

Welcome!

In the chat, tell us your:

- Name & Organization
- Position/Title/Role
- Your favorite Outdoor Tourism activity

Agenda

- Welcome & Introductions
 - NET & NCRCRD
 - Outdoor Tourism
 - Extension
 - Breakout Room Discussions
 - Final Tips & Takeaways
-



**NATIONAL EXTENSION
TOURISM NETWORK**

Today's Host:



**NORTH CENTRAL REGIONAL CENTER
FOR RURAL DEVELOPMENT**



**Creating Resilient
Communities**



**Developing Leadership &
Civic Engagement**



**Promoting Community
Health & Wellness**

April Webinars

Register at:
<https://ncrcrd.org/webinars>

Director Experiences Operating a Rural Child Care Center in Indiana

This webinar will share findings from a study examining the challenges and barriers faced by directors operating child care centers in rural Indiana counties. Results also highlight the unique strengths that promote resilience among directors despite the many obstacles they must navigate. Implications for child care policies will be discussed.

Presenter:

Jenn Finders, Assistant Professor, Colorado State University

Purdue University is an Equal Opportunity/Equal Access University. If you are in need of accommodations to participate or need an interpreter or translator, please see registration page for details.



WEBINAR - APRIL 23, 2025 - 1 PM (ET) / 12 PM (CT)



REGISTER: <https://bit.ly/4bEst7W>

April Webinars

Register at:
<https://cdsociety.org/>

Community Well-being and Quality of Life: Focus on Indiana

LIVE
WEBINAR

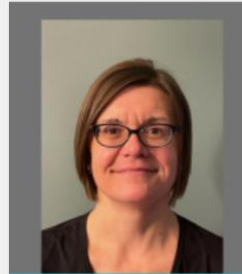


1:00PM - 2:30PM ET
APRIL 21, 2025

FREE
TO ATTEND



Hossein Mousazadeh, Ph.D.
Postdoctoral Research Assistant, Purdue University, Community & Well-Being Learning Collaborative, John Martinson Honors College
Research Fellow, International Society for Quality of Life Studies



Zuzana Bednarik, Ph.D.
Research and Extension Specialist
North Central Regional Center for Rural Development



Michael Wilcox, Ph.D.
Associate Director,
North Central Regional Center for Rural Development



Esmeralda Cruz, M.S.
Hispanic/Latino
Community Engagement Specialist,
Purdue Extension

PRESENTED BY



IN PARTNERSHIP WITH



REGISTER AT CDSOCIETY.ORG



OR SCAN THE QR CODE
TO REGISTER

April Webinars

Register at:
www.nacdep.net/webinars



2025

WEBINAR



By the NACDEP Land Use
Community of Practice

Join NACDEP for a
webinar with the Regional
Rural Development
Centers! Learn their
structure, resources,
and how community
development extension
professionals can
collaborate!

APR. 22

@1:30-3PM (EST)

Today's Partners:

The mission of the National Extension Tourism (NET) network is to integrate research, education and outreach within Cooperative Extension and Sea Grant to support sustainable tourism, thus contributing to the long-term economic development, environmental stewardship, and socio-cultural wellbeing of communities and regions



**NATIONAL EXTENSION
TOURISM NETWORK**

Welcome!

- **Xinyi Qian**, NET Chair & Director, University of Minnesota Tourism Center
- **Gwynn Stewart**, NET Design Team (North Central Region) & Asst. Professor, Community Development - Ohio State University Extension
- **Zuzana Bednarik**, North Central Regional Center for Rural Development



Today's Goal:

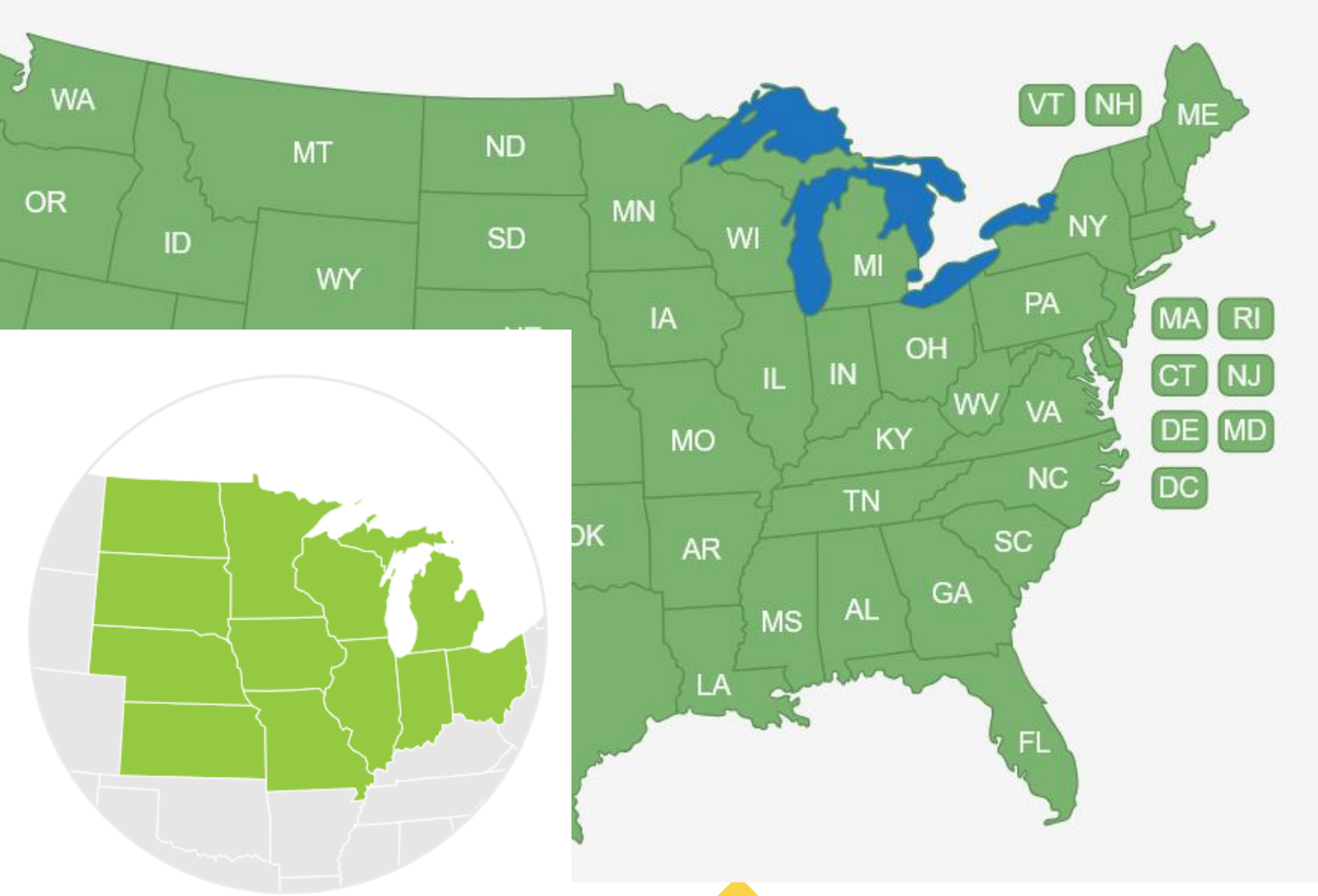
- Explore how Extension can support **Collaboration** and **Grow Partnerships** around **Outdoor Tourism**

Outdoor Tourism

- A \$1.2 Trillion-dollar Industry
- Creates jobs and builds local businesses
- Improves mental and physical health
- Creates Rural Resiliency
 - Prioritizes conservation & sustainable management of healthy public waters and lands



Source: Outdoor Recreation Roundtable



% of State Economy & Revenue

- Illinois 2.2% = \$24.4B
- Iowa 2.1% = \$5.3B
- Indiana 3.2% = \$15.7B
- Kansas 2% = \$4.74B
- Michigan 2.1% = \$13.9B
- Minnesota 2.8% = \$13.5B
- Missouri 2.3% = \$9.9B
- Nebraska 1.9% = \$3.4B
- North Dakota 2.1% = \$1.6B
- Ohio 2.2% = \$19.3B
- South Dakota 2.6% = \$1.9B
- Wisconsin 2.6 = \$11.2B

NORTH CENTRAL REGION

Illinois, Iowa, Indiana, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin

Total NCRCRD Revenue: \$124.8B

Source: Outdoor Recreation Roundtable
<https://recreationroundtable.org/resources/national-recreation-data/>

Extension & Outdoor Tourism

Outdoor recreation, inherently transdisciplinary, intersects and elevates all core Extension program areas.



Agriculture, natural resources and climate: Outdoor Tourism fosters natural resource stewardship, is impacted by climate change and presents rationale for climate actions



Family & consumer sciences: Outdoor Tourism contributes to both physical and mental well-being



Community development: Outdoor Tourism is used as a community economic development engine



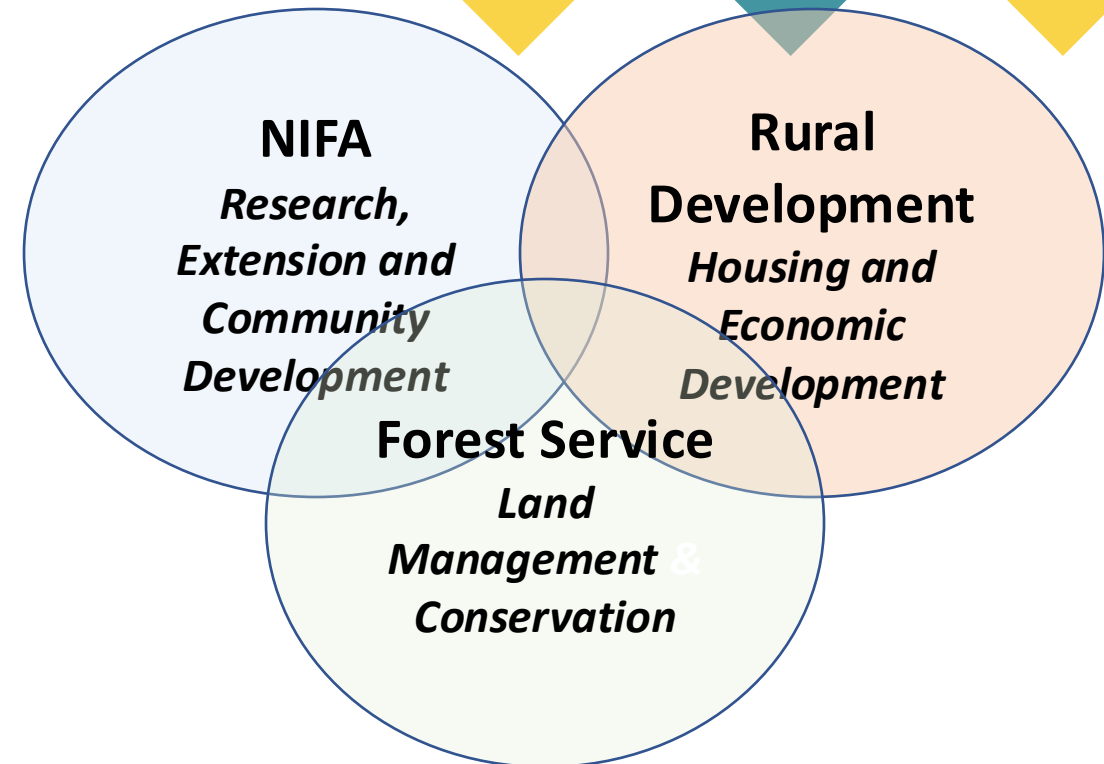
Youth development: Outdoor Tourism is a valuable tool for youth development and a core component of youth outdoor education

Recreation Economies USDA
Interagency MOU

~ Established in 2022

1. Collaborate
2. Coordinate
3. Jointly develop and deliver technical assistance & training
4. Develop an action plan & public reporting

Outdoor Tourism: Extension's Involvement



- Who is currently engaged in outdoor recreation or tourism activities in their extension work?
 - Who is interested but needs more information?
 - Who has ideas or opportunities?

Your Feedback

Breakout Session

Ground Rules for Breakout Session:

- Be present
- Share the air
- Everyone participates
- Explore interests, not positions
- Make ideas tangible

Breakout Session

- What is it like to work in outdoor tourism in extension right now? (from a local, state, across state lines perspective)
- What opportunities around outdoor tourism and extension's work do you think are most prominent?
- What feels most challenging or worries you the most regarding outdoor recreation work in extension?
- What actions would you like to pursue collectively in the north central region to support extensions capacity in outdoor recreation work?
- What questions do you have for administrative and funding leaders, or what messages do you want them to hear?

Breakout Room Wrap Up

- Share out from Session
- A year from now, what do you hope to be able to share?

Special Thanks to the Southern Rural
Development Center & Ann Savage of NET
and NC State Extension

Thank you



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TOURISM NETWORK**