



Northern Border
Regional Commission



Appalachian
Regional
Commission

Facilitated by:
EPR, PC
Nuestra Tierra

RECREATION ECONOMY
for
RURAL COMMUNITIES

Haines, AK
March 30-April 1, 2023
Day 1

WORKSHOP AGENDA



Day 1: Thursday, March 30, 2023

- Community Tour
- Community meeting:
Visioning and Values Where are we now? Where do we want to be?

Day 2: Friday, March 31, 2023

- Opportunities and Strategies Work Session
What needs to happen?
- Action Planning Work Session
How are we going to make it happen?

Day 3: Saturday, April 1, 2023

- Community Open House

TONIGHT'S SESSION



Visioning and Values: Where are we now and where do we want to go?

- Introductions & Orientation
- RERC Program Background
- The Power of the Recreation Economy
- Community Context & Workshop Goals
- Group Exercises: Establish vision and values to guide Day 2 action planning
- Wrap up, next steps

WELCOME FROM THE STEERING COMMITTEE



- **Community POC | Cindy Zuluaga Jimenez,** Haines Economic Development Corp.
- Brian Willard
- Natalie Dawson, Haines Huts and Trails
- Douglas Olerud, Haines Borough
- Dustin Craney, Sockeye Cycle
- Preston Kroes, Alaska State Parks Southeast Region
- Harriet Brouillette, Chilkoot Indian Association
- Greg Palmieri, Haines State Forest
- Andrew Letchworth, Haines Chamber of Commerce
- Shawna Hotch, Jilkaat Kwan Heritage Center/Chilkat Indian Village (Klukwan)
- Morrigan Shaw, Klukwan Village
- Annette Kreitzer, Haines Borough
- Zach Wentzel, Chilkoot Indian Association
- Carol Tuynman, Resident
- Tammy Piper, Haines Visitor Center

THANK YOU TO OUR SPONSORS!



WELCOME AND GROUND RULES

Welcome to the RERC Haines workshop! We're so grateful and excited that you're here.

Ground rules - *Please...*

- Be ready to engage, listen, learn, and share!
- Share the talking time—provide room for others to speak. (Move up, move back)
- Listen with respect. Try to understand what someone is saying before rushing to judgment.
- If you don't understand something, ask a question.
- Focus on the content at hand; hold unrelated topics in the “parking lot.”
- Feel free to use the restroom, stretch your legs, and take phone breaks as needed.
- Help us make this a safe event for all participants—stay home if you're sick and wear a mask if you feel more comfortable.

INTRODUCTIONS



- Your name
- Affiliation
- Share one word or phrase:

What is your favorite thing about Haines or the Chilkat Valley?

What is your favorite thing about Haines or the Chilkat Valley?



Program Background

RECREATION ECONOMY
for
RURAL COMMUNITIES

PROGRAM BACKGROUND



A joint project of:

- U.S. Environmental Protection Agency (EPA)
- USDA Forest Service (FS)
- Northern Border Regional Commission (NBRC)
- Appalachian Regional Commission (ARC)

With participation from:

- Other federal agencies
- State, regional and local agencies and organizations
- Local businesses
- Others



Northern Border
Regional Commission



Appalachian
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RECREATION ECONOMY *for* RURAL COMMUNITIES

Partner with communities to:

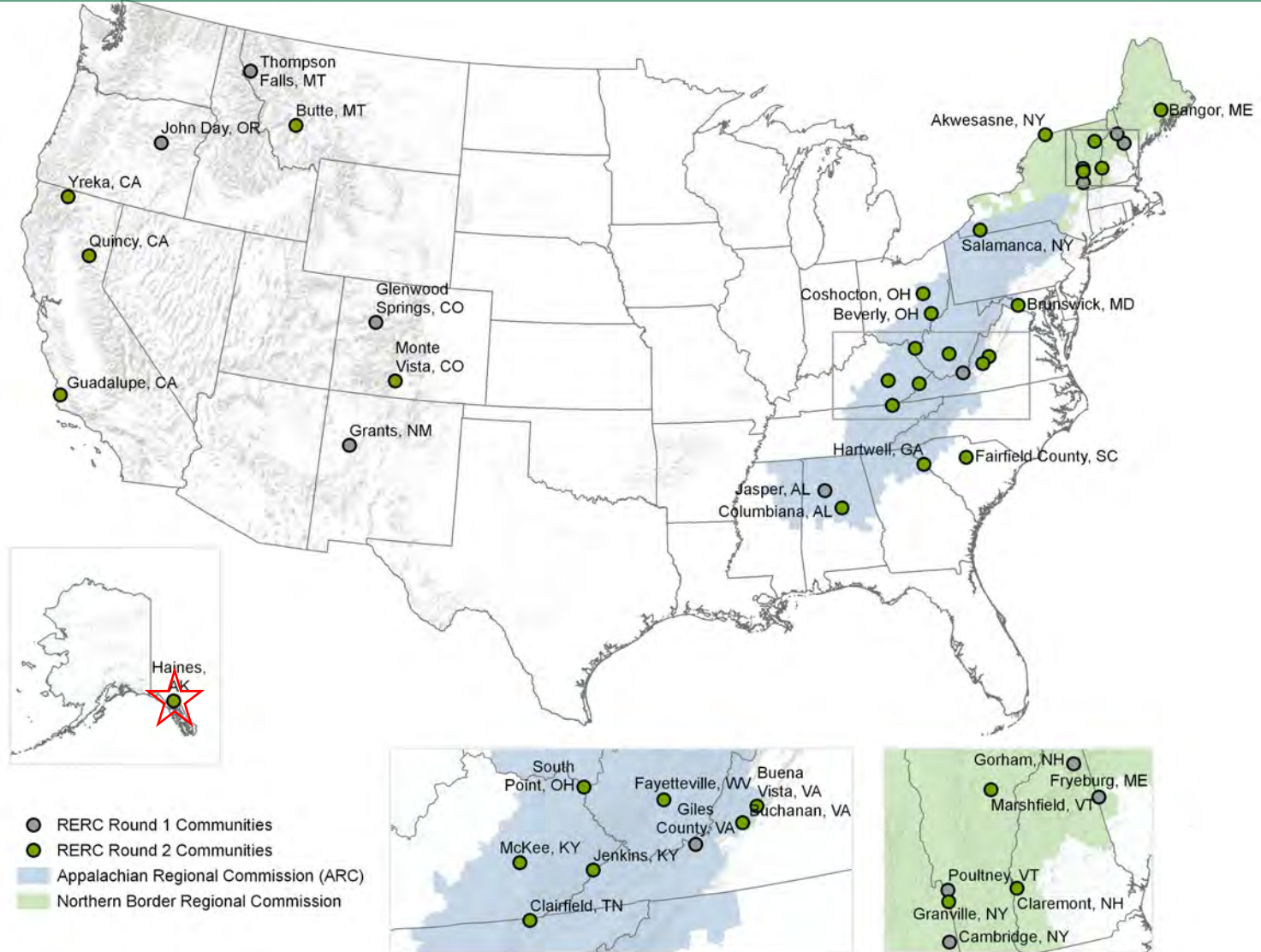
- Revitalize Main Streets through outdoor recreation
- Strengthen economic opportunities for residents and businesses
- Enhance equitable access to the outdoors as a key part of the sustainable use of natural resources

Expected results:

- New connections among people to build capacity for success
- Implementable action plans with goals and strategies for achieving communities' desired outcomes



PARTNER COMMUNITIES



FEDERAL AGENCY PARTNERS

Denali Commission

- Erik Obrien

NOAA Marine Sanctuaries

- Grace Bottitta-Williamson

USDA Forest Service

- Jason Anderson, Tongass National Forest
- Laurie Cooper, Regional Office
- Tristan Fluharty, Tongass National Forest
- Kevin Hood
- James King, Recreation Director
- Dave Schmid, Regional Forester
- Michael Shephard, Deputy Director of State and Private Forestry

USDA Rural Development

- Robert Chambers, Director, Community Facilities and Business Programs
- Julia Hnilicka, State Director

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- Shirley Kelly, State Economic Development Representative
- Frances Sakaguchi, Regional Integrator

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- Steph Bertaina, Office of Community Revitalization
- Michelle Davis, Tribal Coordinator at Alaska Operations Office
- Timothy Mayers, Brownfields Project Manager at Alaska Operations Office
- Nate Merrill, Office of Research and Development
- Margaret Olson, Region 10
- Molly Vaughan, Brownfields Project Manager and TBA Coordinator at Alaska Operations Office

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- Cliff McCreedy, Ocean and Coastal Resources Program
- Kristin Pace, Rivers, Trails, and Conservation Assistance Program
- Jonathan Putnam

Small Business Administration

- Steven Brown

STATE AGENCIES AND OTHER PARTNERS

Alaska Department of Environmental Conservation

- Marc Thomas
- Anne Marie Palmieri

Alaska Mental Health Trust Lands

Alaska State Parks

- Brad Garasky
- Preston Kroes

Central Council of the Tlingit and Haida Indian Tribes of Alaska (T&H)

- Ray Paddock
- Jill Weitz

University of Alaska

- Kirsten Henning

Western Governors Association

- Sara Amish
- Lauren Cloward

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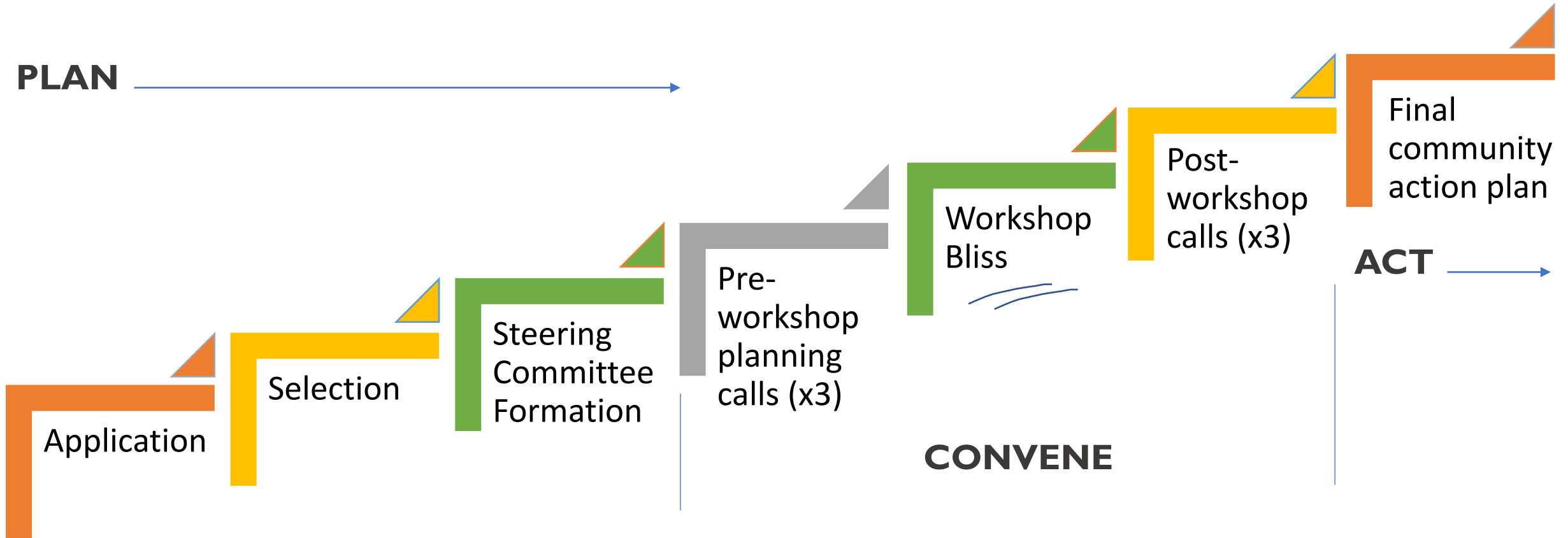
WHY OUTDOOR RECREATION?



- Growing the outdoor recreation sector can be part of a region's *diversified economic development strategy*
- Outdoor recreation increases *quality of life*, which boosts the regional economy as a whole
- The recreation sector can be a strong economic contributor and can have *mutually supportive relationships with other priority industries*

HOW DID WE GET HERE?

PLAN →



Final community action plan

ACT →

CONVENE

OUR MISSION: CREATE AN ACTION PLAN

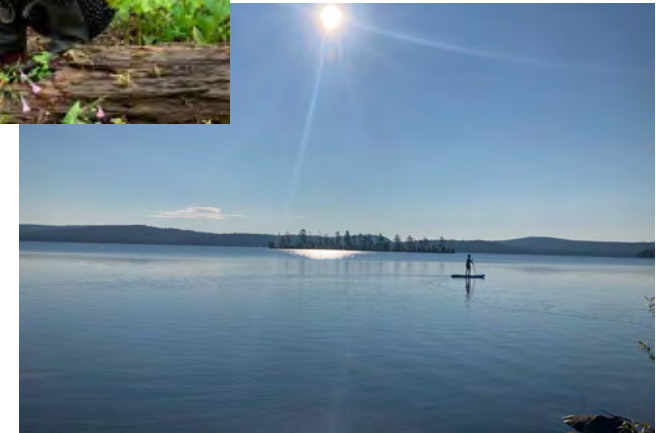


- Capture community's vision and values
- Assess what exists now and what can be strengthened or improved
- Identify needed partnerships and coordination
- Identify projects, priorities, actions, roles and responsibilities to move forward

DRAFT WORKSHOP GOALS

1. **Partner engagement:** Coordinate among tribal, local, state, and federal governmental entities to create a robust strategy for outdoor recreation efforts and initiatives.
2. **Physical connections:** Identify transportation, trail, and infrastructure improvements that are needed to connect people from arrival points to downtown Haines and to nearby outdoor recreation opportunities in the Chilkat Valley.
3. **Wayfinding and signage:** Create inclusive wayfinding and signage for trails, outdoor recreation assets, and downtown assets in Haines.
4. **Stewardship and authenticity:** Preserve, celebrate, and empower the natural, cultural, and historic resources that makes Haines a unique place to live, work, play and visit.

DEFINING OUTDOOR RECREATION



We all define outdoor recreation based on our lived experiences, where we live, where we visit, what we like to do, who in our lives have taught or brought us places, what we values, our priorities, etc.

Next up, an exercise question for each of you is....?

The background of the slide is a photograph of a dirt path winding through a forest. The path is covered with fallen leaves and ferns. In the distance, two people are walking away from the camera. At the top of the image, there is a dark green horizontal banner with white text. In the center of the image, there is a semi-transparent white rounded rectangle containing text in green and black.

DEFINING OUTDOOR RECREATION

QUICK AUDIENCE QUESTION,
short, quick responses, with no wrong answers:

***“What does outdoor
recreation mean / look like to
you?”***

- Recreational activities that occur outdoors or in natural settings, or even your town, garden, etc.
- In your community, this could mean hiking, camping, hunting, fishing, boating, horseback riding, bird watching, or something else. So tell us...
- How you define outdoor recreation for the purposes of this workshop is up to you.

What does outdoor recreation mean/look like to you?

Powered by  **Poll Everywhere**

Start the presentation to see live content. For screen share software, share the entire screen. Get help at pollev.com/app

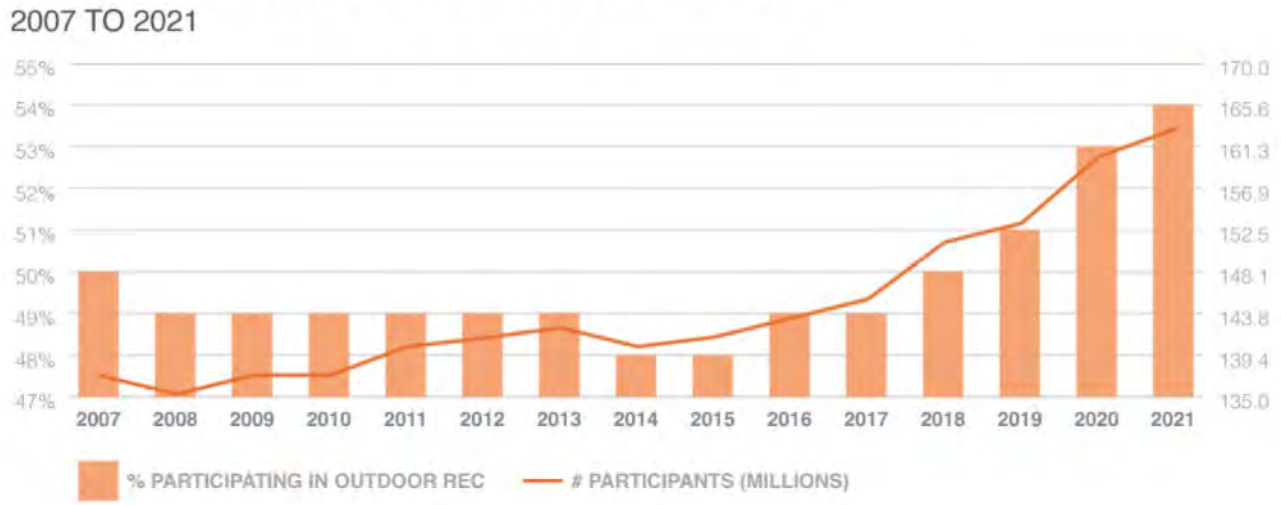
A scenic landscape featuring a calm lake in the foreground, a forest of evergreen trees on the right, and snow-capped mountains in the background under a bright, hazy sky. A person is seen from behind, walking through a field of green plants and a fallen log in the foreground.

THE RECREATION ECONOMY

RECREATION ECONOMY
— *for* —
RURAL COMMUNITIES

OUTDOOR PARTICIPATION AND TRENDS

OUTDOOR PARTICIPATION GROWTH TRENDS








In 2021, 164 million or **54% of Americans** participated in at least one of 53 different outdoor activities.

The average age of the outdoor recreation participant was **37.4 years** and their average income **\$70,635 USD**.

MOST POPULAR OUTDOOR ACTIVITIES

ACTIVITY	PARTICIPANTS (MILLIONS)	CHANGE 2020 TO 2021
 HIKING	58.7	+889 thousand
 CAMPING	45.9	-2 million
 FISHING	52.4	-2.3 million
 RUNNING	64.5	+739 thousand
 BIKING	51.4	-1.4 million

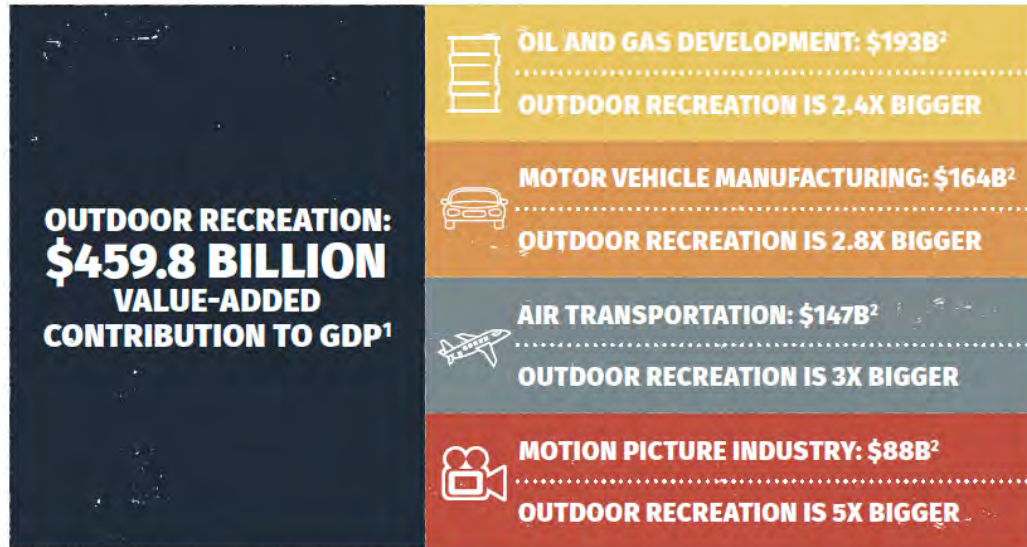
LEGEND

-  CAMPING
-  BIKING
-  FISHING
-  HIKING
-  RUNNING

OUTDOOR RECREATION: AN ECONOMIC DRIVER

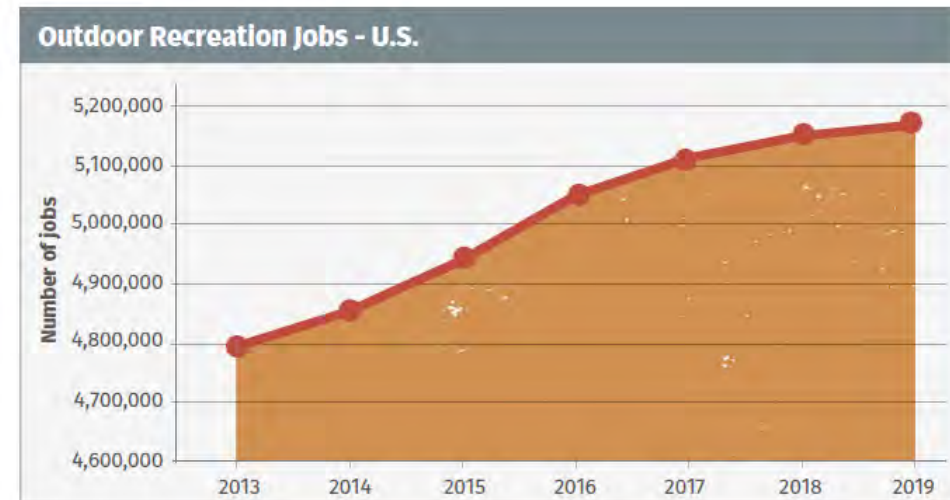
Outdoor recreation is a large contributor to GDP.

The Bureau of Economic Analysis (BEA) estimates the contribution of outdoor recreation in terms of its contribution to Gross Domestic Product (GDP). In 2019 the value-added contribution of outdoor recreation to the U.S. economy was \$459.8 billion, representing 2.1% of GDP.¹



Outdoor recreation is a large and growing employer.

Nationwide, outdoor recreation employed almost 5.2 million people in 2019 who earned more than \$226.3 billion dollars.¹ For comparison, outdoor recreation employs about the same number of people as are employed in the nation's hospitals, and twice the number employed in farming.



OUTDOOR RECREATION: AN ECONOMIC DRIVER



THE OUTDOOR RECREATION ECONOMY GENERATES

18,878
Direct Jobs

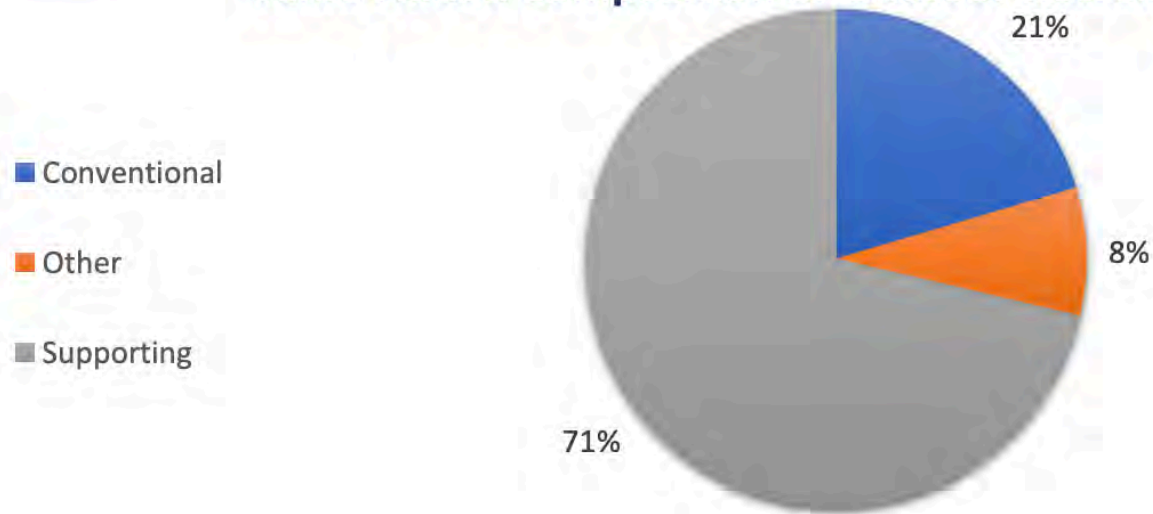
\$1.1 BILLION
In Wages and
Salaries

\$2.1 BILLION
Total Outdoor Recreation
Value Added

3.6%
Share of GDP

Value Added by Select ORSA Activity [Thousands of dollars]				
Activity	2019	2020	2021	State rank
RVing	76,660	86,125	96,103	42
Boating/Fishing	95,044	107,476	93,239	43
Climbing/Hiking/Tent Camping	22,281	24,825	28,064	38
Hunting/Shooting/Trapping	24,250	24,384	26,529	46
Snow Activities	26,635	22,741	23,221	34
Motorcycling/ATVing	11,784	12,562	14,435	48
Recreational Flying	19,827	29,410	12,714	23
Equestrian	7,100	6,574	7,189	49
Bicycling	4,546	5,430	6,071	46

Value-Added Composition of Outdoor Recreation Activities



TARGET AUDIENCE & SPENDING

Haines, AK 2-hour drive



Haines, AK 5-hour drive



2-Hour Driveshed

Population: 3,314

Households: 1,486

median HH income: \$66,158

Avg HH spending on entertainment/rec: \$2,950

5-Hour Driveshed

Population: 3,326

Households: 1,502

median HH income: \$65,943

Avg HH spending on entertainment/rec: \$2,938

OUTDOOR RECREATION: WHAT IT COULD MEAN FOR YOU



JOB CREATION

80% of job creation are home-grown jobs (start ups and expansions).



MAIN STREET

For every \$100 spent locally, \$68 returns to your community.



PUBLIC INVESTMENT

\$1 of public money invested in Main Street communities leveraged over \$26 of private investment.

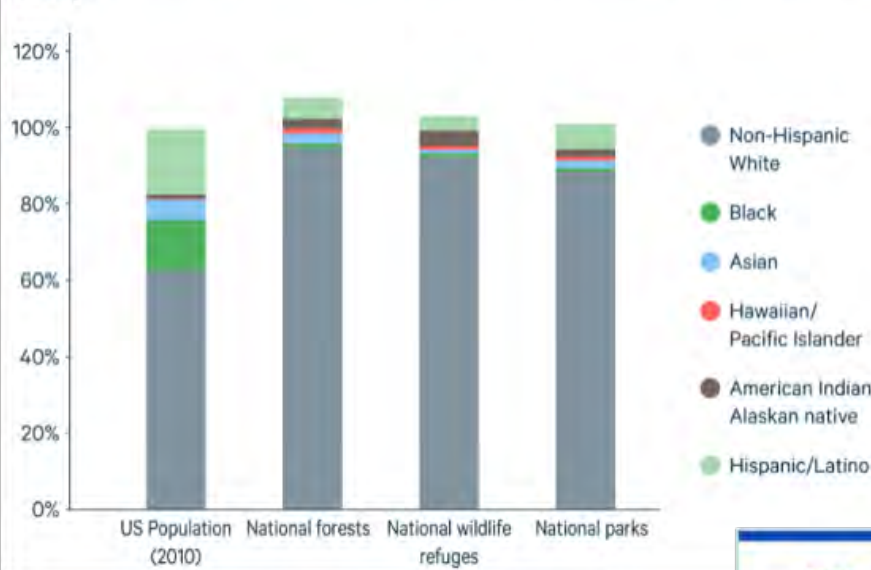


COMMUNITY HEALTH

Lower long-term individual & public health care costs.

OUTDOOR RECREATION EQUITY AND INCLUSION

Figure 1. Visitors to Public Lands and US Population by Ethnic/Racial Group



Sign on billboard in vicinity of Cherokee National Forest circa 2015

- Outdoor recreation has not historically been accessible, safe, and welcoming for all
- Underrepresented communities have faced traumatic experiences in outdoor spaces, both in the past and present
- Laws, cultural norms, transportation and information barriers, lack of access to gear, and lack of representation have kept people away



NEWS

Man who allegedly terrorized African-American campers faces criminal charges

George Warren KXIV-TV, Sacramento
 Published 2:57 a.m. ET Sept. 3, 2018 | Updated 6:44 a.m. ET Sept. 3, 2018

Law enforcement authorities in Nevada County, Calif. will recommend criminal charges be filed against a white man who allegedly terrorized an African-American family during a family reunion in an adjacent campsite.

Listen now

My Girlfriend was Murdered Before My Eyes

This clip is from

In 1988, American Claudia Brenner and her girlfriend, Rebecca Wight, had planned to hike part of the remote Appalachian trail in Pennsylvania. The weekend started wonderfully... but it turned into an unimaginable nightmare when they encountered a stranger, Stephen Roy Carr, who shot both of them, killing Rebecca. Claudia told Jo Fidgeon about her memories of Rebecca and how they first met.

Picture: Claudia Brenner (Right) and Rebecca Wight (Left)

06 October 2015
 15 minutes

Outlook
 Show available episodes

OUTDOOR RECREATION EQUITY AND INCLUSION

Many communities want to be welcoming, inclusive places where all residents and visitors have access to the benefits of outdoor recreation. They are:

- Doing inclusive community engagement and planning around outdoor recreation
- Supporting the leadership and ownership of underrepresented communities
- Offering a more diverse range of recreational programs
- Overcoming barriers related to transportation and infrastructure, information, gear
- Training frontline workers on DEI
- Improving the safety of outdoor spaces for all users
- Educating users about histories of discrimination and creating new norms of behavior in outdoor spaces
- Doing inclusive marketing and outreach
- And more!



<https://www.togetheroutdoors.com/>

CHALLENGES/OPPORTUNITIES



Take a few minutes to write on colored post-it notes what you see as your community's biggest:

Opportunities (Blue Post-It Notes)

- What is working well in Haines and the Chilkat Valley that can be built upon to support outdoor recreation and downtown revitalization opportunities?

Challenges (Pink Post-It Notes)

- What challenges exist to developing an outdoor recreation economy and revitalizing downtown? What is needed to overcome these challenges?

Write one idea per post-it note and place on the posters.

What is working well in the Chilkat Valley that can be built upon to support outdoor recreation and downtown revitalization opportunities?

What challenges exist to developing an outdoor recreation economy and revitalizing downtown? What is needed to overcome these challenges?

BREAK TIME





**COMMUNITY
CONTEXT &
GOALS**

RECREATION ECONOMY
for
RURAL COMMUNITIES

Why RERC

- Haines 'Adventure Capital of Alaska'

Outdoor recreation is already a primary reason for visitors to come to Haines. RERC will give Haines a roadmap to leverage our outdoor resources



Haines"Deishu" is the traditional land of the Jilkat and Jilkoot Kwan

Current Initiatives That Tie to RERC Goals

Updated Comprehensive Plans

Increase in tourism (cruise/independent)

Public Use Cabin

Festivals, S.E Alaska Fair, and events

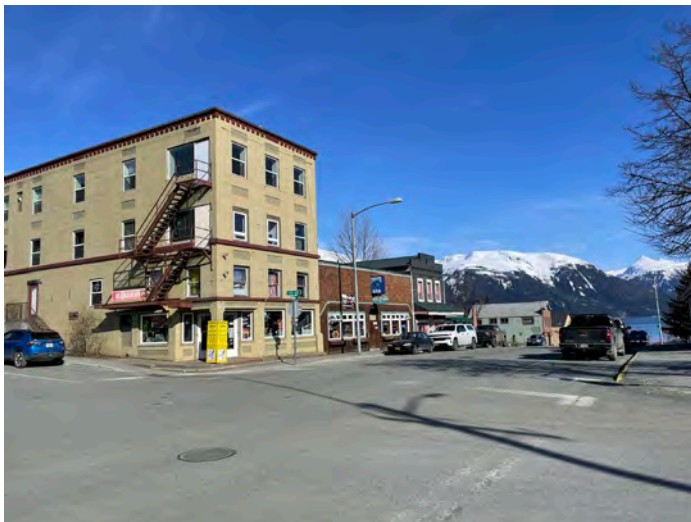


The mission



To build community consensus around planning infrastructure investments to support a more robust outdoor recreation economy in the Chilkat Valley.

COMMUNITY TOUR HIGHLIGHTS



COMMUNITY TOUR HIGHLIGHTS



COMMUNITY TOUR - WHAT WE SAW AND HEARD

- Haines has amazing recreational, natural, and cultural assets.
- Strong sense of place with **strong community**.
- Aging population with housing, and accessibility needs.
- Challenges with operating year-round business and services.
- Limited transportation options – ferry connections, transit around “Golden Circle,” winter walkability
- Checkerboard of land status seems to be an issue contributing to challenges of leveraging the full capacity of the world of opportunities.
- The **ingredients are there** for outdoor recreation to be a driver for the things you are hoping for: economic growth, quality of life, vibrant downtown and community, and increased access points for local community to leverage opportunity.
- Let’s use tonight and tomorrow to **bring new people, ideas, and resources to the team** and elevate the great work that you have already done.

DRAFT WORKSHOP GOALS



Accurately expressed? Relevant for action planning?

1. **Partner engagement:** Coordinate among tribal, local, state, and federal governmental entities to create a robust strategy for outdoor recreation efforts and initiatives.
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Exercises

RECREATION ECONOMY
for
RURAL COMMUNITIES

**Defining Your
Vision**

MAKING HEADLINES



The Daily Progress

News

Obituaries

Sports

E-Edition

Buy & Sell

City finalizes purchase of Ragged Mountain property

From staff reports Oct 24, 2019



Charlottesville has finalized the purchase of 142 acres in order to expand the Ragged Mountain Natural Area.

The city announced the purchase Thursday.

The land is adjacent to the 980-acre natural area, which contains the city's Ragged Mountain Reservoir, in Albemarle County.



LOCAL NEWS

Map of Ragged Mountain Expansion

Something *really good* has happened in Haines and the Chilkat Valley!

Write an *aspirational headline* for the front page of the local newspaper that will be published in 3-5 years. Also write down:

1. What happened?
2. What is the impact?
3. What made it possible?

Interview your neighbor(s) about their stories. We'll ask for volunteers to share!

RERC

Something really good has happened in Haines/Chilkat Valley! Write an aspirational headline for the front page of the local newspaper that will be published in 3-5 years.

THE BEST WAY

TO PREDICT

REPORT OUTS

THE FUTURE IS

TO CREATE IT.

Exercise Report Outs:

- Each table choose 1-2 (or more) headlines to read out loud, your favorites.
- Do these prompt any ideas for actions for tomorrow?

TOMORROW'S WORK SESSION



Friday, March 31
9:00 AM - 5:00 PM
Aspen Suites Hotel

Lunch will be provided!

AM

- Day 1 Recap
- Workshop goals revisited
- Case stories and discussion
- Small group exercises
- Action brainstorming

PM

- Action prioritization
- Action detailing
- Report out
- Next steps and wrap-up



CONTACT INFORMATION AND THANK YOU!

- **Local Point of Contact**

Cindy Zuluaga Jimenez, Haines Economic
Development Corporation

cindy@hainesedc.org

907-766-3130

- **EPA Point of Contact**

Steph Bertaina, U.S. EPA Office of Community
Revitalization

Bertaina.Stephanie@epa.gov

202-566-0157

- **Facilitation Team**

Amanda Poncy, EPR

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434-202-5082

Ángel Peña, Nuestra Tierra

angel@nuestra-tierra.org

(915)217-3688



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RECREATION ECONOMY *for* RURAL COMMUNITIES

WORKSHOP SURVEY



- Your input is essential for making future improvements to the RERC program
- The survey should take about 15 minutes
- Survey results are anonymous and reported only in aggregation

<https://www.surveymonkey.com/r/Q33GWJD>

RERC



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RECREATION ECONOMY
for
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Haines, AK
March 30-April 1, 2023
Day 2

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- Community meeting:
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Day 2: Friday, March 31, 2023

- Opportunities and Strategies Work Session
What needs to happen?
- Action Planning Work Session
How are we going to make it happen?

Day 3: Saturday, April 1, 2023

- Community Open House

TODAY'S SESSION



Opportunities and Strategies: What needs to happen and how are we going to make it happen?

AM

- Visitation Data
- Day 1 Recap
- Workshop goals revisited
- Case stories and discussion
- Small group exercises
- Action brainstorming

Lunch - Federal and state partner sharing

PM

- Action prioritization
- Action detailing
- Report out
- Next steps and wrap-up

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WELCOME AND GROUND RULES

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Ground rules - *Please...*

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- Share the talking time—provide room for others to speak. (Move up, move back)
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- Focus on the content at hand; hold unrelated topics in the "parking lot."
- Feel free to use the restroom, stretch your legs, and take phone breaks as needed.
- Help us make this a safe event for all participants—stay home if you're sick and wear a mask if you feel more comfortable.

INTRODUCTIONS

- Your name
- Affiliation
- What are you most excited about today?





Visitation Data

RECREATION ECONOMY
for

RURAL COMMUNITIES

Recreation Mobility Data Summary – Haines, AK

Visitor Origins 2018-2022 – Main Street



Use new big data sources to:

- Understand the current scale and timing of visitation to outdoor recreation resources
- Obtain a profile of where visitors are coming from outside of the community
- Identify opportunities to target markets for enhancing the recreation economy

Data Description



- Derived from cellular device locations from smartphone applications
- Information on the total number and home origins of devices in a defined area
- Anonymized and aggregated to geographies and time
- Purchased from Airsage Inc.

Data Description



- Chilkoot State Lake Recreation Area
- Battery Point Trailhead
- Rapinski Trailhead
- Riley Trailhead
- Bald Eagle Preserver
- Cruise Ship Dock
- Maine Street
- Mt. Riley Summit
- Chilkat State Park

Data Description

PLOS ONE

RESEARCH ARTICLE

Using data derived from cellular phone locations to estimate visitation to natural areas: An application to water recreation in New England, USA

Nathaniel H. Merrill^{1*}, Sarina F. Atkinson², Kate K. Mulvaney¹, Marisa J. Mazzotta¹, Justin Bousquin³

OPEN ACCESS

Citation: Merrill NH, Atkinson SF, Mulvaney KK, Mazzotta MJ, Bousquin J (2020) Using data derived from cellular phone locations to estimate visitation to natural areas: An application to water recreation in New England, USA. PLoS ONE 15(4): e0231863. <https://doi.org/10.1371/journal.pone.0231863>

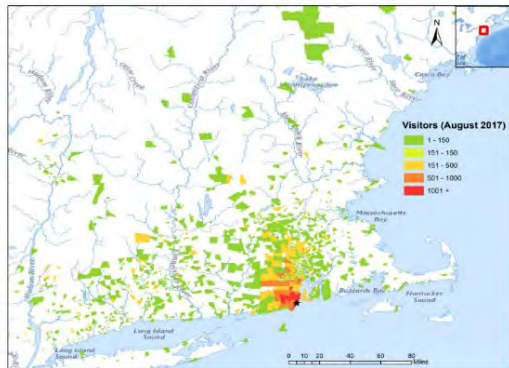


Fig 6. Visitor origins for Narragansett Beach, RI, USA. Count of visitors by census block group origin for visitors to Narragansett Town Beach, Narragansett, RI, USA (black star on the map) in August 2017. This monthly origin information exists for each of the 577 access points in our sample.

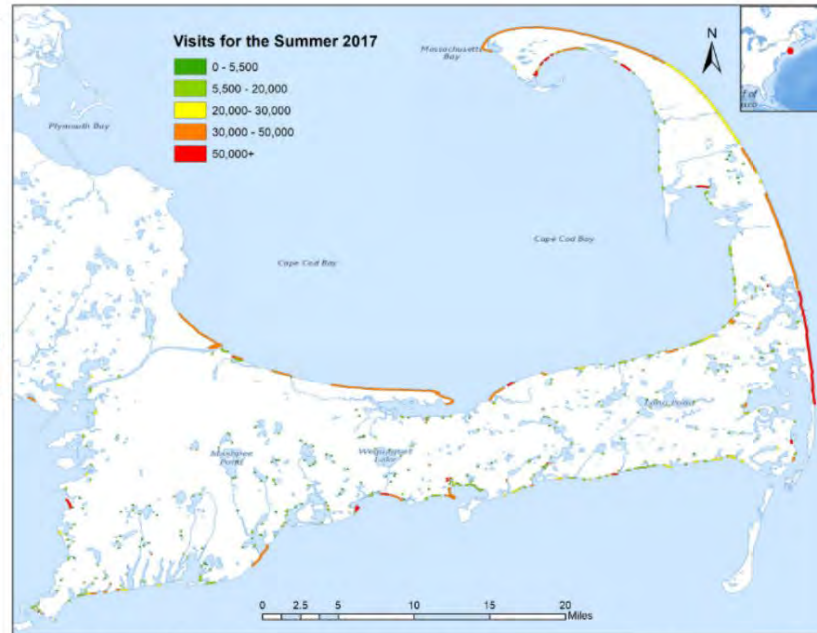
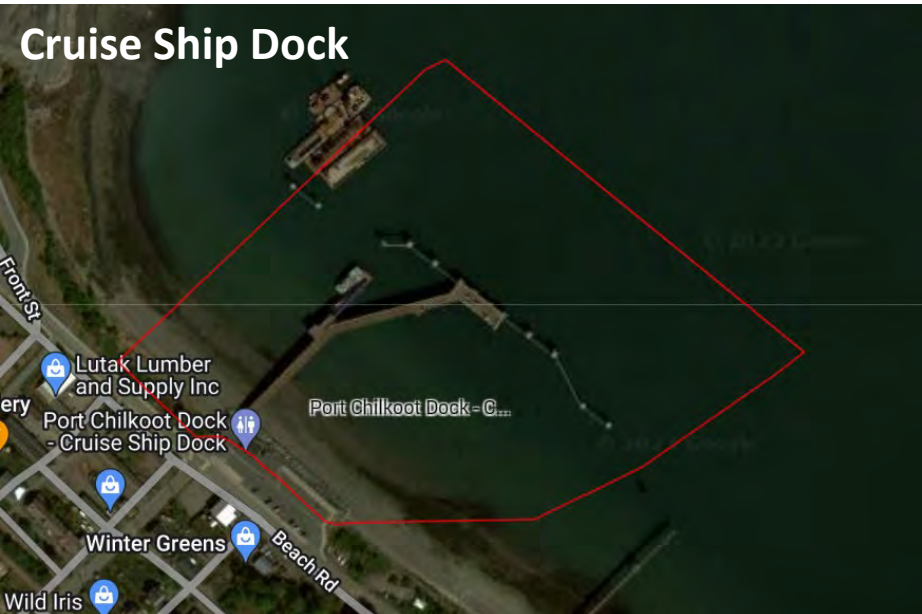


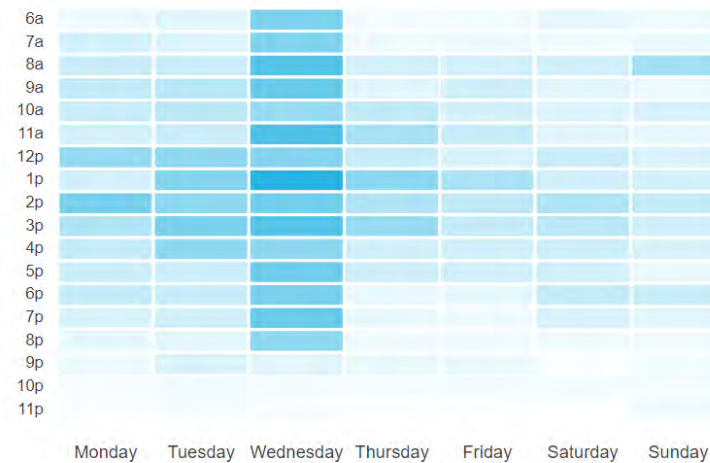
Fig 4. Visitation for Cape Cod, MA, USA for the summer of 2017. Total predicted visits (9AM-4PM) to water recreation areas for the summer of 2017 (June, July, August, September) for Cape Cod (Barnstable County, MA, USA), using the cell data model.

- Published and ongoing research
- Starts with a sample of roughly 30% of US population
- Calibration/validation to visitation records

Progress



Hourly Visitation Heatmap



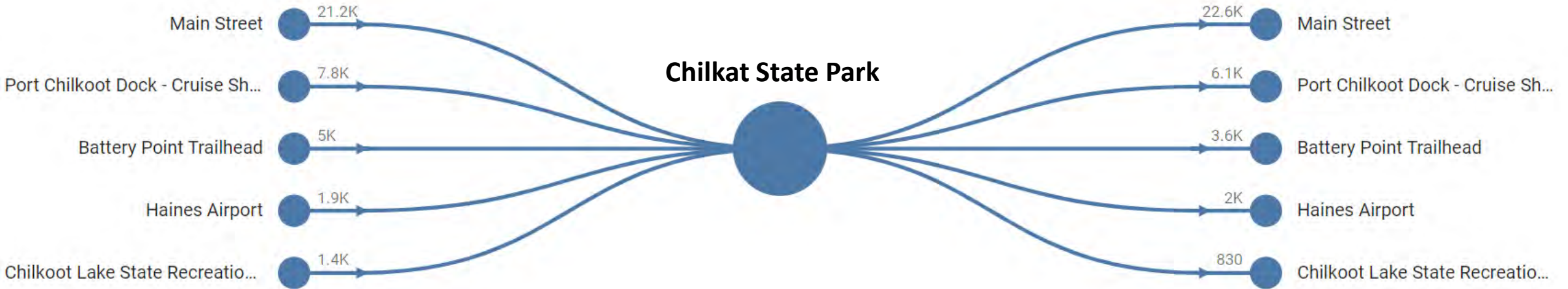
- Jan 2018-December 2021 processed, working on 2022
- Initial data summaries and visualizations
- Next:
 - Calibrate model
 - Create shareable dataset and data summary document
 - Split from local to visitor and combine with spending profiles



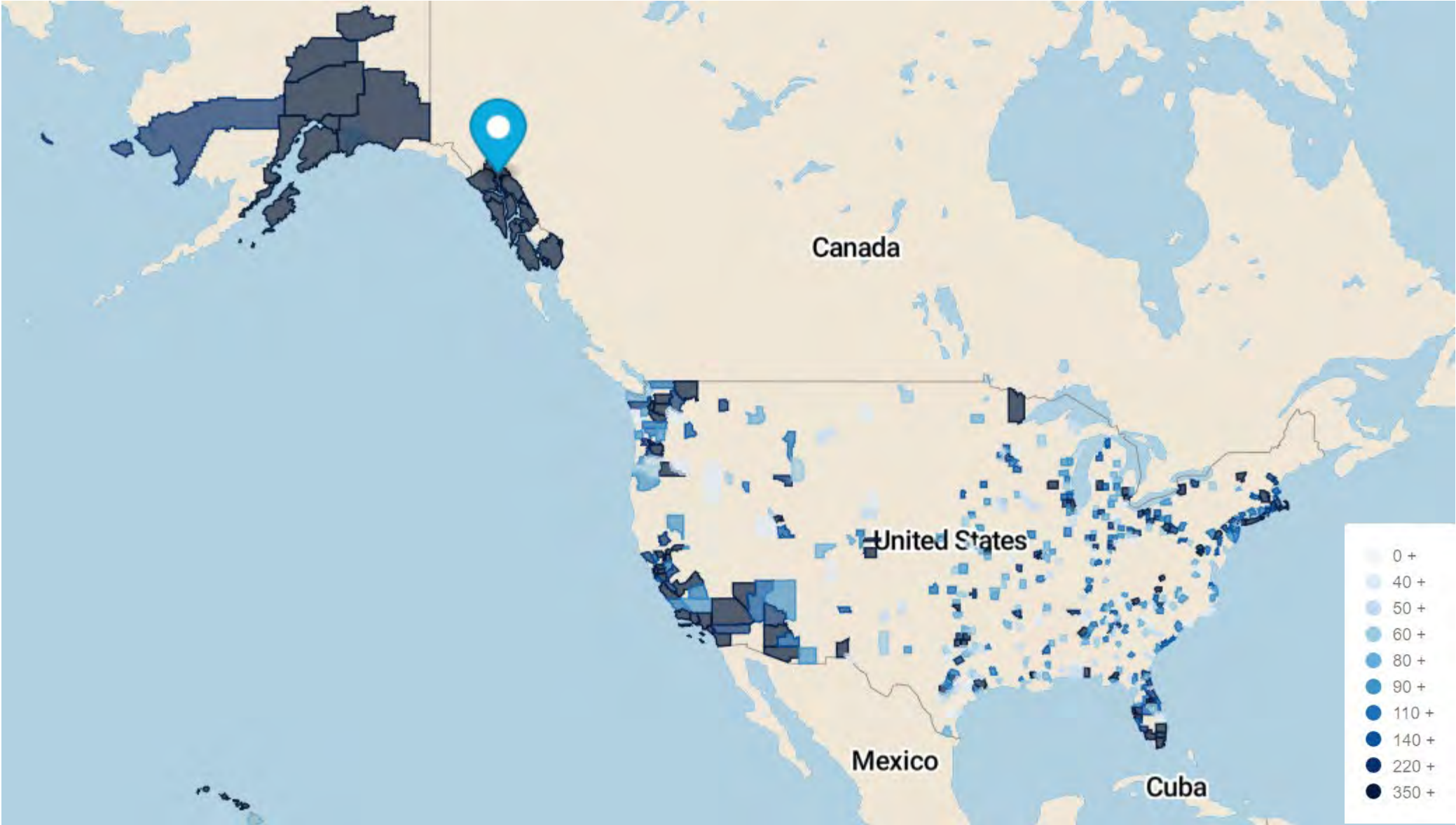
Chilkat State Park



Visitor Flow



Visitor Origin for Years 2018-2021– Chilkat State Park



Initial Takeaways



- Obvious COVID signal... need 2022 in the analysis
- Some locations will be too small/lightly used for these methods
- Schedule a more in-depth dive for those interested and tailor analysis
- Questions and Discussion

References

- **Using data derived from cellular phone locations to estimate visitation to natural areas: An application to water recreation in New England, USA**

<https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0231863>

- **A novel approach to evaluating water quality impacts on visitation to coastal recreation areas on Cape Cod using data derived from cell phone locations.**

<https://osf.io/preprints/socarxiv/56fk8/>



What we heard

RECREATION ECONOMY

for

RURAL COMMUNITIES

COMMUNITY TOUR HIGHLIGHTS



COMMUNITY TOUR - WHAT WE SAW AND HEARD

- Haines has amazing recreational, natural, and cultural assets.
- Strong sense of place with **strong community**.
- Aging population with housing, and accessibility needs.
- Challenges with operating year-round business and services.
- Limited transportation options – ferry connections, transit around “Golden Circle,” winter walkability
- Checkerboard of land status seems to be an issue contributing to challenges of leveraging the full capacity of the world of opportunities.
- The **ingredients are there** for outdoor recreation to be a driver for the things you are hoping for: economic growth, quality of life, vibrant downtown and community, and increased access points for local community to leverage opportunity.
- Let’s use tonight and tomorrow to **bring new people, ideas, and resources to the team** and elevate the great work that you have already done.

FAVORITE THING ABOUT HAINES/ CHILKAT VALLEY?



WHAT DOES OUTDOOR RECREATION LOOK LIKE TO YOU?

A word cloud of various outdoor recreation activities and concepts. The words are arranged in a roughly horizontal shape, with 'Walking-my-dog' being the largest and most prominent. Other words include 'Connected', 'Boating', 'Dangerous', 'Weather', 'Rejuvenation', 'Letting-it-go', 'Food-gathering', 'Encountering-birds-and-wildlife', 'Hunting', 'Survival', 'Fishing', 'Exploration', 'Difficult', 'Road-races', 'Call-to-gather', 'Being-present', 'Tourists', 'Physical-health', 'Expensive', 'Rock-hunting', 'Getting-out-of-your-house', 'Fully-integrating-our-human-existence-and-senses-with-the-natural-world', 'Subsistence', 'Enriching-peoples-lives', 'Disconnectedness-between-livelihoods-and-nature', 'A-sense-of-quiet', 'Ever-changing', 'All-age-groups', 'Going-out-for-no-reason', 'Seasons', 'Snow-machines', 'Tides', 'Parades', 'Non-motorized', 'Sharing-and-teaching', 'Family-time', 'Photographing', 'Hiking', 'Connecting', 'Lifestyle', 'Mental-health', 'Sanity', 'Four-wheeling', and 'Inaccessible'.

Connected
Boating Dangerous Weather
Rejuvenation Letting-it-go Food-gathering
Encountering-birds-and-wildlife
Hunting Survival Fishing Exploration
Difficult Road-races Call-to-gather Being-present
Tourists Physical-health Expensive Rock-hunting
Walking-my-dog
Getting-out-of-your-house Fully-integrating-our-human-existence-and-senses-with-the-natural-world
Subsistence Enriching-peoples-lives Disconnectedness-between-livelihoods-and-nature
A-sense-of-quiet Ever-changing All-age-groups Going-out-for-no-reason Seasons
Snow-machines Tides Parades Non-motorized Sharing-and-teaching
Family-time Photographing
Hiking Connecting Lifestyle
Mental-health Sanity Four-wheeling
Inaccessible

OPPORTUNITIES AND CHALLENGES

Opportunities

- Variety of outdoor activities/ experiences in all seasons
- Beautiful scenery and natural assets
- Geography
- Proximity to wildlands

Challenges

- Difficulty supporting local economy during “off-season”
- Accessibility and transportation
- Funding
- Overuse by tourism
- Maintenance
- Cost of housing/low wages

MAKING HEADLINES

- Haines Borough affirms ordinance, encourages regenerative farming/land use.
- **Borough hires assistant to the manager to grow capacity for special projects:** Energy, recreation.
- Borough extends homestead exemption to \$250K!
- Chilkat River is declared an international salmon refuge.
- **Haines completes waterfront to mountains multi-day loop trail** with historical and cultural signs and overnight huts.
- Haines winter economy booming: More residents staying all year and visitors from region mean restaurants and businesses staying open.
- New multi-use trails foster Haines high school to start a mountain bike club.
- Borough Moves to Elect Planning Commission: Voters select new members with commitment to creating new public spaces and working for the public good.
- **Haines economy booming from recent trail & outdoor access investments.**
- **Entire Chilkoot Watershed is designated a collaborative Tribal/State/National wild, scenic, and recreational river.**

MAKING HEADLINES

- Nonprofit formed to address trails, parks, and public use cabins.
- Tech company opens office in Haines.
- **Ski lift opens on local peak!**
- Haines gets the long-awaited ski lift.
- **RERC workshop pays dividends: New report by HEDC shows the outdoor economy in Haines has grown by a whopping 1000%!**
- DOT agrees to construct roundabout and redirect travelers to downtown Haines.
- Get lost in Haines to find yourself!
- **Groundbreaking agreement signed in the Chilkat Valley for public access.**
- Town trail system opens: Local groups and land owners collaborate to open four season use trails to public.
- Borough finalizes deal to build ski lift and nordic center in Four Winds Valley.

DRAFT WORKSHOP GOALS



Accurately expressed? Relevant for action planning?

1. **Partner engagement:** Coordinate among tribal, local, state, and federal governmental entities to create a robust strategy for outdoor recreation efforts and initiatives.
2. **Physical connections:** Identify transportation, trail, and infrastructure improvements that are needed to connect people from arrival points to downtown Haines and to nearby outdoor recreation opportunities in the Chilkat Valley.
3. **Wayfinding and signage:** Create inclusive wayfinding and signage for trails, outdoor recreation assets, and downtown assets in Haines.
4. **Stewardship and authenticity:** Preserve, celebrate, and empower the natural, cultural, and historic resources that makes Haines a unique *and healthy* place to live, work, play and visit.

Saint Regis Mohawk Tribe + Akwesasne Travel Cultural Tourism + Community Development



Akwesasne, New York
Saint Regis Mohawk Tribe

RECREATION ECONOMY
for
RURAL COMMUNITIES

OVERVIEW



Revitalizing Downtown Akwesasne Through Outdoor Recreation

- Akwesasne is a Mohawk community, situated along the banks of the St. Lawrence River. The community lies at the confluence of the Grasse, Raquette, and St. Regis Rivers.
- Married Cultural Heritage Tourism Planning + Community Dev.
 - Interpretive Planning
 - Historical Research Report
 - Tourism Infrastructure Dev. Plan – Assets & Assessment
 - Marketing Strategy, etc.
- Cultural Tourism supports cultural restoration, education, outdoor recreation, environmental justice, self-governance, etc.



ACTION PLANNING



With Good Minds

- Continuous community engagement
- Share & align values/goals
- Invite all your partners, who NEEDS to be at the table. Engage local stakeholders, community leaders & organizations, and Tribal government to improve quality of life/placemaking
- Relationships take time.
- Local, State & Federal partner opportunities; who has project funding?
 - EPA
 - DOT
 - USDA Forest Service
 - EDA, Economic Development Administration
 - ANA, Administration for Native Americans



AKWESASNE'S GOALS



Goal 1 – Coordinate across tribal committees/organizations and create a robust communication strategy around outdoor recreation priorities and activities.

Goal 2 – Assess infrastructure needs within the community and identify resources to implement priority projects that enhance a sense of place, walkability, and non-motorized safety.

Goal 3 – Invest in the Downtown Akwesasne/Riverfront area, through developing historic and cultural interpretation, including language, and developing gateway treatments.

Goal 4 – Design and implement programming and community events that build community and draw visitors.

Goal 5 – Establish Akwesasne as a destination for a multi-day stay for visitors; by growing our attractions; hospitality offerings; and highlighting local food, culture, heritage, the rivers, and other assets.



TOURISM INFRASTRUCTURE

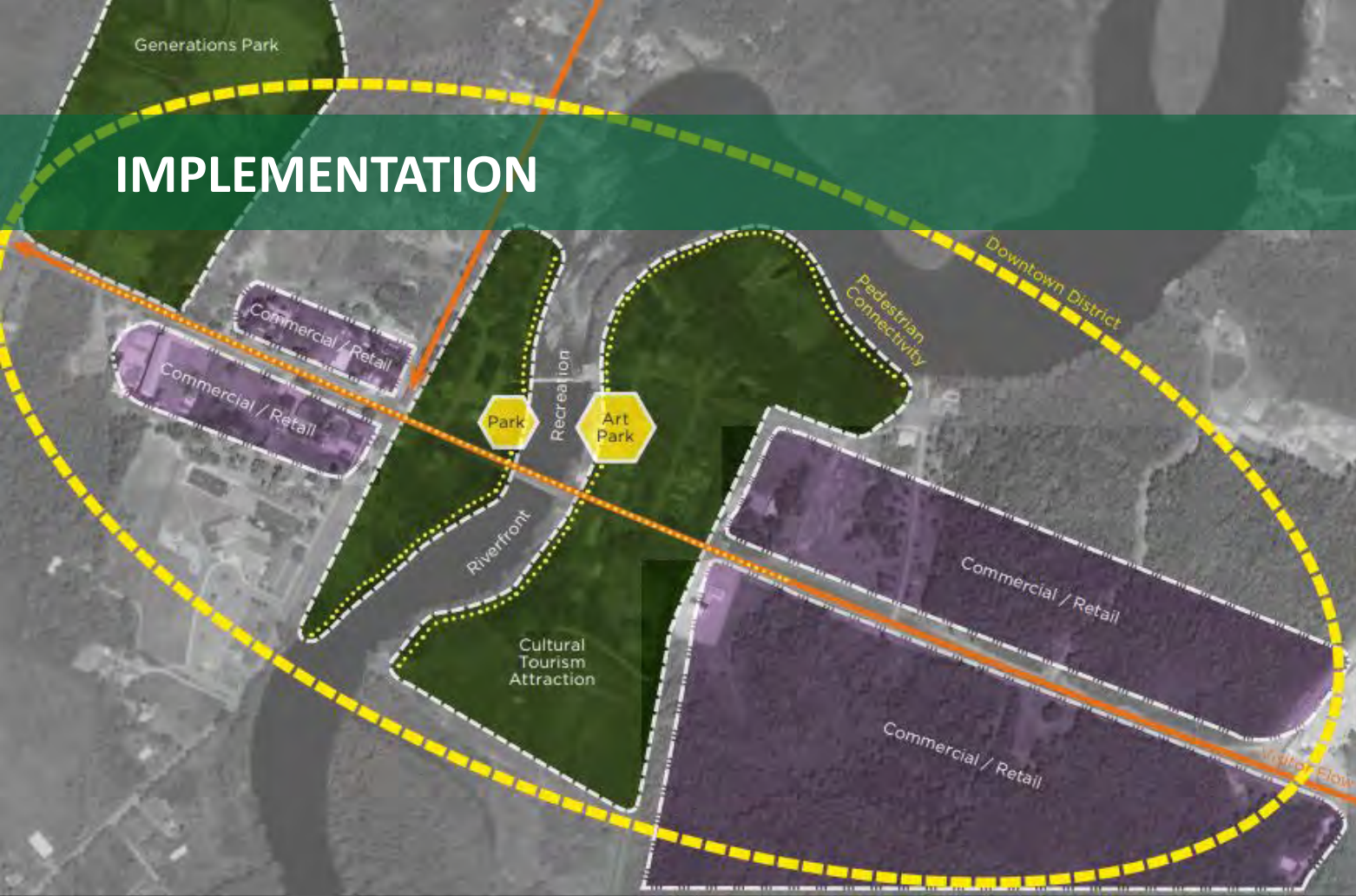


Strategic Planning

- Create an inventory of existing/planned sites (restore, recreate, reimagine)
- Incorporate tourism development planning with community planning; where are the synergies?
- Identify main corridors; natural gathering locations accessible by community & visitors
- Incorporate culture when/where necessary; interpretation, signage, symbolism, etc.
- Use technology to create connectivity; “walking tours”
- Have a wayfinding signage plan
- Build capacity with your team
- Engage your community early and often



IMPLEMENTATION



What can others learn from this community's experience?

- The RERC Action Plan is a supporting document used for grant applications
- T-Mobile Hometown Grant Recipient
- Named 2022 Tribal Destination of the Year, American Indian Alaskan Native Tourism Association
- Hosted first Art Show & Market – creating events to draw in visitors.
- New Bilingual Gateway Signage
- \$10M DOT Safe Streets & Roads For All – Improve motorist safety 4.2 miles stretch of Rt. 37





Mission

The Akwasasne DMMO aims to deliver on the destination's brand promise through tourism marketing and sustainable tourism development programs that benefit the Akwasasne community and perpetuate its cultural heritage.

Vision

To support Akwasasne's natural and cultural resilience through a thriving tourism industry.

Brand Promise

Experience genuine connections to people, nature and culture through art.

Penny Peters, Akwasasne Travel Manager
Raeann Adams, Community Planner

Saint Regis Mohawk Tribe
Office of Economic Development

W: Akwasasne.Travel
E: Info@Akwasasne.Travel





**WHAT
RESONATES
WITH YOU?**

CASE STORIES: Campaign Strategy

- Focus on Strategy/What is a Strategy
 - Do you have a clear goal?
 - Do you have a careful plan that, if followed and well implemented, will GUARENTEE that you will achieve your goal?
 - If I ask your colleagues, key volunteers, board members, and allies what your strategy is, would they all say the same thing?
 - Can you tell me Specifically when your campaign is going to win?
- Develop ONE specific clear goal
- Find your target
- Know the Difference between Strategies and Tactics



CASE STORIES: Campaign Strategy

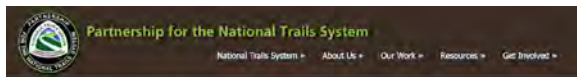
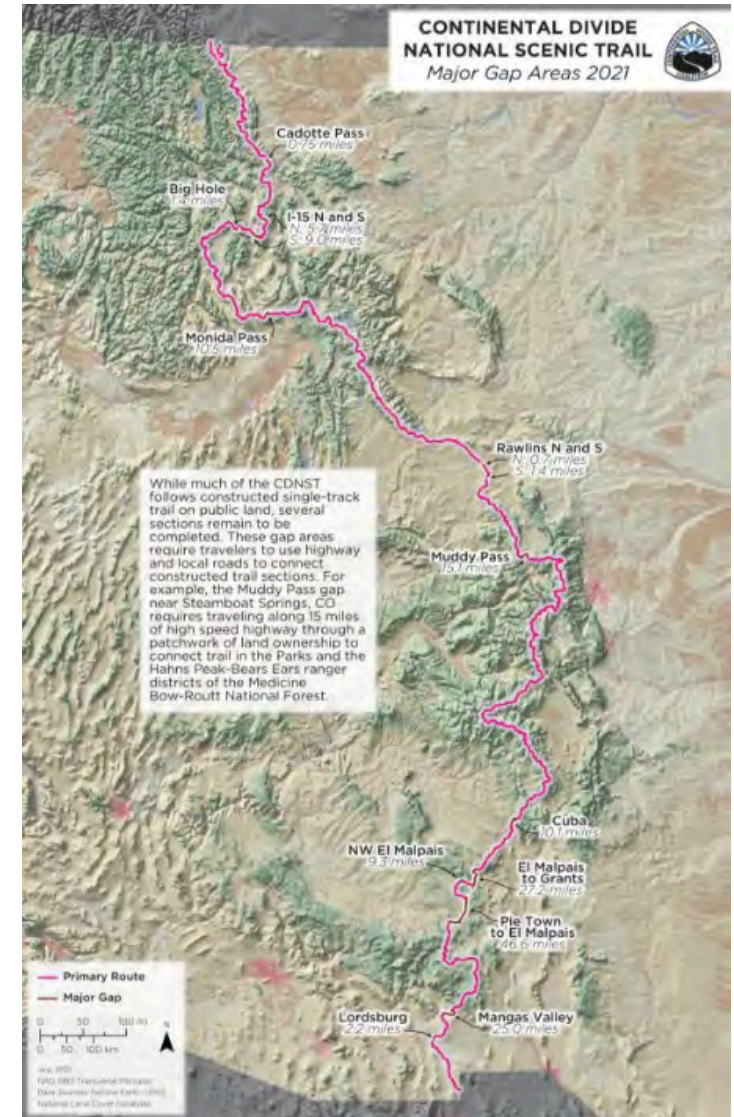
- Developing your strategy
 - Don't rush the development
 - Be a Devil's & Angel's advocate
- Identify and pull together the RIGHT team
- Write you campaign plan
- Stop and Re-Plan when things change or go seriously awry
- What if you are not in charge of the Campaign plan
- If we only take 2 things away...

- 1) MAKE SURE YOUR CAMAIGN HAS A GENUINE STRATEGY TO WIN.**
- 2) SPEND MORE TIME AND ENERGY GETTING THE STRATEGY RIGHT THAN ON PLANING THE TACTICS**

CASE STORIES: Castner Range



CASE STORIES: Continental Divide /Camp Hale



Summer of storytelling: Showcasing the diverse faces of the Continental Divide

By Andrea Kurth, Marketing, Communications, and Community Outreach Specialist, Continental Divide Trail Coalition

In 2018, the Continental Divide Trail Coalition (CDTC) celebrated the first 40 years of the Continental Divide National Scenic Trail. We applauded decades of progress toward completing the trail—there are fewer than 180 miles yet to be protected—and we marveled at the widespread community of individuals dedicated to its stewardship. We looked back at the amazing accomplishments of the men and women who have thru-hiked the Divide and we welcomed new CDT Gateway Communities into the network of cities and towns that recognize the unique economic and cultural value that the CDT brings.

However, as we looked back at the last 40 years, we noticed there were many people that were omitted from the story we told of the Continental Divide Trail. We realized that there were many voices missing from the effort to conserve this amazing national resource. So, we began to gather and tell the stories of people who have been traditionally left out of recreation and conservation issues with our effort. Faces of the Continental Divide, made possible by a grant award from Hydro Flasks Parks for All program and donations from REI Co-Op.

Beginning at the start of Latino Conservation Week and ending on National Public Lands Day, Faces of the



Join us in Montana for
**CDT Coalition's
10th Birthday
Bash!**
May 21st, 2022



RERC

CASE STORIES: Continental Divid /Camp Hale

IT'S OFFICIAL!

**Camp Hale - Continental
Divide National Monument**



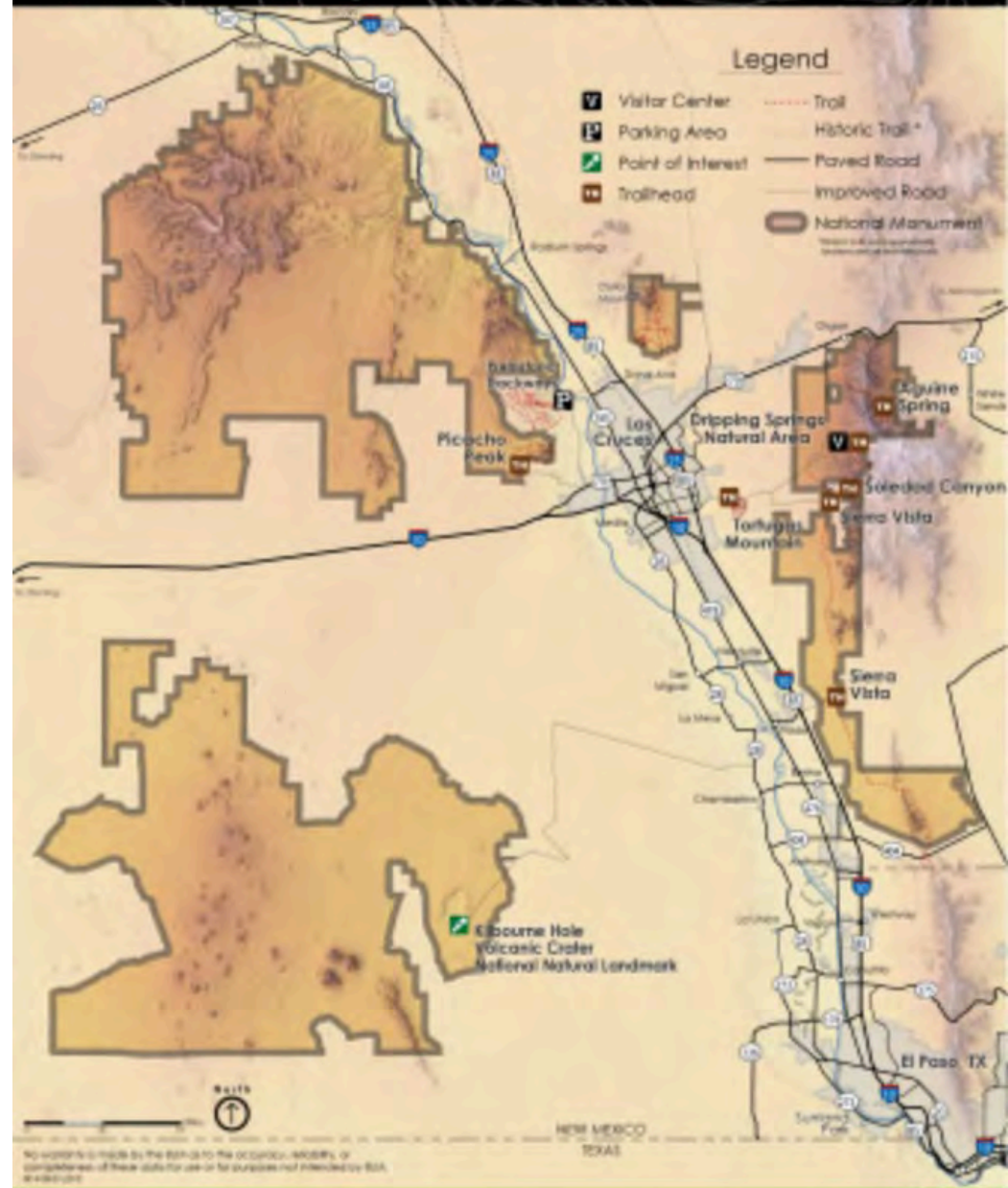
**CASTNER
RANGE
NATIONAL
MONUMENT**





**WHAT
RESONATES
WITH YOU?**

Organ Mountains Desert Peaks National Monument



No warranty is made by the BLM as to the accuracy, reliability, or completeness of these data for use or for purposes not intended by BLM.

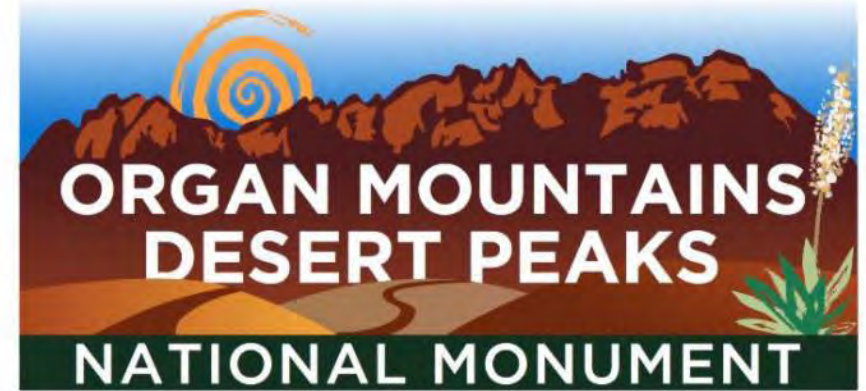
CASE STORIES

Las Cruces, NM - Organ Mountains Desert Peaks



CASE STORIES

Las Cruces, NM - Organ Mountains Desert Peaks



OMDP Marketing Toolkit

- Visitors Guide
- OMDP Stickers, posters, and magnets
- Monument Talking points
- Infographics
- Toolkit Survey

CASE STORIES



LAS CRUCES
GREEN CHAMBER OF COMMERCE
THINKLOCAL BUYLOCAL GIVELOCAL



OMDP Products



Winery
AMARO



2015
ORGAN MOUNTAINS SYMPHONY
New Mexico



CASE STORIES

Monument would benefit Mesilla Valley

BY [CARRIE HAMBLEN](#) / EXECUTIVE DIRECTOR, LAS CRUCES GREEN CHAMBER OF COMMERCE

THURSDAY, SEPTEMBER 19TH, 2013 AT 12:05AM

2021 Outdoor Equity Fund Recipients Announced

PHOTOGRAPH BY MICHAEL B. ZOO | THE ECONOMIC NEWS | COMMUNITY AND ECONOMIC DEVELOPMENT

From New Mexico Economic Development Department.

SANTA FE, N.M. - The New Mexico Outdoor Recreation Division (ORD), a division of the New Mexico Economic Development Department (EDD), announced the award recipients of the Outdoor Equity Fund (OEF) for the 2021 (fiscal year 2022) grant cycle.



New Mexico's National Monuments Fuel Regional Economy

Keeping these public lands intact will help communities and the environment

ARTICLE | June 30, 2017 | By: Mike Mote | Read time: 4 min | Projects: U.S. Public Lands

Local Viewpoints

Public Lands are economic drivers for communities

KRWG | By Carrie Hamblen
Published December 9, 2016 at 11:03 AM MST



RERC

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NEWS

OMDP turns 3 — is it bringing visitors, money to the area?

Jason Gibbs Las Cruces Sun-News

Published 9:00 a.m. MT May 21, 2017 | Updated 5:50 p.m. MT May 21, 2017

View Comments





YOGA EN ESPAÑOL:

LATINO CONSERVATION WEEK

FREE BILINGUAL YOGA CLASSES

Sunday July 18th 8.30 PM Sunday July 25th 8.30 AM

DOWNTOWN DESERT YOGA'S OUTDOOR SALA

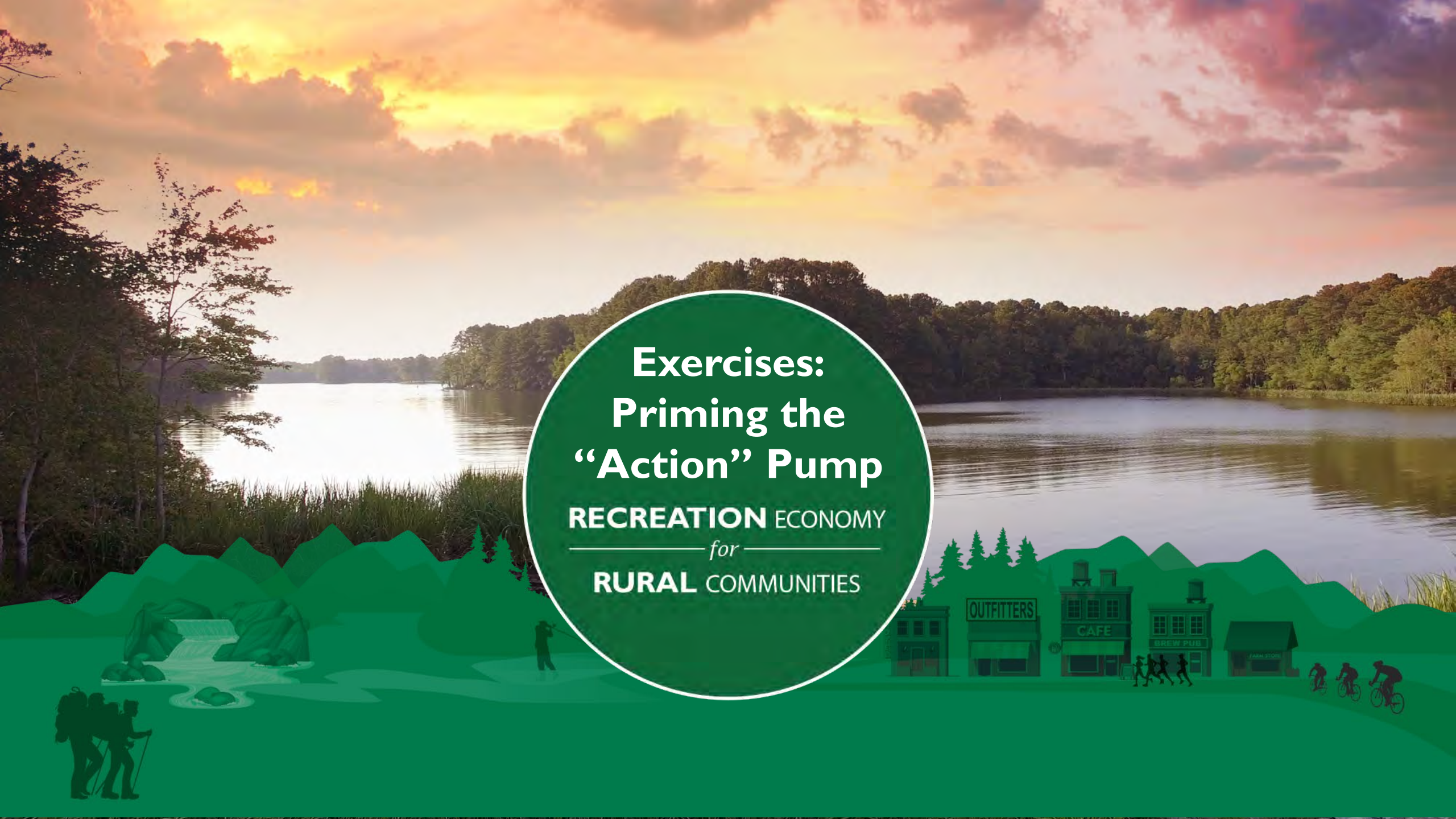




**WHAT
RESONATES
WITH YOU?**

BREAK TIME





Exercises:
Priming the
“Action” Pump
RECREATION ECONOMY
for
RURAL COMMUNITIES

SMALL GROUP EXERCISES: BREAKOUT GROUPS

- **Assets and Opportunities Mapping**
- **Itinerary Planning**

We'll do a quick overview of the options and then your small group facilitator will give more instructions!

A spokesperson from each group will be asked to share what they learned:

- What are the top 3 opportunities that your group identified?
- What top 3 gaps did your group identify that need filling?
- What 3 actions would your group recommend to make progress?



ASSETS & IDEAS MAPPING

Place colored dots and lines on the map to identify:

GREEN: Your existing outdoor recreation assets, e.g., key destinations, activities, things to do, trails, signage, visitor centers, guide services, gear shops.

BLUE: Supporting community assets, e.g., museums, libraries, cultural spaces, theaters, brew pubs, etc.

YELLOW: Opportunity or idea, what would you like to add, see happen, what infrastructure or connectivity needs, etc.

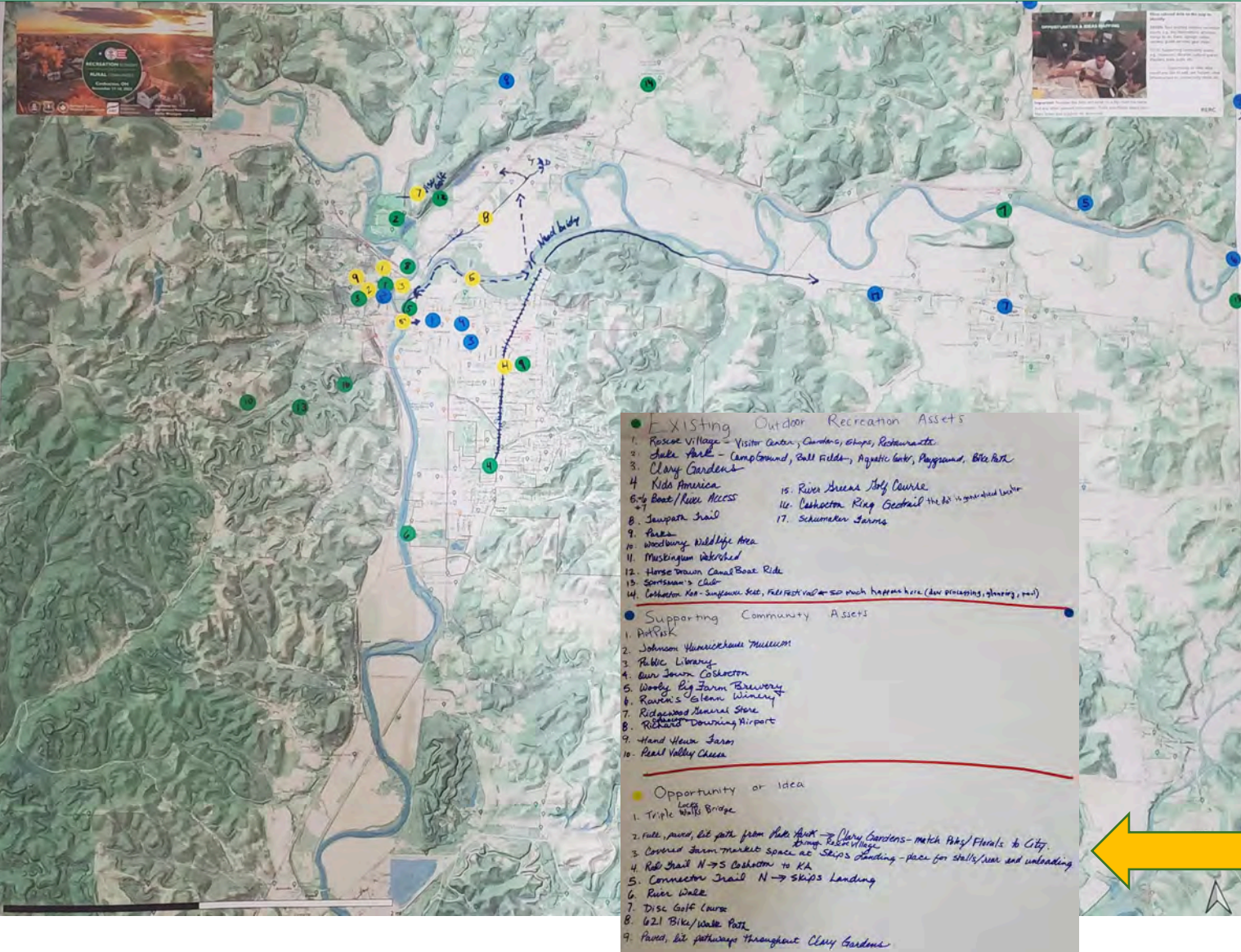
BLUE LINES: Existing trails/transportation connections.

RED LINES: Needed trails/transportation connections.

RERC

Important: Number the dots and write on a flip chart the name and any other relevant information. Think specifically about your Main Street and outdoor rec economy!

ASSETS AND IDEAS MAPPING



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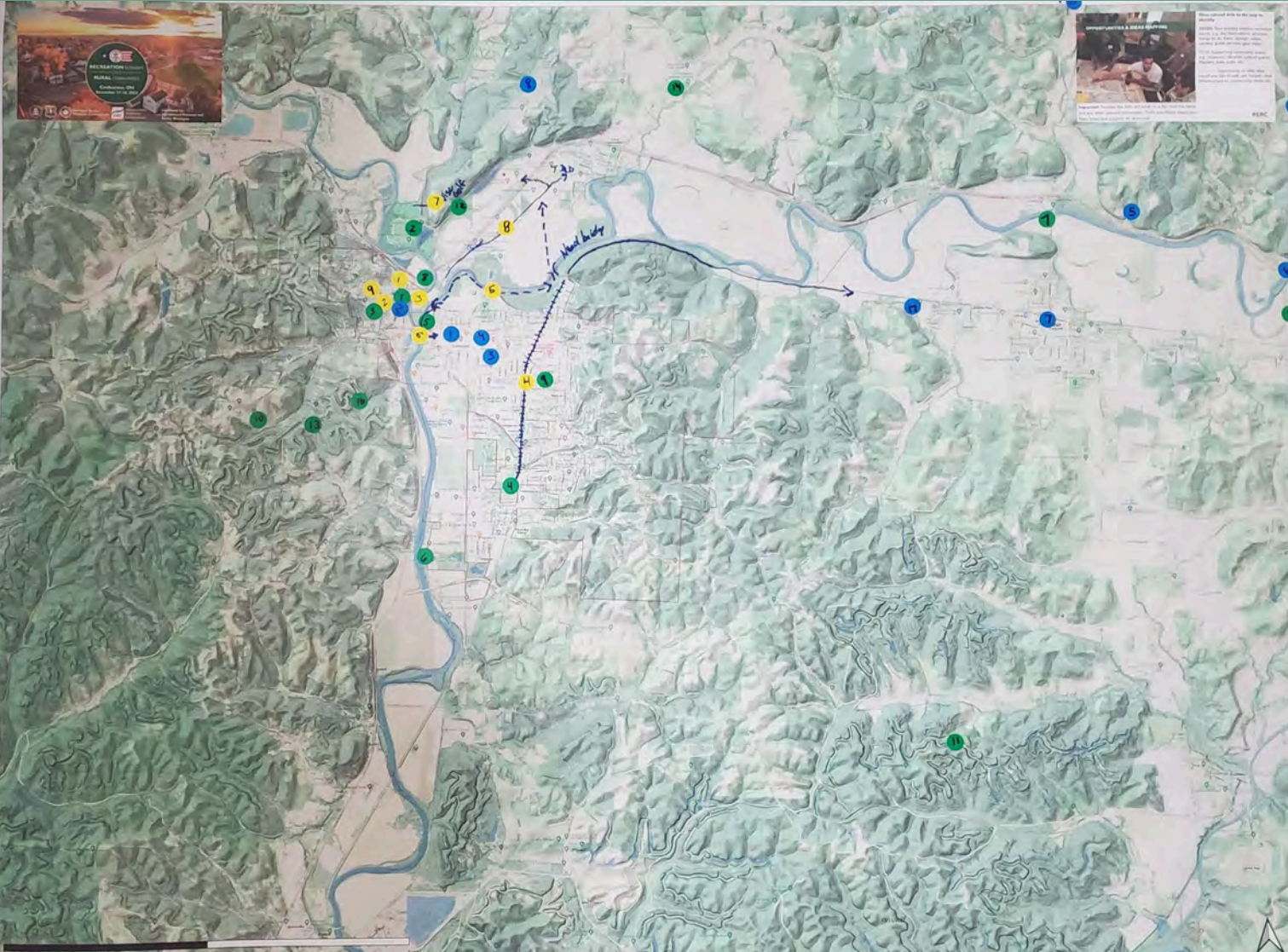
YELLOW: Opportunity or idea, what would you like to add, see happen, what infrastructure or connectivity needs, etc.

BLUE LINES: Existing trails/transportation connections.

RED LINES: Needed trails/transportation connections.

When you place a dot on the map, number the dot and then describe the dot (make a legend).

OPPORTUNITIES & IDEAS: SAMPLE RESULTS



Existing Outdoor Recreation Assets

1. Rescoe Village - Visitor Center, Gardens, Shops, Restaurants
2. Snake Park - Camp Ground, Ball Fields, Aquatic Center, Playground, Bike Park
3. Clary Gardens
4. Kids America
5. Boat/River Access
6. Jumpstart Trail
7. Parks
8. Woodbury Wildlife Area
9. Mustington Watershed
10. Horse Drawn Canal Boat Ride
11. Sportsman's Club
12. Coshocton Kor - Sunflower Fest, Fall Festival ← so much happens here (deer processing, glamping, race)
13. River Greens Golf Course
14. Coshocton Ring Geotrail the dot is generalized location
15. Schumaker Farms

Supporting Community Assets

1. Art Park
2. Johnson Humrickhouse Museum
3. Public Library
4. Our Town Coshocton
5. Woolly Pig Farm Brewery
6. Raven's Glenn Winery
7. Ridgewood General Store
8. Richard Downing Airport
9. Hand Haven Farms
10. Pearl Valley Cheese

Opportunity or Idea

1. Triple Locks Walks Bridge
2. Full, paved, lit path from Snake Park → Clary Gardens - match Parks/Florals to City.
3. Covered farm market space at Skips Landing - place for stalls/rear end unloading
4. Rail Trail N → S Coshocton to KA
5. Connector Trail N → Skips Landing
6. River Walk
7. Disc Golf Course
8. 621 Bike/Walk Path
9. Paved, lit pathways throughout Clary Gardens

FAMILY WEEKEND AT THE JOHN DAY FOSSIL BEDS

EXERCISE: ITINERARY PLANNING

September 10, 2014 (Updated September 11, 2014)



Create a 2-day itinerary in your region for one of the following people:

- A family with young children
- A young couple in their 20s
- A group of seniors
- An individual with mobility challenges
- A local resident on a long weekend

Where would they go and what would they do? Think about where they would...

- Recreate
- Buy or rent gear, supplies, and guide services
- Eat, drink, shop, sleep
- Get information
- How they would get around?
- What they would do in different weather conditions; at different times of the year?

Indicate what currently exists and what you hope would exist in the future.

REPORT OUTS



Breakout Group Report Outs:

- What are the top 3 opportunities that your group identified?
- What top 3 gaps did your group identify that need filling?
- What 3 actions would your group recommend to make progress?



**Action
Planning Process**
RECREATION ECONOMY
for
RURAL COMMUNITIES

ACTION BRAINSTORMING



Action Brainstorming Instructions

- Identify one or two key actions for each goal you're interested in. **One per post-it note.**
- Begin with a **verb**; be **specific**; think near- to medium-term (**within 2 years**);
- Which goal does it help advance? Include the goal number.
- Please write a complete sentence.
- Consider actions that you could help with.

Examples of actions...

- Provide small business counseling and technical assistance to outdoor recreation businesses.
- Hold a mountain film fest in 2023.
- Engage local high school students in trail construction and maintenance projects.

DRAFT WORKSHOP GOALS

1. **Partner engagement:** Coordinate among tribal, local, state, and federal governmental entities to create a robust strategy for outdoor recreation efforts and initiatives.
2. **Physical connections:** Identify transportation, trail and infrastructure improvements that are needed to connect people from arrival points to downtown Haines and to nearby outdoor recreation opportunities in the Chilkat Valley.
3. **Wayfinding and signage:** Create inclusive wayfinding and signage for trails, outdoor recreation assets, and downtown assets in Haines.
4. **Stewardship and authenticity:** Preserve, celebrate and empower the natural, cultural, and historic resources that makes Haines a unique *and healthy* place to live, work, play and visit.

A person wearing a blue and black plaid shirt and shorts stands on a large, dark rock in the middle ground, looking out over a vast, calm body of water. The foreground is filled with more dark, jagged rocks. In the far distance, a range of mountains is visible under a clear sky.

LUNCH

RECREATION ECONOMY
for
RURAL COMMUNITIES

FEDERAL AND STATE PARTNERS



THIS WORK SESSION



Action Planning: How are we going to make it happen?

- Introductions/recap of what we've done so far
- Action prioritization
- Review of voting results, Q&A/discussion
- Action prioritization/detailing in breakout groups
- Report out for each goal: call to action!
- Offers & asks
- Next steps and wrap-up

ACTION PRIORITIZATION



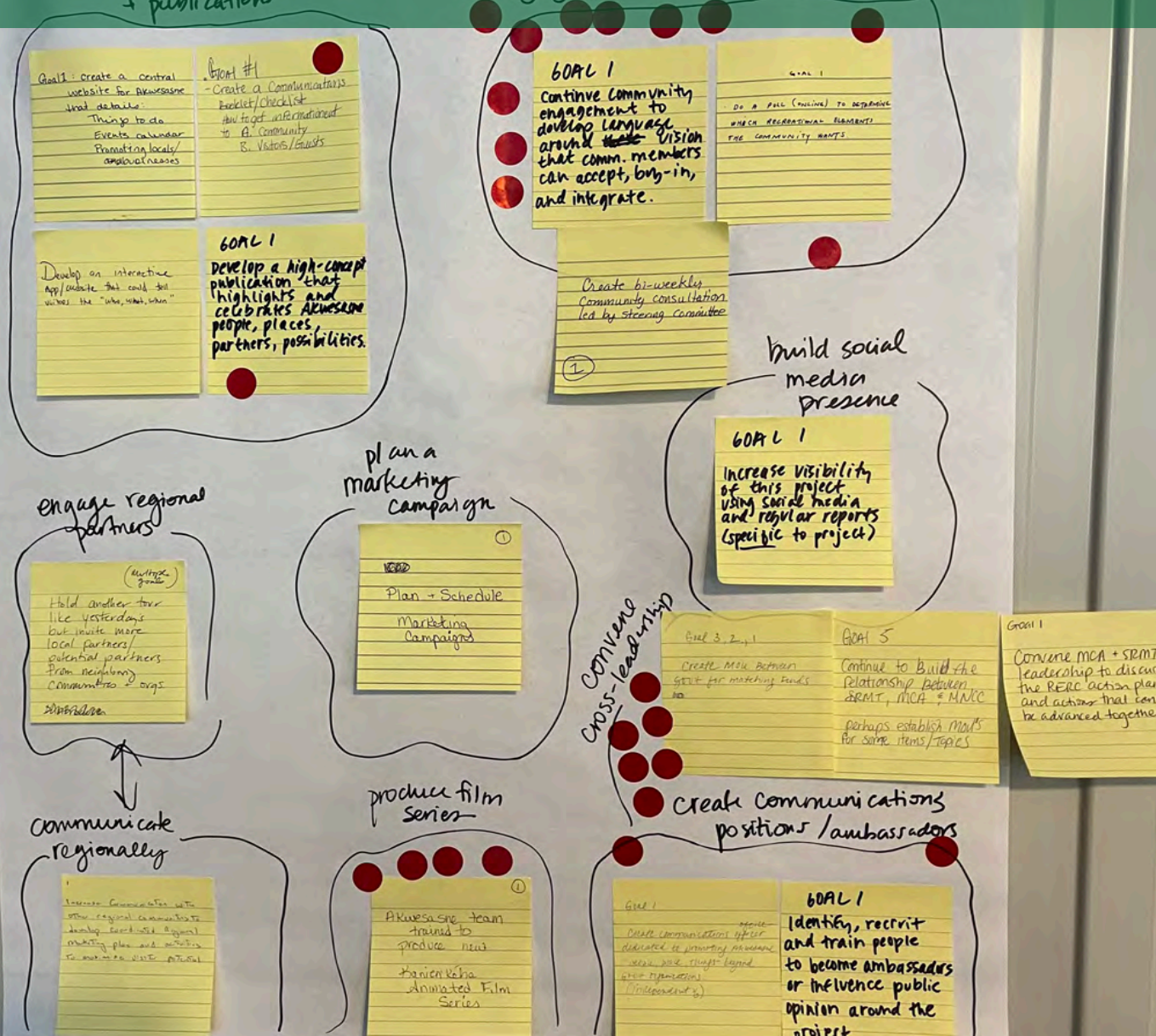
Which ideas are going to make it happen?

- Move around the room, using your stickers to mark the actions you think should be the highest priority
- Your votes can be distributed however you like across any of the goals
- Can spend one extra (a double) on a favorite action, but no more please
- Honor system

GOAL 1: Communication strategies & Coordination for success

ACTION PRIORITIZATION

community consistently



- We will review the voting results together, and work in small groups to detail them out in the following action detailing session.



ACTION DETAILING

RECREATION ECONOMY
for
RURAL COMMUNITIES



ACTION DETAILING BREAKOUTS

We'll detail the top 3-5 actions in breakout groups focused on each goal.

1. **Partner engagement:** Coordinate among tribal, local, state, and federal governmental entities to create a robust strategy for outdoor recreation efforts and initiatives.
2. **Physical connections:** Identify transportation, trail, and infrastructure improvements that are needed to connect people from arrival points to downtown Haines and to nearby outdoor recreation opportunities in the Chilkat Valley.
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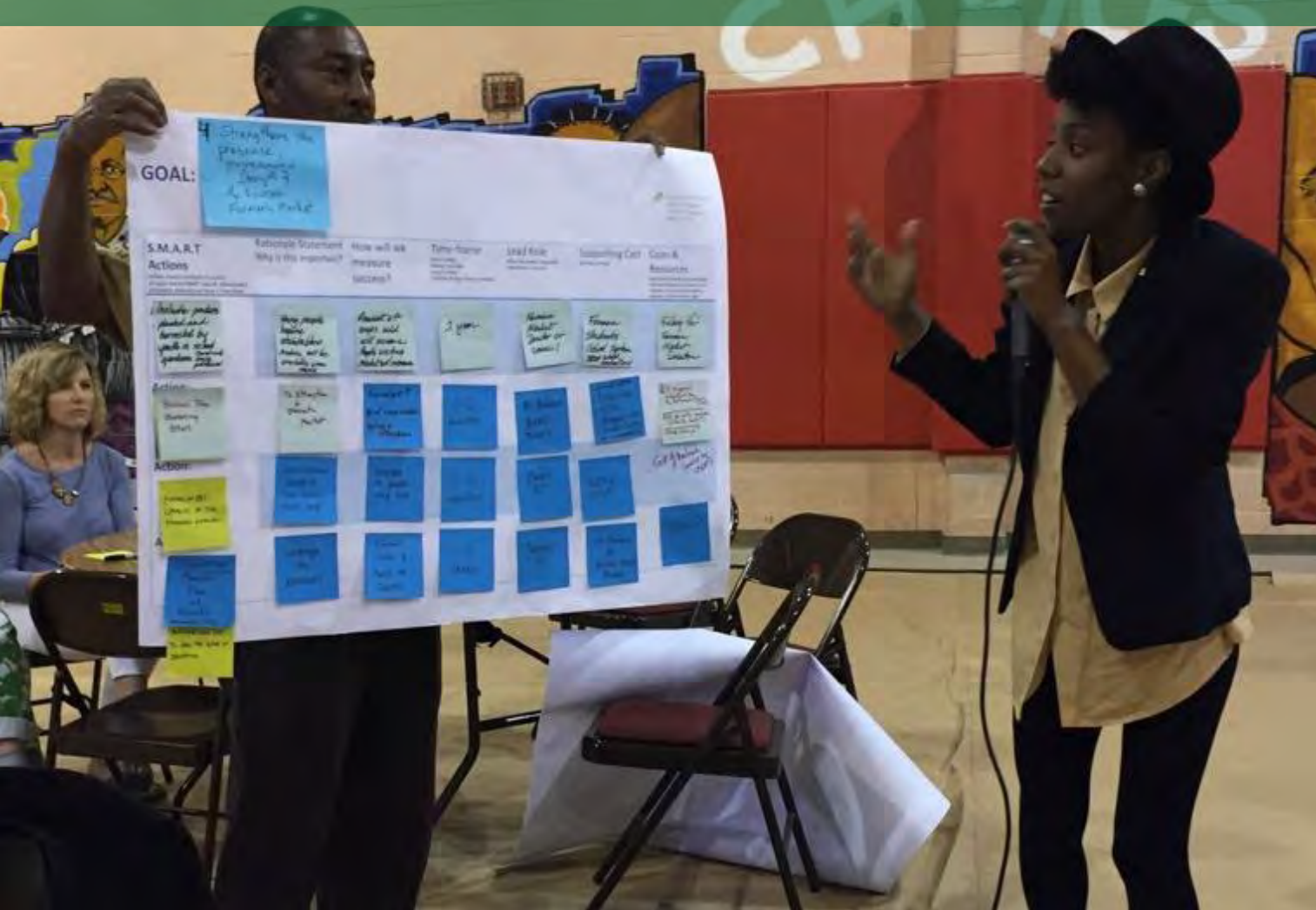
ACTION PLANNING - GETTING TO THE DETAILS



- Choose one goal to focus on first, but feel free to move amongst groups.
- The group should decide on 3-5 actions to complete based on the voting and what makes sense. Consider:
 - *Are the top voted actions the right first steps needed to advance the goal?*
 - *Does something else need to be done first?*
- Add or modify any actions necessary. Feel free to split an action into phases 1 and 2, to consolidate similar actions, and to reprioritize.
- Re-write clustered actions as a unified action.
- Complete the table as clearly and specifically as possible.

This is the part of the process most critical for determining what will happen to support the community's goals, why each action is important, who will need to be involved, how long actions will take, and what resources are available and needed for success.

REPORT OUTS



One Volunteer For Each Goal to Prepare a Report Out:

For each action in the table, share your call to action!

- What is your **first step** and **timeframe**?
- Who is taking the **lead**?
- What do you still **need** to get it done?

CLOSING – OFFERS & ASKS



On an index card, write:

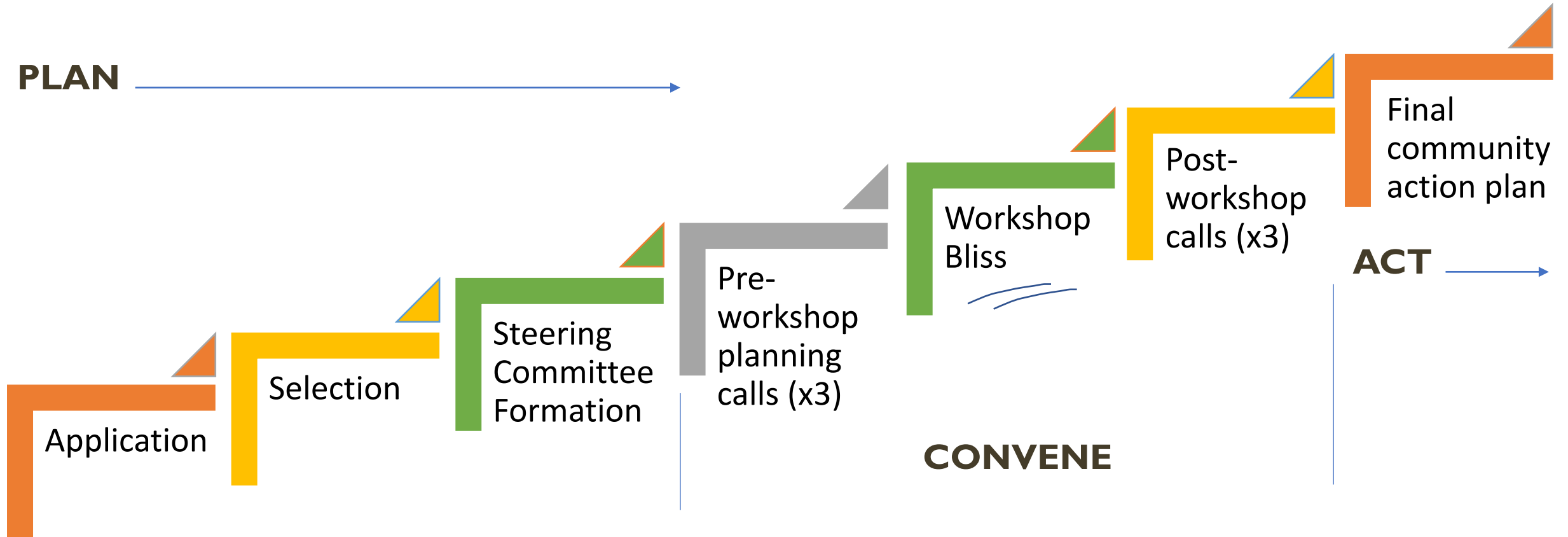
Offer: What you can and/or would like to provide to advance the action plan.

Ask: What you hope and/or expect from the process moving forward.

Your full name

WHERE DO WE GO FROM HERE?

PLAN →



Application

Selection

Steering
Committee
Formation

Pre-
workshop
planning
calls (x3)

Workshop
Bliss

Post-
workshop
calls (x3)

Final
community
action plan

ACT →

CONVENE

WORKSHOP SURVEY



- Your input is essential for making future improvements to the RERC program
- The survey should take about 15 minutes
- Survey results are anonymous and reported only in aggregation

<https://www.surveymonkey.com/r/Q33GWJD>

RERC

THANK YOU!

**ALL DONE! TIME TO
CELEBRATE.**

**Keep an eye out for invitations
to Calls 4-6, and the draft
report and action plan!**

Please complete the EPA survey.

THANK YOU!



**Northern Border
Regional Commission**



**Appalachian
Regional
Commission**

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RECREATION ECONOMY *for* RURAL COMMUNITIES