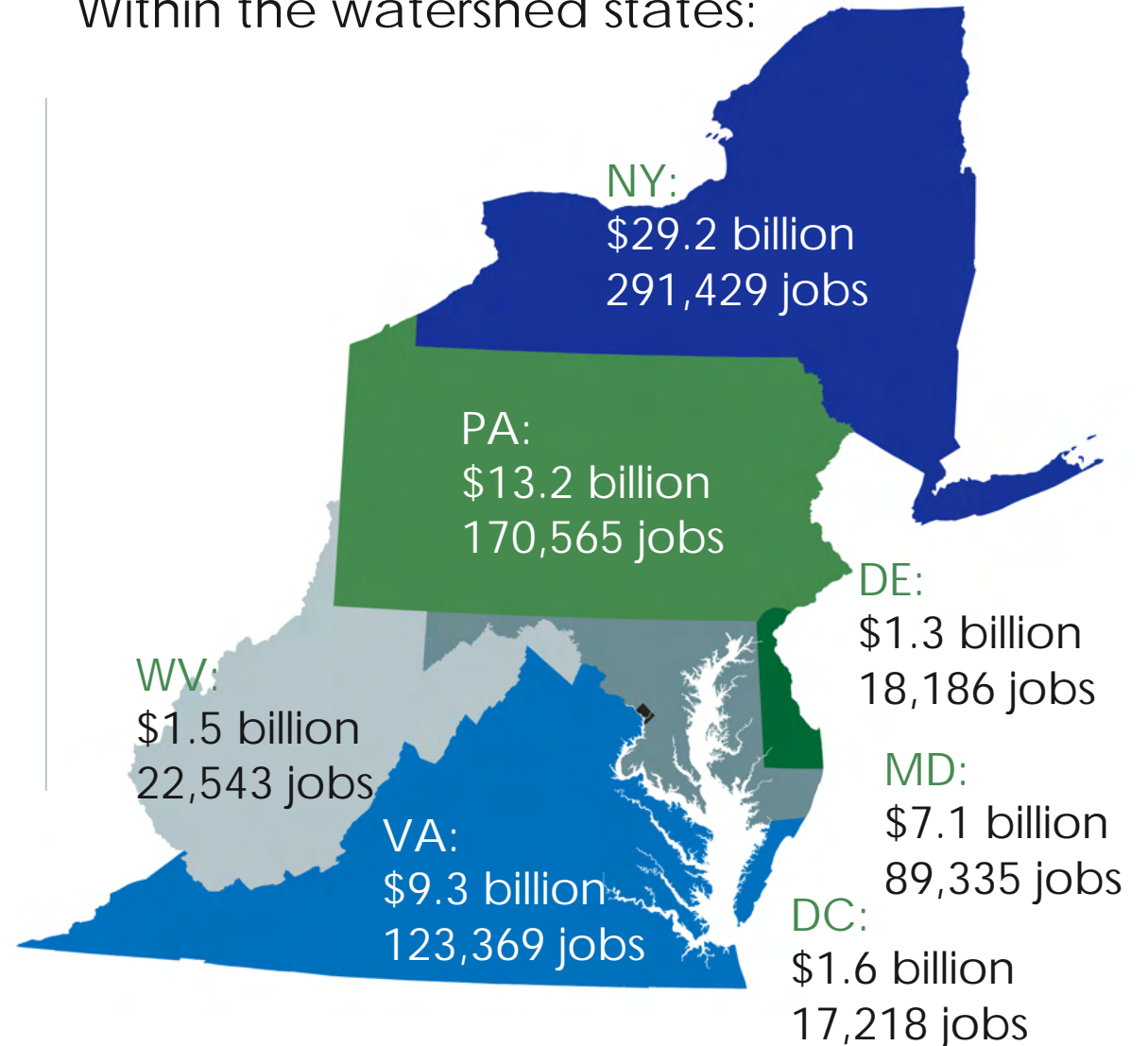


\$59.2 BILLION
in state & local taxes

Interpretive Outdoor Experiences

Outdoor recreation opportunities foster a more meaningful connection with nature. Nature centers and environmental educators play important roles in inspiring an appreciation for nature, which leads to more stewardship.

Within the watershed states:



Clean Water for the Economy

Healthy Habitats, Healthy Economy

Outdoor Recreation

Outdoor recreation and parks support local businesses by attracting visitors. Outdoor recreation thrives on open spaces and idyllic locales, which in turn require comprehensive land use planning and healthy habitats at the local level.

For more information about comprehensive planning, see Module 5.

Case study: Shamokin, PA



Anthracite Outdoor Adventure Area is located on 7,000 acres of reclaimed coal mines that were vacant for decades. Like other projects of its kind, mine reclamation projects typically hired construction contractors (some of which were often former mine operators), who in turn employed many former miners and other local workers.

Tens of thousands of patrons pay to ride through the wilderness at the park each year, raising local and state tax dollars as well as filling local restaurants and shops with customers. A new hotel is also under development in Shamokin thanks to the business that AOAA brings in.

Sportsman Industry



In 2016:



Hunters spent \$27+ billion on gear, travel, lodging, licenses, permits, tags, and other hunting-related purchases.



525,000 jobs were supported by hunting.



Spending by hunters brought in \$3.4 billion in state and local taxes.

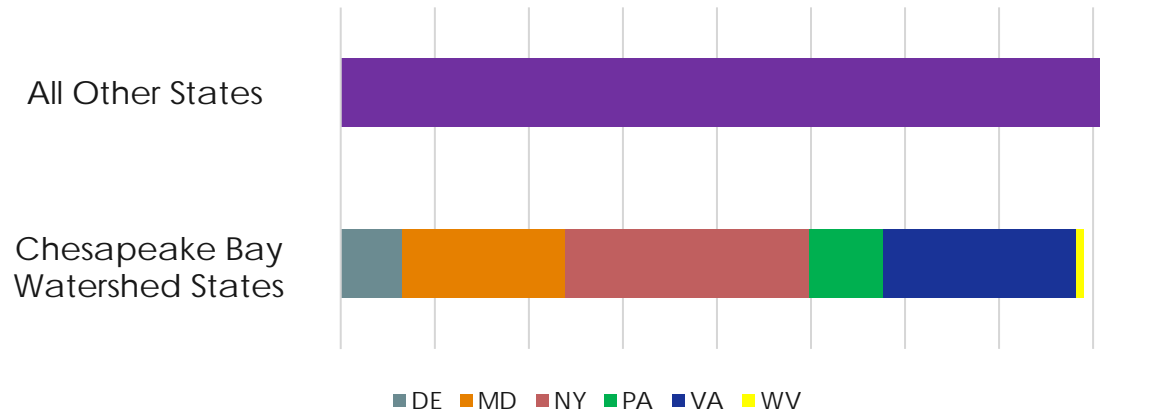
Sportsman Industry

In 2016, 2.6 million people hunted migratory birds and spent over \$2.9 billion during hunting trips, including the cost of food, lodging, and transportation.

Black ducks are known for being a challenging prize by Chesapeake watershed hunters. A healthy black duck population needs quality wetland habitat for wintering, foraging, and breeding.



Black Duck Harvest



Black duck harvest within the Chesapeake Bay watershed is approximately equal to the harvest in the other 44 states combined.

Recreational Fishing



The American Sportfishing Association reported over 30 million anglers in the US generating over one million jobs and over \$45 billion in retail sales annually. Healthy ecosystems are essential to the viability of commercial and recreational fishing. They are threatened by improper stormwater management and poorly planned development. Learn about stormwater in Module 6 and comprehensive planning in Module 5.

Brook trout need clean, cold water to survive; their presence is a sign of a healthy stream.

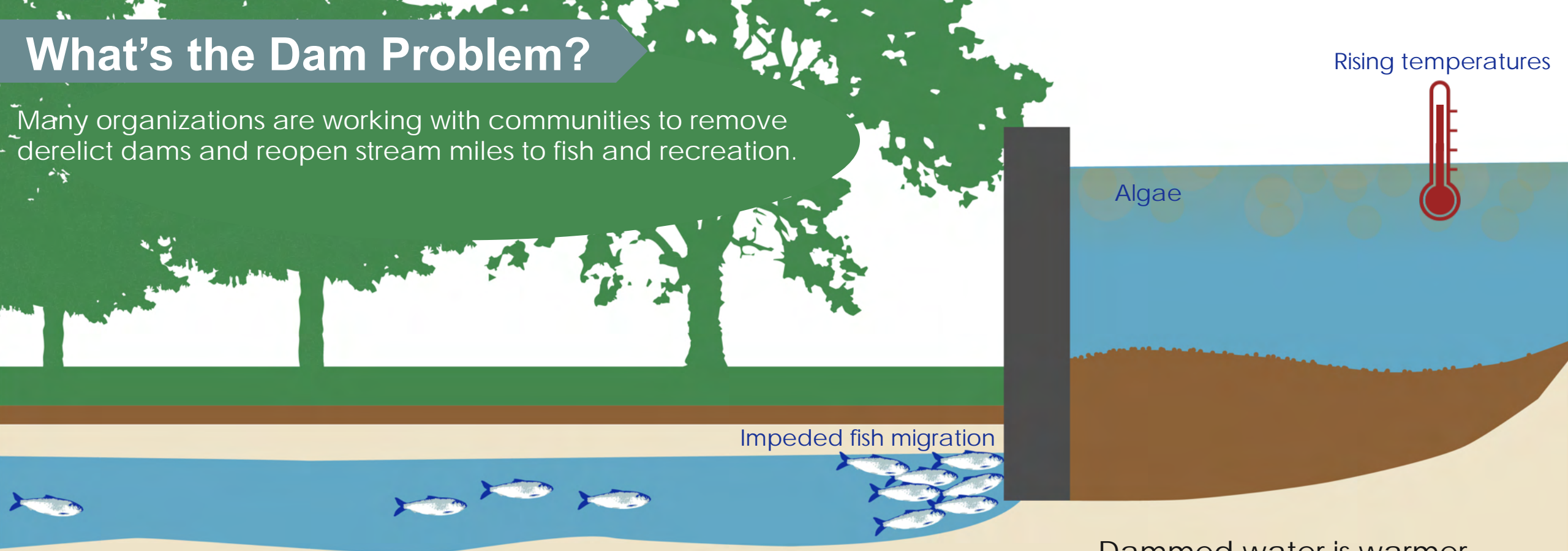


Clean Water for the Economy

Healthy Habitats, Healthy Economy

What's the Dam Problem?

Many organizations are working with communities to remove derelict dams and reopen stream miles to fish and recreation.



Impeded fish migration

Derelict dams aren't just blocking thousands of miles of streams around the Chesapeake Bay watershed; they're also blocking fishing and recreational opportunities. Many dams have been abandoned but still prevent migrating fish, such as shad, alewife and sturgeon, access to freshwater spawning grounds.

Dammed water is warmer because it is stagnant. This makes algal blooms and low oxygen conditions more likely without proper management. Algae can make it unsafe to play in, on, or near the water and harm wildlife.

Fish Passage & Recreation

Case study: Baltimore, MD



In September 2018, Maryland detonated explosives to breach the Bloede Dam on the Patapsco River.

The 111-year-old structure was a safety hazard to visitors to the Patapsco Valley State Park, causing several drownings over the decades.

In 2020, researchers at the Department of Natural Resources found white perch, shad, juvenile striped bass, and river herring upstream of the old dam site. The dam removal gave recreational fishing and other water activities, like canoeing, a chance to thrive.

Public parks, especially those in urban areas, provide a place to gather, present an opportunity to fish for sustenance and recreation, encourage exercise, and offer many other benefits to all people in the community. See module 5 for more information about public access sites and preserving open spaces like parks.

Fish Passage & Recreation

Case study: Fredericksburg, VA



Embrey Dam, located near Fredericksburg, VA, was removed in 2004. Scientists with the US Geological Survey began to see a steady increase in the number of small eels about two years later. They suggested that the removal of the dam is allowing eels to spread into new habitats, and potentially improve their survival.

Paddlers can now float the Rappahannock River to its mouth instead of needing to take their boats out of the water at Fredericksburg, walk them around the dam, and then put them back in the water on the other side. The change in flow also increased fishing opportunities for smallmouth bass, revealed historic canal locks, created Class II+ rapids, and more recreational opportunities, such as a jumping rock and swimming area.

Benefits of Wetlands

Water: Rain captured by wetlands before entering a creek or river is naturally filtered. Pollutants like sediment and nutrients get trapped, keeping wildlife and humans healthy. The captured water also reduces flooding, protecting your infrastructure.

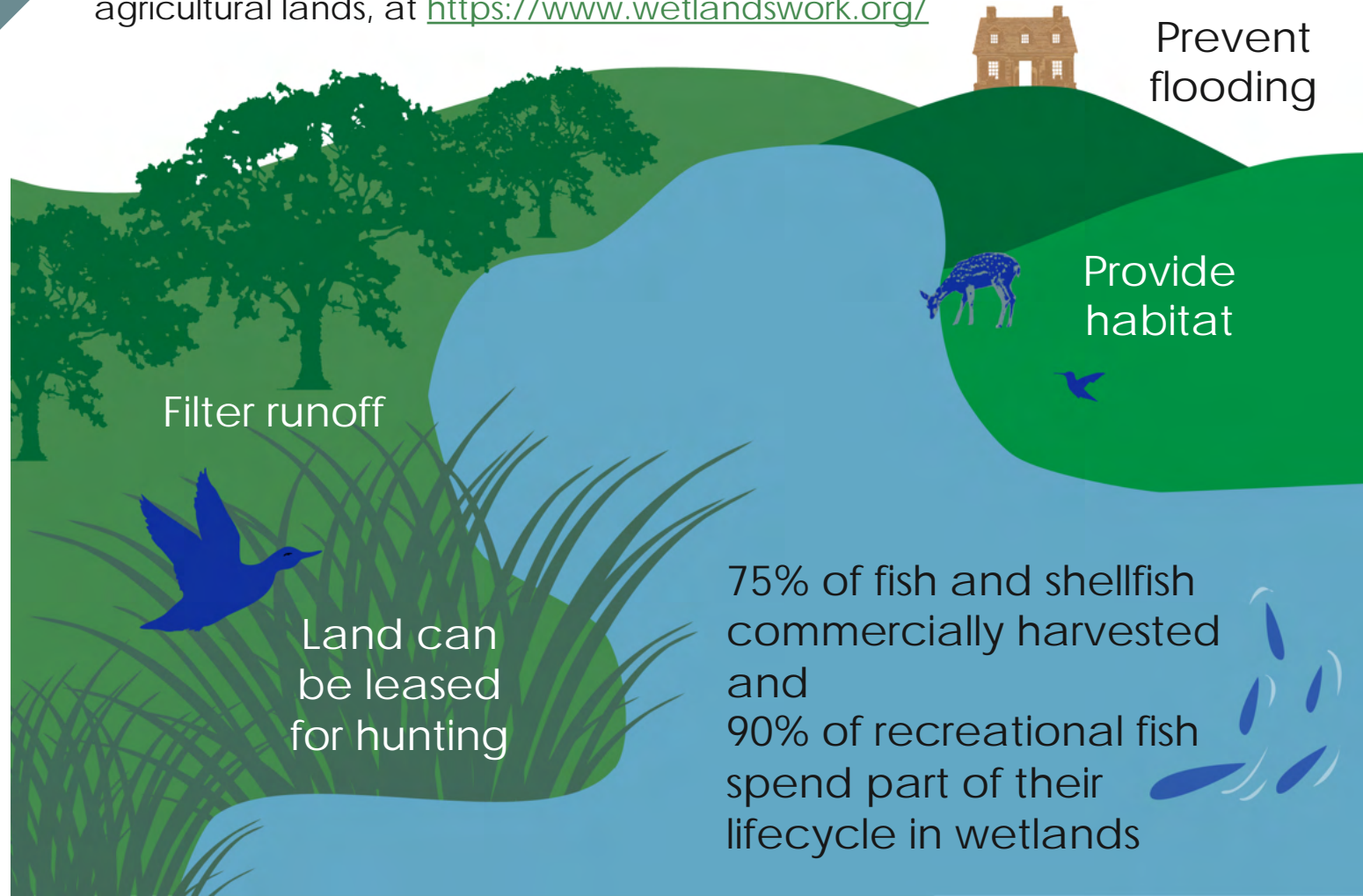
Wildlife: Wetlands are compared to rainforests because of the quantity of plants and animals that live there. Wetlands are great places to hunt, fish, watch birds, or take photos.

Economy: The environmental services that wetlands provide have economic value. Wetlands also provide financial benefits to landowners who participate in conservation programs or lease their wetlands to hunters.

Climate Connection

As the climate warms, more intense and frequent storms could overwhelm existing stormwater systems, leading to more flooding and erosion. Wetlands could potentially help mitigate these risks.

Find wetlands funding opportunities, especially for agricultural lands, at <https://www.wetlandswork.org/>



Clean Water for the Economy

Healthy Habitats, Healthy Economy

Sustainable Commercial Fisheries

Healthy watersheds and habitats support the Bay region's thriving seafood harvests, including:



\$90.6
million



\$51.0
million



\$31.7
million



\$27.7
million



\$12.0
million

value of
commercial
landings in 2019

In addition to these consumer favorites, healthy watersheds also support forage fish, like bay anchovies and silversides, that many larger fish and other animals rely on for food. Healthy fisheries are essential for:



tourism



outdoor recreation



restaurants

Health and Safety

Pollution, especially bacteria, can make eating seafood and playing near waterways unsafe. In order to keep tourism, outdoor recreation, and restaurants thriving, keep local habitats healthy.

Climate Connections

Our fisheries are at risk due to rising water temperatures. See [NOAA's species vulnerability index](#) and a [recent report on climate impacts to recreational fishing](#) for more info.

Living Shorelines



A living shoreline refers to shoreline management or stabilization and erosion control measures that include vegetated and natural elements. Benefits include reduced erosion, improved water quality, shoreline access for wildlife, visual appeal, and lower costs than hardened shorelines, like bulkheads and seawalls. Keeping hardened shorelines to less than 30% of the coastline prevents impacts to economically valuable fisheries like blue crabs, menhaden, and more.

Learn more about whether sites in your community are a good fit for a living shoreline project with this [guide from NOAA](#). If you want to move forward, these [planning tools](#) can get you started.



Climate Connection

Living shorelines are a cost-effective way to stabilize shorelines as sea level rises, while also providing other benefits to your local economy.

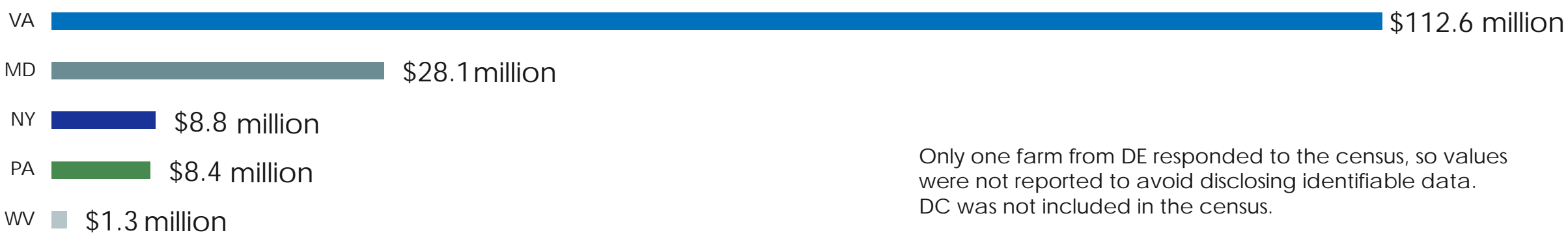
Clean Water for the Economy

Healthy Habitats, Healthy Economy



Aquaculture Industry

Farming oysters, fish and other aquatic animals is also a growing economic driver. Aquaculture of baitfish, sport fish, and freshwater food fish like trout support the economies of the watershed states. The graph below shows the value of aquaculture products sold in 2018, without including other economic benefits, like taxes paid by farms or jobs supported.



Only one farm from DE responded to the census, so values were not reported to avoid disclosing identifiable data. DC was not included in the census.

What You Can Do



Reduce *impervious surfaces* in your jurisdiction to limit pollutants entering your local waterways and protect local water quality. Use these EPA resources to get started:

- [The Green Infrastructure Municipal Handbook](#)
- [Enhancing Sustainable Communities With Green Infrastructure](#)
- [Local Water Policy Innovation: A Road Map for Community Based Stormwater Solutions](#)



Look for opportunities to conserve and protect habitat to maintain ecosystem functions, including water quality protections, versus trying to replace those roles with engineered infrastructure. See module 5 and the [Chesapeake Bay Trust toolkit](#).



Lead your community to achieve environmental and local government goals by exploring technical and funding resources, like grants from the [National Fish and Wildlife Foundation](#), [EPA](#), and your state.



Share this information with others to create an even stronger, more resilient community.

To Learn More

- EPA's [Economic Benefits of Wetlands](#)
 - Explore a short PDF about how wetlands contribute to your local economy
- EPA's [The Economic Benefits of Protecting Healthy Watersheds](#)
 - Learn about the monetary values of ecosystem services
- Prince George's County's [The Economic Values of Nature](#)
 - Read through a real example of a county that has quantified the benefits of their trees
- Chesapeake Bay Foundation's [The Economic Benefits of Cleaning Up the Chesapeake](#)
 - Learn about the value of benefits gained by having clean water

Glossary

- Interpretive Outdoor Experiences

Outdoor exploration guided by a person with the goal of educating and engaging

- Derelict Dams

Dams that were created for a past purpose that are now obsolete, abandoned, and dangerous

- Algae

Simple aquatic plants that can be single-celled or grow in clumps or slimy mats

- Spawning Grounds

The location where animals, such as fish, go to lay eggs

- Impervious Surfaces

Paved or hardened surfaces that do not allow water to pass through (e.g., roads, rooftops, sidewalks, pools, patios, and parking lots)