



NATIONAL

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Advancing Equity in the Travel, Tourism, and Outdoor Recreation Sectors

September 27, 2023 Webinar



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 most pressing public policy challenges.
- This project is being led by NGA's Environment/Outdoor Recreation and Workforce Development & Economic Policy experts who work directly with Governor's policy advisors in these areas.
- NGA is helping craft the research approach, interviewing project leads/state officials overseeing TTOR projects, and then highlighting the best examples/case studies in a final report to be published in the fall of 2024.

OSU Background

- Oregon State University, the Center for Outdoor Recreation (CORE) undertakes research aimed at understanding sectoral

workforce needs.

- OSU is determining the data survey questions, collecting data, and then analyzing it to determine TTOR project economic outcomes.

Research Team

NGA

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

OSU

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



- \$750 million in competitive Travel, Tourism and Outdoor Recreation (TTOR) Awards were distributed to 185 projects throughout the U.S.
- NGA is partnering with OSU for a 2-year project to assess the effectiveness of EDA/ARPA's TTOR grants and promote best practices.
- This project will collect and analyze economic data & qualitative information on TTOR projects.
- In year 1 NGA and CORE will identify 12 TTOR funded project case studies. NGA and CORE will narrow down the project case studies, based on data availability, successes to date, and other factors, and write a research report in year 2 with case studies on four to six innovative EDA/ARP funded projects.
- During the two-year grant period, NGA will highlight best practices and steps to achieve success by presenting detailed case studies through webinars, in-person convenings, and through the final report.



- 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**



If you would like more information on this project, or have innovative projects in your state that you'd like to share, please contact Evan Blankenberger (EBankenberger@nga.org) or Sally Rood (SRood@nga.org).



Speakers:

- Carrie Lepore, Deputy Secretary of Tourism, Pennsylvania Department of Community & Economic Development, State of Pennsylvania
- Michael Chapaloney, Executive Director of Tourism, Pennsylvania Department of Community & Economic Development, State of Pennsylvania
- Sean Lawrence, Director, Office of Economic Policy, Lummi Nation
- Katie Cook, Grants and Development Manager, National Ability Center



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Pennsylvania Case Study

- Carrie Lepore, Deputy Secretary of Tourism, Pennsylvania Department of Community & Economic Development, State of Pennsylvania
- Michael Chapaloney, Executive Director of Tourism, Pennsylvania Department of Community & Economic Development, State of Pennsylvania

The PA Tourism Office's 2021 American Rescue Plan Act Grant

An overview of how we are driving immediate recovery and long-term resiliency in our tourism industry with our \$17 million grant from the U.S. Economic Development Administration



EDA Grant Background

- EDA's investment goals are rebuilding the travel and tourism sector and creating a more equitable, competitive, and resilient industry.
- PA received \$17 million in noncompetitive funding through this program.



PA's Investments: 3 Areas

- Travel industry had two needs:
 - Immediate industry recovery (“more heads in beds”)
 - Long-term resiliency – growing our market share and expanding the diversity of our industry
- To meet these goals, we divided our grant into three parts:
 - \$10 million in an existing co-operative marketing advertising program to draw visitors immediately
 - \$6.8 million in new initiatives that will promote diversity, equity, and inclusion (DEI) in marketing, messaging, and product development to capture greater market share
 - \$250,000 to support an Outdoor Ambassador program via DCNR to assist with explosive outdoor recreation growth during the pandemic

Co-operative Marketing Program ("The Co-op")

- Before the EDA grant, the PA Tourism Office unrolled a phased travel recovery plan featuring a pilot cooperative marketing program.
- It launched in 2021 and ran three seasonal campaigns for summer, fall, and winter, with 21 Destination Marketing Organizations (DMOs) and Industry Associations.
- Partner investments in paid media all matched 100% by the PA Tourism Office.
- Over \$1.2 million of paid media was deployed, generating 257 million ad impressions and 166,000 website clicks.
- This program was considered a win-win by the state and the local partners because it allowed both groups to stretch their marketing dollars further than they could reach on their own.

Co-operative Marketing Program ("The Co-op")

- Prior to the EDA grant, the PA Tourism Office's budget limited the size of the program.
- With the EDA grant, we are adding up to \$10 million in funding over at least two years to the co-op program.
- This has allowed more DMOs to participate at greater investments, furthering Pennsylvania's marketing reach to tourists.

Co-operative Marketing Program ("The Co-op")

- So far during this fiscal year, the co-op has produced more than \$5 million in paid media - nearly \$2 million from DMOs and industry partners and \$3.5 million in DCED/EDA funds.
 - 13 DMOs and industry partners have run 29 campaigns
 - Enrollment will reopen soon for campaigns that will run over the summer, a peak time for tourism marketing
- The co-op has:
 - Generated more than 108 million ad impressions
 - Served ads to 14 designated market areas (DMAs)
 - Generated 1.3 million website clicks

Travel Diversity

Why focus on diversity?

Increasing the volume of Black and other nonwhite travelers as well as those with various ability levels and sexual orientations to Pennsylvania will have a significant positive impact on Pennsylvania's economy. (And, it's the right thing to do.)

Travel Diversity

- The PA Tourism Office has set an ambitious goal to make Pennsylvania the nation's leader in African American tourism.
- To accomplish this, the PA Tourism Office has developed a plan to expand tourism product centered on Black history and culture and improve the quality of experience of Black visitors to Pennsylvania.
- We are also moving forward with other diversity initiatives:
 - Hispanic and LGBTQ marketing using the EDA funding
 - AAPI, Indigenous, and other projects outside of the EDA, including accessible travel

Travel Diversity: Product Development

- The PA Tourism Office has partnered with Lincoln University and nonprofit Voices Underground to:
 - Build out partnerships
 - Identify existing assets/map assets
 - Develop new product to help build Pennsylvania's catalogue of experiences surrounding Black history and culture
- \$2 million has been allocated to this portion of the initiative.

Travel Diversity: Marketing

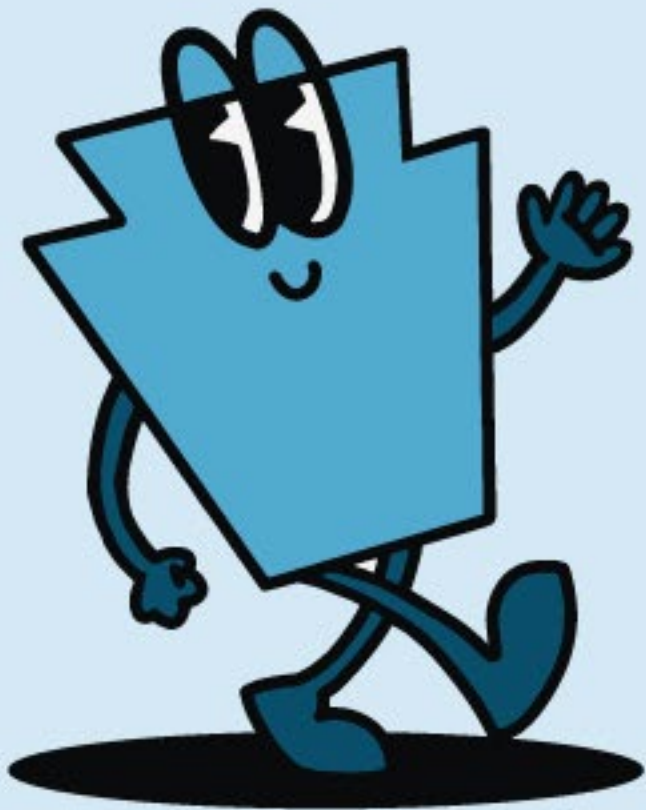
- The PA Tourism Office has sought to represent all people in its advertising over the past 8 years, but we recognize that to reach specific diverse audiences, we will need to create tailored, authentic marketing campaigns.
- \$3.8 has been allocated to this initiative.

Travel Diversity: DEI Industry Training

- The PA Tourism Office will also be hosting DEI training for tourism industry workers, including frontline workers, to ensure travelers of all backgrounds feel welcome and included in Pennsylvania.
- \$1 million has been allocated to this initiative.

DCNR Outdoor Ambassador Program

- The PA Tourism Office will subgrant \$250,000 to DCNR to create an “Outdoor Ambassador” pilot program in the Poconos and Laurel Highlands.
- The program will provide training and experiential trips for public and private sector front-line workers and volunteers hoping to promote the outdoor aspects of a region, with an emphasis on underutilized, hidden natural gems and sustainable travel.
- DCNR has awarded a grant to the Pennsylvania Environmental Council (PEC), who manages the Conservation Landscape program in both of the geographic regions.
- PEC is hiring a consultant who has worked in the outdoor space for decades to manage the program and conduct the training.
- The Outdoor Ambassador program will consist of an online training package, printed materials and site visits.



Thank You.



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Lummi Nation Case Study

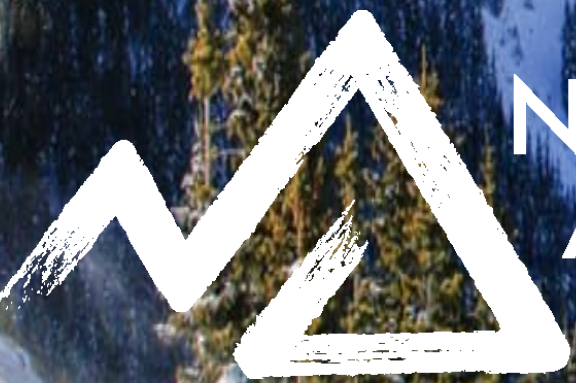
Sean Lawrence, Director, Office of Economic Policy, Lummi Nation



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The National Ability Center Case Study

Katie Cook, Grants and Development Manager, National Ability Center



**NATIONAL
ABILITY
CENTER**



KATIE COOK
Grants &
Development Manager



TRACY R. MEIER, TRS/CTRS
Programs & Education
Director



To empower individuals of all abilities by building confidence, self-esteem and lifetime skills through sports, recreation and educational programs.

**NAC
MISSION**

PEOPLE





WHO WE SERVE

All ages and abilities!

- Individuals
- Mission-Focused Groups
- Families, Households, & Friends
- High Performance Athletes
- Corporate Groups (Ability Awareness)

HOW WE SERVE

- Single Day Lessons
- Multi-Day Lessons
- Progressive Session Lessons
- Custom Group & Family Overnight Experiences
- Year-Round Camps
- Virtual Trainings
- Equipment Fittings & Rentals

PROGRAMS

Recreation – Adventure – Equestrian – Camps
– Groups – Competition – Community –
Education/Training- Equipment



RECREATION IN UTAH!





OUR IMPACT

We aim to create a profound impact on participants and the community at large.

Last year we provided over \$600K in program scholarships.

WHAT DOES DISABILITY MEAN TO YOU?





**1 IN 4 PEOPLE HAVE A
DISABILITY**



VISIBLE AND INVISIBLE



**BUILDING INCLUSIVE
COMMUNITIES**

A group of four people are kayaking on a calm lake. They are wearing life jackets and holding their paddles up in the air. The background shows rolling green hills under a clear sky. The text is overlaid in the center of the image.

“IT GIVES PEOPLE
FREEDOM...
CONFIDENCE ...
IT GIVES THEM
PURPOSE.”

- Jason Morgan

A person wearing a blue and black cycling jersey, a blue helmet, and orange goggles is riding a mountain bike on a dirt trail through a forest. The person is leaning forward, and the bike has a blue frame with "HAM" visible on the down tube. The background is a dense forest with green foliage.

“I WANT TO
EXPERIENCE MORE
THAN A MILE OF
NATURE”

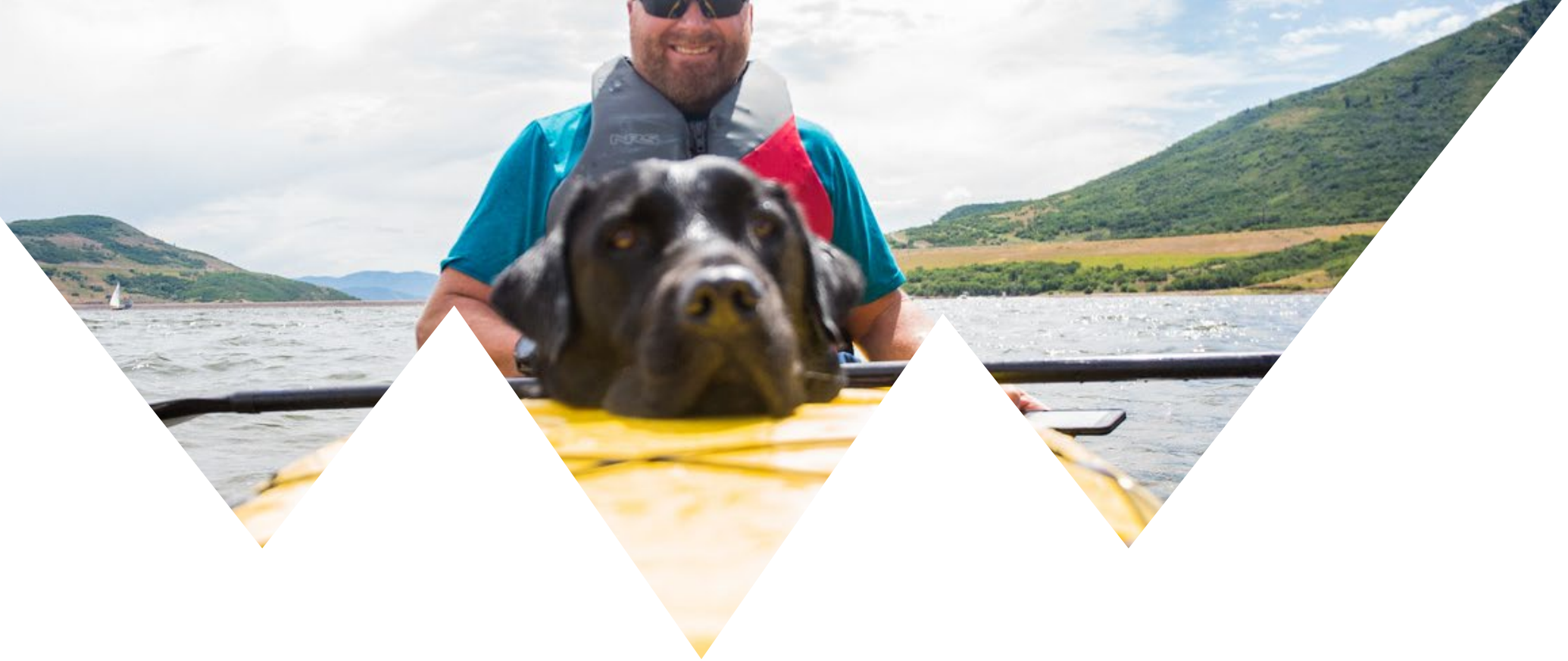
-Matt Tilford

**ACCESSIBLE
ALSO LOOKS
LIKE THIS ...**





AND THIS ...



**RESPECT
DIGNITY
COMPASSION VS. PITY**





SHARE

VISIT

ADVOCATE

THANK YOU FOR YOUR SUPPORT!

WWW.DISCOVERNAC.ORG

435.649.3991



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Q&A



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Thank you!

If you have questions, please contact Evan Blankenberger at

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