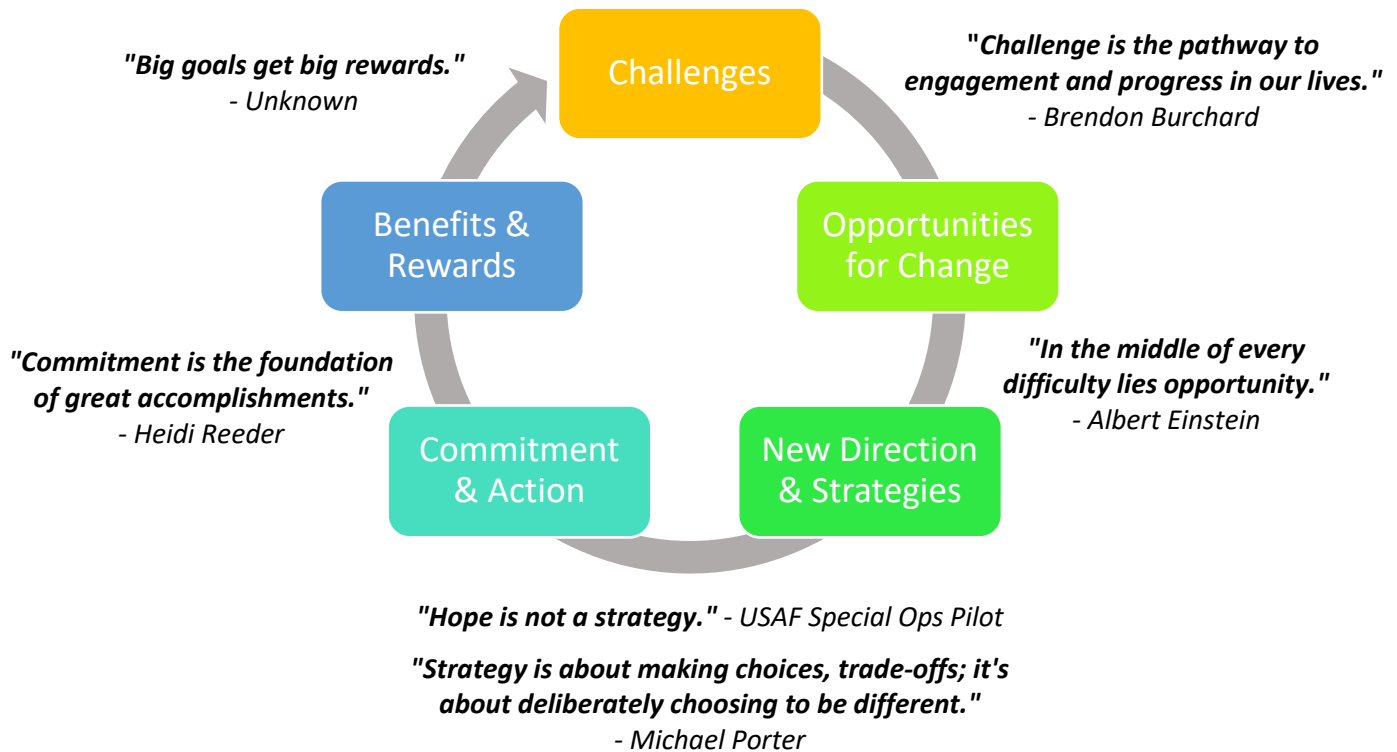




"Forward to the Future"

MOVING BEYOND SUBSTANTIAL CHALLENGES TO CREATE SUSTAINABLE CHANGE



CHALLENGES

- There are many challenges which threaten the health and prosperity of the lands, lakes, and communities which surround Land Between the Lakes.
- Likewise, there are unprecedented challenges which impact Land Between the Lakes' ability to provide quality recreation, environmental education, and habitat.
- Both sets of challenges put human health, economic prosperity, and the protection of natural and cultural resources at risk and must be met with a strong sense of urgency. The potential costs for not meeting these challenges are great.



OPPORTUNITIES

- Fortunately, while the challenges we face are great, so is the enthusiasm to overcome these challenges. We live in a time where there is strong leadership recognition, alignment and energy around the value of natural lands to the American public.



- Public land managers, non-profit organizations, private industry, and citizen stewards are coming together to identify joint interests and seek "win-win" solutions.
- There is opportunity to overcome the challenges we face if there is a willingness, desire, and the capacity to do so.



STRATEGIES

- The growing challenges require a clear collective vision and a bold strategy to meet the environmental, social, and economic needs of present and future generations.
- We need to do things differently, to adapt to the changing world. We must develop a strategy that seeks new and creative solutions extending beyond "business as usual."
- Any path forward cannot depend solely on our knowledge, understanding and capabilities. Both out of necessity, and because it makes good business and public service sense, we need to engage our fellow land management agencies, our partners, our stakeholders, our communities, and establish plans around common objectives and areas of interest.



COMMITMENT

- Big goals take big commitment. We cannot do this work alone. Declining budgets and shrinking staffs make this an even harder task.
- Through working together, understanding each other better and building relationships and trust, we can then deliver the broadest array of services and opportunities to the public.



BENEFITS

- There are many benefits to connecting people to the outdoors. Studies show that people are happier, more productive, and enjoy improved mental health when they can disconnect from everyday pressures and enjoy outdoor activities in natural settings. Public lands also draw millions of visitors to rural communities and help rural economies. National forests and other public lands are the primary places people can learn about the natural world and begin to understand the delicate, natural, interdependent systems that we must care for, nurture and steward for future generations.

BOTTOM LINE:

We can overcome big challenges by identifying the best opportunities to come together to meet common goals. Through working together and committing to bold strategies we can make a bigger impact to the community by expanding the environmental, social, and economic benefits to present and future generations.

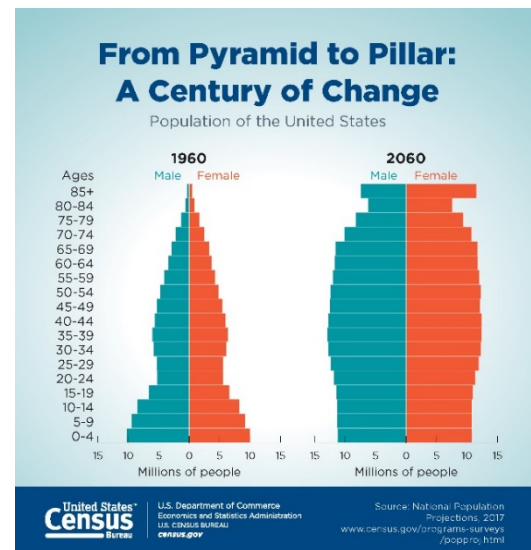
The Basis for the Strategic Goal

MAKING THE CONNECTION BETWEEN THE GOAL& THE CHALLENGES WE FACE

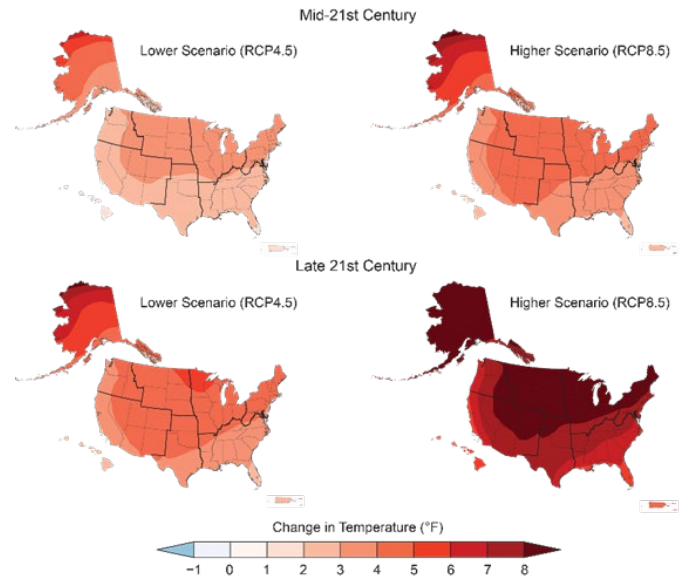
STRATEGIC GOAL #1 - Anticipate changing recreation needs, demonstrate innovative management practices, and sustainably transform to meet 21st century expectations

CHALLENGES

- **DEMOGRAPHICS** - One of the prime indicators of future recreational demand and interest is the forecast for demographic change. The aging of the baby boom generation is one of the most significant trends affecting outdoor recreation. The Census Bureau anticipates the 65-plus population will swell to 82.3 million by 2040, at which time it will represent 21.7 percent of the total U.S. population, and will be larger than the percentage of the population under the age 18.
- **TECHNOLOGY** - A century ago, 60 percent of Americans grew up on the land in rural settings. Today, it is 20 percent. The increasingly urbanized and technology focused American population is seeking interactive opportunities for recreation and expect reliable access to electronic communication and the ability to “plug-in” wherever they go.
- **FUNDING** – Between 2015 and 2018, Land Between the Lakes’ facilities budget has decreased by more than half and between 2015 and 2019 its recreation operations budget has gone down by 30%. Greater fiscal pressures on recreational facilities and program development will come with rising energy and operating costs. The condition of recreation and heritage assets has steadily diminished, resulting in a ballooning backlog of maintenance needs in the amount of \$7.8M. Investing in innovative and sustainable recreation planning, programs, and infrastructure requires funding beyond traditional government sources.
- **CHANGING RECREATION DEMANDS** - What people now choose to do for outdoor recreation is different from choices made by and available to previous generations. Fishing and hunting are still somewhat popular but are being replaced by other activities such as wildlife or bird watching and photography. (Greis, 2013)
- **ENVIRONMENT** - Earth’s climate is now changing faster than at any point in the history of modern civilization. The impacts of global climate change are projected to intensify in the



future. Appalachian Forests are forecasted to experience an increase in temperature under all projections. Regional economies and industries that depend on natural resources and favorable climate conditions, such as agriculture, tourism, and fisheries, are increasingly vulnerable to impacts driven by climate change ([Ch. 7: Ecosystems, KM 3](#); [Ch. 10: Agriculture, KM 1](#)).” (Fourth National Climate Assessment, 2018)



STAKEHOLDER INTERESTS & CONCERNS

Public Comments Received July-August 2018

- “Enhance websites...”
- “Residential facilities should be updated...This would mean upgraded technology, internet access, conference projector(s) and food for adults.”
- “The pay campgrounds must be updated to reflect the expectations of its customers, updated restrooms, Wi-Fi throughout the campground, larger pads for large motor homes.”
- “Too many places there is no cell connection.”
- “The tourists that come to visit Land Between the Lakes often come into neighboring communities and spend money. It is great for the economics of the area.
- “A lot of the areas and facilities need to be updated.”
- “I have been a seasonal camper at Piney Campground for the past 18 years...The campground sites, electrical systems and roads need major repairs and upgrades.”

Common Themes from the December 2018 Community Visioning Session

