

A Trail Map for Growth Outdoor Recreation & Tourism Economies

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Outdoor Recreation Roundtable Rural Economic Development Toolkit

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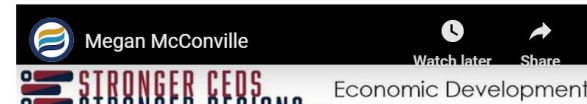
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Outdoor Recreation as a Rural Economic Driver: Leveraging Opportunities and Addressing Challenges

Megan McConville, Founder, Park Street Community Solutions

Outdoor recreation can be a strong part of a diversified regional economy. It can retain and attract visitors and residents, grow businesses and create jobs, support a high quality of life, and increase resilience to boom-and-bust cycles. As rural leaders work to revitalize



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Recreation Economy for Rural Communities





NORTH DAKOTA PARKS & RECREATION

- 14 State Parks
- Highest visitation over the last 5 year
- \$1.6 Billion in total outdoor recreation value added in 2023 to ND
- \$154 Million contributed to ND's economy in 2020

WHY NORTH DAKOTA

- Endless opportunities for outdoor adventures
- Diverse landscapes including:
 - Lakes and rivers
 - wooded valleys
 - Expansive prairie vistas
 - Rugged Badlands
- International visitation
- Strong partnership with state tourism



Strengthening partnership between private, public and community stakeholders in the recreation sector.

ND OFFICE OF OUTDOOR RECREATION





PEMBINA GORGE: NORTH'S DAKOTA NEWEST STATE PARK

- State Recreation to State Park
- Strong Community Partnership
- Groundbreaking

