

# SUPPORTING & STRENGTHENING RESILIENCY IN NORTH CAROLINA'S TRAVEL, TOURISM, & OUTDOOR RECREATION SECTORS INITIATIVE

NORTH CAROLINA'S PLAN FOR THE AMERICAN RESCUE PLAN  
ACT SUPPLEMENTAL ECONOMIC DEVELOPMENT  
ADMINISTRATION (EDA) AWARD FOR STATE TOURISM GRANT



NORTH CAROLINA  
**DEPARTMENT of  
COMMERCE**



# Initiative Overview

The State will use \$6.4 million to work on accelerating the recovery and rebuilding of NC's economically damaged travel, tourism, and outdoor sectors.

- Workforce training that supports the industries, to improve the skills and job opportunities for workers.
- Economic development planning and coordination to respond to the effects of the coronavirus pandemic on the regional travel, tourism, and outdoor recreation industry.
- Technical assistance projects to assist regional economies to recover from damage to the travel, tourism, and outdoor recreation industries.



# UPLIFT NC

The goal of UPLIFT NC is to boost tourism in communities by strengthening and connecting tourism sites, services, and businesses in targeted regions within the State by:

- Develop itineraries to bolster the tourist experience, retain visitors for longer stays (including overnight), and increase visitor spending
- Enhance the tourism economy in a way that increases entrepreneurship, grows businesses, and creates and retains jobs
- Enhance community placemaking and story-telling to promote their assets
- Integrate sustainability practices within the tourism industry

Contractor: Appalachian State University

Dr. Carol Kline  
[klinecs@appstate.edu](mailto:klinecs@appstate.edu)



# Outdoor Recreation Economy Strategic Planning and Asset Development Program

Leveraging natural assets within rural communities to increase opportunity within the outdoor recreation economic sector.

- Strategic planning to help communities prepare for economic growth opportunities pertaining to outdoor recreation
- Outdoor recreation economy infrastructure and asset development
- Support market analysis and feasibility studies to help gain access to funding

Contractor: North Carolina Department of Commerce

David McRae

[david.mcrae@nccommerce.com](mailto:david.mcrae@nccommerce.com)



## NCRLA Foundation Hospitality & Tourism Training

To help hospitality and tourism businesses and workforce recover from disproportionate impacts of COVID-19

- Provide industry recognized training credentials at no cost, including ServSafe, Guest Service Gold, management training, culinary arts, and more
- Support the response to industry workforce shortages and enable employees to gain skills which allow for career advancement

Contractor: North Carolina Restaurant & Lodging Association  
Foundation  
Lynn Minges  
[lminges@ncrla.org](mailto:lminges@ncrla.org)



# NC Statewide Outdoor Recreation Industry Network

Develop a formal statewide network of businesses and organizations representing all facets of the outdoor recreation industry including manufacturing, guide services, outfitters, retailers, camps, and more representing the \$28B industry

- Industry specific business start-up and accelerator resources
- Enhance supply chain support and efficiency
- Develop and grow a robust workforce pipeline
- “NC Made” outdoor recreation brand awareness campaign and increased market access

Contractor: Outdoor Recreation Industry Office, EDPNC

Amy Allison

[amy.allison@edpnc.com](mailto:amy.allison@edpnc.com)



# NC Main to Main Trail

Community economic development initiative that leverages NC's regional assets for economic prosperity and COVID-19 recovery in 67 North Carolina Main Street communities.

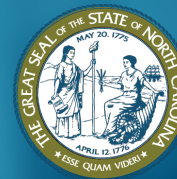
- Attract new and diverse visitors and enhance the tourist experience
- Develop local resources to market and promote the communities' and regions' best assets and attractions
- Training local communities and small businesses for destination creation

Contractor: North Carolina Department of Commerce  
Liz Parham  
[lparham@nccommerce.com](mailto:lparham@nccommerce.com)



# OLIVIA COLLIER

ARC Program Director  
NC Department of Commerce  
919-814-4656  
[ocollier@nccommerce.com](mailto:ocollier@nccommerce.com)



NORTH CAROLINA  
**DEPARTMENT of  
COMMERCE**