



**NATIONAL EXTENSION
TOURISM NETWORK**

Welcome to the National Extension Tourism Design Team
Outdoor Recreation Working Group

Outdoor Recreation Working Group

Facilitators:
Doug Arbogast and Jake Powell



Hosted by the Northeast Regional Center for Rural Development | nercrd.psu.edu



**NATIONAL EXTENSION
TOURISM NETWORK**



SUPPORTING LOCAL ECONOMIES THROUGH SUSTAINABLE TOURISM & OUTDOOR RECREATION

1 Engagement

NET is further engaging faculty and students at land grant universities, community members, and partners in collaborative priority setting and problem solving through shared knowledge.

2 Taking an Inventory

NET is inventorying and assessing existing Extension and Sea Grant tourism programs.

How is NET Responding?

As a trusted source of research-based information, NET has been providing tourism-related education & programming to support informed community decision-making for more than 50 years.

3 Professional Development

Knowledge and research-based educational opportunities for Extension, Sea Grant, and other key stakeholders such as land-owners, public officials, and industry leaders.

4 Sharing

Sharing applied research, special programs, or other tourism development and outdoor recreation technical expertise with key stakeholders and audiences.

NET Webinar Series launched in 2020



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NEWS WEBINARS

Webinar: Outdoor Recreation and Extension – Resources Roundup and National Networking

November 2, 2022 Kristen Devlin

This webinar took place on November 17, 2022. Panelists included: **Doug Arbogast** (West Virginia University Extension), **Jada Lindblom** (University of New Hampshire Extension), **Miles Phillips** (Oregon Sea Grant/Oregon State University Extension), **Sarah Rocker** (USDA NIFA), and **Jake Powell** (Utah State University)

A recording is available [here](#) and two sets of slides also are available:

- slides from USDA NIFA National Program Leader Sarah Rocker's presentation on the multi-agency recreation economy MOU are [available here](#)
- Other panelists' slides are [available here](#) (17MB PDF)

Webinar Follow-up – Get on the outdoor recreation networking map to connect with colleagues across the country!

The map below shows locations of webinar participants who already entered their programs. You can [visit the map here](#), and [fill out this survey](#) to add your own program.

SUBSCRIBE TO THE NET LISTSERV

[Sign up here](#) to receive periodic news and announcements from members of the NET community.

- <https://extensiontourism.net/webinar-outdoor-recreation-and-extension-resources-roundup-and-national-networking/>

A black and white photograph showing two hands clasped together in a firm grip. The hands are positioned in the center of the frame, with fingers interlaced. The background is dark and textured, possibly wood paneling. The lighting is dramatic, highlighting the contours of the hands and the texture of the clothing sleeves. The overall mood is serious and contemplative.

Who are you?

The Origins of Cooperative Extension

The Morrill Act of 1862

Called on states to set aside and sell up to 30,000 acres of land and use the funds to establish colleges, hence the name “land grant” universities

The Hatch Act of 1887

Provided funding for agricultural research programs at state land-grant agricultural experiment stations in all 50 states

The Smith Lever Act of 1914

Created a Cooperative Extension Service associated with each land-grant institution. This partnership between agricultural colleges and USDA enables the dissemination of information produced by the experiment stations' research

The result of these three key pieces of legislation is a Cooperative Extension Service that brings the wealth of knowledge generated and housed by the Universities out to the communities in the form of research, teaching and service programs and initiatives



Extension Today

The Vision of the WVU Extension Service

WVU Extension Service meets the changing lifelong learning needs of people, organizations, and communities by putting knowledge to work.



The Mission of the WVU Extension Service

WVU Extension Service educators and volunteers build and help sustain collaborations and partnerships with people and organizations in West Virginia, to **improve their lives and communities.**

Our programs and services strengthen leaders of all ages, youth, and families. We develop and teach best practices for sustainable agriculture, for responsible use of renewable resources, and stewardship of natural resources. **We work to improve our state's communities, workforce, and the economy.**

Three Areas of Focus

1. Agriculture & Natural Resources (farmers)
2. 4-H & Youth Development (farmer's kids/future farmers)
3. Family & Community Development (formerly family consumer science – farmer's wives)

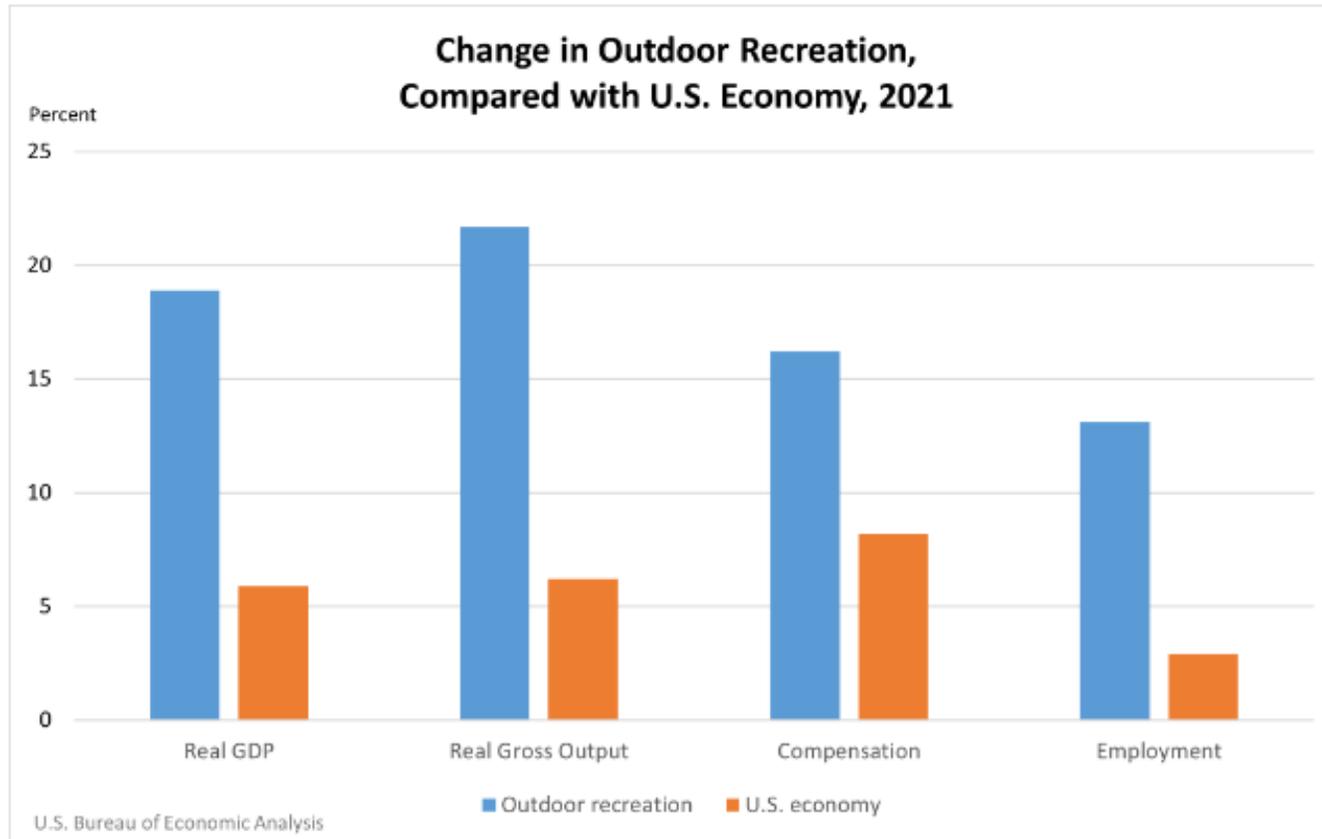
What is Community Economic Development? (Community versus Economic?)

- Definitions can vary
- **Community Development**
 - Building community assets
 - Building community institutions
 - Building community capacity
- **Economic Development**
 - Building economic opportunity
 - Enhancing Economic well-being
 - Building a resilient economy
- **Community Economic Development**
 - Balancing economic development with social and environmental desires



Downtown Hinton, WV

Inflation-adjusted ("real") GDP for the outdoor recreation economy increased 18.9 percent in 2021, compared with a 5.9 percent increase for the overall U.S. economy, reflecting a rebound in outdoor recreation after the decrease of 21.6 percent in 2020. Real gross output for the outdoor recreation economy increased 21.7 percent, while outdoor recreation compensation increased 16.2 percent and employment increased 13.1 percent.

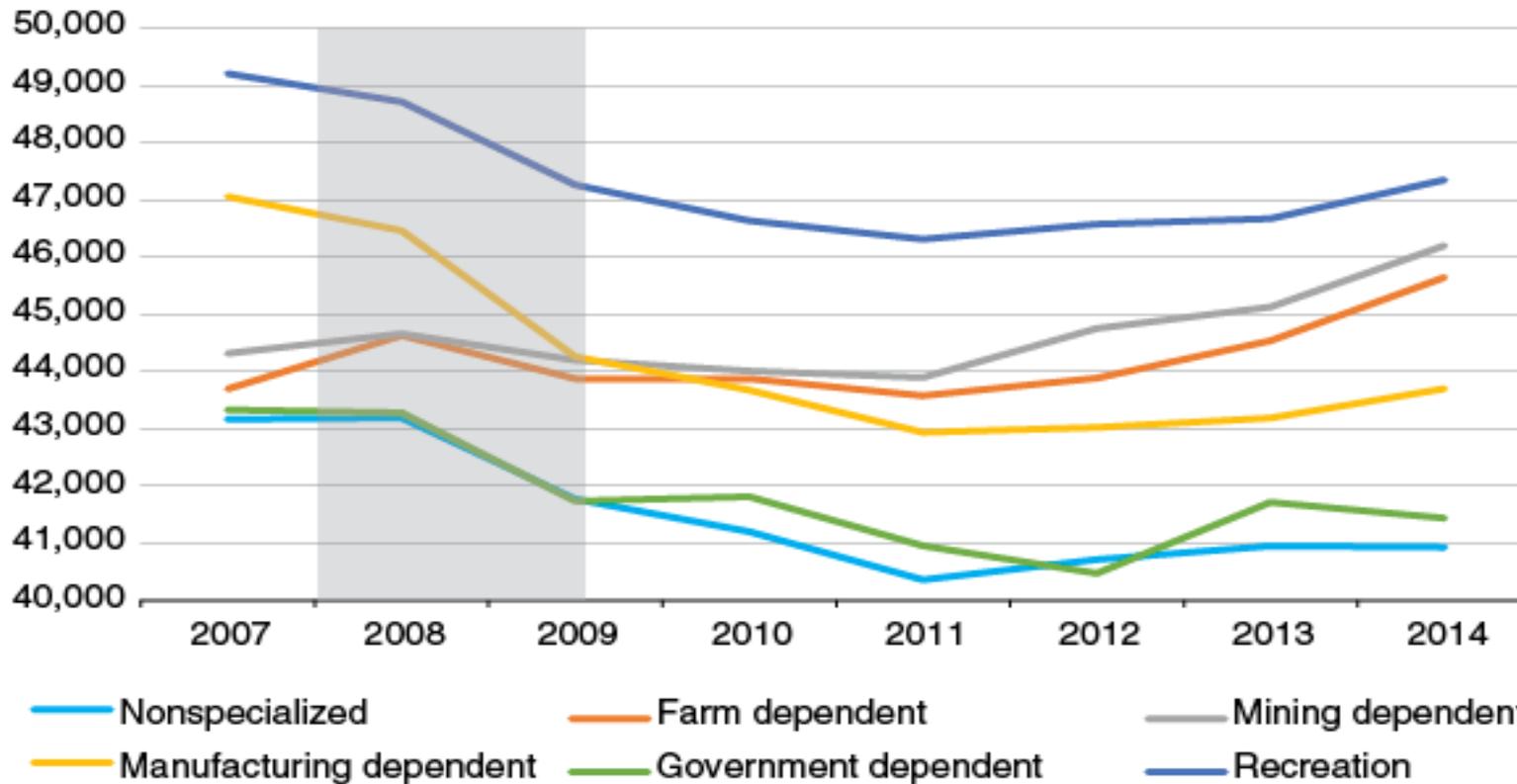


In 2021 the outdoor recreation economy accounted for **1.9 percent** (\$454.0 billion) of GDP

vs. **0.7 percent** (\$164.7 billion) for farms

Rural median household incomes were highest in recreation counties

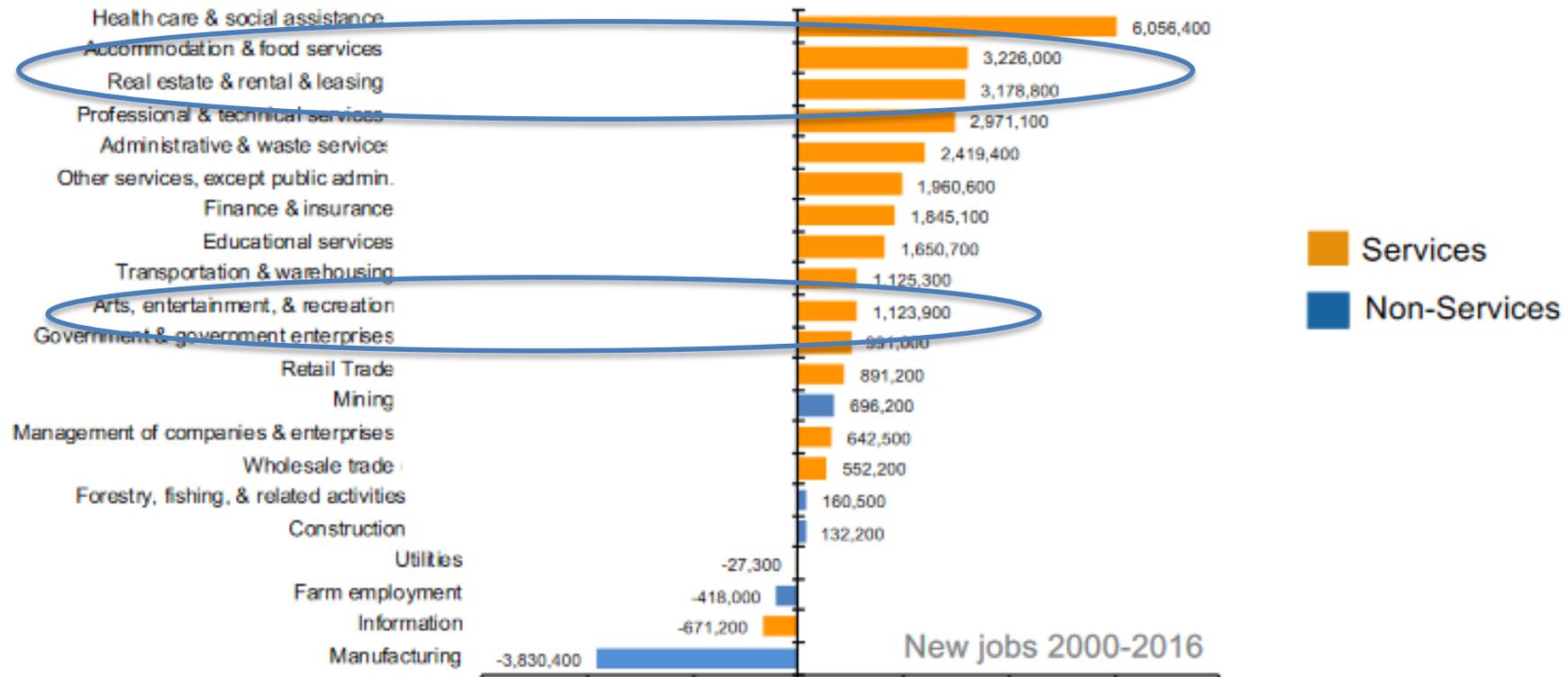
Median household income (2014 dollars)



Note: Medians show that half of those who live in a type of county are in a county with a lower median household income, and the other half are in a county with a higher median household income. Values are in constant 2014 dollars, deflated by Consumer Price Index.

Source: USDA, Economic Research Service estimates based on Small Area Income and Poverty Estimates data sets.

95% of New Jobs in U.S. in SERVICES



<https://headwaterseconomics.org>

U.S. Department of Commerce, 2016. Bureau of Economic Analysis, Regional Economic Information System, Washington, D.C. Table SA25N.

OUTDOOR PARTICIPATION SNAPSHOT

KEY FINDINGS

Since the COVID-19 pandemic was declared in March of 2020, the number of new and returning (lapsed) outdoor participants has increased 26%.

The growth in new participants and returning participants in 2021 was the highest ever recorded.

There was a reasonable expectation that during 2021, the second year of the pandemic, outdoor participation would return to 2019 levels as indoor activity including, dining, sporting events, and fitness centers and gyms, reopened.

The 2021 data indicates that participation in outdoor recreation retained momentum in 2021. This data indicates that outdoor recreation is "sticky;" once someone begins to participate, they are likely to continue to participate.

OUTDOOR PARTICIPATION GROWTH TRENDS

2007 TO 2021



TOTAL, NEW/LAPSED, & LOST PARTICIPANTS (MILLIONS)





Inside Appalachia

Inside Appalachia tells the stories of our people, and how they live today. Hosts Caitlin Tan and Mason Adams lead us on an audio tour of our rich history, our food, our music and our culture.

Surge Of New Visitors Pressures Tucker County, W.Va.'s Towns And Wild Places

West Virginia Public Broadcasting | By Mason Adams
Published July 13, 2021 at 1:02 PM EDT



|| LISTEN • 6:48

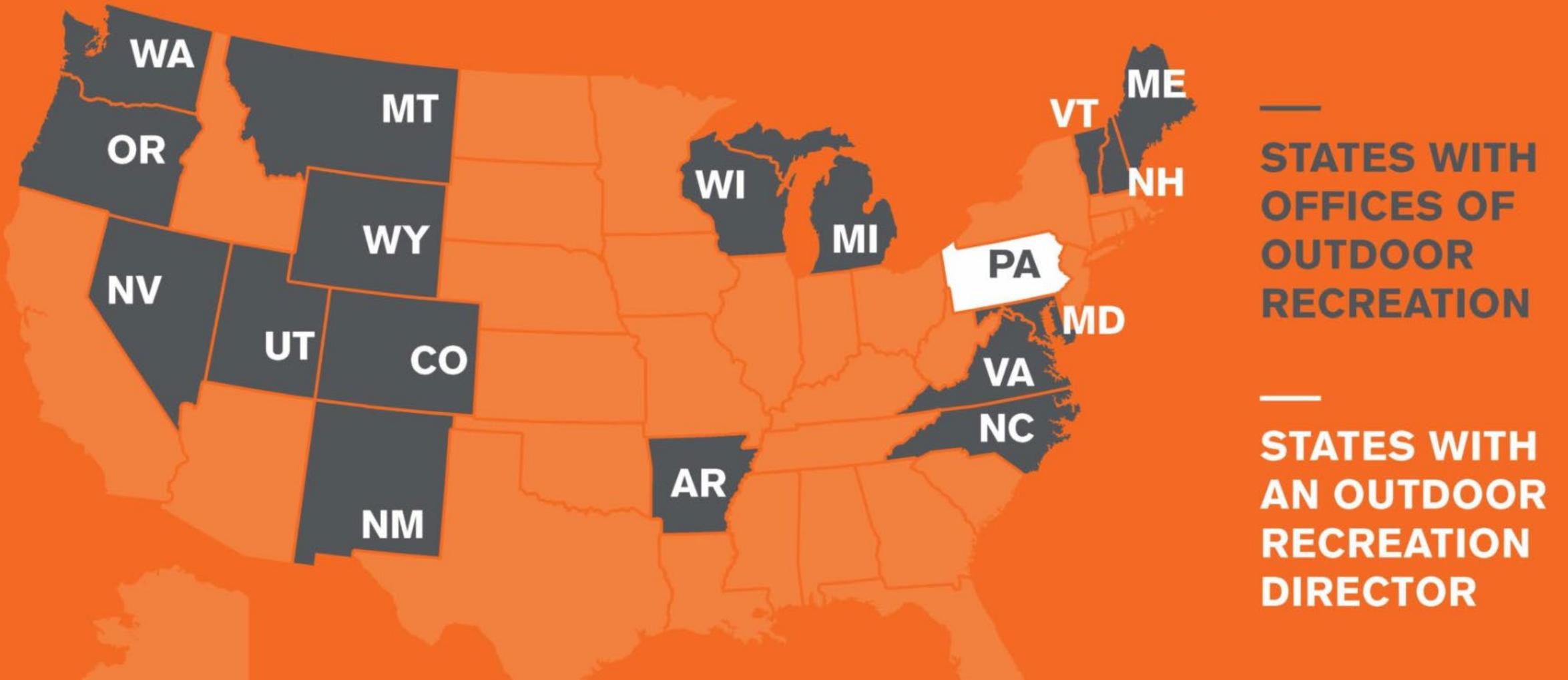


Crowds, Trash, Overrun the Eastern Sierra, CA

During the summer months, large amounts of visitors descend upon the region, and this summer tourist season is pushing the region to its **breaking point**. More and more people are traveling closer to home with travel restrictions in place due to the ongoing Coronavirus pandemic. With Southern California a 5-hour drive away, and the San Francisco Bay Area having access via mountain passes during the summer months, the Eastern Sierra is being overrun.

“I have never seen our public lands busier. I have never seen as much violation of rules as we are seeing right now such as illegal campfires, dispersed fires, trash dumping, and vandalism.” – Deb Schweizer, Inyo National Forest Public Affairs Specialist

State Offices of Outdoor Recreation





Biden-Harris Administration's Launch of the Federal Interagency Council on Outdoor Recreation Receives Praise from Outdoor Recreation Industry Leaders

[CEQ](#)[NEWS & UPDATES](#)[PRESS RELEASES](#)

As part of the President's America the Beautiful Initiative, the Biden-Harris Administration launched an interagency effort, called the [Federal Interagency Council on Outdoor Recreation \(FICOR\)](#), that will work to create more safe, affordable, and equitable opportunities for Americans to get outdoors.

The FICOR – which includes leaders from the Departments of the Interior, Agriculture, Commerce, and Defense – will focus on improving access to nature, expanding outdoor recreation opportunities, and providing the public with improved and more affordable experiences on America's public lands and waters.



Smart Growth

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Recreation Economy for Rural Communities

On this page:

- [Background](#)
- [Applying for Assistance](#)
- [2022 Partner Communities](#)
- [2019 Partner Communities](#)

Learn more about the Recreation Economy for Rural Communities program and our project in Giles County, Virginia.

Background



Recreation Economy for Rural Communities (RERC) Program: Gil...



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THE NATION'S LEADING COALITION OF OUTDOOR RECREATION TRADE ASSOCIATIONS

The Outdoor Recreation Roundtable promotes the growth of the outdoor recreation economy and outdoor recreation activities. We educate decision makers and the public on balanced policies that conserve public lands and waterways and enhance infrastructure to improve the experience and quality of life of outdoor enthusiasts everywhere. Advancing these values is critical to growing outdoor recreation in the United States, which already accounts for \$862 billion in annual economic output coming from the activities of America's 144 million outdoor enthusiasts.

[Learn More](#)



The Outdoor Recreation Roundtable Rural Economic Development Toolkit

[BEGIN](#)

[DETAILS](#) 

Welcome to the Outdoor Recreation Roundtable's Rural Economic

STAKEHOLDER ANNOUNCEMENT

USDA to Create Plan to Expand Recreation Economies and Help People Thrive Across Rural America

Rural Development, National Institute of Food and Agriculture, and U.S. Forest Service Partner to Create New Tools and Resources

WASHINGTON, Jan. 19, 2023 – The U.S. Department of Agriculture (USDA) today announced that it will create a plan to expand recreation economies to help people thrive across rural America.

Through a [Memorandum of Understanding](#), [USDA Rural Development](#), the [National Institute of Food and Agriculture \(NIFA\)](#) and the [U.S. Forest Service](#) will partner to develop an annual plan to expand economic opportunities related to recreation in communities surrounding America’s national forests.

The annual plan will outline the ways the agencies will partner to conduct program outreach, host informational sessions and workshops, and develop toolkits to help people access the resources they need to thrive in recreation economies. The agencies will also:

- Provide technical and planning assistance to help local, state and Tribal leaders develop regional economic development plans that advance recreation economies.
- Provide funding under Rural Development and National Institute of Food and Agriculture programs to help U.S. Forest Service gateway communities expand resilient recreation infrastructure and business development projects that create jobs.
- Develop and maintain strategic partnerships, and more.

Extension's Role in Economic Development and Sustainable Tourism



Blackwater Falls State Park, WV

- As early as 1967 Recreation and Tourism was recognized as an essential role in economic development by cooperative extension nationwide
 - "...call for sound programming that could assist local leaders and governing officials in making informed decisions about recreation and tourism as a component of total community development..."
- Need to address 'wicked problems' of managed and sustained growth for the whole community

Where are we now?

- Are we at the table?
- Should we be at the table?
- If not us, who?
- If not now, when?

Outdoor Recreation Economy Extension Workgroup

Time to share your thoughts!

In your state, to what degree is Extension currently responding to these trends in any of the following ways?



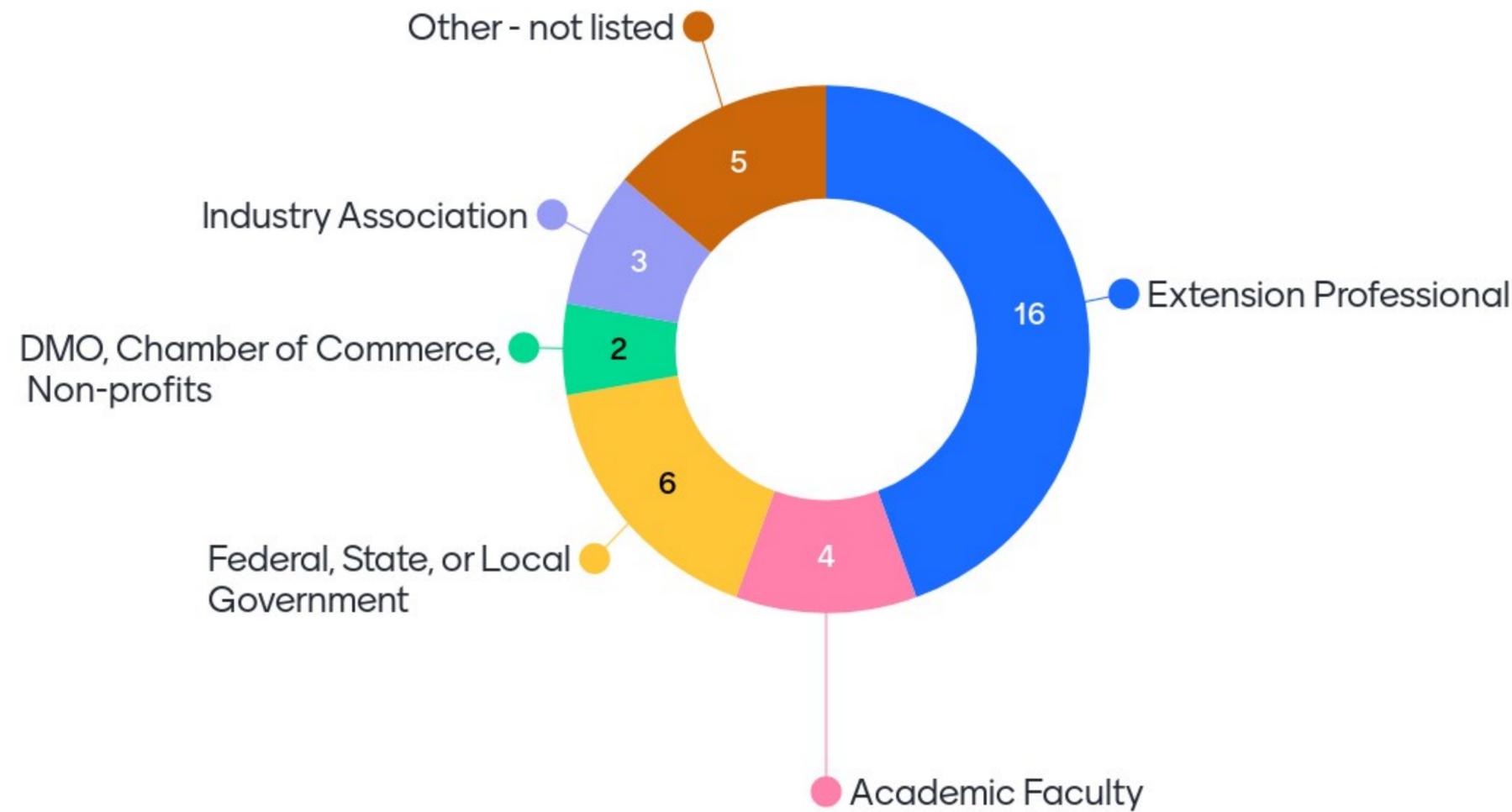
What are the most important projects, resources, or research regarding the outdoor recreation economy Extension can commit to immediately?



With additional resources, what are most important, projects, resources, or research Extension should work on.



What best describes your role in the Outdoor Recreation Economy



Who is missing from this workgroup that we need to reach out to with an invite? (Please provide contact info if available.)

Advocates or government officials that can tell our story and get more funds

Outdoor NC, Heidi Walters.

Outdoor business alliance network - SOBAN.org

Regional Planning & Development Organizations.

Directors of the State Outdoor Rec Offices

It'd be interesting to include state-level economic development people/orgs.

BIPOC and other historically underserved communities

Federal/State Land Managers, folks working on the DEI/Outdoor intersections

Tribal Tourism departments, Economist, Fish and Wildlife, water resources

Who is missing from this workgroup that we need to reach out to with an invite? (Please provide contact info if available.)

Individuals or organizations that have Native American owner/operators

Academic administrators (e.g., Deans, Associate Deans, AES Directors).

State offices of outdoor recreation; outdoor recreation organizations at state and regional levels; regional economic development authorities/organizations

Transportation planning organizations, Parks and Recreation,

Professional planning, landscape architects, and engineering firms

Hannah Scott, Ohio Coop Development Center

Small local outfitters that offer outdoor adventure travel or natural history.

outdoor rec advocacy and economic development nonprofits, especially those that work statewide or in larger regions

Private sector

Who is missing from this workgroup that we need to reach out to with an invite? (Please provide contact info if available.)

Local outfitters

National Parks Service

Need more representation from 1994 land grants. Talk to Benita (who was here today) to build that representation.

Indigenous peoples, particularly in tourism / outdoor recreation.

DEI-specific outdoor groups (e.g., Backpackers, Outdoorsy Black Women)

Landscape planning

Is there an outdoor rec equivalent of AIANTA? (American Indian Alaska Native Tourism Association)

Next steps

- Survey for Extension and non-Extension:
<https://arcg.is/15Kn58>
 - Purpose: inventory existing involvement in outdoor rec, gauge potential for further involvement, identify barriers
- map: <https://arcg.is/1bOzYa1>
- Working group webpage on NET website with resources from webinar, working group meeting, and survey
- Next meeting?