



THE
PLAN
**STRATEGY
LABS**

FUTURELV
FUTURE LEARNING VALLEY

COMMUNITY
ECONOMY
INFRASTRUCTURE
SUBDIVISION
PEOPLE + PLACES
TRANSPORTATION
RESOURCES
HIGHWAYS + BRIDGES
ORDINANCES + PLANS
RESEARCH + ANALYSIS
WATER
SEWER
UTILITIES
CARTOGRAPHY
PEDESTRIANS
ENVIRONMENT
PROJECTIONS
HOUSING
PARKS + RECREATION
CULTURE
FARMLAND PRESERVATION
HISTORIC PRESERVATION
OPEN SPACE CONSERVATION



What is a Comprehensive Plan?



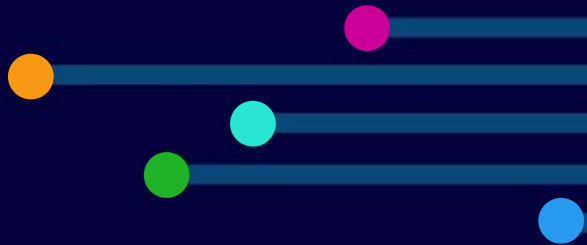
A Regional Comprehensive Plan...

- is the official and legal strategy guiding the growth, development, redevelopment and preservation of the assets of the Lehigh Valley.
- consolidates all the information we already know about our community into one simple, organized, easy-to-read toolkit.
- articulates community goals and aspirations for the years ahead, based on an understanding of current, on-the-ground conditions and accurate projections and trends.
- demands strong community involvement and citizen participation during the creation process, and, once complete, it encourages further engagement to bring all of its various actions and directives into play.
- informs future decision making on how we shape the land, including changes in existing laws on zoning, land development, subdivision, or other key laws that help determine how our communities will change and grow.
- brings all 62 municipalities, private and non-profit sectors, and the public together to recognize shared objectives and collaborate on implementation.
- is a playbook for the region, guiding official decisions, research, reports and funding.

A Regional Comprehensive Plan is Not...

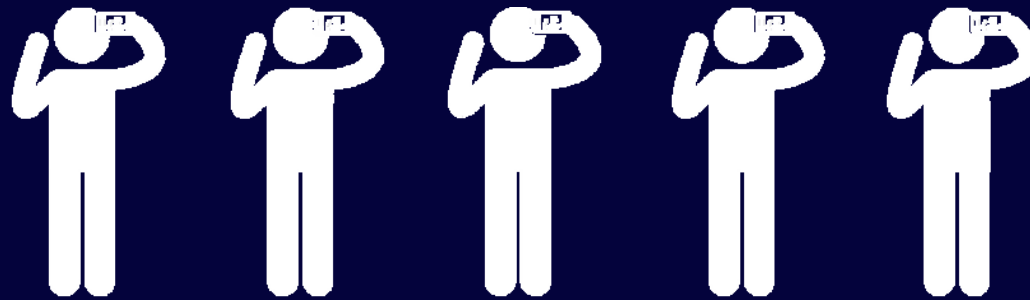
- the same as zoning or subdivision. It is not an actual code that establishes what is or isn't legal in how we use or develop the land.
- so dense and complicated that it requires a law degree to read and understand.
- a text-only document. Or, at the very least, a good comprehensive plan is not text only! It should also include maps, charts, graphs, tables, graphics and infographics and be accessible on as many platforms as possible.
- an end in itself. It should be MUCH more than a summary of what the region has achieved. In some ways, it's the launch pad for where we would like to go and how we expect to measure our success at getting there.

How is **Tourism + Entertainment**
relevant to our community?



POP QUIZ!

1. How many tourists come to Lehigh Valley annually?



2. How much of the GDP in 2016 (\$) was due to tourism?





LEHIGH VALLEY VISITATION

15.2 MILLION VISITORS VISITED



Tourism Visits | The region hosts more than 4.6 million people overnight and receives 10.6 million day trippers annually.

HOTEL ROOM NIGHTS SOLD | 2015, 1.5 million hotel room nights sold, up 31% when compared to 1.1 million sold in 2011.



RECREATION | Lehigh Valley continues to have the highest percentage of spending on recreation in the state at 26%, with the next closest destination coming in at 21%.



Source: Discover Lehigh Valley



Economic Impact | For every marketing dollar Discover Lehigh Valley® spent in promoting tourism-related activities in Lehigh Valley, it generated more than **\$20** in visitor spending.

Lehigh Valley had the largest percentage increase among all regions in Pennsylvania.

\$ 2 B I L L I O N
IN ECONOMIC IMPACT

\$5.5 million every day

23,000 jobs supported

\$433.5 million in tax revenue generated (federal, local and state)

PENNSYLVANIA HOUSEHOLDS
S A V E \$ 8 5 5



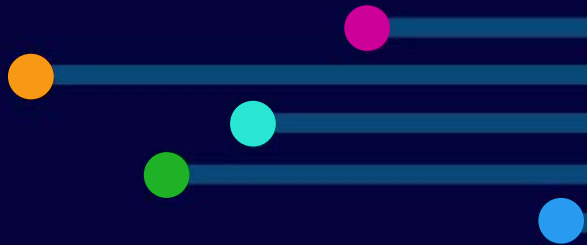
in taxes each year thanks to visitor spending

Source: Discover Lehigh Valley

Why should we support Tourism + Entertainment?

- These industries **create jobs** and diversify the economy!
- They can be developed with **local products and resources**
- They are often **compatible** with other economic or development opportunities
- They **increase the GDP**
- They can be used to **stimulate** local commerce and industries suffering decline
- They create a **sense of energy** which leads to pride and involvement of local residents with their environments
- They **create visibility** of the diverse range of people who call the valley home

How is **Tourism + Entertainment**
relevant to the plan?



Because...

- We need to plan for changing future tourist demands, both for their accommodation and for the security of the various transportation routes which will bring them here.

The Plan Schedule



THANK YOU

for joining us on this journey and for contributing to making the Lehigh Valley a place in which we're proud to live and work for years to come!

SEE YOU SOON!

May 18, 2017

STRATEGY LAB: Hazard Mitigation + Resiliency

8:30 AM - 10:30 AM

May 18, 2017

STRATEGY LAB: Energy Conservation + Climate Change

10:30 AM - 12:30 PM

Visit lvpc.org/futurelv.html

