MAINTAINING A VITAL AMERICAN RESOURCE:
COASTAL ZONE MANAGEMENT

> **"The Congress finds that there is a national interest in the effective management, beneficial use, protection, and development of the coastal zone."**
>
> — COASTAL ZONE MANAGEMENT ACT OF 1972. 16 U.S.C. § 1451 (a)

A majority of Americans live, work, and play along the U.S. coastal zone, and our coasts constitute a majority of the nation's economy.

Coastal zone management is the preservation, maintenance and development of this vital resource by coordinating and balancing the needs of diverse stakeholders. From shipping lanes and ports, to bike lanes and parks, our coasts provide resources for a vast range of competing interests vital to our way of life.

Since passage of the Coastal Zone Management Act in 1972, the population of our coastal communities has seen a 45 percent increase. Today, America's coastal economies account for nearly 60 percent of our national GDP.

For over 40 years, effective coastal management has balanced the multitude of coastal interests to maximize the benefits from our coastal resources. By maintaining our coasts through a long-term, strategic approach — and collaborating between local, state and federal agencies — coastal zone management facilitates balanced growth and development.

163 MILLION PEOPLE
LIVE NEAR A COAST IN THE U.S.

60% OF THE U.S.'s GDP
COMES FROM COASTAL AREAS

THE USA HAS
95,000 MILES
OF COASTLINE

WHERE THE WATER MEETS THE LAND: FED

Spanning 95,000 miles of the American landscape, the U.S. coastal zone consists of the Pacific, Atlantic and Gulf coasts as well as the Great Lakes and island coasts.

As coastal populations continue to grow and the national demands for energy, seafood and real estate increase, we rely more and more on our coastal areas. Continued collaboration and strategic planning will help ensure that our coasts continue to keep pace with these demands.

Coastal zone management provides the vision and coordination necessary to maintain the viability and continuity of our coasts by:

- **Managing Finite Resources**
- **Preserving Coastal Communities, Economies and Ecosystems**
- **Harmonizing Economies and Ecosystems**
- **Maximizing Coastal Partnership Opportunities**

More than 163 million Americans earn

MANAGING

FINITE RESOURCES

Through strategic planning and a measured approach to development, our coastal regions continue to provide an economic platform for a host of business opportunities ranging from energy exploration to eco-tourism.

PRESERV

COASTAL COMMU ECONOMIES AND

Protecting our coasts to businesses and ho it is for fish and wildl economies and habit inextricably linked, a habitat degradation, invasive species and c — including hurricane rise — ultimately affe

The west coast has **229 MARINE PROTECTED AREAS,** and in 2009 commercial fishermen in the Pacific Region earned **$488 MILLION** in landings revenue.

Hawaii's ocean and coastal economies had a combined state gross domestic product of approximately **$70 BILLION** in 2009.

Coastal Counties...

$$$ HAVE AN **$8.3 TRILLION GDP**

ARE HOME TO **4,670,061 BUSINESSES**

EMPLOY **66 MILLION PEOPLE**

Commercial marine fisheries have an average annual value of approximately **$4 BILLION** and account for approximately **1 MILLION JOBS.**

More than **$1.9 TRILLION** came through U.S. ports in 2010 supporting more than **13 MILLION JOBS.**

In 2010 Americans spent an estimated **969.6 MILLION DAYS** at the beach.

During 2000 Americans spent an estimated high of **$30 BILLION** on beach recreation activities.

ERAL, STATE AND LOCAL COLLABORATION

their livings and raise their families along U.S. coasts.

VING

NITIES, ECOSYSTEMS

is as important meowners as ife. Coastal ats are nd pollution, over-fishing, coastal hazards es and sea-level ect both.

HARMONIZING

ECONOMIES AND ECOSYSTEMS

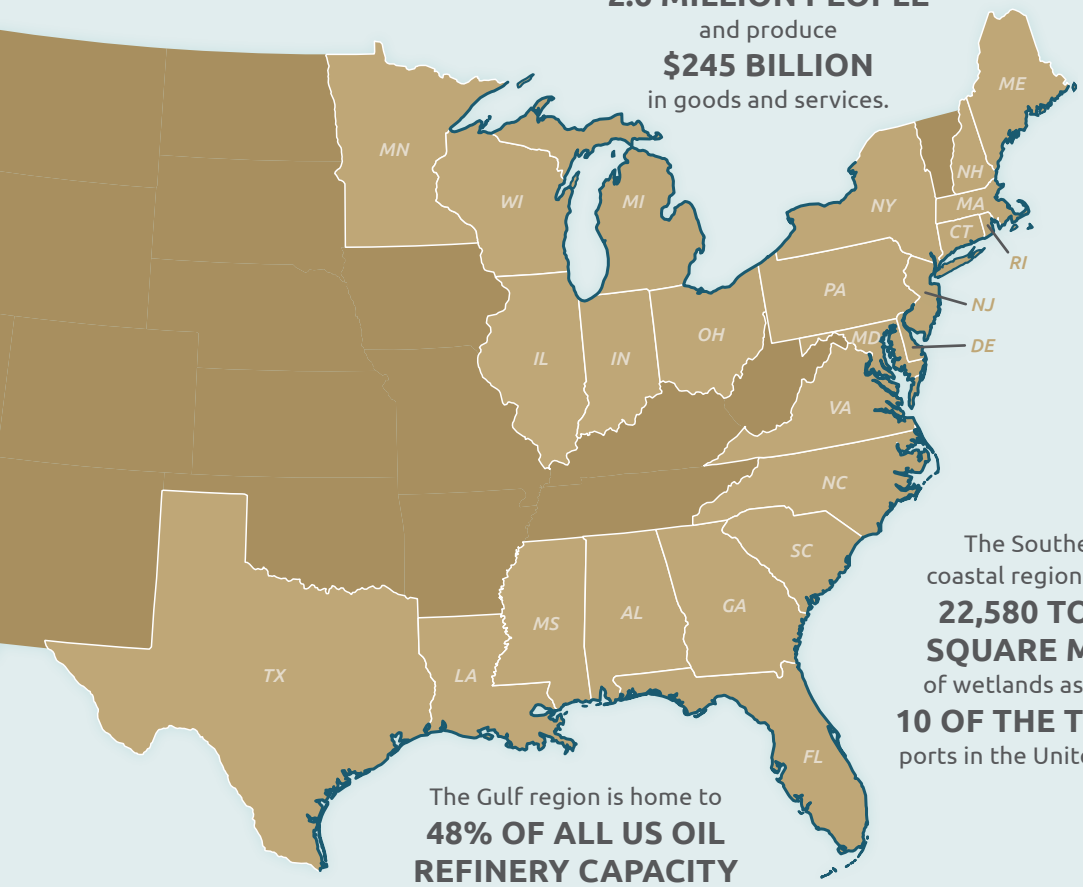
Our coasts are job sites, playgrounds and homes for over 160 million Americans. By employing practices that account for varied and competing interests, coastal managers ensure that the public receives the greatest possible benefit from our coasts.

MAXIMIZING

COASTAL PARTNERSHIP OPPORTUNITIES

Successful coastal zone management requires aligning and leveraging increasingly limited human and financial resources. Coastal managers build new public-private partnerships to get "more bang for the buck," and utilize new technologies to share scientific data among coastal managers and decision-makers.

There are more than
140,000 BUSINESSES
connected to the Great Lakes,
which employ
2.6 MILLION PEOPLE
and produce
$245 BILLION
in goods and services.



The Southeast
coastal region boasts
22,580 TOTAL SQUARE MILES
of wetlands as well as
10 OF THE TOP 150
ports in the United States.

The Gulf region is home to
48% OF ALL US OIL REFINERY CAPACITY
and also generates more than
$100 BILLION
annually from tourism.

COASTAL ZONE MANAGEMENT IN ACTION

Unlocking Sustainable Ecosystems in the Keys

More than three million people visit the Florida Keys annually, and contribute up to $1.2 billion to the local economy. The Florida Keys National Marine Sanctuary's diverse habitats and abundance of wildlife are essential to attracting those visitors. The Florida Coastal Management Program, as part of a collaborative effort with other managing entities, helps sustain the Sanctuary's ecosystems by restoring seagrass, mapping coral reefs, and reaching out to residents and tourists. One example of their work is the maintenance of hundreds of mooring buoys deployed near reef formations to allow access to vessels while protecting fragile submerged resources.

Reviving Virginia's Oyster Economy

Virginia's Coastal Zone Management Program initiated an Oyster Heritage Program deploying new management techniques and investing in an oyster restoration program. These initiatives revived a once thriving oyster economy that was capable of producing up to one million bushels a year. The effort leveraged investments from partners, resulting in a tenfold increase in oyster harvests from 23,000 bushels in 2001 to 236,000 in 2011 — a dockside value increase from $575,000 to $8.26 million.

Georgia's Ecotourism on Our Minds

Darien, Georgia's transformation from a sleepy shrimping community to an eco-tourism destination began with a coastal zone management grant that updated the city's growth and development plan. To date, resulting enhancements include Darien's waterfront park, a multi-use trail and interpretative signage that explains the ecological value of coastal resources. The city also recently leveraged a grant from Georgia's coastal zone management program to increase public and private investment. Today, an active shrimping fleet, new docks and boardwalks, enhanced signage and waterfront park improvements are all community assets which enhance the maritime heritage and economy of this thriving community waterfront.

Bringing the Boom Back to Wisconsin

Around the turn of the 20th century the City of Ashland, Wisconsin was a booming economy that provided access to Great Lakes waterways for the transport of abundant natural resources. However, unsustainable management practices depleted those resources, collapsing the local economy, and over the course of decades the city's economy stagnated.

In recent years, collaboration between the City of Ashland and the Wisconsin Coastal Management Program rejuvenated the city's economy by transforming it from one reliant on resource extraction to one founded on service and tourism. From 2003 to 2008 nearly 800,000 people have visited Ashland to take advantage of improved recreational and cultural facilities. Thanks to the influx of tourists, between 1994 and 2007 economic activity in the county of Ashland has almost tripled from $22,313,805 to $65,345,400.

Coastal States and Territories

Alabama
Alaska
American Samoa
California
Connecticut
Delaware
Florida
Georgia
Guam
Hawaii
Illinois
Indiana
Louisiana
Maine
Maryland
Massachusetts
Michigan
Minnesota
Mississippi
New Hampshire
New Jersey
New York
North Carolina
N. Mariana Islands
Ohio
Oregon
Pennsylvania
Puerto Rico
Rhode Island
South Carolina
Texas
U.S. Virgin Islands
Virginia
Washington
Wisconsin

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