



LOUISIANA FOREVER

Strengthening investment in our water, wildlife and land to enhance the quality of life for generations to come

WHAT WILL THIS DO?



Protect clean drinking water sources through conservation



Support working farms and forests



Provide and improve access to recreational areas in urban and rural communities



Create jobs and generate tax revenue



Improve fish and wildlife habitat



Conserve and restore public and private lands and waters

LOUISIANA'S ECONOMY & CONSERVATION



**AGRICULTURE
INDUSTRY**

**\$6.4
BILLION**

Includes working lands, forestry, and marine fisheries.



**OUTDOOR
RECREATION**

**\$12.2
BILLION**

in consumer
spending

**\$3.4
BILLION**

in wages and
salaries

**\$893
MILLION**

in state & local
tax revenue

103,000

direct jobs

Investing in outdoor conservation...

- ✓ enhances property values
- ✓ attracts new businesses & creates jobs
- ✓ promotes a sense of community
- ✓ increases local tax revenue
- ✓ improves physical & mental health

WHAT IS LOUISIANA MISSING?

Opportunities to leverage millions of public and private matching dollars.



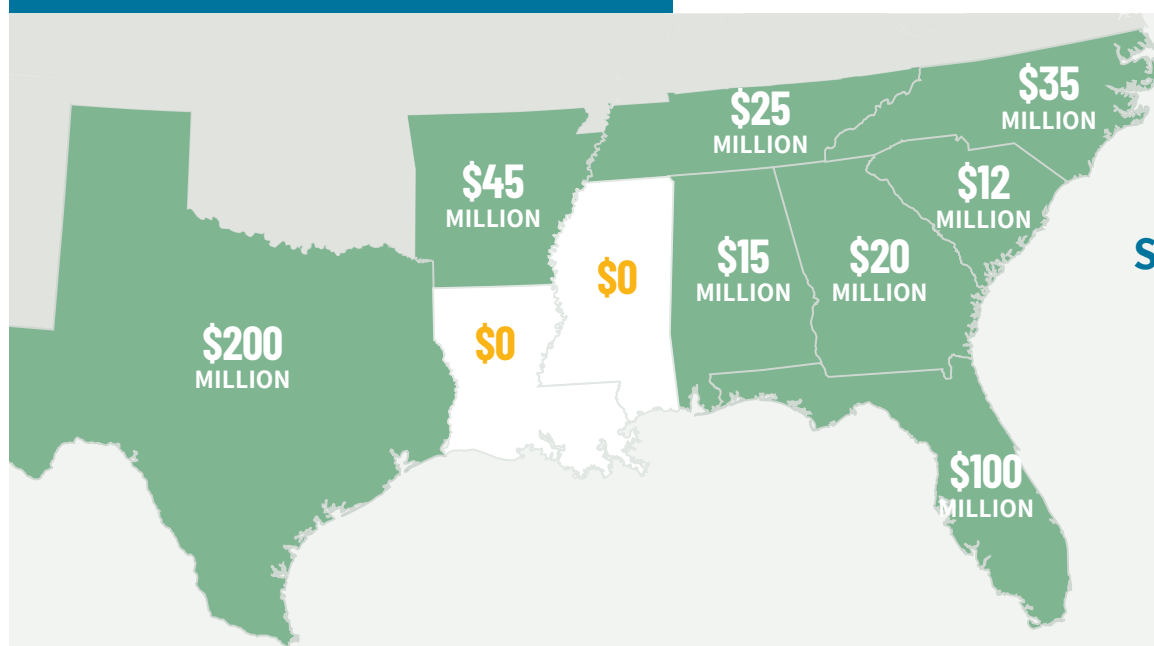
\$5 Billion
federal funding over 5 years

Through USDA Farm Bill conservation practices



\$900 Million
annual federal funding

Through the Land and Water Conservation Fund



DEDICATED CONSERVATION FUNDING IN SURROUNDING STATES

Georgia turned

\$20 million

INTO

\$100 million

with federal and private matching funds

FUNDING FOR CONSERVATION IS SUPPORTED BY LOUISIANA VOTERS

86%

of voters in all parts of the state support conservation funding.

93%

of Louisiana voters agree that protecting our sources of drinking water is extremely important.

77%

agree we need to do more to help conserve land, water, and wildlife habitat.

