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Leveraging Outdoor Assets in the Travel, Tourism, and Outdoor Recreation (TTOR) Sectors

December 13, 2023 Webinar



EDA/TTOR Research Project Background & Team

NGA Background

- The NGA Center for Best Practices is the state policy consulting side of NGA. Its policy teams develop innovative solutions to today's pressing public policy challenges.
- Our research project focused on **Travel, Tourism, and Outdoor Recreation (TTOR)** is being led by NGA's experts in Outdoor Recreation and in Economic Development who work directly with Governor's policy advisors in these areas.
- NGA is helping craft the research approach along with the **U.S. Economic Development Administration (EDA)**; interviewing state officials and other leaders overseeing EDA-funded TTOR projects; and preparing case studies for a final report to be published in late 2024.

OSU Background

- NGA is also partnered with Oregon State University's (OSU) Center for Outdoor Recreation Economy (CORE) to undertake the research.
- OSU/CORE is determining data survey questions, and collecting and analyzing the data to determine TTOR project economic outcomes.

Research Team

NGA

- Jessica Rackley, Program Director, Environment & Energy
- Sally Rood, Senior Policy Analyst, Workforce Development & Economic Policy

OSU

- Randall Rosenberger, Ph.D., Professor, OSU College of Forestry



Research Award Summary

- \$750 million in Travel, Tourism, and Outdoor Recreation (TTOR) awards have been distributed to 185 projects throughout the U.S.
- NGA's partnership with OSU is for a 2-year project to assess the effectiveness of EDA's American Rescue Plan Act (ARPA) TTOR grants and to help promote best practices.
- The project is collecting and analyzing economic data and qualitative information on TTOR projects.
- In year 1, NGA & CORE will identify 12 TTOR project case study possibilities. NGA and CORE will narrow the list of projects, based on data availability, successes to date, and other factors. In year 2, we will write a research report with case studies on 4-6 innovative EDA-funded projects.



See: <https://www.nga.org/projects/travel-tourism-and-outdoor-recreation/>

Project Webinars

NGA is hosting a series of four webinars to highlight innovative and replicable projects funded by the U.S. Economic Development Administration's Travel Tourism and Outdoor Recreation. Two of these webinars have taken place and are linked below, the third is available for registration and linked below, and the final is forthcoming and will be made available here.

- March 22, 2023 – **Increasing Economic Resiliency Of The Travel, Tourism And Outdoor Recreation Sectors**
- June 22, 2023 – **Innovative Workforce Development Programs For The Travel, Tourism And Outdoor Recreation Sectors**
- September 27, 2023 – **Advancing Equity in the Travel, Tourism, and Outdoor Recreation Sectors**
- December 13, 2023 – **Leveraging Outdoor Assets In The Travel, Tourism, And Outdoor Recreation Sectors**





Asset-Based Outdoor Recreation Webinar Speakers:

- Matt Brumley, County Judge, Saline County, Arkansas
- Rick Erb, Manager, Town of St. George, Maine
- Elisabeth Johnson, Deputy Administrator, Nevada Division of Outdoor Recreation



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Matt Brumley, County Judge
Saline County, Arkansas



SALINE COUNTY OLD RIVER BRIDGE PROJECT

M A T T B R U M L E Y - S A L I N E C O U N T Y J U D G E



SALINE COUNTY, AR

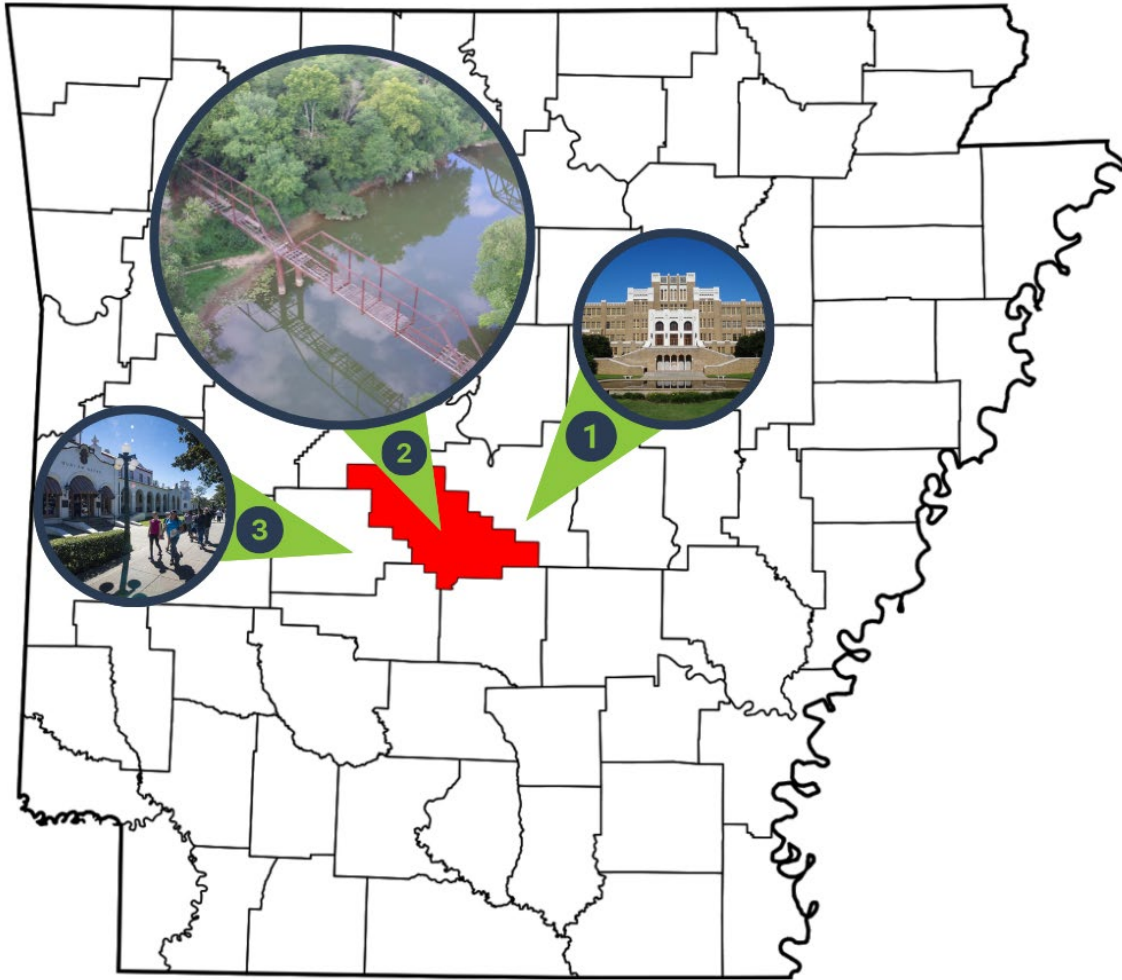
Founded November 2, 1835

Benton, AR is the County Seat

123,424 Population (2020 Census)

15.2% Growth Rate (2010-2020)

SOUTHWEST TRAIL HISTORIC SITES



- 1. Central High School**
(Little Rock, AR)
- 2. Old River Bridge**
(Benton, AR)
- 3. Bathhouse Row**
(Hot Springs, AR)

OLD RIVER BRIDGE

3 PHASE PROJECT



OLD RIVER BRIDGE PROJECT

PHASE 1

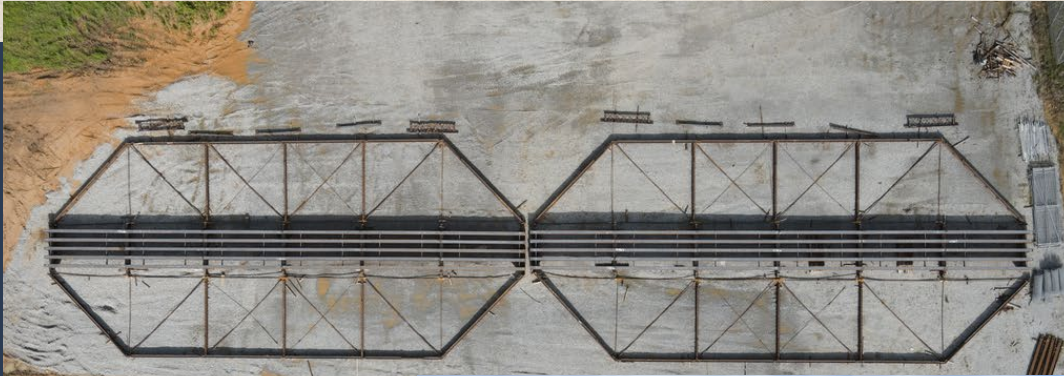


Phase 1 \$378K

- \$11k TAP Flex
- \$296k TAPU
- \$71k TAPU

OLD RIVER BRIDGE PROJECT

PHASE 2

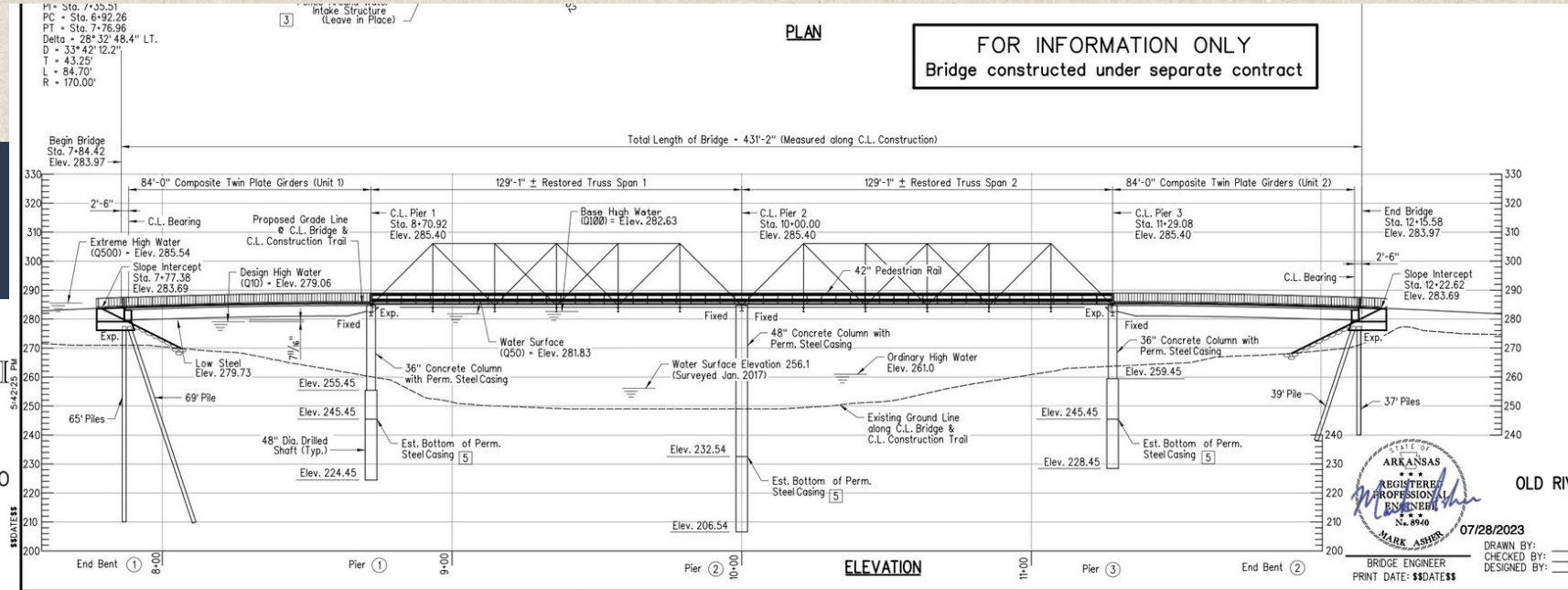


Phase 2 \$2.4 Million

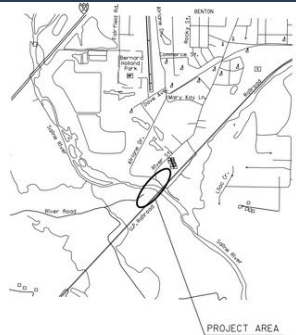
- \$282k STPU
- \$326k TAPU
- \$35k TAPR
- \$117k TAPR
- \$1.7 Million TAPR

OLD RIVER BRIDGE PROJECT

PHASE 3



CONSTRUCTION PLANS
**SALINE COUNTY OF
 BRIDGE**
 SALINE COUNTY
 EDA AWARD NO. 08-79-0



VICINITY MAP

BRIDGE DATA (FOR INFORMATION ONLY)
 STA. 1+84.42 BRIDGE END UNIT
 CONT. COMP. PLATE GIRDER UNIT
 RESTORED TRUSS SPANS
 CONT. COMP. PLATE GIRDER UNIT
 8'-0" CLEAR PEDESTRIAN TRAIL WIDTH
 HP HEAVY PILES AT END BENTS 1 & 2
 DRILLED SHAFTS AT PIERS 1-3
 45'-2" BRIDGE LENGTH
 STA. 12+15.58 BRIDGE END



STA. 4+62.14
 BEGIN JOB 061671



STA. 12+92.62
 END JOB 061671



Phase 3 \$4.4 Million

-\$1 Million EDA

-\$1.9 Million FHWA



07/28/2023
 BRIDGE ENGINEER
 PRINT DATE: \$DATE\$

OLD RI

DRAWN BY:
 CHECKED BY:
 DESIGNED BY:



FOR MORE INFO



@SalineCounty



@SalineCountyAR

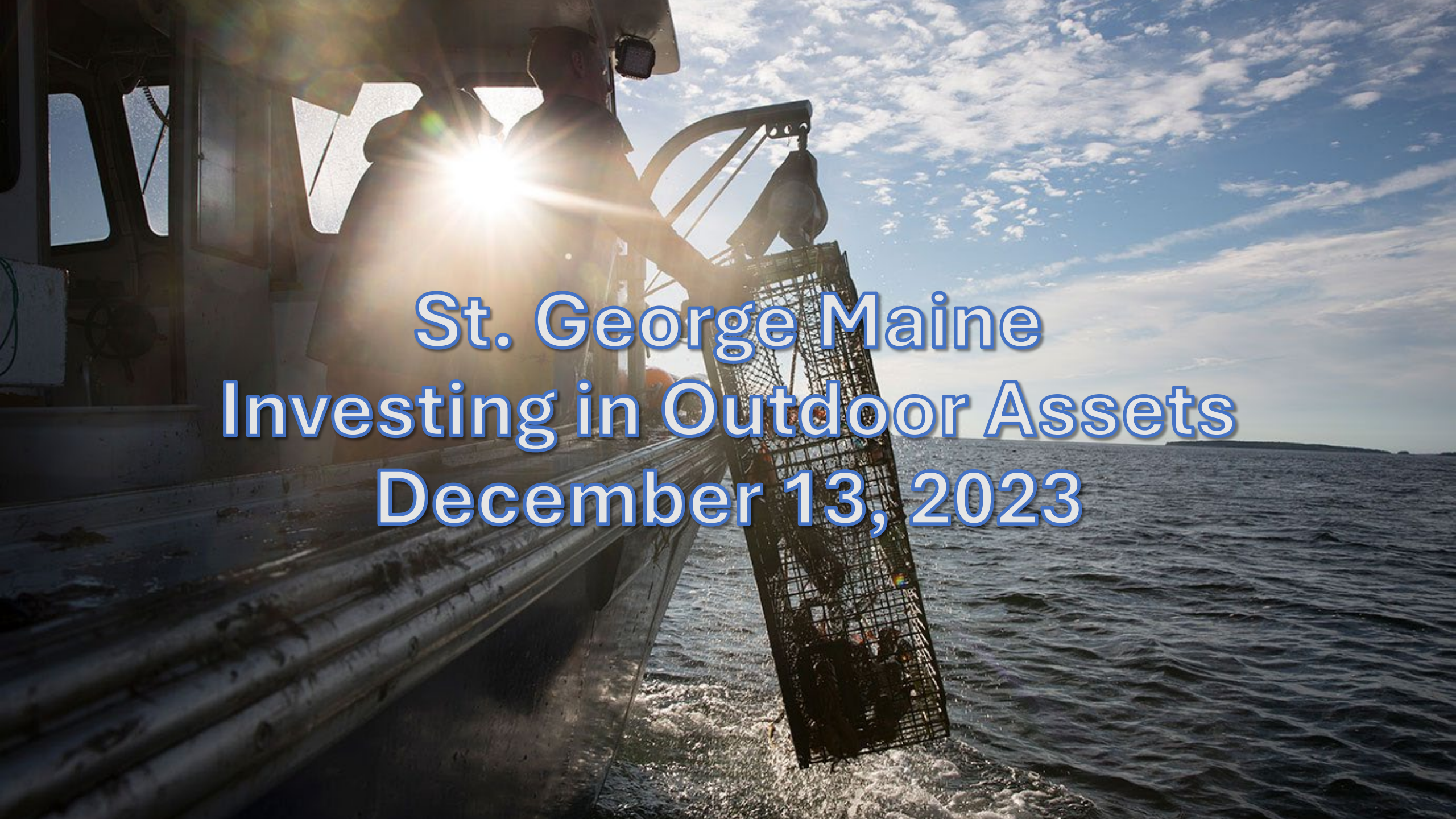


www.salinecounty.org



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Rick Erb, Town Manager
St. George, Maine

A photograph of a fisherman on a boat at sunrise. The fisherman is silhouetted against the bright sun, which is low on the horizon, creating a lens flare effect. He is holding a large, dark metal crab trap over the side of the boat, which is partially submerged in the water. The sky is a mix of blue and white, with scattered clouds. The water is dark with some white foam from the boat's wake.

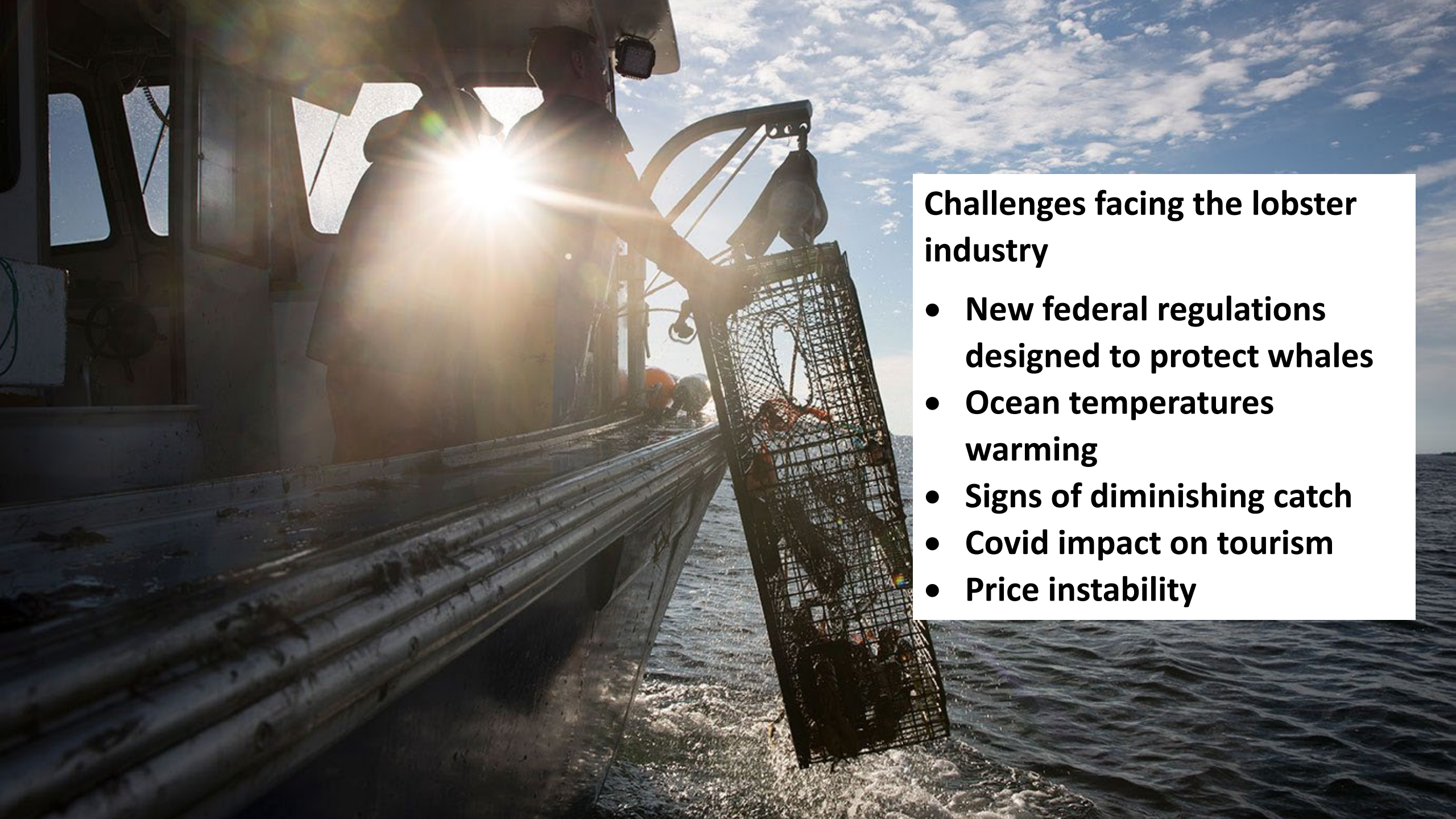
**St. George Maine
Investing in Outdoor Assets
December 13, 2023**



- **According to State officials, Maine Lobster Catch in 2021 was 108 million pounds**
- **Valued at \$725 million**
- **Up from \$541 million five years earlier**
- **Average lobster roll price exceeded \$30 that same year**



- **Maine has 4,000 working lobstermen and they haul in 82% of the entire US lobster catch**
- **In the village of Port Clyde alone, the value of the lobster catch in 2021 was over \$11 million**



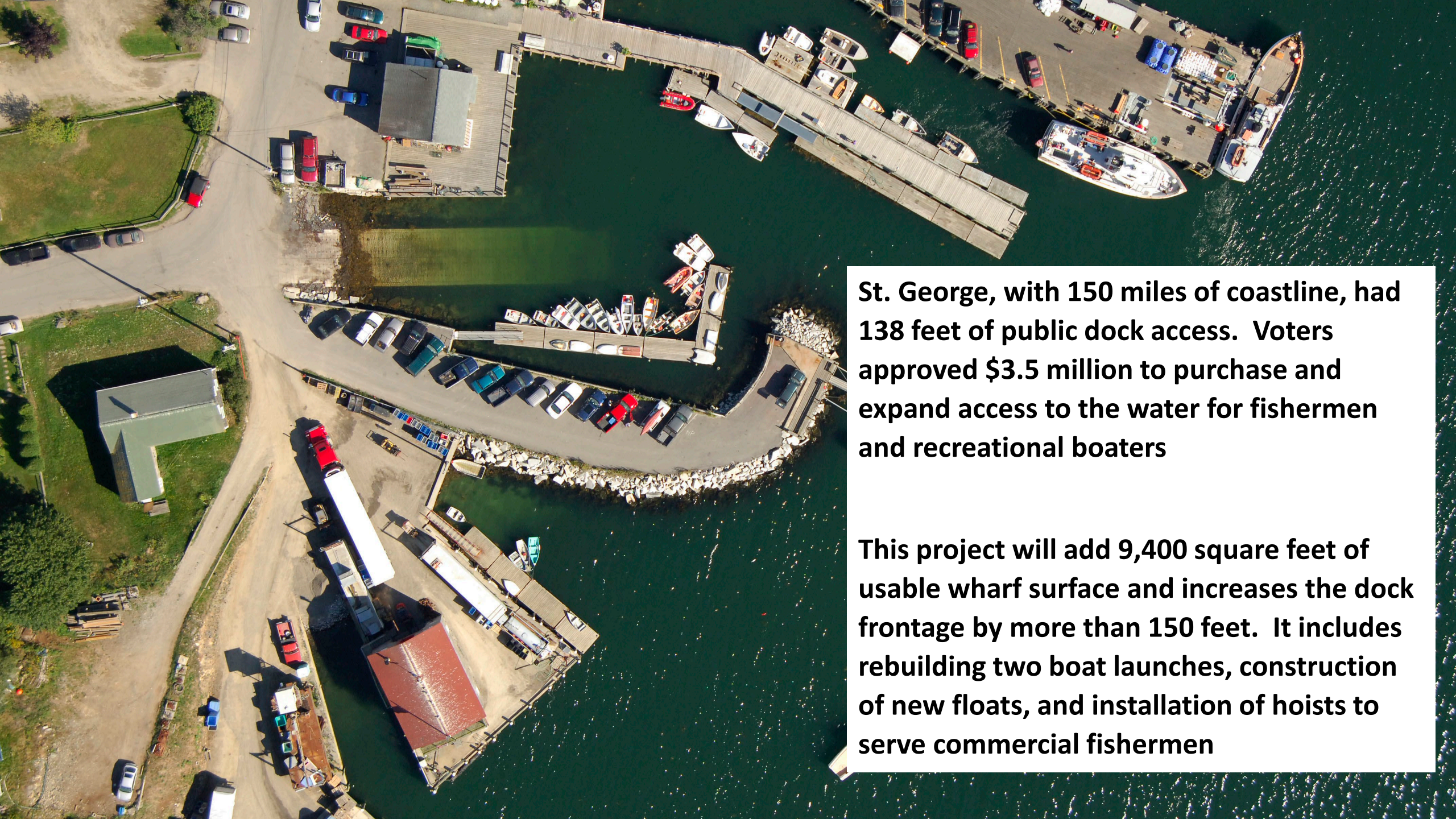
Challenges facing the lobster industry

- **New federal regulations designed to protect whales**
- **Ocean temperatures warming**
- **Signs of diminishing catch**
- **Covid impact on tourism**
- **Price instability**



Aquaculture: an Alternative Industry

- **45,000 lbs of seaweed harvested in 2017 grew to 1 million lbs in 2022**
- **Used for products ranging from body cream to sugar kelp vodka**



St. George, with 150 miles of coastline, had 138 feet of public dock access. Voters approved \$3.5 million to purchase and expand access to the water for fishermen and recreational boaters

This project will add 9,400 square feet of usable wharf surface and increases the dock frontage by more than 150 feet. It includes rebuilding two boat launches, construction of new floats, and installation of hoists to serve commercial fishermen



Total Project Budget: \$4,785,497

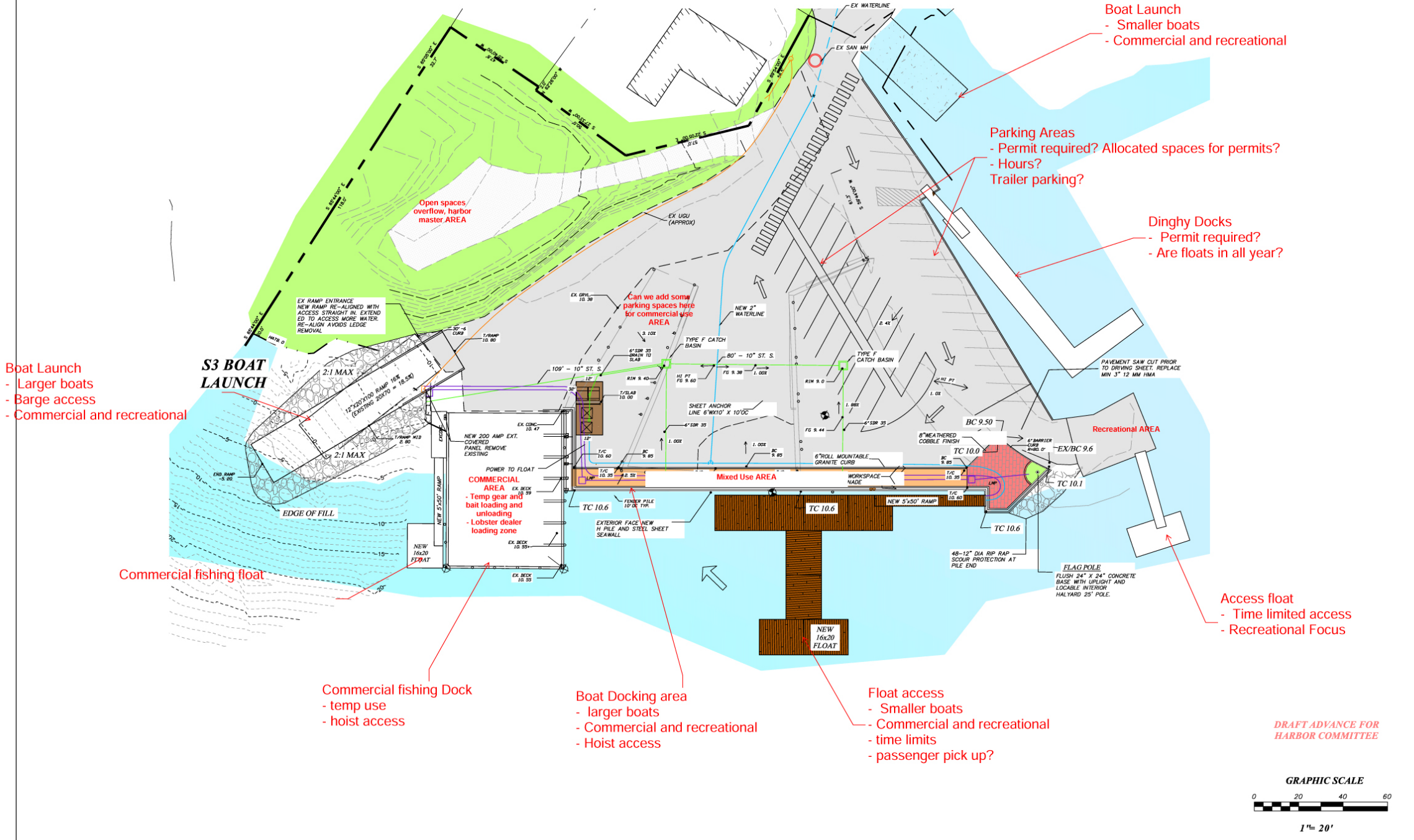
Town Share: \$957,099

EDA Grant: \$3,828,398

Completion Date: May 25, 2024



The project will also address the growing needs of recreational boaters and serve businesses in Port Clyde whose customers arrive by boat.



Boat Launch
 - Larger boats
 - Barge access
 - Commercial and recreational

Boat Launch
 - Smaller boats
 - Commercial and recreational

Parking Areas
 - Permit required? Allocated spaces for permits?
 - Hours?
 Trailer parking?

Dinghy Docks
 - Permit required?
 - Are floats in all year?

Commercial fishing float

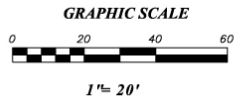
Commercial fishing Dock
 - temp use
 - hoist access

Boat Docking area
 - larger boats
 - Commercial and recreational
 - Hoist access

Float access
 - Smaller boats
 - Commercial and recreational
 - time limits
 - passenger pick up?

Access float
 - Time limited access
 - Recreational Focus

DRAFT ADVANCE FOR
 HARBOR COMMITTEE



**UTILITY AND GRADING
 PLAN**

DATE:
 JANUARY 8, 2019

SCALE:
 1" = 20'

PROJECT ID #
 C-0354

DRAWN BY:
 FMV

CHECKED BY:
 GFJ

SHEET NO.



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Elisabeth Johnson, Deputy Administrator

Nevada Division of Outdoor Recreation

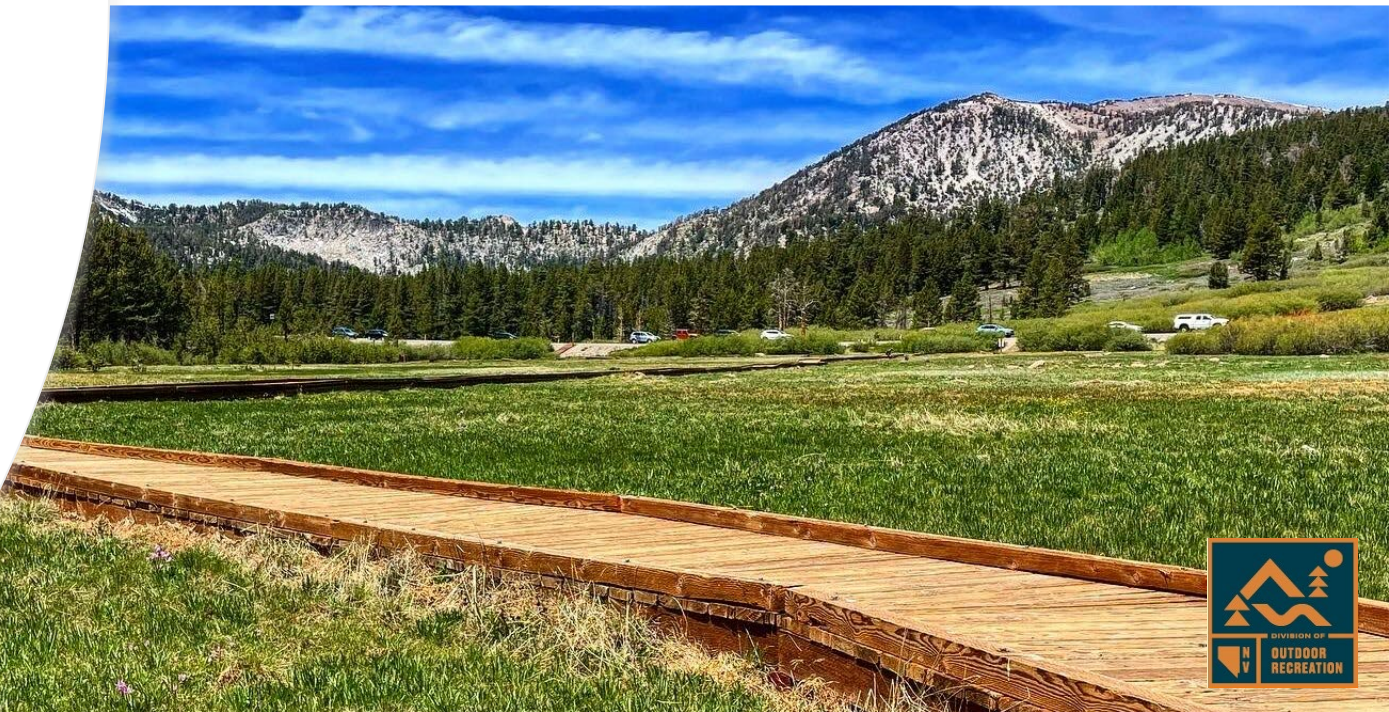
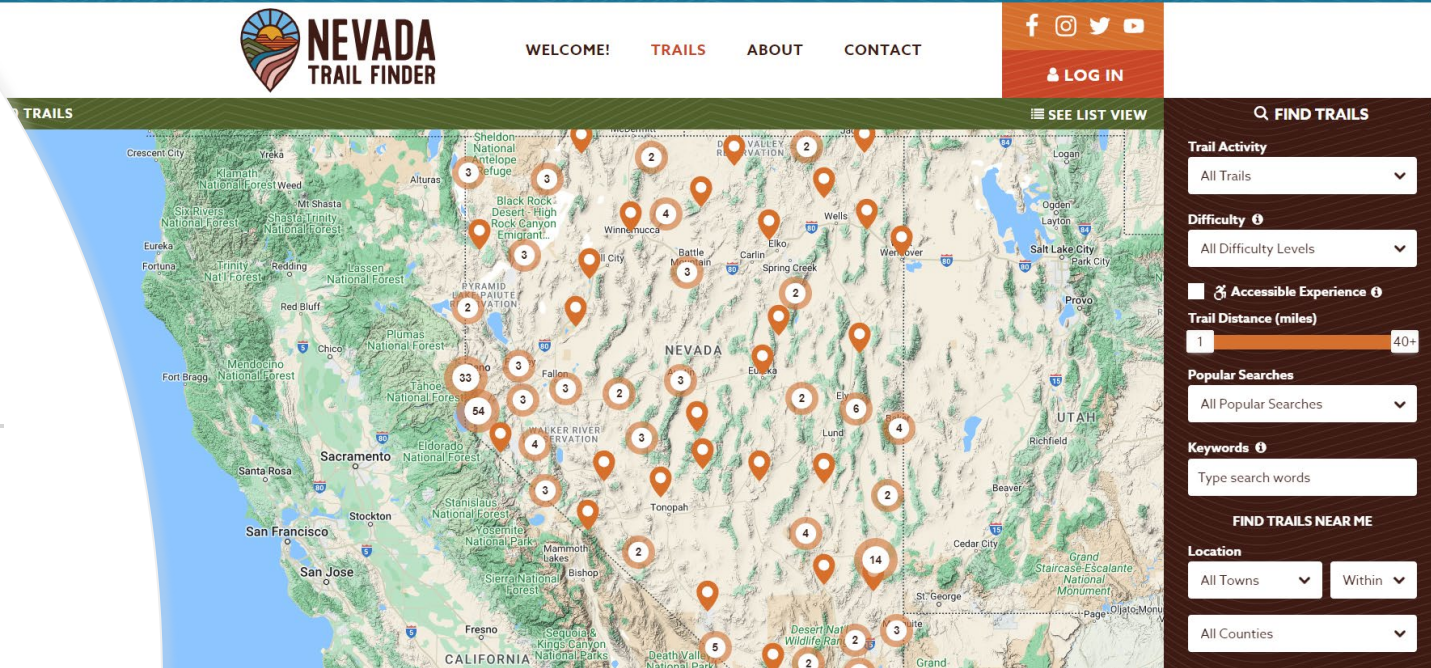
Nevada Outdoor Recreation Infrastructure



Elisabeth Johnson, Deputy Administrator
Nevada Division of Outdoor Recreation
Ejohnson@ndor.nv.gov

Travel, Tourism and Outdoor Recreation (TTOR) State Tourism Grant in Nevada

- Asset Mapping \$75,000
- Tahoe Meadows Managed Recreation Planning \$130,000
- Outdoor Recreation Economic Impact Study \$150,000
- Trail System and Outdoor Recreation Infrastructure Planning & Rehabilitation \$620,000



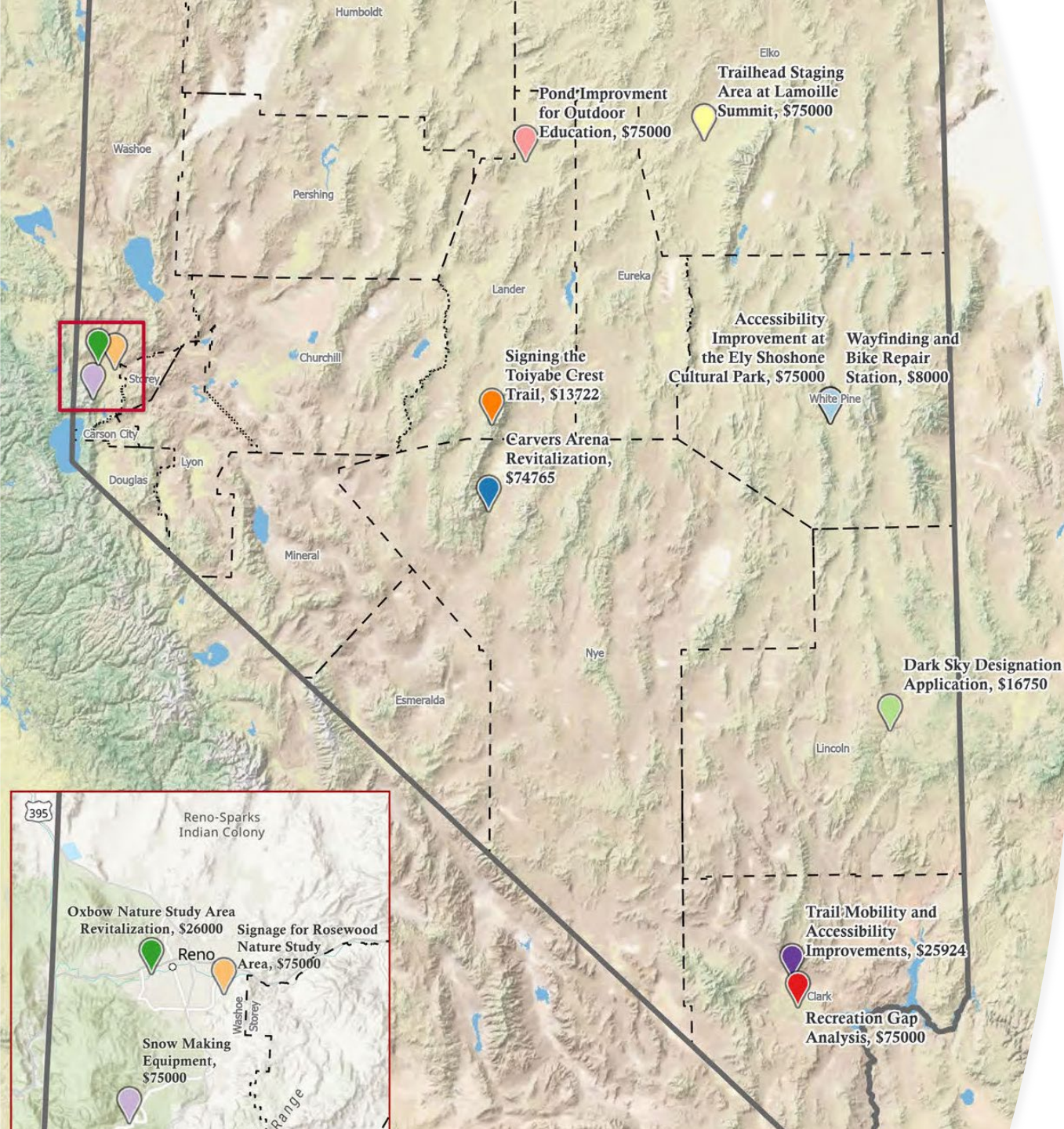
Trail System and Outdoor Recreation Infrastructure Planning & Rehabilitation

- Nevada Outdoor Recreation Infrastructure (NORI) Grant Program
- \$620,000 to award
- To support communities and organizations statewide with grants for shovel-ready projects or transformative planning endeavors that advance their efforts to diversify their economies around outdoor recreation assets.

NORI Grant

- Received \$2.6 million in requests
- Asks ranged from \$8,000 to \$75,000
- Evaluated applications for:
 - Community need and economic impact
 - Recreational value
 - Improved physical and recreational access
 - Budget and project costs
 - Special considerations for areas with clear needs





NORI Grant Awardees

- Sky Tavern \$75,000
- Lander County School District \$75,000
- White Pine County Main Street \$8,000
- Nye County Parks and Recreation \$74,765
- Lincoln County Tourism \$16,750
- Truckee Meadows Parks Foundation \$75,000
- Protectors of Tule Springs \$25,924
- RTC Southern Nevada \$75,000
- NV Department of Wildlife \$26,000
- Great Basin Institute \$13,722
- Ely Shoshone Tribe \$75,000
- Elko County \$75,000





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Q&A



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Thank you!

If you have questions, please contact Sally Rood at srood@nga.org or Jessica Rackley at jrackley@nga.org