



**SARASOTA BAY**  
**ESTUARY PROGRAM**  
*Restoring Our Bays*

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**FOR IMMEDIATE RELEASE**  
**July 26, 2011**

Photo of Paul Hindsley, PhD, Environmental Studies Professor, Eckerd College

**SBEP Contracts with Eckerd College to Conduct Economic Value Study of Sarasota Bay**

**SARASOTA, FL** – The Sarasota Bay Estuary Program (SBEP) has contracted with Eckerd College in St. Petersburg to complete an economic value study of Sarasota Bay. The study launching this summer will evaluate the economic benefits of the Sarasota Bay Estuary and its adjacent natural resources spanning Sarasota and Manatee County. The comprehensive analysis will focus on the direct and indirect use values of coastal recreation and coastal residential real estate.

“The decision to do an economic value study of Sarasota Bay is timely given its importance to our region,” said Mark Alderson, the SBEP Director. “This is the first major economic study focused on the key assets associated with Sarasota Bay.”

Dr. Paul Hindsley, an assistant professor of Environmental Studies at Eckerd College, will complete phase one of the study. Dr. Hindsley is the Coordinator of Eckerd’s Coastal Management Program. He earned his Doctorate Degree in Coastal Resource Management at East Carolina University in 2008. He completed his Masters of Science Degree in Applied and Resource Economics at the same university. His Bachelor of Science Degree in Resource Conservation was completed at the University of Montana in 1999.

Dr. Hindsley has expertise in coastal resource management, environmental policy analysis, natural hazards research, and applied statistics and econometrics. He is highly credentialed in the fields of environmental and resource economics. A member of the Phi Kappa Phi Honor Society, Dr. Hindsley has completed numerous research projects, written many technical papers,

and has made presentations at conferences throughout the U.S. He has been published in the *Journal of Environmental Economics and Management*, *Land Economics* and the *Southern Economic Journal*.

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*The Sarasota Bay Estuary Program is dedicated to restoring the area's greatest natural asset—Sarasota Bay. Its unique program strives to improve water quality, increase habitat and enhance the natural resources of the area for use and enjoyment by the public. Sarasota Bay is one of 28 estuaries in the United States that have been named by the U.S. Congress as an "estuary of national significance." Partners include Sarasota County, Manatee County, City of Sarasota, City of Bradenton, Town of Longboat Key, Florida Department of Environmental Protection, Southwest Florida Water Management District, and the U.S. Environmental Protection Agency.*