

Outdoor Recreation Working Group

Facilitators:
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Who are you?





SUPPORTING LOCAL ECONOMIES THROUGH SUSTAINABLE TOURISM & OUTDOOR RECREATION

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.

Zaking 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 landowners, 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 Outdoor Rec Working Group Webpage and Case Statement



Home > Welcome to the National Extension Outdoor Recreation Working Group homepage!

Welcome to the National Extension Outdoor Recreation Working Group homepage!

In November 2022, members of the NET Design Team led an outdoor recreation networking meeting that resulted in the creation of the National Extension Outdoor Recreation Working Group. The working group officially launched with its first meeting on February 8, 2023, and plans to meet quarterly. To be notified of future working group calls, sign up for the NEORWG mailing list!

UPDATE: The next NEORWG meeting is scheduled for May 30th at 3pm Eastern/2pm Central/1pm Mountain/12pm Pacific/9am Hawaii. The meeting is open to anyone interested in Extension's role in engaging the growing outdoor recreation economy. Please register for the meeting at:

https://wvu.zoom.us/meeting/register/t]lqd-irpjkqHNKelGEm6wvFocb6hh8nCHC1

This page is the online home for this group. On this page, you will find:

- A map of working group members, below, who have entered their programs into the online inventory.
- · Resources shared during the quarterly calls, including slides, meeting notes, and chats.
- Links to current USDA efforts in the Outdoor Recreation Economies space.

Learn more about NET's efforts in Outdoor Recreation!

Download "Engaging the Outdoor Recreation Sector's Growth" (PDF)

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Engaging The Outdoor Recreation Sector's Growth

Background

Outdoor Recreation is a growing sector of the United States economy. The outdoor recreation economy accounted for 1.9% of the GDP for the United States in 2021. Inflation adjusted GDP for the outdoor recreation economy increased 18.9% in 2021, compared with a 5.9% increase for the overall U.S. economy. The number of new outdoor participants has increased 26% since the start of the pandemic.



The number of new outdoor participants has increased 26% since the start of the pandemic



Sources:

Bureau of Economic Analysis Outdoor Recreation Satellite Account, U.S. and States, 2021 https://www.bea.gov/news/2022/autdoor-recreation-satellite-account-us-and-states-2021.

Outdoor Foundation 2022 Outdoor Participation Trends Report https://outdoorindustry.org/resource/2022-outdoor-participation-frends-report/

Outdoor Recreation and Extension

According to a Memorandum of Understanding (MOU) recently signed by the United States Department of Agriculture (USDA) Rural Development, Forest Service, and National Institute of Food and Agriculture (NIFA) on supporting the nation's outdoor recreation economy, building the recreation economy in the United States is one of USDA's top priorities. The MOU explains these agencies' desire to build on existing collaborations and coordination to support the sustainable development of the nation's recreation economy and the associated economies of gateway communities. As a partner of USDA, NIFA, the Cooperative Extension System has a role to play in supporting the implementation of this MOU.

How is Extension Responding?

The Cooperative Extension and Sea Grant systems have been engaged in research, education, and outreach to support communities' tourism efforts for more than 50 years. The National Extension Tourism (NET) Design Team has been providing leadership to this collective work, and Extension and Sea Grant programs are beginning to dedicate more faculty and staff time toward building recreation and tourism programs. However, a unified, coordinated, national scale effort has not yet been realized. In an effort to gauge the national status of Extension's current involvement and engagement in the outdoor recreation economy NET hosted an interactive webinar in November 2022 focused on this subject. Participants expressed an interest in forming a workgroup to explore and propose a strategy for Extension to engage the growing autdoor recreation economy. Subsequently, the Extension Outdoor Recreation Working Group was formed with 65 participants attending the first meeting in February 2023 to take the pulse of Extension and its role in outdoor recreation. The sentiment from the participants in the workgroup is that Extension's current role remains limited.

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



November 2022 Extension Outdoor Rec Webinar

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

Mentimeter



November 2022 Extension Outdoor Rec Webinar

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



Mentimeter

November 2022 Extension Outdoor Rec Webinar

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

Mentimeter





HOME

ABOUT US

PRIORITIES

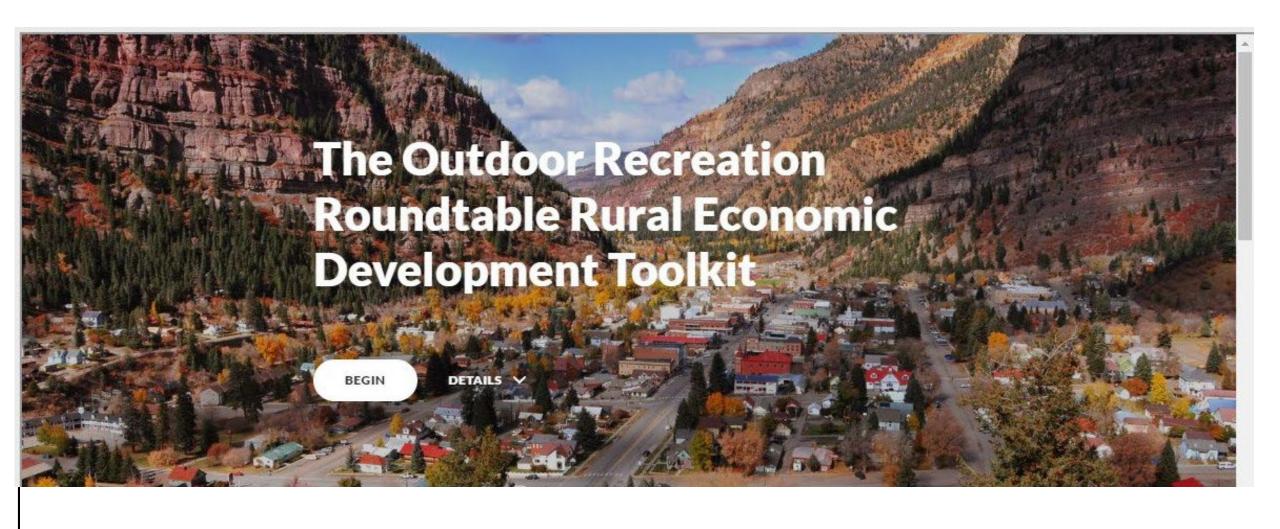
NEWS

RESOURCES



The Outdoor Recreation Roundtable promotes the grow that 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





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 <u>Memorandum of Understanding</u>, <u>USDA Rural Development</u>, the <u>National Institute of Food and Agriculture (NIFA)</u> and the <u>U.S. Forest Service</u> 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.



Outdoor Recreation Economy Survey Results







U.S. Extension Outdoor Recreation Economy Survey

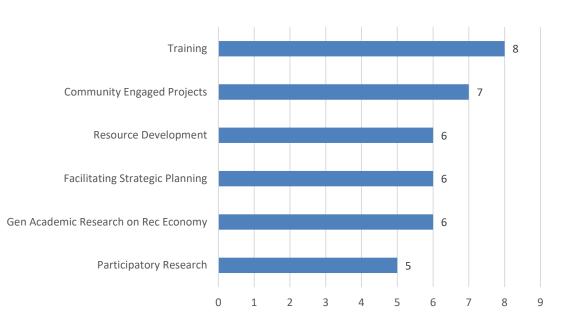
The goal of this survey is to connect those involved in outdoor recreation economy projects. Your answers to these questions will be shared on a web-enabled map with all responses.

1. Name	
First and last name	
D. Tial	
2. Title	
3. Zip Code	
Enter 5-digit zip code for your "home base" so others can see where you work in outdoor	
recreation. Your zip location will be shared as a point on a web map.	
<u> </u>	
4. Email	
+. Email Enter email address	
enter email address	
M	
5. Program Website	
f you (or your Extension program) have a website, please enter here.	
,	
(4)	

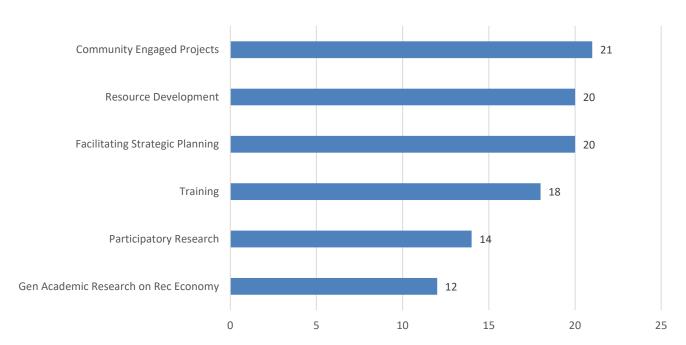
Survey for Extension and non-Extension:

- Purpose: inventory existing involvement in outdoor rec, gauge potential for further involvement, identify barriers
- https://survey123.arcgis.com/ share/ee34337ade65498d99 3006d0f1e46a63

Is Extension in your state currently engaged in outdoor recreation in any of the following ways? (24 responses)



In the future with additional resources, what do you think Extension should be doing in your state to support the outdoor recreation economy? (24 responses)



For FUTURE activities: Explain how Extension could be more involved in outdoor recreation in your state...

More capacity to support more resource development, more communities engaged in programming that support other efforts across the state.

There is a lot of demand from local and regional groups for us to lead research projects and other information gathering efforts, but we sometimes lack capacity or there is a lack of funding available from partners.

Extension could play an important role in all of these areas -- with substantially more resources.

Extension could play a unique role in outdoor recreation by providing connections between outdoor recreation organizations, state agencies, and the public. I see Extension playing a critical role in providing education about outdoor recreation to the State.

Extension's role is to support communities. The recreation economy is putting a lot of pressure on communities and I think Extension can help communities navigate that pressure. Not many organizations are looking at the recreation economy through the lens of community impacts.

What are the barriers to Extension being more involved in supporting the outdoor recreation economy in your state?

funding

Short staff, not having resource to support our work around extension in tourism.

Financial and human capital resources within Extension and AES for this work

Funding for positions to focus on this work.

Capacity - finding & staffing a position

Others realizing that they belong and can contribute to this area.

Understanding by extension leadership of its importance and how to overlay it with traditional extension programs.

Lack of state support

Size, remoteness, diversity

Limited staff and time. Other than that, it seems like there is a lot of opportunity and others seem receptive to partnering with us.

Funding! Need more support to hire more Extension faculty and staff.

There are few community development positions within the state, so involving educators from other program areas in targeted initiatives would expand capacity. linking whatever their specialty is to outdoor recreation opportunities. Natural, social and human capital.

There are already several entities involved with supporting the outdoor recreation economy in my state, so one of the barriers is figuring out which need Extension can help fill.

Lack of support from administration. Traditional Extension is ag focused and changing or diverting that focus seems to run counter to tradition.

Where are we now? Where are we going?

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



Breakout Groups

- How should we organize?
- What should the first steps be to overcome barriers and advance a collective voice for outdoor rec in Extension

 Where can additional resources come from to increase our capacity to engage in this sector?

2023 NET Conference

Agenda

Registration

Travel & Lodging Info

Call for Abstracts

Call for Awards

Become a Sponsor!



Next steps

- Contribute to Survey and Map for Extension and non-Extension
- Next meeting?

