



Economic Benefits of Open Space to Massachusetts Communities

User Guide

The PowerPoint entitled “Economic Benefits of Open Space to Massachusetts Communities”, and an accompanying white paper and handout entitled “How Conserving Open Space Provides Economic Benefits to Massachusetts Communities” were developed by a working group of the Massachusetts Land Trust Coalition in 2022, with the assistance of consultant Jessica Sargent from Primrose Research Group LLC.

These materials are intended for use by anyone who is interested in advocating for land conservation within their community. The primary intended audience is municipal decision makers who have a role in determining whether to invest in or support conservation of specific properties, whether that be by expending city or town funds, or signing a Conservation Restriction.

The materials focus on economic benefits because municipal decision makers are often understandably concerned about the fiscal impacts of local land use decisions. For similar reasons, the materials focus on economic impacts that accrue at the local level rather than more globally.

The following information is intended to help you make best use of the materials.

- The PowerPoint presentation can be delivered to a live or virtual audience, to one person or to many.
- You may wish to print the handout as a “leave-behind” to supplement your presentation.
- The PowerPoint is based on research summarized in the much longer white paper, which is available for download by those who see the PowerPoint. You can also send that to your audience in advance or as a follow-up to your presentation.

- The PowerPoint covers benefits that relate to a wide range of land that might be conserved. You may wish to de-emphasize, hide, or even delete slides that are less relevant to your community or to the specific property that you are focusing on.
- The text on most slides is kept to a minimum for ease of presentation, but each slide has accompanying PowerPoint notes which are viewable if you select “Presenter Mode” when running the slide show.
 - To do this, start the slide show (under the Slide Show tab) and then right click to select “Show presenter view”. To exit, hit your Esc key. It is important for you to familiarize yourself with those notes before giving the presentation, so you can feel comfortable presenting and fielding any questions you may get. It would also be a good idea to read the full white paper. The Notes pages, found under the “View” tab, include the most relevant citations for the information on each slide, and also mention the page number for the white paper where you can direct people for more information. The notes also provide some suggestions for places you can insert some specifics of your project or community.
- To minimize distortion that might occur from running the slide show on a wide range of devices, nearly all of the PowerPoint slides are fixed and not editable. However, you can still customize the slideshow before using it, in the following ways:
 - If you’d like, feel free to insert your own logo or presenter info on the cover slide, by placing a new text box or picture on top of what’s there, and adjusting size and font to suit.
 - You can change the order of the slides by clicking and dragging them into new positions from PowerPoint’s home screen or Slide Sorter view.
 - Similarly, you can hide any slides that are not relevant to your community or subject property. To do this, from the home screen or Slide Sorter view, right click on any slide and select “Hide” from the drop-down menu. The slide will then appear to be “greyed out” and will not show if you run the Presentation. To “unhide” it, click the “Hide” button again.
 - The third slide includes a table with the heading “How land conservation can help address community concerns”. When placed in this position at the beginning of the presentation, it serves to provide an overview of the material you will be covering. This table is fully editable, so you can edit the text to suit.
 - Depending on your level of comfort with PowerPoint, you could overlay any of the images in the slideshow with images of your own that may be a better fit for your community or project, sizing them to fit.
 - The last slide before the acknowledgement slides is a conceptual bar chart that functions as something of a summary of all the

material presented, encouraging the audience to consider *net* fiscal impacts of conserving a particular piece of land. We have found that some people find this slide helpful, while others do not. If you would not be comfortable walking your audience through this slide and discussing how it might apply to your community or project, you may wish to hide this slide.

- As these materials are the product of the Massachusetts Land Trust Coalition and Primrose Research Group LLC, and based on specific research reviewed in 2022, please do not add new slides or materials or data of your own to these slides. You certainly may have supplemental material that is important to share, but we ask you to make a clear distinction between this presentation and the other materials you present so the audience understands that those do not come from us.