

Welcome to the National Extension Tourism Design Team webinar series!

<https://extensiontourism.net/net-webinar-series/>

Today's webinar:

Panel Discussion—Highlights from Sea Grant Tourism Programming

presented by Savanna Barry, Natalie Chin, and Kevin Decker



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

SAVE THE DATE

National Extension Tourism Conference

November 7–10, 2021 • Embassy Suites, Savannah GA

<https://extensiontourism.net/2021-net-conference>

Upcoming NET Webinar

May 20, 2021 at 3:00 p.m. ET/12:00 p.m. PT

First Impressions Tourism Assessments:

Summary of Successful Three Years

presented by Andy Northrop, Michigan State University Extension

Sea Grant and Tourism



[NOAA Sea Grant Coastal Tourism Vision Plan 2018-2028](#)

Coastal Tourism Vision Plan Priority Areas

- Business and Community Tourism Management
- Workforce Training
- Economic Analysis
- Environmental Stewardship

Sea Grant Focus Areas

- Sustainable Fisheries and Aquaculture
- Healthy Coastal Ecosystems
- Resilient Communities and Economies
- Environmental Literacy & Workforce Development

“Sea Grant’s integration of research, outreach, and education will be instrumental in supporting sustainable coastal tourism in the United States by contributing to the environmental stewardship, long-term economic development, and responsible use of our nation’s coastal, ocean, and Great Lakes resources.”



UF | **IFAS Extension**
UNIVERSITY of FLORIDA

Savanna Barry

Regional Specialized Florida Sea Grant Agent
UF/IFAS Nature Coast Biological Station



Program Need

- Limited professional development for sector
- Small business owners
- 27% increase in small boat captain licenses between 2009-2017
- 85% of guides indicated interest in a statewide survey



Guide Preferences

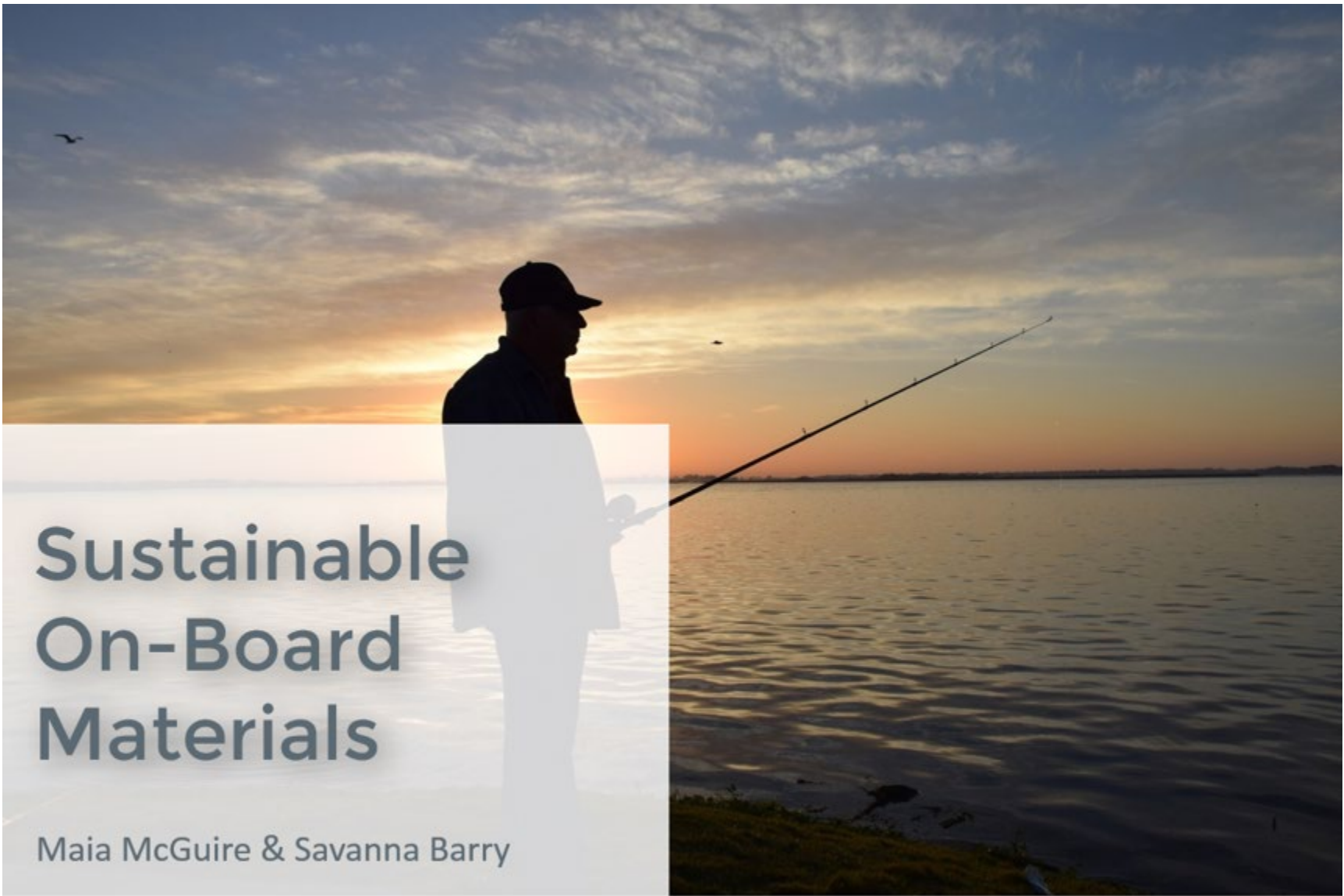
- Online delivery with mobile option
- Recertify every 3-5 years
- Willing to invest avg of 15 hours and \$127
- Physical decal and electronic badge for website/social media
- “Swag” or other equipment/freebies



Module Topics

1. Intro to Fisheries Management
2. Overview of Marine Ecology
3. Environmental Ethics
4. Best Practices for Catch and Release Fishing
5. Sustainable Waste Management and Fueling
6. Sustainable On-Board Materials
7. Safe Seafood Handling
8. Understanding Other Waterway Users
9. Giving Back to Fisheries Research and Management





Sustainable On-Board Materials

Maia McGuire & Savanna Barry



IMPORTANT TERMS

TERM	DEFINITION
▪ PLASTIC RESINS	Petroleum-based polymers that have specific properties and can be used to make products for different uses.
▪ PLASTIC FILMS	Thin plastic wraps and bags which are made from low or high density polyethylene
▪ POLYSTYRENE	“Expanded foam”-type plastic used for everything from floats to surfboards to hot drink cups and coolers.
▪ COMPOSTABLE	Something that will decay and can be used to improve the condition of soil.
▪ BIODEGRADABLE	Capable of being broken down into innocuous products by the action of living things (such as microorganisms)



WHAT'S THE ISSUE?

- By the year 2050 there is expected to be more plastic than fish (by weight) in the ocean.
- 8 MILLION METRIC TONS of plastic entered the ocean in 2010.
- By the year 2025, the annual input is expected to be DOUBLED.

2X



Certification Perks

- Online listing
- Free promo on social media
- “SWAG” kit
- Ongoing educational materials (pre-fab social media posts)
- Ongoing promotion/visibility



BECOME A FLORIDA FRIENDLY FISHING GUIDE
Preserve the Future of Florida's Fisheries

ONLINE CERTIFICATION COURSE

- Valid for 3 years
- 4 hours to complete
- \$130 investment



SWAG

- 5 GALLON CADDYCAN + liner
- SEAQUALIZER DESCENDING DEVICE while supplies last
- 100% COTTON TOWEL
- Z-MAN BAITS
- HURRICANE BRAND DEHOOKER
- FLOATING KEYCHAIN
- VESSEL DECALS

\$145 EST. VALUE

PLUS, YOU'LL RECEIVE FREE ADVERTISING!

- Listing on the FFFG Directory
- Promotional social media post
- Entry into the FFFG Facebook group

FLfriendlyfishingguide.org

Year 1 Results

- 78 certified
 - 74% inshore saltwater captains
- Pre/post results
 - Knowledge +33%
 - Attitude/confidence +144%
 - Planned behavior change +44%
- #1 motivation
 - Learn about fisheries systems
- #4/5 motivation
 - Attract more clients
- Overwhelmingly positive testimonials



Expected Outcomes

- **Economic**

- Marketing tool - increase booking rates, grow market share
- Enhance market visibility
- Create reputation for minimizing environmental footprint
 - Attract new types of clients

- **Environmental**

- Guides will apply sustainable fishing and boating techniques (BMPs)
- Guides will teach clients about BMPs



- **Social**

- Guides will form networks for action
- Guides will contribute more to fisheries management
- Guides will be better opinion leaders for rec. anglers

Tourism and Outdoor Recreation at Wisconsin Sea Grant



Natalie Chin

Climate and Tourism Outreach Specialist

nchin5@aqua.wisc.edu

NET Webinar

March 18, 2020

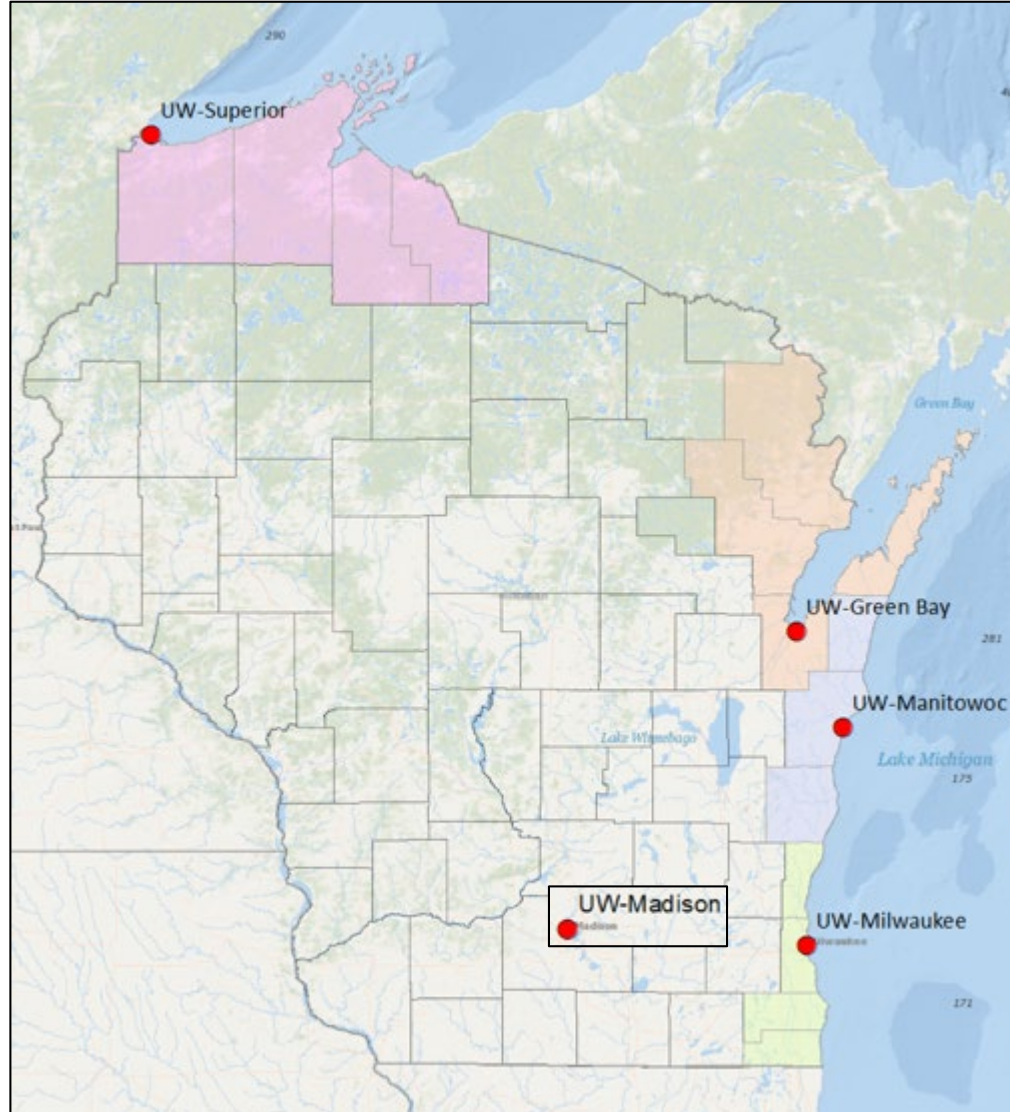
Outreach Specialists in Field Offices



Natalie Chin
Climate Adaptation and
Tourism Specialist,
Superior



Deidre Peroff
Social Science
Specialist, Milwaukee

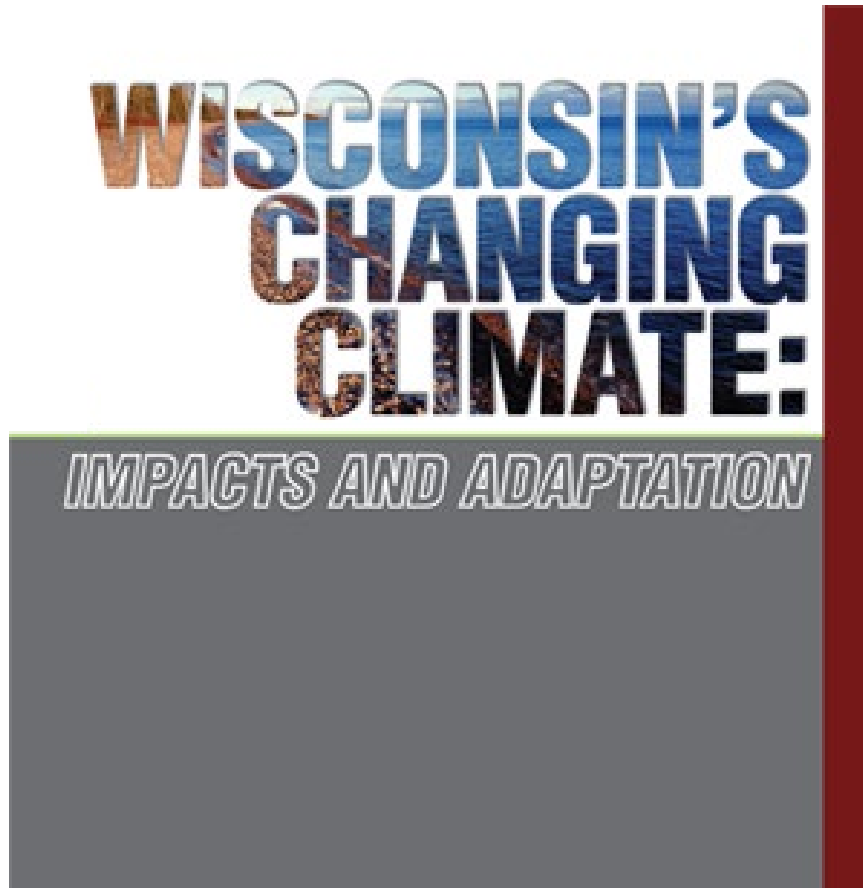


Julia Noordyk
Water Quality and
Coastal Communities
Specialist, Green Bay



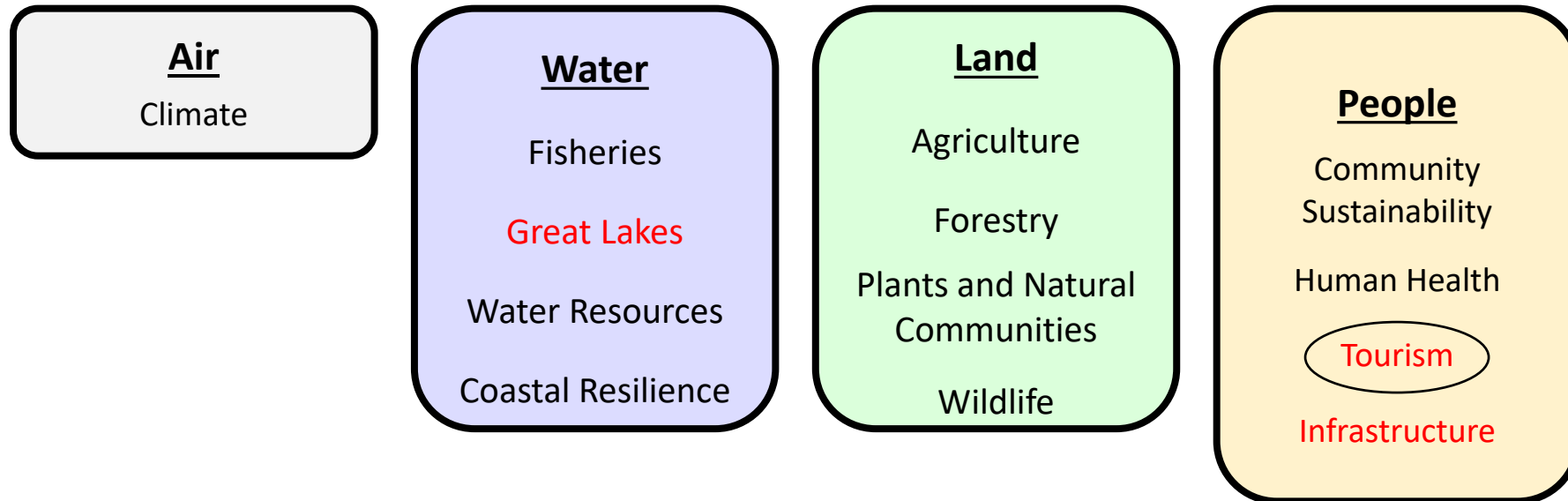
Titus Seilheimer
Fisheries Specialist,
Manitowoc

Wisconsin Initiative on Climate Change Impacts (WICCI)



- Formed In 2007
- Partnership between DNR and Nelson Institute
- Published first assessment report in 2011
- <https://wicci.wisc.edu/>

WICCI Working Groups



New Working Groups



WISCONSIN INITIATIVE ON CLIMATE CHANGE IMPACTS

Nelson Institute for Environmental Studies | Wisconsin Department of Natural Resources

[WORKING GROUPS](#) ▾

[TRENDS AND PROJECTIONS](#)

[IMPACTS AND ADAPTATION](#)

[EDUCATION AND OUTREACH](#)

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TOURISM AND OUTDOOR RECREATION WORKING GROUP

<https://wicci.wisc.edu/tourism-and-outdoor-recreation-working-group/>

• Diversity, Equity, Accessibility and Inclusion (DEAI) Committee

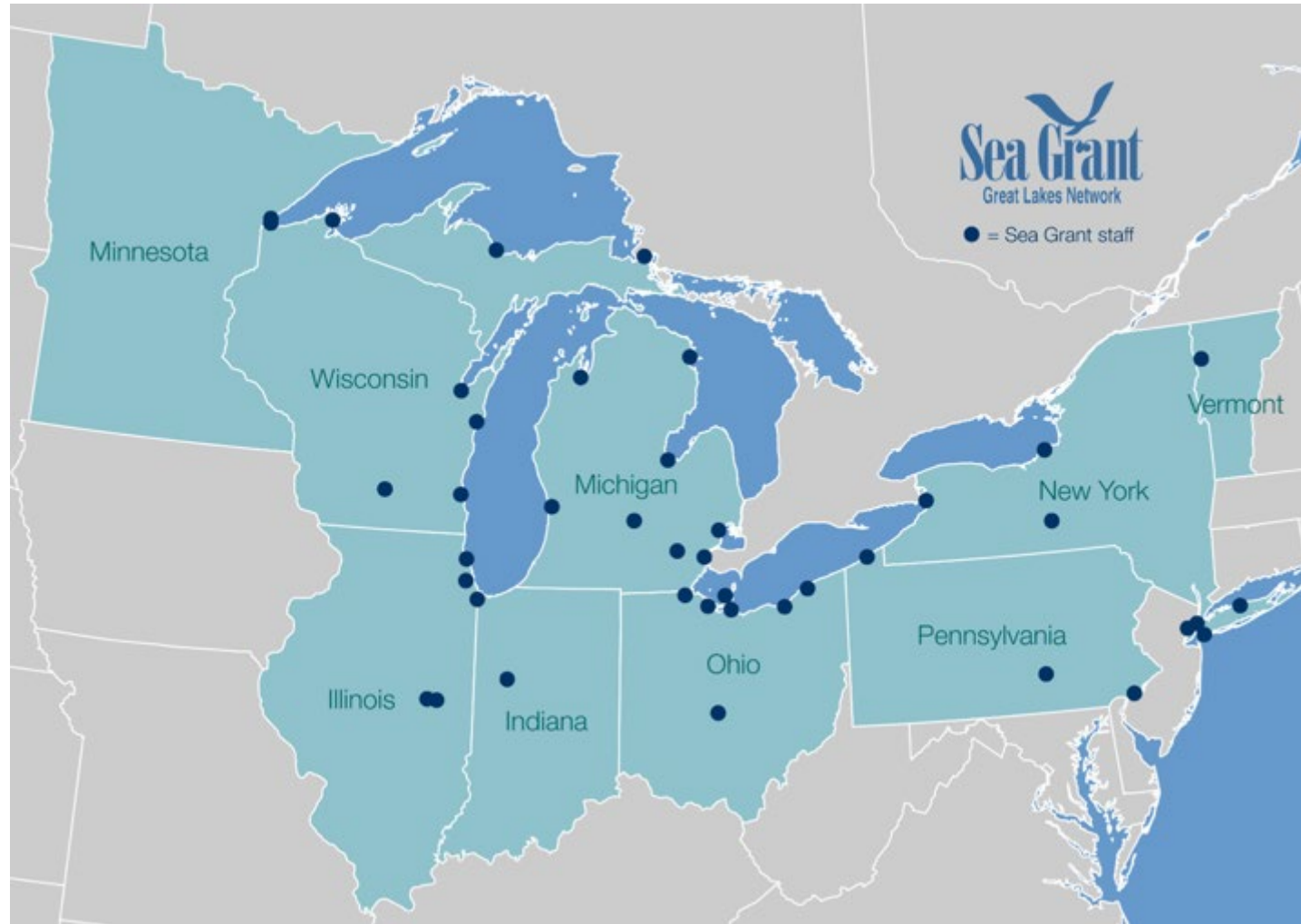
Non-Statutory

The DEAI Committee will advise on efforts to address the strategic plan imperative of “fostering positive travel experiences for all.” They will identify and create initiatives to ensure that WDT is taking the lead in developing a Wisconsin travel experience that welcomes everyone. [Learn more about the Department’s commitment to DEAI.](#)

Current Members:

- Clayborn Benson
- Damian Buchman
- Natalie Chin
- Apache Danforth
- Dr. Robert Davis
- Genyne Edwards
- Brian Kelsey
- Sarita Mannigel
- Missy Tracy
- Krystal Westfahl
- Bekki Yang





Do you have sustainable cruising resources to share?

Explore Wisconsin's beautiful **Great Lakes coasts!** The Wisconsin Coastal Guide leads you to the largest freshwater system on the planet. The following tabs feature interactive maps based on different themes. Find out where you can pull off the Great Lakes Circle Tour to enjoy attractions such as lighthouses, shipwrecks, natural areas and more.



<http://wisconsincoastalguide.org>

Upcoming Training Opportunity!

Online Adaptation Planning Course for Recreation

- Weekly sessions
- April 5th - May 24th
- **Outcome:** Custom-built adaptation plan for your project



Registration Open Now!



United States Department of Agriculture
Climate Hubs



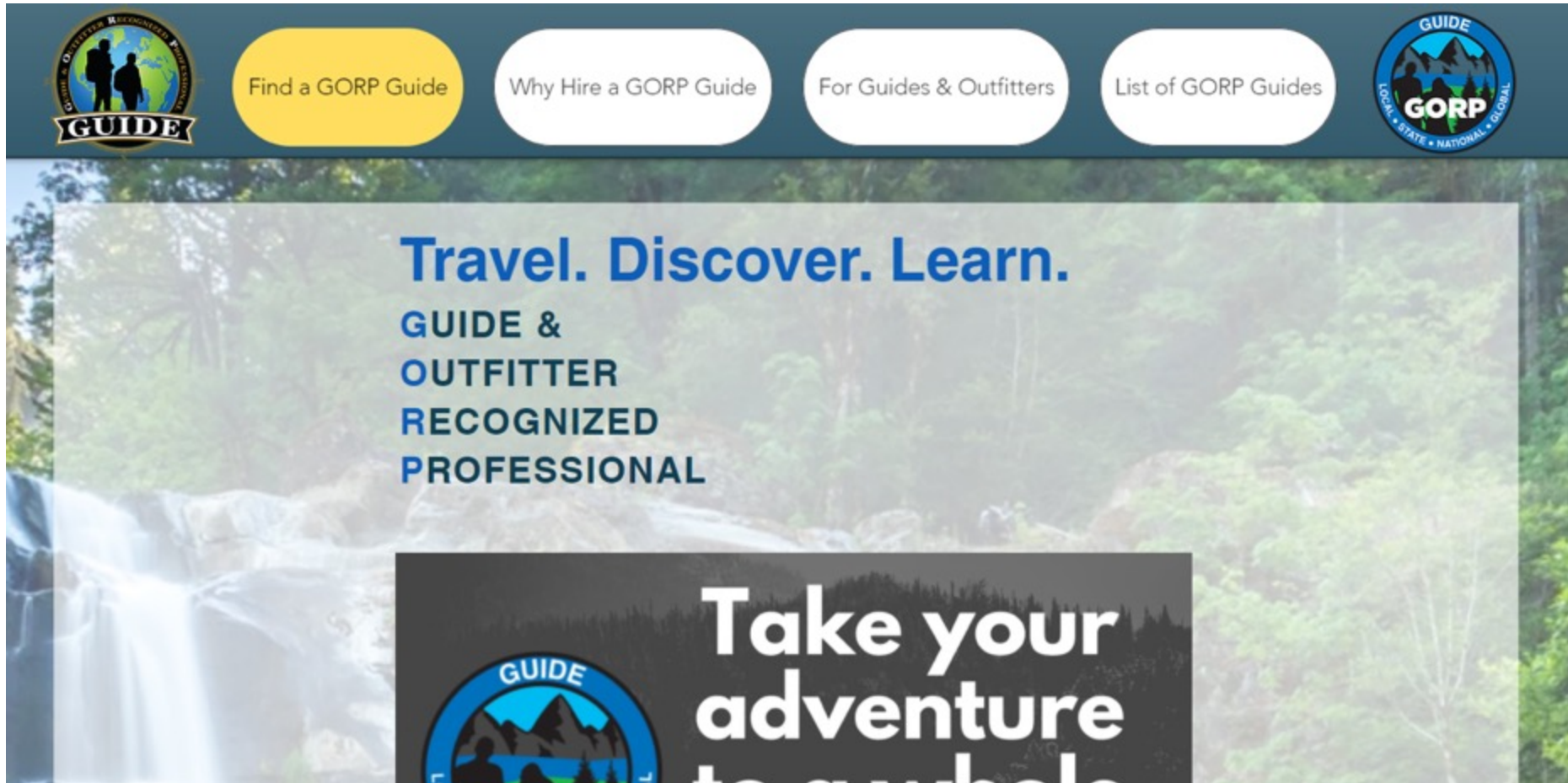
Western Wildland
Environmental Threat
Assessment Center



SOCIETY of
OUTDOOR RECREATION
PROFESSIONALS

forestadaptation.org/RecAppo

Guide and Outfitter Professional Training



The image shows a screenshot of the GORP Guide website. At the top, there is a dark blue navigation bar with four white buttons: "Find a GORP Guide" (highlighted in yellow), "Why Hire a GORP Guide", "For Guides & Outfitters", and "List of GORP Guides". On the left and right of this bar are circular logos for "GUIDE" and "GORP" respectively. The main content area features a background image of a waterfall in a forest. Overlaid on this image is the text "Travel. Discover. Learn." in large blue font, followed by "GUIDE & OUTFITTER RECOGNIZED PROFESSIONAL" in smaller blue font. At the bottom of the main content area, there is a dark grey box with the text "Take your adventure" in white, and a small "GUIDE" logo to its left.

<https://www.gorpguide.org/>

Contact: Miles Phillips, miles.phillips@oregonstate.edu

Thank you!

Contact Information

Natalie Chin

Climate and Tourism Outreach Specialist

nchin5@aqua.wisc.edu

Tourism and the Triple Bottom Line

Kevin Decker, Ph.D.
he/him/his



Who am I

Coastal Economist

WA Coast Economist.com

State Ocean Caucus

Olympic Coast National Marine Sanctuary, Tourism

Grays Harbor County Marine Resources Committee

Port of Olympia Citizens Advisory Committee

hi





Where am I?



Economics

- An economic study can touch on all elements of the triple bottom line
- Previous requests include
 - Impact Analysis
 - Contribution analysis
 - Leakage analysis
 - Trend analysis
 - Dependency analysis

Building Economic Resilience and Social Capital in Ocean Shores, Washington

By Kevin Decker & Naomi Korchonoff



The Nature Conservancy



TREE RING CONSULTING



Sea Grant Washington

WORKING AT SCALE The Emerald Edge is the largest intact coastal rainforest on earth—a global treasure of biodiversity across Washington, British Columbia and Alaska that has been home to indigenous peoples for thousands of years. The Nature Conservancy is helping to mobilize a groundswell of conservation led by local communities with a commitment to long-term success. Across the Emerald Edge, we are partnering on local priorities and scaling up our efforts to create a future in which everyone thrives—people, nature and economies.

www.washingtonnature.org/emeraldedge



Context

Original Request

- Tourism-dependent community
- Seasonality makes it difficult for local businesses to survive
- Likely solution: Create new shoulder season festivals/events

Revealed Problems

- Failed Chamber of Commerce
- Toxic business environment
- Lack of training
- Lack of coordination
- Lack of direction

Activity

- 30 participants
- 8 working group meetings
 - SWOT
 - Asset Mapping
 - Identifying recommendations
 - Prioritizing
- 2 Innovation Network meetings
- Business Survey
- Citizen Survey

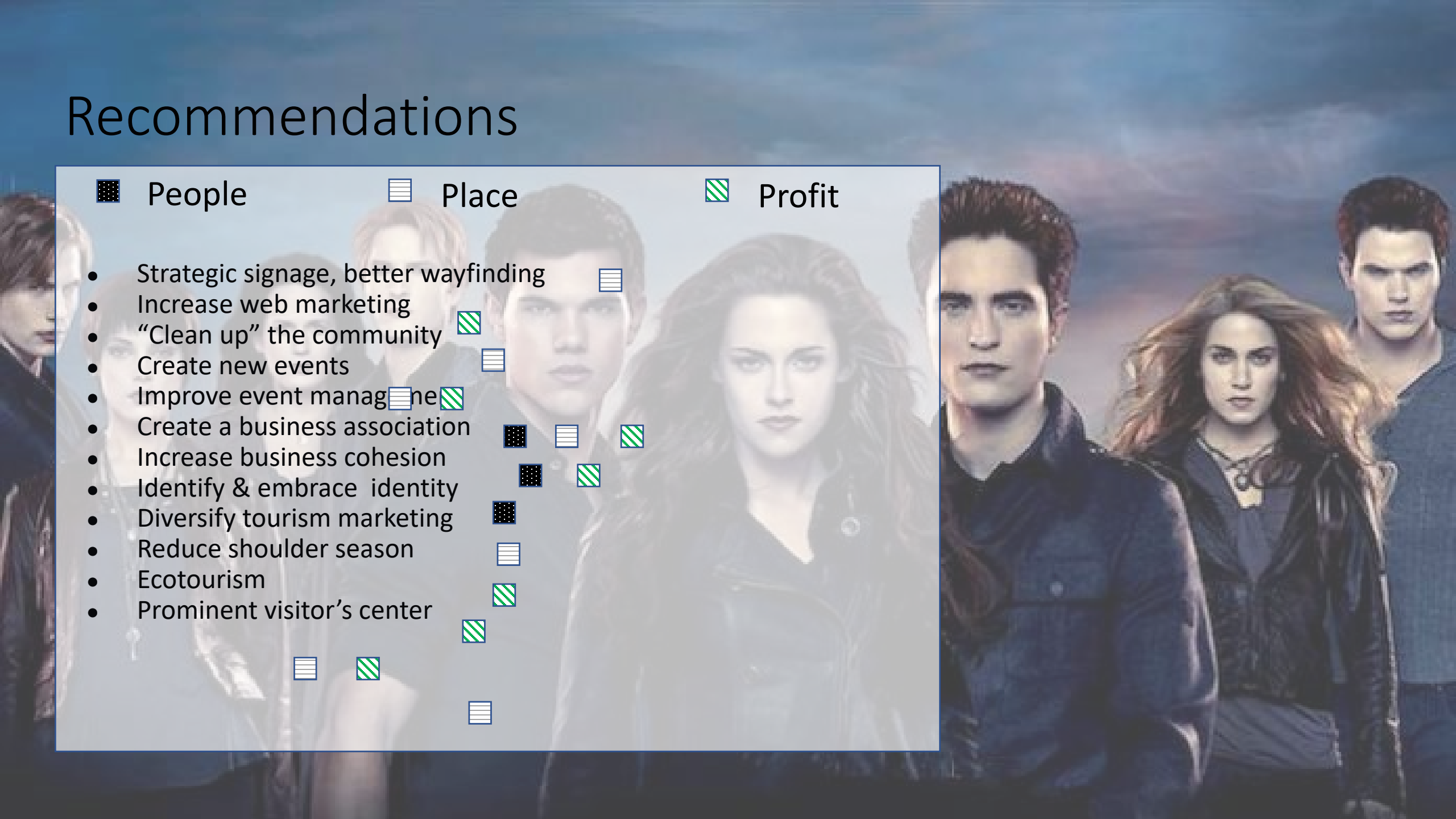
Recommendations

■ People

▨ Place

▨ Profit

- Strategic signage, better wayfinding ▨
- Increase web marketing
- “Clean up” the community ▨
- Create new events ▨
- Improve event management ▨
- Create a business association ■ ▨ ▨
- Increase business cohesion
- Identify & embrace identity ■ ▨
- Diversify tourism marketing ■ ▨
- Reduce shoulder season ▨
- Ecotourism ▨
- Prominent visitor’s center ▨



Recommendations

■ People

▨ Place

▨ Profit

- Create memorable experiences ▨
- Coordinate with regional partners ■
- Create a civics tourism group ■
- Build community capital ■ ▨

Lessons learned

Local and regional partnerships

- Assistance with facilitation and planning
- On-the-ground outreach

Provide substance, not fluff

- Actionable recommendations

Resident and business participation throughout

Improving people, place, or profit can positively affect the others and should be structured to do so

THANKS

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WACoastEconomist.com

