

Creating Economic Opportunities through Unique Recreation and Tourism Experiences



What is Community Economic Development? (Community versus Economic?)

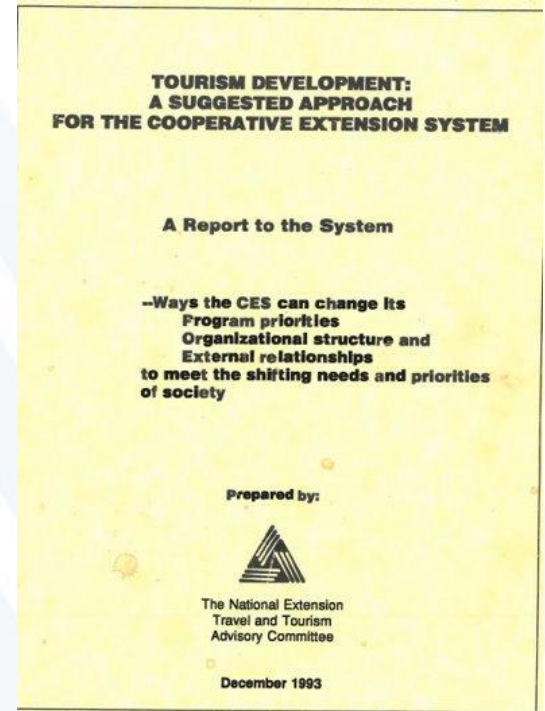
- Definitions can vary
- **Community Development**
 - Building community assets
 - Building community institutions
 - Building community capacity
- **Economic Development**
 - Building economic opportunity
 - Enhancing Economic well-being
 - Building a resilient economy
- **Community Economic Development**
 - Balancing economic development with social and environmental desires



Downtown Hinton, WV

Extension and Tourism: Rural Tourism Values

- Basing tourism development on **authenticity** and a sense of place.
- Assessing the true **benefits and costs** of tourism.
- Using tourism as a **diversification** rather than a substitution strategy.
- Developing and delivering **quality services**.
- **Sharing the benefits** of tourism and **developing local control**.



August 2020

Feature Article

America Outdoors: Consumers Are Flocking to These 5 Activities

Consumers are looking for activities to help them stay occupied and healthy as COVID-19 necessitates social distancing. As a result, a number of outdoor categories have experienced explosive growth, our Retail Tracking Service data shows.

Typically, June is a critical selling month for the outdoor industry. In this article, we explore five outdoor activities consumers have flocked to and analyze how June 2020 dollar sales stacked up to last year.



Crowds, Trash, Overrun the Eastern Sierra, CA

During the summer months, large amounts of visitors descend upon the region, and this summer tourist season is pushing the region to its **breaking point**. More and more people are traveling closer to home with travel restrictions in place due to the ongoing Coronavirus pandemic. With Southern California a 5-hour drive away, and the San Francisco Bay Area having access via mountain passes during the summer months, the Eastern Sierra is being overrun.

“I have never seen our public lands busier. I have never seen as much violation of rules as we are seeing right now such as illegal campfires, dispersed fires, trash dumping, and vandalism.” – Deb Schweizer, Inyo National Forest Public Affairs Specialist

The COVID Impact

Surge Of New Visitors Pressures Tucker County, W.Va.'s Towns And Wild Places

West Virginia Public Broadcasting | By Mason Adams

Published July 13, 2021 at 1:02 PM EDT



|| LISTEN • 6:48



2020 – the 'Year of Tourism and Rural Development'

"In the context of the COVID-19 pandemic, the role of tourism in rural development is more relevant than ever."

This crisis is “an opportunity to rethink how tourism interacts with our societies, other economic sectors and our natural resources and ecosystems; to measure and manage it better; and to ensure the fairer distribution of its benefits”



U.S. Monongahela National Forest
West Virginia



Click here for a printable version of this map

(180k)



- Forest Boundry
- County Line
- Road
- City
- Ranger Station
- Discovery/Nature Center
- Fishing Stream Map
- Biking Trail Map
- Hiking Trail Map
- No Online Map Coverage

Our vision is to connect communities to each other, to the forest, and to our natural resources to generate positive and tangible outcomes that will improve quality of life and vitality of this region.



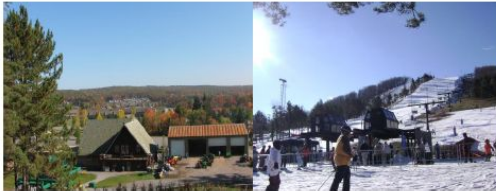


Travel/Tourism Related Economic Analysis for Garrett County, Maryland

Prepared for:

Garrett County Chamber of Commerce
15 Visitors Center Drive
McHenry, MD 21541

June 25, 2020

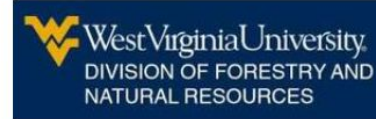


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River Park Visitor Profile and Tourism Economic Impact Study

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MARYLAND DEPARTMENT OF AGRICULTURE MARKETING DEPARTMENT



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Lunch



Smith Island
Cake Demo



Waterman's Crab
Shanty Tour



Pelican
Nesting Site



Cultural Center
Admission



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- Website:
 - [Experiencesmithisland.com](https://experiencesmithisland.com)
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 - Phone: 410-657-2705
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- Social Media:
 - Facebook
 - Instagram
 - Youtube
 - Tiktok



Promoting Economic and Recreational Opportunities Through Motorized Recreation

The Alliance is a Federally recognized 501(c)(3)
tax-exempt organization.



Who we are

- All volunteer non-profit 501(c)(3)
- Promote sustainable OHV recreation across Maryland
- Promote economic development through OHV recreation
- Formal Partner with DNR

VISION: Be the leading advocate in Maryland for sustainable public and private OHV recreation areas; for responsible and safe OHV recreation; and to ensure quality opportunities are readily available to all who wish to participate responsibly.

Demand for OHV and need for OHV trails

- Overlanding is fastest growing motorized activity (300% growth)
- Motorcycle, SxS, ATV, UTV sales growing annually
- We go elsewhere! PA, WV, VA
- Huge economic loss to Maryland



DNR Partner

- St Johns' Rock Trail
- Wolf Den Run State Park (1st State-owned OHV Park in MD)
- Transfer of ORV Title/Tax funds from State Highway to DNR (over \$1M/yr)



OHV Recreation Benefits

- Local Economies
 - Assist in economic revitalization of Kitzmiller
 - Assist in replacing lost jobs from Papermill closure
 - Economic Tourism seen as future

- OHV enthusiasts
 - Stress Management, Socialization, Confidence
 - Most rides fall into the “Vigorous” category
 - Handicap Access
 - No Cellphones!



National OHV Economic Benefits

- 1.1 Trillion Dollars Economy Nationally -2023 per ORR
- Potentially a 92+million dollar economy in MD

Value added [gross domestic product]		Employment		Compensation	
ORSA total	Share of state	ORSA total	Share of state	ORSA total	Share of state
\$8.3 billion	1.7%	80,391 jobs	2.8%	\$3.9 billion	1.5%

Value Added by Select ORSA Activity [Thousands of dollars]				
Activity	2020	2021	2022	State rank
Boating / fishing	746,384	560,966	552,376	21
RVing	178,714	249,861	270,224	35
Hunting / shooting / trapping	123,307	140,441	151,880	26
Motorcycling / ATVing	59,383	85,283	92,420	33
Equestrian	67,424	74,510	81,459	28
Climbing / hiking / tent camping	64,960	61,853	70,883	25
Snow activities	28,623	34,387	44,538	31
Recreational flying	8,326	10,446	33,540	30

OHV demonstration at the Summit

- Come ride with a DNR Guide
- No racing allowed!



M D O H

MARYLAND OFF HIGHWAY VEHICLE



Panel Questions

1-2 minutes for each panelist's response

- *What sparked this project/business (was it the demand for recreation, wanting to share a unique resource, supporting small businesses, etc)?*
- *How does your project/business benefit the user/recreator?*
- *How does the local community derive economic benefits?*
- *Who are the key partners in making your work successful?*
- *What do you need to make this more impactful?*
- *What advice do you have for other communities looking to draw tourism through unique experiences?*
- *How can the state be more supportive in helping communities capitalize on unique recreation experiences?*
- *For all (panelists and audience): What are some emerging opportunities around the state that we should focus on?*

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