

National Park Service

Everglades National Park



An NPS Wetland of International Significance!



“A World Class Tourism Destination”

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The Everglades - International Recognition as a special place - 30 Years

EXPERIENCE
YOUR
AMERICA

- **International Designations** –designated as an International Biosphere Reserve (1976), a World Heritage Site (1979), and a Ramsar Wetland of International Importance (1987).
- **Montreux Record of Ramsar Sites** – Everglades National Park was placed on the Montreux Record in 1987, as a site where an adverse change in ecological character has occurred, and is in need of priority conservation attention.
- **List of World Heritage in Danger** – Everglades National Park was inscribed on the List of World Heritage in Danger in December 1993, indicating that our outstanding universal values are at risk, and requiring corrective actions. We were removed from the list in 2007, and Re-inscribed in 2010.





Why? – it's unique biodiversity 1st NPS unit set aside for this

- Largest continuous stand of sawgrass prairie in North America.
- Predominant water recharge area for all of South Florida through the Biscayne aquifer.
- Home of 14 federally listed endangered species.
- Largest mangrove ecosystem in the western hemisphere.
- Largest designated wilderness in the southeastern U.S.

- Site of invaluable breeding grounds for tropical wading birds in North America.
- Site of significant ethnographic resources.
- Site of a nationally significant estuarine complex in Florida Bay.
- The largest remaining subtropical reserve in the United States.
- Major "edge" area of the northern and southern limits for many species creating a unique mingling of diverse temperate and subtropical species.



An International Tourist Destination

EXPERIENCE
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- Average of 1m visitors a year – an opportunity to teach about the international designations
- 75% of visitors that come through 1 of 2 entrance station are **NOT** from the U.S.
- Nearly ½ million come through non tracked entrances – Florida bay and airboats
- Why aren't more Americans and Floridians coming?





Geographic and Economic Importance

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- 2400 sq miles – 1/3 is water (spans the south Florida peninsula)
- Gateway to the Caribbean - diverse communities
- Nearly 8 million people live within a 2 hour drive of a park entrance
- In 2014 1.1 m visitors spent \$104,476,500 in communities near the park.
- That supported 1,552 jobs in the local area and had a cumulative benefit to the local economy of \$155,544,700.

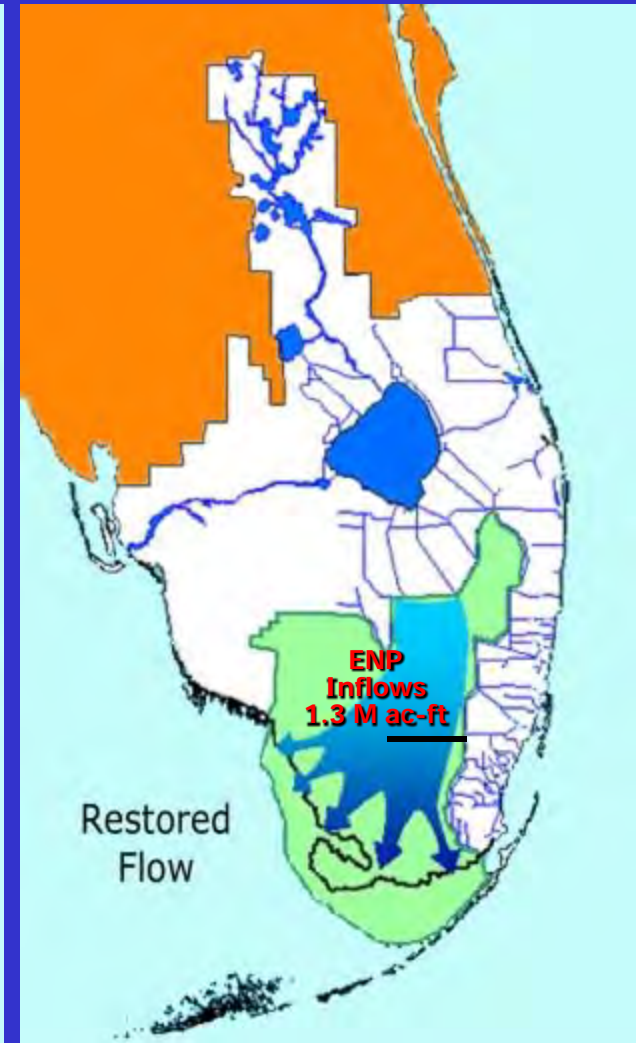
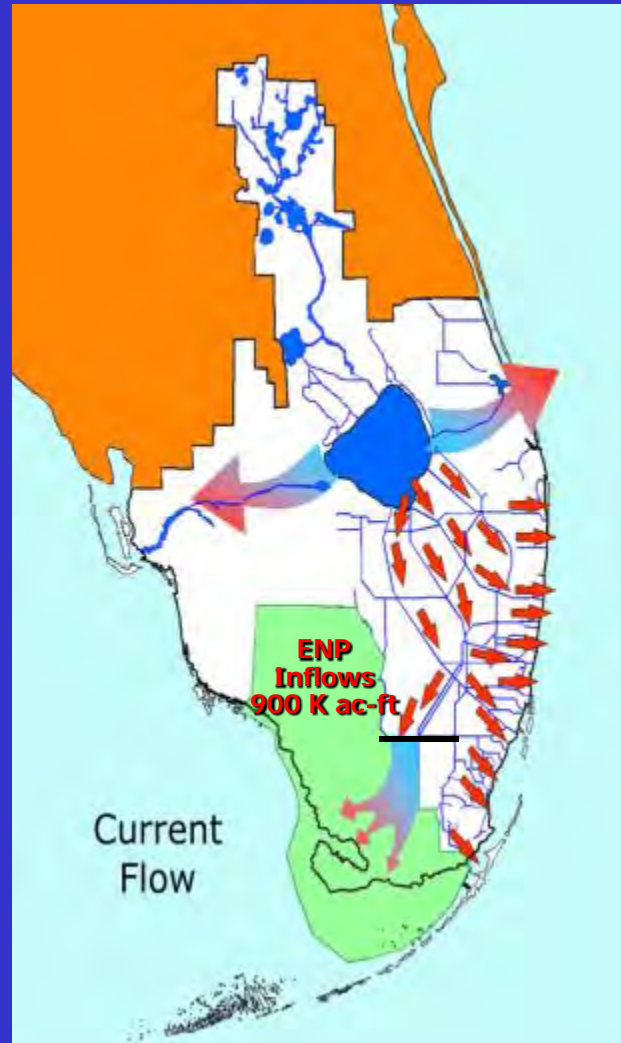


However – is A Resource in Trouble Major Threats - Everglades National Park

- Alteration of the Everglades hydrological regime, resulting in changes in the quantity, timing, and distribution of Shark River Slough Inflows.
- Expanding urban growth, that has caused a lowering of ENP water levels, introduction of invasive exotic species, and an increased risk of wildfires.
- Increased nutrients or contaminants from agricultural/urban runoff, that has caused imbalances of native flora/fauna and violations of our Outstanding Florida Water designation.
- Ecological deterioration of coastal ecosystems (Florida Bay), related to the loss of freshwater flows through Taylor Slough.
- Climate Change impacts related to sea level rise, increased temperatures, and reduced rainfall.

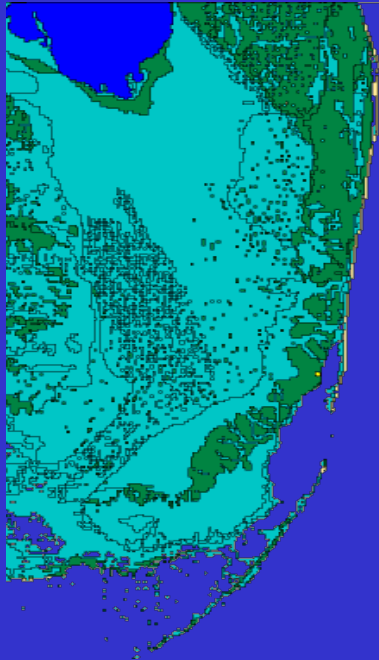


Alterations to the Hydrological Regime

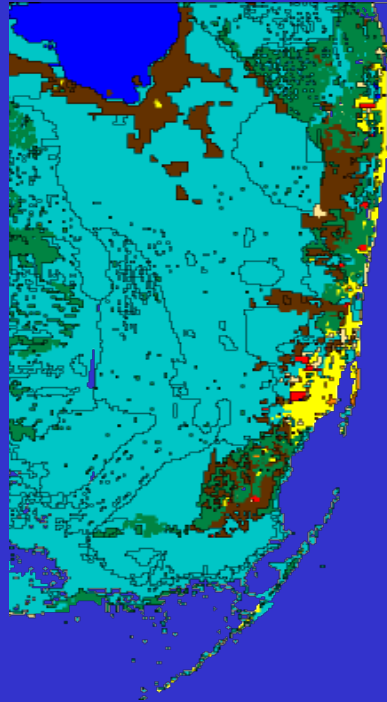




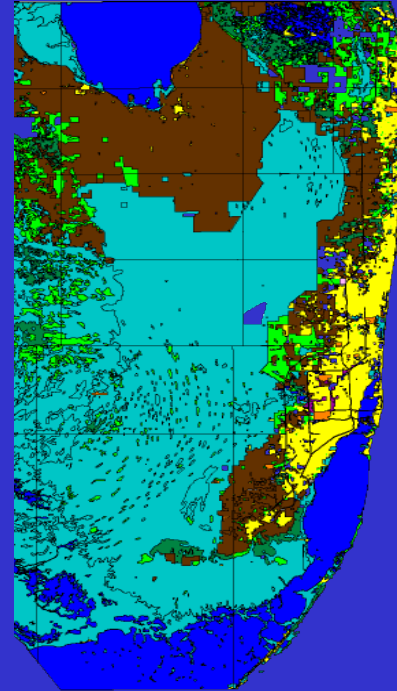
Urban and Agricultural Growth Impacts of Land-use Changes



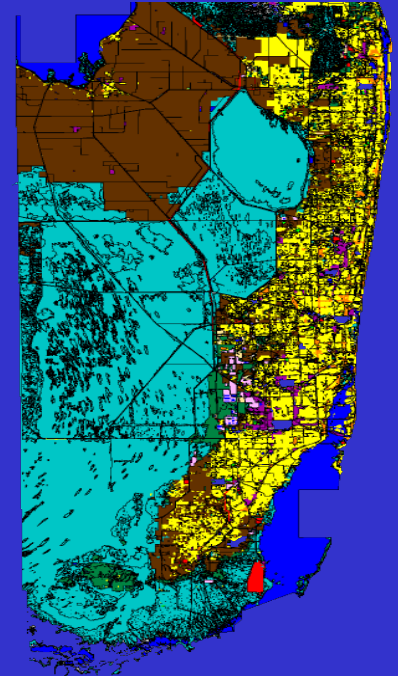
Pre-Drainage
(1890's)



Early Development
(1940's)



Ag. & Urban
Expansion
(1960's)



Full Build-Out
(1990's)



Everglades Restoration

- Largest and most complex restoration initiative ever undertaken in the history of the planet.
- Covers an ecosystem encompassing federal, state, local, and tribal jurisdictions across 11,000 square miles
- A 50 year plan that requires reconfiguring water management as well as community design and consumption habits of 8 million residents and millions of visitors.
- Complicated by politics of changing administrations, competing funding priorities, impacts of climate change, invasive plants and animals, and a dynamic population that requires constant reeducation of new residents



Strategies to increase relevance “Why do I care”

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- NPS Centennial Goal - ***to connect with and create the next generation of visitors, supporters, and advocates*** - Use this 100 year anniversary to improve branding of Everglades as an International and National Destination that reaches new audiences and inspires tourism, stewardship, and travel – here and abroad
- Through comprehensive communications strategy that incorporates a range of digital platforms, in person outreach, and creative partnerships that better messages the Ramsar Designation and importance of protecting this place for future generations.

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Questions?

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