

EDA ARPA TTOR Data Survey - Competitive

Start of Block: Default Question Block

Data Collection: Economic Development Administration's Travel, Tourism, and Outdoor Recreation Awards

This survey is designed to gather data and information on all American Rescue Plan Act (ARPA) Economic Development Administration (EDA) Travel, Tourism, and Outdoor Recreation awards, including Competitive Grants and State / Non-Competitive Grants. More details on the survey can be found in the FAQ and Guidance documents. You are receiving this survey given you are listed as the primary contact for a Competitive TTOR award from EDA.

Not all questions in this survey will pertain to your project. Skip logic is utilized throughout the survey that enables you to skip those sections that do not pertain to your project. This is accomplished by asking a general question about your project, such as whether job creation, business creation, marketing, or workforce development is an intended outcome of your project. If the topic is a focus of your project, then we will follow-up with some additional questions about this topic, and if not, then the survey will skip to the next section of the survey.

Definitions of key words are provided throughout the survey and more information is made available through linked URLs.

If you have any questions about this survey, please contact:

Dr. Randy Rosenberger
College of Forestry
Oregon State University
Email: R.Rosenberger@oregonstate.edu
Phone: 541-737-4425

Thank you for participating in this important survey.

****DISCLAIMER****

This survey was developed by Oregon State University and National Governors Association using Federal funds under award ED22HDQ3070131 from the Economic Development Administration, U.S. Department of Commerce. The statements, findings, conclusions, and recommendations based on the results of this survey will be those of the author(s) and do not



necessarily reflect the views of the Economic Development Administration or the U.S. Department of Commerce.

OMB Approved Travel Tourism and Outdoor Recreation Data Collection
OMB Control Number: 0610-0111
Expiration Date: 7/31/2026

Oregon State University Institutional Review Board approval
OSU IRB Number: HE-2023-574
Determination: Not human subjects research

End of Block: Default Question Block

Start of Block: Project Identification

Q2.1 Project Identification

This section asks you some basic questions about your project. This will enable us to link your data with the appropriate project.

*Definitions

- [Competitive Grant](#) – a grant that was awarded via a competitive selection process. Applicants applied for funds from EDA for the purpose of helping communities that have been hardest hit by challenges facing the travel, tourism, and outdoor recreation sectors. Grantees invest in infrastructure, workforce, or other projects to support the recovery of the industry and to build the economic resilience of the community in the future.
- [State / Non-Competitive Grant](#) – a grant that was awarded directly to states and territories to engage in activities that best support their travel, tourism, and outdoor recreation sectors. These awards sought to help states quickly invest in marketing, infrastructure, workforce and other travel, tourism, and outdoor recreation projects. Some states may have chosen to make additional sub-awards from these funds.

Are you reporting for the following **competitive** EDA award?

Project Number: [\\${e://Field/Project%20No}](#)

Project Short Description: [\\${e://Field/Project%20Short%20Description}](#)

No

Yes

Skip To: End of Block If Project Identification This section asks you some basic questions about your project. This will enable us to link your data with the appropriate project.

Page Break

Q2.2 You answered that the Project Number or Project Description is not correct (or the fields are blank). If this is the case, then please **STOP** and contact Dr. Randy Rosenberger (R.Rosenberger@oregonstate.edu) so that we may align this survey with the project for which you will be reporting. Please **EXIT** this survey after sending Dr. Rosenberger a note of explanation.

Thank you and we apologize for any inconvenience this may cause you.

Please select this option to end this survey.

STOP survey

Skip To: End of Survey If You answered that the Project Number or Project Description is not correct (or the fields are bla... = STOP survey

End of Block: Project Identification

Start of Block: Project ID2

Q3.1 What is your name (or the name of the person responsible for completing this survey)?



Q3.2 What is your email address (or the email address of the person responsible for completing this survey)?



Q3.3 What is your phone number (or the phone number of the person responsible for completing this survey) so that may we reach you if we have any follow up questions or clarifications?

Page Break

Q3.4 In which state/territory is your project located? (please select one)

▼ Alabama ...

Q3.5 What is the primary geographic area or scope of intended impacts of your project?
(please select one)

▼ National ... Census tract

Q3.6 What is the primary focus of your project? (please select one)

*Definitions

Travel and Tourism Industry – comprised of economic sectors including transportation, accommodation, food & beverages, recreation, entertainment, and shopping, as well as connected industries such as financial services, tour operators, travel agents, and tourism and education organizations. Tourism outputs include direct outputs comprised of all domestically produced goods and services purchased by tourists/visitors and indirect outputs comprised of resources, goods and services required to support the production of direct tourism outputs. Tourism employment includes direct employment where workers are engaged in direct tourism output and indirect employment where workers are engaged in the production of indirect tourism outputs (derived from [BEA Travel and Tourism Satellite Account](#)).

Outdoor Recreation Industry – comprised of economic sectors associated with *core goods and services* purchased directly for outdoor recreation and *supporting goods and services* that provide access to outdoor recreation. Core goods and services include gear, equipment, fuel, concessions, maintenance, repair, and fees related to outdoor recreation activities. Supporting goods and services include trips and travel, construction, and government expenditures (derived from [BEA Outdoor Recreation Satellite Account](#)).

Travel and tourism*

Outdoor recreation*

End of Block: Project ID2

Start of Block: New Businesses or Jobs Created

Q4.1 New Businesses or Jobs Created

This section asks questions about the creation of new businesses and/or jobs as the direct result of your project. If your project has not led to new businesses or jobs created, then the screening questions will enable you to move forward in the survey. If your project has led to either new businesses and/or jobs creation, then please answer the follow-up questions to the best of your ability. Please answer each question as completely as you are able to, and if you do not have enough information or you don't know the answer to the question, then please move on to the next question in the survey.

Q4.2 Did your project directly lead to the creation of any new businesses* thus far in your project's implementation and for the geographic area of intended impact? (please select one)

*Definitions

Businesses – relevant businesses (firms, employers) are those either created or retained directly from services provided by the EDA-funded facility or project.

Businesses Created – new businesses created because of EDA-funded projects.

No

Yes

Skip To: Q4.5 If Did your project directly lead to the creation of any new businesses thus far in your project's... = No*

Page Break



Q4.3 How many new businesses were created thus far in your project's implementation and in the geographic area of intended impacts? (please enter amount)

Page Break

Q4.4 As a result of the ARPA EDA funded project, what types of **new businesses** were created in the following economic / industry sectors (based on [NAICs code industry categories](#)*) in the geographic area of intended impact for the project? (please select all that apply and enter the number for each, or choose the final response to move to the next question)

*Definition **NAICS Codes** – [North American Industry Classification System](#) – standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. economy. The industry or economic clusters align with two-digit NAICS Codes or other clusters that provide direct and indirect support of the travel, tourism, and outdoor recreation economy.

- Manufacturing (1) _____
- Retail trade (2) _____
- Finance (3) _____
- Insurance (4) _____
- Real estate (5) _____
- Rental and leasing (6) _____
- Arts, entertainment, and recreation (7) _____
- Accommodation and food services (8) _____
- Government (9) _____
- Other (list type and enter the number) (10) _____
- We did not collect this information (11)

Q4.5 Did your project directly lead to the creation of any new jobs* thus far in your project's implementation and for the geographic area of intended impact? (please select one)

***Definitions**

Jobs* – relevant jobs are those either created or retained by employers or by firms who benefit directly from services provided by the EDA-funded facility or project. EDA grantees report on direct or directly attributable jobs, including subsequent employers that locate or expand in the project area because of the project. For some projects (e.g., roads, water, and sewer lines), direct jobs may include those created by firms that were not originally anticipated as part of the project but required the facility or service provided by the EDA project to locate or expand in the area. Only permanent and direct jobs are counted in EDA reporting. Temporary jobs, including those related to construction, are not included. EDA grantees are instructed to convert part-time jobs into full-time equivalents (e.g., the total part-time hours worked per week divided by the hourly work week for full-time employees, normally 35-40 hours) ([EDA'S Key Definitions Page](#)).

Jobs Created*– private sector jobs created by businesses and other project beneficiaries because of the EDA project ([EDA'S Key Definitions Page](#)).

No (1)

Yes (2)

Skip To: End of Block If Did your project directly lead to the creation of any new jobs thus far in your project's imple... = No*

Page Break



Q4.6 How many new jobs were created thus far in your project's implementation and in the geographic area of intended impact? (please enter total number of new jobs)

Page Break

Q4.7 What types of new jobs were created thus far in your project's implementation and in the geographic area of intended impacts? (please select all that apply and provide the percentage of new jobs within each job type, or choose the final response to move to the next question)

- Annual full-time (1) _____
- Seasonal full-time (2) _____
- Annual part-time (3) _____
- Seasonal part-time (4) _____
- We did not collect this information (5)

Page Break

Q4.8 As a result of the ARPA EDA funded project, what types of new jobs were created in the following economic / industry sectors (based on [NAICs code industry categories](#)*) in the geographic area of intended impact for the project? (please select all that apply and enter the number for each, or choose the final response to move to the next question)

*Definition

NAICS Codes – [North American Industry Classification System](#) – standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. economy. The industry or economic clusters align with two-digit NAICS Codes or other clusters that provide direct and indirect support of the travel, tourism, and outdoor recreation economy.

- Manufacturing (1) _____
- Retail trade (2) _____
- Finance (3) _____
- Insurance (4) _____
- Real estate (5) _____
- Rental and leasing (6) _____
- Arts, entertainment, and recreation (7) _____
- Accommodation and food services (8) _____
- Government (9) _____
- Other (please identify and enter the number) (10) _____
- We did not collect this information (11)



Q4.9 What is the average annual wage across all jobs created in the geographic area of intended impact for the project? (please write in amount, if known)

Page Break

Q4.10 What is the average annual wage across all jobs created for each economic / industry sectors (based on [NAICs code industry categories](#)) in the geographic area of intended impact for the project? (check all that apply and enter the average wage per sector, or choose the final response to move to the next question)

*Definition

NAICS Codes – [North American Industry Classification System](#) – standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. economy. The industry or economic clusters align with two-digit NAICS Codes or other clusters that provide direct and indirect support of the travel, tourism, and outdoor recreation economy.

- Manufacturing _____
- Retail trade _____
- Finance _____
- Insurance _____
- Real estate _____
- Rental and leasing _____
- Arts, entertainment, and recreation _____
- Accommodation and food services _____
- Government _____
- Other (please identify and enter the number) _____
- We did not collect this information

End of Block: New Businesses or Jobs Created

Start of Block: Existing Businesses or Jobs Retained

Q5.1 Existing Businesses or Jobs Retained

This section asks questions about the retention of businesses and/or jobs as the direct result of your project. If your project has not led to the retention of any businesses or jobs, then the screening questions will enable you to move forward in the survey. If your project has led to either the retention of businesses and/or jobs, then please answer the follow-up questions to the best of your ability. Please answer each question as completely as you are able to, and if you do not have enough information or you don't know the answer to the question, then please move on to the next question in the survey.

Page Break

Q5.2 Did your project directly lead to the retention of any businesses* thus far in your project's implementation and for the geographic area of intended impact? (please select one)

*Definitions

Businesses – relevant businesses (firms, employers) are those either created or retained directly from services provided by the EDA-funded facility or project.

Businesses Retained – businesses that would have been or recently were eliminated or closed but were retained because of EDA funded projects.

No (1)

Yes (2)

Skip To: Q5.5 If Did your project directly lead to the retention of any businesses* thus far in your project's imp... = No

Page Break



Q5.3 How many businesses were retained thus far in your project's implementation and in the geographic area of intended impact? (enter total number of new jobs)

Q5.4 As a result of the ARPA EDA funded project, what types of businesses were retained in the following economic / industry sectors (based on [NAICs code industry categories](#)*) in the geographic area of intended impact for the project? (please select all that apply and enter the number for each, or choose the final response to move to the next question)

*Definition

NAICS Codes – [North American Industry Classification System](#) – standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. economy. The industry or economic clusters align with two-digit NAICS Codes or other clusters that provide direct and indirect support of the travel, tourism, and outdoor recreation economy.

- Manufacturing (1) _____
- Retail trade (2) _____
- Finance (3) _____
- Insurance (4) _____
- Real estate (5) _____
- Rental and leasing (6) _____
- Arts, entertainment, and recreation (7) _____
- Accommodation and food services (8) _____
- Government (9) _____
- Other (please identify and enter the number) (10) _____
- We did not collect this information (11)

Page Break

Q5.5 Did your project directly lead to the retention of any jobs thus far in your project's implementation and for the geographic area of intended impact? (please select one)

*Definitions

Jobs* – relevant jobs are those either created or retained by employers or by firms who benefit directly from services provided by the EDA-funded facility or project. EDA grantees report on direct or directly attributable jobs, including subsequent employers that locate or expand in the project area because of the project. For some projects (e.g., roads, water, and sewer lines), direct jobs may include those created by firms that were not originally anticipated as part of the project but required the facility or service provided by the EDA project to locate or expand in the area. Only permanent and direct jobs are counted in EDA reporting. Temporary jobs, including those related to construction, are not included. EDA grantees are instructed to convert part-time jobs into full-time equivalents (e.g., the total part-time hours worked per week divided by the hourly work week for full-time employees, normally 35-40 hours) ([EDA'S Key Definitions Page](#)).

Jobs Retained* – private sector jobs retained because of the EDA project ([EDA'S Key Definitions Page](#)).

No (1)

Yes (2)

Skip To: End of Block If Did your project directly lead to the retention of any jobs thus far in your project's implementa... = No

Page Break

Q5.6 How many jobs were retained thus far in your project's implementation and in the geographic area of intended impact? (enter total number of new jobs)

Page Break

Q5.7 What types of jobs were retained thus far in your project's implementation and in the geographic area of intended impacts? (please select all that apply and provide the percentage of new jobs within each job type, or choose the final response to move to the next question)

- Annual full-time (1) _____
- Seasonal full-time (2) _____
- Annual part-time (3) _____
- Seasonal part-time (4) _____
- We did not collect this information (5)

Page Break

Q5.8 As a result of the ARPA EDA funded project, what types of jobs were retained in the following economic / industry sectors (based on [NAICs code industry categories*](#)) in the geographic area of intended impact for the project? (please select all that apply and enter the number for each, or choose the final response to move to the next question)

*Definition

NAICS Codes – [North American Industry Classification System](#) – standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. economy. The industry or economic clusters align with two-digit NAICS Codes or other clusters that provide direct and indirect support of the travel, tourism, and outdoor recreation economy.

- Manufacturing (1) _____
- Retail trade (2) _____
- Finance (3) _____
- Insurance (4) _____
- Real estate (5) _____
- Rental and leasing (6) _____
- Arts, entertainment, and recreation (7) _____
- Accommodation and food services (8) _____
- Government (9) _____
- Other (please identify and enter the number) (10) _____
- We did not collect this information (11)



Q5.9 What is the average annual wage across all jobs retained in the geographic area of intended impact for the project? (please write in amount, if known)

Page Break

Q5.10 What is the **average annual wage across all jobs retained for each economic / industry sectors (based on [NAICs code industry categories](#)) in the geographic area of intended impact for the project?** (check all that apply and enter the average wage per sector, or choose the final response to move to the next question)

*Definition

NAICS Codes – [North American Industry Classification System](#) – standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. economy. The industry or economic clusters align with two-digit NAICS Codes or other clusters that provide direct and indirect support of the travel, tourism, and outdoor recreation economy.

- Manufacturing (1) _____
- Retail trade (2) _____
- Finance (3) _____
- Insurance (4) _____
- Real estate (5) _____
- Rental and leasing (6) _____
- Arts, entertainment, and recreation (7) _____
- Accommodation and food services (8) _____
- Government (9) _____
- Other (please identify and enter the number) (10) _____
- We did not collect this information (11)

End of Block: Existing Businesses or Jobs Retained

Start of Block: Workforce Development

Q6.1 Workforce Development Activities

This section asks questions about workforce development through trainings, workshops and other educational events offered throughout the duration of your project to date. There are screening questions that will enable you to move on to the other parts of the survey if any of these workforce development activities do not pertain to your project. Please answer each question as completely as you are able to, and if you do not have enough information or you don't know the answer to the question, then please move on to the next question in the survey.

Page Break

Q6.2 Did the project provide skills development* through trainings, workshops, certifications/licensing, and/or other events for current employees, new hires and potential employees, and/or business owners? (please select one)

*Definition

Gained / Upgraded Skills – refers to training and formal instruction to enhance an existing skill. Both hard skills (e.g., equipment maintenance) and soft skills (e.g., teamwork) are included.

No (1)

Yes (2)

Skip To: End of Block If Did the project provide skills development through trainings, workshops, certifications/licensin... = No*

Page Break

Q6.3 Did your project provide any training sessions (less than half-day long)? (please select one)

No (1)

Yes (2)

Skip To: Q6.11 If Did your project provide any training sessions (less than half-day long)? (please select one) = No

Page Break



Q6.4 How many training sessions were offered thus far in your project? (please enter amount)



Q6.5 How many total participants / clients attended these training sessions thus far in your project? (please enter amount)

Page Break

Q6.6 How did your participants / clients in these training sessions self-identify with respect to ethnicity? (please select all that apply and enter percent of total participants/clients per category, or choose the final response to move to the next question)

- Hispanic or Latino (1) _____
- Not Hispanic or Latino (2) _____
- We did not collect this information (3)



Q6.7 How did your participants / clients in these training sessions self-identify with respect to race? (please select all that apply and enter percent of total participants/clients per category, or choose the final response to move to the next question)

- American Indian or Alaska Native (1) _____
- Asian (2) _____
- Black or African American (3) _____
- Native Hawaiian or Pacific Islander (4) _____
- White (5) _____
- Other (including two or more races) (please identify and enter percent (6) _____
- We did not collect this information (7)

Page Break

Q6.8 How did your participants / clients in these training sessions self-identify with respect to sex? (please select all that apply and enter percent of total participants/clients per category, or choose the final response to move to the next question)

- Female (1) _____
- Male (2) _____
- Transgender, non-binary, or another gender (3) _____
- Other (please identify and enter percent) (4) _____
- We did not collect this information (5)

Page Break

Q6.9 What were the top three skills (e.g., leading groups, coordinating meetings, technical outdoor skills, engaging with clients, taking reservations, etc.) taught in these training sessions? (please select all that apply)

- Leading groups (1)
- Coordinating meetings (2)
- Engaging with clients (3)
- Making reservations (4)
- Customer service (9)
- Applying technical outdoor skills (5)
- Other skill #1 (please identify) (6) _____
- Other skill #2 (please identify) (7) _____
- Other skill #3 (please identify) (8) _____

Page Break



Q6.10 How much total annual funding would be needed to sustain* the training program your project created? (please enter amount)

*Definition

Costs for Sustaining Program – this is the amount of funding (secured or not) that would be needed to offer these programs/training on an annual basis. Costs may include accommodation, materials, instructional services, etc.

\$ _____

Page Break

Q6.11 Did your project provide any workshop sessions (day-long or multi-day sessions)?
(please select one)

No (1)

Yes (2)

*Skip To: Q6.19 If Did your project provide any workshop sessions (day-long or multi-day sessions)?
(please select one) = No*

Page Break



Q6.12 How many workshop sessions were offered thus far in your project? (please enter amount)



Q6.13 How many total participants / clients attended these workshop sessions thus far in your project? (please enter amount)

Page Break

Q6.14 How did your participants / clients in these workshop sessions self-identify with respect to ethnicity? (please select all that apply and enter percent of total participants/clients per category, or choose the final response to move to the next question)

- Hispanic or Latino (1) _____
 - Not Hispanic or Latino (2) _____
 - We did not collect this information (3)
-

Q6.15 How did your participants / clients in these workshop sessions self-identify with respect to race? (please select all that apply and enter percent of total participants/clients per category, or choose the final response to move to the next question)

- American Indian or Alaska Native (1) _____
 - Asian (2) _____
 - Black or African American (3) _____
 - Native Hawaiian or Pacific Islander (4) _____
 - White (5) _____
 - Other (including two or more races) (please identify and enter percent (6) _____
 - We did not collect this information (7)
-

Page Break _____

Q6.16 How did your participants / clients in these workshop sessions self-identify with respect to sex? (please select all that apply and enter percent of total participants/clients per category, or choose the final response to move to the next question)

- Female (1) _____
- Male (2) _____
- Transgender, non-binary, or another gender (3) _____
- Other (please identify and enter percent) (4) _____
- We did not collect this information (5)

Page Break

Q6.17 What were the top three skills (e.g., leading groups, coordinating meetings, technical outdoor skills, engaging with clients, taking reservations, etc.) taught in these workshop sessions? (please select all that apply)

- Leading groups (1)
- Coordinating meetings (2)
- Engaging with clients (3)
- Making reservations (4)
- Customer service (9)
- Applying technical outdoor skills (5)
- Other skill #1 (please identify) (6) _____
- Other skill #2 (please identify) (7) _____
- Other skill #3 (please identify) (8) _____

Page Break _____



Q6.18 How much total annual funding would be needed to sustain* the workshop program your project created? (please enter amount)

*Definition

Costs for Sustaining Program – this is the amount of funding (secured or not) that would be needed to offer these programs/training on an annual basis. Costs may include accommodation, materials, instructional services, etc.

\$ _____

Page Break

Q6.19 Did your project provide any certification / licensing courses (day-long or multi-day sessions)? (please select one)

No (1)

Yes (2)

Skip To: End of Block If Did your project provide any certification / licensing courses (day-long or multi-day sessions)? ... = No

Page Break



Q6.20 How many certification / licensing courses were offered thus far in your project? (please enter amount)



Q6.21 How many total participants / clients attended these certification / licensing courses thus far in your project? (please enter amount)

Page Break

Q6.22 How did your participants / clients in these certification / licensing courses self-identify with respect to ethnicity? (please select all that apply and enter percent of total participants/clients per category, or choose the final response to move to the next question)

- Hispanic or Latino (1) _____
- Not Hispanic or Latino (2) _____
- We did not collect this information (3)

Q6.23 How did your participants / clients in these certification / licensing courses self-identify with respect to race? (please select all that apply and enter percent of total participants/clients per category, or choose the final response to move to the next question)

- American Indian or Alaska Native (1) _____
- Asian (2) _____
- Black or African American (3) _____
- Native Hawaiian or Pacific Islander (4) _____
- White (5) _____
- Other (including two or more races) (please identify and enter percent (6) _____
- We did not collect this information (7)

Page Break

Q6.24 How did your participants / clients in these certification / licensing courses self-identify with respect to sex? (please select all that apply and enter percent of total participants/clients per category, or choose the final response to move to the next question)

- Female (1) _____
- Male (2) _____
- Transgender, non-binary, or another gender (3) _____
- Other (please identify and enter percent) (4) _____
- We did not collect this information (5)

Page Break



Q6.25 What were the top three skills (e.g., leading groups, coordinating meetings, technical outdoor skills, engaging with clients, taking reservations, etc.) taught in these certification / licensing courses? (please select all that apply)

- Leading groups (1)
- Coordinating meetings (2)
- Engaging with clients (3)
- Making reservations (4)
- Customer service (9)
- Applying technical outdoor skills (5)
- Other skill #1 (please identify) (6) _____
- Other skill #2 (please identify) (7) _____
- Other skill #3 (please identify) (8) _____

Page Break _____



Q6.26 How much total annual funding would be needed to sustain* the certification / licensing program your project created? (please enter amount)

*Definition

Costs for Sustaining Program – this is the amount of funding (secured or not) that would be needed to offer these programs/training on an annual basis. Costs may include accommodation, materials, instructional services, etc.

\$ _____

End of Block: Workforce Development

Start of Block: Visitors and Visitation

Q7.1 Visitors and Visitation Quality Activities

This section asks questions about visitors and visitation quality as the direct result of your project. There are screening questions included that will enable you to move on to the next section of the survey if your project did not focus on visitors or visitation quality and impacts. If your project does focus on visitors and/or visitation, then please answer each question to the best of your ability. Please answer each question as completely as you are able to, and if you do not have enough information or you don't know the answer to the question, then please move on to the next question in the survey.

Q7.2 Did your project focus on visitors* or visitation quality*? (please select one)

*Definitions

Visitor/Tourist—a person who travels for any main purpose (business, leisure, or other personal purpose) other than for employment for part of a day up to less than a year. A non-local visitor, sometimes called a tourist, is a person who travels more than 50-100 miles from their area of normal, everyday activities such as their residence. A local visitor is a person who visits sites, locations, or attends events within 50-100 miles of their area of normal, everyday activities such as their residence. Visitors/tourists exclude travelers who expect to be compensated at the location of their visit (such as migrant workers, persons traveling to new assignments, and diplomatic and military personnel traveling to and from their duty stations and their home countries).

Outdoor Recreation Visitor – a person (local or non-local—see above) who visits an area for recreational purposes, including education, interpretation, inspiration, and physical and mental health.

Visit – one occurrence of a visitor visiting an area for any part of a day. Visitor may visit an area multiple times on a single trip or over a period (day, week, month, or year). Therefore, number of visits and number of visitors are typically not equivalent to each other unless each visitor visits no more than once per period.

Quality of Visitation – any change in delivery of resources, goods, or services that affects the value of a visitor's experience. Examples may include physical improvements such as sound barriers to reduce noise; lighting and visibility to improve personal and property safety; or programmatic activities such as interpretation and access services (reservations systems, online resources).

No (1)

Yes (2)

Skip To: End of Block If Did your project focus on visitors* or visitation quality*? (please select one)
*Definitions Vis... = No

Page Break

Q7.3 Did your project increase the overall number of visitors per year to the geographic area of intended impact for the project? (please select one)

No (1)

Yes (2)

Skip To: Q7.10 If Did your project increase the overall number of visitors per year to the geographic area of inten... = No



Q7.4 How many more total visitors visited your intended impact area over the duration of your project to date than they visited before your project? (please enter amount)

Q7.5 How did you calculate or measure the increased total visitation because of your project? (please describe)

Page Break



Q7.6 How many more total days did visitors stay in your intended impact area over the duration of your project to date than they stayed before your project? (please enter amount)

Q7.7 How did you calculate or measure the increased total visitor length of stay because of your project? (please describe)

Page Break _____



Q7.8 How many more total visits are from local residents (i.e., live within 50-miles) to your intended impact area over the duration of your project to date than they visited before your project? (please enter amount)

Q7.9 How did you calculate or measure the increased total visits by local residents because of your project? (please describe)

Page Break

Q7.10 Did your project increase the quality of visitation for visitors to your intended impact area? (please select one)

- No (1)
- Yes (2)

Skip To: End of Block If Did your project increase the quality of visitation for visitors to your intended impact area? (p... = No

Page Break

Q7.11 Describe up to three visitation quality improvements (e.g., sight or sound buffering, lighting, parking, garbage, signage, etc.) your project created.

- Improvement #1 (1) _____
- Improvement #2 (2) _____
- Improvement #3 (3) _____

End of Block: Visitors and Visitation

Start of Block: Equity Focused Activities

Q8.1 Equity Focused Activities

This section asks questions about whether your project has any equity focused activities and how your project may have affected different categories of race, ethnicity, and/or gender identity of your participants / clients, business owners, and/or employees. Screening questions are included to enable you to move on to the next section if your project did not have any equity focused activities. If your project does include equity focused activities, then please answer each question to the best of your ability. Please answer each question as completely as you are able to, and if you do not have enough information or you don't know the answer to the question, then please move on to the next question in the survey.

Page Break

Q8.2 Did your project have an equity* component that aimed to increase the number of business owners, employees and/or visitors from a certain race, ethnicity, or gender identity? (please select one)

*Definition

Equity – as defined by [The White House](#), equity means the consistent and systematic treatment of all individuals in a fair, just, and impartial manner, including individuals who belong to communities that often have been denied such treatment, such as Black, Latino, Indigenous and Native American, Asian American, Native Hawaiian, and Pacific Islander persons and other persons of color; members of religious minorities; women and girls; LGBTQI+ persons; persons with disabilities; persons who live in rural areas; persons who live in United States Territories; persons otherwise adversely affected by persistent poverty or inequality; and individuals who belong to multiple such communities.

Some sections will ask you to provide additional data on businesses, jobs, and visitors. The sections that ask for these additional data include *Expanding Tourism and Outdoor Recreation Economy*, and *Workforce Training, Skills Training and Certifications*. Additional data include race, ethnicity, and gender identity classifications.

No (1)

Yes (2)

Skip To: End of Block If Did your project have an equity component that aimed to increase the number of business owners,... = No*



Page Break

Q8.3 Did your project increase the number of business owners in your intended impact area from a certain race, ethnicity, or gender identity? (please select one)

- No (1)
- Yes (2)

Skip To: Q8.7 If Did your project increase the number of business owners in your intended impact area from a certa... = No

Page Break

Q8.4 As a result of the project, with which of the following ethnicities do these new business owners self-identify? (please select all that apply and enter percent of new business owners per category, or choose the final response to move to the next question)

- Hispanic or Latino (1) _____
 - Not Hispanic or Latino (2) _____
 - We did not collect this information (3)
-

Q8.5 As a result of the project, with which of the following races do these new business owners self-identify? (please select all that apply and enter percent of total new business owners per category, or choose the final response to move to the next question)

- American Indian or Alaska Native (1) _____
- Asian (2) _____
- Black or African American (3) _____
- Native Hawaiian or Pacific Islander (4) _____
- White (5) _____
- Other (including two or more races) (please identify and enter percent (6) _____
- We did not collect this information (7)

Page Break

Q8.6 As a result of the project, with which of the following sex/gender categories do these new business owners self-identify? (please select all that apply and enter percent of total new business owners per category, or choose the final response to move to the next question)

- Female (1) _____
- Male (2) _____
- Transgender, non-binary, or another gender (3) _____
- Other (please identify and enter percent) (4) _____
- We did not collect this information (5)



Page Break

Q8.7 Did your project increase the number of employees in your intended impact area from a certain race, ethnicity, or gender identity? (please select one)

- No (1)
- Yes (2)

Skip To: Q8.11 If Did your project increase the number of employees in your intended impact area from a certain rac... = No

Page Break

Q8.8 As a result of the project, with which of the following ethnicities do these new employees self-identify? (please select all that apply and enter percent of total new employees per category, or choose the final response to move to the next question)

- Hispanic or Latino (1) _____
 - Not Hispanic or Latino (2) _____
 - We did not collect this information (3)
-

Q8.9 As a result of the project, with which of the following races do these new employees self-identify? (please select all that apply and enter percent of total new employees per category, or choose the final response to move to the next question)

- American Indian or Alaska Native (1) _____
- Asian (2) _____
- Black or African American (3) _____
- Native Hawaiian or Pacific Islander (4) _____
- White (5) _____
- Other (including two or more races) (please identify and enter percent (6) _____
- We did not collect this information (7)

Page Break

Q8.10 As a result of the project, with which of the following sex/gender categories do these new employees self-identify? (please select all that apply and enter percent of total new employees per category, or choose the final response to move to the next question)

- Female (1) _____
- Male (2) _____
- Transgender, non-binary, or another gender (3) _____
- Other (please identify and enter percent) (4) _____
- We did not collect this information (5)

Page Break

Q8.11 Did your project increase the number of visitors in your intended impact area from a certain race, ethnicity, or gender identity? (please select one)

- No (1)
- Yes (2)

Skip To: End of Block If Did your project increase the number of visitors in your intended impact area from a certain race... = No

Page Break

Q8.12 As a result of the project, with which of the following ethnicities do these new visitors self-identify? (please select all that apply and enter percent of total new visitors per category, or choose the final response to move to the next question)

- Hispanic or Latino (1) _____
 - Not Hispanic or Latino (2) _____
 - We did not collect this information (3)
-

Q8.13 As a result of the project, with which of the following races do these new visitors self-identify? (please select all that apply and enter percent of total new visitors per category, or choose the final response to move to the next question)

- American Indian or Alaska Native (1) _____
- Asian (2) _____
- Black or African American (3) _____
- Native Hawaiian or Pacific Islander (4) _____
- White (5) _____
- Other (including two or more races) (please identify and enter percent (6) _____
- We did not collect this information (7)

Page Break

Q8.14 As a result of the project, with which of the following sex/gender categories do these new visitors self-identify? (please select all that apply and enter percent of total new visitors per category, or choose the final response to move to the next question)

- Female (1) _____
- Male (2) _____
- Transgender, non-binary, or another gender (3) _____
- Other (please identify and enter percent) (4) _____
- We did not collect this information (5)

End of Block: Equity Focused Activities

Start of Block: Construction and Non-construction

Q9.1 Construction and Non-construction Projects

This section asks questions about construction and non-construction project types supported by your project funding. There are screening questions included that will enable you to move on to the next section of the survey if your project did not focus on construction and/or non-construction projects. If your project does focus on construction and/or non-construction projects, then please answer each question to the best of your ability. Please answer each question as completely as you are able to, and if you do not have enough information or you don't know the answer to the question, then please move on to the next question in the survey.

Page Break

Q9.2 Did your project develop any new or expand any existing travel, tourism and/or outdoor recreation construction* and/or non-construction* projects? (please select one)

*Definitions **Construction Project** – any project or program that involves the act or process of building infrastructure such as facilities, utilities, and/or transportation. Examples would include fiber optic cable installation, park/playground development or renovation, trail development or renovation, etc. **Non-construction Project** –any project or program that does not involve the act or process of building infrastructure such as facilities, utilities, and/or transportation. Examples would include financial support for planning, assessment, marketing, and other non-construction activities.

No (1)

Yes (2)

Skip To: End of Block If Did your project develop any new or expand any existing travel, tourism and/or outdoor recreation... = No

Page Break

Q9.3 Did your project include any of the following construction project types? (please select all that apply and provide a description for each)

Facilities (e.g., parks, trails, playgrounds, buildings) (1)

Utilities (e.g., Wi-Fi, fiber optics, restrooms, lighting) (2)

Transportation (e.g., bus service, parking, maps and wayfinding) (3)

Page Break _____

Q9.4 Did your project include any of the following non-construction project types? (please select all that apply and provide a description for each)

Planning (1) _____

Marketing (2) _____

Feasibility / research (3) _____

Assessment or analysis (impact, economic, etc.) (4) _____

Other (please identify) (5) _____

Page Break _____

Q9.5 Were any data used in decision making for your project, such as in planning, implementation, or assessment*? (please select one)

*Definitions **Planning and Assessment** – any formal or informal application of planning or evaluative frameworks to determine the development, implementation, or impacts of the project. These may include planning frameworks, feasibility studies, economic impact analyses, or other frameworks. **Land-use or Environmental Impact Assessments** – looks at site characteristics such as land, water, climate, and geography to help project leads and/or infrastructure developers make sound decisions about land use, and how projects will impact air, land, and water quality.

No (1)

Yes (2)

Skip To: End of Block If Were any data used in decision making for your project, such as in planning, implementation, or a... = No

Page Break

Q9.6 What were the sources of data* used in decision making for project planning or assessment activities to implement your project? (please select all that apply)

*Definition **Data Tools** – the use of tools or modes of data collection that directly support or are used in planning and assessment. These may include public surveys, opinion polls, habitat assessments, or other data collection tools and methods used by the project.

- Public opinion polls (1)
- Public surveys (2)
- Phone tracking data (3)
- Land-use or environmental impact assessments (4)
- Secondary or publicly available data (please identify source or database used)
(5) _____
- Other (please identify) (6) _____

End of Block: Construction and Non-construction

Start of Block: Marketing, Outreach, and Networking Activities

Q10.1 Marketing, Outreach, and Networking Activities

This section asks questions about your marketing, outreach, and networking activities associated with your project. There are screening questions included that will enable you to move on to the next section of the survey if your project did not focus on marketing, outreach, and/or networking activities. If your project does focus on marketing, outreach, and/or networking activities, then please answer each question to the best of your ability. Please answer each question as completely as you are able to, and if you do not have enough information or you don't know the answer to the question, then please move on to the next question in the survey.

Page Break

Q10.2 Did your project including any marketing, outreach, and/or networking activities?
(please select one)

- No (1)
- Yes (2)

*Skip To: Q10.18 If Did your project including any marketing, outreach, and/or networking activities?
(please select... = No*

Page Break

Q10.3 Did your project involve marketing? (please select one)

- No (1)
- Yes (2)

Skip To: Q10.6 If Did your project involve marketing? (please select one) = No

Page Break

Q10.4 What was the goal of the marketing? (please explain)

Q10.5 What types of marketing mode were used? (please select all that apply)

- Mailings (1)
- Emailing (2)
- Phoning (text or calling) (3)
- Website design (4)
- Social media posts (5)
- In-person (6)
- Other (please identify) (7) _____

Page Break

Q10.6 Did your project include any outreach events (either in-person or virtual)? (please select one)

- No (1)
- Yes (2)

Skip To: Q10.13 If Did your project include any outreach events (either in-person or virtual)? (please select one) = No

Page Break

Q10.7 Did your project include any in-person outreach events? (please select one)

- No (1)
- Yes (2)

Skip To: Q10.10 If Did your project include any in-person outreach events? (please select one) = No

Page Break



Q10.8 How many total in-person outreach events did you hold thus far in your project? (please enter number)



Q10.9 What types of stakeholders attended in-person outreach events? (please select all that apply)

- Private industry (1)
- Non-profit / non-governmental organization (2)
- Government (3)
- Community leaders (4)
- Private citizens (5)
- Other (please identify) (6) _____

Page Break

Q10.10 Did your project include any virtual outreach events? (please select one)

- No (1)
- Yes (2)

Skip To: Q10.13 If Did your project include any virtual outreach events? (please select one) = No

Page Break



Q10.11 How many total virtual outreach events did you hold thus far in your project?
(please enter number)

Q10.12 What types of stakeholders attended virtual outreach events? (please select all that apply)

- Private industry (1)
 - Non-profit / non-governmental organization (2)
 - Government (3)
 - Community leaders (4)
 - Private citizens (5)
 - Other (please identify) (6) _____
-

Page Break _____

Q10.13 Did your project increase connections or networks through events, meetings, or other collaborations with others? (please select one)

- No (1)
- Yes (2)

Skip To: Q10.18 If Did your project increase connections or networks through events, meetings, or other collaboratio... = No

Page Break _____



Q10.14 How many total collaborative events did you hold to advance your grant project?
(please enter number)

Q10.15 What types of participants/collaborators did you work with? (please check all that apply)

- Community (1)
- Travel and tourism industry (2)
- Outdoor recreation industry (3)
- Local (4)
- State (5)
- Tribal (6)
- Governments (7)
- Other (please identify) (8) _____

Page Break _____



Q10.16 How many total partners/collaborators, paid or unpaid, helped on the grant project? (please enter number)

Q10.17 Please explain how these partners/collaborators helped (e.g., providing expertise or funding, sponsoring a stakeholder outreach event, networking, etc.)?

Page Break

Q10.18 Has your project received additional funding support* other than from this EDA ARPA award? (please select one)

No (1)

Yes (2)

Skip To: End of Block If Has your project received additional funding support other than from this EDA ARPA award? (pleas... = No*

Page Break

Q10.19 What were the source type and total dollar amount received by your project to date from this source? (please select all that apply and enter total dollar amount received)

- Federal government (1) _____
- State government (2) _____
- Tribal government (3) _____
- Region/County government (4) _____
- Local/City government (5) _____
- Private industry (6) _____
- Foundation or other non-profit organization (7) _____
- Other (please identify and enter total dollar amount received) (8) _____

End of Block: Marketing, Outreach, and Networking Activities

Start of Block: Economic and Community Resilience Activities

Q11.1 Economic and Community Resilience Activities

This section asks questions about your project's contributions to economic or community resilience to natural and social hazards. There are screening questions included that will enable you to move on to end this survey if your project did not focus on economic resilience activities. If your project does focus on economic and community resilience activities, then please answer each question to the best of your ability. Please answer each question as completely as you are able to, and if you do not have enough information or you don't know the answer to the question, then please move on to the next question in the survey.

Page Break

Q11.2 Did your project advance strategies to increase the economic resilience* of the travel and tourism sector to external shocks such as recession, supply chain issues, pandemic travel restrictions and climate change? (please select one)

*Definition

Economic Resilience* – in the context of economic development, economic resilience becomes inclusive of three primary attributes: the ability to recover quickly from a shock, the ability to withstand a shock, and the ability to avoid the shock altogether. Establishing economic resilience in a local or regional economy requires the ability to anticipate risk, evaluate how that risk can impact key economic assets, and build a responsive capacity. Often, the shocks/disruptions to the economic base of an area or region are manifested in three ways: a) Downturns or other significant events in the national or international economy which impact demand for locally produced goods and consumer spending. b) Downturns in particular industries that constitute a critical component of the region's economic activity. c) Other external shocks (a natural or man-made disaster, closure of a military base, exit of a major employer, the impacts of climate change, etc.). For more information, please visit EDA's [Economic Resilience](#) page.

No (1)

Yes (2)

Skip To: End of Survey If Did your project advance strategies to increase the economic resilience of the travel and tourism... = No*

Page Break

Q11.3 Which of the following economic resilience strategies did your project focus on and provide a brief description (one or two sentences) for each? (select all that apply and provide a description)

- Technological readiness (1) _____
- Business diversification (e.g., creating year-round destination from seasonal destination, expanding goods or services offered) (2) _____
- Visitor diversification (e.g., locals, non-locals, race and ethnicity, etc.) (3) _____
- Production efficiencies (e.g., local suppliers, new technology, etc.) (4) _____
- Regional marketing (5) _____
- National and/or international marketing (6) _____
- Regional collaboration between different geographic areas of the state or other states (7) _____
- Collaboration with other entities (e.g., state and local governments, planning organizations, industries, user or special interest groups, etc., on project implementation, funding, marketing or on other project goals) (8) _____
- Natural hazard adaptation or mitigation (e.g., protecting travel and tourism areas from extreme weather events such as floods, wildfires, extreme heat, etc.) (9) _____
- Disaster recovery (e.g. cleanup, recovery) (10) _____
- Financial incentives (e.g., tax relief, loans for manufacturing or other businesses) (11) _____
- Expedited permitting for manufacturers or other businesses (12) _____
- Other (please describe) (13) _____

End of Block: Economic and Community Resilience Activities



End of Survey

We thank you for your time spent taking this survey.

Your response has been recorded.