

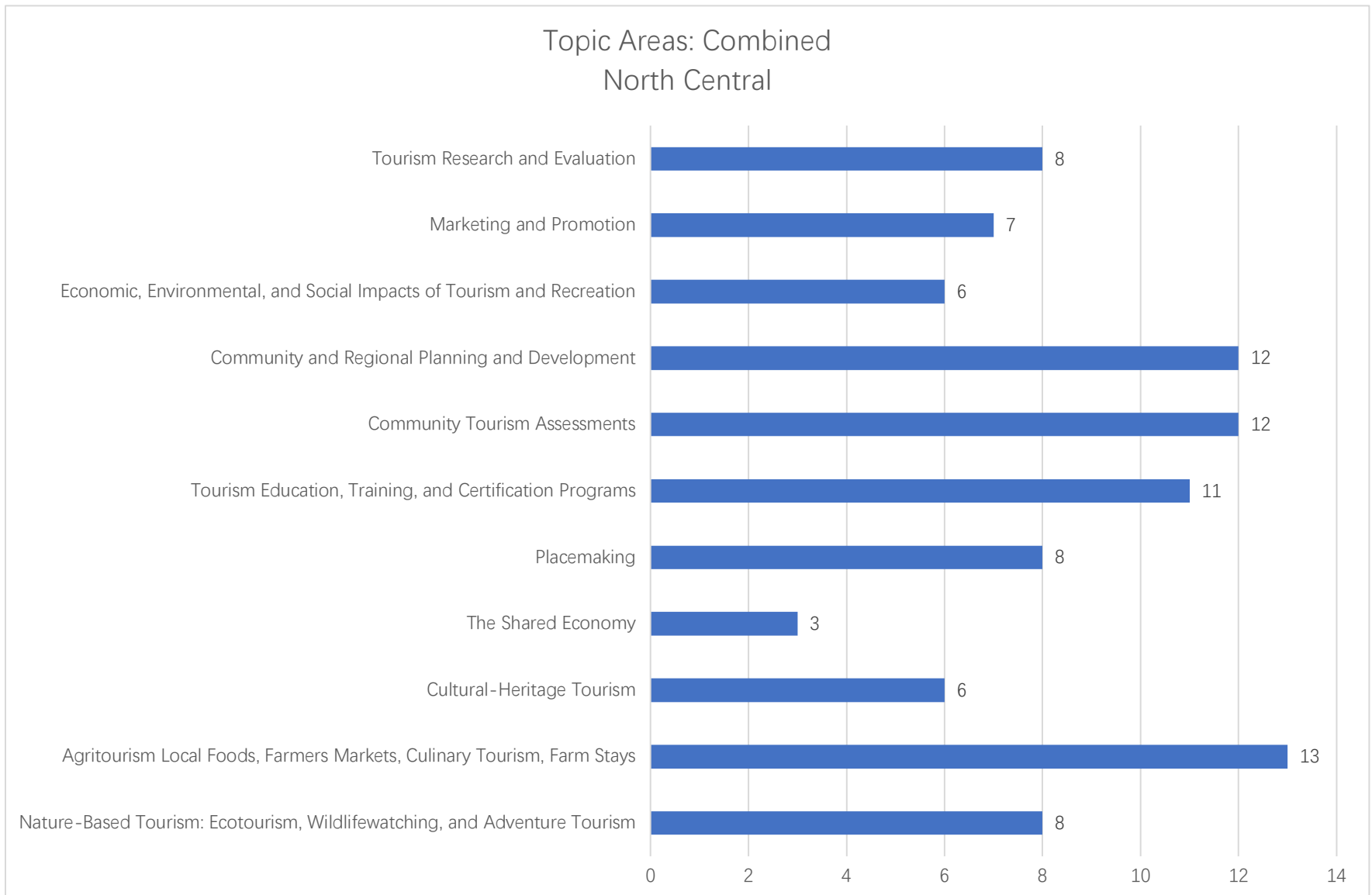
North Central

State	Land Grant or Sea Grant	% of time allocated to tourism	List of specific programs offered	tourism programs needed/demanded/requested	Challenges or constraints
IA	Land Grant	81-90%	Road Scholar educational group travel	I hope to create new tourism programs in coming year: 1. Interpretive Guide Training 2. Agritourism programs	Current supervisor places low priority on tourism programming/ provides little support or encouragement of tourism efforts.
IA	Land Grant	21-30%	Visit Iowa Farms		
IN	Other				
IN	Land Grant	91-100%	Active Engagement with Industry; Creative Discovery for Knowledge; Experiential Learning for Students		
IN	Land Grant	0-10%	walking tour app	No, I think we need to assess what we want to do.	Funding and manpower.
KS	Land Grant	0-10%		Rural tourism opportunities	Money! Education! Knowledge of tourism as an industry!
MI	Land Grant	71-80%		None that I know of at the moment.	Lack of full time staff addressing our internal programs.
MI	Land Grant	11-20%	First Impressions Tourism Assessments Understanding Tourism for MI Communities Facilitated planning for tourism	Neighborhood/urban assessments Long-term planning/sustainability	Lack of FTE's Recognition of MSUE as tourism training entity
MI	Land Grant	0-10%	Leveraging Natural and Human Assets for Prosperity Enhancing Michigan's First Green Industry: Agriculture and Agribusiness Preparing Michigan's Children & Youth for the Future Improving Health and Nutrition for Michigan Residents	Downtown business development	staff capacity
MI	Sea Grant	0-10%	Michigan Birding Trails Network	In general the capacity of all of our tourism programs is limited by small numbers of staff. Our programs are in high demand but our staffing capacity does not allow us to full meet the demand. There are other opportunities as well in regards to ecotourism, agrotourism, and reaching diverse local and international audiences with tourism.	Staffing. Funding to pay for the programs.
MN	Land Grant	11-20%	tourism assessment program	No, not really. Our Tourism Center responds as needed.	Staff time and costs. We have strong interest in applied research. Tight budgets at the U require us to charge in order to cover salaries. We try our hardest, but it can make projects expensive for small communities.

North Central

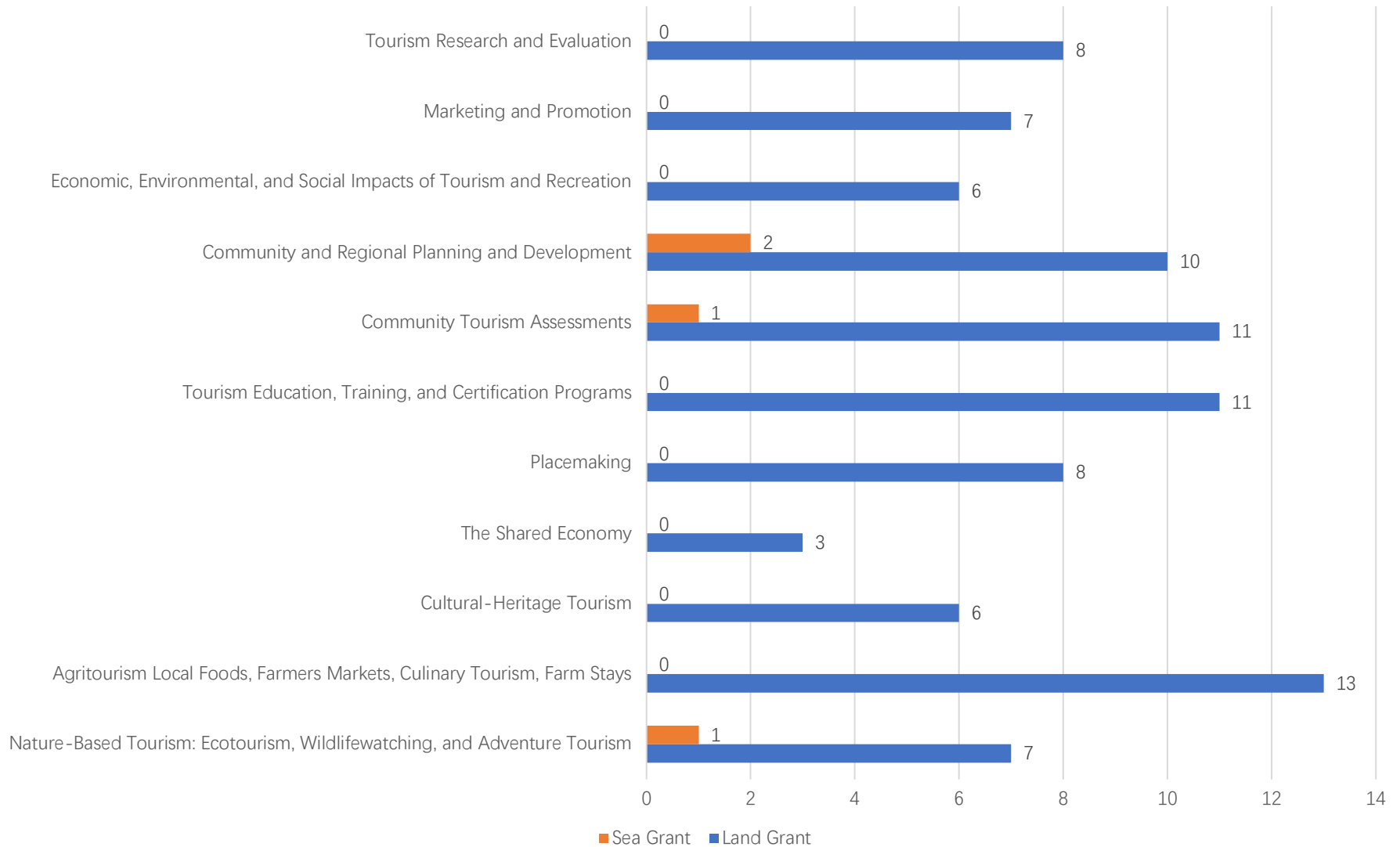
State	Land Grant or Sea Grant	% of time allocated to tourism	List of specific programs offered	tourism programs needed/demanded/requested	Challenges or constraints
MN	Land Grant	91-100%	Community Tourism Assessment	Agritourism ---	Resources ---- human, capital, time
MN	Sea Grant	11-20%	Safety and Hazards Awareness		capacity
MN	Land Grant	0-10%	Tourism Assessment		Time and competing interests
ND	Land Grant	61-70%	Work with a three county Alliance group. They focus on preservation and promotion of the culture and heritage of the Germans from Russia.		
NE	Land Grant	0-10%	community assessments, guide training, marketing help	yes, but there are time and organizational constraints	So many. Too many.
NE	Land Grant	0-10%	Farm to Fork Event Community based Destination Development	no	
OH	Land Grant	11-20%	Extension's Farm to School program	No that I know of.	Some directories are out-of-date. For the next question about documentation to describe my program, see http://farmtoschool.osu.edu/
OH	Land Grant	11-20%	AgritourismReady	We would like to conduct some research to help determine economic impacts of agritourism in Ohio. We would also like to develop an agritourism trail (like the wine trail) in Ohio.	Funds and people.
OH	Land Grant	0-10%	Connecting the consumer to production agriculture	More BOTF programs	Time
OH	Land Grant	21-30%	Using community cultural assets to revitalize downtown and promote local tourism		External funding to support community funding
OH	Land Grant	91-100%	tourism assessment; impact analysis	I would be interested in learning more about what programs are available. Programs related to farmers markets or food systems as related to tourism are needed.	Although the support is strong in our state, we may not be using the latest technology or innovation. I'd like to learn more about what is available.
OH	Land Grant	0-10%	State and International Cultural Immersion trips		funding
OH	Land Grant	0-10%		Grand River wine country	Time
OH	Land Grant	11-20%	Hocking County Ohio		
OH	Land Grant	0-10%	LOOK to Ohio		
WI	Land Grant	11-20%			

North Central



North Central

Topic Areas: North Central



Northeast

State	Land Grant or Sea Grant	% of time allocated to tourism	List of specific programs offered	tourism programs needed/demanded/requested	Challenges or constraints
CT	Land Grant	21-30%	provide information, education, and assistance to community and economic development leaders	I don't think anyone is offering hospitality training which I think would be hugely beneficial. I also wish I could develop some "network" of tourism stakeholders that would bring relevant organizations together for sharing of information and services. This would include Dept of Transport, Community & Ec Dev, non profit orgs like main street, natural resource conservation orgs (many of which don't see themselves as involved in tourism). We also have significant needs related to mapping and community marketing of tourism resources. Also maybe something related to using social media for crowdsourcing tourism data?	In our state there is not a lot of overlap between Tourism and Community Development programs and the culture of these organizations is very different (as is common). This leads to missed opportunities for co-promotion and sharing of mutually beneficial data. I have not had the time to really connect well with the conventional tourism partners to determine what additional needs might be. Our Extension system has limited resources to support tourism. This is exacerbated by our being embedded in the College of Agriculture which hasn't traditionally managed tourism related programming. Our University does not have any tourism or hospitality training programs so we do not have a student or faculty base working in this area.
CT	Sea Grant				
DE	Sea Grant				
MA	Other	0-10%	BYOB		Financial
MA	Land Grant	0-10%		General support for Ag tourism initiatives	Our Extension group is facing significant financial constraints and is stretched very thin.
MD	Land Grant	11-20%	Regulations and risk management related to agritourism	I wish I had more funds for more marketing. I do work with our local tourism office to promote our farms. I would also like to offer a weekend farm tour (self-tour with events at each farm) but haven't had the time to pull it off!	I would like to have more resources (including staff) to promote all of our farms, but primarily our farms doing agritourism and/or direct marketing. A bigger budget for marketing collateral, social media, ads, print ads, etc. would be extremely helpful. Unfortunately, our county is still working on seeing Ag as economic development.
MD	Land Grant	0-10%	water quality and pollution reduction	I just started my position a month ago and am still learning what areas within Sea Grant we are able to work in.	We don't have anybody working in this area. This is the biggest challenge.
ME	Land Grant	11-20%	farming newsletter	Farmers are given different responses about liability insurance when they contact their agent about adding an agritourism activity such as cross country skiing. Some companies offer a rider, but the cost is prohibitive.	It would be nice to have a website to send someone to that had the steps to consider before starting an agritourism activity on their farm.

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ME	Sea Grant	31-40%	Downeast Fisheries Trail etc.	The types of programs that link fisheries and aquaculture with tourism are in high demand, both from visitors, and from businesses. We already provide some capacity in this area but are limited and would like to be able to do much more.	Capacity is the largest limiting factor. All our our extension staff at Sea Grant touch on tourism and bring expertise to the table, so we do programs as we can, but our staff time is limited.
ME	Land Grant	0-10%	Site visits to farms that offer pick-your-own tree fruits and locally raised fruits at farmstands	yes	lack of time and experience. My program area is production and postharvest rather than marketing.
NH	Land Grant	11-20%	Business Retention & Expansion Program	Yes, particularly stuff related to mainstreet revitalization in tourist-dependent regions.	Limited staff capacity and expertise, and difficulty of providing programming at statewide level (we prefer not to do programs for just one county)
NH	Sea Grant	0-10%	educational cruises	Not sure	The coastal region of NH draws scores of residents and visitors (especially in the summer). I'm not sure additional supports for tourism are needed in this part of the state versus other parts. I'm not sure how to respond to this question.
NH	Sea Grant	0-10%	Cruises to Appledore Island and into Great Bay		
NJ	Land Grant	31-40%	Educational classes and curriculum for farmers. Technical assistance for tourism groups	more customer service training	Time
NJ	Land Grant	11-20%	Agritourism outreach to farmers	I think the team is doing OK based on the faculty we have with ability/interest	We have a tough time answer liability and legal questions. It would be great to have more resources on this rather than telling the farmer to consult a lawyer.
NJ	Other	51-60%	Coastal Processes		Allocating staff time.
NY	Land Grant	0-10%	conceptualization/planning stages and require special funding to conduct the project	Yes - tour guide training with certification, administered in partnership with private sector, faculty, and tourism department	Lack of funding is the biggest hurdle. Misaligned priorities with tourism agencies
NY	Sea Grant	91-100%	"Discover Clean & Safe Boating" project etc.		
PA	Land Grant	0-10%	tourism programs in our Elk County Extension office	Ours would be more of a partnership with tourism programs that already exist in the area - to help improve them - via marketing, education/presentations, resources, etc.	Mostly funding. We are county-funded and only receive enough to pay my salary plus administrative/office needs. More funding is needed to support a staff member that would be able to partner with the tourism sector.

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PA	Land Grant	31-40%	Open Gate Farm Tours of Lehigh and Northampton Counties	If we could expand the "Open Gate Farm Tours" to every county in PA that would be great!!! We have great success with the tours in the Lehigh Valley!!	Funding for signs, flyers, and advertising for the Open Gate Tours. Bus tours could be offered to pick up people that cannot drive to participate on the farm tours as well.
PA	Land Grant	0-10%	extension education about the new invasive insect the spotted lanternfly. Invasives can affect tourism and the quarantine regulations affect the industry and visitors.		
PA	Land Grant	51-60%	working with farmers on agritourism projects	There may be opportunity for eco-adventure tourism, as well as active lifestyle vacations, Penn's Woods are an asset. Our Natural Resources Team works with the state DCNR on tourism in state parks. Beer / wine / whiskey trails could be intentionally developed.	Educator capacity and administrative program focus.
PA	Land Grant	0-10%	Mostly directed towards PSU students and faculty		Staff capacity
PA	Land Grant	0-10%	help start several farmers' markets	There are areas of the state where growers receive little or no support from Extension due to the lack of educators.	I would like to work more closely with farmers attending farm markets but it is not possible geographically since I cover over 20 counties. Too few educators.
PA	Land Grant	0-10%	offer maps and information to our local county Park	Yes, much needed tourism definitely in the Jim Thorpe Area. We are an increasingly busy town filled with new visitors every year. Would definitely benefit to market the Historic Trail, Park and town.	Financing.
PA	Land Grant	11-20%	Lake Erie wine trail		
PA	Land Grant	0-10%	agricultural exchange programs		
PA	Other	0-10%			
PA	Land Grant	0-10%	Local bird walks for the public during spring and fall migration	yes- Lots of interest in bird and wildlife-watching opportunities	No time commitment to natural resource based tourism
PA	Land Grant	0-10%			

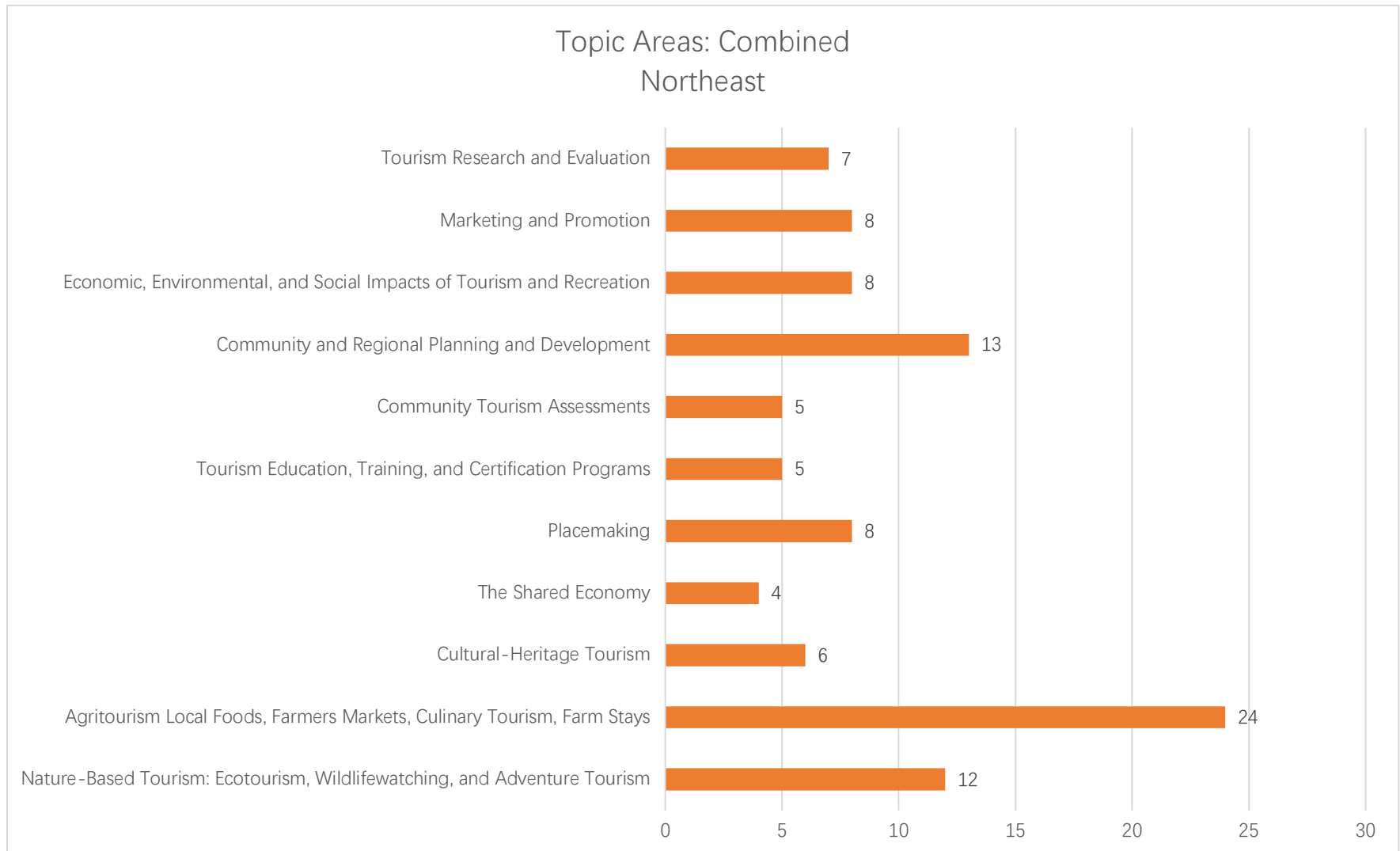
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PA	Land Grant	11-20%	Beaver County Tourism; Beaver Valley Innovation Hub & Lawrence County Blueprint Board; Beaver Valley Innovation Hub & Lawrence County Blueprint Board	I would like to see more agro-tourism cross-promoted for Western PA. A larger marketing campaign that highlights events throughout Western PA. With Juliette gone it would be great to have a new Extension Educator work with northwestern counties to tie Extension to any existing agro-tourism or build a agro-tourism program if there is not one.	I have not been aware if Extension offers event insurance to farmers for hosting. A lot of my farmers are worried about liability on their farm. It would be good to have resources through Extension to be able to develop ag-tourism events - event insurance for farmers, funds for tour signage (including historical signage about their farms strategically placed on site). Any other resources that help us make our potential farmers comfortable with hosting, creating educational programs on site, etc.
PA	Land Grant	0-10%	The Frost Entomological Museum		
PA	Land Grant	0-10%	farmer survey	We have had requests for funding sources to create crowd sourcing based tourism opportunities in conjunction with farms in the region and in association with farmers market and our agriculture-based festivals (falling leaves, maple weekend, etc)	I would say financial. Our area has a low population density, but a lot of tourism and a lot of "weekenders" so we often do not quality for a lot of grant opportunities because we cannot reach enough of the population.
PA	Land Grant	0-10%	Periodic workshops.		Funding.
PA	Land Grant	0-10%			
PA	Land Grant	0-10%	Environmental awareness days Clubs tour various farms and processing facilities		Funds and Time
PA	Land Grant	0-10%			
PA	Land Grant	0-10%			
PA	Land Grant	0-10%	Community and economic assessment and planning.	Yes. Economic impacts.	Prioritization of resources
RI	Sea Grant	11-20%	Clean and Resilient Marina Program	Yes. Aqua - ecotourism. Promoting aquaculture and local food as a tourist attraction. Developing a revenue-based field experience related to coastal activities (wind farm tours, aquaculture, community resilience) for tourism and recreation.	1) Funding for doing these activities, given that we are on soft funds. 2) We have not developed and implemented a needs assessment to know what our niche would be. 3) We do not a dedicated tourism program, rather we implement value-added programs within our Blue economy, aquaculture, and community resilience themes.
VT	Land Grant	71-80%	research and resources for the tourism and recreation industries; practices for farmers	Yes, I would like to do more with First Impressions and Recreation Economies, as well as expand my culinary tourism and agritourism work.	I wish UVM Extension had more resources (e.g., time, money, staff, students) to allow us to take on more projects and work in more communities.

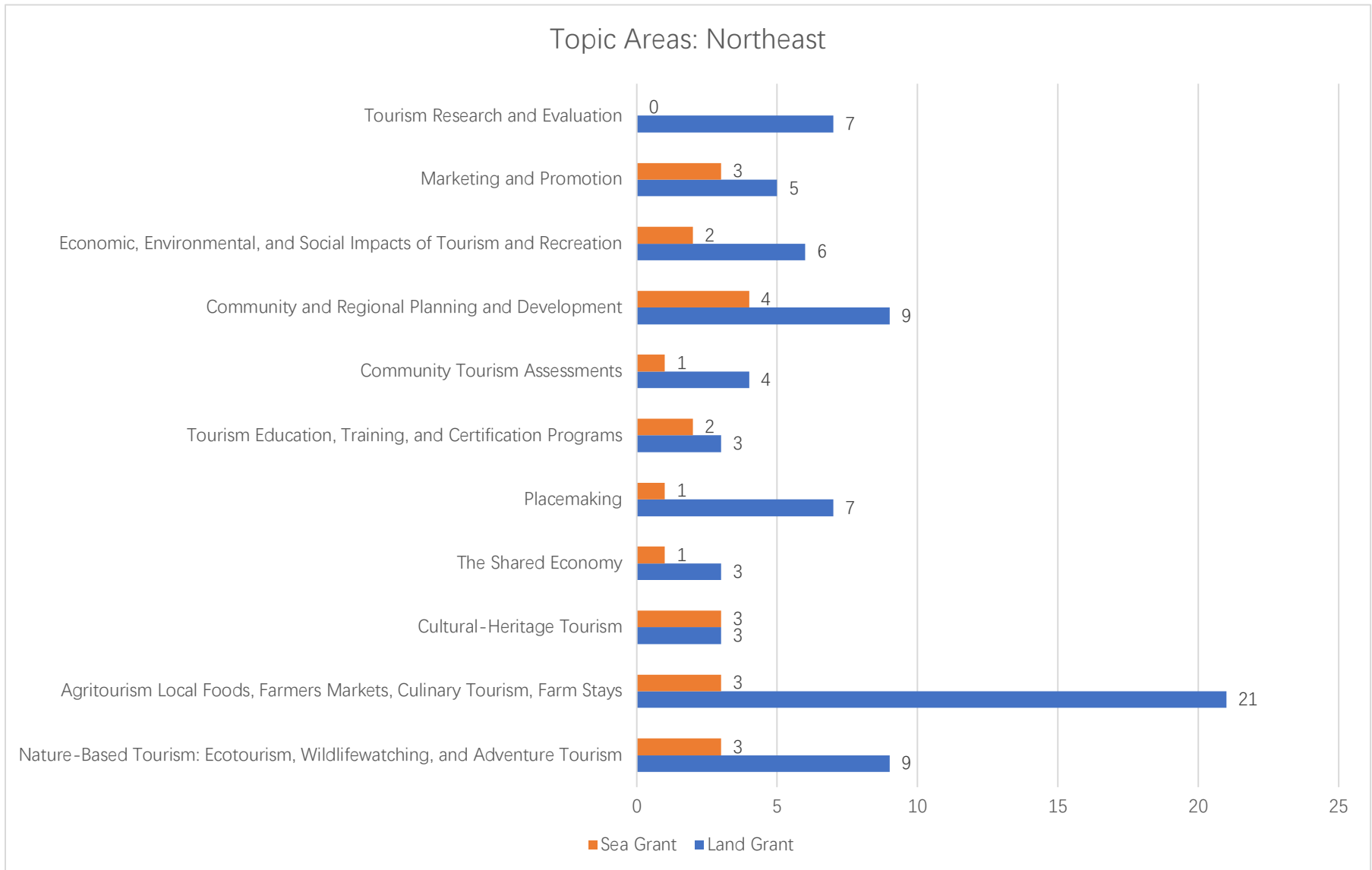
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WV	Land Grant	21-30%	bench-marking and quantifying the economic impacts		Limited faculty and staff support - our unit has 3 full-time, county -based agents and 4 full-time specialists to cover all of the the state and address the breadth of CED issues that our rural communities face. Tourism is just one of those issues.
WV	Land Grant	0-10%	The WV Agritourism Initiative;The WV Agritourism Economic Impact Assessment	More training - working on it.	Agency collaboration - sometimes difficult to help other agencies see the value in collaborations and partnerships
WV	Land Grant	91-100%	Tourism First Impressions ; Rural Tourism Video Case Studies; Transdisciplinary Rural;Tourism Design Team; Interpretive Guide Training Hospitality Training Destination Competitiveness Research Research - Resident Attitudes, Visitor Preferences, Leadership Analysis	Visitor research	Need more funding to support programs
WV	Land Grant	0-10%	comprehensive planning and development planning		Lack of resources (financial and personnel).
WV	Land Grant	11-20%	Regional Design & Planning; Community Design, Planning & Visioning; Site Design, Planning & Visioning; Interior Architecture & Design	We always have more requests than we can satisfy.	Limited service-learning courses for community design projects tied to quality of life for residents and visitors.

Northeast



Northeast



Western

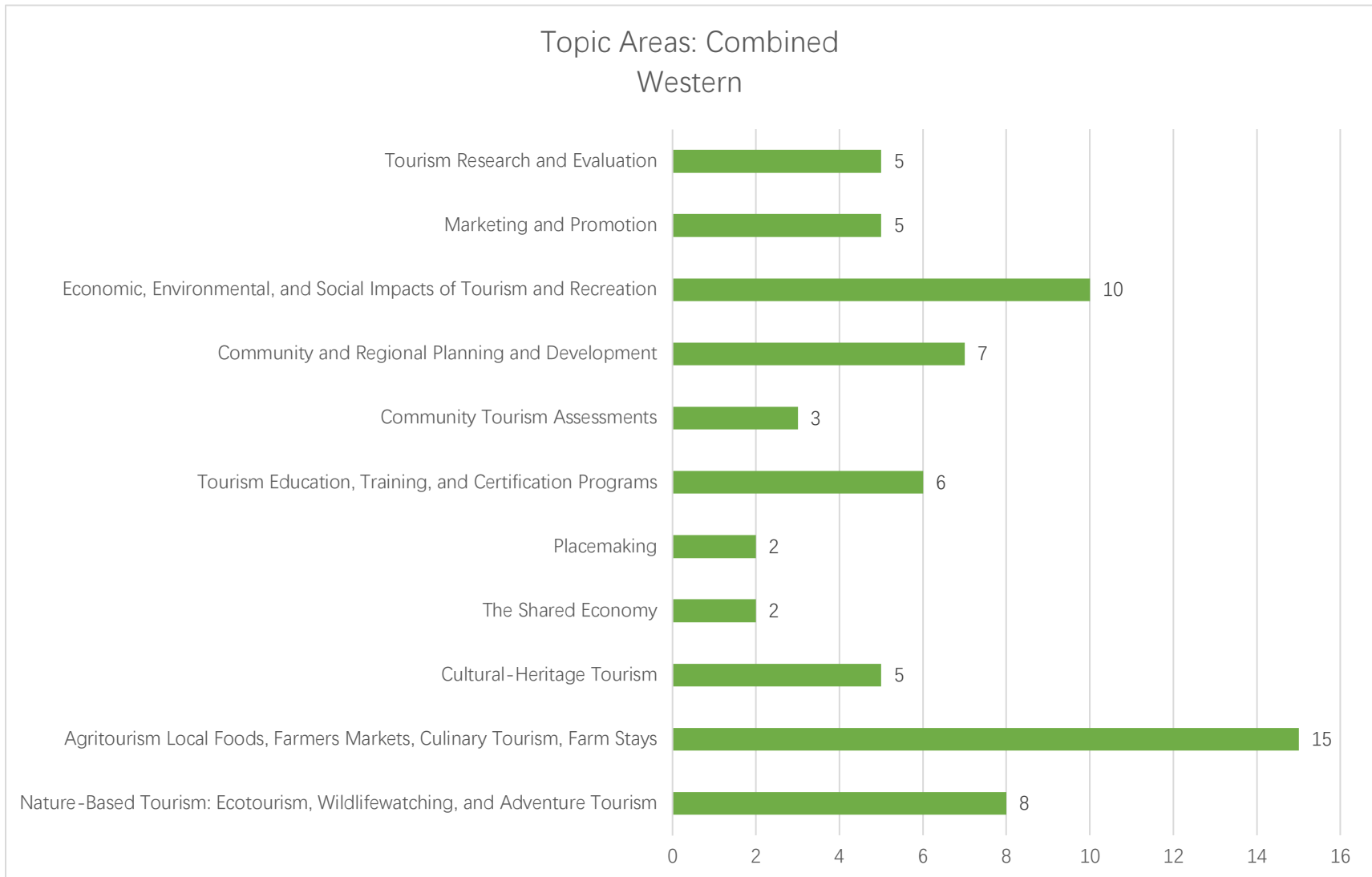
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AK	Land Grant	0-10%	high latitude agrotourism and natural resources. Alaska Agriculture tours	-Mountaineering	Need better understanding of the cruise industry. There is likely high demand from the cruise industry that we have not tapped.
AK	Sea Grant	0-10%	ocean exploration/invasive species activities aboard small ecotourism vessels, respond to tourist request and questions	impacts of large cruise ships on marine environment; Ecotourism operations often request ocean- related educational activities for their passengers marine environmental education for tourists	lack of staff time; Our recreation/tourism specialist retired recently and was not replaced
CA	Land Grant	11-20%		At the moment Tourism isn't a recognized CE program	No campus specialists or team of colleagues across the state
CA	Land Grant	51-60%	UC Cooperative Extension agritourism outreach and education for farmers and ranchers statewide	Yes, we have no extension appointments at all related to tourism. I do what I can as a staff person with grant funding, but UC Cooperative Extension has no on-going commitment to supporting tourism programing or education of any kind.	Severe regulatory and permitting restrictions, requirements and fees are major impediments for farmers and ranchers starting tourism businesses. No connection between state level tourism and agriculture departments makes government support difficult. Being a huge state with no state-wide organization for agritourism, we have no leadership to move forward on limited liability legislation for agritourism. As I do not have an extension appointment, and as those with appointments are very busy, I have trouble coordinating extension tourism work statewide.
CO	Land Grant	0-10%	NIFA AGRITOURISM	More workshops per year	Extension is not always seen as a key asset by state tourism office
HI	Sea Grant	71-80%	Center for Sustainable Coastal Tourism	Visitor carrying capacity studies are being requested at the county and community level. We are involved with one but don't have the capacity to scale up to do all the islands.	We have many negative impacts from over-tourism that the community is being frustrated by.
HI	Land Grant	21-30%	Basically industry tours for other states doing the same commodity. Beef-- Parker Ranch		mainly funding
ID	Land Grant	0-10%	Artisan Trail Guide	No	Funding
MT	Other	11-20%	Montana's first guide to Agritourism	more u-pick, more farm to table dinners, more on farm stays	research and promotion money to both develop agritourism industry as well as clarify a few areas: woofers/temporary workers on farm and educational tours on farms.
MT	Other	91-100%	website and online database; Agritourism training; restaurant program marketing local foods		Time, staff.

Western

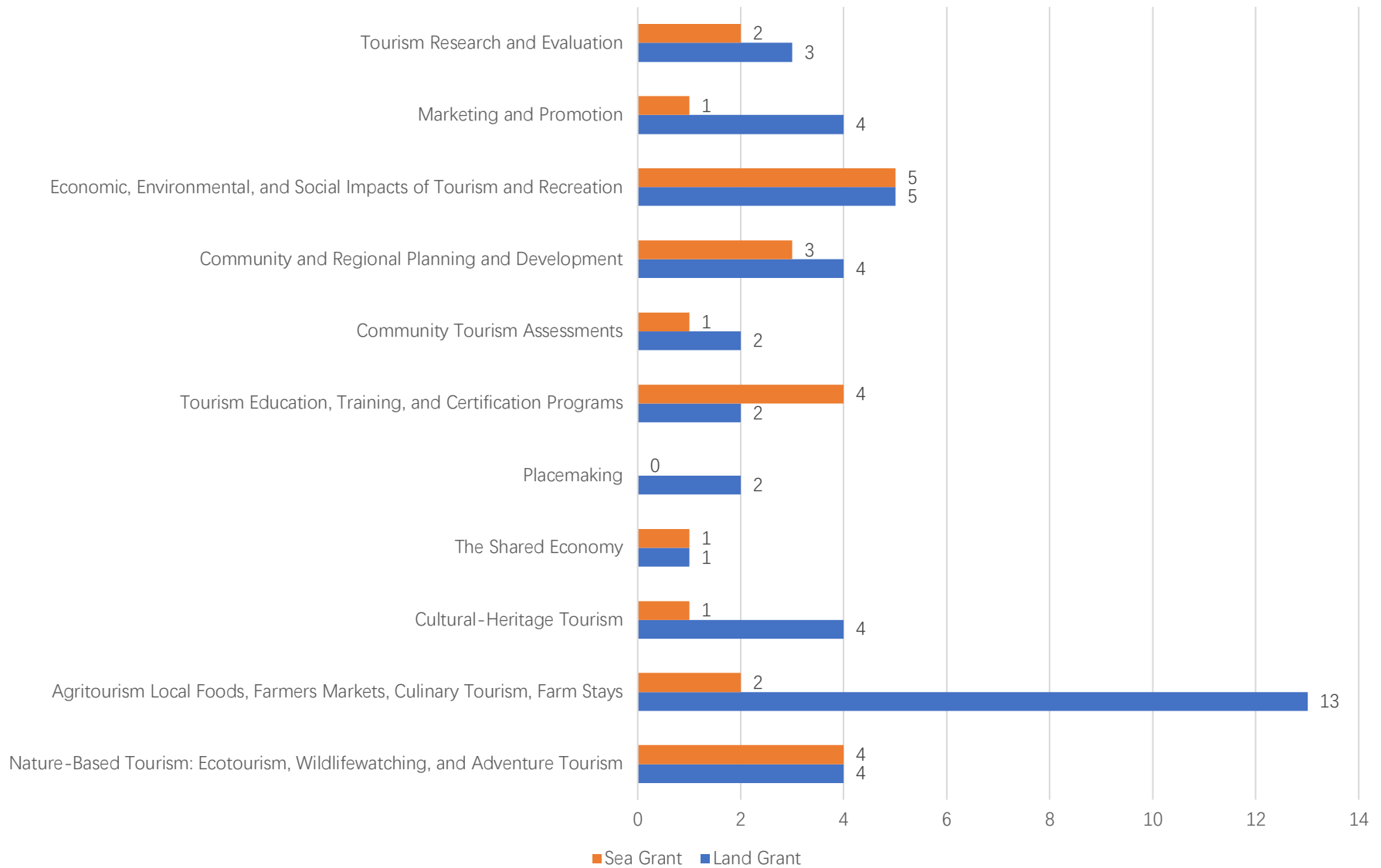
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MT	Land Grant	11-20%	Horticulture research to diversify agriculture to accomodate agritourism activities	Tourists who visit Glacier National Park and Yellowstone would like to visit a farm but there are not many activities besides dude ranches available.	The agriculture in Montana does not lend itself to traditional agritourism activities. Farmers are growing thousands of acres of wheat and pulse crops and not at the home base on a continual basis.
MT	Other	11-20%			
NM	Land Grant	0-10%	Stronger economy together (SET)		
NM	Land Grant	0-10%	Hospitality and Tourism Training	I'm not sure.	Competing programs! Sometimes another entity is offering training and CES then focuses on other priorities.
NV	Land Grant	0-10%	HUGE tourism market	Agritoursim would be great, we are very limited with producers, however there are some opportunities.	We have a great tourism focus through the Las Vegas Convention and Visitors Authority
NV	Land Grant	21-30%	build communication and business, and study the impacts of tourism	customer service training, programs to train local businesses to connect with visitors.	Limited staff and time. Funds in high poverty area.
OR	Sea Grant	0-10%	Hospitality training with Tsunami Safety education thrown in for good measure		There is no tourism program area at OSU, and all of us that work in tourism are really working out of our job descriptions, and at the whim of our program leaders.
OR	Land Grant	61-70%	agritourism development education, research and community engagement. Developed the Marion Farm Loop		we could use more dollars and staff to help with community engagement, research and education programming.
OR	Sea Grant	91-100%	Guide, Outfitter, Tour Operator Training for Professionals and for Youth as a 4-H	Event Management Training, Economic Impact Analysis, Natural Resource Management for Sustainable Outdoor Recreation and Tourism Economies, Guide & Outfitter Training, Digital Marketing, Applied Research. Economic Impact Studies, Federal Grant Programs, Discovery Tours locally, nationally and internationally	General lack of understanding, access to data for details on tourism economics, opportunities, investment benefits, sustainability etc. More operational funds and additional staff would yield great returns. A national level program with even one person and funding to help coordinate and support the National Extension Tourism Conference and Team and liaison with USDA, USFS etc would be a massive help. Support staff needed. Integration with University as a whole, especially the teaching program which could integrate experiential learning with the Extension Tourism program to provide a much richer student experience...funded by the teaching program/student fees

Western

State	Land Grant or Sea Grant	% of time allocated to tourism	List of specific programs offered	tourism programs needed/demanded/requested	Challenges or constraints	State
OR	Other	81-90%	Farmer's Guide on the Farm Stay US	Going to create some I see lacking: hospitality training, reservation management, customer service, 'merchandising' marketing, what makes a good photo, what makes a good website	Distance to travel- farm stays spread all over state. Time to travel - run own farm so hard to get away for long. Cost to travel - have not monetized my consulting and most farms don't have \$\$ to pay	
WA	Sea Grant	0-10%	Beach walks; Festival outreach & Boater education		Tourism seems to be a topic that is insulated within an existing group, typically tourism boards, marketers, economic development councils, chambers of commerce, etc. that all support each other. It's difficult to identify what is needed and how best to support the industry.	
WA	Land Grant	51-60%	small farms evaluation	WA has indemnified bona-fide agritourism operators from liability if they follow the statute and post notice. Kentucky and other states with similar laws have provided agritourism operators with the appropriate signage. I have not been able to identify funding to do workshops across the state, create a registry database, and supply signage to those operators who comply and register their agritourism site.	The State of WA has no designated funding or representation specifically for tourism.	



Topic Areas: Western



Southern

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AL	Land Grant	0-10%	Conecuh Sausage store is a popular stop off of I-65. I have met several groups as an ACES ambassador		
AL	Land Grant	0-10%	see agriculture in Colbert County	My dream is to have a regional or state organization to help foster agritourism in North Alabama. This organization could help facilitate meetings of interested tourism opportunities in our county/region. This unified organized effort would be a tremendous help in communicating the goodness of North Alabama Agriculture to our visitors.	We need better communication between all parties.
AL	Land Grant	0-10%		Prattville Chamber of Commerce handle all tourism programs. Autauga County Extension is not involved in any tourism programs currently but would be open to it.	n/a
AL	Land Grant	21-30%	Monthly Birding Educational programs in one elementary school-to establish and appreciation of birding and eco-tourism Appalachian Highlands Birding Trail promotion Tour East Alabama-membership and guidance Leadership Cleburne County-two eco tourism days/year Accelerate Cleburne and Main Street program in county seat-Serve as Co Chairman of Accelerate Cleburne (see PowerPoint presentation) WILD Wednesdays with USFS and Heflin PARD- eco tourism County Farmers Market and County Fair- Agri-tourism	Retiree attraction Certification programs including Hospitality training	Endorsement and support at the state level is needed- and seem to be happening
AL	Land Grant	0-10%	Farmer's Market Development	Maybe some wildlife specific programs.	Limited personnel and time, and funding for development.
AL	Land Grant	11-20%		agritourism	time constraints as I wear multiple hats with regards to programming in my office/county/region
AL	Other	0-10%	Ag Tourism in Southeast Alabama	n/a	Time to do more programs

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AL	Land Grant	0-10%			
AL	Land Grant	21-30%	County Historical Society	no	funding of county projects
AL	Land Grant	11-20%	Speak to local civic clubs about tourism and recreation.		
AL	Land Grant	11-20%	Mississippi-Tennessee-Alabama Rural Tourism Conference; Pickens County Tourism Association		Funding, lack of existing or newly established tourism sites, human capacity and leadership to run a volunteer group
AL	Sea Grant	81-90%	Promoting Nature and Trails. Including blueways, scenic byways		
AL	Land Grant	21-30%	focusing on natural resources within the county; "the WAY"	Cultural or historical interpretive educational centers Attractions created around a natural phenomenon or scenic landscape	Funding Resources, Landowners
AL	Land Grant	11-20%	Auburn/Opelika wine tour; agri-tourism website; Chewacla State Park on a partnership with Tourism/4-H on providing Archery on-site.	We have a great Tourism agency in our county. I think the biggest thing is determining each others strengths and combining resources.	
AR	Land Grant	0-10%	Arkansas Agritourism Association		Lack of time/expertise to provide anything but basic support, education, and connecting people to other resources providers.
FL	Sea Grant	0-10%	Nature tours of Coastal Dune Lakes		
FL	Sea Grant		Florida Sea Grant-related programs		lack of state specialists w/expertise in this field

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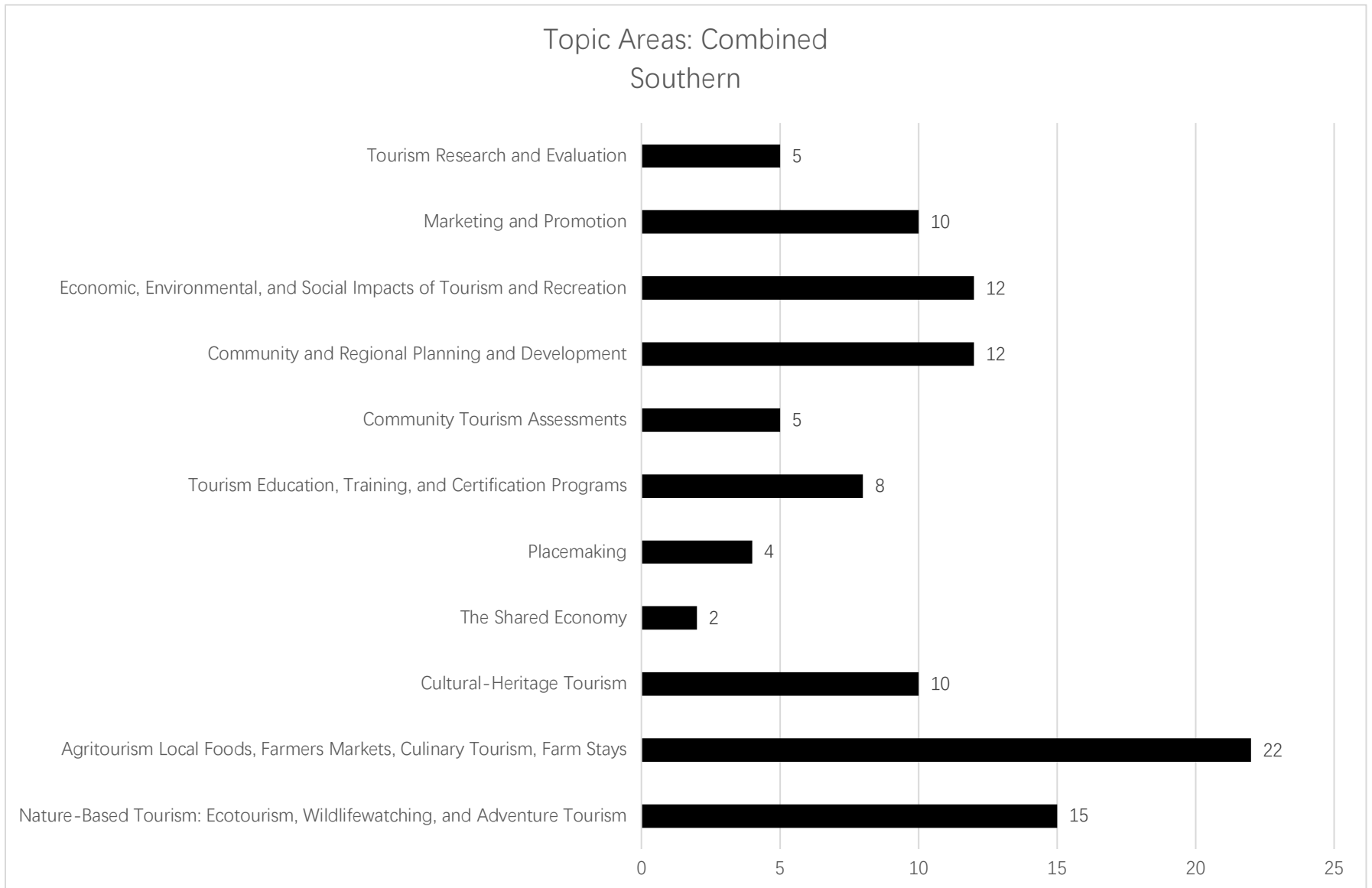
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FL	Sea Grant	31-40%	assisting nature-based tourism businesses and address environment	Not that I am aware of.	The biggest hurdle is getting these businesses to reach to extension when they have questions concerning local natural history. They tend to jump on the internet and read the first thing and more often than not, extension is not the first site that opens. Working on this currently.
FL	Sea Grant	11-20%	For Hire Fishing Guide Certification; Sustainable boating and fishing education/awareness/pledge programs ; Big Bend Shellfish Trail		Sometime hard to reconcile with the demand to have an impactful Extension program - difficult to evaluate or provide real education. I really would like to be able to reach recreational boaters better - they are such a tough audience to reach but their behaviors have huge impacts. Some kind of online training that can be distributed through an industry group or something is needed but finding the right inroad is really tough. Same goes for "Joe Angler" although it is a little easier to reach anglers.
GA	Sea Grant	0-10%	coastal Georgia tourism conferenc; Coastal Stewards Program	We are hoping the coastal tourism conference that we offer this spring will be an opportunity to solicit feedback for future programs. With that being said, birding tourism has been identified as an opportunity that could be enhanced along the coast. While there are efforts by our state to assess the economic impacts of tourism on the coast, there is a need to refine this time of information on a finer scale (county or city level).	We don't have a designated person to focus solely on tourism. There are other entities that work on tourism so we'd also need to make sure we clearly define our role so we are not duplicating efforts.
GA	Other	31-40%	Certified Farm Market program across Georgia	People are always looking for more marketing information.	I'm still new to this job. Hope you have a follow up survey next year.
LA	Land Grant	21-30%	High Performance Housing Educational Attraction		Lack of advertising budget and marketing staff.
LA	Sea Grant	0-10%	RFH charter fishing	No	N/A
MS	Land Grant	91-100%			

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NC	Other	81-90%	Agritourism & Societal Well-being Lab; train-the-trainer model		Time constraints, as most of my work is research; We have very limited extension-funds.
NC	Sea Grant	21-30%	Technical assistance	Leadership development for tourism professionals	Competing demands based on program strategic plan and focus areas, Definable metrics, Audience demand, Internal capacity and expertise
NC	Land Grant	21-30%	entrepreneurship and agritourism development	more training materials for extension agents to understand regulation, rule, permit, certificate, and other policies to support entrepreneurs and farm operators	cultural differences, lack of transportation to certain areas, poverty as the main issue in preventing people from being creative
NC	Land Grant	0-10%			
OK	Land Grant	11-20%	Advising start up and in existence agribusinesses on procedure, connections with stakeholders and resources.	No	a little bit of variation in regulations by counties.
OK	Land Grant	91-100%	Oklahoma PRIDE customer service training program. Industry research with state government support Educational workshops	The need is far greater than the capacity	Lack of resources, small extension appointment to try to meet the needs.
SC	Sea Grant	11-20%	SC Nature-Based Tourism Association (SCNBTA) etc.	Nature-Based Tourism Certification Program(s) to promote exceptional tourism businesses; Professional development courses related to sustainable tourism business practices as well as environmental issues/impacts (e.g., microplastics, growth and development impacts on resources)	Lack of data on nature-based tourism contribution to state and local economies; tourism impacts on coastal resources (litter, cruise ships); climate change impacts on community tourism (e.g., increased flooding related to tides, storm event, etc.); need for more nature-based tourism development for rural communities (business services, trainings, technical assistance); tourism and sustainable development (addressing competing uses of waterfront access); Challenges from within the agency: competing demands and allocation of staff time to address tourism-related issues with programming.
TN	Land Grant	11-20%	targeted education program and farmer assistance		Time is a limiting factor

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State	Land Grant or Sea Grant	% of time allocated to tourism	List of specific programs offered	tourism programs needed/demanded/requested	Challenges or constraints
TX	Sea Grant				
TX	Land Grant	81-90%	Hospitality/Service Training For Tourism Industry		
VA	Land Grant	21-30%	coordinate work around local and regional foods	Probably more can be done in the area connections with farm-to-table, bicycling events, and eco-tourism.	Additional funding to facilitate a small regranting program for food and farm entrepreneurs would be helpful.
VA	Other	11-20%	Pulaski Grow in addition to our youth training programs		Funding
VA	Land Grant	11-20%	agritourism programming throughout the Commonwealth of Virginia	No . . . not yet.	no challenges or constraints
VA	Sea Grant	0-10%	Related to resilience	Business services- helping eco-tourism businesses develop in rural areas.	No funding directed to this effort.



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