

# **NOAA Sea Grant Coastal Tourism Vision Plan 2018-2028**



Image Credit: Bryan Fluech

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## **NOAA Sea Grant 10-Year Coastal Tourism Vision:**

Sea Grant's integration of research, outreach, and education will be instrumental in supporting sustainable coastal tourism in the United States by contributing to the environmental stewardship, long-term economic development, and responsible use of our nation's coastal, ocean, and Great Lakes resources.

### **Introduction**

Tourism plays a significant role in the economies of our coastal and Great Lake states, with significant contributions to jobs, tax revenues, and quality of life. According to the National Oceanic and Atmospheric Administration, ocean-based tourism and recreation contributes approximately \$116 billion in gross domestic product to the national economy each year and 2.3 million people are employed by this sector. However, as growth and development along the coast increases, the tourism economy may negatively affect the very resources on which the industry relies. At the same time, changing climate and weather conditions can also impact these resources and how business and associated communities operate and respond to these changes. Science-based management of tourism in coastal communities is a vital need, and Sea Grant has the opportunity to greatly increase the well-being of our coastal communities by taking on a prominent role in tourism and outdoor recreation management science and community training through its research, extension and outreach, and communication programs.

### **Background**

Sea Grant has responded to community needs and has been invested at some level in coastal tourism for multiple decades. Tourism represents an important part of ongoing efforts, with activities in all strategic planning focus areas of a significant number of state Sea Grant programs. Many programs are working on coastal tourism issues and impacts to coastal ecosystems, yet there is no unified national strategy to address this important subject. In 2008 several programs began an informal dialog about how to reinvigorate Sea Grant's interest and role in tourism. These early efforts resulted in a network-wide Sustainable Coastal Tourism Roundtable in 2011, where 40 participants representing 17 state Sea Grant programs, the National Sea Grant Office (NSGO), and the U.S. Department of Commerce convened to discuss redefining Sea Grant's role in coastal tourism. Subsequently, a policy white paper, titled, "Sustainable Coastal Tourism 2012 - Renewing Sea Grant's Role" was developed to inform strategic planning. As mentioned in the paper, *"As a major driver of economic growth and development the role of tourism cannot be ignored, and it is an important factor when considering issues related to the sustainability of our nation's coastal and ocean resources."* Recognizing the comprehensiveness and relevance of the policy white paper, this current visioning plan builds upon its framework and recommendations to continue strengthening the role that Sea Grant plays in promoting sustainable coastal tourism across the network.

Extension agents and specialists from 13 Sea Grant programs, with support from the NSGO and U.S. Department of Commerce's National Travel and Tourism Office participated in the creation of this visioning plan. The main goal was to develop a strategy for building an effective national Sea Grant presence in coastal tourism during the next ten years. The team identified four priority focus areas where Sea Grant should invest its resources during this period. For this document, "coastal tourism" also includes recreation and implies both marine and freshwater systems.

### **Priority Focus Areas**

1. Business and Community Tourism Management
2. Workforce Training
3. Economic Analysis
4. Environmental Stewardship

### **What is Sea Grant Doing?**

While not an exhaustive list, the following research, extension and outreach efforts provide a snapshot into the current tourism-related work Sea Grant is doing across the network.

#### Research

- Identifying social and economic viability of current and emerging tourism operations.
- Integrating climate vulnerability and working-waterfront preservation.
- Assessing training needs for a tourism workforce.
- Conducting socioeconomic analyses of industry needs, users, and/or impacts.
- Developing green infrastructure planning tools for land and water conservation.
- Assessing economic impacts of changing environmental conditions.
- Compiling beach condition and visitor data polls.
- Conducting hydroclimatic modeling with social science methodologies to examine how projected conditions may affect recreationists, tourists, and local economies.

#### Extension and Outreach

- Assisting in the development, promotion, and evaluation of tourism-related trails such as paddle and kayak, heritage, fisheries, aquaculture, and seafood at local, state, and regional levels.
- Coordinating trainings and professional development courses for tourism-related professionals such as charter captains, ecotourism operators, tour guides, concierges, and other industry members.
- Offering stewardship-related programming to residents and visitors, which focus on natural history and responsible use of freshwater, coastal, and marine systems (e.g., clean boating, catch and release practices, beach and dune protection, marine debris reduction, responsible wildlife viewing).
- Assisting in the development, promotion, and evaluation of clean and resilient marinas.
- Participating in festivals and community events to promote an understanding of natural and cultural resources.
- Providing resiliency planning for the tourism industry and policy makers.
- Providing technical assistance with resource management needs such as beach management and access.
- Developing and conducting climate readiness and adaptation trainings for outdoor enthusiasts/tourists, local governments, and businesses to connect tourism economies and climate-adaptation planning.
- Participating in and/or coordinating tourism-related associations.
- Producing fact sheets and online resources to educate industry members and users about local tourism opportunities, best business practices and economics, access and uses, safety (rip current awareness), natural history, and stewardship practices.

- Conducting fishing and boating activities for kids at boat shows to help pique their interest in those sports.
- Coordinating 4-H Youth Entrepreneurship Clubs using the tour guide business as a model for leadership development.

## Focus Area 1: **Business and Community Tourism Management**

### **Priority**

- Investing in managing tourism is critical to sustainable coastal communities and the natural resources on which they depend. Sea Grant has a unique ability to provide research and training that addresses the triple bottom line (economic, environmental, and social) needs. Sea Grant tourism programming should address multiple audiences and stakeholders, including tourism industry businesses and organizations, visitors, local governments, and local residents.

### **Background**

In 2010, 123.3 million people, or 39 percent of the U.S. population, lived in counties directly on the shoreline, and this population is expected to increase by 8 percent by 2020 (NOAA, 2018). How visitors and the local community residents experience tourism are equally important. If one or the other are not having a positive experience, then tourism will not be sustainable. Visitor interest and satisfaction can become a source of local pride, resulting in a greater appreciation of community resources by residents. As tourism develops, residents often enjoy a greater range of amenities, including access to and quality of outdoor recreation experiences, cultural celebrations, and maritime heritage recognition. Tourism activities and events tend to increase job and business development opportunities, improve quality of life, and make living in a place more interesting and exciting.

### **What Should Sea Grant Do?**

#### Research

- Conduct analyses of best practices for tourism businesses.
- Analyze best practices for outdoor recreation and nature-based tourism businesses (e.g., charter captains, paddlesports outdoor outfitters).
- Inventory existing tools and training programs and evaluate for use by programs across the Sea Grant network.

#### Extension and Outreach

- Establish a Sea Grant Tourism Community of Practice.
- Establish partnerships with professional tourism organizations and associations (e.g., National Extension Tourism Network).
- Provide professional development opportunities to Sea Grant staff, including online and in-person tourism-related trainings, mentoring programs, and/or peer-to-peer learning opportunities.
- Provide training and professional development opportunities to communities and businesses, focusing on topics such as environmental best practices, international visitor readiness, and small business management skills (e.g., [Guide, Outfitter, Recognition & Professional Development \(GORP\) program](#)).

- Develop a Sea Grant network-wide initiative with a team of tourism experts to provide tourism management planning and marketing to communities and businesses.
- Coordinate and/or participate in Clean and Resilient Marina programming.

## **Implementation Plan**

### Years 1-3

- Establish a Sea Grant Tourism Community of Practice recognized by the NSGO focused on sound and proven best management practices (BMPs) for tourism business and community development.
- Utilize the National Extension Tourism (NET) biennial conference as a Sea Grant Tourism Professional networking function. Seek participation at the October 2019 conference from all network members, and have a Sea Grant-specific break out session.
- Utilize the NET website (extensiontourism.net) for Sea Grant Tourism Professionals to collaborate and share program success and activities. Provide BMP examples on the NET website for use network-wide.
- Offer professional development/online training opportunities for Sea Grant staff through the Sea Grant Tourism Community of Practice.
- Develop and deliver online tourism training through the Sea Grant extension tourism network to tourism industry businesses.
- Support the expansion of Guide & Outfitter Recognized Professional Business Training (GORP), which includes online and in-person training.
- Utilize community ambassador online training to assist workers who interact with visitors to improve their community knowledge, including its natural resources.

### Years 3-5

- Develop a network-wide coastal tourism “SWOT (strengths, weaknesses, opportunities, and threats) Team” initiative to help tourism businesses and coastal communities develop sustainable coastal tourism implementation plans.
- Develop and offer system-wide business training programs as identified in the needs assessment.
- Investigate making individual state programs available to other Sea Grant programs (network shared programming).
- Develop a Sea Grant expert exchange/mentoring program making individual state tourism programs available across the network.
- Participate and strengthen collaboration with Land Grant Extension Tourism & Outdoor Recreation faculty and programs.
- Develop tourism industry partnerships.
- Implement process for expanding state-level training and research to be used nationally by Sea Grant programs.

### Years 5-10

- Have all Sea Grant programs establish a "coastal agent/specialist" with at least 50 percent assignment in tourism.
- Continue and improve the Sea Grant expert exchange/mentoring program based on Year 1-3 success.

Year 10+

- Sea Grant emerges as the leading source of business training for the coastal and marine nature-based tourism/outdoor recreation industry.
- Through a greater understanding, information sharing, and community involvement, Sea Grant reduces the potential level of negative impacts from tourism and community development efforts.

**Measurable Outcomes**

- Trainings provided
- People attending training events
- Businesses implementing BMPs as a result of Sea Grant efforts
- Partnerships formed with local, county, state, and national tourism offices
- Organizations/governments using Sea Grant trainings to inform planning
- Organizations/governments using Sea Grant tourism research to inform planning

Focus Area 2: **Workforce Training****Priorities**

- Identify gaps in opportunities for continuing education in the coastal tourism field and use existing workshops or develop new curricula to meet the needs of tourism industry businesses and their workforce.
- Develop and offer valuable training opportunities for the coastal tourism workforce to increase business owners/operators and staff skill sets, as well as help them to better understand their role and responsibility in keeping the local resources healthy.
- Assist the coastal tourism industry with recruiting and training employees from diverse backgrounds and creating an inclusive and equitable workplace.

**Background:**

The ocean, coastal, and Great Lakes tourism sector employs over 2 million people annually, providing a powerful opportunity to develop a sustainable tourism workforce, and thereby educating millions of tourists on the value of coastal resources. By providing workforce training, Sea Grant can help tourism operators meet the needs of the tourists while still protecting the resources on which their businesses depend. Through partnerships with the tourism industry, the Sea Grant network, and others working in the sustainable tourism industry, the Sea Grant Coastal Tourism Community of Practice can provide science-based tools and lessons on the natural environment, value and relevance of the ecosystem, current and potential impacts, and how to share this information with the public in a non-advocacy manner.

As the leadership of the workforce, tourism business owners are in a position to establish priorities and requirements for their employees. They are also able to identify their workforce needs and form strong industry partnerships with Sea Grant. Service sector staff (hotel staff, kayak and charter guides) are the front-line employees, who communicate with members of the

visiting public. They are the face of the business and occupy an important position in tourism organizations by serving as a conduit for information about the coastal environment, as well as being responsible for visitors' quality of experience, safety, and likelihood of returning. Finally, public officials and tourism/commerce councils can influence the coastal tourism industry on a broad level by implementing marketing plans, allocating resources for tourism industry development, and developing policies and regulations that affect tourism businesses and employees. Thus, Sea Grant's strategy for workforce training must reach several key audiences within the coastal tourism workforce landscape.

## **What Should Sea Grant Do?**

### Research

- Partner with local and state tourism councils to fund and conduct needs assessments regarding the coastal tourism workforce.
- Conduct a literature review and meta-analysis to identify a comprehensive set of recommendations regarding tourism workforce BMPs.
- Address research gaps identified during needs assessments.

### Extension and Outreach

- Teach business owners about and encourage them to implement science-based, sustainable, and ethical business practices (e.g., requiring environmental sensitivity briefings for guests, requiring employees to complete certifications, trainings, or workshops to increase productivity and sustainability).
- Offer workshops for business owners that will enhance their resilience to climate change and extreme events by helping them develop a resilient business plan that will allow them to get back up and running after a disaster, reducing lost income and productivity for owners and employees.
- Assist business owners with recruiting, training, and retaining a diverse workforce through inclusive and equitable business practices.
- Provide business owners and employees training to enhance customer service, conflict management, and communication skills to interact more efficiently and effectively with the members of the visiting public.
- Teach workshops and/or offer resources to assist front-line employees with correctly conveying natural resource information (e.g., shell identification, flora and fauna, water quality, etc.) in an engaging and environmentally responsible manner.
- Teach workshops and/or offer resources that help front-line employees implement environmental BMPs (fishing, boating, etc.) identified in the Environmental Stewardship section of this plan.
- Partner with local and state tourism councils to coordinate, assess, and deliver resources to the tourism industry (e.g., fund/conduct needs assessments to identify gaps, funnel resources to industry contacts, and utilize science-based information in marketing and prioritization).
- Help local and state tourism councils employ science-based information in marketing and prioritization.
- Help local governments implement policies, which facilitate efforts to increase resilience to extreme weather events and natural hazards and participate in resilience planning workshops focused on community infrastructure that supports the tourism industry.



- Develop a mechanism (e.g., advisory committee) to help Sea Grant identify and address coastal tourism workforce needs.

### **Implementation Plan**

#### Year 1-3

- Conduct a formal needs assessment to identify community needs (sector, business, town, etc.).
- Identify partners and existing resources, including a scientific literature review on which BMPs will be based, existing tourism training or curricula.
- Compile and/or develop curriculum resources.
- Identify research gaps.

#### Year 3-5

- Finalize curricula/BMPs.
- Promote, implement, and evaluate courses.
- Formalize partnerships and course delivery avenues (tourism development corporations, online platforms, extension offices, universities with hospitality/tourism departments).
- Provide funding and conduct research to fill research gaps.

#### Year 5-10

- Refine courses/BMPs based on evaluation/feedback and research findings.
- Continue to deliver courses and encourage BMP adoption.
- Establish Sea Grant as the “go-to” agency/resource for the coastal tourism industry.

#### Year 10+

- Industry buy-in to BMPs resulting in voluntary adoption of science-based BMPs/guiding principles on a broader scale (e.g., industry groups voluntary adoption, social marketing/diffusion of innovations).

### **Measurable Outcomes**

- Trainings provided
- People attending training events
- Businesses implementing BMPs as a result of Sea Grant efforts
- Partnerships formed with local, county, state and national tourism offices
- Organizations/governments using Sea Grant trainings to inform planning

### **Focus Area 3: Economic Analysis**

#### **Priority**

Provide economic analysis and information on tourism to advise coastal officials, community leaders, and the industry to guide local decision-making.

#### **Background**

Coastal regions have unique natural and man-made amenities that attract millions of visitors annually. The direct contribution of travel and tourism to Gross Domestic Product (GDP) in 2016 was \$503.7 billion (2.7 percent of GDP) and is expected to grow by 3.3 percent to \$715.8

billion (3.2 percent of GDP) by 2027. (*World Travel & Tourism Council, 2017*). Tourism contributes significantly to local jobs and tax revenues in coastal communities. In rural regions, where economic development opportunities are in growing demand, decision-makers and business owners look to tourism to help generate local income and augment community tax revenue.

## **What Should Sea Grant Do?**

### Research

- Assess the economic impacts of policies, destination marketing, climate change, and development incentives which affect tourism and recreation in a region.
- Document the economic contribution of tourism and its industries to a region's economy and to job creation to provide industry and policy decision-making support.
- Conduct economic analysis of specific sectors of tourism, including but not limited to, accommodations, food and beverage services, recreation and entertainment, transportation, and retail.
- Conduct tourism supply and demand analysis.
- Conduct cost-benefit analysis of tourism projects and policies.
- Conduct analysis of the potential contribution of tourism to economic development.
- Assess feasibility and economic value of sustainable tourism.
- Conduct an economic valuation of protected areas as tourism attractions.
- Develop beach valuation economic models.
- Develop natural resource valuation models.
- Assess visitor industry economic resilience.

### Extension and Outreach

- Provide economic expertise and science-based results and information to help guide decision-making on regional and statewide tourism policies and initiatives.
- Provide economic technical assistance to government agencies, researchers, and the tourism industry.
- Produce publications, pamphlets, graphics, and multimedia communications (e.g. videos, web-based tools) to educate and inform users about the economic value of tourism.

## **Implementation Plan**

### Year 1-3

- Expand how economic information is reported for annual reporting.
- Identify economic specialists across the Sea Grant Network and their expertise.
- Conduct a Sea Grant Network needs assessment.
- Identify specific economic metrics to quantify tourism.

### Year 3-5

- Create request for proposals (RFPs), including internal to Sea Grant, which support tourism research needs.
- Produce publications that inform stakeholder groups about the economic value of tourism.
- Create a data-collection guide for extension agents, who are not economists, to be used to collect data that can later be incorporated into an economic analysis.
- Identify baseline and benchmark data to be used for comparison purposes.

Year 5-10

- Provide economic data to economic development councils, chambers of commerce, and other interested stakeholder groups to inform policy decisions.
- Provide advisory services to stakeholder groups on the economics of tourism.

Year 10+

- Future coastal land-use and shoreline-hardening decisions are evaluated against beach and natural resource valuation models.

**Measurable Outcomes**

- Economic analyses completed
- Communities assisted
- Trainings provided
- People attending training events
- Policy changes resulting from information generated as a result of economic analyses and/or trainings conducted

Focus Area 4: **Environmental Stewardship****Priorities**

- Conduct research and outreach to minimize environmental impacts and support an economically viable future for the tourism industry. Climate change presents a unique challenge to coastal tourism, and creative efforts will need to be developed and promoted to help the industry adapt.
- Promote safety practices that reduce the chance for harm to the tourist and wildlife to all relevant audiences.

**Background**

Tourism creates significant economic opportunity in the United States. Coastal and Great Lakes-related tourism is highly dependent on the condition of and access to coastal beaches, estuaries, wetlands, abundant and productive finfish and shellfish stocks, and other similar resources. However, the attraction to these resources may lead to overuse and improper use. Coastal tourism resources are highly susceptible to current and future environmental changes. For example, sea level rise is an aspect of climate change projected to have a significant impact on coastal tourism. Planning for growth and environmental change is critical for the industry and the communities within which they operate to have a successful environmental, economic, and social future.

The links between environmental management and tourism are numerous and may best be illustrated by the relationship between water quality and water-based recreation. Improvements

in water quality lead to increases in swimming, shellfish harvesting opportunities, and finfish production, thereby increasing the opportunities for local recreation and tourism attractions.

## **What Should Sea Grant Do?**

### Research

- Conduct legal and ordinance reviews to determine if barriers exist for environmental and tourism initiatives.
- Conduct an analysis to determine economic and environmental benefits of using BMPs.
- Develop or improve strategies that reduce energy use and are cost effective to implement.
- Develop regional multi-disciplinary approaches to investigate solutions for addressing tourism sustainability and resilience issues.
- Evaluate industry green certifications and sustainability rankings.
- Promote climate adaptation initiatives designed to build resiliency in coastal tourism resources.
- Focus research efforts on tools to aid small businesses.
- Identify benefits and costs of promoting renewable energy (i.e. wind turbines) and its effect on tourism.

### Extension and Outreach

- Provide training opportunities and information to the industry on BMPs and other techniques/devices related to environmental stewardship and safety, including those that minimize environmental impacts and risks from natural hazards, increase survival of released fish, increase recycling, prevent the spread and introduction of invasive species, and reduce energy use and waste.
- Provide climate adaptation training for outdoor recreation and tourism professionals to strengthen the ability of coastal communities to respond to climate change.
- Educate local officials on pending environmental policy changes so they can effectively determine the impacts these changes may have on their local economy and act accordingly.
- Inventory environmental and safety outreach products.
- Promote the importance of beach and boat safety for concerns such as rip currents, use of personal flotation devices, and electric shock drowning hazards.
- Provide scientific and legal expertise related to economic, environmental, and safety concerns to municipalities and businesses.
- Conduct extensive outreach to tourists and the industry to promote responsible wildlife viewing techniques.
- Provide the tourism industry with reliable information on environmental incidents ( e.g., hurricanes, flooding, oil spills), which may impact their operations, including ways to reduce the impacts of such events.
- Develop and disseminate information related to increased resilience to natural hazards, while increasing industry viability with changing climate.

## **Implementation Plan**

### Years 1-3

- Inventory ongoing environmental aspects of tourism within the Sea Grant Network and determine gaps.

- Assess status of sustainable tourism centers.
- Establish contacts with state, county, and local tourism offices to identify needs and opportunities for collaboration.
- Schedule climate adaptation workshops using the NOAA training framework.
- Target economic, law, business, planning, hospitality, and tourism faculty at universities and colleges for economic and social research related to tourism.
- Establish a state link for oil/chemical/pipeline spill contacts with NOAA and U.S. Coast Guard.
- Work within each state program to establish tourism's connection with all program focus areas (aquaculture, coastal processes, fisheries, etc.)

#### Years 3-5

- Provide linkages for faculty from economic, law, business, planning, hospitality, and tourism disciplines to receive RFPs and notifications for funding opportunities.
- Train tourism industry sectors/businesses on BMPs.
- Provide regulators and environmental managers with current research.
- Facilitate a sustainable tourism conference and research symposium.
- Take steps to include coastal tourism-related research in future state program RFPs and in the use of program development funds, creating research questions based on community needs and priorities.
- Identify programs to reduce intense use of energy and water and support renewable energy sources and other technologies for tourism operations.
- Conduct climate adaptation workshops in every coastal state using the NOAA training framework.

#### Years 5-10

- Fund Sea Grant research, including projects with social and economic links to tourism.
- Develop models to measure and rate wildlife and fisheries conservation measures.

#### Years 10+

- Sea Grant emerges as the lead agency for providing unbiased information to the tourism industry.

#### **Measurable Outcomes**

- Participants attending training events or implementing BMPs and/or other techniques
- Tourism related research projects implemented
- Coastal tourism climate adaptation trainings provided
- Individual state Sea Grant programs with tourism related programming
- Partnerships formed with local, county, state, and national tourism offices

### **Efforts to address Diversity, Equity, and Inclusion**

Sea Grant is resolved to develop strategies to embrace Diversity, Equity, and Inclusion (DEI) in its programs, including professional development, recruitment, and retention of professionals with diverse backgrounds, life experiences, and perspectives. The Coastal Tourism Vision Plan will advance these strategies to increase and strengthen DEI education programming to better serve the needs of coastal communities and the tourism businesses that support them.

Specifically, Sea Grant will:

- Evaluate demographics of coastal populations and assess whether audiences in Sea Grant education programming are reflective of those demographics;
- Conduct needs assessments with underrepresented/underserved (UU) coastal community groups to determine their education program needs; and
- Co-develop and conduct education programs with UU groups.

### **Conclusion**

Achieving the coastal tourism vision will require Sea Grant to invest resources in high-priority areas identified by its stakeholders. The need for timely research and outreach places Sea Grant in a unique position to strengthen existing ties that researchers, extension, and education staff have with the tourism industry and to bring in the expertise of the entire network. While not all work conducted by Sea Grant may be directly classified as tourism, many of its initiatives can provide the industry with assistance needed for them to develop, grow, and prosper while reducing their impact on the environment, as well as harm to tourists and wildlife.

For this vision plan to be successful, Sea Grant will need to maintain relationships with its existing tourism-related partners, as well as develop new ones at the local, state, and national level. These relationships will be key to building capacity to help achieve the research and extension/outreach activities identified for each of the plan's four focus areas. While local partners will vary, potential regional, state, and federal partners may include (but not limited to) university/college tourism and recreation departments, Cooperative Extension programs, chambers of commerce, state and federal agencies, and tourism-related businesses and industry organizations.

## Acknowledgements

This plan could not have been accomplished without the hard work and input from the members of this visioning effort. The following Sea Grant faculty contributed to this plan.

Savanna Barry	Florida
Thomas Beery	Minnesota
Frank Burris	Oregon
Mike Danko	New Jersey
Kevin Decker	Washington
Leslie Dorworth	Illinois-Indiana
Dolan Eversole	Hawaii
Bryan Fluech	Georgia
Phil Hinsley	Mississippi/Alabama
Maddie Kennedy	National Sea Grant Office
Darren T. Lerner	Hawaii
Susan Lovelace	South Carolina
Jen McCann	Rhode Island
Rick O'Connor	Florida
Miles Phillips	Oregon
Elizabeth Rohring	National Sea Grant Office
Pam Rubinoff	Rhode Island
Melissa Schneider	Mississippi/Alabama
Natalie Springuel	Maine
April Turner	South Carolina
David White	New York



**Sea Grant Coastal Tourism Vision team members take a break during their meeting in Bloomington, MN.**

*Back Row-Left to Right:* Tom Beery (MN), Kevin, Decker (WA) Rick O'Connor (FL), Pam Rubinoff (RI), Melissa Schneider (MS/AL), and Leslie Dorworth (IL/IN),

*Front Row-Left to Right:* Maddie Kennedy (National Office), April Turner (SC) and Savanna Barry (FL)

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**Appendix I:**  
**Sea Grant Coastal Tourism Program “Snap Shots”**

In anticipation of the in-person tourism vision meeting held in May 2018, participants were asked to submit a 2-page “snap shot” of their tourism programming efforts with the goals of helping the vision team to 1) identify the types of current tourism-related research and extension/outreach program being offered across the network and 2) use this information to develop the plan. Participants from the following states submitted the forms.

**Participating Programs**

- Florida
- Mississippi/Alabama
- Georgia
- South Carolina
- New Jersey
- New York
- Rhode Island
- Minnesota
- Illinois/Indiana
- Oregon
- Washington
- Hawaii

1. Name: Rick O'Connor
2. Sea Grant Program: Florida
3. Provide a brief description of current/near future Sea Grant tourism-related programs and/or projects occurring in your state. ***Please list in bulleted form.***
  - *Perdido River Paddle Trail*
  - *Nearshore Snorkel Reef Trail*
  - *Escambia River Paddle Trail*
  - *Assisting with visitor use issues*
4. *Provide a brief description of tourism-related publications, trainings, tools, and/or other resources your program have developed. Please list in bulleted form*
  - *None, just began this program in our county*
5. Provide a brief list tourism-related needs and/or issues your communities are facing, which may potentially be addressed by Sea Grant. ***Please list in bulleted form.***
  - Currently assessing this

#### Additional comments

Began our tourism program with a project we called Naturally EscaRosa. It highlighted nature and farm tours in Escambia and Santa Rosa counties. Funded by BP money. It was primarily a marketing/promotion program, which was fine, but intent was to turn towards education and training. However, funding ran out and the website format used by UF has changed – so the website crashed. We are currently assessing whether we want to try to re-try this effort or take Naturally Escarosa in a different direction. As you can see above, looking in a different direction currently.

1. Name: Savanna Barry
2. Sea Grant Program: Florida Sea Grant
3. Provide a brief description of current/near future Sea Grant tourism-related programs and/or projects occurring in your state. **Please list in bulleted form.**
  - *Florida Friendly Fishing Guide – online training course and certification program that covers fishing and boating BMPs*
  - *Naturally EscaRosa – Ecotourism directory for two FL Panhandle counties*
  - *Be Seagrass Safe – Seagrass-friendly boater education*
  - *Florida Master Naturalist Program – taken sometimes by ecotour operators*
  - *Dark Skies – sea turtle lighting program*
  - *Charter Captain workshops – business development and scientific/ecological informational sessions/panels*
  - *Florida Shellfish Trail – website, sign kiosks, and paper brochure on accessing and eating local FL shellfish*
  - *Clean Marina Program*
  - *Kayaking/snorkeling trail design*
  - *Catch and Release fishing/Barotrauma mitigation training*
4. Provide a brief description of tourism-related publications, trainings, tools, and/or other resources your program have developed. **Please list in bulleted form**
  - [Responsible Boating Protects Coral Reefs](#)
  - [Responsible Boating Protects Seagrass Meadows](#)
  - [Scalloping Brochure Series](#)
  - [How to Develop a Marketing Plan for Your Ecotourism Business](#)
  - [Integrating Sustainability into Your Ecotourism Operation](#)
  - [Introducing Ecotourism to Florida's Counties and Landowners: An Ecotourism/Nature Based Tourism Fact Sheet](#)
  - [Nature-Based Tourism in Florida: Letting Nature Work for You](#)
  - [Principles for Developing Your Ecotourism Business Plan](#)
  - [Trails, Bridges, and Boardwalks](#)
  - [Valuing the Recreation Uses of Natural Resources: The Travel Cost Method](#)
5. Provide a brief list tourism-related needs and/or issues your communities are facing, which may potentially be addressed by Sea Grant. **Please list in bulleted form.**
  - Lack of skilled workforce
  - Lack of professional development for coastal tourism sector
  - Waste/pollution and other environmental impacts generated by sheer amount of tourism

1. Name: Melissa Schneider / Phillip Hinesley
2. Sea Grant Program: Mississippi-Alabama Sea Grant
3. Provide a brief description of current/near future Sea Grant tourism-related programs and/or projects occurring in your state. **Please list in bulleted form.**
  - **Clean and Resilient Marina Initiative:** *This initiative is a voluntary incentive-based program to encourage marina operators and owners to protect coastal water quality by employing best management practices to prevent or reduce water pollution. In addition, it works to make marinas more resilient to tropical storms, flooding and land loss and preventing loss of life, personal injury and reduced property loss. After marinas qualify for the designation, they can fly the Clean and Resilient Marina flag.*
  - **Coastal Blueways and Waterway Trails development:** Working with the Alabama Gulf Coast Convention and Visitors Bureau, Visit Mobile, South Mobile Tourism, Mobile County Commission, local municipalities, and other stakeholders to develop maps, guides, and/or otherwise market and promote existing public access points for small self-powered recreational boats (i.e. kayaks, canoes and paddleboards) along the Coastal Scenic Blueways in Alabama and Mississippi, providing a marketable entity for showcasing the area's natural assets and expanding opportunities for residents and visitors alike to explore those resources as well as to assist the development of new outfitters and other related businesses along the Blueways.
  - **Sustainable Wildlife Viewing:** Planning annual workshops and working with individual businesses to promote good stewardship of healthy ecosystems along the Alabama and Mississippi Gulf Coast through the adoption of sustainable wildlife watching practices (e.g. Dolphin SMART).
  - **Alabama Coastal Birding Trail:** *The birding trail is an established trail that describes birding spots that are most frequented by Alabama birders. The trail features six coastal loops totaling over 200 miles. Each loop covers different ecological regions representative of the northern Gulf Coast and enables birders experience different assemblages of bird species within each loop.*
  - **Clean Gulf Coast Initiative:** *These programs, such as the Leave Only Footprints, Alabama Coastal Cleanup and Mississippi Coastal Cleanup encourage tourists and locals to remove items from the beach that can be hazards to wildlife and cause harm to beach-goers. The program helps educate the public about the dangers of marine debris to wildlife and beach users.*
  - **Tourism Resilience Planning:** The Tourism Resilience Index (TRI) is a self-assessment tool developed for tourism industry leaders and businesses. It serves as a simple and inexpensive method of predicting if individual tourism businesses and the regional tourism industry are prepared to maintain operations during and after disasters. Trained facilitators can help businesses complete the TRI and develop actions for long-term resilience.  
[http://masgc.org/assets/uploads/publications/1142/tourism\\_resilience\\_index.pdf](http://masgc.org/assets/uploads/publications/1142/tourism_resilience_index.pdf)

4. *Provide a brief description of tourism-related publications, trainings, tools, and/or other resources your program have developed. **Please list in bulleted form***
  - *Alabama Coastal Birding Trail Guide* [www.outdoorcoastalbirdingtrail.com](http://www.outdoorcoastalbirdingtrail.com)
  - *Gulf Shores & Orange Beach Nature Opportunities (brochure)*  
[www.gulfshores.com](http://www.gulfshores.com) / [www.orangebeach.com](http://www.orangebeach.com)
  - *Tourism Resilience Index: Helps tourism businesses plan for natural and manmade disasters:*  
[http://masgc.org/assets/uploads/publications/1142/tourism\\_resilience\\_index.pdf](http://masgc.org/assets/uploads/publications/1142/tourism_resilience_index.pdf)
  
5. *Provide a brief list tourism-related needs and/or issues your communities are facing, which may potentially be addressed by Sea Grant. **Please list in bulleted form.***
  - Funding for brochures and tools
  - Rip current signage, information and tools
  - Training

1. Name: Bryan Fluech
2. Sea Grant Program: UGA Marine Extension and Georgia Sea Grant
3. Provide a brief description of current tourism-related programs and/or projects you are working on in your state. **Please list in bulleted form.**
  - **Coastal Stewards Program:** *Adult environment education program that focuses on use responsible use of Georgia's coastal resources; comprised of field/lab activities and classroom presentations. Program topics have included barrier islands, crabbing, fishing, shellfish, birding, stormwater management. While not specifically designed for tourism industry, we are getting a number of tourism-related professionals.*
  - **Ocean to Table Workshop Series:** *½ day workshops to educate consumers about Georgia seafood and where to purchase local products. Consists of presentations, preparation demos and seafood sampling.*
  - **Georgia Grown Trail-***In the early stages of working with GA Department of Economic Development and local chambers of commerce on the development of a Coastal Georgia Grown Highway Trail that will feature seafood/fishing-related points of interest in addition to agriculture-based destinations*
  - **UGA Aquarium and Education Center-** *Educational aquarium featuring native marine life; facility hosts educational exhibits, an auditorium, two teaching laboratories, an art lab and a computer lab. There is also a dormitory and dining room on site to house and feed out-of-town groups. 20-30K visitors per year*
  - **Blessing of the Fleet/Seafood Festivals:** *We bring the R/V Georgia Bulldog (our 73 ft shrimp trawler) to local Blessing of the Fleet/seafood festivals for visitors to tour and learn about the local shrimp industry and sustainable seafood.*
4. Provide a brief description of tourism-related publications, trainings, tools, and/or other resources your program have developed. **Please list in bulleted form**
  - **Georgia Seafood Directory:** *Online directory allows consumers to find retailers that sell Georgia seafood*
  - **Coastal Georgia County Fishing Maps:** *Hard copy foldable maps that show key fishing locations, access points, shellfish harvest zones on one side and relevant fishing/boating/ecosystem educational information on the other side*
  - **Georgia Coast Travel Association Membership.** *This past year we formally joined the Georgia Coast Travel Association to strengthen our relationships and networking with coastal tourism businesses. This organization is run by the GA Department of Economic Development. Although no formal assessments have been made, it is our hope to develop some needs assessments with this group to see how we can better serve the industry*
5. Provide a brief list tourism-related needs and/or issues your communities are facing, which may potentially be addressed by Sea Grant. **Please list in bulleted form.**
  - **Balance between coastal tourism growth/development and conservation of natural and cultural resources.** Many communities want the growth (and revenue) associated with tourism, but they also want to maintain their uniqueness/ "charm." In

some cases, there is resentment among many long-time locals who don't want to bring in "outsiders."

- **Coastal Tourism Industry Resiliency Opportunities:** Interest in assessing how Georgia's coastal tourism industry recovers from hurricanes, flooding, SLR and other coastal hazards that affect their ability to operate with the goal of helping businesses be better prepared and resilient to these changes.
- **Georgia Coastal Tourism Summit Concept:** There's a growing interest to bring together Georgia coastal tourism-related businesses, stakeholders, managers and researchers to discuss ongoing issues, research efforts, industry needs etc. We're hoping an effort like this could help Sea Grant identify future programmatic efforts.
- **Clean Marina Program opportunity-**due to lack of funding, our state has been without this program for a while now. Due to a growing boating community here, there is a need to help bring this program back.

#### **Additional comments**

- Our program doesn't have a formal "tourism" program nor dedicated staff that only works on tourism. However, our director would like to see our program become more involved with coastal tourism efforts.

1. Name: April Turner
2. Sea Grant Program: South Carolina Sea Grant Consortium
3. Provide a brief description of current/near future Sea Grant tourism-related programs and/or projects occurring in your state. **Please list in bulleted form.**
  - South Carolina Nature-Based Tourism Association: The Consortium supports sustainable statewide, nature-based tourism, providing technical assistance and leadership service to a 501(c)3/nonprofit. ([www.scnatureadventures.com](http://www.scnatureadventures.com))
  - Examining the Social Carrying Capacity for Mariculture Development on the South Carolina Coast: Project examining the social carrying capacity of mariculture development in South Carolina. The study proposes to develop the Social Siting Tool and specialized messaging as information tools to help reduce the barriers to expanding oyster mariculture, targeting existing and potential marine farmers, community development representatives, and tourism stakeholders engaging with landowners and promoting local seafood products.
  - Green Infrastructure Planning to Develop a Connected Land Conservation Plan for the East Cooper Region: A cross-jurisdictional conservation plan with strategies to conserve highest quality natural assets on a regional scale, while identifying the best locations for development to promote economic growth. Project was developed to address nature and recreational assets in collaboration with the College of Charleston and the East Cooper Land Trust (<http://eastcooperland.org/mapping-app/>).
  - Integrating Climate Vulnerability and Working Waterfront Preservation: Project purpose is to understand how working waterfronts are viewed and valued in South Carolina and how they may continue to evolve in a changing climate. The project focus is on recreational fishing, tourism, aquaculture, transportation, and other water-dependent businesses in addition to traditional uses such as commercial fishing facilities.
  - SC Coastal Communities Initiative Mini Grants: This program provides technical assistance and/or funding support to coastal communities on a broad range of projects including coastal tourism. Examples include:
    - Master trails plan for Colleton County to promote opportunities for residents to access ACE Basin and the resources it affords.
    - Consortium support to the Bulls Bay Chamber and the communities it serves with leveraging other funding to designate the Bulls Bay Heritage Corridor as an extension of the existing National Heritage Corridor. The purpose was to promote nature-based tourism opportunities and business in the area. Project included creating a database of outdoor recreation sites and amenities, an interpretive and way-finding signage plan, a destination development plan, marketing and website/social media.



- Examining Capacity For A Cooperative Seafood Tourism Trail, As A Value-Added Marine Resource-Based Recreation And Tourism Product on the South Carolina Coast: Research to assess the potential of a SC seafood-themed trail. Explores the capacity for cooperation and partnership for this type of business incubator that may also create more opportunities for marketing local seafood products through a unified brand image.
4. *Provide a brief description of tourism-related publications, trainings, tools, and/or other resources your program has developed. Please list in bulleted form*
- *Blueways-Greenways: Developing Examples as Models for Other Communities*: print resources and an interactive web mapping application to facilitate more trail projects and to foster collaborative partnerships across the state
    - *Blueways and Greenways App for Berkeley-Charleston-Dorchester region of South Carolina with search and view trail features (e.g., water access points, points of interest, weather and tide gauge information, trail infrastructure)*; (<https://scgis.maps.arcgis.com/apps/webappviewer/index.html?id=e4a2832ece69424fb89ccb22bb7d06a9>)
  - *Ashley River Blue Trail: A Map & Guide to the Scenic Ashley River: Waterproof map developed in partnership with Dorchester County, Town of Summerville, and American Rivers.*
  - Palmetto Environmental Education Certification (PEEC) Program: Aligned with NAAEE standards and designed for educators to foster and empower a professional environmental education network, promoting environmental literacy in South Carolina. The pilot has been completed (March 2018) and in preparation to launch full course in fall 2018. (<http://www.peecsc.com/>)
5. *Provide a brief list tourism-related needs and/or issues your communities are facing, which may potentially be addressed by Sea Grant. Please list in bulleted form.*
- Tourism and sustainable development (e.g., addressing competing uses of waterfront, access)
  - Nature-based tourism development for rural communities (trainings, technical assistance)
  - Lack of data on nature-based tourism contribution to the state and local economies.
  - Lack of professional development trainings and certification courses for nature-based tourism businesses/operators.
  - Tourism impacts on coastal resources (e.g., litter, microplastics)
  - Impacts of cruise ships on environment
  - Climate change impacts on community tourism (e.g., increased flooding related to tides, storm events, etc.)

1. Name: Michael Danko
2. Sea Grant Program: New Jersey Sea Grant Consortium
3. Current/near future Sea Grant tourism-related programs and/or projects occurring in New Jersey.
  - *New Jersey Clean Vessel Act Program – Promote location of pumpout facilities to recreational boaters and provide assistance to marina operations with grant requirements*
  - *New Jersey Clean Marina Program – Implement all aspects of the program and promote designated Clean Marinas to boaters*
  - *Rip Current Safety Awareness – Provide outreach and education to coastal communities*
  - *State of the Shore – Provide update on the condition of coastal beaches prior to the season based on research and monitoring*
  - *NJ Favorite Beaches – Conduct a poll that engages beach goers to vote for their favorite beaches*
  - *Kids Cove – Conduct fishing and boating activities for kids at boat shows to help pique their interest in the sports*
  - *Ocean Fun Days – An event held at two coastal locations in NJ that provides educational opportunities for all ages on marine science and energy*
  - *Horseshoe Crab Twilight Walks – Field trips for families and scout groups to observe spawning horseshoe crabs and learn about their life history*
  - *Dune Awareness – Educate beach visitors on the role dunes play in coastal zone and the need to protect them*
  - *Marine Fisheries Regulation Compliance – Provide education materials to anglers on current marine fisheries regulations*
4. Tourism-related publications, trainings, tools, and/or other resources New Jersey has developed.
  - *NJBoating.org – website that provides location of pumpouts and boat ramps open to the public. Facility information such as availability of fuel, restaurant, supplies, repairs, bait, docking is listed.*
  - *Rip Current Signs/brochures – Signs indicating how to escape a rip current have been provided to all interested coastal municipalities. Brochures provided to beach towns, real estate offices and other tourist locations*
  - *State of the Shore Report – science based report provided to the media*
  - <http://njseagrant.org/njfavoritebeach>
  - *Fishing lures made by the kids at the Kids Cove*
  - *Laminated cards and posters with current marine fisheries regulations provided to anglers and marinas*

5. Tourism-related needs and/or issues New Jersey communities are facing, which may potentially be addressed by Sea Grant.
  - Provide communities with the tools and assistance to properly plan for tourism growth
  - Help communities assess and understand the economic impact tourism has on their community
  - Provide the for hire fishing industry with the tools needed to remain economically viable
  - Increase rip current safety awareness
  - Increase awareness at county and state level on importance of working waterfronts

1. Name: Dave White
2. Sea Grant Program: New York
3. Provide a brief description of current/near future Sea Grant tourism-related programs and/or projects occurring in your state. **Please list in bulleted form.**
  - *“Discover Clean & Safe Boating” program - Vessel Exhibit; PFD In-water demo; Suddenly-in-Command; Discover Better Boating tv news series.*
  - *NYS Fair Exhibit Series - Pathway through our Maritime History: Shipwrecks, Lakes of NY, Waterways of War, Lighthouses & Lifesaving.*
  - *Great Lakes Seaway Trail National Scenic Byway - Watertrail App Development, Interpretive Program Inventory/Assessment.*
  - *ADA Compliant Boat Access Initiative.*
4. *Provide a brief description of tourism-related publications, trainings, tools, and/or other resources your program have developed. Please list in bulleted form*
  - *Marine Trades Training Initiative*
  - *Marina BMP Education/Clean Marina Program*

1. Name: Pam Rubinoff
2. Sea Grant Program: Rhode Island Sea Grant
3. Provide a brief description of current/near future Sea Grant tourism-related programs and/or projects occurring in your state. **Please list in bulleted form.**
  - *Analysis of the Effects of the Block Island Wind Farm on Rhode Island Recreation and Tourism Activities:* *With the emerging plans for offshore wind farms in the U.S. our program is researching New Social Science Guides Development of Emerging Indicators for Gauging Turbine Impacts on Tourism. For this project, we are managing an interdisciplinary group of University of Rhode Island social scientists and coastal management practitioners in order to provide the U.S. Bureau of Energy Management (BOEM) with a technical approach to document the effects of the Block Island Wind Farm (Wind Farm) on recreation and tourism in the Rhode Island region. This analysis is using diverse social science methods, including content analysis, participant observation and focus groups to ultimately create socioeconomic indicators to help regulators, industry, communities, and researchers measure the impacts of offshore renewable energy facilities, such as wind farms, on recreation and tourism activities in Rhode Island as well as potentially other places in the country.*
  - *Aquaculture Agritourism and Education for Farmers and the Community: Building Rhode Island's Economic and Social Capacity for Aquaculture:* *RISG team is working to ensure that more residents and visitors can access locally farmed marine seafood farm sites and products, and we are fostering growing interest in aquaculture based agritourism in Rhode Island. We are playing a leadership role in building the capacity of new and existing marine farmers to make use of the newest science so they can strengthen their businesses with sound practices and policies necessary for economic success. We are also providing the community with facilitated opportunities to meet their local farmers as a means of building trust about the value and opportunities that aquaculture brings, as well as offering an avenue through which conflicts can be resolved.*
  - *Strengthening the Marine Trades Industry through Recreational Boat Recycling and Resilience Education:* *In support of a historic boating culture that supports tourism and recreation, RISG is actively working with the RI Marine Trades Association to pilot programs the science, policy and practice for recycling fiberglass boats in Rhode Island, from collection to recycling to reuse of materials. RISG technical assistance has targeted Rhode Island's marinas, popular with residents and tourists alike, to share the science, information and technical assistance they need to start incorporating adaptation and resilience practice so they can withstand the pressures of flooding caused by strong storms sea level rise. Building upon the nascent Clean Marina Program, RISG will reconvene industry, public and private partners to enhance and expand the program to create a Clean and Resilient Marina Program.*

4. *Provide a brief description of tourism-related publications, trainings, tools, and/or other resources your program have developed. Please list in bulleted form*
- *Off Shore Wind Turbine/Recreational Tourism products:*
    - a. *BOEM Fact Sheet:* [http://www.crc.uri.edu/download/BOEM-Fact-sheet\\_approved.pdf](http://www.crc.uri.edu/download/BOEM-Fact-sheet_approved.pdf)
    - b. *Southern New England Offshore Wind Energy Science Forum Summary Document: Publication forthcoming late Spring 2018*
  - *Aquaculture Tourism products:*
    - a. *Shellfish by the Numbers Fact Sheet:* [http://www.shellfishri.com/wp-content/uploads/2017/05/RI-Shellfish-By-the-Numbers\\_FINAL\\_printout.pdf](http://www.shellfishri.com/wp-content/uploads/2017/05/RI-Shellfish-By-the-Numbers_FINAL_printout.pdf)
    - b. *Webinar/How to Harvest Your Own Clams in Rhode Island:* <http://www.shellfishri.com/2018/03/16/webinar-how-to-harvest-your-own-clams-in-rhode-island-march-27-2018-2-3pm/>
    - c. *Rhode Island's Shellfish Heritage: An Ecological History:* [http://shellfishheritage.seagrant.gso.uri.edu/RI\\_Shellfish\\_Heritage\\_complete/](http://shellfishheritage.seagrant.gso.uri.edu/RI_Shellfish_Heritage_complete/)
  - *Resilient Marinas/Coastal Development Related products:*
    - a. *Coastal Resilience in Rhode Island Toolkit: Support for waterfront businesses, municipalities and realtors and* [http://www.crc.uri.edu/activities\\_page/resilience-tools/](http://www.crc.uri.edu/activities_page/resilience-tools/)
    - b. *Newport Resilience Adaptation Tour – Summary of findings and recommendations for waterfront and water-dependent businesses.* <http://www.crc.uri.edu/download/NRAT.pdf>
    - c. *Story Map to assess Property Exposure. Support decision making for municipalities and businesses* <http://www.beachsamp.org/relatedprojects/pace/>
5. *Provide a brief list tourism-related needs and/or issues your communities are facing, which may potentially be addressed by Sea Grant. Please list in bulleted form.*
- *Revenue Generation: Identify options to partner with visitor bureaus to provide new education and outreach events that could supplement SG program development.*
  - *Business Resilience: How to build business networks to engage, prepare and thrive with changing climate conditions.*
  - *Technical Assistance: Support development of economic development strategies and assessments that incorporate adaptation science and best practices into guiding governance for “summer homes”, tourism, and coastal community resilience.*
  - *Catalog of adaptation options to adapt to rising seas and increasing storm intensity, together with cost/benefit analysis to support decision making for waterfront businesses in tourist destinations*
  - *Expanding tourism opportunities: Need to identify new niche for tourism that attracts both academics and tourists to participate in research.*
  - *Cruise ship tourism: Identify new opportunities for outreach and business development for key destinations.*
  - *Tourism Innovation: Promoting innovation for a thriving Blue Economy.*

1. Name: Thomas Beery
2. Sea Grant Program: Minnesota
3. Provide a brief description of current/near future Sea Grant tourism-related programs and/or projects occurring in your state. **Please list in bulleted form.**
  - *North Shore Climate Readiness Project, see [LINK](#).*
  - *In development: Survey of Superior Hiking Trail users, a collaboration between Minnesota Sea Grant and the Superior Hiking Trail Association.*
4. *Provide a brief description of tourism-related publications, trainings, tools, and/or other resources your program have developed. Please list in bulleted form*
  - *Use this web link for access to the publications of the recently completed North Shore Climate Readiness Project: See [LINK](#).*
    - *Note, I will bring hard copy of some of the materials to share with Visioning participants.*
  - *Mondino, E. & Beery, T. (2018). Ecotourism as a learning tool for sustainable development: The case of Monviso Transboundary Biosphere Reserve, Italy. *Journal of Ecotourism*.\**
  - *Wolf-Watz, D. and Beery, T. (2018). Upplevelser och effekter av fjällbaserade evenemang - En studie av Fjällräven Classic Sweden och dess deltagare (Experience and impact of a mountain-based hiking event: A study of the Fjällräven Classic Sweden and its participants). Report available: [LINK](#).\**
5. Provide a brief list tourism-related needs and/or issues your communities are facing, which may potentially be addressed by Sea Grant. **Please list in bulleted form.**
  - *Climate adaptation Is the key challenge/issue for Sea Grant efforts.*

#### Additional comments

\*Note the international publications above are not Minnesota based, but have implications for the Tourism work I am developing in MN. They are projects that were in motion prior to my starting with Sea Grant. I am using them to help me develop a tourism effort here at MN Sea Grant.

1. Name: Leslie Dorworth
2. Sea Grant Program: Illinois-Indiana
3. Provide a brief description of current/near future Sea Grant tourism-related programs and/or projects occurring in your state. **Please list in bulleted form.**
  - *The website Southern Lake Michigan Outdoors website - <http://www.iisgcp.org/tourism/> highlights areas of interest to locals and tourists visiting the area.*
  - **Chicago Water Walk** app - <http://www.iiseagrant.org/chicagowaterwalk/> - Take a tour of the city's beautiful downtown lake and river fronts. Along the way, you will learn just how important these resources are to the region through fun facts, history, biology, and more.
  - Southern Lake Michigan buoys - <http://iiseagrant.org/buoys.php> - provides a variety of audiences with current hydrologic conditions off the coastlines of Illinois and Indiana.
  - **Angler Archive** - <https://www.anglerarchive.org/> - This website provides easy access to more than 30 years of recreational fishing data in southern Lake Michigan. Data includes fishing effort, harvest, harvest rates, expenditure, travel, satisfaction and preferences.
  - **Fish Atlas** - <http://www.iisgcp.org/fishatlas/> - Anglers and charter fisherman can find the best spots to cast their lines with this mobile-responsive site that calculates how many rainbow trout, lake trout, Chinook salmon, brown trout, and Coho salmon were caught in locations throughout the lake.
  - Illinois Clean Marina Program and the Indiana Clean Marina Program – promote environmentally friendly boating practices that reduce recreational boating impacts in local waterways.
  - Southern Lake Michigan Water Safety - <https://slmws.wordpress.com/> - promotes safe swimming, boating and fishing practices.
4. *Provide a brief description of tourism-related publications, trainings, tools, and/or other resources your program have developed. Please list in bulleted form*
  - *Let's Paddle Safely is a two sided rack card developed for kayakers*
  - *The southern Lake Michigan Water Safety Task Force has developed a brochure promoting water safety practices in the area as well as tabling boards for outreach events.*
  - *We provide pencils and whistles for kids that promote water safety and band-aide boxes for their parents.*



5. Provide a brief list tourism-related needs and/or issues your communities are facing, which may potentially be addressed by Sea Grant. ***Please list in bulleted form.***
- Making trash pickup important or starting discussions on carry out practices
  - Opening up some of the waterways to paddlers
  - Discussions with anglers fishing from shore versus the paddling community
  - Limited public access to waterways
  - Living shorelines, coastal erosion

1. Name: Miles Phillips – Assoc Professor – Tourism & Business Development
2. Sea Grant Program: Oregon Sea Grant/OSU Extension
3. Provide a brief description of current/near future Sea Grant tourism-related programs and/or projects occurring in your state. **Please list in bulleted form.**
  - *GORP Pro – Guide, Outfitter Recognition & Professional Development -Guide Training – Fishing and Other Guides*
  - *GORP 4-H Club – Youth Entrepreneurship Club using the guide business as model for leadership development*
  - *Tourism Workforce Training Needs Assessments as Described by Industry Management*
  - *Tourism Workforce Training – Customer Service (Guest Service Gold by AHLEI and other topics) GORP, etc*
  - *Have in past conducted NAI Certified Interpretive Guide Training (4 Day)*
  - *Applied Research – Charter Fishing & Coastal Guided Experience Businesses: Market Prices, Trends and Online Marketing Effectiveness*
  - *Coastal Agritourism inclusive of Seafood Markets and Local Food & Beverage Trails*
  - *Outdoor Recreation Business Plan Development*
  - *Community Development through Tourism and Outdoor Recreation Workshops*
  - *Professional Photography for Effective Tourism Marketing*
  - *Community Discovery Tours for local Stakeholders*
  - *Sustainable Tourism Best Practices Tours, Regional and International (Costa Rica)*
  - *Training on Marketing, Pricing, Packaging, Interpretation, Experiential Product Development*
  - *Publications & Web Based Information Dissemination*
  - *Community Ambassador Training – Customized for each community, an online training developed to help “front line” workers and business owners who interact with visitors to be better informed about local attractions, activities, food and lodging and visitor services in general.*
4. Provide a brief description of tourism-related publications, trainings, tools, and/or other resources your program have developed. **Please list in bulleted form**
  - a. **Recent Publications through Sea Grant in Oregon**
    - **[Agritourism in Oregon’s Coastal Counties: Land Use Policy and Permitting Requirements](#)**  
A description of policies and permits related to Oregon coastal agritourism. Authors: Miles Phillips et al May 2017

- **Transient Lodging Taxes on the Oregon Coast**  
A description Oregon Transient Lodging Tax and of the Oregon coast local government transient lodging tax rates and uses. Authors: Miles Phillips et al July 2017
- **Assessment of Registered Oregon Coast Outfitters and Guides**  
A summary of the number and location of guides registered with the Oregon State Marine Board and the types of services they offer. Miles Phillips et al July 2017. This is a companion report to “**Survey of Online Marketing Success and Pricing for Oregon Coast Fishing Guides and Tour Operators**”
- **Survey of Online Marketing Success and Pricing for Oregon Coast Fishing Guides and Tour Operators**  
Results of applied research examining the locations, numbers, types and pricing of guided outdoor recreation experiences along the Oregon Coast. This study address charter salmon fishing, kayaking, and whale watching and describes market prices and aspects of relative effectiveness of these businesses in online marketing. Miles Phillips et al July 2017 This is a companion report to “**Assessment of Registered Oregon Coast Outfitters and Guides**”
  - <http://tourism.oregonstate.edu>
  - <http://extensiontourism.net>

#### **Online Courses**

- *Community Ambassador – Coos Bay, North Bend, Charleston Oregon State University*
- *Outdoor Recreation Business Plan Development*
- *Outdoor/Wildlife Guide Training Part I – Texas - Statewide*
- *Outdoor/Wildlife Guide Training Part I – Texas – Coastal Bend*
- *GORP Online Guide Training – 4 Part Course – Under Development: Global. National, State, Region (Current focus on region of Coastal Oregon) Launches May 2018*

*Additional publications not listed related to nature based tourism operations, marketing, wildlife photography tourism, etc*

5. Provide a brief list tourism-related needs and/or issues your communities are facing, which may potentially be addressed by Sea Grant. **Please list in bulleted form.**
  - Economic Development - need to diversity economies from changing natural resource extraction dominant economies (timber & commercial fishing)
  - Workforce Skills Training
  - Perceptions/Lack of readily available data on tourism industry wages & salaries
  - Lack of Professional Level Tour Operators to Meet Market Demand

- Lack of pro-active local government policy and management of resources and tourism.
- Impacts of decline of Salmon and changing ocean conditions on charter fishing guides
- Lack of Affordable Housing in Coastal Communities
- Rural Community Professional Development and Skills in Tourism Marketing and Management
- Land Use – Impacting Watersheds, Wildlife and Fisheries
- Marine Debris – Plastics
- Sustainable Use Planning – Overcrowding, under utilization, seasonality etc.

#### Additional comments

Sea Grant and Land Grant i.e. Extension need to build on existing relationships and collaborations to expand our working network and leverage resources and impacts. A potential key component of our vision and strategic plan would be to actively collaborate and be part of the National Extension Tourism Team and Conference <http://extensiontouruism.net>

Additionally we need to be more active and conscious about developing tourism industry relationships, sponsors, advisory committees etc

Additional research and documentation is needed related to tourism, guided experiences, industry wages, salaries, and professional mobility and knowledge/training in coastal/marine natural resource management.

1. Name: Kevin Decker
2. Sea Grant Program: Washington Sea Grant
3. Provide a brief description of current/near future Sea Grant tourism-related programs and/or projects occurring in your state. ***Please list in bulleted form.***
  - Beach walks: Daytime and evening guided tours throughout the year with WSG specialists provide opportunities to enrich your shoreline experience and learn about Salish Sea oceanography, marine invertebrates, plants, seaweeds, and conservation.
  - Festival outreach & Boater education: WSG specialists in boater activity and water quality attend key festivals and events around Puget Sound annually, including the Northwest Wooden Boat Festival and NW Sportsman's Show, presenting information and instruction to visiting boaters and sportsmen on methods for preventing small oil spills in vessels and reducing sewage spillage.
4. *Provide a brief description of tourism-related publications, trainings, tools, and/or other resources your program have developed. ***Please list in bulleted form****
  - *Publication: Retail Gap Analysis for Grays Harbor County – analyzes supply and demand for retails goods by consumers in and out of the region.*
  - *Tool: Tourism graphics representing contribution of tourism to the region to be used in promotional materials for the region.*
5. Provide a brief list tourism-related needs and/or issues your communities are facing, which may potentially be addressed by Sea Grant. ***Please list in bulleted form.***
  -

Additional comments

1. Name: Dolan Eversole
2. Sea Grant Program: University of Hawaii
3. Provide a brief description of current/near future Sea Grant tourism-related programs and/or projects occurring in your state. **Please list in bulleted form.**
  - *Windward O’ahu Tourism Impacts Assessment (Proposal under Development)*
  - *Waikīkī Beach Management Plan (Under Development)*
  - *Waikīkī Applied Research Symposium (Under Development)*
4. *Provide a brief description of tourism-related publications, trainings, tools, and/or other resources your program have developed. Please list in bulleted form*
  - [\*Economic Impact Analysis of the Potential Erosion of Waikīkī Beach: A 2016 Update.\*](#) May, 2018. University of Hawai‘i Sea Grant College Program Center for Sustainable Coastal Tourism. A report for the Waikīkī Beach Special Improvement District Association.
  - [\*Potential Benefits, Impacts, and Public Opinion of Seawater Air Conditioning in Waikīkī.\*](#) 2012. University of Hawai‘i Sea Grant College Program Center for Sustainable Coastal Tourism. A report for the State of Hawai‘i Department of Business, Economic Development, and Tourism.
  - [\*Recreation carrying capacity and management at Kailua Beach Park on Oahu, Hawaii.\*](#) Final project report for Hawaii Coral Reef Initiative – Research Program. Needham, M. D., et al. (2008). Corvallis: Oregon State University, Department of Forest Ecosystems and Society. 74pp.
  - [\*Kailua Beach and Dune Management Plan.\*](#) Final Report. December 2010. State of Hawaii, Department of Land and Natural Resources and the University of Hawaii Sea Grant College Program.
  - [\*The Kailua Community Survey Results and Implications for the Kailua Beach and Dune Management Plan.\*](#) March 2014. University of Hawaii Sea Grant College Program.
5. Provide a brief list tourism-related needs and/or issues your communities are facing, which may potentially be addressed by Sea Grant. **Please list in bulleted form.**
  - Alternative accommodations and short-term rentals impacts.
  - Affordable housing
  - Transportation alternatives
  - Sustainable Tourism (Carrying capacity)
  - Economics
    - Climate/energy nexus
    - Diversified Economy
    - Sea-Water Air Conditioning
    - Technological Innovation for sustainability
    - Academic/Educational Economy
  - Climate Change Adaptation
    - Sea-level Rise

- Ground Water Inundation
- Coastal Hazards
- Beach Management and Operations

Additional comments

**POTENTIAL RESEARCH STRATEGIES**

- Assess social, economic and resource visitor impacts for Waikīkī Oahu.
- Evaluate and prioritize potential options to address priority issues.
- Research gap analysis to identify priority research topics.
- Provide an initial baseline estimate of visitors at selected Waikīkī locations.
- Assess the transportation, infrastructure and recreation visitor impact hotspots.
- Evaluate community perception related to tourism benefits and impacts.
- Conduct a comparative analysis of existing data, plans and studies and community surveys that help illuminate the challenges and benefits associated with tourism.
- Develop visitor impacts recommendations and implementation strategies.

**APPENDIX II:**

Coastal Tourism Vision In-Person Meeting

Hilton Airport Hotel Bloomington, MN

May 7-9, 2018

\*Ben tried to attribute comments to correct people when possible

**WELCOME (1 – 1:45)**

- 16 people in attendance excluding Ben
- April introduction and welcome
- Hope to continue work on visioning plan, identify strategic partners, exchange information
- Maddy starts with establishing norms, explaining agenda, icebreaker
- Norms: Minimizing side conversations, speaking up, stay on topic, have a parking lot/marina for ideas, minimize cell phone distractions, use the ‘ELMO’ rule (enough, let’s move on), be respectful, no negative yelling
- People get post it notes to write hopes and fears
  - Hopes include having productive conversations, make conversations...
  - Concerns include bogged down, get off track from agenda, vision is too ‘pie in the sky’
  - Introduction of special guests

**BACKGROUND ON VISIONING EFFORT (1:45 – 2:00)**

- Elizabeth talks about why we are here today. Mentions how e-mails are hard to get out/ how it can be difficult to communicate. Talks about goals. Gives an update about vision plans and next steps. Plans needs to identify key priorities in short term and long term and how to accomplish these goals. She wants everyone to be prepared if funding comes in, for example. Try to create collective vision to support networks going.
  - Dave question: How is the national office reacting to established vision (2012)?
  - Elizabeth: See how we move that forward, are we hitting gaps, is it as relevant now?
  - Miles question: How has the 2012 document been used?
  - Elizabeth: Some of the programs were very interested in, others fought against and disagreed with focus areas. We need to try to find what will benefit most of the stakeholders. Eg not just 4 focus areas, 10.
  - Kevin: Work we do is basketed into 4 focus areas. Will this replace that?
  - Liz: No. This all falls under resilience. This will not replace those focus areas. Will fit into those established focus areas. This is a supplement.

**CURRENT TOURISM PROGRAM PROFILES/HIGHLIGHTS (2:00 – 3:00)**



Take turns with highlights:

Rick from Florida starts first.

Started a program with BP money escarosa. Purpose to promote nature tourism in his region. Grant funding spent, Florida switched website platform, his program needs to restart. New program will focus on paddle trails. Workforce development includes Florida Master Naturalist program, panhandle outdoor live including outdoor science presentations. Sarah continues...Florida friendly fishing guide, online training program for best practices for fishing guides, eg how to deal with algal blooms for charter captains.. NERDA grant for sea turtle lighting. Help charter captains develop skills for SM/ marketing. Clams, oysters, etc. for Florida Shellfish trail. Catch and release training for captains but also 'Joe Anglers', reducing release casualties

Major Needs: lack of skills and reliable workforce, impacts from amount of tourism in Florida

PAMELA: Are these programs monetized that Sea Grant makes money off of?

Sarah: Some are (Master Nat), but others are grant funded. Fees cover costs and pay administration staff

PAMELA: Can we use these programs to create sustainable revenue for Sea Grant?

Sara: We basically need our programs to generate revenue. We need 'revenue enhancement'

Miles: How many people are doing this work:

Rick/Sara: 4 for escalosa, some do tourism tasks,

Miles: A key thing is to acknowledge tourism work as tourism work

Michael: We did some chart boat workshops that sounded similar in New Jersey. In Fisheries and business development. It started to take off but then we couldn't get anybody to come. How do you keep people interested?

Sara: Successful ones are linked with a guide association. Also, If they request something ,we give them exactly what they want. We let them define the workshop. We had a 30% increase in the last 6-7 years, so we have had a lot of new guides who might feel need this information

DAVE, NEW YORK, GREAT LAKES

Tourism/recreation programming depends on National Office, we need to appease them, even if we need to change what we call things. Important to play that game to make National Office

happy. Created Marina Net and Has Net were created by Sea Grant. Sea Grant programs have often been several years ahead of industry for problems. Lots of stuff created from Marina Net, Clean Marina program created by Sea Grant. We are 33 different programs, programs need to do their own version of Clean Marina program. Network needs to get together and build together. Where do different tasks fit? Tourism? Recreation? Different things can be portrayed differently to fulfill different roles. 2012 document helped set the stage, we need to push these results back up to National Office, a very successful program that has had programs going for a long time even if what we have called them changes.

Discover Clean and Safe Boating – Industry partners with them to create cool exhibits, ‘Surcrafts’. We should do life jacket demonstrations...who would go. We need to do it at the boat show so people are there. Do a monthly TV show. Clean marina program doesn’t do certification due to their local laws. Do a major exhibit at NY state fair (shipwrecks, waterways of war examples, lighthouses). Developing phone apps, ADA work for boat access, deals with businesses to help them be better with their business as well, not just cause things are right to do (eg ADA )

Marina Net in 1980s, economy and industry things have changed and come back to Sea Grant for help. Talk about history to National Office but also fill the needs of our stakeholders. It is complex because things can be called

#### PAMELA, RHODE ISLAND

Marina work – RI is looking to reinvigorate their clean marina program Sea Grant is helping a little bit, but because it is in the resilience bucket they don’t get as much resources. Within marine trades bucket, they did develop tools for resilient marinas. How can you look at sea level rise in storms, help business manage risk? Excited that they are working with recycling fiberglass boats, currently doing research and going into pilot program to explore how to do it and reuse

Aquaculture agro tourism- focused on getting shell fish growers together, working with state, bringing people out to farms to get RI’ers to get shellfish is their history and culture. Did a lot of clamming and cooking classes to get people excited. How can we develop aquaculture agro tourism? Can we get money for this? When we are talking about tourism, are we talking about recreation and tourism? Am I a tourist or am I recreating. Want to build on agro tourism

Emerging – we have first offshore wind farm, 5, many more are planned to be built, we are working on indicators for gauging the impacts of these on tourism. Hearing a lot of positive impacts, few negative impacts. Global Volvo sailing race coming, people aren’t that bother by windmills, people are getting around them, chart boat fishermen like to look at turbines when giving guides, Sea Grant is helping providing information about what/ why in regards to turbines.

Issues and opportunities- revenue generation, how can we make some money to continue to provide leadership?

How can we engage businesses to help them be proactive about flooding, hurricanes, sea level rise

We want to provide more assistance to tourism operators/ water dependent uses to prepare to adapt for changing climate.

Cruise ship tourism, how can we build our capacities/ programs to support increasing desire?

Promote innovation for blue economy

#### LESLIE IL/ INDIANA SEA GRANT

We don't have a dedicated tourism person for program. Someone told them they need an app, got responses from tourism people, would it be useful? Created website to help organize info for what people can do in area.

Chicago water app, buoys in water that angling/boating community/ weather service helps at the end of the lake (belong to Purdue)

Have angler archive, can look at recreation fishing data, to find where fish might be found, fish atlas

They have clean marina program but don't certify, statewide in Illinois

water Safety consortium, concerned about drownings, structural currents, lake Michigan near Chicago usually has most drownings (~40 last year). Really high? People have drowned while kayaking and leaving life jackets in car,

We have created brochures, 'Lets Paddle', federal agent almost drown on Lake Michigan because bought an inappropriate kayak for Lake Michigan, educational safety programming. Fishing outreach person creates these, also does science things. Issues with paddlers vs. river fishers (enemies). Looking for support for what to do.

MICHAEL: acceptable use of kayak. Information you can share?

LESIE: We have the info, can pull it up for you. On the website.

PAMELA: never thought about this, inland vs. sea kayak vs lake

LESLIE: septic issues cause issues with water quality and can close beaches. Some people don't make connection between septic issue and water quality

#### MIKE, NEW JERSEY

Small state, small program, two full time agents.

Everything he does can be tied back to tourism. Have always been involved in Marina programs, his start was on clean vessel act program, been implating that since its 93. Given NJ a good entry point into business world. They feel safe and comfortable working with Sea Grant and lets them help implement best management practices. Not interacting as well with fishing industry. Losing lots of fishing, opposite of Florida. Need to help few boats who are left in marketing offering events, etc to bring back popularity.

Involved with beach nourishment, one of the first states to get out rip current signs. Offer it to beach communities, as well as brochures.

Also do some community outreach, interacting at Boat Shows with a Sea Grant table wasn't super effective, but now do Kids Cove, fishing and boating exhibit has gone really well. Help kids wake away with a little marine science craft, want to encourage parents to go boating.

Also do general outreach

Horseshoe crab twilight walks, very popular, registration fills up quick

Marine Education research outreach on regulations. Producing over 300000 laminated cards in the past, down to 200,000. Keep losing anglers. But a good way to reach anglers. Conservation officers like it, can hand something to people

Areas of concern: trying to provide workforce training, marinas have real lack of skilled training, can maybe help them know that is a possible career to be a boat mechanic and make a decent living.

MISSISSIPPI : Charge for midnight walks?

Michael: Yeah, about 10-15 dollars per person, just enough to break even, 'cost recovery'

FRANK, OREGON

Works in a region of the state that has been very economically depressed due to logging and fishing and tourism. Many organizations put energy into tourism during recession. Has been working on tourism for last 4 years. *Travel Oregon* puts on rural tourism studios workshops. Created an outdoor recreation action team. Focus needs to be on trails and trail development, shoulder season and off season opportunities. Need the shoulders season and off season to support economy.

Recreated scenic bikeway program, first one on coast. Those bring in about a million in their regions, hope to continue to build

Started applying grants to rebuild and build trails, have built a whole trail complex, rebuilt service trails, have been successful at attracting outdoor recreation. Developed beach bike trails for fat bike trails. Trying to develop trails.

Needed more academic rigor, needed to help out with education. Hired tourism and rural development in that region

MILES: has worked with sea grant extension, been in Oregon for 2 years. Rural tourism studio: Much better connections with tourism industry (Travel Oregon, cities, others). A person focused on tourism is building lots of connections, helping for people who aren't necessarily tourism specialists.

Area is still working on how to utilize tourism training. Professional guide training (all types of guides) helps educate public by helping control the guide experience. With land management agencies, how can commercial operators be helpful, as opposed to a problem?

Went with a Seattle Operator to Argentina, discuss and expand a place for tourism workshop (Guided outfitter Recognition) Need to be able to test and recognize guides. Hopefully can supplement other trainings, hopefully easily coordinate with other trainings. A big effort right now. Local non profit is helping fund

Workforce training – training customer service, survey of industry hotels, etc, about what they need most. Have a problem finding enough qualified people. Teamed up with Oregon lodging association. Workforce development agency, working with them to reimburse training costs to be more enticing to guides.

Market research on guide prices, a model for people to find out who is out there, how well they are marketing, what they are charging. Tourism industry itself is funding Sea Grant programs, fund community development for conservation and tourism in area. Building ties to industry is great and have further opportunity

KEVIN, WASHINGTON,

WA is one of the few attached to university that focuses on research. Their sea Grant is very focused not on tourism. Fishing and timber important on rural coast, some opposition to embrace tourism because of seasonality/lower payer. Some embrace, some want to be more resource focused

One of the primary draws in area is razor clamming. 250000 to coast on weekend, for an area that has 50000 people. Very popular, but there aren't many guides or tourism structure, so a lot of people don't know that they are doing. People want an experience, razor clamming doesn't have the support structure it needs yet. He had someone teach him who was just a friend, no real organization for that.

Beach walks is an opportunity. Two people do regular beach walks.

Boater education, clean marina

Pushed to do 2 publications about retail gap, and economic impacts to region. Helped develop graphics and promote region. Number back up materials

More focus on tourism in the future. Kayaker safety is important. Reprioritization, new hiring soon, more interest in tourism in future

PAMELA: We lost our sea grant economist, happy to see your economics research. Contribution of tourism to regional economy. Are results transferable to other areas?

KEVIN: Maybe, research depends on how much people spend when they go, depends on integration of local economy

DC COMMERCE GUY: Are there any local cities that have destination marketing organizations? Just not a statewide basis?

KEVIN: There are local tourism organizations on the coast, county or regionally focused, derive funding from taxes, promote specific region, but no comprehensive planning, ‘come to Washington here is what you can do’

TOM

Minnesota Sea Grant is involved in a lot of tourism initiatives, but mostly research, Shares research about climate change mitigation/ adaptation strategies

Passes around post card that has map. Sea Grant recently funded cross university project – Northshore Community Climate Readiness Project. Looked at growing importance of outdoor recreation and tourism ,impact of climate change and projections. Looked at form visitor experiences stand point, government standpoint ,hydrologic standpoint

Looks at visitation statistics (state parks for example) Lots of publication on post cards website

Hands out publications. Work in MN tied to climate change projections + outdoor recreation and tourism economy. Showed where MN se Grant has been investing money and energy

Superior hiking trail is very interested in use data. Association that manages has reached out to Sea Grant. Proximity of trail to lake superior is what draws people to trail.

MILES: Are you part of the MN tourism center?

TOM: No, but I reached out to folks there. I am being put in a project that emphasize outdoor recreation which he has a background. Where is the line between recreation and tourism economy? Great example, Noah Workshop, climate adaption. Focus in Duluth was outdoor recreation. Still finding folks to work with

PAMELA: Sustainable tourism is a topic in vision papers. What is the definition of sustainable? Lets save water? Sustainable so the communities can survive? Rising seas and falling lakes- redefine tourism/tourism line but also sustainability

MILES: There are different definitions. Can we use those, is there a reason we shouldn't? Outdoor recreation/tourism isn't vs. but just using different labels differently is appealing to others (visitors can be more appealing than tourist.)

MADDY suggest we define things after break

Michael: talked about his already, how to define and how to use

BREAK

PROFILES/HIGHLIGHTS CONTINUED (3:15 – 4:15)

MELISSA MISSISSIPPI ALABAMA

Tourism Resilience Index – Index will allow businesses to realize how they are not prepared and how to become better prepared if something disrupts tourism.

Watched a video about tourism in Alabama and business community and culture. Prepared index, surprised how encompassing it was. Planning to be resilient has got to be cornerstone of tourism businesses. Sections in index include business and operations plans, disaster preparedness plans, marketing workforce, government resources, resource access and knowledge

Training sessions for resilience indices, there are four, ports and harbors, coastal community, tourism, group setting to learn from what others do, or individual

Scores index, weakness or strength, encourages actions

TOM: You are using resilience exclusively for disaster response?

Melissa: idea is hurricanes/oil spill, but also general to think about anything that might disrupt (recession)

TOM: but it is more of a response to event rather than mitigation or avoiding events?

Melissa: correct, more of a planning tool for response to events. If community went through resilience index, if completed they could apply for grant if storms do come

APRIL SOUTH CAROLINA

Clean marina programs, trying to add a resilience piece to that but haven't quite there. Marine Trades Association and Department of Natural Resources doing recertification. DNR has asked

Se Grant to take back on as being recertification lead. Condition for that is the resilience piece is added to checklist

South Carolina Nature Based tourism organization, sea grant provides tech assistance and leadership service to that group. On board, executive members at times.

Green infrastructure planning, recent and current stuff. Where can we put development and where we should protect resources. Land trust working on that with them , working on putting trails

Examine social carrying capacity of mariculture in south Carolina. Help produce barriers to oyster mariculture. Wealthy land owners have negative views of people on beach obstructing views.

Integrating climate vulnerability and working waterfronts are viewed and values. Want waterfront access to be more of commercial side of it, used a story map and forums, help master plan.

Provides mini grants to fund master trails plan, perception issues . Have helped chamber to leverage to designate and expand natural heritage corridor. Can promote recreational and nature based tourism, rural communities want to stay rural

Sea food trail work, potential for sea food themed trail. Want to put that to paper and create that product

Blue way work, trail plan in additional with green way. Phone application, people can use to find important information.

Water proof blue trails map

Starting up environmental education certification p[rogram, started beta test, hope to start in the fall.

Promote coastal heritage through publications.

Issues with impacts on resources from tourism, lots of development right now, lack of data on nature based tourism contributions to state and economy. Don't have an economist on staff or a relationship with a university. Hoping to get one. Issue about climate for operators, businesses and cruise ships

TAMMY

Tourism Center support tourism through education ad research. Visitor profiles and economic impacts studies. Do tourism assessment programs, customer service training. A variety, depending on industry's needs, such as workforce needs. Working on agro-tourism. There is



demand/interest for it. Doing research on diverse audiences, again depends on what industry wants. Most of work in cities, but also do work in Greater Minnesota

PAMELA: A lot of us are talking about communities. I am a planning board member volunteer. WE have had challenges with farms, wedding venues and solar panels. Both of those have caused lots of community challenges. I encourage us to work a lot with community members, program we propose can be obtrusive to community members.

TAMMY: Communities lead our tourism assessment

PAMELA: need to attend to unintended consequences

MADDY: We have covered everyone. Any questions/final comments

Dave: In the great lakes have 8 programs, each is doing 5 or more of those activities, every program is doing this work regardless of what we call it. Do the programs in the northeast network engaged in multiple of these, or are some programs not doing?

PAMELA: MA is a little bit of an outlier. Two institutions, very technically focused. I think that in the NE we are doing more climate resilience. I don't think we are doing clean marina, trails. Maine does, but rest of programs are so small

MICHAEL: Majority of Mid-atlantic programs mostly do, except Maryland vary. Don't think they do Clean Marina, Clean Vessel Act

DAVE: is the south?

NC AND SC are doing this stuff. Georgia also, but just don't state it as much. Puerto Rico does, Alaska, Hawaii.

DAVE: Basically, maybe only 3 programs in the country that are not doing these program activities. Even if they are not calling things the same, most programs are doing the same activities. Climate change specialist might be doing solid tourism work. Work that's being done is important, not exact wordage

LIZ: Right, we try to frame things certain way. Don't let that impact how you talk about it, just know we have to tag it how we have to tag it. But we don't really care what you call it but we have to report it a certain way

DAVE: It becomes news when programs don't realize they are doing similarly things

MILES: Early thoughts from the first morning? What has popped up where we can help industry?

DC COMMERCE GUY: Defining where the subsectors are. Opportunities for partnerships for thing to explore. Interesting to hear where different communities are in tourism. We have an

economist who has a lot of data about what travelers do when they come to US. Hope we can provide insight into research about what people do in tourism

MADDY DEFINE WORDS:

What do we want to use for that definition?

MILES: Why are we doing this?

MADDY: I feel like people are using that word differently

MILES: World Tourism Organization defines it as “Tourism that takes full account of its current and future economic, environmental, social impacts, addressing a variety of needs)

DAVE: Is resilience out now?

LIZ: Vital communities?

DAVE: WE just use the definition without using the words sustainable

LIE: use what makes sense to you guys, don't worry about translating to fed speak

Other: What is a vital community?

LIZ: it's a resilient and sustainable one?

PAMELA: I want to know if we are talking about sustainable in terms of wind turbines, or w/e. To be clear that we are on the same terms.

TOM: It is in the 2012 document. If we deviate from that, it is important that we have a definition.

MADDY: defines what the 2012 sustainable definition was. Slightly different than what the UN has,

TOM: a less updated version. WTO has updated, do we need to?

SARA: likes the white paper, full account is vague, prefer the more specific

MILES, to me makes sense to use the most recent UN definition

DOC commerce guy: doesn't know if US had their own definition. US is not a member of UN WTO

TOM: Full account might be useful, uses more general lingo is useful to encompass hidden elements of impacts

PAMELA: current and future...ok. Visitors, industry, environment, good. This definition has those elements, this might work for us (the most recent WTO) definition

MADDY: Lets do a thumbs vote

PEOPLE vote: almost every single person did a thumb up, sara did a sideways thumb

SARA: a balance is more of an action, rather than just take account. But we can ELMO it.

PAMELA: if its that close, lets just stick with official WTO definition. Each program can then modify full account to their own needs

TOM: sometimes its not a balance, sometimes we need to prioritize things.

- We work off of WTO definition. We recognize that sustainability differs on every community. We guide them through sustainability decisions

APRIL WILL GIVE US A QUCIK REFLECTION ON PREVIOUS WHITE PAPER, THEN PRESENTATIONS ON WHAT HAS BEEN WRITTEN

DRAFT VISION PLAN REVIEW (4:15 – 5:15)

APRIL: Copies are available in google drive. Lots of work has been going on sustainable coastal tourism. Biggest issue has been vary varied from program to program of what is being considered. Over the last few years, as priorities have changed, it seems like it has diminished. In 2008, folks got together to begin a dialogue on Sea Grants role in Tourism and tourism development. As result of that, a group of folks (dircetors, agents) gathered in 2010 in new Orleans and decided to write a proposal to national office to want some funding support and host network wide sustainable coastal tourism round table. Additional support from sea grant association. Was in 2011 in Baltimore, about 40 people there, lots of different representations. Looked at refining role in coastal tourism. AS a result, folks endorsed the development of a policy paper to have when considering strategic plans. In early 2012, group of folks from many states, met togeher to draft that. It came out in may 2012. Hope is that we can have a component

MILES: Falk came to conference in 2013. Its an already existing network. The more we can do to be a part of that, the better

Aril - been vocal about that, good point

DAVE: it was also used as a core piece for coastal marine tourism conference. Authors were there, trying to keep the paper alive. There is no one place where we can get together for professional development opportunities. Is there a place we can go and network about this tourism part.

MILES: Its alive, people from Sea Grant just have to show up

LIZ: When we changed from sustainable coastal community development, when we combined 2 into 1, it was to include tourism in it because previous didn't, new wording tried to be more inclusive of tourism, just names, its what you do with them that count.

MADDY: I know some people who wrote sections going into white papes (economics, environmental management and)

KEVIN: My primary goal with this economics document was to elevate economics from a '2<sup>nd</sup> class consideration', to not just be given a nod and to actually have a real presence. We need to understand how and why it is important. Divided into research and outreach and extension sections. Tried to group topic areas. Narrowed down. Tried to give examples and call out possible priorities, but not necessarily exclude it to something.

MICHAEL: environmental management, Took notes from various calls, tried to put into categories, tried to match with topics form the white paper. One of the areas I felt we were a little weak was the research component. Pulled in some from the white paper that we hadn't thought of or discussed. Classified as outreach, really heavy there. Not much research. In outreach, primarily promoting best management practices to reduce impact. One area we need to, as a group, to try to narrow or combine or shorten the list, more than we can accomplish. As far as the implementation plan, some items for 1 year or 3-5 year, but further out unsure where to go. Think we need to narrow down some of our topics. Should have engaged others who were interested. Leslie helped, gave some good ideas. Helpful to have extra perspectives.

DAVE: tourism and business and community development. Might not want to say this anymore, pulled from 2012. What do we all need to do on a larger scale. Tourism development that protects heritage. Most stuff came out of 2012 document. Lets go small then group can add in. To implement these: need a network of us to work together. To be able to share insights, such as best management practices, don't need a lot of new stuff, need to beg borrow and steal stuff, need to know what others are doing. Swat teams can be pulled together to go and help/mentor a new program.

MICHAEL: We came up some ideas that maybe shouldn't be deleted, but maybe fit better with a different group. Might be good to swap or shift around things.

SARA: Workforce development. For priorities, five were focusing on small business owners and business leaders, presenting research, workforce tourism classes, giving the front line employees who face tourist questions the info they need to answer these questions. Training business owners and staff, using tools already developed to deal with both acute and chronic business stresses. Educate tourism development councils. A lot don't see Sea Grant as a resource, but would be a good partner. Educate them about Sea Grant and resources we have. Waste reduction, cleaning, green buildings.

Why a priority: a general lack of scientific literacy, growing industry and tourism has impacts. Limited opportunities for trainings in Florida. In general, more of a national perspective would

improve this section. Several outcomes developed, quantitative, “50% of business will develop ideas”

Implementation plan: needs assessment, finding curriculum resources, identify research gaps, form and solidify partnerships. Overlap with out in other areas, maybe too Florida focused. Hope the group can improve

MADDY: Any comments?

MILES: from tourism perspective, what people want and need, the number one thing is marketing help. Addressing the needs of out clientele, if that is tourism industry, we need to look at what the industry says they need and how to integrate, if we are not addressing what they need we wont be valuable, marketing is one of the things they need. Getting inroads will be easier if we helping make their business easier by helping with marketing. Hard to get buy in if we are making their business harder

LIZ: q to clarify

MILES: They may need the info about the environment, but they want it in how to use to market their products. WE can help with marketing training, but there are industry professionals there

DAVE: an example, “How do I use social marketing to get heads in beds?”

MADDY: Keep those thoughts in mind for tomorrow

RICK: We did two small business development conferences. Marketing, liability, human resources, had to bring in other experts.

Melissa: as far as marketing goes, did a certified operator program. The idea was they could use this certification logo to help market themselves.

MILES: worked with that person, some parts worked and some didn't

MICHAEL: I think that is one component, economics is fully going to benefit them. I agree that we don't want to come at them with stuff that will be great for the environment and bad for business, its only one component.

MADDY: Before we wrap up, plan for tomorrow: Big day for putting all of this together. Start with a presentation. Explains tomorrow's agenda.

MAY 8

National Partner Presentation

Starts with DC Commerce Brian's presentation. Overview of National Travel and Tourism Office. Joined by Dick Champley (research analyst)

1.54 trillion output, supports 7.6 million jobs

Travel and tourism including for business, medical, education, and leisure purposes  
Includes sectors including goods and services, transportation, accommodation, recreation, etc...

US largest services export (money visitors spend in the US) Travel and tourism is 33% of service export

Top markets for visitor spending, China, Mexico, Canada, Japan, UK, India, Brazil, Australia, South Korea, Germany. China visitation has been increasing dramatically

Website has lots of additional information

The Office serve as official source of travel and tourism statistics, data used by bureau for economic analysis, analyze and measure value of tourism, support tourism export growth policy (such as making it easier for Chinese tourist to travel to US by signing an MoU in 2008 to facilitate group travel from china to US)

Also fulfill legislative mandate under the Travel Promotion Act, such as creating Brand USA

The Office works with a lot of organizations

Work with private sector, have tourism privacy council, and other associations and stakeholders

Travel and tourism advisory board, advised by secretary of commerce, provide recommendations to secretary about policies and programs

Tourism Policy Council, bring agencies together to communicate, facilitate conversations about concerns and priorities

Brand UA created in 2010, mandates to promote to US as a destination. Brand USA gets funding from fees from travelers from VISA free country travelers, and brings private sector matching funds, access up to 100 million every year. Support for Brand USA because there was a realization we were losing market share in tourism (Australia and European markets being more proactive) Works with a lot of partners, partners find it very helpful. Not necessarily only useful for big cities, 'see how far you can go', encourages smaller, newer interesting things and not just big cities. Brand UA has results in 5 million visitors in last 5 years

Survey of International Air Travelers, focused on international data, mostly over seas coming in and going abroad (those coming in is an export, those leaving is an import)

Survey passengers, digital phones has had a lower completion rate, do random sampling. Why they come here, what do they, how long they stay, is in the survey data, weight survey data. Currently, results seem to point south. Some problems in data from 2016 onward that they are trying fix. International visitors congregate in high population coastal areas. Brand USA trying to

get people to expand outside of big cities, data is an estimate. Also measures activity types (eg 10% water sports). Also have spending numbers, other info on website.

Purpose of sharing this info is to demonstrate that not only domestic tourists

Canada and Mexico unfortunately don't have the same level of info as looking at from countries.

Also, The Office has US and Foreign Commercial Service staff, provide services in international industry, partnerships, key contact lists, etc...

[Export.gov/industry/travel](http://Export.gov/industry/travel)

International visitation is big business for the US

National Travel and Tourism Office data can help companies and destination understand visitor characteristics and identify markets

The Office is working with the private sector and federal agencies

TOM: 1.54 trillion – is that broken down by sector?

Brian/Dick : Yes, you can look at that, tourism satellite account can break that down into 16 or so sectors

MILES: Do you see a niche for us to train people on this kind of information? It is hard to keep internally up to speed on this? We can probably help clientele and markets/ educate them about these services

BRIAN: services may not be physically located in smaller towns but still offer services

KEVIN: WA has had a big decrease? West Coast states have a lot of Asian student visas, as those are going down?

DICK: Later few month of 2016 maybe, but Seattle is being built up as an international hub. But yeah that might be part of it.

BRIAN: It could be, could also be other destinations are competing for market share

MILES: WA did away with promotion efforts

KEVIN: governor thinks we don't need to promote rainforest

PAM: You heard some themes yesterday, we offer a network of people doing some very similar things. Could you envision, helping to market network activities. Is there a way for us to be thinking more collectively? Combine beach walks and crab viewing

BRIAN: Sounds like a great idea, could be more attractive to visitors

NICHE

MADDY: Is it our role to be marketing something else? At your table discuss niche. Report back niche roles

PAM: I think that one of the key things, we provide science based information and education to the tourism practice and stakeholders. Whether its economics or ecology, we are using science based information to form outreach and products

MELISSA: How is clean marina part of tourism?

MILES: a lot of things people are doing are not really for tourism. Clean Marina is good environment, and people want a clean lake to go to. But it has been done for environmental quality, recreation/tourism benefits are more indirect. Opportunity to have multiple messages about overlapping issues.

PAM: Clean Marina is a carrot to get people to come to your Marina. We have 100 Marinas, a way to attract people to a certain marina. It does go back to sustainable part, we are promoting marine trades practices are clean marinas

Michael: we are acting as unbiased consultant, providing advisory services to help comply and reduce impact, help them maintain the business in a cost effective way, neutral facilitator. Most marinas involved as the ones that are businesses that are sustaining and doing well.

PAM: it is product enhancement, value add

MILES: My program is different because we are doing a lot of business training, how to do customer service, how to make more money, etc... Through that, being aware of clientele and nature recreation resources, an entry point to clientele. I haven't heard any marina ask for it. Sometimes will come at it with the idea it might help, but its just the right thing to do. But not asking for it because it might not on be on the top of their mind

MELISSA: Blue ways are something a lot people talking about. We are helping connect the dots with the different blue ways with eventual goal, good marketing. Not sure of role of Sea Grant in general. Blue Way is kayaking trails, where they can go

PAM: RI, tourism and jobs are important, a lot of their focus on Blue Ways is Recreation, for enhancing the locals, but then that also becomes an attraction for visitors. A lot of the work that we do is community development, resource development, stewardship. These things also attract more visitors. Also do a lot of connection between businesses community, policy

MILES: I don't see us doing marketing, but training people on marketing. Talking about science based, we can do localized applied research. Do they care about Clean Marina or not, that kind of thing

MELISSA: How many visitors stay at a marina



MILES: Doing primary research in anything

PAM: research based

MILES: What are other players doing? Other agencies are managing, we are just educating. We would be looking specifically at research about visitors

MELISSA, we have done some visitor research in past through consultants

MILES: Has not been funded in past, a huge opportunity. Eg research on how to promote commercial fishery

MICHAEL: Be interesting to see how much money sea grant has invested in aqua culture. Probably an opportunity that has not been exploited for tourism. Considering about of money we have put into research...it seems like a good connection with international travel. Using data can be used to train, teach, help find opportunities

MILES: What's our niche? What's our value in tourism market?

MELISSA: being a trusted source of science, eg is there is an oil spill

Group discussion

We talked about being a conduit, training as well, training to folks on a variety of levels (different audiences/stakeholders/businesses) etc.. network sharing, beg borrow and steal to help state programs

MILES: im concerned we are starting from scratch, we should use/ go back to our documents.

MADDY: we can go back, but that is a jumping point, if we can expand it will get into actionable items better

BRYAN: The plan is about Sea Grant what should be doing. We don't want to reinvent,

MILES/PAM: Science based, having data bout how people interact, providing data or research capability, training and research, applied research

Project development and coordination...For example, provide money, build infrastructure, working with group to make group productive

Including climate resilient information planning

MADDY: Do we do these, daily?

MILES: some of this, but a lot of things not daily, a lot of things very specific project that only happen infrequently, a mix of size of projects

MADDY: Is It the role of the folks in this room to have this conversation?

PAM: I think a big part of our job is linking tourism and community development. We look at it as an integrated part of a community, it is part of our role in a larger program. Many programs don't have tourism experts, are more focused on ecosystem management or development

MILES: I hear us talking about 2 different levels, concept based and specific. To get actionable projects, we need to fit those into concepts. Thinking about in two levels helps

BRIAN: WE have these priorities for research if funding becomes available. Universities have tourism related research teams. Being able to communicate, research dollars will help address ongoing pressing questions

MADDY: What else do we need to do for tourism?

DAVE: List could be endless, many ways to do the same thing wrong, community level, business level, I am starting to hear training become huge, I will help people get a program to help train others, or actually train others directly. We need to go to national office to talk about climate resiliency across the system. I know we have stolen lots of ideas from each other

BRYAN: It depends on externally who we serve and our internal power, how are we serving the community but how are we going to continue communicating with each other so that we are up to date. Going to have a mechanism to, webinar, conferences, etc... to make sure we are familiar with what each other are going to make sure we are doing best practices

MILES: make sure we participate in NET. Im hearing we are positioned to be a link between environmental data and tourism. Connecting how people use information

PAM: Just data or sectors? Sectors might include data, but also people, resources

TOM: I like what Mils said. It feels like how I am getting pulled more into NE Minnesota. Trails in NE MN need social science data on unknown users. Developing into a partnership, linking environmental/science science data to organizations who need it.

BRIAN: Are then you going to do research in house, or looking outwards to help with that?

TOM: I do that research, but I am teaming up with Duluth, we are doing that work. But I could have turned to other organizations to do that research for them

MADDY: Training and Linking?

MILES: with extension, more on using results of research than doing the research, but a still a component of applied research they need to do

LIZ: is finding gaps in research a role

MILES: Role of extension is to find research needs, help get, kind of a circular process. We need to control money to hire researchers, to ensure link to community

OTHER: One funding areas is coastal zone programs, if community will find useful they will fund research

MILES: trying to get social science funded through sea grant is very hard

DACE: Is that a statement we want to make to ensure that isn't that way. We need to help make social research, not assessment or monitoring

PAM: Is it also we need help defining the questions? Need help defining questions

MILES: Depending on who reviews, with no social science program, it depends on reviewer not the project

LIZ: On some programs, extensions program influence....

MICHAEL: I see this often, the research funding process. You could have greatest project, but may not be the best proposal. The best proposal is always the one that gets funded. Until we change that, we are not going to get anywhere

LIZ: changing the people who do reviews, to make sure they understand what is important and practical, having end users involved in research

MICHAEL: Is NJ, advisory board should have more weight than technical review panel. Stakeholders voices may be drowned out by scientists. I see proposals that are not needed, but still get funded

BRYAN: But we are talking about applied. Its not research for sake of research, research to find a solution

MILES: Folks trying to publish in research journals, theory based. Our niche may be applied research, with different goals, trying to answer what is the answer HERE and what are the needs HERE. Maybe need a different track for funding for applied research

PAM: They have had things like this

Extensions having a sway can help solve this problem

MICHAEL: I can make a recommendation, but that is all it is

LIZ: Sea Grant is founded on applied to research, so if your programs have forgotten that they need to be reminded

BRYAN: Context of this plan, is if funding is available. Research may be one thing, but could be other tourism related needs. Like Pam's Windmill, concept of emerging themes is universal

PAM: In the niche, I don't think that we got that (citizen science tourism) Education is a big part, we bring in a lot people from developing countries, we take them out clamming, etc. WE are doing some citizen science and engagement, value adding

BRYAN: For scallop search, could have a good tourism connection, volunteer tourism to replant coral eg

KEVIN: phrase that jumped out to me, Marine advisory services, capturing that in education and providing information, research for local regions to help tourism industry. Not just here is the data, is trying to get involved in helping make recommendations/ decisions with data.

MADDY: Anything to add from the quiet table? Whether we tough niche or not was the right word, I think we have an idea of some of the major topics for tourism, sets us up nicely for what we are going to do later. I want to make sure we have captured ideas.

BRYAN: It will be a living document, coming up with more things can be added

Set the Stage for upcoming day

MADDY: Working logic model for the rest of the day, working towards outcomes. Going to do 'awards ceremony'. Think about 10 years down the line, what award are we getting? What the director is saying about Sea Grant and how we got to that award? What are the employees saying? What are stakeholders saying about Sea Grant did for them to get the award

Bryan: Reason we are doing this is the implementation plan, implementation plan is key outcome of this meeting we need to walk away with

Maddy: After lunch, authors of 4 documents from yesterday will group and roaming flip chart to talk about those topics. But this activity will encourage thinking about long term

MILES: What we come up with falls within those areas

Bryan: Absolutely, but...

MILES: think it will be inefficient to skip this and go straight to next activity

Bryan: think this activity is an important step. Trying to accomplish thinking backwards

\*What is the director saying about what Sea Grant did to win this award? What is the Director's keynote speech?

Rick: something about vital economy, jobs, economic development

Brian: tangible results, demonstrated economic activity, stories wont help at the hill, we need numbers

Rick: environmental stuff is fantastic, but need to hear more about economic side, lesson from a previous meeting

Brian: 99% of us aren't economists, so hard to come up with this info

Rick: Director would mention economics in speech

LIZ: Would that want to say while balancing resources?

MICHAEL: We have created a sustainable resource that has allowed the economy to grow and prosper

BRIAN: Have an industry testimonial? A host video? Here industry person directly say something, like Alabama satisfaction video. Sea Grant is helping sustain and help business thrive

Rick: Protecting the natural resources at the same time

LIZ: Type of tourism we are talking about is about NR

Enhance? Preserve? Economics without sacrificing? It's a win win

LIZ: first thing: increase revenue for tourism, while still maintaining integrity of resources and ethics of business

BRIAN: Sea Grant has shown through efforts you don't need to choose between economics and environment

MICHAL: You can grow both. Eco-twins, (environment and economy) Interesting to promote them as intertwined. Have to be business focused

BRIAN: Our research dollars invested, there has been a good return on investment

LIZ: Bring up science based in speech information

Businesses are science literate

Have shown that public dollars have made meaningful impacts, can show that wise investment from government and business investment. Jobs and sustainability

We worked with our stakeholders so that we identified the gaps so that we could help actionable

Demonstrated growth in tourism, productivity? Not at the expense of natural resources, improving? Supporting? Volunteerism...Enhancing

Have we become the go to resource for applied research?

Because of relationship we have built with stakeholders, not just industry but also communities and other partners

How to quantify/ use metrics to demonstrate increased environment? We have seen a decrease in invasive species? By being more environmentally sound, catch more fish over time, healthy business and healthy environment intertwined

Demonstrated impact, good return on investment, communities and business developed an sustained, tools have been developed to demonstrate

3 R model, relevance (timely issues, what was the problem) response ( what we did, integrated science, communication, partnerships) Result (how well it worked) quality of life, working with marketing organizations at regional /local level and having partnerships, research dollars that influence marketing decisions effectively,

conducted networking and professional development for staff, diversity and inclusion? Boating marketing is targeting non-traditional market

WHAT IS SEA GRANT WINNING OUR AWARD FOR?

Sustainable tourism advancement for improving social, economic, environmental outcomes

MADDY: What was this award

Honed in on sustainable, focusing and a venn diagram / holistic approach

WHAT DID STAKEHOLDERS SY TO GET US THIS

Sea grant is responsive in a timely fashion, always involved the community from the beginning, we appreciate their consistency in programming, their leadership has made all of this possible, they have helped business owners, given me ideas for return investment opportunities based on research and info. Educational program have helped inspire action in our community. We are

grateful that sea grant is getting more money, our coastal resources and communities are healthy and resilient because we can depend on resources and on sea grant. Sea grant staff were innovative and niche, brought new visitors and businesses

DIRECTOR ACCEPT:

They are talking to house or senate. IT is a return on investment, demonstrated positive impacts on economies, jobs and business sustained and grown, healthy businesses and ecosystems are intertwined, trusted relationship with out industry's and community to identify needs, responded with measurable actions, include testimonials in our speech, we got there because we got money to do applied project, research, outreach, provide funding to our partners to improve how they operate, research dollars driven by stakeholders, we also did professional development, funding to support student opportunities to increase diversity and inclusion and equity to make sure workforce well prepared for industry, overall wise return on investment

Sea GRANT EMPLOYEES SAY:

Long term outcome/goal we increased community resilient through tourism and recreation and did this because we measure change and had key indicators and had more say in how research dollars were directed. We worked on issues that were driven by community needs/ questions/ concerns, we worked with research community to apply effectively, developed and implemented monitoring plan to validate data, going forward. Research led to behavior change, also provided training and outreach based on research, also did pilot/ demonstration hat integrated resilience, community and research co-created

BRIAN: Explain monitoring?

APRIL: Monitoring to help make sure research is helping community effectively

PAM: Wanted to make sure we have data to demonstrate the positive changes we have made, with tangible metrics

MADDY: before lunch< identify break out groups, reviewing and getting a good idea of concept are and going into each document

After lunch ,talk about short and medium outcome goals

Stop and pause and review and summarize this activity. WE just did this to find long term outcomes

LONG TERM -> A measurable triple bottom line. The triple bottom line already exists, what we are enhancing. An improvement, or at least having good results based on benchmarks.

PAM: For whom?

MILES: All of them

Kevin: mostly I do cross county comparisons to do region wide analysis/ comparisons

PAM: For targeted areas for communities or sector

LIZ: We are doing this exercise for the national vision, it has to be national or regional but still be relevant to do you do

DAVE: What our communities want, not what we want for example, they might not want to grow but just maintain, they are at a carrying capacity, so that could also be a success

Rick: For example, extension guy wanted to do solar project but community did not want

DAVE: Who are we writing this for?

BRIAN: This is supposed to be a national plan. Form each of our state, adding them together to report out?

SARA: Also, multiple things to target for success, don't need to increase everything, maybe want to reduce

TOM: When I think about resilience, think about densify neighborhoods, but we can't always listen to communities, if communities have power and privilege and making decisions that they don't agree with (coal to renewables) we may have to be responsible and override what they want

BRIAN: We are helping communities make more informed decisions. One of our goals was to talk people out of it. OR at least make them come to starting line better prepared (tilapia example) What decisions they make, is out of our control. What different states do, even if different, can still be lumped together in big categories. Informed decisions is fundamental, good or bad, do we go there?

LIZ: One other thing, think about your program's strategic plans. WE want this to fit into your programs strategic plans

BRIAN: At the same time if we are going to use our plan, why are making a new one?

LIZ: WE are trying to talk about HOW we are going to get there

PAM: Plans or actions fit into resilient community framework, either contributes to community resilience

We have economics, environment management, workforce development/training, tourism and business and community development

Talking about and thinking about : tourism/business /community development



Just a couple items, what are we going to do TOMORROW? In the next few years, very pragmatic,

The 2012 document is different because vision has changed

The implementation plan part, what are we doing? Are parts of 2012 document still viable?

This all based on ecosystem and resources...What are we doing now? These are all business focused, what else do we...More training? What kind of training and what would we do as a network (the bigger picture) to help each other even if we are doing things differently in our states

How big is tourism group network wide? Lots of groups that aren't even necessarily recreational tourism specifically (eg fisheries staff) may still be involved in recreational tourism work

If some sea grant person wants to do a new clean marina program, they could easily learn from other programs clean marina. Help facilitate SWAT team prepare each other

National Office address book, how specifics of it? Depends on state

MILES: thoughts on edits, each of these program areas has a two-pager. Reorder to avoid too many problem statements, shorten/ make concise

TRIPLE BOTTOM line could be spelled out/ glossary,

By focusing too much on one area, can hurt community.

Coastal heritage program? WE can do something that labels heritage but in context of us providing information (it came from 2012) it is a niche market.

Work with communities/business to help them look at SMART growth,

Are we headed in the right direction?

I don't see business training come up a lot, even though we talk about it a lot, Community organization training, other training (financial, logistics)

Actively participate in network, best management examples from tourism network  
Ecological rapid assessment team

Specific future...deliver online extension courses in partnership with organizations (online training)

National sea grant has FT tourism coordinator

Every sea grant program has at least one sea grant tourism extensions faculty

Each agent has 5-10% assignment in tourism

Sea Grant funding allocate to extension for applied research

Tourism business practices, all about their end product. What is the community piece? What piece are we talking about? WE do have some programs where people are working with community. Right now our focus area is resilient communities. What do we want to do? Community development? Is that tourism stuff? Looking at tourism business and its interaction at community level. WE are talking about the piece that works with tourism. Tourism management sound like a regional thing. Trying to refine language, need to emphasize the 'tourism' piece.

We as a network have been good at developing best practices. How do we share amongst the network and learn from each other? There is little new development.

Clean Marina programs in different states would fit under different classification in different states

Our group name's description does not describe what we do. We are really focusing on tourism. Most of what we are looking at is not developing new practices, but how to access them. We are focusing on Marinas, not boaters. Where does that go?

DARA: we are working on trainings, business thing is opportunity analysis

Title of areas are just priority areas

Where is stewardship included? Items don't fit cleanly into topic areas

Need to find what topics fit where

For example, for Environmental Management, focuses on business. Not communities/government? Does waste reduction fit in here for example

Where to incorporate talking about target audiences?

We are not going to market, we are going to teach how to market

Economics, mostly used for policy makers / government.

Audiences between topics areas overlap

But workforce development also includes other areas...cant have on group that do training, every group needs their own training?

Do we want to stick to workforce development and training label?

Biggest issue is technicians and service sector staff, where does it fit. We aren't going to train people how to fix boats, but educate them about why they need it? Or, rather, actually teach them how to directly? Let the states decide how to do it for themselves

In environmental management we do need transfer tat to workforce

Do all groups do training? There is overlap

Short/Medium

Use sticky notes to list outcomes for topic areas. Short term ~ knowledge, medium ~ changes for tourism + business group.

Hard to know what to include based on regional vs. state vs. nation and whether it a priority now or will be in a few years or what will be emerging

How to leave things open to interpretation...should we focus on less or more things? Feel like previous plan was not utilized properly? Lots of specificity or overarching?

Might be better to just have 3 or 4, with a longer list, nothing gets done

What happened so that previous documents we created didn't really work/ we didn't follow through on them how we had hoped? Development of Sea Grant academy program?

REVIEW NEW THINGS/IDEAS THAT HAVE HAD NOW THAT WE HAVE WORKED ON  
OUTOCMES

Goal is to not reinvent the wheel, but how is this going to be different than the last one – implementation plan?

Dave: A lot of them are in 2012 in document, but we tried to expand n them. Please use 'extension'. We all want to go to NET. How do we get to a point to know what the next big thing is? Wildlife? Trail development? Something that can be the next big success story like Clean Marina

BRYAN: What can we do so that is we put this together again, so that we can actually do it?

LIZ: One, there was a huge push on this from a small number of programs and were very passionate. But, it didn't grab traction with majority of programs. Some programs in their

strategic plans did go through with it. Ohio, Delaware great examples. This time is more of a focus vision, but no guarantee we will have money or something is going to happen

BRYAN: Right, but for new plan we do need to reformat a little bit for implementation plan directions. Miles said something, “so what?” Will what you do have an impact? Just hearing what others are doing is a huge asset.

PAM: WE have some themes we have heard...water quality, aquaculture, etc...What is the next big thing? Given that we are all here should we identify some theme priorities? Is there some benefit to us identify top existing and emerging things. Should we identify those things

DAVE: I think yes, top 3 things to work on eg would be great. Doesn't have to be whole network. Successful sea grant national initiatives in past had led the way

LIZ: A short paragraph or bulleted list of emerging would be great. Maybe we don't have time now to talk about these, climate change, reduced funding, etc..

OTHER: Realistically that might be more of a 3 year outcome. Cant really identify what those ideas will be, just set ourselves up

MILES: Even if its not in the document, part of the discussion will be useful to help prioritize who wants to work on what if they had resources. For me, guide and tour operator training is a big priority. I think we could do something to have some ideas, but not necessarily lock them in

MICHAEL: Do counties mine international data, does big tourism trickle down? International readiness?

DAVE: The opportunity there is (Are your brochures bilingual?) for example. Ways to be welcoming international customers?

BRYAN: Are we still good on the 4 areas with sustainability throughout them all?

APRIL: are we on same page of how workforce defined?

MILES: its employees. Differences is individual skills vs. business management skills

April: are we taking into account decision makers?

MILES: we are not locked in, just ot get conversation started

Report out form break out

MILES:

Short - We have used extension net to collaborate, tourism marketing training program implemented in all states, nation sea grant has tourism coordinator, sea grant extension has online tourism trainings, clean marina program continues, guide training program

Medium – swot tourism team that could collaborate, local and state government acknowledge tourism as economically important, communities adapt community manage plan that includes resilience. Materials utilized science based information, revised social science review process, communities and business rea trained and utilize readiness training for international, people recognize ROI

MICHAEL – environmental management / stewardship? Term open for discussion

Short – needs assessment related to best practices to get an idea of what everyone is doing, using the snapshots as a start, do a sea grant network survey, develop targeted research/outreach agenda

Safety issues, rip current, boat safety, etc.. if no other topic area has that

Promote quality bmps, provide training with industry on best management practices

Medium- RFP funded ,design program and implements to address gaps, share lessons across the network , identify new tools/practices eg (catch and release related products)

BRIAN: Stewardship piece could be visitors?

PAM: priority was conduct research of stewardship (as opposed to education) Topics we have been seeing have to do with water quality, public safety,

MELISSA: items on legal policy? Do we have this where does it go?

Some states have legal programs

MELISSA: example, business didn't want to put up rip current signs cause thought it might effect liability

MILES: liability side is big concern, need to communicate and sort that out

WORKFORCE-

Short – didn't change much from stuff we found in plan, based on theory of planned behavior change, identify research gaps

Medium – get funded research grants, formalize and finalize partnerships and resources. Develop and finalize avenues for workforce training, adoption of recommendation

PAM: did you think about university students as part of the workforce? We have put that into some of our proposals

SARA: we do mention universities, but didn't really touch on outcomes,

MILES: we are going HS training, to prepare young tourism professionals,

DAVE: its important to include that whole spectrum of workforce levels

Maybe we need to add a stick for future workforce concerns

ECONOMICS:

Who can help economic in department? Modify or expand how to report economic data, needs assessment for economic data, infographics, RFP to support projects? utilize expertise within the network

Short/medium roving session

People walked around ant talked to each other, added post it notes, groups reconvened and tried to come up with 3 priorities.

Heard some comments about social justice from environmental management group

Report out top 2 or 3 short or medium outcome from each poster

TOM, environment manage Something we noticed, lack of explicit diversity, equity, and inclusion discussion. I dont know if we can rely on a preamble to handle that. When we came back to our outcomes. There is often a correlation between environmental degradation and vulnerable communities. I think social justice short, medium, and long term . For example, classes available in native language in heavy Spanish communities

DAVE, tourism: Lumped 3 short term, embrace that we are going to use extension tourism.net IT exists, we should use it. Adopt the NET conference as our biannual conference to meet face to face to talk. Sea Grant mentoring exchange.

Medium term: what's the next great idea? Small business education, succession planning? SWOT team program, national sea grant office needs to have a recreation/ tourism person. Have someone explicit in this role.

NET conference is open to anyone, but general focus has been professional development within extension

KEVIN, economics: creating a guide for data collection needs, so that non-economists could collect economic data, creating a social science center, framed after LAW center with economics with primary focus area.

DAVE: can data collection thing can be done with IRB university requirement?

MILES:yes, but it depends.

LIZ: yeah, if it is not public use, you don't need IRB

KEVIN: and some IRB is pretty easy process

APRIL, workforce: short – identify partners and existing resources that we need, participating in national extension tourism group so we are not reinventing the wheel , developing tools and curricula

Medium – formalized partnerships + resources, audiences. Partnerships could be who doing programs with or for. Finalize program tool. Adoption of recommendations based on training. Development evaluation of training programs

PAM, back to environment management:

Inventory of sea grants bmps, tools, and products related to stewardship, a needs assessment a targeted research and outreach agenda.

Wrap up

Start at 845 tomorrow, reflect on what was done today, and move forward with what we will do to this document

WEDNESDAY

Maddy thanks us for being here, yesterday was long productive day. Today we are identifying who is going to do what and nitty gritty details. Lets back into groups from yesterday, review charts with fresh eyes and look at them in a realistic fashion to see what can be truly done in 1 years, 3 years, what can happen even if we don't get funding? What are some of the things that are priorities if we do get money? Then we will come back and have group discussion about.

BRIAN: we recognize that 3 -5, 5-7 , 7 -10, there will be a lot of flexibility. Important to be realistic for first 3 years

MADDY: Any revelations from last night?

MILES: This has been great. This meeting has not been what I expected it do. I expect us to be doing the document and leaving with a 80% -90% done document. We need to spend time we are doing. IF we go back to snapshots, not everyone got them done. If we don't know what we are doing now, its make believe what we are doing in the future

BRIAN: Having a comprehensive list of people involved in tourism efforts. I see that as one of the first key steps that can be done in the first year without funding. Will help us see where our deficiencies are.

MILES: What information does the National Sea Grant office have collect from reports we already get that we could compile. What do you need to go out and ask for again?

LIZ: We have public search, so anyone can go and look at what's going on.

MILES: That doesn't show our programs or activities

LIZ: We can only do the report you guys provide to us.

MILES: Is anything compiled by national office on what the states do?

LIZ: We have a report with like, AOP, but its not what you are looking for.

PAM: What came to me last night, I've had a chance to talk to everyone last night. What came to me is inventory, and take the next step, to be able to compile the information about what we are all doing, so that we can analyze. People might need this info for different purposes. The Luxury in this is that we all have different things, we have highlighted in snap shots, we can expand it beyond, its in my interest to know what the bmps for the marina area. First thing I do, is what are other sea grant programs doing? First thing you do before you go out and do things. Lets inventory and share with network.

BRIAN: Our job here is not to offer training workshops, our job is to figure what we are actually doing, find the triple bottom line. Even Clean Marina keeps coming up. That shouldn't specifically be in the plan, but what is the program actually doing? Struggling not to try to get into individual workshops, cause that is different by region. By stepping back a little bit, we can capture plans better.

MILES: If I want to find out specifically what other programs are doing

DAVE: If nothing else, from this, we have to have some partnership with national office. WE want tourism, extra keywords, so we can do that. We need an inventory of what we are doing

MADDY: People are doing things that we are not identifying as tourism , for example Clean Marina. Maybe making a list of all the things that are included in Tourism? IS it trainings? Is it water quality? Then we have tag lines that related to other things when we want to talk to national office

MICHAEL: When we submit our impact statements, can we add an extra tag going forward with something like 'Tourism' something

LIZ: Probably. There has to be consistency though. People want to tag things with everything, but their needs to be some sort of consistency. But I can check to see. But need to check with PEER. We have tried similar things before, but it has been difficult with the current system do to input difficulties.



DAVE: We want this information. Things people said they are doing. Going down to specific words we all understand. I want to know trails, water safety, water training. Key words you would say to any program that you consider tourism. Check if anyone is doing these, your program leaders will be able to see if they are doing some tourism. Using a simple checklist. Cause then we would have a list

MEISSA: I'd just do that, in like 3 months or so

MADDY: Do we want to spend like 10 minutes starting this list? Of things we can go back to our programs that we can use to go back to our program to realize that some of what we are doing has tourism components? Can I get thumbs vote?

TOM: one thing I would suggest is I now can add things because of perspective form this group, things I could have put on my tourism list. Maybe it is back on us, maybe we need to redo / add to our snapshots?

BRIAN: I think that will help the national office too, we will realize the impact is a lot larger when these things are tagged

MICHAEL: I would volunteer to mien the snapshots for all of the environmental stewardship items. Then we could share and add or remove

PAM: If its in each one of the four, I think it helps to give context about what programs we have now. could go in preamble of tourism vision or each of the sections

TOM: Don't start mining in like a week, to give people time to update their snapshots before they are minded

DAVE: All you have to do is check a list

LIZ: Form national office perspective, we cant just have a checklist. WE will need to know where

DAVE: If we start to see programs doing this, it will be clear we are a larger program than people realize. If we have to do more of a checklist, people might not do it, trying to be realistic

MADDY: I like toms idea of revisiting our snapshot to make sure they are comprehensive, start working with topics leads and Melissa can create list. Can we move on?

MILES: It would be nice to have inventory people who aren't here who we know are doing tourism stuff. Could we add names to this list?

LIST of names on screen

Brian: some of these people have been involved in tourism to various extents.

LIZ: Ohio is a group to pull from, they have a serious tourism program. Delaware

MI:LES: Is John Jacob (on the list) really involved in tourism?

APRIL: He is on the list because he wanted to be in the loop

MICHAEL: I do that for a couple other groups

MILES: Think we need to a survey

DAVE: going back to a checklist that we fill out, we want to know who does what. We don't want to add too much detail about how people categorize themselves.

LIZ: WE need to get info from all programs, if we decide to categorize, not just programs with dedicated tourism people

MADDY brings us back to looking outcomes on walls, provide realistic first steps, what is the objective? Think about what may or may not need money

\*group discussion

encouraging mentor, SWOT teams, national office network connections

Are some of the medium terms really medium?

Once we look at inventory, needs assessment, we will know as network how to help who, where, with what.

LIZ: question about NET conference. Im worried that if we wont be able to get any money if we don't have community of practice, don't want to get absorbed by NET.

DAVE: Oct 2019, we are going to have a sea grant meeting. We will stay and present. We can find no other meeting that we would all go to.

LIZ: I'm envisioning a SG centered group that does the planning for that meeting.

\*discussion about sea grant extension and semantics of sea grant, land grant, and extensions

session at convention about what sea grant is doing and what we can do to help your communities, coastal marine tourism conference.

Would like to have an informal tourism extension network, use NET where that network meets

MADDY brings back together, lets hear the actionable what we can get done this year, each table shares one at a time

List of things we will do in 1 year:

- Have a sea grant meeting at the NET conference
- Review the snapshots for enviro management and tourism
- Also support sea grant meeting at NET conference ((Dave wants us to make sure each of these things has a person assigned to it)
- Identify economic specialties and see how fit in related to tourism
- Catalogue existing curriculum resources for workforce training
- Catalogue best management practices tools for environment management, stewardship, and tourism
- Develop a sea grant component to the extension tourism website. Begin to utilize that a web focal point, so we have a home – Miles
- Network needs assessment survey (broad) –Brian.
- Supports previous thing
- Develop a BMP checklist
- Develop mentoring program for new staff in tourism
- Identify metrics for reporting purposes
- Identify industry partners and sea grant personnel working in tourism

#### MEDIUM

- Evaluate effectiveness of BMP tools, to see if still effective
- Try to identify the next big thing
- Try to identify niches
- Recognition from the national office of a staff tourism liaison (should be a fed sea grant person)

Want to start thinking about who is going to take on these challenges? Concern that we putting too much pressure on certain people

SARA: As far as stating a catalogue, I think it would be better if we can agree on spreadsheet column names, have everyone take their own snapshots and plug it into that spreadsheet. I don't have time or feel comfortable taking other peoples snapshots and categorizing them for them. IF everyone does their own it might be more efficient/accurate.

We are trying to get finalized topic areas done by end of month. The ideas is by mid july, get that out to rest of network, give them time to comment, have call with this group to review comments, by first day of august

BRIAN: For introduction ,which I will take on, it will reference the white paper which is still useful and relevant.

MICHAEL: Do you need someone to have help with formatting? I might have someone to help with that

MADDY: what the national office wants is the writing, something pretty will be cool but not necessary

LIZ: but lets also make sure we prioritize content first

There is a little bit of flexibility for Aug 31<sup>st</sup> deadline, but we are rushed for time

Who is writing the document. Section people are writing their own sections? BRIAN and April are not writing the whole thing

DAVE: coming up on summer lots of stuff going on. Don't be too worried about doodle polls, you have support of room with what you get done. IF you could give us a template of what want within 10 days or so, that would be helpful.

BRIAN: From day 1, we gave you guys that. Priority areas expected outcomes, implementation plan. Why this is important might be nice, but 2 -4 page top per topics are. I don't think for what we need you need to write a lot of theoretical stuff. As long as we identify the priorities

MILES: We need specific plan for who is going to write what

MADDY: sit at your table and decide who is going to write

TOM: Announcement : ASLO meeting, there next meeting is in Puerto Rico in 2019, working with director of SG. Want to have an emphasis on the recovery of Puerto Rico. Is there a way to engage the people who come to conference to engage them in environmental restoration. Have association with Tourism

MADDY: could be a good place to pilot things

DAVE: would love to go, but caution us, make sure that we all go to a conference. We need to find a home

DAVE: it might be hard for people to not send people to multiple conferences, don't want to get watered down

MADDY – now we need to discuss how we are going to tackle these outcome things for the implementation plan. How to make sure this doesn't die?

BRIAN: the first year think we did a great job of identifying what we need. I would like to see more about how to be realistic/get ideas for longer range outcomes

DAVE: Always have in your back pocket the 30,000 proposal. Is there one of those up there that if we have funding, what idea would we give them? Can we identify top – give us money and lets do it.

LIZ: OR we could wait until after this is written and see if top priorities present themselves

PAM: we mentioned things that would help network and individual projects, I think that the education o the network is important as a beginning step. For instance, flooding webinars were for the network and shared tools in efficient ways. Think about internal capacity building

LIZ: yeah funding could be for internal things. Do you guys want somebody to set up quarterly calls or facilitate ongoing discussion? So you guys don't have to worry about that aspect of it.

DAVE: I think that would be great, even if only a few people on call. It still sends a positive message that we support partnerships

MICHAEL: helps keep us on track and keep us honest

Another big idea for something to work on could be training for international travel training

Business succession planning could also set us up for 5 -7 year plans

Ongoing evaluation piece of this plan will be important

MILES: im not clear on how the document is going to get written, who is going to do what?

MADDY: People at different tables are taking care of it, all are going to have edit and comment privileges

MILES: for needs assessment, we are assessing the needs of ours staff?

BRIAN: more like expanding on the snap sections,

Several needs assessment have been proposed, find out what exists as well as needs of partners

What we are modifying is we just tweaking what we already have

The needs assessment is an item in the document – to clarify

MADDY we have about an hour left, what should we do

Should we write that two pager right now ?

-groups spend time writing that two pager-

BRIAN final thoughts

Confident we will have a successful document, thanks everyone, we will have notes available to check. Think one of key aspects was networking , very valuable to learn what other peoples are doing, seeing how programs can help each other by sharing ideas

MILES: One final thing, if you go to extension tourism.net, you can sign up for e-mail contact to get information

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TRANSCRIPTION OF LARGE SUMMARY FLIPCHARTS

## Niche:

- Conduit -> bring people together, bring science to the people who need to know
- Trainings
- Different levels of users
- Network sharing
- Science based program
- Environmental/ Social Science data
- Training + Applied research
- Project development and coordination (eg outdoor recreation development including education)
- Include climate resilience in planning
- Link tourism and community development
- Develop directed RFPs
- Leadership to respond to local needs
- Link data and stakeholders
- Find the gaps in research
- Social science research not well supported -> we need to work with the researchers, help define questions
- Get extension more involved in research selection
- Fund local tourism projects
- Looking into citizen science/ engagement for value add / voluntourism
- Marine advisory service

## Long term:

- A measureable improvement in the triple bottom line
- Responding to the needs of the community and making informed decisions
- Plan and actions fit into community resilience

## Marina/ Trail Head

- Is it ok for SG program to raise \$\$ off tourism programs?
- What does sustainability mean in tourism
- Identify the audiences that these topics are going to
- Using NET as a space to communicate
- Are all programs doing at least some of these activities
  - Sounds like only ¾ program are not involved; but the rest of the programs are branding it in a way suitable for NSGO
  - When working with stakeholders, brand as tourism

## Priorities

- SG session at the NET conference
- Review snapshots for environmental management / tourism
- Identify people/ specialists for economics
- Catalog existing resources for workforce training
- Catalog BMPs for environment
- Develop SG section on tourism.net (Miles)
- Network needs assessment (Bryan)
- Develop BMP checklist for education/monitoring

- Mentoring program for new SG staff
- Identify reporting metrics
- Identify industry partners/SG folks in tourism
- Evaluate effectiveness of BMPs
- Identify next big thing
- Train industry on BMPs
- Recognition at the national office supporting tourism and outdoor recreation
- Develop inventory of SG
- What is the thing when we get the funding
- Educate SG community
- Set up quarterly call with the group (Elizabeth)
- Training/learning about international tourism
- Program development plans