Aligning Resources to Support Recreation Industry

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Brent Elrod
National Institute for Food and Agriculture
belrod@nifa.usda.gov

Toby Bloom
US Forest Service
tobylbloom@fs.fed.us

Hiwot Gebremariam
USDA Rural Development
Hiwot.Gebremariam@wdc.usda.gov

RECREATION INDUSTRY

Historical Tourism

Agro Tourism

Spiritual

Eco Tourism

Hunting & Fishing

Sports

Arts and Culture

Conference & Education
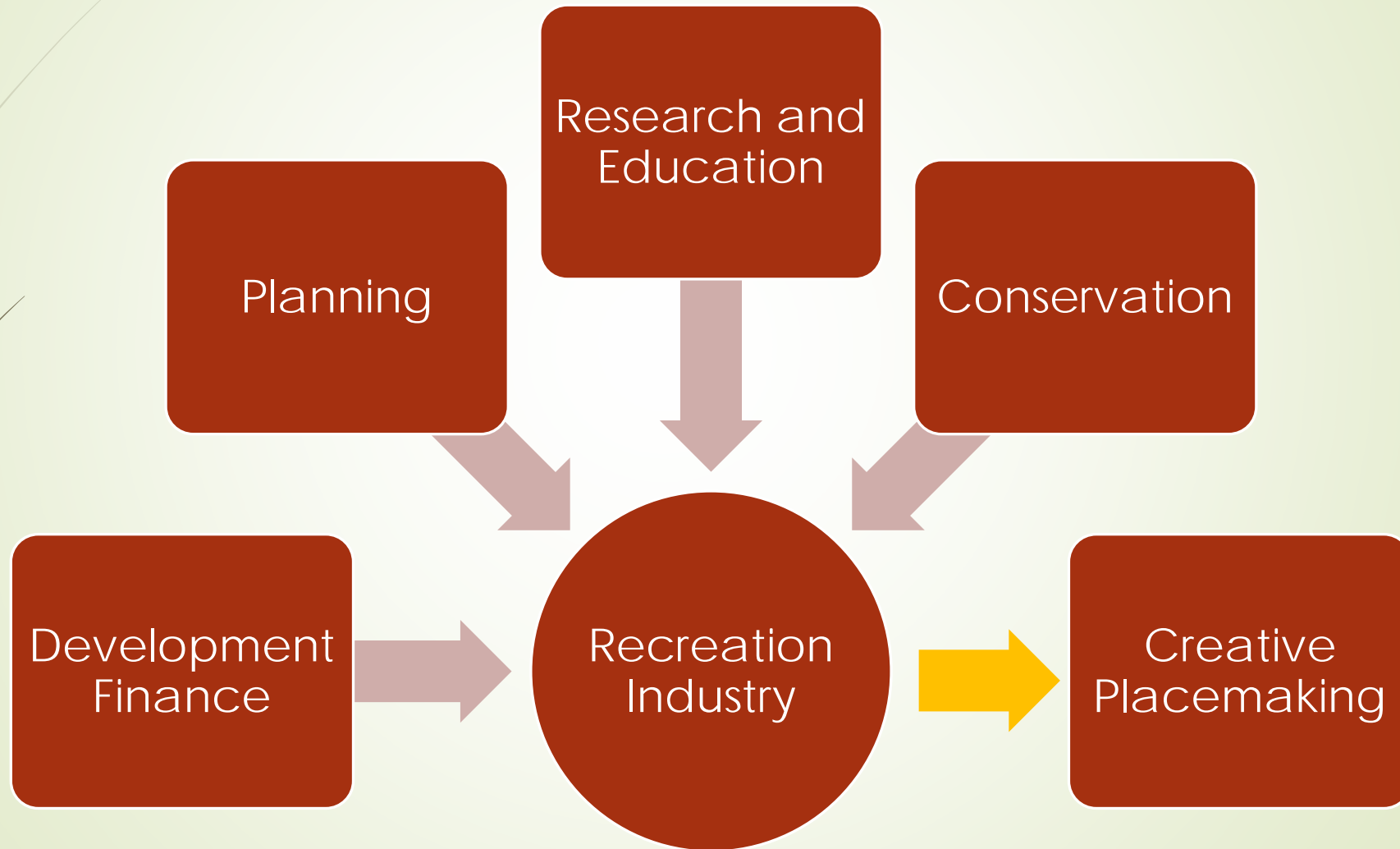
6.1 million direct jobs

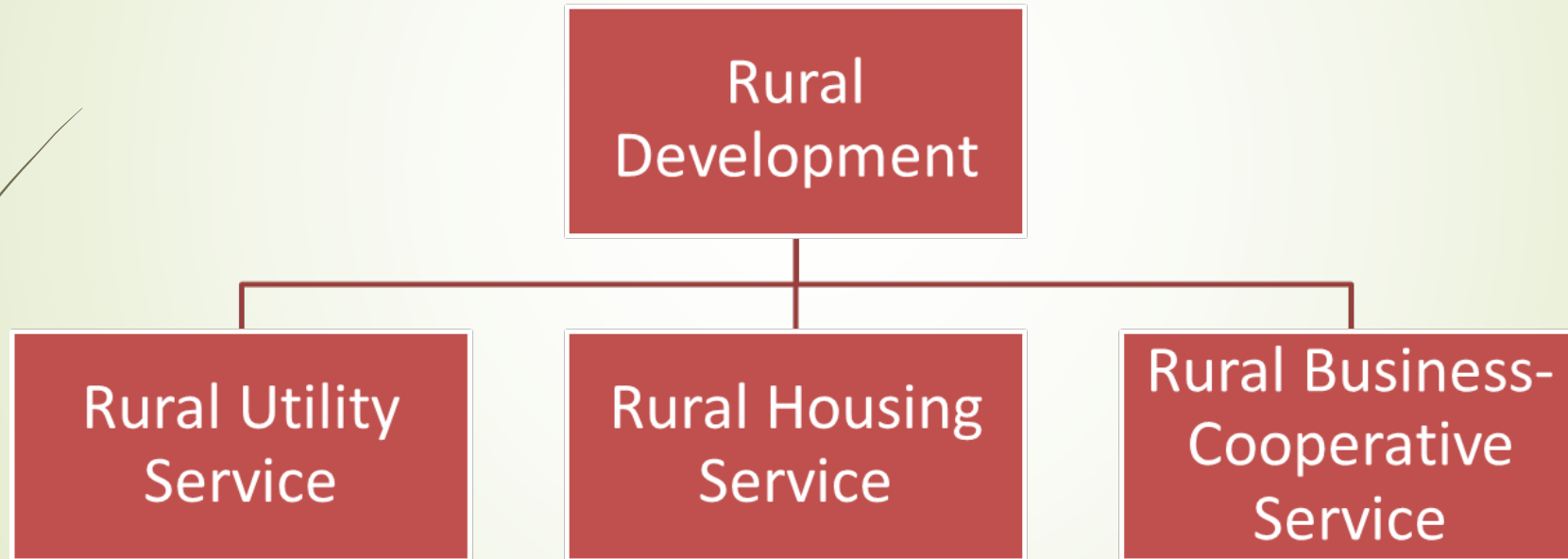$646 billion in consumer spending

FACTORS TO CONSIDER:

- Integrated planning

- Identify SMART goals

- Implement best practices

- Inclusive

- Responsible budgeting

Partnership Opportunities

USDA Rural Development

MISSION: It is Rural Development's mission to increase economic opportunities and
improve the quality of life for rural Americans.

Rural Development Offices

Regional CED Coordinators:

North East: Angela Callie
angela.callie@usda.gov

South: Greg Dale
gregory.dale@usda.gov

Mid West: Christine Sorensen
christine.sorensen@usda.gov

West: Tim O'Connell
Tim.Oconnell@wdc.usda.gov

http://www.rd.usda.gov/browse-state
CED Staff Contact: https://www.rd.usda.gov/files/RBS-CEDNationalContacts_Region.pdf

Examples of RD Programs Supporting Recreation Industry

- **Technical Assistance Through Cooperative Agreements:** Stronger Economies Together, Local Food Local Places, Cool and Connected

- **Grant Programs:** Community Facilities, Water Environment Programs, Rural Business Development Grants, Rural Cooperative Development Grant, Rural Micro-entrepreneur Assistance Program, Community Connect

- **Loan and Loan Guarantee Programs:** Business and Industry Loan Guarantee, Community facilities Loan and Loan Guarantee, Water Infrastructure programs, Telecommunication Infrastructure Loans and Loan Guarantees, Intermediary Relending Program

USDA
United States Department of Agriculture
Rural Development

US Forest Service Regions
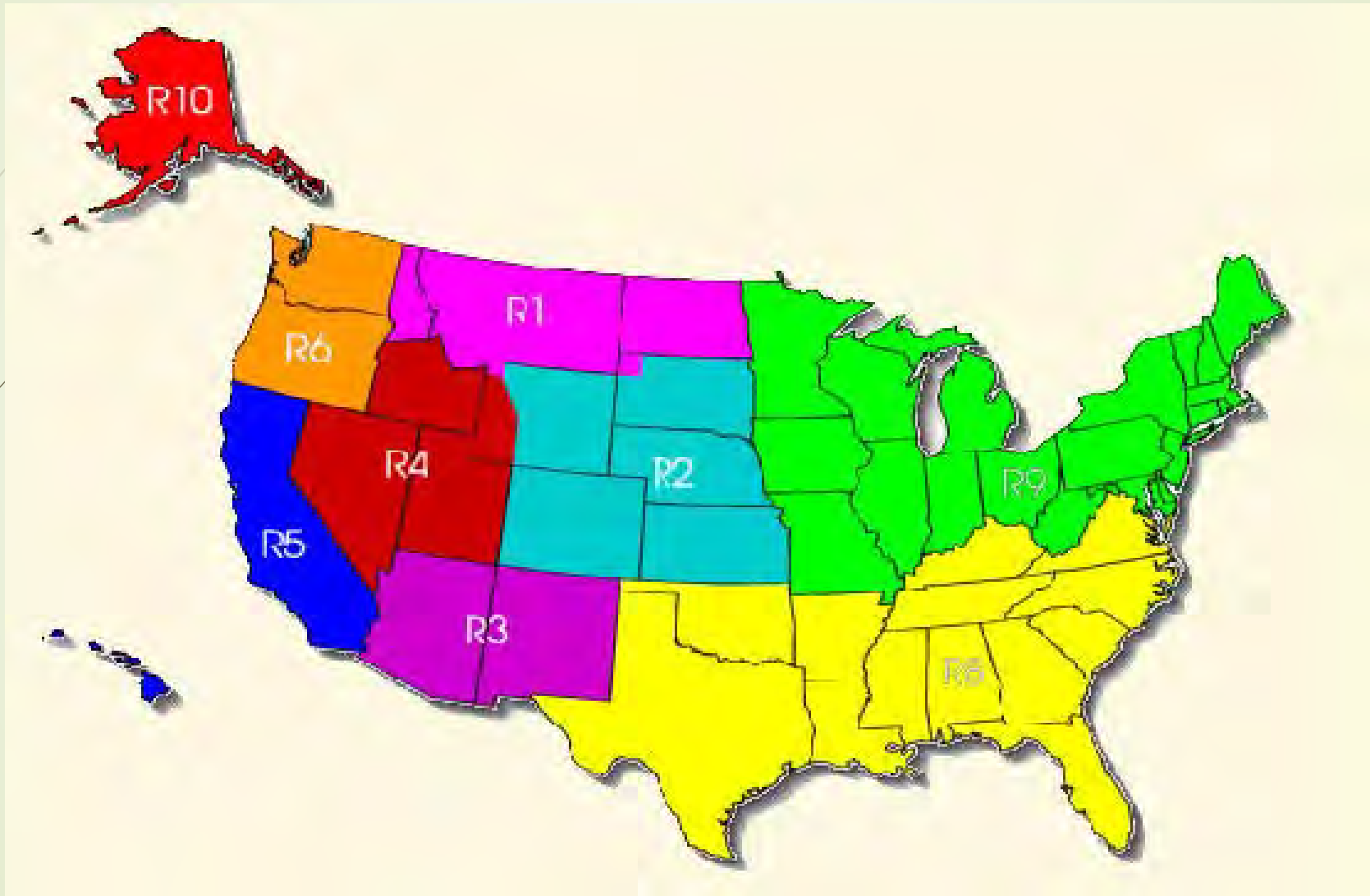
A brief description of NFS Structure and positions

Regional foresters
- Lead the land management programs in 9 regions
- Reports directly to the Chief
- Coordinates activities among forests within the region
- Coordinated regional land use planning

Forest Supervisors
- Coordinates activities among districts,
- Allocates budget
- Provides technical support to districts
- Report to regional foresters.

District Rangers
- Manages district level activities
- Reports to the Forest Supervisor
- Directs on-the-ground activities
  - campgrounds,
  - Watershed restoration
  - Trail maintenance
  - Vegetation and wildlife

*Ranger Districts often have the closest connection to local communities and on-the-ground activities.

Strength of the Forest Service- An Engaged Public

2012 Planning Rule
- addresses social and economic sustainability
- ecosystem services
- multiple uses
- social and economic benefits for present and future generations
- required to engage the public "using collaborative processes where feasible and appropriate."

How do we interact with the public?
- public meetings and workshops
- public comment periods
- targeted outreach efforts to federally recognized Tribes, youth, new audiences, permittees, and neighboring landowners
- Coordination with State governments and other entities

What these collaborations look like when they work…

Other Success Stories

- Local Food Local Places in Forest County, PA

- Stronger Economies Together in Northern Neck, VA

- Colorado Association of Ski Towns, CO

Rural America COUNTS

Rural areas and the people who work there fuel the US economy, with:

70% of the nation's land area is rural.

However, only 11% of all US workers work in rural areas.

Food & Water
74% of land in farms
and
72% of the water area

Energy
57% of mining and quarrying jobs and about half of all hydro and geothermal electric power generation employment

Recreation
67% of all forest land, over one third of B&B Inns, and most national parks

A strong Rural America... ...is good for All Americans!

RRDC
Regional Rural Development Centers

The numbers presented here are based on 2013 rural county definitions. Images courtesy of Twitter (camping scene), and USDA (bottom photos.)

The nation's four Regional Rural Development Centers link the research and educational outreach capacity of the nation's public universities with communities, local decision makers, entrepreneurs, families, and farmers and ranchers to help address a wide range of development issues. Information presented here does not necessarily reflect the view of the USDA or of other funders.

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NIFA Capacity Funding

- **McIntire-Stennis Capacity Grant**
  - https://nifa.usda.gov/program/mcintire-stennis-capacity-grant
  - **Example:** The role of forest resources to support improved sustainable livelihoods in rural communities

- **The Hatch Act of 1887 (Multistate Research Fund)**
  - https://nifa.usda.gov/program/hatch-act-1887-multistate-research-fund
  - **Example:** Outdoor Recreation, Parks and Other Green Environments: Understanding Human and Community Benefits and Mechanisms

- **Evans-Allen Capacity Grant**
  - https://nifa.usda.gov/program/agricultural-research-1890-land-grant-institutions
  - **Example:** Small Farm Agritourism as a Tool for Community Development in North Carolina

NIFA Competitive Funding

- **AFRI Foundational: Agriculture Economics and Rural Communities (Basic and applied)**
  - https://nifa.usda.gov/funding-opportunity/afri-foundational-agriculture-economics-and-rural-communities
  - **Example:** A multi-generational approach to increasing the resilience of agricultural, natural, and social landscapes

- **Small Business Innovation Research Phase I: Community & Rural Development (8.6)**
  - https://nifa.usda.gov/funding-opportunity/small-business-innovation-research-program-phase-i
  - FY18 proposals due 5 October
  - Increasing opportunities for employment and income generation in rural communities: Topics may include, but are not limited to, creative place making, recreational economies, rural tourism, agri-tourism, e-commerce innovations that connect producers with markets, and off-farm value-added agricultural development.

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NIFA Sub-Award Funding

- **Regional Rural Development Centers (RRDC)**
  - http://rrdc.info
  - **Example:** North Central Region Multi-State Rural Development Research or Extension Projects priority areas :
    - Innovation diffusion for rural development
    - Sustainable communities
    - Leadership development
    - Entrepreneurial communities
- **Extension Risk Management Education Centers (ERME)**
  - http://extensionrme.org
  - **Example:** Growing Agritourism and Farm-Based Education in West Virginia

![RRDC - Regional Rural Development Centers logo]

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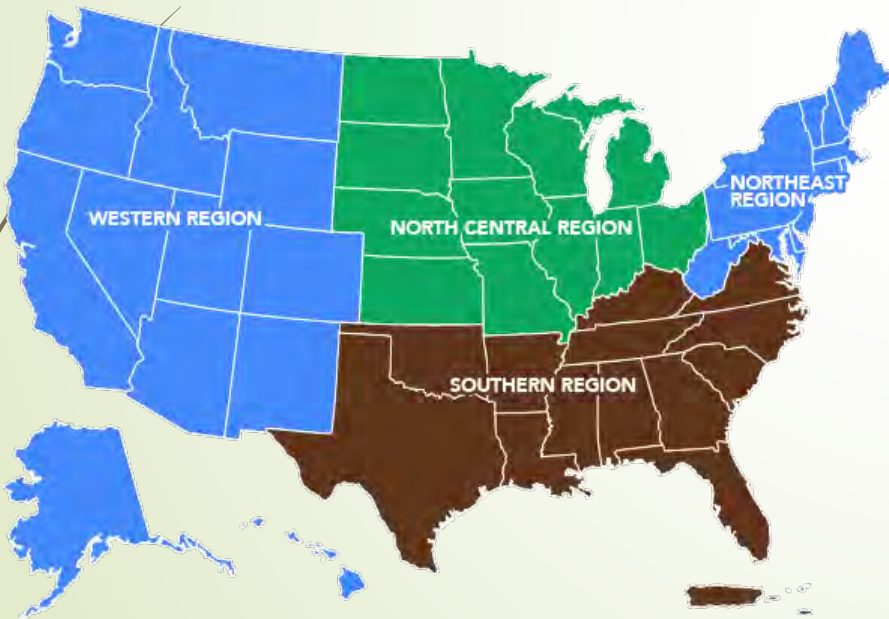
FY17-18 Contacts

North Central Center for Regional Rural Development
Michigan State University
(517) 353-9172
ncrcrd.msu.edu
mskidmor@msu.edu

Northeast Center for Regional Rural Development
Pennsylvania State University
(814) 863-4656
nercrd.psu.edu
sgoetz@psu.edu

Southern Rural Development Center
Mississippi State University
(662) 325-3207
srdc.msstate.edu
srdc@ext.msstate.edu

Western Rural Development Center
Utah State University
(509) 797-9732
wrdc.usu.edu
don.albrecht@usu.edu

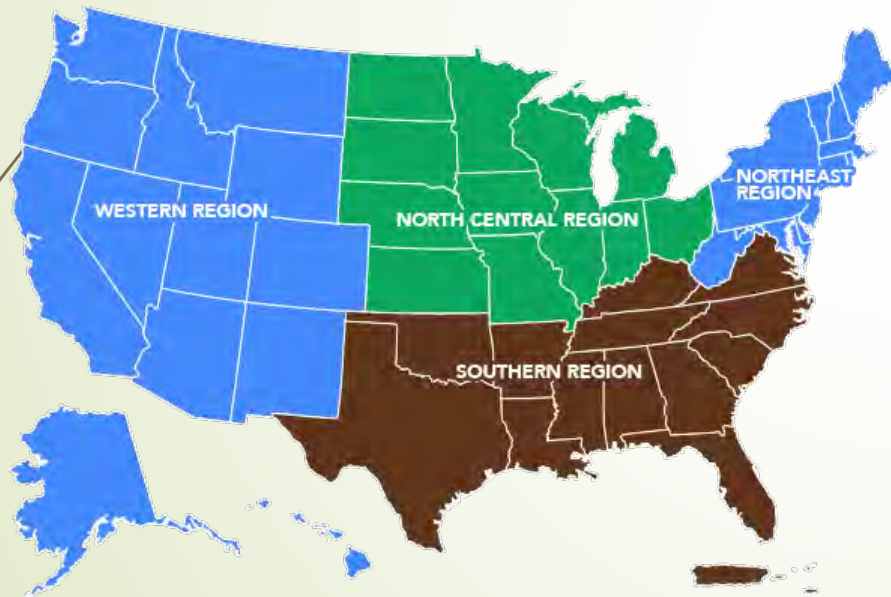https://nifa.usda.gov/regional-rural-development-centers

United States Department of Agriculture
National Institute of Food and Agriculture

FY17-18 Contacts

Extension Risk Management Education is delivered through four regional centers that provide grant funding and leadership within their regions. The Digital Center provides technology support for Extension Risk Management Education and to the Centers.

North Central Center
University of Nebraska - Lincoln Extension
(402) 472-2039
ncerme.org

Northeast Center
University of Delaware Cooperative Extension
(302) 831-6540
nerme.org

Southern Center
University of Arkansas Division of Agriculture
(501) 671-2165
srmec.uark.edu

Western Center
Washington State University Extension
(509) 477-2168
westrme.wsu.edu

Digital Center
University of Minnesota Extension
Center for Farm Financial Management
(800) 234-1111
cffm.umn.edu

https://nifa.usda.gov/program/extension-risk-management-education-program

Thank you!

Questions/Discussion