



OUTSIDE CENTRAL

**Growing the outdoor
recreation economy in the
heart of Louisiana**

CL-DA
Central Louisiana Economic Development Alliance

The
FLURRY
Group

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October 2019



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INTRODUCTION

Economic Impact

Building new businesses. Designing innovative products. Recruiting the best and keeping the best -- people and companies. Becoming healthier.

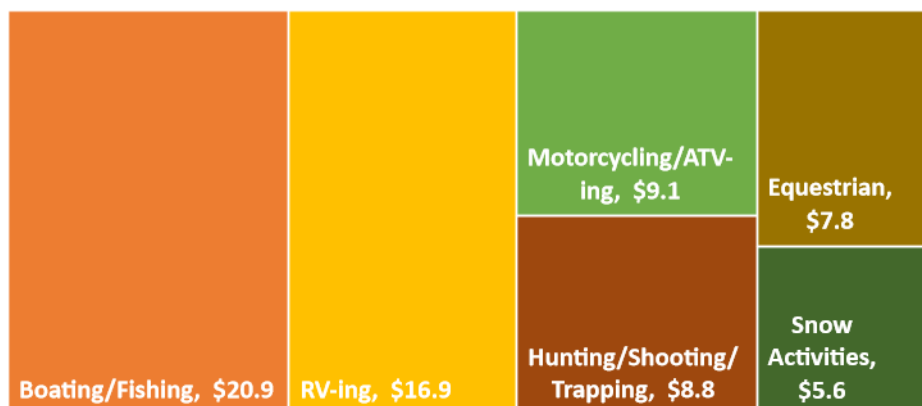
Recharging knowledge.

Outdoor recreation is a key contributor to all of these outcomes.

In fact, the federal government deemed outdoor recreation important enough to create a separate account to track its growth. The government found that in 2017 -- the second and most recent year for which the numbers were calculated -- the U.S. outdoor recreation real GDP of \$427.2B accounted for 2.2 percent of total GDP and grew almost 40 percent faster than the economy as a whole.

The following chart depicts the outdoor recreation categories adding the most value to the nation's economy:

U.S. NOMINAL VALUE-ADDED FOR LARGEST
CONVENTION OUTDOOR RECREATION ACTIVITIES, 2017
(IN BILLIONS)



Source: U.S. BEA, ORSA, September 2019

Closer to home, the first state-level numbers showed Louisiana's GDP from outdoor recreation of \$5.898 billion representing 2.5% of state GDP in 2017. That's in comparison to the \$5.995 billion contributed by oil and gas.¹ The Outdoor Industry Association, an advocacy group, reports that 57 percent of Louisiana residents participate in outdoor recreation and are more likely to hunt and ride ATVs than the average American.

Staking a claim

Central Louisiana has already earned a spot on the outdoor recreation map. World-class hunting lodges. Fishing lure, line and net manufacturers. An adventure town accolade and inclusion in a road trip recommended by *National Geographic*.

An early 2019 episode of the Outdoor Channel series *Buck Commanders* featured country music stars Jason Aldean and Luke Bryan deer-hunting at the Busbice lodge near Olla. *Garden and Gun* magazine named the 20,000-acre Honey Brake Lodge near Jonesville its 2013 Lodge of the Year.

The region is home to most of the state's only national forest, four national wildlife refuges, the state's longest hiking trail and the state's only national wild and scenic river. The Outdoor Industry Association estimates that residents of the 4th and 5th Congressional districts spend an average of \$2.8 billion on outdoor recreation each year.² Fishing, camping and off-roading ranked as the most popular activities in both districts. In addition to these more traditional outdoor activities, the region is home to growing communities of bicyclists (on trails and roads, paved and un-paved), hikers, kayakers and horse-riders.

Building on outdoor recreation

As the impact of the industry has grown, so has the awareness of its importance. More and more states are working to capitalize on their outdoor recreation assets. Since the first state office of outdoor recreation was created in 2015, another 15 states have created similar offices with three more expected in 2019. As New Hampshire governor Chris Sununu noted in the October 2019 press release announcing that state's department: "This office will allow us to better leverage the tremendous outdoor

recreation opportunities we have ... not only to **grow the industry but attract the workforce of the future.** *[Emphasis added.]*

In a paper recommending research policies to boost state outdoor recreation economies, one researcher wrote:

“Access to outdoor recreation boosts local economies by providing jobs, increasing locations’ desirability for companies and employees, and supporting healthy populations.

The researcher also noted that outdoor recreation *“offers a promising path to prosperity”*.³

The goals, outcomes and lessons learned from these divisions will be useful as CLEDA shapes its approach.

Research Focus

This report explores a central question:

How might CLEDA help expand the capacity of the people and places of Central Louisiana to prosper through outdoor recreation?

The responses required will engage all of CLEDA’s areas and capabilities.

As they should.

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Transforming the outdoor recreation industry into a more powerful force for growth will rely on the characteristic approaches involved in encouraging cluster development, a key economic development activity.

Many of these strategies and tactics may sound familiar:

- Network-building
- Infrastructure
- Entrepreneurship
- Skill-building
- Regional Branding
- Recruitment
- Retention

These strategies are core to CLEDA's mission, work and strengths and are continually evident in CLEDA's work in the region. Take network-building, for example. Think manufacturers council, CEO groups, ACT work-ready region, food policy council, Louisiana Food Fellows, Business-Higher Ed Summit, farmers markets, Fresh Central, Business Acceleration Systems, We Make Good Stuff. All rely on network-building and branding – in addition to other tactics – to accelerate positive change in the region.

Regional Technology Strategies, a renowned, North Carolina-based, rural development consulting firm, recommended the following rural policy levers for developing creative enterprise clusters. (Creative enterprise clusters encompass the outdoor recreation industry and rely on outdoor recreation to grow other cluster components.)

These levers, adapted below for outdoor recreation, include:

- ⇒ Offer specialized education and training
- ⇒ Provide business support services/one-stop
- ⇒ Build outdoor-recreation product design competency into manufacturing and commercial programs
- ⇒ Assist with collective marketing and regional branding
- ⇒ Network outdoor recreation industry professionals
- ⇒ Use outdoor recreation to stimulate tourism

It Can Include Tourism. It's More Than Tourism

The worlds of outdoor recreation and tourism are intertwined but distinct. Mention the economic potential of outdoor recreation in Central Louisiana and most people cite the places and activities they love.

Every now and then, conversations move to the mountains. ("People won't vacation here. We're not Aspen.") Or to the beach. ("People won't vacation here. We're not Florida.")

These conversations bring up two points:

- 1.) First, these people are half-right. The region is not Florida. And the region is definitely not Aspen. This is Central Louisiana. And Central Louisiana has more potential than these people know. The region already attracts outdoor recreation tourists. With more regional development and branding, it has the potential to attract even more.
- 2.) Second and most importantly, the outdoor recreation industry can be an economic driver without another tourist visiting the region.

Ever.

Health, recruitment, quality and character of life ...

Whether Central Louisiana aspires to become, or, in fact, becomes a premier vacation region does not affect the ability of outdoor recreation to spur the region's growth. The region ranks in the middle 50 percent in outdoor recreation amenities. Research shows that counties with those levels of amenities can spur economic development via outdoor recreation.

The national forest, private forests, rivers, lakes, wilderness areas and wildlife preserves are not only natural amenities but competitive advantages for the region. Enhanced outdoor recreation opportunities can make Central Louisiana more attractive for the

people and businesses who are here and for the people and businesses the region would like to attract.

Key Points

- Compelling evidence demonstrates outdoor recreation's potential for improvements in the economy, health, recruitment, retention, entrepreneurship, and quality and character of life.
 - The region's natural amenities give Central Louisiana a competitive advantage that can be leveraged for growth.
 - Transforming the natural amenities and current outdoor recreation base into an economic driver will require the use of cluster development tools and a regional perspective.
 - This work is central to CLEDA's role. Collaboration and regional action will be required.
-

Methodology

The strategies and actions in this report were informed by research and interviews.

Research included the following sources:

- the 2015-2019 Louisiana Comprehensive Outdoor Recreation Plan
- federal, state and county data including U.S. BEA Outdoor Recreation Satellite Account
- industry data including the Outdoor Industry Association
- Regional Technology Strategies body of work archive housed at CLEDA
- Literature review
- internet searches
- interviews with:
 - ... government officials (federal, state, local),
 - ... user groups (hikers, bikers, fishing/hunting),
 - ... businesses (retailer/manufacturer)

BACKGROUND

About CLEDA

CLEDA Mission

CLEDA works to expand the capacity of the people and places of Central Louisiana to prosper.

CLEDA Lens

CLEDA approaches this work through the sphere of business.

CLEDA measures its work by economic improvement in the life of the individual.

What CLEDA Does

CLEDA connects major employers, entrepreneurs and potential entrepreneurs with the resources and environment needed to flourish and yield economic improvement in the life of the individual.

CLEDA often collaborates to create the needed resources and environment.

CLEDA holds as foundational the following:

- Vibrant communities create, attract and retain employers and entrepreneurs.
- "When we try to pick out anything by itself, we find it hitched to everything else in the universe." -- *John Muir, naturalist*

CLEDA's work often falls into six types of activities:

- 1) Vision-building: Helping establish visions, frameworks and blueprints for the future. CLEDA strives to elevate the region's idea of what's possible.
- 2) Network-creation: Facilitating the creation of networks that allow for better alignment, communication and achievement within or between groups.

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- 3) **Skill-building:** CLEDA offers or collaborates with others to offer workshops and coaching to enhance skills needed by employers and entrepreneurs as well as skills needed to enhance the ability of communities to transform themselves.
- 4) **Pilot programs:** CLEDA launches pilot programs to provide hands-on learnings in preparation for adoption and/or expansion by others.
- 5) **Marketing:** CLEDA helps brand, create and market the region externally to recruit business and employees and internally to build regional identity.
- 6) **Regional intelligence:** CLEDA conducts interviews with regional businesses and conducts or commissions other research to gain actionable intel about our region and opportunities.

CLEDA Values

CLEDA's values align with the values of global design firm IDEO:

Talk Less, Do More. Make Others Successful. Learn from Failure. Embrace Ambiguity. Be Optimistic. Collaborate. Take Ownership. Be Flexible.

CLEDA collaborates

CLEDA works with individuals, institutions and industry; with towns, farmers and schools. CLEDA works with anyone committed to expanding the capacity of Central Louisiana employers and entrepreneurs to prosper.

CLEDA works in these Central Louisiana parishes: Allen, Avoyelles, Catahoula, Concordia, Grant, La Salle, Natchitoches, Rapides, Vernon and Winn.

Our History

CLEDA was created as a part of the broader efforts of The Rapides Foundation, a health foundation, to improve the health status of Central Louisiana. The Foundation presciently recognized the link between health outcomes and economic outcomes.

Defining Outdoor Recreation⁴

What exactly is outdoor recreation? Is it hiking and boating and fishing? Is it playing golf and baseball? How about going to festivals? The federal government answers yes to all.

Congress first directed the U.S. BEA to create a satellite account to measure outdoor recreation in 2016 as part of passage of the Outdoor Recreation and Jobs Act of 2016. Before the BEA could measure outdoor recreation, it first had to decide what to include. After much public input and debate, the government organized outdoor recreation activities into two primary categories:

Conventional

- recreational activities undertaken for pleasure that involve
- ***some level of intentional, physical exertion***
- occur in ***nature-based environments outdoors***
- examples: hunting, hiking, camping, fishing, ATV-ing

Broad

- includes conventional definition except
- ***physical exertion not required***
- ***nature-based not required***
- examples: amusement parks, festivals, golf, tennis

The two categories are often complementary. Central Louisiana's competitive advantage lies in conventional outdoor recreation, with its requirement of a "nature-based setting". This type of outdoor recreation is based on our natural amenities, which, given proper stewardship, provide a longer-term competitive advantage.

Recreation activities

The following table shows outdoor recreation activities – by type – included in the federal satellite outdoor recreation account (ORSA)

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Conventional (outside, exertion, nature-based)

- | | |
|--|---|
| ✓ Bicycling (including BMX, E-bikes, Mountain, On-road) | ✓ Motorcycling/ATVs (Off-road, On-road) |
| ✓ Boating/Fishing (All rec. boating including motorized and fishing) | ✓ Recreational flying (exp., glider, turbo, ultralight) |
| ✓ Climbing/Hiking/Tent Camping | ✓ RV-ing |
| ✓ Equestrian | ✗ Snow activities |
| ✓ Hunting/Trapping/Shooting (including Archery) | |

Other Activities - Conventional

Other Conventional Air and Land activities

- ✓ Air sports (Base jumping, hang gliding, Skydiving)
- ✓ Driving for pleasure (Gas spending only)
- ✓ Geocaching/orienteering/rock hounding
- ✗ Ice skating
- ✓ Inline skating
- ✗ Land/sand sailing
- ✓ Races (incl. bike and endurance racing)
- ✓ Running/jogging/walking
- ? Skateboarding
- ✓ Wildlife watching/Birding

Other Conventional Water Activities

- ✗ Boardsailing/windsurfing
- ✓ SCUBA Diving
- ✓ Snorkeling
- ✓ Stand-up paddling
- ✗ Surfing
- ✓ Tubing/wakeboarding
- ✓ Water skiing
- ✗ Whitewater rafting

Broad (outside)

- ✗ Amusement parks/water parks
- ✓ Festivals/sporting events/concerts (incl. professional sports)
- ✓ Field sports (e.g., football, lacrosse, soccer)
- ✓ Game area sports (e.g., basketball, golf, tennis)
- ✓ Guided tours/outfitted travel (incl. boating/Fishing charters)
- ✓ Productive activities (beekeeping, foraging, gardening, panning)

Other Broad Activities

- ✓ Agritourism
- ✗ Augmented reality games
- ✗ Beachgoing
- ✓ Disc golf
- ? Hot springs soaking
- ✓ Kite flying
- ✗ Model airplane/rocket/UAV
- ✓ Paintball
- ✓ Photography
- ✓ Stargazing/Astronomy
- ✓ Swimming
- ✓ Therapeutic Programs
- ✗ Water Polo
- ✓ Yard sports (Croquet, badminton, ...)

Check List

Central Louisiana can place checks by 20 of the 27 -- or 74 percent -- of the conventional outdoor recreation activities and 14 of the 20 -- or 70 percent -- of the broad recreation activities.

More about the Outdoor Recreation Satellite Account ⁵

- Congress directed the US BEA to report the data under a two-year interagency agreement between the U.S. Department of the Interior and the federal recreation agencies.
- Most recent data reported is for 2017.
- The account is designed to capture the value of the U.S. outdoor recreation economy.
- It includes core goods and services (the value of goods and services directly related to outdoor recreation) and supporting goods and services (the value of goods and services that support access to outdoor recreation).
- Examples of supporting goods and services include travel, construction, related government expenditures.
- The value-added numbers reported can be viewed as similar to gross profit.

OUTDOOR RECREATION ECONOMY

National

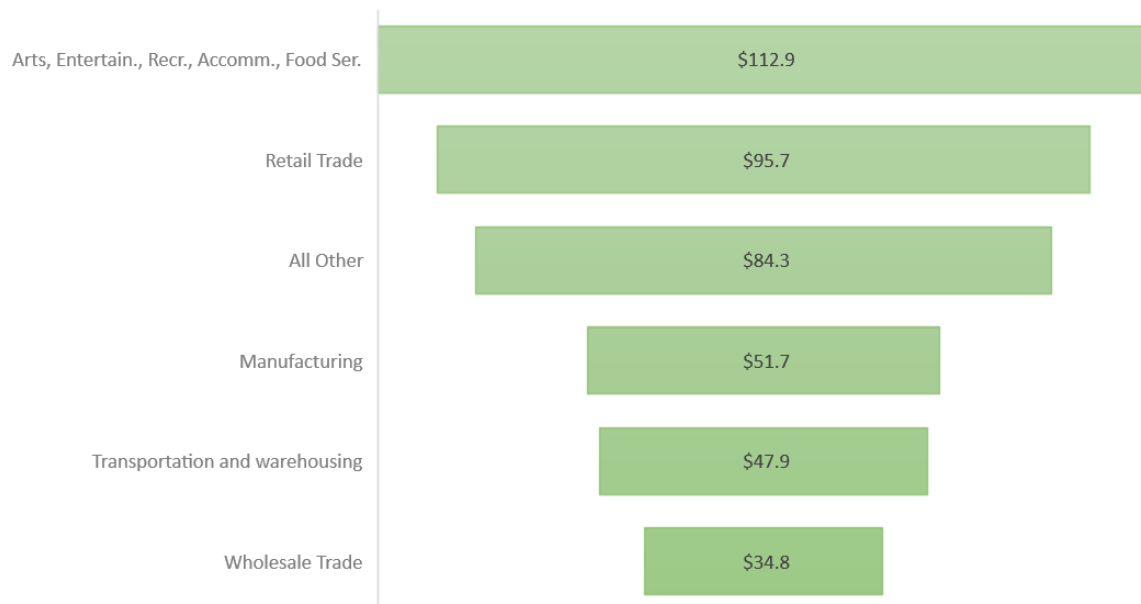
The BEA expects outdoor recreation participation to expand through 2030 in most categories, due to an growing population and the popularity of nature-based recreation.

In the 2017 numbers released in September, the BEA reported that:

- Inflation-adjusted (real) GDP grew by 3.9 percent in 2017 -- faster than the 2.8 percent real growth of the overall U.S. economy.
- Real gross output, compensation, and employment all grew at a faster rate in outdoor recreation than in the economy as a whole.
- Outdoor recreation represented 2.2 percent or \$427.2 billion of current-dollar gross domestic product.

As shown in the following chart, outdoor recreation touches a wide cross-section of industries.

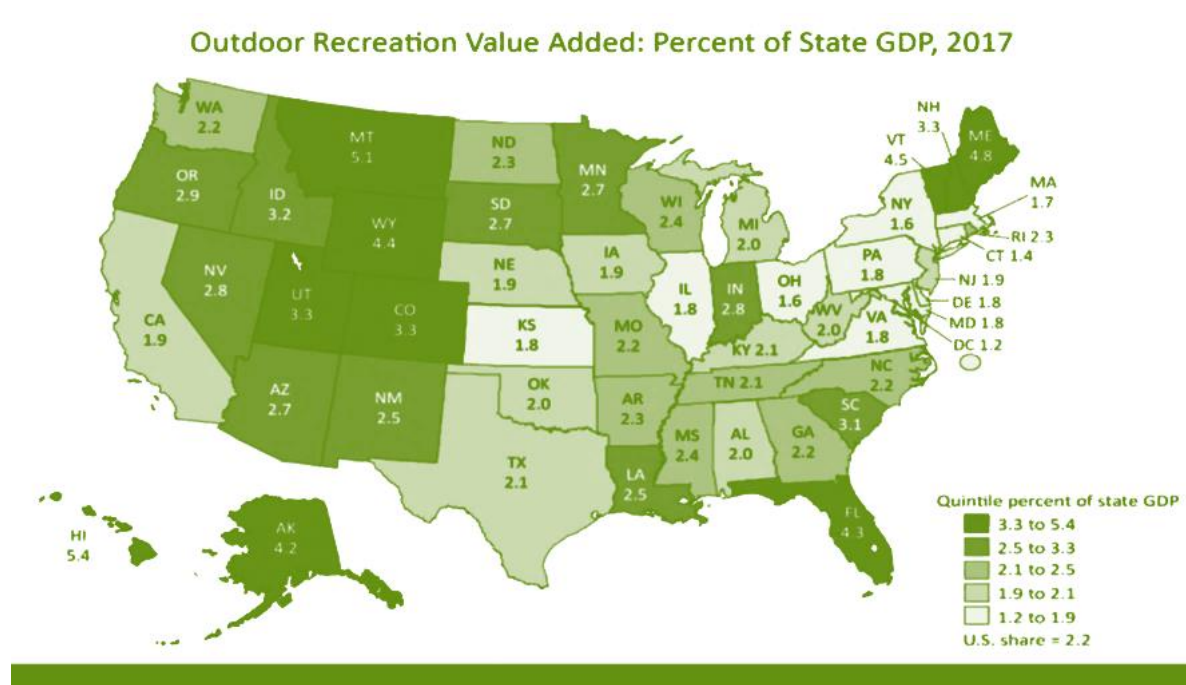
Industry Components - Outdoor Recreation - Nominal Value-Added,
2017 (in billions)



State

The September release of 2017 ORSA numbers represent the first state-level numbers. These state numbers were described as prototypes. As such, revisions to the methodology and numbers are expected.

This BEA map depicts the outdoor recreation value add as a portion of state GDP.



Source (graphic and data): U.S. Bureau of Economic Analysis, "Outdoor Recreation Satellite Account, 2012-2017," September 20, 2019, <https://www.bea.gov/system/files/2019-09/orsa0919-fax.pdf>

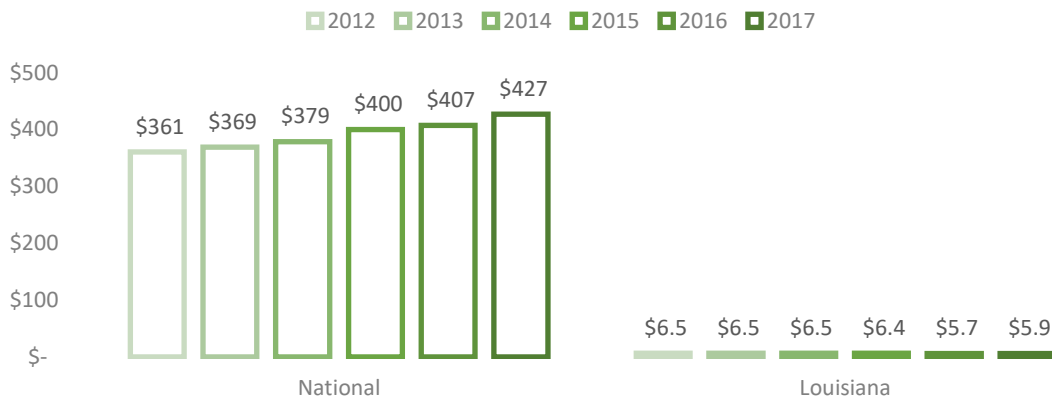
The state's GDP from outdoor recreation represents 2.5% of state GDP, placing Louisiana in the top 20% in terms of outdoor recreation's contribution to its state economy. Louisiana's total outdoor recreation value-added of \$5.898B represents 1.4 percent of US recreation value-added of \$427B.

The outdoor recreation industry's 59K jobs represent 2.9 percent of the state's total employment.

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This level of contribution to the state economy is captured at the end of 2017, a five-year period in which the outdoor recreation economy declined in Louisiana and expanded nationally:

Outdoor Recreation Value Added by Activity (in billions)

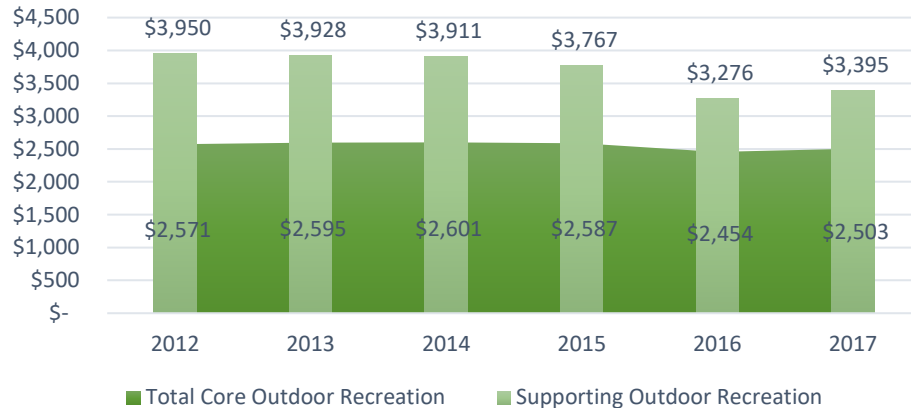


Source: U.S. BEA September 2019 National ORSA numbers and preliminary state.

While national outdoor recreation increased by 18 percent from 2012 to 2017, state outdoor recreation value-added decreased by 10 percent. From 2016 to 2017, U.S. outdoor recreation value-added grew five percent while the state grew three percent.

The declines in Louisiana were primarily driven by a reduction in the local trips category (\$401M decrease) and tourism transportation (\$252M decrease). The local trips category includes spending related to trips less than 50 miles in distance and includes lodging, food/beverage, shopping/souvenirs and transportation. Both local trips and tourism transportation fall within the Supporting Outdoor Recreation category in the following chart:

Outdoor Recreation Value Added by Major Classification *(in millions)*



The state's highest rankings were for outdoor recreation value-added manufacturing – Louisiana ranked 10th with \$1.55B. For the most part, the outdoor recreation data places Louisiana in the 20s in most categories as noted below:

... **18th in government expenditures \$415M**

... **22nd in all other supporting outdoor recreation at \$2.98B**

... **22nd in festivals, sporting events, concerts at \$202M**

... **23rd in boating/fishing at 317M**

... **24th in RV-ing at \$234M**

... **25th in total outdoor recreation activities -- \$5.9B**

... **26th in conventional outdoor recreation activities -- \$1.7B**

... **28th in other outdoor recreation activities at \$771M**

... **26th in amusement parks/water parks at \$61M**

... **34th in game areas (including golf and tennis) at \$143M**

The following table shows the state's standing from total value-added and per-capita perspectives. Our state value-added per capita of \$1,266 places us above North Carolina, Tennessee, Texas, Virginia and other unexpected states.

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Outdoor Recreation Industries - Value Added					
		Total (in 000s)			Per Capita (actual \$)
	United States	\$427,189,444		United States	\$1,306
1	California	\$52,120,252	1	Hawaii	\$3,375
2	Florida	\$42,183,230	2	Alaska	\$2,966
3	Texas	\$34,565,594	3	Wyoming	\$2,852
4	New York	\$26,299,866	4	Vermont	\$2,345
5	Illinois	\$14,725,840	5	Montana	\$2,242
6	Pennsylvania	\$13,173,567	6	Maine	\$2,210
7	Georgia	\$12,319,942	7	New Hampshire	\$1,998
8	North Carolina	\$11,936,052	8	Colorado	\$1,986
9	Washington	\$11,535,055	9	Florida	\$1,980
10	Colorado	\$11,308,942	10	Utah	\$1,744
11	New Jersey	\$11,222,802	11	Minnesota	\$1,718
12	Ohio	\$10,167,019	12	North Dakota	\$1,590
13	Michigan	\$9,954,756	13	Oregon	\$1,560
14	Indiana	\$9,658,524	14	Washington	\$1,531
15	Minnesota	\$9,638,553	15	South Dakota	\$1,521
16	Virginia	\$9,285,508	16	Nevada	\$1,471
17	Massachusetts	\$9,210,427	17	Indiana	\$1,443
18	Arizona	\$8,654,150	18	Delaware	\$1,354
19	Wisconsin	\$7,785,344	19	South Carolina	\$1,348
20	Tennessee	\$7,342,537	20	New York	\$1,346
21	Maryland	\$7,058,582	21	Wisconsin	\$1,339
22	South Carolina	\$6,853,918	22	Massachusetts	\$1,334
23	Missouri	\$6,761,351	23	Idaho	\$1,328
24	Oregon	\$6,538,383	24	California	\$1,318
25	Louisiana	\$5,898,325	25	Rhode Island	\$1,316
26	Utah	\$5,514,051	26	Louisiana	\$1,266
27	Hawaii	\$4,794,590	27	New Jersey	\$1,260
28	Nevada	\$4,462,542	28	Arizona	\$1,207
29	Kentucky	\$4,135,194	29	Texas	\$1,204
30	Alabama	\$4,133,003	30	Nebraska	\$1,178
31	Oklahoma	\$3,836,530	31	Georgia	\$1,171
32	Connecticut	\$3,594,652	32	Maryland	\$1,168
33	Iowa	\$3,442,812	33	Illinois	\$1,156
34	Maine	\$2,957,847	34	North Carolina	\$1,150
35	Kansas	\$2,918,117	35	New Mexico	\$1,104
36	Arkansas	\$2,887,050	36	Missouri	\$1,104
37	New Hampshire	\$2,710,336	37	Iowa	\$1,091
38	Mississippi	\$2,629,162	38	Virginia	\$1,090
39	Montana	\$2,381,709	39	Tennessee	\$1,085
40	Idaho	\$2,328,949	40	Pennsylvania	\$1,029
41	New Mexico	\$2,314,310	41	Connecticut	\$1,006
42	Nebraska	\$2,273,407	42	Kansas	\$1,002
43	Alaska	\$2,187,367	43	Michigan	\$996
44	Wyoming	\$1,647,761	44	Oklahoma	\$973
45	West Virginia	\$1,497,706	45	Arkansas	\$958
46	Vermont	\$1,468,493	46	Kentucky	\$925
47	Rhode Island	\$1,391,601	47	Mississippi	\$880
48	South Dakota	\$1,341,806	48	Ohio	\$870
49	Delaware	\$1,309,865	49	Alabama	\$846
50	North Dakota	\$1,208,579	50	West Virginia	\$829

OUTDOOR RECREATION VALUE ADD TOTAL AND PER CAPITA

In total value added, Louisiana ranks 25th. Check out some of the other states above and below us.

On a value-added per capita basis, Hawaii surfed to the top. Some of the states below Louisiana were surprising.

Even with the decline from 2012 to 2017, these numbers depict a solid footing in the outdoor recreation economy.

The following table provides a detailed look at the state's outdoor recreation industry performance from 2012 through 2017:

Louisiana - Table 1: Outdoor Recreation Value Added by Activity, Thousands of Dollars

	2012	2013	2014	2015	2016	2017	2012-2017 change	2016-2017 change
Total Outdoor Recreation	6,520,554	6,523,814	6,511,765	6,353,654	5,730,358	5,898,325	-10%	3%
Total Core Outdoor Recreation	2,570,799	2,595,532	2,600,893	2,587,093	2,454,646	2,503,403	-3%	2%
Conventional Outdoor Recreation	1,858,619	1,862,431	1,850,303	1,833,290	1,696,931	1,732,372	-7%	2%
Bicycling	8,223	8,618	8,595	8,360	9,085	8,272	1%	-9%
Boating/Fishing	340,787	336,046	333,759	332,503	306,934	317,086	-7%	3%
Canoeing/Kayaking	6,768	6,829	6,667	6,835	6,795	6,847	1%	1%
Fishing (excludes Boating)	46,756	46,235	46,336	48,187	46,557	43,662	-7%	-6%
Sailing	12,726	12,678	13,473	13,923	14,138	14,057	10%	-1%
Other Boating	274,537	270,304	267,284	263,558	239,445	252,521	-8%	5%
Climbing/Hiking/Tent Camping	29,755	31,522	32,559	33,242	32,793	31,122	5%	-5%
Equestrian	107,325	114,064	127,097	131,814	138,389	149,229	39%	8%
Hunting/Shooting/Trapping	93,357	104,306	100,155	111,335	104,149	106,544	14%	2%
Hunting/Trapping	49,830	55,853	53,997	62,879	55,889	57,972	16%	4%
Shooting (includes Archery)	43,528	48,453	46,157	48,456	48,260	48,573	12%	1%
Motorcycling/ATVing	169,570	159,826	157,940	150,765	131,493	144,287	-15%	10%
Recreational Flying	53,976	51,527	52,477	45,719	37,208	40,127	-26%	8%
RVing	222,719	224,014	231,343	231,915	215,941	232,828	5%	8%
Other Conventional Outdoor Recreation Activities	269,219	258,204	251,140	230,397	183,362	195,091	-28%	6%
Other Conventional Air and Land Activities ²	244,583	233,801	226,122	204,634	160,518	173,748	-29%	8%
Other Conventional Water Activities ³	24,636	24,403	25,018	25,764	22,844	21,343	-13%	-7%
Multi-use Apparel and Accessories (Conventional) ⁴	478,075	495,149	479,552	493,148	495,731	458,438	-4%	-8%
Other Outdoor Recreation	712,180	733,101	750,589	753,803	757,715	771,031	8%	2%
Amusement Parks/Water Parks	50,247	51,495	53,334	57,048	59,177	61,229	22%	3%
Festivals/Sporting Events/Concerts	157,903	171,382	187,742	184,028	195,378	202,510	28%	4%
Field Sports	31,374	30,879	32,107	33,356	33,132	31,847	2%	-4%
Game Areas (includes Golfing and Tennis)	148,567	147,178	142,662	143,711	145,111	142,639	-4%	-2%
Guided Tours/Outfitted Travel	99,869	100,801	103,688	96,567	86,709	90,814	-9%	5%
Air and Land Guided Tours/Outfitted Travel	48,855	48,196	49,600	48,464	44,899	45,398	-7%	1%
Water Guided Tours/Outfitted Travel (includes Boating and F	51,013	52,606	54,088	48,103	41,809	45,416	-11%	9%
Productive Activities (includes Gardening)	90,071	94,184	97,600	102,216	100,874	104,498	16%	4%
Other Outdoor Recreation Activities ⁵	92,125	91,640	91,160	95,167	95,494	96,104	4%	1%
Multi-use Apparel and Accessories (Other) ⁴	42,025	45,542	42,297	41,710	41,841	41,390	-2%	-1%
Supporting Outdoor Recreation	3,949,755	3,928,282	3,910,872	3,766,561	3,275,713	3,394,922	-14%	4%
Construction	168,092	184,704	201,372	213,310	208,850	218,174	30%	4%
Local Trips ⁶	1,274,571	1,205,802	1,176,056	1,050,746	791,239	873,448	-31%	10%
Travel and Tourism ⁷	2,168,868	2,178,304	2,157,681	2,111,014	1,879,862	1,888,091	-13%	0%
Food and Beverages	227,318	182,670	188,305	206,028	222,633	207,073	-9%	-7%
Lodging	331,187	340,058	342,136	390,459	411,405	352,809	7%	-14%
Shopping and Souvenirs	260,148	261,408	265,874	253,076	232,242	230,445	-11%	-1%
Transportation	1,350,215	1,394,168	1,361,365	1,261,451	1,013,583	1,097,764	-19%	8%
Government Expenditures	338,224	359,472	375,763	391,491	395,760	415,209	23%	5%
Federal Government	7,714	8,644	8,738	8,570	8,658	8,362	8%	-3%
State and Local Government	330,510	350,828	367,025	382,922	387,103	406,847	23%	5%

Region

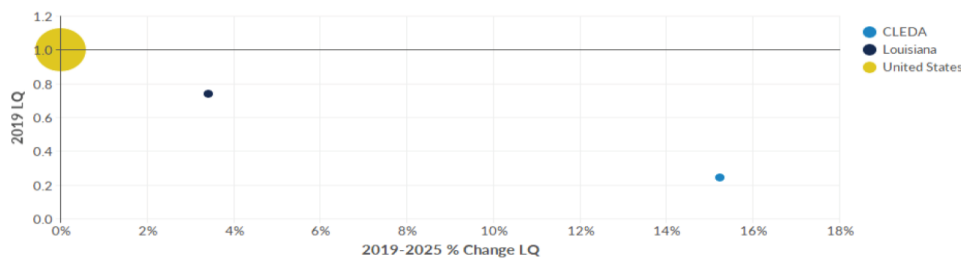
The BEA does not calculate ORSA for geographies smaller than the state level. An email exchange with the BEA indicated the possibility of regional data in future years but no plans to include county-level data. One of this report's recommendations will include obtaining ORSA-type measurements for the region.

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While no ORSA-type data is available, information gathered from various sources provides a snapshot:

- The Outdoor Industry Alliance estimates that residents of the 4th and 5th Congressional districts spend an average of \$2.8 billion on outdoor recreation each year.⁶ Fishing, camping and off-roading ranked as the most popular activities in both districts.
- More than 350,000 visitors to the Kisatchie spend about \$8 million annually. Top activities included hunting, fishing and wildlife viewing -- they comprised 39 percent of total visits.⁷ The Kisatchie includes 2,650 miles of road and 350 miles of trail. This does not include the impact of visitors to other public and private lands.
- Based on traditional economic data, Central Louisiana already claims an economic cluster in hunting/trapping with a location quotient of 3.2.

Location Quotient Breakdown - 2019 National LQ



Industry	Description	CLEDA	Louisiana	United States
114210	Hunting and Trapping	3.22	4.53	1.00
713120	Amusement Arcades	0.47	0.92	1.00
713990	All Other Amusement and Recreation Industries	0.38	0.78	1.00
712110	Museums	0.36	0.94	1.00
712120	Historical Sites	0.26	0.55	1.00
713930	Marinas	0.18	0.68	1.00
711212	Racetracks	0.11	1.81	1.00
712130	Zoos and Botanical Gardens	0.08	1.63	1.00
713110	Amusement and Theme Parks	0.00	0.12	1.00
712190	Nature Parks and Other Similar Institutions	0.00	0.27	1.00
Total		0.24	0.74	1.00

Source: QCEW Employees, Non-QCEW Employees & Self-Employed - Emsi 2019.3

IMPACT OF OUTDOOR RECREATION

The benefits of an outdoor recreation economy are widespread. This section focuses on its impact on the economy – including recruiting talent -- as well as its impact on health. The information in this area is also intended to be useful as project funding is sought.

Impact on the Economy (including recruiting talent)

The idea of outdoor recreation as a driver of economic growth is not new.

A 1940s study found that *"an important part of the migration to California has been ... motivated more by climate and legend than by superior job opportunities."*

Similar and more recent research cite outdoor amenities as a key factor in economic growth in Arizona and Florida.

In a Headwaters Economics article *How Outdoor Recreation Supports Rural Economic Development*, author Megan Lawson notes:

"Recreation is one strategy that can help many rural places bring in tourism dollars and attract residents who bring new wealth, ideas, and economic growth. Building these place-based strategies with the long-term fiscal and land use policies needed to manage growth can help rural communities find promising development approaches that work for them."

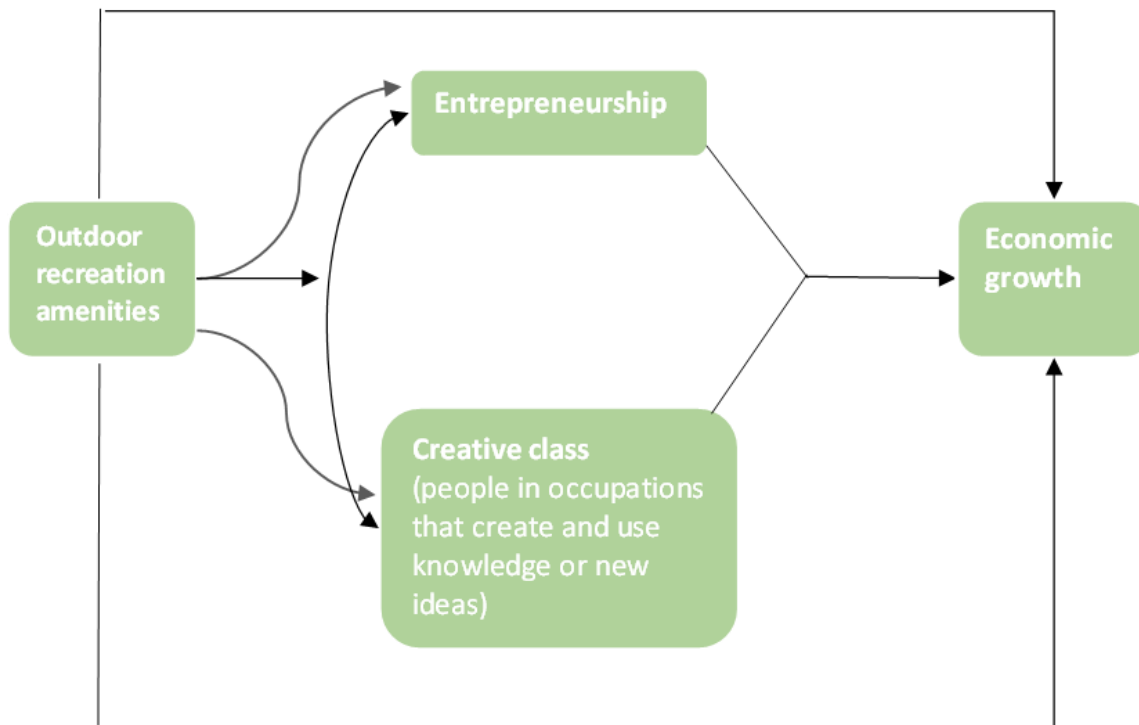
Several studies report that rural areas with recreation-based economies outperformed other rural areas in measures such as population in poverty, educational attainment, median household income, and improved health.⁸

The creative economy work pioneered by economist and social scientist Richard Florida includes outdoor recreation amenities as one of the top attractions for "creatives."

OUTSIDE CENTRAL

Creatives are defined as the people with knowledge and skills to create new products and services.

The basic premise behind creative class economic development is that workers in occupations involving creative tasks prefer certain amenities, with outdoor recreation scoring high on that list.



Source: The Rural Growth Trifecta: Outdoor amenities, creative class and entrepreneurial context. McGrahnan, David, et al, Journal of Economic Geography, May 2010.

In 2014, a federal report on recreation trends noted that places with outdoor recreation opportunities attract business because of the health benefits from physical activity and stress reduction provided by recreating in natural settings.⁹

In the 2009 report *Economic Benefits of the Land and Water Conservation Fund*, author Ray Rasker of Headwater Economics described the value of public lands as follows:

"The bulk of the economic value of public lands lies in its ability to attract people -- and their businesses -- who want to live near protected lands for quality of life reasons."

A 2015 article in **Green Biz** entitled *For Today's Companies, Nature is a Top Recruiter*, featured a healthcare company that relocated to Denver; its CEO described the high-quality outdoors experiences as an important part of the company's decision.

Well, that's Denver.

Of course.

In the 2011 report *The Rural Growth Trifecta: Outdoor Amenities, Creative Class and Entrepreneurial Context*, the researchers wonder if outdoor recreation amenities have much impact in rural communities. The study asks:

"Does the natural capital of a pleasant or quaint rural environment serve as a resource for growth even if it is unlikely to support destination tourism?"¹⁰

The researchers find that the answer to the question is a resounding yes.

"Our findings suggest that the creative class/entrepreneurial context growth regime is operative in those counties ranking in the middle

OUTSIDE CENTRAL

50% of our amenity scale, though less dramatic than in high-amenity counties. Rural places pursuing entrepreneurship as a development strategy need to consider the potential contribution of the outdoors as a means to attract the creative class and recharge knowledge."¹¹

[Per the study's definitions, most of our region is categorized as middle 50% for amenities, with certain areas in the Toledo Bend, Kisatchie Hills areas scoring higher.]

Anecdotally, several recreation users and businesses noted conversations with knowledge-worker clients indicating that areas outdoor recreation opportunities are what keep them here. Said one retailer: "I have doctors all the time tell me they wouldn't be here if they didn't ride."

A public relations specialist at a regional hospital noted that the outdoor recreation opportunities in the region and state are helpful in attracting and retaining healthcare professionals.

Here's an excerpt from email response of the hospital public relations specialist:

"We sell the fact Louisiana is called Sportsman's Paradise for a reason, and there also are ample opportunities for recreational activities such as hunting, fishing, boating, hiking and more.

"If they like fishing, there are numerous lakes and rivers in which to drop a line, and less than 90 minutes from Alexandria is one of the world's top lakes for bass – Toledo Bend Reservoir."

"If they like hunting, the deer are plentiful and sizable, and the Catahoula Lake area is one of the great spots for duck hunting in the state.

"If they like hiking, the only national forest in Louisiana is in our backyard. Kisatchie National Forest is home to the Wild Azalea Trail ..."

"There also are ample opportunities for water sports, camping, horseback riding and cycling."

Impact on Health

The importance of recreation on physical and mental well-being is well established. Among the eight, environmental strategies recommended by the U.S. Centers for Disease Control are three that are directly related to outdoor recreation:¹²

- Improve access to outdoor recreation through, for example, parks and green spaces.
- Create or improve recreation infrastructure including paths, trails, sidewalks to support walking and bicycling for recreation and as transportation.
- Improve safety for people and traffic in areas where outdoor recreation might occur.

Setting matters

Adding to the benefits of outdoor recreation, newer research is finding increased benefits from outdoor recreation in a natural setting. Most reviews of that research call for more and more robust research into this area.

The National Park Service notes the following in its 2018-2023 strategic plan:

- ⇒ Contact with nature improves immune function, and contributes to the general health of adults, children, and cancer survivors.
- ⇒ Viewing and spending time in nature lowers cortisol and blood pressure and is linked with lowering levels of stress, depression, anxiety, and aggression.¹³

A 2011 review of studies on physical activity in outdoor settings found that exercise in natural environments showed "promising effects" on "mental well-being" which are not seen in indoors exercise.¹⁴

The title of another study read: "Spending at least 120 minutes a week in nature is associated with good health and well-being."¹⁵ The researchers reported that spending at least 2 hours a week in nature yielded health and well-being benefits similar to "(a) living in an area of low vs. high deprivation; (b) being employed in a high vs. low social

grade occupation; and (c) achieving vs. not achieving recommended levels of physical activity in the last week.”

Many communities are promoting nature-based prescription programs. A parkrx.org 2018 census reported 71 programs with 19 more expected by the end of 2019. As noted in a recent *American Journal of Public Health* article, these programs were popular in the late 19th and early 20th century. ¹⁶

That study notes that the vast benefits perceived from recreation in nature are often difficult to measure:

“Nature's holistic actions can be difficult to isolate, and its impacts on children's physical and mental well-being are hard to pinpoint. Ideally, parks prescription programs will be able to provide scientific proof of what many people already sense: that time in nature makes us feel better.”

Even if the broad impacts cannot be isolated and measured, the author wrote:

“It is important to pursue the role of nature not only in physiological processes but also in general well-being and in our common social history. If we don't, nature and its benefits may once again fade from medical practice and memory.”

In an effort to capture the economic value of health improvements through outdoor recreation, the state of Oregon commissioned the development of a Cost of Illness calculator. Released in early 2019, the report estimated the economic benefits of people engaging in 30 outdoor activities. The three most popular activities also accounted for the biggest healthcare savings:

- Walking along local streets and sidewalks (healthcare savings = \$630 million)
- Jogging and running along streets and sidewalks (healthcare savings = \$146 million)
- Walking on local trails and paths (healthcare savings = \$126 million) ¹⁷

INTERVIEWS

More than a dozen interviews were conducted to gather a cross-section of viewpoints regarding outdoor recreation in Central Louisiana. The interviews included the following perspectives:

- Tourism practitioners
- Government officials and agencies (federal, state, local)
- Outdoor recreation businesses (retail, manufacturing)
- Recreation users
- Regional advocates
- Rural and metro
- Diverse populations (age, gender, race)

The interviews varied but included a set of common questions. Those questions, the themes of the responses and representative responses follow.

1. If you recommended Central Louisiana for either a place to live or vacation because of outdoor recreation, why would you recommend the region?

Theme:

- Easy access to outdoors
- Inexpensive access to outdoors
- Complementary activities - interesting downtowns
- Diverse activities

Sample responses:

"We have trails, lakes, beaches that are within 10 minutes of town. It's so easy to get to and use. You can go out for a couple of hours in the evening after work. It's easy to go."

"You can hunt, fish, hike, bike. An hour in any direction takes you to different options and different landscapes. Everybody knows that. Louisiana is known as the Sportsman's Paradise. Central Louisiana puts you right in the middle of the state's diversity. There's mountain biking, hiking, camping, fishing. You can be saltwater fishing in an hour or so. All in a day trip."

"We say it all the time but it's true. We're an hour away from everything and an hour away from anything you want to do."

"It's an easy place to enjoy the outdoors. It's not expensive, and it's easily accessed. We're well-roaded and have a variety of activities – most are on public lands. Hunting and fishing, four-wheelers (Claiborne, Sandstone, Enduro Trail), fishing and swimming. For the most part, you can camp anywhere you want on the public lands."

"It's so easy to do so many things. There's the Kisatchie, you can go camping and hiking or hunting. There's the Cane River Queen [boat tour on Cane River in Natchitoches]. You can be outdoors and then do stuff in town, too. You can go hiking and fishing in the national forest and then eat good food and shop and do all these other things."

"We have the best of both worlds. We have cypress swamps and piney hills. You can be downtown or enjoying the outdoors in 15 minutes. In town eating at a cool restaurant and 30 minutes later in the heart of the Kisatchie."

"Easy to meet people who like the outdoors."

"Stay in town and within 15 minutes you can be in the woods, water, mountain biking, cycling."

2. If a person visited or moved here and was not satisfied with outdoor recreation, what went wrong/might have been the cause?

This question ran head-on into the interviewees' loyalty to this region. First responses were along the lines of: "That would never happen." Second responses sounded similar. After prodding and explaining this question was designed to find areas for improvement, responses followed.

Theme (after prodding):

- Wayfinding: Signs not clear
- Maintenance: Trails not maintained
- Planning: Opportunities not well-defined, shared
- Climate: Wrong season for the activity
- Services: Not enough outfitters or services
- Scenery expectations: Subtle beauty versus spectacular

Three quotes seemed to capture most responses:

- "We have great bones. They just need TLC."
- "For someone on the outside, we need to get all this sort of organized."
- "Everything's kind of DIY – do it yourself. We're getting more and more guides and stuff, but we need lots more."

Sample responses:

"People have to know what to expect. If they're expecting Glacier, they're going to be disappointed. Our scenery is just as beautiful, it's just different. We have beautiful bayous and swamps and cypress trees."

"They didn't get the right information or know the places to go. Or the area hadn't been cleared. We need to ensure all of our trails keep good signs and have more reassurance signs on the trail. "

"Or they came at wrong time of year for the activity they chose. Spring and Fall are good for almost anything. July and August need to involve water. They weren't prepared for Louisiana's climate. Set out without water or bug spray. Scared of snakes. Too worried about alligators."

"No outfitters or services for all activities. If someone comes here for a bike race or tour, the nearest place to get a part or get it fixed is Alexandria. We're missing the outfitters, the services, sports stores, gear."

"We have great bones. They just need TLC."

"People use public lands without knowing how to use public lands."

"People need to be introduced to the outdoors. For many people, the outdoors are scary."

"People don't want to work to have fun. You play golf. You don't work golf."

"For someone on the outside, we need to get all this sort of organized."

"Trash everywhere, some of the roads are in bad shape."

"Lack of resources. If someone has an event, people don't know what else to do."

"... with more people visiting our Kisatchie there is a chance of some kind of emergency situation occurring. Lost hiker, medical, bike wreck, etc. I am not sure if we have adequately trained search and rescue teams/plan in place for deep forest extractions."

3. *What bright spots do you see?*

Most responses here echoed the reasons the interviewees would recommend Central Louisiana for outdoor recreation. Wild Azalea Trail, fishing, biking, hunting, etc. The responses below were edited to avoid most duplication.

- Huge variety.
- Regional hiking and boating group with more than 600 members and activities almost every weekend.
- Cost of living is low.
- You can afford hunting leases here.

Specific amenities noted:

- Brewery
- Wild Azalea Trail
- Kisatchie
- Wolf Cave - Vernon
- The brewery, paddle rentals, BIKE Natchitoches, quarterly NPS bike rides, Cane River Queen, nice RV parks, rowing teams. New recreation complex – baseball, soccer, stocked pond. Talk of connecting to Dark Woods and putting in zip line and putt-putt. Bike-ped plan."
- 57 miles of bike trails to be built in next five years (Rapides Area Planning Commission)
- Trails for ATV-ing (Claiborne, Enduro, ...)
- Honey Brake (lodge near Jonesville)
- Toledo Bend
- Caney Lake is coming back. More state records at Caney Lake than any other lake.
- Boat rentals at Midway Marina (Red River near Saint Maurice)
- Louisiana Trail -- about 63-mile abandoned railway trail that runs from outside of Winnfield to Sibley. The map on rails-to-trails notes 40 miles as passable. About half of that mileage is in Winn and Natchitoches parishes and adjacent to the

Kisatchie. The trail has recently banned ATVs, remains in need of maintenance and further development.

- LA Conservation Corp and Texas Conservation Corp. Get students for 10-day hitches.
- Kisatchie Bike Club holds clean ups. Acadian Dirt Bike Riders also.

4. *What would you like to see?*

Trails

- Bring in a trail maintenance design firm to assess and tell us what we need to do to improve them.
- Build a mountain bike trail. Look north to Arkansas – Ponca, Buffalo River area invested in trail for mountain bikes. [The Kisatchie has proposed a single-track trail that is under review.]
- More trail maintenance

Ecosystem/infrastructure:

- More partnerships with the forest. Friends groups, volunteers, foundation.
- More services: rentals, guides, outfitters, concessions, special use permits, marina operations, water sports/boating concessions, longer-term rentals -- located closer to source of activity.
- Guide certification: anybody can put up a Facebook page and say they're a fishing guide.
- Back country responders
- More lodging: cabins
- More formal entities. Easier for forest to sign an agreement with a formal entity.
- More playgrounds, hookups, overnight accommodations – "give the people what they want within your mission"
- Need nuts and bolts – replace water and sewer treatment systems
- Longer-term rentals located closer to source of activity.

Events

- Signature outdoor facility and event
- Event with more than one outdoor activity.
- Recurring activities for locals: Full-moon hike, skill development – paddling technique, basic boating, safety, foliage hike, trek and toast, Fat Tuesday, haunted hike, arts and outdoors, compass class. Eat wild.

- Host a big event in fall or spring – maybe a kayak fishing rodeo. Kayak fisher-people are a different demographic. Take pictures instead of weigh in. Daily winner. Big event in lieu of daily weight in – food, music, etc. Tie in with another type of sporting event at same time. Outdoor vendors. Market to local and visitors. More like a fishing rodeo – more about having a good time. We don't have a big enough lake for a major, traditional tournament (20-30K lake)
- Hybrid festival – dam to dam saddle and paddle in Texas cited

Marketing and Communication:

- All info on one site or website so people know what's available and how and when to do it.
- A seasonal guide – what to do when.
- Create more experiences
- More outdoor recreation familiarization (fam) tours; writers, influencers, Southeast Outdoor Press Association, Louisiana Writers Association
- Market outdoors more specifically.
- More coordination:
 - Byways and trails work well and let communities collaborate. Holiday trail of lights. No man's land. Toledo Bend #1 bass fishing.
 - Outdoor recreation working group

Planning an outdoor recreation trip to Central Louisiana

Initial impressions

A few individuals who often plan outdoor recreation vacations for their families were asked to simulate planning an outdoor recreation vacation to Cenla.

Common findings:

- Some things were harder to find here, and many things were missing. Didn't find many rentals.
- Must be very specific as to activity and location.
- Almost had to know what you wanted before you could find it.
- Even when specifying Central Louisiana or its towns, the top results were often from south LA.
- "It would definitely take more work to plan."

A note on more and better-maintained trails

During the interviews, trail-building and trail maintenance were listed as needs or desires. These are not unique to Central Louisiana.

A May 2019 report by Bozeman, MT-based Property and Environment Research Center stated that the USFS then faced a deferred maintenance backlog of \$5.5 billion, including \$279 million in unfunded trail repairs.¹⁸

In addition, the report notes that appropriations to the account that covers recreation spending including maintenance has decreased in real dollars by 23 percent since 2001. Total 2018 appropriations to the Recreation, Heritage and Wilderness account were

\$20M less than the trail-maintenance backlog alone.

Hunting and fishing on wildlife and fisheries land is better funded as those sports both collect more in fees from excise taxes that are then funneled into states. A similar funding structure does not exist on USFS land.

The use of Student Conservation Corp students is one way the USFS is cost-effectively maintaining trails. Volunteer groups (bikers, ATV-ers, etc.) have hosted clean-up days. In addition, an increase in outfitters, guides and rentals on public lands would add additional revenue to funds that are available to be used locally. Per the Recreation Enhancement Act, generally 80 percent of such funds are retained for local use.

Funding Trails

Barring any national changes in funding streams, communities who want more and better-maintained trails will need to find ways to partner with federal agencies. As a large, government agency, the USFS noted that it more easily partners with formal entities, often via memorandums of understanding.

Many of the user groups in the region are informal (Facebook groups or clubs) and not formal non-profits such as Fit Families for CenLA.¹⁹ The use of a fiscal agent for partnerships between the federal agencies and groups interested in partnering would likely prove useful. CLEDA often operates under these

agreements with other USDA agencies and has helped facilitate similar agreements between informal groups and government entities in its local foods work.

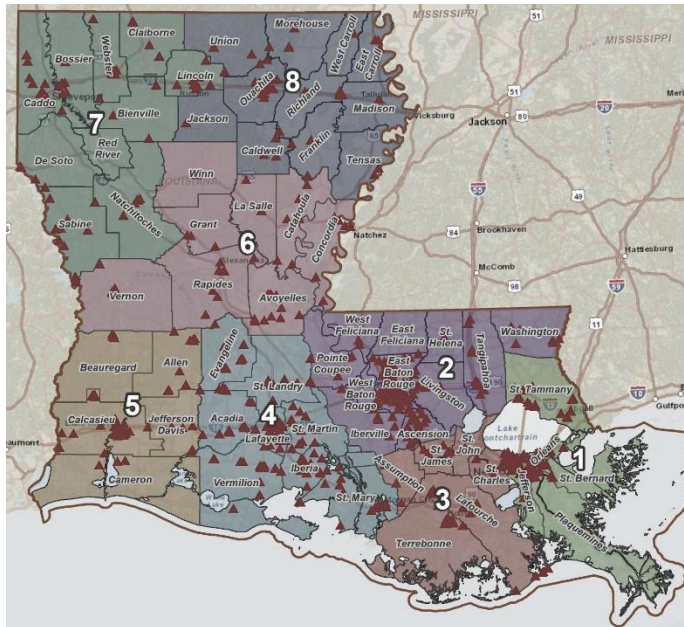
On a larger scale, in 2016 the USFS received the ability to partner with investors via impact investing bonds primarily for new infrastructure. The investors provide funds for projects with

the intention of being repaid through project benefits. (*Please see funding section for more on impact investing.*) In addition, as is common with national parks, foundations are sometimes formed with the sole purpose of supporting the forest. These entities are sometimes met with resistance by user groups as they view it as an enabler of the government to further reduce funding to public lands.

STATEWIDE OUTDOOR RECREATION PLAN (SCORP)

Every five years, each state creates a Statewide Comprehensive Outdoor Recreation Plan (SCORP). States must produce these plans to be eligible for grant funding from the Land and Water Conservation Fund. The planning and grant processes are led and administered by the state department of culture, recreation and tourism.

These funds are funneled to states based on a predetermined percentage. Louisiana's share, announced in September 2019, is \$2.75M. (This number includes GOMESA funding.) Prior year funding was \$2.6M.



Relevant LWCF-assisted projects include the Lincoln Parish Park north of Ruston and the 150-acre Kiroli Park in West Monroe.

The adjacent map excerpted from the 2014-2019 SCORP shows project sites throughout the state. Information received from the federal government on grants made in the state included dates and amounts but differed and was not as current, per the state, as grant information (without certain data

points) received from the state. A new, more transparent database is in the works. In addition, SCORP 2020 is expected to provide a web-based planning document with inventory maps, gap analysis and highlights of newly funded projects. Please see appendix for state data.

Plans are underway to solicit public input for the new five-year plan, which will be adopted for use beginning in August 2020. A grant proposal's alignment with the current plan is a factor in the awarding of grant funds. The plan includes public input and an asset inventory. Three Central Louisiana residents (two from CLEDA and one from

Alexandria-Pineville Convention and Visitors Bureau) recently joined the SCORP Advisory Team. The advisory team helps ensure broad public engagement.

The objectives of the current SCORP are to:

- Identify available outdoor recreation infrastructure statewide
- Identify outdoor recreation priority and trends for Louisiana residents
- Evaluate unfilled outdoor recreation infrastructure needed for development to meet the priorities and trends
- Prioritize plans for future development needed to match infrastructure needs
- Identify all required actions necessary to provide for outdoor recreation priorities for the state

Key findings:

The parishes in CLEDA's region fall into three LWCF regions with the majority falling in Region 6.

About half of respondents in those regions noted as **extremely important** the availability of trails, parks and outdoor recreation facilities. Yet, only 25 percent said their needs were being met.

About 94 percent of the state's population is within 10 miles of an outdoor recreation opportunity. About 80 percent are with five miles of a spot to picnic.

More input is needed to create accurate asset inventory.

Public outreach meetings (with light attendance) held noted the following comments from the Rapides Parish meeting:

- Red River an asset for water-based recreation
- Accessible dock on Pineville side desired
- Natural resource protection a priority
- Improve safety and accessibility for senior citizens
- The Rapides Foundation - potential funding source

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The public outreach meetings were supplemented with surveys.

Key survey findings

When asked which facilities should be added, expanded or improved, 60 percent preferred percent paved trails for bikers and hikers, 55% preferred unpaved trails for horses, and 49% preferred camping areas.

Priorities noted were:

PRIORITY	DESCRIPTION
1. Trails	Paved & unpaved multi-use trails with an emphasis on connecting residential areas with outdoor recreation facilities and natural resources to facilitate non-motorized, accessible travel to destinations.
2. Public Access to Water	Public facilities for bank fishing, kayak/canoe trails, beach swimming facilities, boat launches.
3. Camping Areas	Established camping areas and rental cabins with access to trails, boating, fishing, and swimming opportunities.
4. Land Acquisition for Preservation/Protection	Wilderness or conservation areas and open space with little or no development and opportunity for solitude.
5. Playgrounds and Picnic Areas	Upgrades and new development of community playgrounds meeting national standards, and multi-purpose picnic areas, "spraygrounds," splash pads, and pavilions.

Source: 2014-2019 Louisiana SCORP

An email interview with a state official regarding the Land and Water Conservation Fund and outdoor recreation in general provided these insights for successful projects:

- Do your homework and involve the community in planning your projects.
- Use social media.
- Utilize SCORP.

Barriers noted included the required 50 percent match and funds needed to maintain and operate facilities, vandalism and low accessibility at many facilities. Bright spots noted included an increased awareness of the value of outdoor recreation for physical and mental health, property values and community growth.

The plan's economic/funding development section strategy includes the following actions:

- Research the development of funding assistance program to help project sponsors meet the matching requirement
- Identify nonprofits and foundations to financially support parks, historic sites and other public outdoor recreation facilities
- Study best practices nationwide in identification and collection of funds for land acquisition for recreation
- Encourage private enterprise investment in outdoor recreation/trail-based tourism
- Continue to prioritize funding assistance for the acquisition and development of property dedicated to outdoor recreation. From the plan: "The total recreation infrastructure of outdoor recreation across Louisiana is inadequate to address the recreational needs of citizens and their guests and to promote a healthy lifestyle."
- Target grant assistance to projects that increase public access and use of water-based recreation

The report also noted the need to communicate the importance and impact of outdoor recreation for economic, physical and mental health. The report noted that this is even more important given that outdoor recreation is never a crisis -- like education or healthcare. It's imperative to make the case for out-sized returns on low investment.

STATE OUTDOOR RECREATION DIVISIONS

As mentioned in the introduction, 16 states and counting have formed state-level divisions of outdoor recreation. These divisions, which are distinct from parks, tourism, and wildlife and fisheries, are promoted by the Outdoor Industry Alliance and the Outdoor Recreation Roundtable.

In the 2018 report *Elevating Outdoor Recreation Together*, the author noted that despite that variation, many offices were designed for a common purpose that fits with CLEDA's purposes here:

"Many offices are intentionally designed to cross boundaries among other functions of state government such as economic development, tourism, parks and recreation, and natural resources management, ***working as strategic coordinators or conveners to improve the benefits of outdoor recreation to the economy, as well as conservation, health and quality of life.***"²⁰

Strategic convenings and working across boundaries – those are classic CLEDA roles. The goals also fit with CLEDA's mission here.

Typical goals of state outdoor recreation divisions often include these that guide the New Mexico division:

- increase outdoor-recreation based economic development, tourism and ecotourism in the state and its communities;
- work to expand outdoor recreation infrastructure by promoting and assisting communities in applying for funding opportunities to develop outdoor recreation infrastructure, including funding opportunities through the federal recreation trails program, the federal transportation alternatives program, the federal land and water conservation fund, the federal safe routes to schools program and the state and federal youth conservation corps program
- assist in promotion and marketing of outdoor events that exist in the state

- assist residents in establishing outdoor-recreation based businesses and connecting outdoor recreation-based businesses with economic development resources and opportunities
- recruit out-of-state based outdoor recreation businesses
- promote stewardship/preservation/education/use
- support outdoor ed programs at educational institutions
- direct tourism, etc. to work with this division
- advisory committee to support division efforts

The Center for American Progress calls these offices “an effective way to prioritize access to parks and public lands and to give special policy attention to a nationally important industry.”

The center also recommends that state offices:

- adopt the outdoor recreation confluence accords, which acknowledge conservation and stewardship as key priorities.
- ensure that equity is a core goal. For example, New Mexico created an outdoor equity grant program with the goal of increasing outdoor participation among people of color and low-income families. ²¹

RECOMMENDATIONS

This report began with a central question:

How might CLEDA help expand the capacity of the people and places of Central Louisiana to prosper through outdoor recreation?

The following information will serve as guides:

- 1.) Goals and recommendations from research regarding state divisions of outdoor recreation
- 2.) Characteristic steps and experience involved in cluster development
 - a. Offer specialized education and training
 - b. Provide business support services/one-stop
 - c. Assist with collective marketing and regional branding
 - d. Network outdoor recreation industry professionals
 - e. Build outdoor recreation product design competency into manufacturing and commercial programs
 - f. Use outdoor recreation to stimulate tourism
- 3.) Interviews, SCORP, other regions
- 4.) Core capabilities of CLEDA:
 - Vision-building: Helping establish visions, frameworks and blueprints for the future. CLEDA strives to elevate the region's idea of what's possible.
 - Network-creation: Facilitating the creation of networks that allow for better alignment, communication and achievement within or between groups.

- **Skill-building:** CLEDA offers or collaborates with others to offer workshops and coaching to enhance skills needed by employers and entrepreneurs as well as skills needed to enhance the ability of communities to transform themselves.
- **Pilot programs:** CLEDA launches pilot programs to provide hands-on learnings in preparation for adoption and/or expansion by others.
- **Marketing:** CLEDA helps brand, create and market the region externally to recruit business and employees and internally to build regional identity.
- **Regional intelligence:** CLEDA conducts interviews with regional businesses and conducts or commissions other research to gain actionable intel about our region and opportunities.



[SUP-ing on
oxbow of Red
River.]

Before diving into these proposed actions, a few caveats:

- **Create wins and funding for partners:** Many of the agencies involved in outdoor recreation are understaffed and have limited budgets. Successful collaboration will depend on creating wins for these partners in helping them achieve objectives and attain funding.
- **Be disputable:** With the growing recognition of the importance of outdoor recreation, it's critical for CLEDA to differentiate itself through its message. Be disputable. Someone should be able to nod yes that's for me or no it's not. Choose core messages or core outdoor recreation components that are specific ... and ... that will also bring everything else along.
- **Influence work through existing structures.** Though some new structures will be needed, work through existing structures where possible: tourism groups, trails advisory committees, SCORP plan, transportation plans.
- **Quality of the lands:** Conservation and care of the lands used for outdoor recreation is crucial. While this is a component of some of the recommendations, it is worth saying separately. Helping agencies fund and maintain new and existing infrastructure is an important role of the alliance.

Vision Building

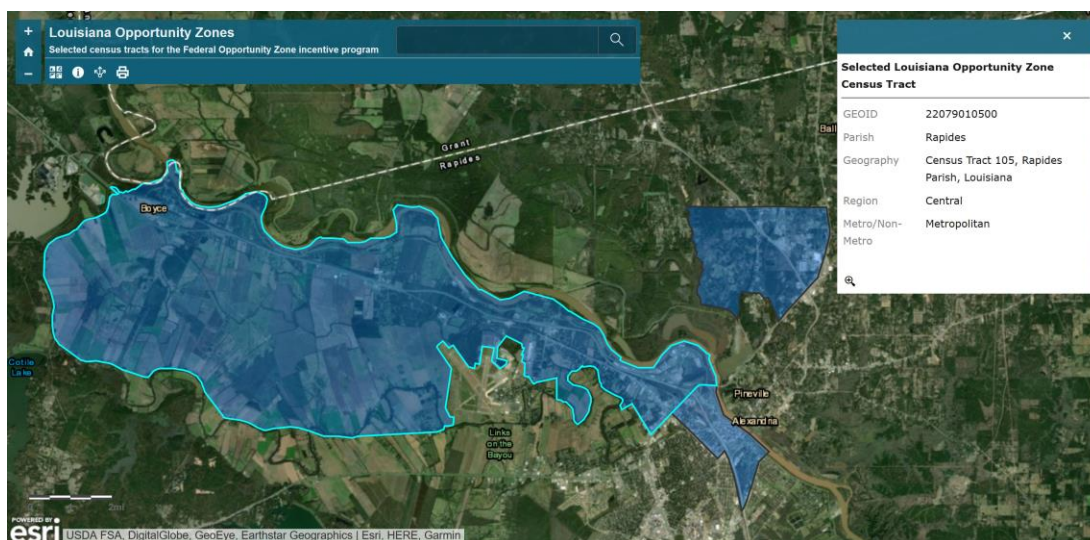
Communicate the current impact and potential of outdoor recreation including via an Outdoor Recreation summit.

- host an annual Outdoor Recreation Summit to raise the profile of the industry and create connections among different industry elements
- the Utah Outdoor Recreation Summit builds relationships through service and outdoor activities and offers five education tracks.
- the SHIFT Nature as Medicine conference offers an alternative model. Each year's summit could focus on a different aspect of outdoor recreation.

Propose outdoor recreation hub (park) anchored by manufacturer with entrepreneurship accelerator.

While many models exist, these are typically built along some outdoor amenity (river, big lake) and feature an outdoor manufacturer as anchor with some related outdoor activity available there as well as access to trails. The hubs also typically feature retail, restaurants. Some now serve as home to software firms whose employees are attracted by the surroundings. Central Louisiana has riverfront opportunity zones that could prove attractive for investors.

Here's one opportunity zone:



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The hub could also house the outdoor product entrepreneurship accelerator. (See more under skills development.) The hub in Montrose, Colorado, seems most relevant to CLEDA due to size (Montrose population < 20K) and position as gateway to outdoors.

Certify the region. Claim something the region has and back it up. Create a story for people to tell.

Great Falls, Montana, created a marketing plan based on who they were. They could not claim any of the marquee attractions for Montana. They also knew that what they did have needed work – more signs, more maintenance, etc. So, they proclaimed themselves the Basecamp for Montana and marketed to DIY-ers.

Claim two things. One that has to do with hunting or fishing. And one that doesn't. Then build some fun messaging around it. Become the Take Your Kayak to Work Region and the Fish in Every Pond region or the Gravel Grinder Capital of the South (the Kisatchie has 2,500 miles of roads) and the Sportsmen's Paradise in the heart of the Sportsmen's Paradise (thanks to Wayne Mullins for the last one). Build recruiting messages around it for employers. Build kits to help HR let people kayak. Host annual days. Do something cool at the airports. Create a fun app that relates to the message. This one is fun and fast.

Proclaim a big goal. (Become a National Parks and Recreation accredited region.)

This should be a goal that excites people, can be marketed and gets everyone moving in the same direction.

- Becoming a National Parks and Recreation accredited region would entail each city's parks and recreation department becoming accredited. The accreditation process would help the area and help attract more funding.
- Along those lines, there's a #10MinWalk movement that encourages communities to ensure all residents have great outdoor places within a 10-minute walk.

Network Creation

Create a regional outdoor recreation alliance modeled after state divisions created elsewhere.

- Due to the far-reaching impacts of outdoor recreation, a cross-specialty alliance is needed. This group would share most of the goals of the state-level groups noted earlier and its components could look similar: Forest Service, Wildlife and Fisheries, tourism, parks and recreation, transportation, health, user group representatives, outdoor recreation businesses, conservation, chambers and many more.
- Since this group will not be state-mandated and will not have the correspondent mandated cooperation, creating a project to generate funding as an early project would be important.
- Signing region-wide MOUs with all relevant agencies.

Form an outdoor recreation manufacturers group and hold quarterly industry roundtables.

- Important for the same reasons a manufacturers council is important.

Facilitate MOUs with user groups and creation of formal friends' groups if warranted.

The Forest Service, for one, noted the challenge of working with informal groups on projects and trail maintenance. The Forest Service prefers to operate under such agreements as MOUs but with many groups anxious to help, there is no one to sign an agreement with. At the same time, these groups do not necessarily need to become nonprofits.

This workshop would cover methods for signing MOUs through intermediary organizations as well as types, levels and structure of collaboration.

Find and apply for funding that will create wins for individual partners.

Create interesting collaborations that generate wins for entrepreneurship and health or tourism and maintenance and youth-engagement.

Create outdoor recreation role.

This important work does not happen without at least one person dedicated to it.

Increase regional representation on boards related to outdoors recreation.

SCORP, state recreational trails advisory, tourism, parks, transportation.

Create outdoor recreation investor network.

Facilitate network between investors, agencies, intermediaries and other vendors.

Research innovative solutions.

For example, a need for more cabins in the area was noted by one agency and several users.

[Escape Homes](https://www.escapetraveler.net/freeunits) offers a program where investors provide approved land and utilities and the company provides the tiny to park-model sized homes. Rental fees are shared with property owners having option to buy out Escape Homes each year.

(<https://www.escapetraveler.net/freeunits>)

Skill Building

Create an entrepreneurship accelerator for outdoor recreation products.

At least two fishing lure, one net and one line manufacturer call Central Louisiana home. A box truck rumbling along Highway 28 recently advertised Tom's Deer Food out of Boyce. A new outdoor product is under development. Outdoor recreation entrepreneurs helped found the Busbice Lodge and now run a larger outdoor recreation company in Texas.

Create an entrepreneur accelerator for outdoor recreation manufacturing, preferably located in the hub. Create an entrepreneur-in-residence via well-known outdoor entrepreneur or well-known product. Supplement lean entrepreneurship training with product design expertise. Leverage area entrepreneurs' expertise for relationships, sourcing, manufacturing. Create Innovation Works type model where small stake taken in exchange for accelerator and possibly investment (\$25K).

This accelerator could serve would-be entrepreneurs in the region as well as attract aspiring entrepreneurs from elsewhere.

Shorter sessions could appeal to the workforce that lives in the area because they like the outdoor recreation but "work off" in south Louisiana and throughout the country.

Offer entrepreneurship training and certification for outdoor-recreation services.

Interviewees noted a need for more and more qualified guides, outfitters, rentals, etc.

This training could help these occupations be more profitable and could include some element of coop training.

A certification similar to Fresh Central Certified could also be developed.

Partner to host workshops that help user groups collaborate with recreation agencies.

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The Forest Service, for one, noted the challenge of working with informal groups on projects and trail maintenance. The Forest Service prefers to operate under such agreements as MOUs but with many groups anxious to help, there is no one to sign an agreement with. At the same time, these groups do not necessarily need to become nonprofits.

This workshop would cover methods for signing MOUs through intermediary organizations as well as types, levels and structure of collaboration.

Build outdoor recreation product design competency into manufacturing and commercial programs.

We. Design. Good. Stuff. Central Louisiana has long needed an engineering school. While not exactly engineering, training in outdoor product design and development would give us product design capacity in the region. According to a June 2018 REI.com article, four schools in the western US have begun offering some type of training.²²

Host workshops on recruiting through outdoor recreation.

Build kits and offer training to help companies without professional human resource recruiters better find and attract candidates through outdoor recreation

Build leadership through Outdoor Recreation Fellows.

Many movements falter after the first generation of leaders. As it does through its Louisiana Food Fellows program, CLEDA should build an Outdoor Recreation Fellows program to fill the leadership pipeline.

The Outdoor Steward Institute of Volunteers of Colorado is a good resource.

Facilitate involvement of private landowners in recreation.

Public land is not the only place that recreation occurs. Much of the private timberland in the region is leased to hunting groups. Work with private landowners to determine opportunities and mechanisms needed to help them profit from providing in-demand access to their land for outdoor recreation.

Pilot Programs

Create central site for outdoor recreation in the region.

- The data available is highly fragmented, as local foods information was prior to Fresh Central.
- Using a regional brand. Think Glacier Country which covers several towns and hundreds of miles.

Work with state and local tourism entities to package and market outdoor recreation routes, also known as tourism trails.

Most CVBs in our area operate on a local and not regional basis. Most are funded from occupancy taxes from their municipalities. Collaborations among the group appear to occur mainly along the formation of trails. In addition to the creation of trails, a one-day - more campaign in which regional outdoor recreation activities could result in an additional hotel night might be of interest.

Work with Forest Service to implement an impact investing project.

Such a plan could be used to construct new trails or facilities. The Forest Service calls their impact investing program Pay for Success. See more under funding.

Partner with Conservation Legacy to create only group in state.

Establish the only Louisiana partnership with Conservation Legacy. The group will engage adults and youth on conservation projects and training. From its website: “the group is now in its 20th year of engaging individuals to complete important conservation projects throughout the nation by providing structured, safe and challenging work and educational opportunities.” The Texas group works with the Kisatchie a few weeks each year.

Marketing

Partner to create and implement regional identity for tourists.

Most of the region's tourism marketing occurs via local tourism agencies. There is a need for regional destination marketing. This could involve a partnership between the regional outdoor recreation alliance and state tourism.

Create regional identity for recruiting firms and employees.

This will in part be based on regional branding but targeted to more specific markets.

Roanoke (VA) Regional Partnership promotes themselves to outdoor manufacturers as the "perfect testing ground" due to number of people participating in various activities in the region.

Identify recruiting targets.

- Users or super-users are here
- Expensive to transport and target market within 500 miles
- Complementary products are made here

Recruit/create a multi-sport event.

This idea was noted by several people. One idea was a biking event with a kayak-fishing tournament.

Regional Intelligence

Commission ORSA-type report for region and by county

For the same reasons the federal government created a satellite account (ORSA) to capture the impact of outdoor recreation, the region needs to be able to capture and track the impact by county and over time.

Request state to create ORSA by county measurements through SCORP process.

Inventory mapping

Use the SCORP process to get a better map of assets in the region. The last SCORP noted the need for a more comprehensive list of regional assets.

Inventory of unfunded plans in the region (Dust the Binders)

Several resources noted that funding for planning was often more readily obtained than funding for projects due to either shortened timeframe to apply for funding or the higher amounts needed to fund projects.

Conduct an inventory of agencies' relevant plans in need of funding. Many of these plans involved extensive research and community input. Where relevant, this could save costs, jumpstart projects and help build goodwill and shared vision. CLEDA's wider geographic viewpoint than most entities in the region could enable CLEDA to combine parts into a larger sum.

For example, many of the recommendations in the Alexandria-Pineville Metropolitan area Bicycle and Pedestrian Plan produced by Rapides Area Planning Commission would promote more active transportation and more walkable/bikeable and livable cities.

Especially relevant is the plan's fourth goal of improving the overall quality of life by "connecting biking and walking to its health, environmental and economic benefits." Strategies proposed include the following strategies excerpted from the 2016 plan:

- Prioritize projects that connect community destinations, recreation resources, schools and downtown local businesses

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- Design bicycle and pedestrian facilities that support regional Travel Demand Management, Ozone Advance program, Highway Safety Coalition Program and other opportunities
- Design bicycle and pedestrian facilities that fulfill regional economic goals, support mixed use development and small businesses
- Provide facilities to disadvantaged neighborhoods and users with varied level of abilities
- Collaborate with community activists, property owner and Red River Levee District to connect a levee trail system along the river

Bike Natchitoches engaged the Rapides Area Planning Commission to create a bike-share plan.

Create database of outdoor recreation companies in region

This information should be segmented by type. This data will also help in firm recruiting and targeting.

FUNDING AND RESOURCES

Ongoing funding for many of these efforts is tenuous. In addition, the budgets and staffs of many of the institutional stakeholders are already stretched.

Funding sources ranged from taxes created via constitutional amendment to grants to impact investment vehicles.

Regarding grants, due to the cross-over between outdoor recreation and so many areas (health, the economy, social capital, transportation), grant funders can be found in unusual places. In addition, many sporting goods manufacturers offer funds for specific outdoor-recreation infrastructure projects or activities.

Statutory funding

Constitutional amendment: Often cited as the gold standard is Colorado's constitutional amendment which dedicates a portion of lottery funds to the organization [Great Outdoors Colorado](#). The amendment contained no sunset provision and re-directed money that was previously funding capital construction projects. Since 1992, the fund has granted \$1.2B throughout the state to enhance the state's parks, trails, wildlife, rivers, and open spaces. The 17-member board is appointed by the governor with several stipulations including that the board must include two members from each congressional district and those two must be members of different political parties.

The path that led to the formation and funding of Great Outdoors Colorado began with the question: *What should we do to sustain and enhance our outdoor resources -- parks, trails, wildlife and open space – for the future?*

The amendment was proposed after the state also commissioned a study of other potential funding options. The study assessed the advantages, disadvantages and support for tax-based, fee-based and voluntary funding.²³

General Obligation Bonds: California's Proposition 68 (Parks, Environment and Water Bond), passed in 2018, provided \$4 billion in general obligation bonds to be used for parks (state or local), environmental protection and restoration projects, water

infrastructure, and flood protection. About one-third of the funds are dedicated to parks in urban and underserved communities.^{24, 25}

Licenses, fees, and taxes

Other strategies include allocating:

- receipts from out-of-state fishing and hunting permits to conserve land (Montana)
- a portion of real estate transfer tax for open space and recreation (North Carolina, Maryland)
- a percentage of sales and use tax on sporting goods. Or passing such a tax. The Georgia Outdoor Stewardship Amendment passed in 2018 with 83 percent of the vote. The funds can be used for three purposes:
 - ... protect lands critical to drinking water and the quality of lakes, rivers and streams;
 - ... support community efforts to build and maintain parks and trails
 - ... maintain and create new places to hunt and fish²⁶

The Congressional Sportsmen's Foundation is a nonprofit that works with legislatures, governors and the U.S. Congress "*to protect and advance hunting, angling, recreational shooting and trapping.*" The group noted that "a state-level sales tax on outdoor gear can provide an additional dedicated revenue source for agencies that manage both game and non-game species."²⁷

The Trust for Public Land and the Nature Conservancy often provide support for these legislative campaigns. For example, Ballotpedia shows that both organizations provided financial support for the campaign. The Trust for Public Land is often engaged to help determine the best sources and/or design the campaigns. The group is also responsible for the *#10MinWalk* that promotes outdoor access within a 10-minute walk of everyone.

Through the Federal Lands Recreation Enhancement Act, agencies including the National Park Service, Forest Service, and Bureau of Land Management can keep and spend 80 percent of receipts from recreation fees collected at the site.^[38]

In addition, franchise fees from concessionaires also fund certain recreation sites. For example, outsourced services for lodges, gift shops and campgrounds. Federal

agencies, particularly the National Park Service and the Forest Service, outsource certain operations to private concessionaires in exchange for fees. Lodges, gift shops, and campgrounds are examples of facilities commonly operated by concessionaires.

Impact Bonds

Impact bonds, social impact bonds, pay-for-success. One and mostly the same. The bonds are often used to pay for improvements that are expected to yield increased revenues or reduced expenses for the issuer. The idea has come, gone and is back again. As with most investment losses, when a return is not earned or an investment lost, the losses typically stem from a failure of due diligence or poor structure.

The US Forest Service's Pay for Success model can be used for projects up to \$3M. The funding mechanism would be used to either scale an existing project with proven deliverables or test a project.²⁸

In an effort to promote these vehicles, the USFS National Partnership Office, the National Forest Foundation and the U.S. Endowment for Forests and Community partnered to offer the Innovative Finance for National Forests grant program. Funds go to the work needed to create the impact bond and not to the actual project.

Innovative Finance for National Forests (National Forest Foundation)

Purpose: The Innovative Finance for National Forests grant program seeks to:

- engage investment capital in partnership models with the promise of future financial returns from project beneficiaries, such as water utilities and municipalities;
- support tools and solutions that promise improved financial sustainability for land management and community development;
- deliver measurable social, ecological, and financial outcomes to beneficiaries;
- chart a path to address landscape-level challenges on national forests and adjacent lands; and,
- generate lessons learned to incorporate into agency management and decision making. ²⁹

Proposals due: October 2020

Funding expected: At least \$1.5M

Award amount: \$200K to \$500K.

Match: 20% cash or in kind

<http://www.ifnfrgrants.org/>

Fund Use:

- *Design:* Initial due diligence on a financing concept, identifying on-the-ground projects, site scoping, pre-feasibility analysis, USFS unit engagement.
- *Develop:* Stakeholder map, Return on Investment/Cost Benefit Analysis/Avoided-costs analysis, full feasibility analysis, identification of performance metrics, transaction structuring.
- *Implement:* Contracts and agreements, construction, forest treatments, project management, monitoring and evaluation of outcomes, work plans.
- *Refine:* Repeat 'design' and 'implement' stages in new geographies to continue refining proof of concept, technical assistance workshops focused on replicating models in new locations.

Focus areas:

Applicants must propose finance tools to address one or more of the following:

- Forests as watershed infrastructure;
- Sustainable recreation infrastructure;
- Market-based approaches that drive these two focus areas and/or that promote forest health.

Grants and Resources – New to CLEDA

The focus here is on funders and resources who have not partnered with CLEDA. The broad array of benefits and the many facets of outdoor recreation should be of interest

to many funders – including government and foundation funders with interests in transportation, conservation, outdoor recreation, entrepreneurship, health and travel and tourism. Ideally and where missions align, CLEDA and partners could find funding opportunities to leverage any grant funding CLEDA might receive from its current partners.

National Park Service, Rivers, Trails and Conservation Assistance Program (RTCA): <https://www.nps.gov/orgs/rtca/>

This program provides technical assistance for projects. During 2019, there are six active projects in the state.

Purposes: Community engagement, plan development.

Example project: Bayou Teche Paddle Trail. RTCA provided technical assistance in developing a plan that led to the trail's development and acceptance in the National Water Trails program.

Focus Areas:

- Build healthy communities through parks, trails, and outdoor opportunities
- Improve access to outdoor recreation and park amenities on land and water that support healthy lifestyles for all users
- Conserve natural lands, rivers, and watersheds:
- Strengthen the conservation and stewardship of public lands, waterways, and wildlife habitat
- Engage youth in outdoor recreation and stewardship
- Connect young people to the outdoors to develop a lifelong appreciation of recreation and nature
- Strengthen the organizational capacity of project partners
- Develop and strengthen effective and sustainable community organizations and partner groups
- Support National Park Service and community networks

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- Facilitate strategic planning and collaboration between national parks and communities to achieve shared goals

Services:

- Define project vision and goals
- Set priorities and build consensus
- Inventory and map community resources
- Identify funding strategies
- Identify and analyze key issues and opportunities
- Develop a sustainable organizational framework to engage collaborative partners and stakeholder support for the project
- Design community outreach and participation
- Create project management and strategic action strategies plans,
- Develop concept plans for trails, parks, and natural,
- Coach teams, groups, and partnership networks areas

Southeast Region: Deirdre Hewitt, Program Manager

Email: ser_rtca@nps.gov

States Served: *Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Puerto Rico, US Virgin Islands*

Annual application deadline: June 30th. Recommend contact regional representative at least 30 days prior and prefer much earlier. "Remember - it's never too early to talk to us about your project for next year."

Land and Water Conservation Fund, Recreational Trails Program (LWCF)

Purpose: The state side of the LWCF provides matching grants to States and local governments for the acquisition and development of public outdoor recreation areas and facilities.³⁰

In September, it was announced that \$2.9M (including GOMESA funds) would be available for Louisiana.

Example project: Cited as an exemplary project by the NPS:

“A six-year effort by the North Carolina Division of Parks and Recreation culminated in December 2003 with the largest single addition ever to Eno River State Park. The 805-acre property was purchased for \$6.9million, including a \$1.59 million LWCF grant. In addition to the two-mile river frontage, the acquisition adds three miles of stream frontage, an extensive reach of oak-hickory forest and five miles of existing roads that will enhance the park’s trail system.”³¹

According to data provided by the National Park Service, about \$800K in funds have been received in the last decade for projects in Concordia, La Salle. and Natchitoches. Concordia received \$450K of that amount in two grants in consecutive years.³²

Amount: Highest recent national funding amount was about \$300K.

Match: 50 percent; projects pay 100 percent of costs are reimbursed for half.

Who may apply? State and local governments without current active LWCF projects in their jurisdictions

Fund use:

- Acquisition of property;
- Construction or renovation of outdoor recreation facilities on government land
- Structure design or engineering, site design or GPS mapping when included within professional design fees (not to exceed 10% of grant);
- Development and site work activities;
- Providing access and use of facilities by persons with disabilities.

Deadlines: Initial interest form preferably six months prior to application (November 1st); applications due April 1st.³³

Contact: Assistant Secretary
Office of State Parks
Dept. of Culture, Recreation and Tourism

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<https://www.crt.state.la.us/louisiana-state-parks/grant-opportunities-for-outdoor-recreation/land-water-conservation/index>

Federal Highway Administration National Recreational Trails Program

Purpose: Promote exercise and physical fitness through outdoor recreation and increase use of outdoor recreation areas. Funded with tax revenues generated from fuel sales for off-highway recreation, the program funds both motorized and non-motorized recreational trail and facility improvements.

Amount: About \$1.5M was available in government fiscal 2019. Motorized: minimum federal share \$20K and max share is \$159K. Non-motorized: minimum federal share is \$10K and max share is \$100K. Projects must be completed in a year.

Match: 20 percent; projects pay 100 percent of costs and are reimbursed for 80 percent.

Who may apply? Nonprofit, government or certain commercial entities.

Fund use:

- At least 30 percent of funds are set-aside for motorized and non-motorized use each year. Remaining funds can be allocated to either, but preference given for projects promoting shared use and the most recreational opportunities.
- Should further a mission of SCORP or other regional plan.
- Construction of new trails on government or private lands.
- Structure design or engineering, or GPS mapping when included with trail development (not to exceed 5% of grant).
- Trail development and renovation.
- Bridges and boardwalks to connect a trail or to link multiple trails.

- Development of trail facilities.
- Providing access and use of trails by persons with disabilities.
- Acquisition of easements or rights of way for trails or for trail corridors identified in a trail plan.
- Construction of new trails on federal lands.

Deadlines: Contact before March 1st if planning to apply. 2019 applications were due 7/1.

Contact:

Louisiana Department of Culture, Recreation and Tourism
Office of State Parks
Division of Outdoor Recreation
FHWA Recreational Trails Program for Louisiana
1051 North Third Street, Suite 307
Baton Rouge, LA 70802-5239
P. O. Box 44426
Baton Rouge, LA 70804-4426
<https://crt.state.la.us/Assets/Parks/grants/RTPL/RecTrailsGrantApp.pdf>

Government transportation funds: The Alexandria/Pineville Bicycle and Pedestrian Plan, produce by the Rapides Area Planning Commission, noted that the Federal Highway Administration and the Federal Transit Administration typically provide the bulk of funding that can be used for bicycle and pedestrian planning.

National Forest Foundation Matching Awards Program (MAP)

Purpose: Fund conservation and restoration projects that have an immediate, quantifiable impact on a national forest.

- Round 1: January 16, 2020 at 11:59 pm MST
- Round 2: June 9, 2020 at 11:59 pm MDT

Matching: 1:1

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Award amounts: Average award \$25K.

Examples of prior awards: trail maintenance/improvement, youth

Funds use:

- trail maintenance, bridge and crossing construction or repair, and installation of trail drainage structures;
- engaging youth, volunteers, or diverse, underserved or under-engaged populations in hands-on stewardship activities;
- employing youth and/or veterans crews to implement on-the-ground conservation, stewardship and/or restoration work.

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APPENDIX: STATE TABLES FROM BEA ORSA

The following tables are excerpted from the full BEA release, which is available at https://www.bea.gov/system/files/2019-09/orsa0919_1.pdf.

Table 1. Outdoor Recreation Value Added, Employment, and Compensation as a Percent of Total, 2017

	Total Outdoor Recreation Value Added (Thousands of Dollars)	Percent of Total Value Added ¹	Total Outdoor Recreation Employment	Percent of Total Employment ¹	Total Outdoor Recreation Compensation (Thousands of Dollars)	Percent of Total Compensation ¹
United States	427,189,444	2.2	5,170,670	3.4	213,440,905	2.1
Alabama	4,133,003	2.0	62,647	3.0	2,083,927	1.8
Alaska	2,187,367	4.2	22,677	6.4	1,030,701	3.8
Arizona	8,654,150	2.7	108,460	3.8	4,327,385	2.4
Arkansas	2,887,050	2.3	39,299	3.1	1,390,053	2.0
California	52,120,252	1.9	588,680	3.3	27,383,466	1.9
Colorado	11,308,942	3.3	146,178	5.3	5,963,912	3.1
Connecticut	3,594,652	1.4	48,390	2.8	1,923,607	1.4
Delaware	1,309,865	1.8	18,485	4.0	611,026	1.9
District of Columbia	1,623,489	1.2	23,651	3.0	977,279	1.1
Florida	42,183,230	4.3	502,939	5.6	20,690,183	3.9
Georgia	12,319,942	2.2	144,203	3.1	6,274,833	2.1
Hawaii	4,794,590	5.4	57,584	7.9	2,437,813	5.1
Idaho	2,328,949	3.2	33,831	4.5	1,182,979	3.0
Illinois	14,725,840	1.8	165,400	2.7	7,737,696	1.7
Indiana	9,658,524	2.8	108,535	3.4	4,486,832	2.4
Iowa	3,442,812	1.9	48,185	3.0	1,634,494	1.8
Kansas	2,918,117	1.8	39,776	2.7	1,425,887	1.7
Kentucky	4,135,194	2.1	53,632	2.7	1,973,149	1.8
Louisiana	5,898,325	2.5	59,460	2.9	2,588,692	2.1
Maine	2,957,847	4.8	40,720	6.4	1,373,098	3.8
Maryland	7,058,582	1.8	92,683	3.3	3,746,066	1.7
Massachusetts	9,210,427	1.7	111,609	3.0	4,907,443	1.6
Michigan	9,954,756	2.0	126,681	2.8	4,755,614	1.7
Minnesota	9,638,553	2.7	101,035	3.4	4,505,794	2.2
Mississippi	2,629,162	2.4	33,111	2.7	1,119,665	1.9
Missouri	6,761,351	2.2	91,090	3.1	3,586,118	2.0
Montana	2,381,709	5.1	28,847	5.9	1,068,201	4.2
Nebraska	2,273,407	1.9	29,863	2.9	1,095,738	1.8
Nevada	4,462,542	2.8	56,940	4.2	2,239,107	2.7
New Hampshire	2,710,336	3.3	37,818	5.5	1,315,354	2.9
New Jersey	11,222,802	1.9	139,017	3.3	6,070,879	1.9
New Mexico	2,314,310	2.5	33,486	3.9	1,167,986	2.4
New York	26,299,866	1.6	293,447	3.0	14,178,838	1.7
North Carolina	11,936,052	2.2	151,589	3.3	5,758,490	2.0
North Dakota	1,208,579	2.3	14,856	3.3	542,894	2.0
Ohio	10,167,019	1.6	137,073	2.4	5,348,251	1.5
Oklahoma	3,836,530	2.0	47,096	2.8	1,793,835	1.8
Oregon	6,538,383	2.9	86,529	4.4	3,583,571	2.8
Pennsylvania	13,173,567	1.8	173,588	2.8	6,826,124	1.7
Rhode Island	1,391,601	2.3	21,642	4.3	748,122	2.2
South Carolina	6,853,918	3.1	101,274	4.7	3,466,434	2.8
South Dakota	1,341,806	2.7	18,718	4.1	615,661	2.6
Tennessee	7,342,537	2.1	101,033	3.3	3,707,056	2.0
Texas	34,565,594	2.1	340,798	2.7	14,285,680	1.7
Utah	5,514,051	3.3	75,143	4.9	2,844,732	3.2
Vermont	1,468,493	4.5	17,301	5.3	612,583	3.2
Virginia	9,285,508	1.8	128,407	3.1	4,795,163	1.6
Washington	11,535,055	2.2	128,991	3.7	5,850,632	2.2
West Virginia	1,497,706	2.0	22,202	3.1	688,507	1.8
Wisconsin	7,785,344	2.4	93,009	3.1	3,889,401	2.1
Wyoming	1,647,761	4.4	23,062	8.0	829,955	4.7

1. Based on state level data published on bea.gov, GDP estimates were published on May 1, 2019, compensation estimates were published on March 26, 2019 and employment estimates were published on September 25, 2018.

Source: U.S. Bureau of Economic Analysis

OUTSIDE CENTRAL

Table 2. Outdoor Recreation Value Added by State, Selected Activities, 2017

	(Thousands of dollars)										
	Total Outdoor Recreation Activities ¹	Conventional Outdoor Recreation Activities	Boating / Fishing	RVing	Snow Activities	Other Outdoor Recreation Activities	Amusement Parks / Water Parks	Festivals / Sporting Events / Concerts	Game Areas (including Golf and Tennis)	All Other Supporting Outdoor Recreation	Government Expenditures
United States	427,189,444	130,843,864	20,886,503	16,887,771	5,646,013	82,401,718	11,858,821	14,143,242	18,470,569	191,428,668	22,515,194
Alabama	4,133,003	1,513,165	287,174	192,640	17,382	705,054	48,474	37,770	228,052	1,687,077	227,708
Alaska	2,187,367	396,836	99,675	67,133	22,454	251,753	10,309	8,553	33,336	1,426,362	112,417
Arizona	8,654,150	2,198,635	275,125	410,065	33,605	1,604,016	77,969	393,827	406,973	4,316,331	535,168
Arkansas	2,887,050	1,169,862	245,991	125,510	4,871	440,253	36,367	40,479	144,598	1,107,668	169,267
California	52,120,252	14,903,257	1,805,319	1,492,339	652,463	11,103,139	2,463,511	2,017,050	2,261,707	23,183,116	2,930,739
Colorado	11,308,942	3,779,399	319,683	338,657	1,542,589	1,678,724	107,085	330,373	379,270	5,186,972	663,848
Connecticut	3,594,652	1,473,762	280,836	100,671	57,557	742,060	53,472	55,665	247,065	1,203,746	175,083
Delaware	1,309,865	316,284	53,390	32,914	4,421	168,869	20,225	11,448	53,363	775,680	49,032
District of Columbia	1,623,489	182,503	29,630	10,124	2,104	266,267	9,138	144,003	22,579	856,311	318,408
Florida	42,183,230	8,823,495	2,692,393	936,806	38,143	9,938,871	4,652,634	1,158,660	1,826,905	21,881,235	1,539,629
Georgia	12,319,942	3,565,188	542,342	351,011	20,616	2,178,995	192,305	322,345	566,169	6,081,781	493,978
Hawaii	4,794,590	567,859	127,848	25,590	5,899	651,644	29,675	20,097	181,338	3,357,456	217,630
Idaho	2,328,949	891,370	112,086	168,340	53,062	317,197	29,776	13,234	98,608	998,799	121,584
Illinois	14,725,840	4,059,338	542,627	324,438	38,319	3,296,306	306,325	624,093	680,335	6,424,837	945,360
Indiana	9,658,524	5,193,968	516,539	2,878,685	44,666	1,727,556	96,387	290,061	268,160	2,430,991	306,008
Iowa	3,442,812	1,389,040	139,288	373,661	13,838	722,578	45,760	56,268	164,808	1,159,670	171,523
Kansas	2,918,117	1,019,262	128,938	90,201	11,752	594,558	33,804	21,233	164,844	1,111,376	192,921
Kentucky	4,135,194	1,423,568	177,406	133,018	9,109	782,697	55,870	90,043	174,357	1,707,784	221,144
Louisiana	5,898,325	1,732,372	317,086	232,828	49,347	771,031	61,229	202,510	142,639	2,979,713	415,209
Maine	2,957,847	905,466	248,946	137,428	75,279	277,110	16,847	22,537	94,552	1,694,895	80,376
Maryland	7,058,582	1,929,167	444,438	160,930	38,592	1,198,978	98,341	271,629	273,773	3,125,590	804,847
Massachusetts	9,210,427	2,862,275	561,534	166,855	124,803	2,177,186	119,437	477,173	622,702	3,818,889	352,077
Michigan	9,954,756	3,271,515	735,330	488,864	73,329	2,074,983	86,816	327,382	523,178	4,159,714	448,544
Minnesota	9,638,553	3,635,061	631,370	319,703	149,706	1,775,834	119,703	290,706	470,772	3,608,163	619,495
Mississippi	2,629,162	891,794	114,900	101,986	21,077	377,259	24,866	7,477	95,054	1,163,174	196,936
Missouri	6,761,351	2,276,350	399,748	253,040	16,152	1,687,485	153,005	447,573	293,834	2,395,916	401,599
Montana	2,381,709	753,790	134,869	132,604	76,189	387,345	13,115	18,072	98,954	1,117,209	123,365
Nebraska	2,273,407	889,006	92,293	65,735	9,300	428,485	22,070	23,684	121,723	835,163	120,753
Nevada	4,462,542	1,109,185	147,494	114,943	40,467	776,603	46,962	143,734	183,061	2,175,122	401,632
New Hampshire	2,710,336	1,020,325	117,569	110,153	151,646	370,199	47,261	23,696	105,782	1,256,029	63,781
New Jersey	11,222,802	3,252,606	576,794	263,841	94,839	2,135,241	280,278	403,538	469,982	5,417,809	417,146
New Mexico	2,314,310	634,520	58,572	89,462	85,949	244,833	23,108	13,573	67,115	1,206,577	228,380
New York	26,290,866	8,505,481	1,087,834	528,351	173,532	5,329,389	269,502	1,686,377	967,921	10,985,837	1,479,158
North Carolina	11,936,052	3,329,353	601,451	351,652	53,031	2,153,456	155,146	509,620	529,178	5,790,064	663,180
North Dakota	1,208,579	414,008	65,609	58,319	6,244	186,838	7,009	4,440	44,902	480,304	127,429
Ohio	10,167,019	3,509,001	495,138	599,483	66,173	2,533,501	304,237	527,545	589,166	3,481,007	643,510
Oklahoma	3,836,530	1,259,053	182,524	235,995	12,636	618,359	48,862	105,046	133,048	1,726,174	232,944
Oregon	6,538,383	2,472,405	298,462	457,202	129,346	887,025	61,760	98,147	215,549	2,797,936	381,017
Pennsylvania	13,173,567	4,300,774	474,598	479,694	230,038	2,993,272	274,095	645,234	716,878	5,339,144	540,377
Rhode Island	1,391,601	365,212	160,492	21,992	5,296	208,147	12,471	16,883	65,659	760,084	58,159
South Carolina	6,853,918	2,162,875	434,601	384,926	6,649	1,014,010	86,955	61,192	364,333	3,352,219	324,815
South Dakota	1,341,806	457,237	50,800	66,977	12,447	189,748	12,355	9,394	52,305	558,877	135,944
Tennessee	7,342,537	2,473,242	596,524	298,012	43,827	1,440,669	145,710	323,178	294,560	3,038,362	390,262
Texas	34,565,594	11,188,472	1,587,775	1,484,522	237,143	5,949,940	643,170	846,453	1,440,466	16,320,292	1,106,890
Utah	5,514,051	1,842,019	192,153	218,329	549,150	871,266	80,599	128,646	250,906	2,398,643	402,122
Vermont	1,468,493	475,685	37,934	42,752	175,855	151,325	4,974	8,404	61,472	804,911	36,572
Virginia	9,285,508	2,394,061	402,411	222,064	23,571	1,524,070	177,989	195,534	398,927	4,661,578	705,799
Washington	11,535,055	3,455,420	662,066	372,139	220,871	2,626,855	85,754	377,657	422,593	4,858,624	594,157
West Virginia	1,497,706	451,005	64,201	42,200	24,564	189,716	18,965	7,728	47,311	721,408	135,577
Wisconsin	7,785,344	3,422,687	495,037	272,915	76,388	1,546,930	82,615	280,390	368,694	2,477,944	337,782
Wyoming	1,647,761	335,653	39,657	60,069	19,726	134,096	4,533	2,889	41,110	1,024,101	153,910

1. Total outdoor recreation activities includes core activities, supporting activities, and activities with secondary production that are designated as outdoor recreation.

Source: U.S. Bureau of Economic Analysis

Table 3. Outdoor Recreation Value Added by State, Selected Industries, 2017

	[Thousands of dollars]								
	Total Outdoor Recreation Industries	Private industries	Manufacturing	Retail trade	Finance, insurance, real estate, rental, and leasing	Arts, entertainment, and recreation	Accommodations and food service	All other private industries	Government
United States	427,189,444	401,263,550	51,667,166	95,660,596	24,599,990	52,879,893	59,990,341	116,465,567	25,925,894
Alabama	4,133,003	3,868,776	411,126	1,310,458	224,647	315,368	745,847	861,331	264,227
Alaska	2,187,367	1,902,875	133,404	387,089	135,789	138,851	414,822	692,920	284,492
Arizona	8,654,150	8,066,337	360,525	2,116,316	709,129	1,024,244	1,715,235	2,140,887	587,813
Arkansas	2,887,050	2,697,898	559,630	787,842	137,102	207,343	377,154	628,826	189,152
California	52,120,252	48,774,747	5,773,527	10,838,594	2,675,553	7,461,103	6,634,132	15,391,837	3,345,505
Colorado	11,308,942	10,541,979	449,206	2,241,274	878,328	1,788,763	2,150,763	3,033,643	766,963
Connecticut	3,594,652	3,390,193	451,906	982,530	205,969	478,414	402,647	868,727	204,459
Delaware	1,309,865	1,253,257	112,658	430,046	134,604	95,887	316,596	163,466	56,607
District of Columbia	1,623,489	1,274,056	5,714	232,081	44,616	183,978	576,839	230,828	349,433
Florida	42,183,230	40,458,633	1,147,658	7,640,811	3,337,140	8,604,150	9,358,083	10,370,790	1,724,597
Georgia	12,319,942	11,752,952	1,234,272	2,456,209	489,236	1,298,055	1,340,313	4,934,867	566,990
Hawaii	4,794,590	4,547,173	107,705	665,996	238,976	317,556	1,278,773	1,938,168	247,416
Idaho	2,328,949	2,191,639	295,780	695,638	139,219	206,892	325,647	528,461	137,311
Illinois	14,725,840	13,660,892	1,894,583	2,840,819	667,136	1,708,275	1,199,480	5,350,598	1,064,949
Indiana	9,658,524	9,314,465	4,738,520	1,739,953	219,873	705,935	494,850	1,415,334	344,058
Iowa	3,442,812	3,244,711	744,066	896,247	96,639	301,964	294,473	911,324	198,101
Kansas	2,918,117	2,697,547	684,153	684,044	86,645	211,491	322,902	708,312	220,570
Kentucky	4,135,194	3,880,834	712,851	1,102,575	156,872	354,668	473,982	1,079,887	254,359
Louisiana	5,898,325	5,424,409	1,553,033	1,237,542	237,811	459,348	547,295	1,389,382	473,916
Maine	2,957,847	2,867,990	328,022	610,533	401,661	228,192	986,874	312,709	89,857
Maryland	7,058,582	6,155,998	279,759	1,743,814	385,701	813,696	1,193,063	1,739,966	902,584
Massachusetts	9,210,427	8,803,667	982,280	1,940,554	643,326	1,363,963	1,291,584	2,581,961	406,760
Michigan	9,954,756	9,435,579	1,142,187	2,548,301	892,593	1,085,448	1,170,175	2,596,875	519,177
Minnesota	9,638,553	8,949,024	1,843,732	1,956,471	553,258	885,278	656,192	3,054,092	689,529
Mississippi	2,629,162	2,409,268	647,087	739,081	123,513	119,458	319,220	460,910	219,894
Missouri	6,761,351	6,311,424	1,176,775	1,547,960	354,856	968,809	716,288	1,546,737	449,927
Montana	2,381,709	2,245,956	194,459	518,297	140,878	337,060	509,882	545,381	135,754
Nebraska	2,273,407	2,135,018	416,639	546,354	70,117	181,077	255,271	665,560	138,389
Nevada	4,462,542	4,020,274	93,084	1,079,368	218,216	536,725	682,962	1,409,919	442,268
New Hampshire	2,710,336	2,629,758	317,346	757,303	294,166	294,782	602,650	363,511	80,577
New Jersey	11,222,802	10,744,273	901,545	2,736,368	903,195	1,460,630	1,347,769	3,394,764	478,529
New Mexico	2,314,310	2,054,069	122,001	617,224	185,928	176,106	595,921	356,891	260,241
New York	26,299,866	24,434,332	1,687,444	5,635,691	1,745,373	3,616,572	3,091,380	8,657,873	1,865,533
North Carolina	11,936,052	11,181,670	1,513,993	2,798,488	622,800	1,391,631	1,895,312	2,959,448	754,382
North Dakota	1,208,579	1,064,864	74,471	378,362	50,506	79,538	119,321	362,666	143,716
Ohio	10,167,019	9,432,595	1,620,087	2,667,856	397,680	1,518,966	694,283	2,533,724	734,424
Oklahoma	3,836,530	3,568,921	462,148	998,936	197,984	384,577	360,539	1,164,737	267,609
Oregon	6,538,383	6,109,216	561,501	1,568,294	293,692	561,962	1,217,677	1,906,089	429,168
Pennsylvania	13,173,567	12,534,629	1,679,625	3,073,179	865,696	1,978,941	1,239,418	3,697,772	638,938
Rhode Island	1,391,601	1,324,679	91,310	308,017	76,209	163,119	420,202	265,823	66,922
South Carolina	6,853,918	6,487,440	855,561	1,702,804	371,669	560,882	2,061,767	934,756	366,478
South Dakota	1,341,806	1,193,064	86,596	360,369	50,733	93,594	284,198	317,575	148,741
Tennessee	7,342,537	6,912,889	1,031,143	1,832,094	322,063	892,723	1,287,678	1,547,189	429,648
Texas	34,565,594	33,278,498	7,283,778	8,488,429	1,308,366	3,385,750	2,230,830	10,581,345	1,287,097
Utah	5,514,051	5,065,651	441,331	1,353,907	402,922	670,673	849,359	1,347,458	448,400
Vermont	1,468,493	1,422,689	148,923	294,569	231,625	150,214	413,979	183,382	45,803
Virginia	9,285,508	8,470,711	594,651	2,341,920	428,290	961,205	1,548,477	2,596,170	814,797
Washington	11,535,055	10,846,978	1,547,813	2,781,151	506,584	1,059,994	1,344,415	3,607,022	688,077
West Virginia	1,497,706	1,346,611	99,649	463,473	110,069	122,593	251,044	299,782	151,095
Wisconsin	7,785,344	7,402,179	1,966,479	1,636,411	584,357	880,771	742,139	1,592,021	383,165
Wyoming	1,647,761	1,480,264	105,430	348,956	50,680	92,677	640,641	241,878	167,497

The estimates are based on the 2012 North American Industry Classification System (NAICS).

Source: U.S. Bureau of Economic Analysis

OUTSIDE CENTRAL

Table 4. Outdoor Recreation Employment by State, Selected Industries, 2017

	Total Outdoor Recreation Industries	Private industries	Manufacturing	Retail trade	Finance, insurance, real estate, rental, and leasing	Arts, entertainment, and recreation	Accommodations and food service	All other private industries	Government
United States	5,170,670	4,873,294	255,664	1,627,246	51,860	1,035,899	1,087,555	815,069	297,376
Alabama	62,647	58,757	4,167	24,498	536	8,835	13,330	7,391	3,890
Alaska	22,677	20,802	202	6,161	179	3,081	6,645	4,533	1,875
Arizona	108,460	102,631	2,255	33,386	1,437	19,829	30,358	15,366	5,829
Arkansas	39,299	36,950	4,568	13,633	270	6,337	7,141	5,002	2,349
California	588,680	554,550	27,339	169,229	5,490	123,559	116,571	112,362	34,130
Colorado	146,178	136,013	2,645	38,330	2,738	35,010	37,188	20,099	10,165
Connecticut	48,390	46,228	1,496	16,698	579	12,025	7,968	7,461	2,162
Delaware	18,485	17,944	335	7,719	161	2,314	5,995	(D)	541
District of Columbia	23,651	21,312	(D)	3,907	80	1,584	12,889	2,097	2,339
Florida	502,939	488,810	11,068	124,273	4,608	128,529	153,556	66,776	14,129
Georgia	144,203	135,841	8,637	47,227	1,280	25,814	25,229	27,653	8,362
Hawaii	57,584	54,626	484	11,405	472	6,883	22,012	13,370	2,958
Idaho	33,831	32,073	2,053	12,066	363	7,071	6,258	4,262	1,758
Illinois	165,400	147,208	7,662	51,859	1,780	30,073	24,094	31,740	18,192
Indiana	108,535	104,160	35,577	30,163	766	16,089	10,117	11,448	4,375
Iowa	48,185	45,727	7,720	16,970	371	8,950	5,544	6,172	2,458
Kansas	39,776	36,383	3,131	14,636	256	6,805	6,314	5,240	3,392
Kentucky	53,632	50,641	2,939	20,130	499	10,287	8,769	8,017	2,991
Louisiana	59,460	55,079	2,606	21,441	512	8,930	10,134	11,456	4,380
Maine	40,720	39,498	2,441	10,512	597	7,429	15,563	2,956	1,222
Maryland	92,683	86,187	1,549	31,266	875	16,944	22,522	13,031	6,496
Massachusetts	111,609	108,041	4,867	32,757	1,396	25,303	24,730	18,989	3,568
Michigan	126,681	121,266	5,660	46,162	1,527	27,247	21,514	19,156	5,415
Minnesota	101,035	92,390	7,943	33,052	1,206	20,062	12,302	17,825	8,645
Mississippi	33,111	30,956	2,559	14,547	231	3,998	6,150	3,473	2,154
Missouri	91,090	84,360	6,548	31,331	842	18,369	14,432	12,839	6,730
Montana	28,847	27,589	711	8,387	285	6,406	8,132	3,668	1,258
Nebraska	29,863	27,996	2,229	9,785	259	5,876	4,633	5,213	1,868
Nevada	56,940	53,012	615	18,153	495	9,793	14,425	9,532	3,927
New Hampshire	37,818	36,902	1,150	13,022	608	7,952	10,457	3,712	916
New Jersey	139,017	131,008	4,516	47,518	1,551	27,370	25,960	24,092	8,009
New Mexico	33,486	30,883	385	10,933	380	5,423	10,231	3,531	2,603
New York	293,447	274,043	9,046	88,847	2,939	56,551	57,011	59,649	19,404
North Carolina	151,589	143,515	7,472	49,948	1,226	30,102	33,952	20,816	8,074
North Dakota	14,856	12,805	230	5,566	104	2,204	2,378	2,321	2,051
Ohio	137,073	126,846	7,083	49,016	1,579	33,818	14,416	19,932	11,227
Oklahoma	47,096	44,274	2,275	18,058	479	8,933	6,819	7,707	2,821
Oregon	86,529	81,082	5,126	25,744	697	13,440	22,121	13,954	5,447
Pennsylvania	173,588	164,944	8,022	56,906	2,227	45,789	24,452	27,549	8,645
Rhode Island	21,642	21,238	785	5,327	180	4,345	8,126	2,179	404
South Carolina	101,274	96,368	5,726	29,885	697	15,048	36,663	8,351	4,906
South Dakota	18,718	16,873	510	6,242	103	2,893	4,810	2,314	1,845
Tennessee	101,033	95,875	6,233	34,829	876	18,118	23,524	12,293	5,158
Texas	340,798	324,713	14,184	132,757	3,352	68,160	44,093	62,167	16,085
Utah	75,143	68,826	3,833	23,228	980	15,010	14,921	10,856	6,317
Vermont	17,301	16,918	581	5,589	232	2,154	6,649	1,713	383
Virginia	128,407	118,037	2,437	42,158	1,042	24,119	30,251	18,030	10,370
Washington	128,991	121,379	7,209	37,077	1,097	23,622	26,729	25,644	7,611
West Virginia	22,202	20,391	274	9,213	185	3,454	4,944	2,322	1,812
Wisconsin	93,009	89,052	8,378	29,528	1,148	21,389	14,157	14,451	3,957
Wyoming	23,062	21,291	(D)	6,172	90	2,572	10,375	(D)	1,772

(D) Data are suppressed to avoid disclosure of confidential information.

The estimates are based on the 2012 North American Industry Classification System (NAICS).

Source: U.S. Bureau of Economic Analysis

Table 5. Outdoor Recreation Compensation by State, Selected Industries, 2017

	[Thousands of dollars]								
	Total Outdoor Recreation Industries	Private industries	Manufacturing	Retail trade	Finance, insurance, real estate, rental, and leasing	Arts, entertainment, and recreation	Accommodations and food service	All other private industries	Government
United States	213,440,905	190,850,673	17,941,414	49,803,996	3,804,191	36,203,459	31,125,464	51,972,151	22,590,232
Alabama	2,083,927	1,836,504	167,396	656,008	35,002	206,113	383,589	388,396	247,424
Alaska	1,030,701	856,609	13,367	202,798	10,053	100,387	202,056	326,951	175,091
Arizona	4,327,385	3,911,667	171,258	1,033,321	87,207	748,683	881,278	989,922	415,717
Arkansas	1,390,053	1,234,191	228,658	380,557	15,676	155,889	196,088	257,324	155,862
California	27,383,466	24,223,717	2,139,669	5,804,727	429,890	5,275,931	3,432,888	7,140,612	3,159,749
Colorado	5,963,912	5,294,002	186,924	1,200,145	210,520	1,269,076	1,098,658	1,328,679	669,910
Connecticut	1,923,607	1,756,921	163,870	523,014	68,330	339,726	213,537	448,444	166,686
Delaware	611,026	570,365	25,609	222,975	10,668	62,596	169,369	76,035	40,661
District of Columbia	977,279	751,938	(D)	128,943	6,099	137,529	338,136	(D)	225,341
Florida	20,690,183	19,566,765	529,000	3,982,411	298,301	5,411,340	4,720,704	4,625,008	1,123,418
Georgia	6,274,833	5,687,701	541,765	1,392,935	92,768	849,054	708,207	2,102,973	587,132
Hawaii	2,437,813	2,237,381	27,906	351,466	26,970	217,816	668,783	944,442	200,432
Idaho	1,182,979	1,071,911	123,291	379,802	19,116	161,860	172,278	215,563	111,069
Illinois	7,737,696	6,571,896	731,439	1,547,051	178,949	1,197,759	653,786	2,262,912	1,165,800
Indiana	4,486,832	4,236,457	1,955,843	853,596	52,943	475,626	262,233	636,216	250,375
Iowa	1,634,494	1,474,390	342,683	459,026	26,988	193,816	152,537	299,340	160,103
Kansas	1,425,887	1,238,015	215,912	410,667	19,322	149,186	173,319	269,609	187,872
Kentucky	1,973,149	1,771,477	207,078	528,650	38,676	301,065	244,352	451,655	201,673
Louisiana	2,588,692	2,263,917	294,475	613,824	34,860	322,617	285,247	712,896	324,775
Maine	1,373,098	1,293,114	157,644	313,821	34,284	182,207	478,538	126,619	79,984
Maryland	3,746,066	3,167,505	118,826	935,491	69,292	601,959	633,175	808,763	578,561
Massachusetts	4,907,443	4,546,628	487,878	1,056,129	111,983	958,112	693,052	1,239,475	360,815
Michigan	4,755,614	4,419,974	412,051	1,363,076	100,435	827,337	600,975	1,116,101	335,640
Minnesota	4,505,794	3,945,849	646,592	969,545	103,269	643,558	333,420	1,249,465	559,945
Mississippi	1,119,665	984,995	162,806	376,121	12,568	88,970	167,905	176,625	134,670
Missouri	3,586,118	3,203,870	462,395	891,515	57,478	700,363	380,455	711,664	382,248
Montana	1,068,201	978,075	55,391	256,506	13,520	198,144	250,047	204,467	90,125
Nebraska	1,095,738	985,653	168,047	288,977	20,613	127,509	132,343	248,163	110,085
Nevada	2,239,107	1,961,778	37,992	556,264	29,493	294,709	385,311	658,010	277,329
New Hampshire	1,315,354	1,255,150	120,739	399,670	38,796	198,070	299,392	198,483	60,205
New Jersey	6,070,879	5,380,208	361,543	1,523,860	139,805	1,032,284	722,952	1,599,764	690,671
New Mexico	1,167,986	966,658	27,915	325,587	22,621	126,951	303,237	160,347	201,328
New York	14,178,838	12,108,598	702,857	3,093,606	244,301	2,314,439	1,618,258	4,135,136	2,070,240
North Carolina	5,758,490	5,212,748	434,113	1,411,882	82,776	1,034,961	979,248	1,269,768	545,743
North Dakota	542,894	449,310	19,467	174,464	6,340	54,058	64,121	130,861	93,585
Ohio	5,348,251	4,529,076	484,790	1,365,860	130,263	1,070,871	365,465	1,111,828	819,174
Oklahoma	1,793,835	1,594,219	129,849	526,156	33,557	272,265	188,872	443,519	199,616
Oregon	3,583,571	3,180,745	274,546	860,625	44,450	374,616	633,061	993,446	402,826
Pennsylvania	6,826,124	6,021,655	617,055	1,553,903	164,706	1,415,369	643,184	1,627,438	804,469
Rhode Island	748,122	710,837	39,611	171,309	13,368	121,237	228,240	124,185	37,284
South Carolina	3,466,434	3,154,607	384,565	869,506	41,835	358,725	1,073,339	426,636	311,827
South Dakota	615,661	520,305	35,646	176,065	5,796	59,883	138,167	104,746	95,356
Tennessee	3,707,056	3,375,504	374,536	988,271	57,641	589,153	662,672	703,232	331,551
Texas	14,285,680	13,073,825	1,267,875	3,940,372	248,482	2,286,128	1,161,087	4,169,882	1,211,855
Utah	2,844,732	2,539,561	229,323	726,438	67,217	448,569	438,367	629,647	305,171
Vermont	612,583	580,133	44,766	175,469	13,435	56,407	205,948	84,109	32,449
Virginia	4,795,163	4,106,889	146,074	1,202,353	70,598	694,592	831,889	1,161,383	688,274
Washington	5,850,632	5,153,886	537,080	1,375,660	73,490	711,594	727,135	1,728,927	696,746
West Virginia	688,507	600,895	19,219	242,725	9,992	81,427	134,336	113,192	87,612
Wisconsin	3,889,401	3,591,160	886,836	830,992	74,788	634,183	376,684	787,679	298,240
Wyoming	829,955	702,435	(D)	189,858	4,664	68,739	317,546	(D)	127,520

(D) Data are suppressed to avoid disclosure of confidential information.

The estimates are based on the 2012 North American Industry Classification System (NAICS).

Source: U.S. Bureau of Economic Analysis