



**NATIONAL EXTENSION  
TOURISM NETWORK**

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

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# Outdoor Recreation Working Group

**Facilitators:  
Doug Arbogast and Jake Powell**



Hosted by the Northeast Regional Center for Rural Development | [nercrd.psu.edu](http://nercrd.psu.edu)

A black and white photograph showing two hands shaking in a firm grip. The hands are positioned in the center of the frame, with fingers interlaced. The person on the left is wearing a dark suit jacket, and the person on the right is wearing a light-colored shirt cuff and a dark suit jacket. The background is a dark, textured surface, possibly wood paneling. The text "Who are you?" is overlaid in white, sans-serif font across the center of the hands.

Who are you?



**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.



# 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?



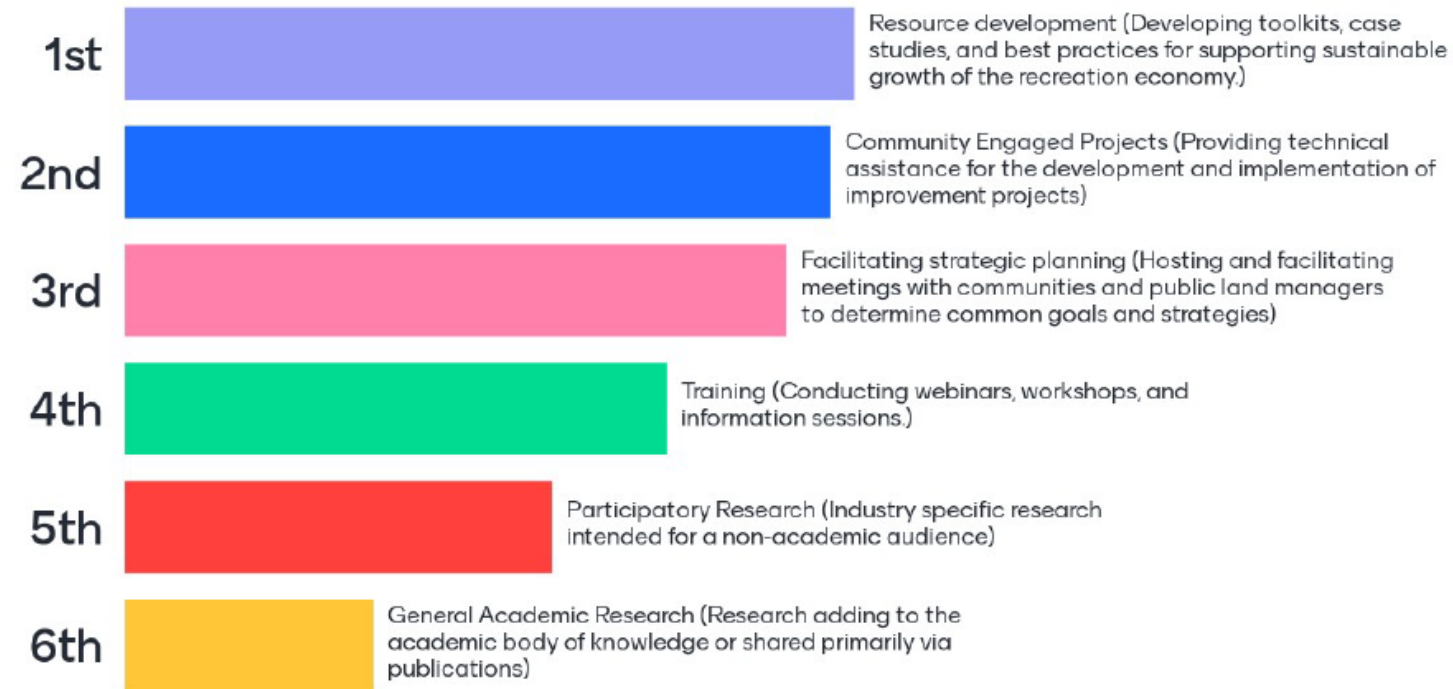
# November 2022 Extension Outdoor Rec Webinar

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



# November 2022 Extension Outdoor Rec Webinar

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



# 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.



## 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

### 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.

### 4. Email

Enter email address

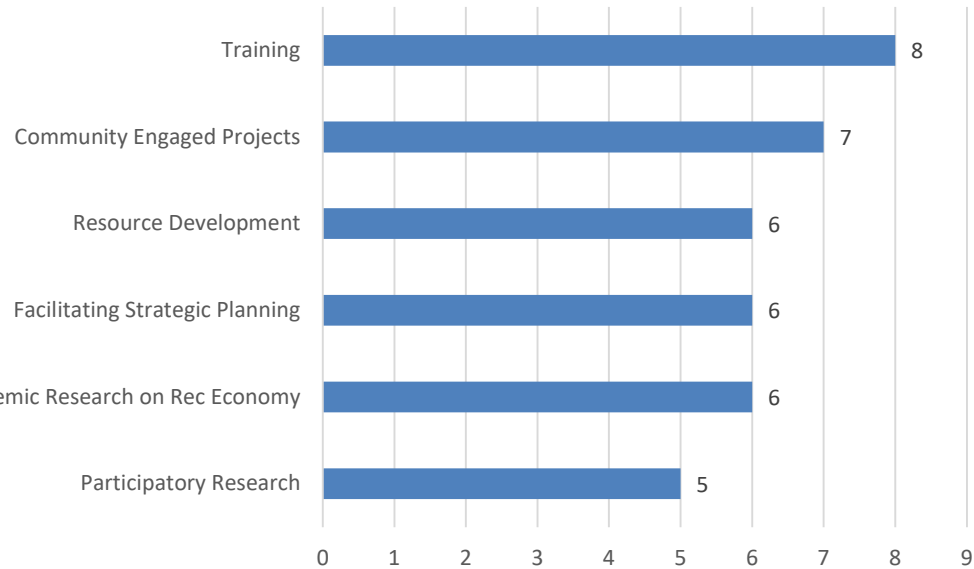
### 5. Program Website

If you (or your Extension program) have a website, please enter here.

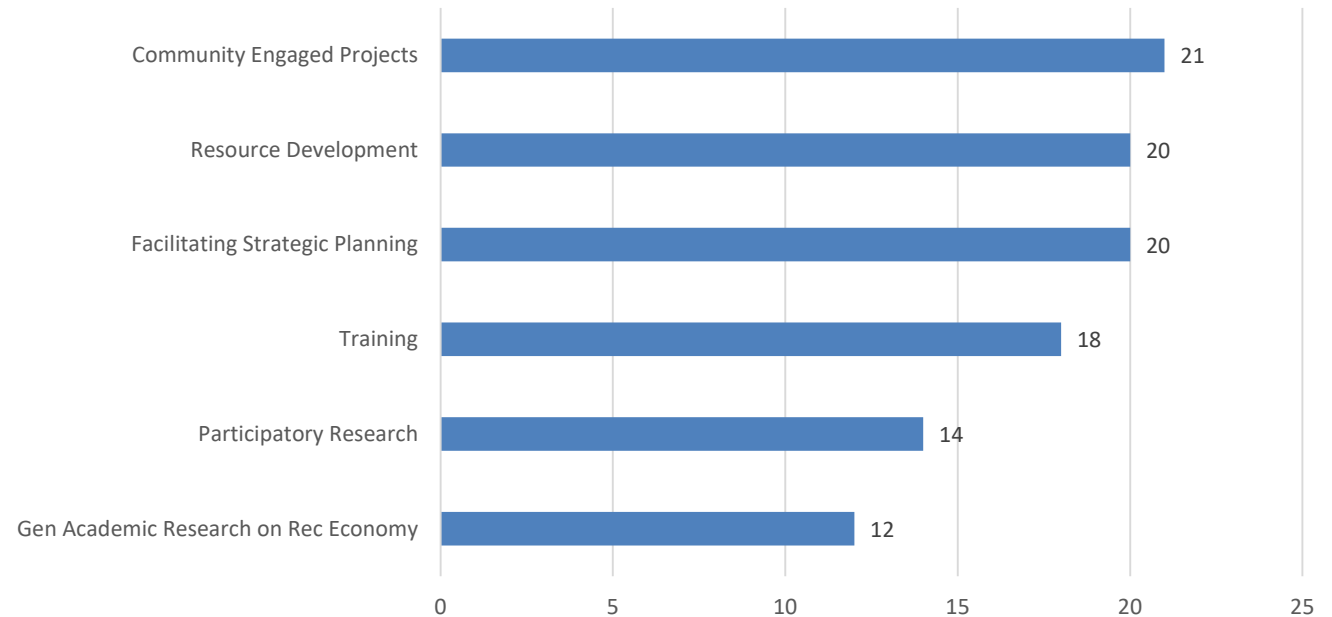
## Survey for Extension and non-Extension:

- Purpose: inventory existing involvement in outdoor rec, gauge potential for further involvement, identify barriers
- <https://survey123.arcgis.com/share/ee34337ade65498d993006d0f1e46a63>

**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!



## 2023 National Extension Tourism Conference

Envisioning the Future of Extension in Tourism

SAVE THE DATE

**Milwaukee, WI**  
**September 24 – 27**

Hosted by Wisconsin Sea Grant  
[go.wisc.edu/075h11](https://go.wisc.edu/075h11)



PHOTO: TRAVEL WISCONSIN

# Next steps

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