

The Magic of Landscapes

Where Economic Development & the Environment Meet.

Investment In Quality Landscapes Can be an Effective Strategy For Economic Development.

In order to effectively compete for business investment in a global economy, Central Florida must continue to differentiate itself and define a compelling vision and unique identity. Understanding the quality of life factors that are highly ranked by business decision makers provides a valuable guide as we work to differentiate ourselves in these areas.

Did You Know Landscapes Can Improve Quality of Life Factors?

- Trees and grass maintenance can increase sense of safety in inner-city neighborhoods.
- Immersion in green space promotes emotional and physical healing.
- A federal congressional committee tasked with improving public education recommended environmental immersion as the number one strategy for improving US schools.
- Students taking standardized test score higher when they have a view of a green space.
- Quality landscapes can reduce temperatures by up to 25%, remove 95% of pollutants from the air and improve water quality.
- The number one rated recreational amenity in America is walking and bike trails.
- Playtime in outdoor green spaces can have a positive impact on children with Attention Deficit Disorder (ADD)

More interesting facts about the link between quality landscapes and quality of life are available online at www.magicoflandscapes.com.

The Magic of Landscapes will be hosting its annual conference this year in Lake County. Join us **Friday, June 26th** as we explore these ideas and discuss how Lake County can position itself as a regional environmental leader and attract business by investing in quality landscapes and outdoor spaces.

According to a 2008 survey published by Area Development, the top quality of life factors considered by businesses wishing to relocate are:

Quality of Life Factors

1. Low crime rate
2. Healthcare facilities
3. Housing costs
4. Housing availability
5. Rating of public Schools
6. Climate
7. Colleges & Universities
8. Recreational opportunities
9. Cultural Opportunities

The Magic of Landscapes, a non-profit organization dedicated to researching the link between quality landscapes and quality of life, has documented the correlation between quality landscapes and many of these quality of life factors.

