

Benefits to recommended actions:

To attract tourism and improve the economy of municipalities, investments in the development and maintenance of health and attractive beach recreational opportunities needs to be a part of regional planning.

The economic loss to a community from a swim closure day has been estimated to range from \$1274 -\$37,030/day¹.

Commercial benefits for an individual Great Lake beach projected over the swimming season would range from a low of \$100,000 to over \$3,000,000. For major municipalities, the economic value of beach recreational opportunities is estimated to exceed \$100,000,000 per beach per season. These benefits apply to each of the goals that the Coastal Health Strategy team is recommending for action. With over 800 beaches in the Great Lake Basin, healthy beaches can be a major driver of the economy of the Great Lakes.

¹Rabinovic, S.J.M., Bernknopf, R.L., Coursey, D.L. Wein, A.M., and Whitman, R.L. Economic and Health Risk Trade-Offs of Swim Closures at a Lake Michigan Beach, Environ. Sci. Technol. 2004, 38 (10), 2737-2745