



AIANTA Town Hall Series

Tourism Marketing Initiatives for 2022 and Beyond

September 29, 2021

AIANTA Town Hall Series Introduction

On September 29, 2021, AIANTA held the third session of four in 2021 as part of its interactive [AIANTA Town Hall Series](#).

AIANTA CEO, Ms. Sherry L. Rupert (Paiute/Washoe) introduced guests Jamie Lee Marks, Director of Tribal and National Partnerships and Dr. Megan Springate, Director of Engagement from the America250 Foundation and Ben Lawhon, Senior Director of Research and Consulting from the Leave No Trace Center for Outdoor Ethics to discuss new initiatives and opportunities beginning in FY 2022.

The AIANTA Town Hall Session was attended by 58 participants out of the 88 registered for the event.

A video of the September 29, 2021 Town Hall Session can be found online at the [AIANTA Town Hall Series](#) page.

America250 Foundation Overview

AIANTA sees our partnership with the America250 Foundation (America250) as an important opportunity. Our Stories, our history, have not been fully told and shared. It is time for that to change. AIANTA sees cultural tourism as a tool for cultural perpetuation. By being part of the America250 commemoration, we intend to elevate Native Voices through tourism planning and initiatives designed to inform and engage domestic and international visitors.

Background Information:

- America250 is a multiyear effort to commemorate the 250th anniversary of the United States.
- This effort is supported by the [America250 Foundation](#).
- America250 represents a coalition of public and private partners that are creating initiatives and programs to commemorate the anniversary and to inspire Americans to imagine the next 250.
- The commemoration period began in 2020 and culminates on July 4, 2026.
- Contact: Engage@america.250.org

America250 – Speaker Information

Jamie Lee Marks, Director of Tribal and National Partnerships
jmarks@america250.org

Jamie leads the division that promotes building and maintaining America250's relationships and develops partnership agreements with tribal partners and national commercial and non-commercial organizations. She works in collaboration with directors and staff across the Planning and Programming team to ensure that indigenous histories, perspectives, and tribal engagement are reflected across America250's commemorative efforts.

Prior to her work with the America250, she managed the national Tribal Historic Preservation Program housed at the National Park Service and served as the External Affairs Officer for FEMA's Office of National Capital Region Coordination, where she provided external affairs support for the 2021 Inauguration National Special Security Event and FEMA's vaccination mission in the National Capital Region.

Introduction: Andrei Jacobs, Senior Manager of Tribal Partnerships
ajacobs@america250.org

Dr. Megan Springate, Director of Engagement
mspringate@america250.org

Megan drives America250's efforts to make America's complex, expansive histories—from local to national—accessible and meaningful to all. To do this, Megan and her team work collaboratively across America250, external communities, and partners to foster communication, teaching, learning, and engagement with America's past and its future. Megan comes to America250 from the National Park

Service, where she served as national coordinator for the successful National Park Service 19th Amendment Centennial Commemoration. She has received several awards for her work, including the 2021 John Cotter Award from the Society for Historical Archaeology.

The Work and Vision of America250

America250 is a multi-year commemoration culminating on July 4, 2026 to commemorate the United States of America's past 250 years, present and future. The Commemoration will be the largest and most inclusive commemoration in the nation's history to include America250-led programs and those fostered through agreements with Federal, Tribal, State, U.S. Jurisdictional, international, national, corporate and community partners.

Purpose

To catalyze a more perfect union.

Mission

To commemorate our 250th anniversary by designing inclusive programs that inspire Americans to renew and strengthen our daring experiment in democracy.

Vision

The shared experiences of America250 will ignite our imaginations, elevate our diverse stories, inspire service in our communities, and demonstrate the lasting durability of the American Project.

Values

Service, Diversity, Collaboration, Respect, Integrity, Optimism and Imagination

Themes

Invite, involve, imagine and inspire.

America250's Tribal Engagement Strategies



- Internal Review of Plans for Tribal Engagement Across A250's efforts
- Updated staffing plan: Introducing our Senior Manager of Tribal Partnerships, Andrei Jacobs
- Updated 5 year strategic plan to reflect Tribal engagement as a priority across our efforts
- Engage Department of the Interior with a request to support interagency consultation with Native nations

America250's Tribal Engagement Planning

Initiative	Progress on Tribal Engagement
National Signature Programs	Plans for programming with Native nations and Native-led organizations
Advisory Councils and Inclusion Efforts	Increasing Indigenous representation on Advisory Councils; Plans for a Tribal Advisory Group
Engagement: book club, article series, podcasts, art competitions	Planning book club events with Indigenous authors, article series articles written by Indigenous experts, and recruiting Indigenous art competition judges
State and Jurisdictional Partnerships	Capacity-building; strategizing ways to encourage State Commissions to work collaboratively with Tribal partners
National Partnerships	AIANTA; Young Peoples Continental Congress (with specific plans to engage Tribal youth)

Upcoming

- November Salute
- America250 National Art Competition
- America250 Awards
 - 9/11 Heroes
 - First Responders
 - Community Heroes
 - <https://america250awards.org/>

Discussion

What are some of the key moments in your community's history that would be important to ensure are part of commemorative planning?

- *Please include Alaska Day/Reclamation Day the purchase of Alaska from Russia in 1867 in Sitka, AK in the events that America250's programs.*
- *Trust and treaty obligations for the Tribal Nations of the East Coast pre-date the founding of the United States.*
- *Penobscot Nation has fought in every war the United States has been involved in.*
- *America250 wants to help in sharing messaging on what it is to live in this country.*

Poll Questions

Poll Question 1 - Have you heard of or know anything about America250?

Yes – 29%

No – 62%

Maybe – 8%

Poll Question 2 - Can you think of ways to partner with America250 to market tourism opportunities of interest in your community?

Yes – 82%

No – 18%

Poll Question 3 - Are you interested in learning more about America250?

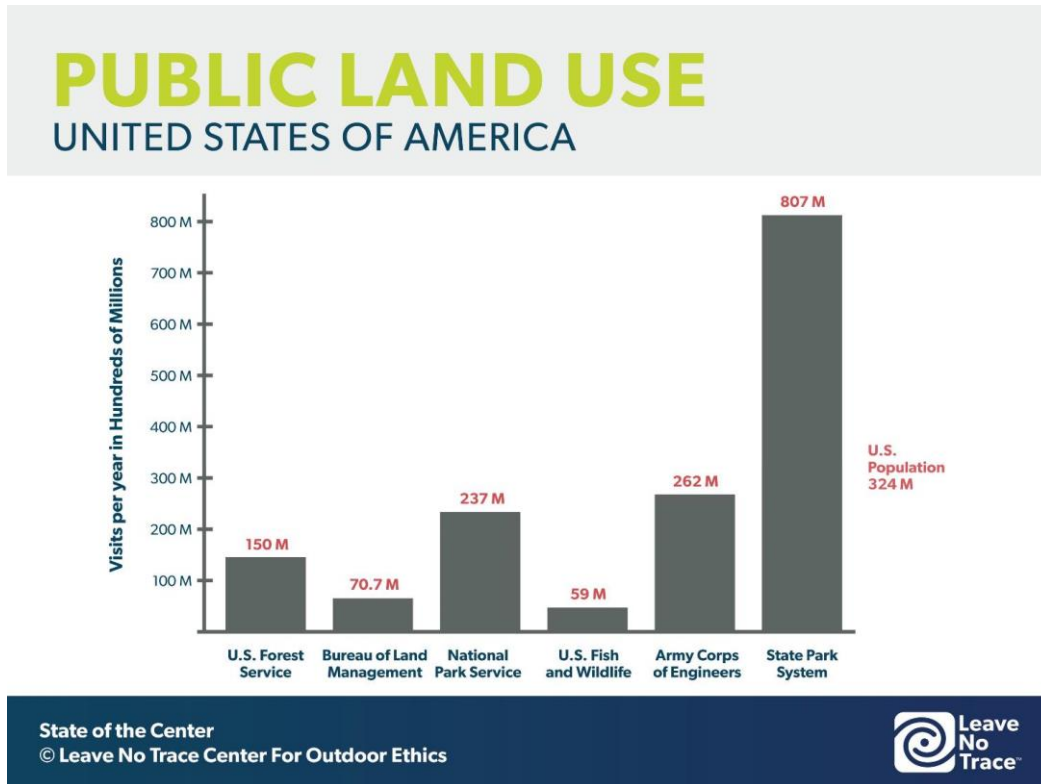
Yes - 83%

No - N/A

Maybe - 17%

The Global Adventure Travel market is projected to see a 10.7 percent compound annual growth by 2030. That means the market is expected to more than triple in 10 years.

AIANTA has seen evidence of this growth in interest, especially during the height of the COVID-19 pandemic. Many tribes told us travelers were using outdoor lands as an alternative to crowded indoor experiences.



This increase in recreational travel on tribal lands was what led AIANTA to form a partnership with the Leave No Trace Center for Outdoor Ethics (Leave No Trace). AIANTA and Leave No Trace will be working to tailor language specific to Native lands, informing the public regarding Native lands. If you want to be part of the discussion on Leave No Trace, you can participate at AITC and/or be part of an advisory group to discuss the impacts you are seeing, developing messaging, leveraging information we have on visitors to tailor messaging. To participate, contact Monica Poling, MPoling@aianta.org.

Background Information:

Leave No Trace is a national 501(c)3 non-profit that works to minimize or eliminate impacts to the landscapes and outdoor spaces. Their website is at Lnt.org. The Seven Principles of Leave No Trace:

1. Plan Ahead and Prepare
2. Travel and Camp on Durable Surfaces
3. Dispose of Waste Properly
4. Leave What you Find
5. Minimize Campfire Impacts
6. Respect Wildlife
7. Be Considerate of Others

Research-based work formed and based on Recreation Ecology and Human Dimensions of Natural Resources.

Leave No Trace – Speaker Information

Ben Lawhon, Senior Director of Research and Consulting
ben@LNT.org

Ben Lawhon is responsible for strategic guidance and implementation of the Center’s research efforts, field-based land management consulting, development of innovative recreation and resource management strategies and agency relations.

The Work and Vision of Leave No Trace

The Leave No Trace Center for Outdoor Ethics protects the outdoors by teaching and inspiring people to enjoy it responsibly. The Center accomplishes this mission by delivering cutting-edge education and research to millions of people every year. Leave No Trace is partnering with AIANTA to protect cultural resources through responsible tourism practices. This effort will involve an overlay of Leave No Trace principles on all lands to include Indigenous Lands. Specifically, under the principle of “Leave What You Find.” Impact to cultural resources can be a forever effect, once damaged or impacted, they can be gone. Most people that cause damage are not malicious intent, just unprepared or lack knowledge. This presents an opportunity for information dissemination to address the impacts.

Impacts

- From outdoor recreations: Wildlife and Soils
- From outdoor recreation effects: Vegetation, Cultural Heritage and Campfires
- From outdoor recreation effects: Water Resources and Other Visitors

Discussion

- What outdoor impacts has your community experienced related to recreational travelers?
- What cultural heritage impacts has your community experienced related to recreational travelers?
- What are Native Lands?

Responses:

- *Leave No Trace have found the following to be an issue: Human waste and human wildlife contact, General overuse, Impacts to cultural resources, Trail impacts*
- *Kate Anderson from Agua Caliente/Palm Springs responded to the discussion questions: Agua Caliente opens up their canyons to the general public for hiking and walking. They do not allow overnight camping or open flames. They have quite a few rules in place, but need to do education. Always working with community and visitors to understand their lands. Trash, graffiti and removal of cultural items. They do not want people leaving rock cairns in their lands (not acceptable). They have put up signage regarding this issue. They want all cultural resources, including rock art, to remain where they are. Special permission is needed to film on their lands.*
- *Penobscot Nation in Maine has locked their gates during COVID-19. They are looking to put land into trust and have had a lot of problems with people coming on to their lands and being disrespectful and leaving trash. Looking to find tailored messaging to address the issues they are having with their local community.*
- *Will Leave No Trace add a principle regarding tribal lands? Answer: They are looking at tailoring the information under each principle and are open to adding a principle if it cannot be covered under the existing framework.*
- *Acoma Pueblo writes out exactly what they expect from visitors. Must educate people on the history of Native Americans and why certain rules are set in place.*
- *National Park Service lands are also ancestral lands.*

Poll Questions

Poll Question 1 – Our Tribe/business currently shares our guidelines on how to enjoy local outdoor activities via (check all that apply):

- Brochures (2 responses)
- Our website (6 responses)
- Flyers (n/a)
- Social Media (6 responses)
- Guided Programs (2 responses)
- Community Outreach Programs (1 response)
- All of the Above (3 responses)
- None of the Above (6 responses)

Poll Question 2 – Which outdoor areas have seen the greatest impact due to visitation?

- Waste collection/disposal (14 responses)
- Trail/infrastructure maintenance (13 responses)
- Displacement/aggravation of wildlife (8 responses)
- Increased demands on staffing/human resources (10 responses)
- Illegal campfires (5 responses)
- Impacts on vegetation/ground cover (10 responses)
- Other (4 responses)