



AIANTA
American Indian Alaska Native
Tourism Association

Welcome
Session A6- Tourism Planning:
Tribal Tourism and Public Lands: Opportunities
and Resources for Collaboration
Tuesday, September 18, 2018
1:45pm- 3:15pm

To receive a Certificate of Completion, please provide information requested in the session sign-in sheet for each session attended



Forest Service and USDA Resources for Tribal Community Tourism Projects



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Office of Tribal Relations



- *Supporting Sovereignty through Shared Stewardship*
- Create resilient ecosystems through on-the-ground, community-based projects.
- Collaborate in ways that build commitment to partnership and ownership of the results.
- Find common interests and leverage resources to get work done.



www.fs.fed.us/spf/tribalrelations

USFS Heritage Program (Within RHVR)



- 430 archaeologists
- Most of our archaeologists are also tribal liaisons
- Database with over 410,000 known sites
- All of our National Forests and Grasslands were once Tribal lands
- Next Exit History App

<https://www.youtube.com/watch?v=jPHvzz11KoM>

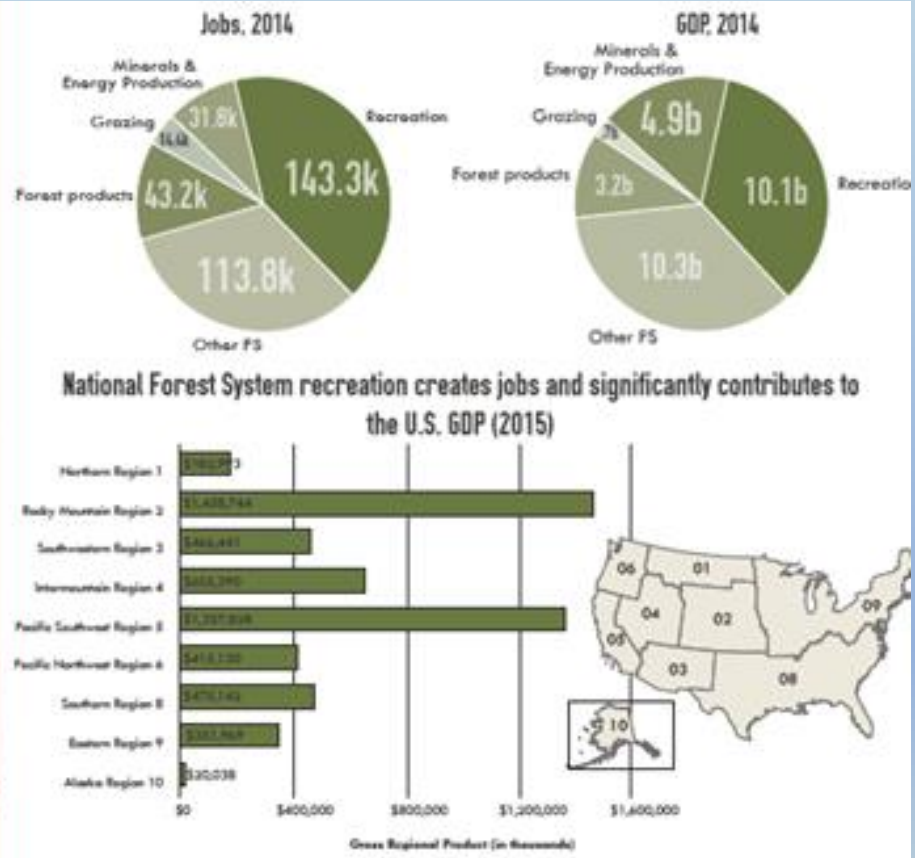


FS/RD Initiative: Strengthening Recreation Economies in Forest Gateway Communities



Recreation is big business. In a 2012 report, the Outdoor Industry Association found the national "outdoor economy" generates \$1.6 trillion of economic activity from the \$645.6 billion spent by consumers. In 2012, hundreds of millions of recreational visits to public lands and waters supported 880,000 jobs and generated \$51 billion in direct spending in local communities.

Outdoor economy spending directly supports 6.1 million American jobs, from outdoor gear manufacturers and retailers to outfitters and guides. Visitors to our parks and public lands are not only enjoying the bounty of our natural resources, but also promoting jobs and growth.



National Forest lands support over 7,000 outfitters and guides many of which are small businesses providing jobs and income. Their continued stability and presence creates tourism-oriented identities for the local areas in which they operate. These permittees provide access to public lands which many people would not otherwise have.



Rural counties with a land base of more than 30% public lands experienced 345% job growth over the past 40 years. By comparison, similar counties with no public lands saw jobs increase by only 83% over the same 40-year period.



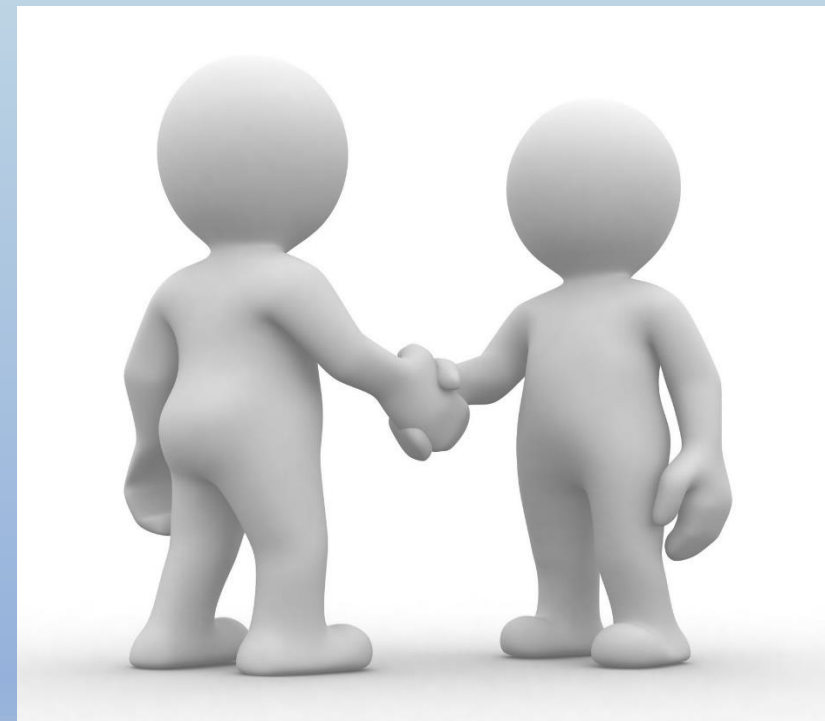
85% of travelers to National Forest lands came for the recreation opportunities. More than half of visits to national forests are from people who live within 50 miles of the forest.



Examples of RD Programs Supporting Recreation and Tourism Projects



- ❑ **Technical Assistance Through Cooperative Agreements:** Stronger Economies Together, Local Food Local Places, Cool and Connected
- ❑ **Grant Programs:** Community Facilities, Water Environment Programs, Rural Business Development Grants, Rural Cooperative Development Grant, Rural Micro-entrepreneur Assistance Program, Community Connect
- ❑ **Loan and Loan Guarantee Programs:** Business and Industry Loan Guarantee, Community facilities Loan and Loan Guarantee, Water Infrastructure programs, Telecommunication Infrastructure Loans and Loan Guarantees, Intermediary Relending Program



Pueblo of Jemez Relations with USDA Forest Service (Santa Fe National Forest)



Anthony L. Magdalena

**Pueblo of Jemez Welcome Center
Manager & Tour Guide**

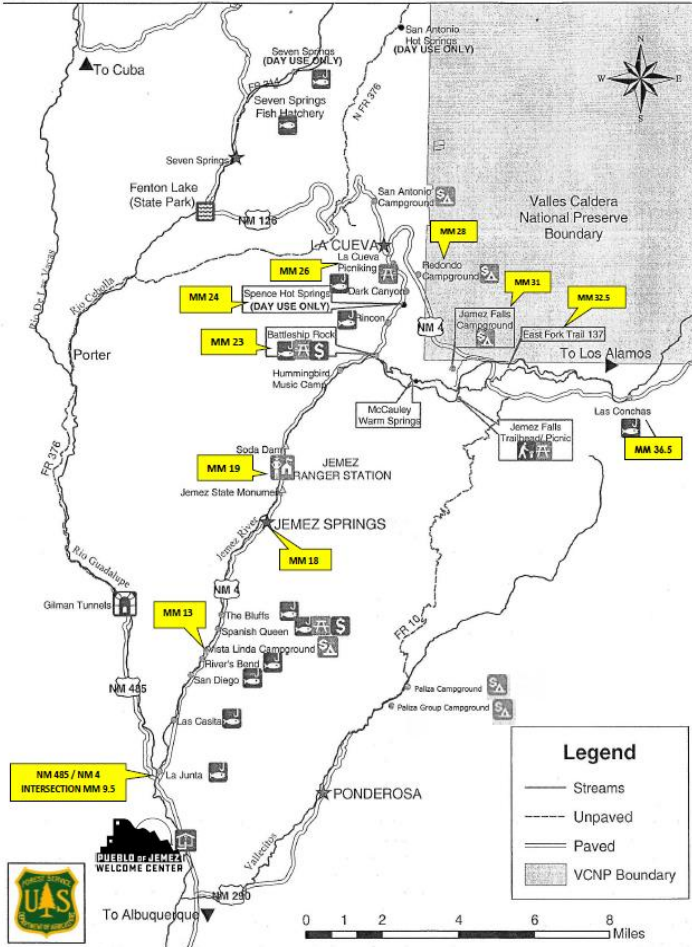
**jwc@jemezpueblo.com
tourism@jemezpueblo.com**



Pueblo of Jemez Welcome Center

(Formerly Walatowa Visitor Center)

Please take one Jemez Area Recreation Sites



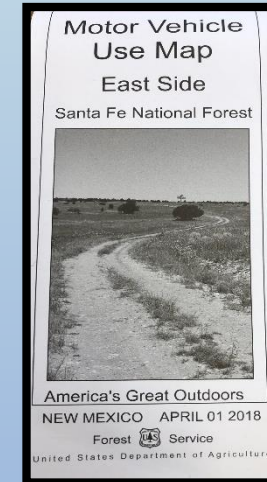
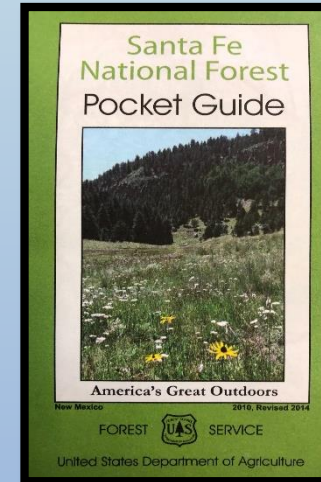
- 1999 Walatowa Visitor Center opened
- Received funding from USDA Forest Service and other organizations to build center.
- Partnership with USDA Forest Service and WVC
- Full-time seasonal representative present at WVC
- Sell Fuelwood and Christmas Tree Permits
- 2007 WVC transferred to Jemez Community Development Corporation
- 2017 WVC name changed to POJ Welcome Center





Benefits from Partnership

- ❑ USDA Forest Service provide information of local Jemez attractions to JWC
 - Kiosks
 - Literature
- ❑ JWC Receives information about closures and fire restrictions from Forest Service office
- ❑ Forest Service presence increases local visitation
- ❑ Increase visitation during slow seasons
 - Helps increase revenue
- ❑ Helps JWC employees get a better understanding of local area



Changes during Partnership

- USDA Forest Service Representative is now Part-time Seasonal

- Rep is available Friday-Sunday

- USDA Forest Service Representative is only authorized to sell permits

- JWC employees are not allowed to sell permits

- Loss of programs due to loss of funding

- Respect the Rio

- Fish Tank Removed

- Information on Native Fish were removed



Closing

The USDA Forest Service helps expose what the Pueblo of Jemez Welcome Center has to offer.

We are a Gift Shop, Museum, hiking destination, and a place for learning.

Thank you!

