





## **EDA ARPA TTOR Data Survey –**

## State Tourism/Non-competitive

Start of Block: Default Question Block

# Q1.1 Data Collection: Economic Development Administration's Travel, Tourism, and Outdoor Recreation Awards

This survey is designed to gather data and information on all American Rescue Plan Act (ARPA) Economic Development Administration (EDA) Travel, Tourism, and Outdoor Recreation awards, including Competitive Grants and State / Non-Competitive Grants. More details on the survey can be found in the FAQ and Guidance documents. You are receiving this survey because you are either the lead recipient for a State Tourism / Non-competitive grant from EDA, or you are the main contact for a sub-award from these funds. We will sort you out in the first question.

Not all questions in this survey will pertain to your project. Skip logic is utilized throughout the survey that enables you to skip those sections that do not pertain to your project. This is accomplished by asking a general question about your project, such as whether job creation, business creation, marketing, or workforce development is an intended outcome of your project. If the topic is a focus of your project, then we will follow-up with some additional questions about this topic, and if not, then the survey will skip to the next section of the survey.

Definitions of key words are provided throughout the survey and more information is made available through linked URLs.

If you have any questions about this survey, please contact:

Dr. Randy Rosenberger College of Forestry Oregon State University

Email: R.Rosenberger@oregonstate.edu

Phone: 541-737-4425

Thank you for participating in this important survey.

\*\*\*\*DISCLAIMER\*\*\*\*

This survey was developed by Oregon State University and National Governors Association using Federal funds under award ED22HDQ3070131 from the Economic Development







Administration, U.S. Department of Commerce. The statements, findings, conclusions, and recommendations based on the results of this survey will be those of the author(s) and do not necessarily reflect the views of the Economic Development Administration or the U.S. Department of Commerce.

OMB Approved Travel Tourism and Outdoor Recreation Data Collection

OMB Control Number: 0610-0111

Expiration Date: 7/31/2026

Oregon State University Institutional Review Board approval

OSU IRB Number: HE-2023-574

Determination: Not human subjects research

**End of Block: Default Question Block** 

**Start of Block: Project Identification 1** 

#### **Q2.1 Project Identification**

This section asks you some basic questions about your project. This will enable us to link your data with the appropriate project.

#### \*Definitions

<u>State / Non-Competitive Grant</u> –a grant that was awarded directly to states and territories to engage in activities that best support their travel, tourism, and outdoor recreation sectors. These awards sought to help states quickly invest in marketing, infrastructure, workforce and other travel, tourism, and outdoor recreation projects. Some states may have chosen to make additional sub-awards from these funds.

<u>Competitive Grant</u> – a grant that was awarded via a competitive selection process. Applicants applied for funds from EDA for the purpose of helping communities that have been hardest hit by challenges facing the travel, tourism, and outdoor recreation sectors. Grantees invest in infrastructure, workforce, or other projects to support the recovery of the industry and to build the economic resilience of the community in the future.

Are you reporting for the following **State/Non-competitive** EDA award as either **lead recipient for this award** or as **main contact for a sub-award** from these funds?







Project Number: \${e://Field/Project%20No}

Project Short Description: \${e://Field/Project%20Short%20Description}
O No, this is not the correct State/Noncompetitive EDA award
O Yes, I am the lead recipient on this State/Non-competitive EDA award
O Yes, I am the main contact on a sub-award from this State/Non-competitive EDA award
Skip To: Q2.3 If Project IdentificationThis section asks you some basic questions about your project. This
will ena = Yes, I am the lead recipient on this State/Non-competitive EDA award
will ena = Yes, I am the lead recipient on this State/Non-competitive EDA award  Skip To: Q2.4 If Project IdentificationThis section asks you some basic questions about your project. This will ena = Yes, I am the main contact on a sub-award from this State/Non-competitive EDA award







Q2.2 You answered that the Project Number or Project Description is not correct (or the fields are blank). If this is the case, then please **STOP** and contact Dr. Randy Rosenberger (<u>R.Rosenberger@oregonstate.edu</u>) so that we may align this survey with the project for which you will be reporting. Please **EXIT** this survey after sending Dr. Rosenberger a note of explanation.

you will be reporting. Please <b>EXIT</b> this survey after sending Dr. Rosenberger a note of explanation.
Thank you and we apologize for any inconvenience this may cause you.
Please select the following to STOP this survey.
O STOP survey
Skip To: End of Survey If You answered that the Project Number or Project Description is not correct (or the fields are bla = STOP survey
Page Break ————————————————————————————————————









Q2.3 <b>How many sub-awards did your state award from the non-competitive TTOR grant you received from EDA?</b> (please write in a numerical value between 0-10; if none then enter 0") [We have allowed for up to 10 entries. If you have more than this, please reach out to us.]		
kip To: End of Block If Condition: How many sub-awards did you Is Not Empty. Skip To: End of	Block.	
Page Break ————————————————————————————————————		







Q2.4 We are confirming that you are answering this survey as a sub-awardee from competitive EDA grant. If this is correct, then by answering 'yes' you will skip to the	
○ No	
○ Yes	
End of Block: Project Identification 1	







Start of Block: Non-competitive sub-awardee contacts

Q3.1 What is the name of the lead organization for the \${\lm://Field/1}\${\lm://Field/2} subaward for which you are providing information?
*
Q3.2 What is the main contact's name for the \${\lm://Field/1}\${\lm://Field/2} sub-award for which you are providing information?
*
Q3.3 What is the main contact's email address for the \${\lm://Field/1}\${\lm://Field/2} subaward for which you are providing information?
Q3.4 Please share the survey link you received for this State Tourism / Non-competitive Award with the main contact for this subaward, and let them know that the survey is to be completed by February 29, 2024.
End of Block: Non-competitive sub-awardee contacts







**Start of Block: Project Identification 2** 

Q4.1 What is your sub-award project's title?
Q4.2 What is your name (or the name of the person responsible for completing this survey)?
** Q4.3 What is your email address (or the email address of the person responsible for completing this survey)?
X Q4.4 What is your phone number (or the phone number of the person responsible for completing this survey) so that may we reach you if we have any follow up questions or
Clarifications?  Page Break







### Q3.4 In which state/territory is your project located? (please select one)

▼ Alabama
Q3.5 What is the primary geographic area or scope of intended impacts of your project? (please select one)
▼ National Census tract
Q3.6 What is the primary focus of your project? (please select one)
*Definitions
<b>Travel and Tourism Industry</b> – comprised of economic sectors including transportation, accommodation, food & beverages, recreation, entertainment, and shopping, as well as connected industries such as financial services, tour operators, travel agents, and tourism and education organizations. Tourism outputs include direct outputs comprised of all domestically produced goods and services purchased by tourists/visitors and indirect outputs comprised of resources, goods and services required to support the production of direct tourism outputs. Tourism employment includes direct employment where workers are engaged in direct tourism output and indirect employment where workers are engaged in the production of indirect tourism outputs (derived from <a href="BEA Travel and Tourism Satellite Account">BEA Travel and Tourism Satellite Account</a> ). <b>Outdoor Recreation Industry</b> – comprised of economic sectors associated with <i>core goods</i>
and services purchased directly for outdoor recreation and supporting goods and services that provide access to outdoor recreation. Core goods and services include gear, equipment, fuel, concessions, maintenance, repair, and fees related to outdoor recreation activities. Supporting goods and services include trips and travel, construction, and government expenditures (derived from <a href="BEA Outdoor Recreation Satellite Account">BEA Outdoor Recreation Satellite Account</a> ).
○ Travel and tourism*
Outdoor recreation*
End of Block: Project ID2



Page Break





Start of Block: New Businesses or Jobs Created

#### Q4.1 New Businesses or Jobs Created

This section asks questions about the creation of new businesses and/or jobs as the direct result of your project. If your project has not led to new businesses or jobs created, then the screening questions will enable you to move forward in the survey. If your project has led to either new businesses and/or jobs creation, then please answer the follow-up questions to the best of your ability. Please answer each question as completely as you are able to, and if you do not have enough information or you don't know the answer to the question, then please move on to the next question in the survey. Q4.2 Did your project directly lead to the creation of any new businesses\* thus far in your project's implementation and for the geographic area of intended impact? (please select one) \*Definitions Businesses – relevant businesses (firms, employers) are those either created or retained directly from services provided by the EDA-funded facility or project. **Businesses Created** – new businesses created because of EDA-funded projects. O No O Yes Skip To: Q4.5 If Did your project directly lead to the creation of any new businesses\* thus far in your project's... = No Page Break -Q4.3 How many new businesses were created thus far in your project's implementation and in the geographic area of intended impacts? (please enter amount)







Q4.4 As a result of the ARPA EDA funded project, what types of <u>new businesses</u> were created in the following economic / industry sectors (based on <u>NAICs code industry categories\*</u>) in the geographic area of intended impact for the project? (please select all that apply and <u>enter the number</u> for each, or choose the final response to move to the next question)

\*Definition NAICS Codes – North American Industry Classification System – standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. economy. The industry or economic clusters align with two-digit NAICS Codes or other clusters that provide direct and indirect support of the travel, tourism, and outdoor recreation economy.

	Manufacturing (1)
	Retail trade (2)
	Finance (3)
	Insurance (4)
	Real estate (5)
	Rental and leasing (6)
	Arts, entertainment, and recreation (7)
	Accommodation and food services (8)
	Government (9)
	Other (list type and enter the number) (10)
	We did not collect this information (11)
Page Break	







Q4.5 Did your project directly lead to the creation of any <u>new jobs</u>\* thus far in your project's implementation and for the geographic area of intended impact? (please select one)

#### \*Definitions

Jobs\* – relevant jobs are those either created or retained by employers or by firms who benefit directly from services provided by the EDA-funded facility or project. EDA grantees report on direct or directly attributable jobs, including subsequent employers that locate or expand in the project area because of the project. For some projects (e.g., roads, water, and sewer lines), direct jobs may include those created by firms that were not originally anticipated as part of the project but required the facility or service provided by the EDA project to locate or expand in the area. Only permanent and direct jobs are counted in EDA reporting. Temporary jobs, including those related to construction, are not included. EDA grantees are instructed to convert part-time jobs into full-time equivalents (e.g., the total part-time hours worked per week divided by the hourly work week for full-time employees, normally 35-40 hours) (EDA'S Key Definitions Page).

Jobs Created\*— private sector jobs created by businesses and other project beneficiaries because of the EDA project (EDA'S Key Definitions Page).

jobs into full-time equivalents (e.g., the total part-time hours worked per week divided by the hourly work week for full-time employees, normally 35-40 hours) ( <u>EDA'S Key Definitions Page</u> ). <b>Jobs Created*</b> – private sector jobs created by businesses and other project beneficiaries because of the EDA project ( <u>EDA'S Key Definitions Page</u> ).
○ No (1)
○ Yes (2)
Skip To: End of Block If Did your project directly lead to the creation of any new jobs* thus far in your project's implem = No
Page Break









	whic area of intended impact? (please enter total number of new jobs)
Page Break	
in the geogr	ypes of new jobs were created thus far in your project's implementation and raphic area of intended impacts? (please select all that apply and provide the of new jobs within each job type, or choose the final response to move to the next
	Annual full-time (1)
	Seasonal full-time (2)
	Annual part-time (3)
	Seasonal part-time (4)
	We did not collect this information (5)
Page Break	







Q4.8 As a result of the ARPA EDA funded project, what types of <u>new jobs</u> were created in the following economic / industry sectors (based on <u>NAICs code industry categories</u>\*) in the geographic area of intended impact for the project? (please select all that apply and <u>enter the number</u> for each, or choose the final response to move to the next question)

#### \*Definition

**NAICS Codes** – <u>North American Industry Classification System</u> – standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. economy. The industry or economic clusters align with two-digit NAICS Codes or other clusters that provide direct and indirect support of the travel, tourism, and outdoor recreation economy.

Manufacturing (1)
Retail trade (2
Finance (3)
Insurance (4)
Real estate (5)
Rental and leasing (6)
Arts, entertainment, and recreation (7)
Accommodation and food services (8)
Government (9)
Other (please identify and enter the number) (10)
We did not collect this information (11)









Q4.9 What is the <u>average annual wage</u> across all <u>jobs created</u> in the geographic area of <b>intended impact for the project?</b> (please write in amount, if known)		
Page Break ————————————————————————————————————		







Q4.10 What is the <u>average annual wage</u> across all <u>jobs created</u> for each economic / industry sectors (based on <u>NAICs code industry categories</u>) in the geographic area of intended impact for the project? (check all that apply and <u>enter the average wage</u> per sector, or choose the final response to move to the next question)

#### \*Definition

**NAICS Codes** – <u>North American Industry Classification System</u> – standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. economy. The industry or economic clusters align with two-digit NAICS Codes or other clusters that provide direct and indirect support of the travel, tourism, and outdoor recreation economy.

	Manufacturing
	Retail trade
	Finance
	Insurance
	Real estate
	Rental and leasing
	Arts, entertainment, and recreation
	Accommodation and food services
	Government
	Other (please identify and enter the number)
	We did not collect this information
End of Block	c: New Businesses or Jobs Created







**Start of Block: Existing Businesses or Jobs Retained** 

#### Q5.1 Existing Businesses or Jobs Retained

This section asks questions about the retention of businesses and/or jobs as the direct result of your project. If your project has <u>not</u> led to the retention of any businesses or jobs, then the screening questions will enable you to move forward in the survey. If your project has led to either the retention of businesses and/or jobs, then please answer the follow-up questions to the best of your ability. Please answer each question as completely as you are able to, and if you do not have enough information or you don't know the answer to the question, then please move on to the next question in the survey.

do not have enough information or you don't know the answer to the question, then please move on to the next question in the survey.
Page Break
Q5.2 Did your project directly lead to the <u>retention of any businesses</u> * thus far in your project's implementation and for the geographic area of intended impact? (please select one)
*Definitions <b>Businesses</b> – relevant businesses (firms, employers) are those either created or retained directly from services provided by the EDA-funded facility or project. <b>Businesses Retained</b> – businesses that would have been or recently were eliminated or closed but were retained because of EDA funded projects.
O No (1)
○ Yes (2)
Skip To: Q5.5 If Did your project directly lead to the retention of any businesses* thus far in your project's imp = No
Page Break ————————————————————————————————————
*
Q5.3 How many <u>businesses were retained</u> thus far in your project's implementation and in the geographic area of intended impact? (enter total number of new jobs)







Page Break -

Q5.4 As a result of the ARPA EDA funded project, what types of <u>businesses were</u> retained in the following economic / industry sectors (based on <u>NAICs code industry categories\*</u>) in the geographic area of intended impact for the project? (please select all that apply and <u>enter the number</u> for each, or choose the final response to move to the next question)

#### \*Definition

**NAICS Codes** – <u>North American Industry Classification System</u> – standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. economy. The industry or economic clusters align with two-digit NAICS Codes or other clusters that provide direct and indirect support of the travel, tourism, and outdoor recreation economy.

Manufacturing (1)
Retail trade (2)
Finance (3)
Insurance (4)
Real estate (5)
Rental and leasing (6)
Arts, entertainment, and recreation (7)
Accommodation and food services (8)
Government (9)
Other (please identify and enter the number) (10)
We did not collect this information (11)







Page Break

### Q5.5 Did your project directly lead to the <u>retention of any jobs</u> thus far in your project's implementation and for the geographic area of intended impact? (please select one)

\*Definitions

Jobs* – relevant jobs are those either created or retained by employers or by firms who benefit directly from services provided by the EDA-funded facility or project. EDA grantees report on direct or directly attributable jobs, including subsequent employers that locate or expand in the project area because of the project. For some projects (e.g., roads, water, and sewer lines), direct jobs may include those created by firms that were not originally anticipated as part of the project but required the facility or service provided by the EDA project to locate or expand in the area. Only permanent and direct jobs are counted in EDA reporting. Temporary jobs, including those related to construction, are not included. EDA grantees are instructed to convert part-time jobs into full-time equivalents (e.g., the total part-time hours worked per week divided by the hourly work week for full-time employees, normally 35-40 hours) (EDA'S Key Definitions Page).  Jobs Retained* – private sector jobs retained because of the EDA project (EDA'S Key Definitions Page).
O No (1)
O Yes (2)
Skip To: End of Block If Did your project directly lead to the retention of any jobs thus far in your project's implementa = No
Page Break —
Q5.6 How many jobs were retained thus far in your project's implementation and in the geographic area of intended impact? (enter total number of new jobs)
Page Break ————————————————————————————————————

Page 16 of 59







Q5.7 What types of <u>jobs were retained</u> thus far in your project's implementation and in the geographic area of intended impacts? (please select all that apply and <u>provide the percentage</u> of new jobs within each job type, or choose the final response to move to the next question)

We did not collect this information (5)
Seasonal part-time (4)
Annual part-time (3)
Seasonal full-time (2)
Annual full-time (1)







Q5.8 As a result of the ARPA EDA funded project, what types of <u>jobs were retained</u> in the following economic / industry sectors (based on <u>NAICs code industry categories</u>\*) in the geographic area of intended impact for the project? (please select all that apply and <u>enter the number</u> for each, or choose the final response to move to the next question)

#### \*Definition

**NAICS Codes** – <u>North American Industry Classification System</u> – standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. economy. The industry or economic clusters align with two-digit NAICS Codes or other clusters that provide direct and indirect support of the travel, tourism, and outdoor recreation economy.

	Manufacturing (1)
	Retail trade (2)
	Finance (3)
	Insurance (4)
	Real estate (5)
	Rental and leasing (6)
	Arts, entertainment, and recreation (7)
	Accommodation and food services (8)
	Government (9)
	Other (please identify and enter the number) (10)
	We did not collect this information (11)
 Page Break	





Q5.9 What is the average annual wage across all jobs retained in the geographic area of





ntended imp	pact for the pro	oject? (please v	write in amoun	t, if known)	
-	-			,	
Page Break					







Q5.10 What is the <u>average annual wage</u> across all <u>jobs retained</u> for each economic / industry sectors (based on <u>NAICs code industry categories</u>) in the geographic area of intended impact for the project? (check all that apply and <u>enter the average wage</u> per sector, or choose the final response to move to the next question)

#### \*Definition

**NAICS Codes** – <u>North American Industry Classification System</u> – standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. economy. The industry or economic clusters align with two-digit NAICS Codes or other clusters that provide direct and indirect support of the travel, tourism, and outdoor recreation economy.

	Manufacturing (1)
	Retail trade (2)
	Finance (3)
	Insurance (4)
	Real estate (5)
	Rental and leasing (6)
	Arts, entertainment, and recreation (7)
	Accommodation and food services (8)
	Government (9)
	Other (please identify and enter the number) (10)
	We did not collect this information (11)
End of Block	: Existing Businesses or Jobs Retained



Yes (2)





Start of Block: Workforce Development

#### **Q6.1 Workforce Development Activities**

This section asks questions about workforce development through trainings, workshops and other educational events offered throughout the duration of your project to date. There are screening questions that will enable you to move on to the other parts of the survey if any of these workforce development activities do not pertain to your project. Please answer each question as completely as you are able to, and if you do not have enough information or you don't know the answer to the question, then please move on to the next question in the survey. Page Break Q6.2 Did the project provide skills development\* through trainings, workshops, certifications/licensing, and/or other events for current employees, new hires and potential employees, and/or business owners? (please select one) \*Definition Gained / Upgraded Skills - refers to training and formal instruction to enhance an existing skill. Both hard skills (e.g., equipment maintenance) and soft skills (e.g., teamwork) are included. O No (1) Yes (2) Skip To: End of Block If Did the project provide skills development\* through trainings, workshops, certifications/licensin... = No Page Break Q6.3 Did your project provide any training sessions (less than half-day long)? (please select one) ○ No (1)

Skip To: Q6.11 If Did your project provide any training sessions (less than half-day long)? (please select one) = No







Page Break ————————————————————————————————————
*
Q6.4 How many <u>training sessions</u> were offered thus far in your project? (please enter amount)
*
Q6.5 How many total participants / clients attended these <u>training sessions</u> thus far in <b>your project?</b> (please enter amount)
year project: (please enter amount)
Page Break
Q6.6 How did your participants / clients in these <u>training sessions</u> self-identify with respect to ethnicity? (please select all that apply and enter percent of total participants/clients per category, or choose the final response to move to the next question)
O Hispanic or Latino (1)
O Not Hispanic or Latino (2)
O We did not collect this information (3)







Q6.7 How did your participants / clients in these <u>training sessions</u> self-identify with respect to race? (please select all that apply and <u>enter percent</u> of total participants/clients per category, or choose the final response to move to the next question)

	American Indian or Alaska Native (1)
	Asian (2)
	Black or African American (3)
	Native Hawaiian or Pacific Islander (4)
	White (5)
	Other (including two or more races) (please identify and enter percent (6)
	We did not collect this information (7)
Page Break	
respect to se	I your participants / clients in these <u>training sessions</u> self-identify with x? (please select all that apply and <u>enter percent</u> of total participants/clients per hoose the final response to move to the next question)
respect to se	x? (please select all that apply and <u>enter percent</u> of total participants/clients per
respect to se	x? (please select all that apply and enter percent of total participants/clients per hoose the final response to move to the next question)
respect to se	x? (please select all that apply and <u>enter percent</u> of total participants/clients per hoose the final response to move to the next question)  Female (1)
respect to se	x? (please select all that apply and enter percent of total participants/clients per hoose the final response to move to the next question)  Female (1)  Male (2)







Page Break -

Q6.9 What were the top three skills (e.g., leading groups, coordinating meetings, technical outdoor skills, engaging with clients, taking reservations, etc.) taught in these training sessions? (please select all that apply)
C Leading groups (1)
Ocoordinating meetings (2)
○ Engaging with clients (3)
Making reservations (4)
O Customer service (9)
O Applying technical outdoor skills (5)
Other skill #1 (please identify) (6)
Other skill #2 (please identify) (7)
Other skill #3 (please identify) (8)
Page Break
*
Q6.10 How much total annual funding would be needed to sustain* the <u>training program</u> your project created? (please enter amount)
*Definition  Costs for Sustaining Program – this is the amount of funding (secured or not) that would be needed to offer these programs/training on an annual basis. Costs may include accommodation, materials, instructional services, etc.
\$







Page Break -

Q6.11 <b>Did your project provide any <u>workshop sessions</u> (day-long or multi-day sessions)?</b> (please select one)
O No (1)
O Yes (2)
Skip To: Q6.19 If Did your project provide any workshop sessions (day-long or multi-day sessions)? (please select one) = No
Page Break ————————————————————————————————————
*
Q6.12 <b>How many <u>workshop sessions</u></b> were offered thus far in your project? (please enter amount)
*
Q6.13 How many total participants / clients attended these <u>workshop sessions</u> thus far in <b>your project?</b> (please enter amount)
Page Break







Q6.14 How did your participants / clients in these <u>workshop sessions</u> self-identify with respect to ethnicity? (please select all that apply and enter percent of total participants/clients per category, or choose the final response to move to the next question)

O Hispar	nic or Latino (1)
O Not Hi	spanic or Latino (2)
O We did	d not collect this information (3)
respect to ra	id your participants / clients in these workshop sessions self-identify with ce? (please select all that apply and enter percent of total participants/clients per hoose the final response to move to the next question)
	American Indian or Alaska Native (1)
	Asian (2)
	Black or African American (3)
	Native Hawaiian or Pacific Islander (4)
	White (5)
	Other (including two or more races) (please identify and enter percent (6)
	We did not collect this information (7)
Page Break	







Q6.16 How did your participants / clients in these <u>workshop sessions</u> self-identify with respect to sex? (please select all that apply and <u>enter percent</u> of total participants/clients per category, or choose the final response to move to the next question)

Page Break	
	We did not collect this information (5)
	Other (please identify and enter percent) (4)
	Transgender, non-binary, or another gender (3)
	Male (2)
	Female (1)







Q6.17 What were the top three skills (e.g., leading groups, coordinating meetings, technical outdoor skills, engaging with clients, taking reservations, etc.) taught in these workshop sessions? (please select all that apply)

	C Leading groups (1)
	O Coordinating meetings (2)
	O Engaging with clients (3)
	O Making reservations (4)
	O Customer service (9)
	O Applying technical outdoor skills (5)
	Other skill #1 (please identify) (6)
	Other skill #2 (please identify) (7)
	Other skill #3 (please identify) (8)
Pa	ge Break









# Q6.18 How much total annual funding would be needed to sustain\* the <u>workshop</u> <u>program</u> your project created? (please enter amount)

\*Definition Costs for Sustaining Program – this is the amount of funding (secured or not) that would be needed to offer these programs/training on an annual basis. Costs may include accommodation, materials, instructional services, etc. \$ Page Break -Q6.19 Did your project provide any certification / licensing courses (day-long or multiday sessions)? (please select one) No (1) Yes (2) Skip To: End of Block If Did your project provide any certification / licensing courses (day-long or multiday sessions)? ... = No Page Break -Q6.20 How many <u>certification / licensing courses</u> were offered thus far in your project? (please enter amount) Q6.21 How many total participants / clients attended these certification / licensing <u>courses</u> thus far in your project? (please enter amount)







Page Break	
identify with	id your participants / clients in these <u>certification / licensing courses</u> self- respect to ethnicity? (please select all that apply and enter percent of total ients per category, or choose the final response to move to the next question)
O Hispar	nic or Latino (1)
O Not His	spanic or Latino (2)
O We did	not collect this information (3)
identify with	id your participants / clients in these <u>certification / licensing courses</u> self- respect to race? (please select all that apply and <u>enter percent</u> of total ients per category, or choose the final response to move to the next question)
	American Indian or Alaska Native (1)
	Asian (2)
	Black or African American (3)
	Native Hawaiian or Pacific Islander (4)
	White (5)
	Other (including two or more races) (please identify and enter percent (6)
	We did not collect this information (7)
Page Break	







Q6.24 How did your participants / clients in these <u>certification / licensing courses</u> selfidentify with respect to sex? (please select all that apply and <u>enter percent</u> of total participants/clients per category, or choose the final response to move to the next question)

Page Break	
	We did not collect this information (5)
	Other (please identify and enter percent) (4)
	Transgender, non-binary, or another gender (3)
	Male (2)
	Female (1)







Q6.25 What were the top three skills (e.g., leading groups, coordinating meetings, technical outdoor skills, engaging with clients, taking reservations, etc.) taught in these certification / licensing courses? (please select all that apply)

	C Leading groups (1)
	Ocoordinating meetings (2)
	○ Engaging with clients (3)
	Making reservations (4)
	Customer service (9)
	O Applying technical outdoor skills (5)
	Other skill #1 (please identify) (6)
	Other skill #2 (please identify) (7)
	Other skill #3 (please identify) (8)
Pa	age Break  ————————————————————————————————————









Q6.26 How much total annual funding would be needed to sustain\* the <u>certification / licensing program</u> your project created? (please enter amount)

#### \*Definition

Costs for Sustaining Program – this is the amount of funding (secured or not) that would be needed to offer these programs/training on an annual basis. Costs may include accommodation, materials, instructional services, etc.

\$
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**End of Block: Workforce Development** 







Start of Block: Visitors and Visitation

#### Q7.1 Visitors and Visitation Quality Activities

This section asks questions about visitors and visitation quality as the direct result of your project. There are screening questions included that will enable you to move on to the next section of the survey if your project did not focus on visitors or visitation quality and impacts. If your project does focus on visitors and/or visitation, then please answer each question to the best of your ability. Please answer each question as completely as you are able to, and if you do not have enough information or you don't know the answer to the question, then please move on to the next question in the survey.

Q7.2 **Did your project focus on <u>visitors</u>\* or <u>visitation quality</u>\*? (please select one) \*Definitions** 

**Visitor/Tourist**—a person who travels for any main purpose (business, leisure, or other personal purpose) other than for employment for part of a day up to less than a year. A non-local visitor, sometimes called a tourist, is a person who travels more than 50-100 miles from their area of normal, everyday activities such as their residence. A local visitor is a person who visits sites, locations, or attends events within 50-100 miles of their area of normal, everyday activities such as their residence. Visitors/tourists exclude travelers who expect to be compensated at the location of their visit (such as migrant workers, persons traveling to new assignments, and diplomatic and military personnel traveling to and from their duty stations and their home countries).

**Outdoor Recreation Visitor** – a person (local or non-local—see above) who visits an area for recreational purposes, including education, interpretation, inspiration, and physical and mental health.

**Visit** – one occurrence of a visitor visiting an area for any part of a day. Visitor may visit an area multiple times on a single trip or over a period (day, week, month, or year). Therefore, number of visits and number of visitors are typically not equivalent to each other unless each visitor visits no more than once per period.

**Quality of Visitation** – any change in delivery of resources, goods, or services that affects the value of a visitor's experience. Examples may include physical improvements such as sound barriers to reduce noise; lighting and visibility to improve personal and property safety; or programmatic activities such as interpretation and access services (reservations systems, online resources).

0	No	(1)
$\bigcirc$	Yes	(2)

Skip To: End of Block If Did your project focus on visitors\* or visitation quality\*? (please select one)
\*Definitions Vis... = No



Page Break





Page Break ————————————————————————————————————	
Q7.3 Did your project increase the overall <u>number of visitors</u> per year to the geograph area of intended impact for the project? (please select one)	<b>jraphic</b>
O No (1)	
O Yes (2)	
Skip To: Q7.10 If Did your project increase the overall number of visitors per year to the geograph of inten = No	ohic area
*	
Q7.4 How many more total visitors visited your intended impact area over the duryour project to date than they visited before your project? (please enter amount)	ration of
Q7.5 How did you calculate or measure the increased total visitation because of project? (please describe)	your









Q7.6 <b>How many more <u>total days</u> did visitors stay in your intended impact ar</b> duration of your project to date than they stayed before your project? (pleas amount)	
Q7.7 How did you calculate or measure the increased total visitor length of of your project? (please describe)	<u>stay</u> because
Page Break —	
*	
Q7.8 How many more total visits are from local residents (i.e., live within 50 your intended impact area over the duration of your project to date than the before your project? (please enter amount)	-







	alculate or measure the increased <u>total visits</u> by local residents ject? (please describe)
age Break ———	
7.10 <b>Did your proj</b> o npact area? (please	ect increase the <u>quality of visitation</u> for visitors to your intended e select one)
O No (1)	
○ Yes (2)	
kip To: End of Block If npact area? (p = No	Did your project increase the quality of visitation for visitors to your intended
age Break ———	
<del>-</del>	o three visitation quality improvements (e.g., sight or sound parking, garbage, signage, etc.) your project created.
O Improvement	#1 (1)
O Improvement	#2 (2)
O Improvement	#3 (3)
nd of Plack: Vicito	rs and Visitation







**Start of Block: Equity Focused Activities** 

### **Q8.1 Equity Focused Activities**

This section asks questions about whether your project has any equity focused activities and how your project may have affected different categories of race, ethnicity, and/or gender identity of your participants / clients, business owners, and/or employees. Screening questions are

included to enable you to move on to the next section if your project did not have any equity focused activities. If your project does include equity focused activities, then please answer each question to the best of your ability Please answer each question as completely as you are able to, and if you do not have enough information or you don't know the answer to the question, then please move on to the next question in the survey.
Page Break ————————————————————————————————————
Q8.2 Did your project have an equity* component that aimed to increase the number of business owners, employees and/or visitors from a certain race, ethnicity, or gender identity? (please select one)
*Definition <b>Equity</b> – as defined by <u>The White House</u> , equity means the consistent and systematic treatment of all individuals in a fair, just, and impartial manner, including individuals who belong to communities that often have been denied such treatment, such as Black, Latino, Indigenous and Native American, Asian American, Native Hawaiian, and Pacific Islander persons and other persons of color; members of religious minorities; women and girls; LGBTQI+ persons; persons with disabilities; persons who live in rural areas; persons who live in United States Territories; persons otherwise adversely affected by persistent poverty or inequality; and individuals who belong to multiple such communities.  Some sections will ask you to provide additional data on businesses, jobs, and visitors. The sections that ask for these additional data include <i>Expanding Tourism and Outdoor Recreation Economy</i> , and <i>Workforce Training, Skills Training and Certifications</i> . Additional data include race, ethnicity, and gender identity classifications.
O No (1)
○ Yes (2)

Skip To: End of Block If Did your project have an equity\* component that aimed to increase the number of business owners,... = No







Page Break -

Q8.3 Did your project increase the number of <u>business owners</u> in your intended impact area from a certain race, ethnicity, or gender identity? (please select one)
○ No (1)
O Yes (2)
Skip To: Q8.7 If Did your project increase the number of business owners in your intended impact area from a certa = No
Page Break ————————————————————————————————————
Q8.4 As a result of the project, with which of the following ethnicities do these new <u>business owners</u> self-identify? (please select all that apply and <u>enter percent</u> of new business owners per category, or choose the final response to move to the next question)
O Hispanic or Latino (1)
O Not Hispanic or Latino (2)
O We did not collect this information (3)







Q8.5 As a result of the project, with which of the following races do these new <u>business</u> <u>owners</u> <u>self-identify?</u> (please select all that apply and <u>enter percent</u> of total new business owners per category, or choose the final response to move to the next question)

	American Indian or Alaska Native (1)
	Asian (2)
	Black or African American (3)
	Native Hawaiian or Pacific Islander (4)
	White (5)
	Other (including two or more races) (please identify and enter percent (6)
	We did not collect this information (7)
Page Break	
these new <u>bı</u>	sult of the project, with which of the following sex/gender categories do usiness owners self-identify? (please select all that apply and enter percent of iness owners per category, or choose the final response to move to the next
	Female (1)
	Male (2)
	Transgender, non-binary, or another gender (3)
	Transgender, non-binary, or another gender (3)  Other (please identify and enter percent) (4)







Page Break
Q8.7 Did your project increase the number of <u>employees</u> in your intended impact area from a certain race, ethnicity, or gender identity? (please select one)
○ No (1)
○ Yes (2)
Skip To: Q8.11 If Did your project increase the number of employees in your intended impact area from a certain rac = No
Page Break ————————————————————————————————————
Q8.8 As a result of the project, with which of the following ethnicities do these new employees self-identify? (please select all that apply and enter percent of total new employees per category, or choose the final response to move to the next question)
O Hispanic or Latino (1)
O Not Hispanic or Latino (2)
○ We did not collect this information (3)







Q8.9 As a result of the project, with which of the following races do these new <u>employees</u> self-identify? (please select all that apply and <u>enter percent</u> of total new employees per category, or choose the final response to move to the next question)

	American Indian or Alaska Native (1)
	Asian (2)
	Black or African American (3)
	Native Hawaiian or Pacific Islander (4)
	White (5)
	Other (including two or more races) (please identify and enter percent (6)
	We did not collect this information (7)
Page Break	
these new <u>en</u>	esult of the project, with which of the following sex/gender categories do nployees self-identify? (please select all that apply and enter percent of total es per category, or choose the final response to move to the next question)
	Female (1)
	Male (2)
	Transgender, non-binary, or another gender (3)
	Other (please identify and enter percent) (4)
	We did not collect this information (5)







Page Break -

Q8.11 Did your project increase the number of <u>visitors</u> in your intended impact area from a certain race, ethnicity, or gender identity? (please select one)
○ No (1)
○ Yes (2)
Skip To: End of Block If Did your project increase the number of visitors in your intended impact area from a certain race = No
Page Break ————————————————————————————————————
Q8.12 <b>As a result of the project, with which of the following ethnicities do these new <u>visitors</u> <b>self-identify?</b> (please select all that apply and <u>enter percent</u> of total new visitors per category, or choose the final response to move to the next question)</b>
O Hispanic or Latino (1)
O Not Hispanic or Latino (2)
○ We did not collect this information (3)







Q8.13 As a result of the project, with which of the following races do these new <u>visitors</u> self-identify? (please select all that apply and <u>enter percent</u> of total new visitors per category, or choose the final response to move to the next question)

	American Indian or Alaska Native (1)
	Asian (2)
	Black or African American (3)
	Native Hawaiian or Pacific Islander (4)
	White (5)
	Other (including two or more races) (please identify and enter percent (6)
	We did not collect this information (7)
Page Break	
Q8.14 <b>As a re</b> these new <u>vis</u>	esult of the project, with which of the following sex/gender categories do sitors self-identify? (please select all that apply and enter percent of total new tegory, or choose the final response to move to the next question)
Q8.14 <b>As a re</b> these new <u>vis</u>	esult of the project, with which of the following sex/gender categories do sitors self-identify? (please select all that apply and enter percent of total new
Q8.14 <b>As a re</b> these new <u>vis</u>	esult of the project, with which of the following sex/gender categories do sitors self-identify? (please select all that apply and enter percent of total new tegory, or choose the final response to move to the next question)
Q8.14 <b>As a re</b> these new <u>vis</u>	esult of the project, with which of the following sex/gender categories do sitors self-identify? (please select all that apply and enter percent of total new tegory, or choose the final response to move to the next question)  Female (1)
Q8.14 <b>As a re</b> these new <u>vis</u>	esult of the project, with which of the following sex/gender categories do sitors self-identify? (please select all that apply and enter percent of total new tegory, or choose the final response to move to the next question)  Female (1)  Male (2)

**End of Block: Equity Focused Activities** 







Start of Block: Construction and Non-construction

#### **Q9.1 Construction and Non-construction Projects**

This section asks questions about construction and non-construction project types supported by your project funding. There are screening questions included that will enable you to move on to the next section of the survey if your project did not focus on construction and/or non-construction projects. If your project does focus on construction and/or non-construction projects, then please answer each question to the best of your ability. Please answer each question as completely as you are able to, and if you do not have enough information or you don't know the answer to the question, then please move on to the next question in the survey.

Q9.2 Did your project develop any new or expand any existing travel, tourism and/or outdoor recreation construction\* and/or non-construction\* projects? (please select one)

\*Definitions Construction Project – any project or program that involves the act or process of building infrastructure such as facilities, utilities, and/or transportation. Examples would include fiber optic cable installation, park/playground development or renovation, trail development or renovation, etc. Non-construction Project –any project or program that does not involve the act or process of building infrastructure such as facilities, utilities, and/or transportation. Examples would include financial support for planning, assessment, marketing, and other non-construction activities.

No (1)

Skip To: End of Block If Did your project develop any new or expand any existing travel, tourism and/or outdoor recreation = No	
David Parally	



Page Break -





# Q9.3 **Did your project include any of the following <u>construction</u> project types?** (please select all that apply and provide a description for each)

		Facilities (e.g., parks, trails, playgrounds, buildings)	(1)
		Utilities (e.g., Wi-Fi, fiber optics, restrooms, lighting)	(2)
		Transportation (e.g., bus service, parking, maps and	wayfinding) (3)
Page Break			
Q9.4 <b>Did your project include any of the following <u>non-construction</u> project types? (please select all that apply and provide a description for each)</b>			
	O Planning (1)		
	<ul><li>Marketing (2)</li><li>Feasibility / research (3)</li></ul>		
	Assessment or analysis (impact, economic, etc.) (4)		
	Other	(please identify) (5)	







## Q9.5 Were any data used in decision making for your project, such as in planning,

implementation, or assessment*? (please select one)
*Definitions <b>Planning and Assessment</b> – any formal or informal application of planning or evaluative frameworks to determine the development, implementation, or impacts of the project. These may include planning frameworks, feasibility studies, economic impact analyse or other frameworks. <b>Land-use or Environmental Impact Assessments</b> – looks at site characteristics such as land, water, climate, and geography to help project leads and/or infrastructure developers make sound decisions about land use, and how projects will impact air, land, and water quality.
O No (1)
O Yes (2)
Skip To: End of Block If Were any data used in decision making for your project, such as in planning, implementation, or a = No
Page Break -







# Q9.6 What were the sources of data\* used in decision making for project planning or assessment activities to implement your project? (please select all that apply)

\*Definition Data Tools – the use of tools or modes of data collection that directly support or

are used in planning and assessment. These may include public surveys, opinion polls, habitat assessments, or other data collection tools and methods used by the project.		
	Public opinion polls (1)	
	Public surveys (2)	
	Phone tracking data (3)	
	Land-use or environmental impact assessments (4)	
(5)	Secondary or publicly available data (please identify source or database used)	
	Other (please identify) (6)	
End of Block: Construction and Non-construction		







Start of Block: Marketing, Outreach, and Networking Activities

### Q10.1 Marketing, Outreach, and Networking Activities

This section asks questions about your marketing, outreach, and networking activities associated with your project. There are screening questions included that will enable you to move on to the next section of the survey if your project did not focus on marketing, outreach, and/or networking activities. If your project does focus on marketing, outreach, and/or networking activities, then please answer each question to the best of your ability. Please answer each question as completely as you are able to, and if you do not have enough information or you don't know the answer to the question, then please move on to the next question in the survey.

question in the survey.
Page Break
Q10.2 Did your project including any marketing, outreach, and/or networking activities? (please select one)
O No (1)
O Yes (2)
Skip To: Q10.18 If Did your project including any marketing, outreach, and/or networking activities? (please select = No
Page Break ————————————————————————————————————
Q10.3 <b>Did your project involve <u>marketing</u>?</b> (please select one)
O No (1)
O Yes (2)
Skip To: Q10.6 If Did your project involve marketing? (please select one) = No
Page Break ————————————————————————————————————







10.4 <b>What v</b>	was the goal of the marketing? (please explain)
10.5 <b>What t</b>	types of marketing mode were used? (please select all that apply)
	Mailings (1)
	Emailing (2)
	Phoning (text or calling) (3)
	Website design (4)
	Social media posts (5)
	In-person (6)
	Other (please identify) (7)
age Break	







Q10.6 Did your project include any <u>outreach</u> events (either in-person or virtual)? (please select one)
O No (1)
○ Yes (2)
Skip To: Q10.13 If Did your project include any outreach events (either in-person or virtual)? (please select one) = No
Page Break ————————————————————————————————————
Q10.7 Did your project include any in-person outreach events? (please select one)
O No (1)
○ Yes (2)
Skip To: Q10.10 If Did your project include any in-person outreach events? (please select one) = No
Page Break ————————————————————————————————————
*
Q10.8 <b>How many total <u>in-person outreach</u> events did you hold thus far in your project?</b> (please enter number)







# Q10.9 What types of stakeholders attended <u>in-person outreach</u> events? (please select all that apply)

	Private industry (1)	
	Non-profit / non-governmental organization (2)	
	Government (3)	
	Community leaders (4)	
	Private citizens (5)	
	Other (please identify) (6)	
Page Break ————————————————————————————————————		
Q10.10 Did your project include any <u>virtual outreach</u> events? (please select one)		
O No (1)		
○ Yes (2)		
Skip To: Q10.1	3 If Did your project include any virtual outreach events? (please select one) = No	
Page Break ————————————————————————————————————		









Q10.11 How many total <u>virtual outreach</u> events did you hold thus far in your project? (please enter number)	
Q10.12 <b>Wha</b> apply)	t types of stakeholders attended <u>virtual outreach</u> events? (please select all that
	Private industry (1)
	Non-profit / non-governmental organization (2)
	Government (3)
	Community leaders (4)
	Private citizens (5)
	Other (please identify) (6)
Page Break	
_	your project increase connections or networks through events, meetings, or orations with others? (please select one)
○ No (′	1)
O Yes	(2)
Skip To: Q10. collaboratio	18 If Did your project increase connections or networks through events, meetings, or other = No
Page Break	







\*

Q10.14 How many total collaborative events did you hold to advance your grant project? (please enter number)		
Q10.15 What types of <u>participants/collaborators</u> did you work with? (please check all that apply)		
	Community (1)	
	Travel and tourism industry (2)	
	Outdoor recreation industry (3)	
	Local (4)	
	State (5)	
	Tribal (6)	
	Governments (7)	
	Other (please identify) (8)	
Page Break		









Q10.16 How many total <u>partners/collaborators</u> , paid or unpaid, helped on the grant project? (please enter number)
Q10.17 Please explain how these <u>partners/collaborators</u> helped (e.g., providing expertise or funding, sponsoring a stakeholder outreach event, networking, etc.)?
Page Break
Q10.18 Has your project received <u>additional funding support</u> * other than from this EDA ARPA award? (please select one)
O No (1)
O Yes (2)
Skip To: End of Block If Has your project received additional funding support* other than from this EDA ARPA award? (pleas = No
Page Break ————————————————————————————————————







# Q10.19 What were the source type and total dollar amount received by your project to date from this source? (please select all that apply and enter total dollar amount received)

	Federal government (1)
	O State government (2)
	O Tribal government (3)
	Region/County government (4)
	Clocal/City government (5)
	O Private industry (6)
	O Foundation or other non-profit organization (7)
	Other (please identify and enter total dollar amount received) (8)
En	nd of Block: Marketing, Outreach, and Networking Activities



travel and touris... = No

Page Break





**Start of Block: Economic and Community Resilience Activities** 

### **Q11.1 Economic and Community Resilience Activities**

This section asks questions about your project's contributions to economic or community resilience to natural and social hazards. There are screening questions included that will enable you to move on to end this survey if your project did not focus on economic resilience activities. If your project does focus on economic and community resilience activities, then please answer each question to the best of your ability Please answer each question as completely as you are able to, and if you do not have enough information or you don't know the answer to the question, then please move on to the next question in the survey. Page Break -Q11.2 Did your project advance strategies to increase the economic resilience\* of the travel and tourism sector to external shocks such as recession, supply chain issues, pandemic travel restrictions and climate change? (please select one) \*Definition Economic Resilience\* - in the context of economic development, economic resilience becomes inclusive of three primary attributes: the ability to recover quickly from a shock, the ability to withstand a shock, and the ability to avoid the shock altogether. Establishing economic resilience in a local or regional economy requires the ability to anticipate risk, evaluate how that risk can impact key economic assets, and build a responsive capacity. Often, the shocks/disruptions to the economic base of an area or region are manifested in three ways: a) Downturns or other significant events in the national or international economy which impact demand for locally produced goods and consumer spending. b) Downturns in particular industries that constitute a critical component of the region's economic activity. c) Other external shocks (a natural or man-made disaster, closure of a military base, exit of a major employer, the impacts of climate change, etc.). For more information, please visit EDA's Economic Resilience page. No (1) Yes (2) Skip To: End of Survey If Did your project advance strategies to increase the economic resilience\* of the







Q11.3 Which of the following <u>economic resilience strategies</u> did your project focus on and provide a brief description (one or two sentences) for each? (select all that apply and <u>provide a description</u>)

	Technological readiness (1)
destinat	Business diversification (e.g., creating year-round destination from seasonal tion, expanding goods or services offered) (2)
	Visitor diversification (e.g., locals, non-locals, race and ethnicity, etc.) (3)
	Production efficiencies (e.g., local suppliers, new technology, etc.) (4)
	Regional marketing (5)
	National and/or international marketing (6)
states	Regional collaboration between different geographic areas of the state or other  (7)
	Collaboration with other entities (e.g., state and local governments, planning ations, industries, user or special interest groups, etc., on project implementation, , marketing or on other project goals) (8)
from ex	Natural hazard adaptation or mitigation (e.g., protecting travel and tourism areas treme weather events such as floods, wildfires, extreme heat, etc.) (9)
	Disaster recovery (e.g. cleanup, recovery) (10)
(11)	Financial incentives (e.g., tax relief, loans for manufacturing or other businesses)
	Expedited permitting for manufacturers or other businesses (12)
	Other (please describe) (13)
nd of Blo	ck: Economic and Community Resilience Activities







### **End of Survey**

We thank you for your time spent taking this survey.

Your response has been recorded.