

Outdoor Recreation and Job Creation Strategy

Five Commissioners' Response to Question asked by Commission on PRL Funding on Sept. 29, 2015

In our letter to the Commission presented at its September 29 meeting we advocated that Maine develop an Outdoor Recreation and Job Creation Strategy, citing similar efforts underway in the states of NJ, NC, SC, and FL. The Commission requested that we provide further details. As a point of departure for your staff's research, we offer the South Carolina agency's official website www.scpert.com that describes SC's efforts in detail and references similar efforts in VA and AZ. Below is an excerpt from the SCPRT's webpage:

"The South Carolina Department of Parks, Recreation & Tourism (SCPRT) is a cabinet agency assigned to operate and manage South Carolina's 47 state parks, to market the state as a preferred vacation destination, and to provide assistance to communities for parks, recreation and tourism development and promotion. The agency is perhaps most widely recognized for its leadership role in promoting and supporting South Carolina's number one industry – tourism.

"SCPRT's vision to enhance the economic well-being and improve the quality of life of all South Carolinians guides its operations, and provides a benchmark for hundreds of employees to measure their day-to-day contributions. It also is the basis for South Carolina's new [Tourism Action Plan](#), a statement that projects a bright future if proper investments are made in tourism. Details about the agency's activities can be found throughout this website."

Maine already has strong elements in hand for moving forward on this concept, with the recently completed economic impact survey on which the Commission was briefed, and the 2015 State Comprehensive Outdoor Recreation Plan prepared by the BPL, at http://www.maine.gov/dacf/parks/publications_maps/statewide_recreation_plan.html