



Save Our State Parks: Fact Sheet

What is the Closing Parks is Bad for Business Campaign?

The Closing Parks is Bad for Business Campaign is an education and action campaign specifically aimed at highlighting the impact that closing state parks will have on businesses throughout California. This is a targeted effort of the Save Our State Parks Campaign, a grassroots campaign managed by the California State Parks Foundation (CSPF) to keep California's magnificent state parks open and available – now and into the future. In partnership with organizations, businesses, local governments, and individuals around the state, CSPF is leading SOS Campaign activities and generating awareness and action about threats of park closures, service reductions and budget cuts.

Why is the Closing Parks is Bad for Business Campaign needed?

California's state parks have been under budget attack since 2008, when the first set of park closures was proposed. The SOS Campaign rallied tens of thousands of supporters to defeat closure proposals in 2008 and 2009. Unfortunately, in 2011, the Legislature and Governor enacted budget cuts that will result in closing one-quarter of California's state parks. Now, more than ever, the voice of California's business community – particularly the travel and tourism sector and businesses that benefit from state park visitation – is needed to emphasize business impacts of closing parks and to join the movement to keep parks open.

Why are parks closing?

In 2011, Governor Jerry Brown proposed a \$22 million reduction in General Fund support for state parks: \$11 million in Fiscal Year 2011-12 increasing to a total reduction of \$22 million by FY 2012-2013. The Legislature enacted the first \$11M General Fund reduction in June 2011, necessitating permanent park closures, and are currently considering the FY 2012-13 budget proposal by Governor Brown.

How many parks will close?

The California Department of Parks and Recreation (DPR) announced a list of 70 state parks planned for closure in May 2011 and indicated the parks on the list would be closed by July 1, 2012. The list includes closing some of the most unique, historic, culturally important and iconic state parks in California.

What is the economic benefit of California's state parks?

State parks are an important economic engine to the local communities in which they are located, but also generate **more than \$6 billion in economic benefit** to the state as a whole. Spending by park visitors **supports an estimated 56,000 jobs**, including both public and private sector jobs, across the state. Forty-eight of California's 58 counties are home to state parks and depend on revenues generated by park support and visitation.

How can businesses support the Closing Parks is Bad for Business Campaign?

- Endorse the Campaign by visiting www.savestateparks.org/badforbusiness.html or sending in the attached form on behalf of your business/organization.
- Sign on to letters to Governor Brown and lawmakers opposing park closures: [Click here to sign.](#)
- Include *Closing Parks is Bad for Business* information in your business/organization's newsletter
- Send an email alert out to your family, friends, colleagues and/or customers informing them of this important issue and urging them to join the coalition
- Share a story or testimonial about how closing parks is bad for your business
- Display a *Closing Parks is Bad for Business* placard in your place of business (request a free CPBB placard by emailing advocacy@calparks.org.)

What does it mean to be an endorser of the Closing Parks is Bad for Business Campaign?

By endorsing, your business will be listed on the SOS web site and in materials as a supporter of the Closing Parks is Bad for Business Campaign. You may also be asked to take more action and provide information or interviews for testimonials, sign on to letters to legislators or the Governor, partner with CSPF in media outreach via op-eds or letters to the editor, or participate in SOS rallies and events across the state.