1. **SCOPE OF WORK**

## The scope of work in this section is intended to provide the Contractor with an overview of the expectations of NDOR. The scope of work is not only limited to the items listed here. See RFP and all attachments.

## Using data from the State of Nevada sales tax data by county, employment data, and data provided to the awarded Contractor from the Division, the Contractor shall review, analyze, and report to NDOR, data that illustrates the impact that outdoor recreation has made on Nevada’s economy.

## The Contractor shall utilize analysis from the Bureau of Economic Analysis (BEA) Outdoor Recreation Data.

## The Contractor shall ensure that the statewide economic impact analysis reflects the direct spending on outdoor recreation. The Contractor shall ensure that the analysis focuses on value added to gross state product, employment, and attracting/retaining OREC businesses.

## Executive Summary of final outcomes of data and economic impact to the State of Nevada

### Introduction

#### Report Overview

#### Background on NDOR

### Key Concepts and Methods

### Defining Outdoor Recreation explainer

### Estimating Outdoor Recreation Participation and Spending explainer

#### Defining “trip-related spending”

##### Spending that occurs while participating in, or traveling to participate in, an outdoor recreation activity.

#### Defining “equipment-related spending”

##### Spending on outdoor recreation gear, equipment, and apparel (e.g., bikes, fishing rods, binoculars, jackets, backpacks, and seasonal rentals).

#### Total of both = “Total spending on outdoor recreation”

##### Defining participants - local vs visitors

##### Local = those traveling fewer than 50 miles?

##### Visitors = Nevadans traveling over 50 miles & out-of-state travelers

#### What Mobile Device Data Reveals About Visitation explainer *(If using)*

## The Contract should ensure the analysis includes IMPLAN-based output, or approved equivalent, estimate or direct and induced impacts resulting from the direct impacts captured in the BEA outdoor recreation data for 2022.

## The Contractor shall provide analysis to include economic impacts by:

### Activity and Activity-specific trends. Activity includes but is not limited to:

#### Hiking and trail assets

#### Bicycling

#### Hunting/Shooting/Trapping

#### Boating/Fishing

#### Equestrian

#### OHV activities

#### Climbing

#### Tent Camping

#### Wildlife viewing/watching

#### RVing

#### Snow Sports (Skiing, Snowshoeing, Cross-country Skiing, Snowmobiling, etc.)

#### Water Sports (Kayaking, Paddleboarding, Jet Skiing, Canoeing, etc.)

## Industry and Industry specific trends, such as value added to gross domestic products, employment, and compensation.

### Calculating economic contributions and impact of outdoor recreation explainer

#### Critical economic indicators include total spending on outdoor recreation trips and equipment, job creation, incomes, and tax revenues. Other useful indicators of economic health include economic output (or the total spending associated with outdoor recreation, including secondary effects) and the contribution outdoor recreation spending makes to the state’s Gross Domestic Product (GDP).

#### Economic contributions = total economic effects from consumer spending

##### Types:

###### Jobs

###### Labor income

###### Tax revenue

###### Economic output

###### Value added (GDP)

##### Type breakdown:

###### Direct effects – immediate impacts from expenditures (hotels, campsites, restaurants, gas stations, outdoor rec gear retailers, etc.)

###### Secondary effects

###### Indirect effect - impacts that are driven by business-to-business transactions (fresh linens for hotel, produce order for restaurant, etc.)

###### Induced effect - additional economic effects resulting from employees spending their earnings, such as on rent, food, and leisure in Nevada.

#### Any other collection methodology needing to be explained.

#### Results (narrative and compelling, relevant figures)

##### Participation & Spending

###### Participant days

###### Participation by activity

###### Location of activity

###### Trip-related spending by county - *CONDUCTED BY UNR*

###### Equipment-related spending (by industry and/or activity) - *CONDUCTED BY UNR*

#### Spending that is self-supported vs. guided/commercial based OREC activities.

##### Visitation and trip-related expenditures by land manager, by state park or servicer of are

#### Economic Contributions - state-wide and by county, state legislative district (State Senate and Assembly), and by Congressional District

##### Population-weighted Economic Contribution ($/resident)

##### Economic output (total spending associated with outdoor recreation, including secondary effects)

###### Direct

###### Indirect

###### Induced

1. Contribution of OREC to GDP (value added)

ii. Tax revenue (benefit to the state/local: sales tax, income/property, transient lodging, rental cars, fuel, airports, etc.

#### Jobs

##### OREC related employment - Travel Nevada may have current data, or the Nevada Dept. of Employment and Training (DETR), although this might not be industry specific enough. UNR MAY HAVE CURRENT SPECIFIC DATA FOR THIS AS WELL.

##### Percent/# of Jobs that are recreation-supported jobs.

##### Labor Income

##### Business relocation: connection between investments in outdoor recreation as a driver for broader economic development efforts in non-OREC sectors

##### Employee recruitment/migration to NV because of OREC assets

###### Economic contribution of OREC visitors

1. Visitor type (in-state vs out of state)

#### Economic Contributions by Activity (spending)

#### Conclusion/Discussion

## The Contractor shall provide economic analysis comparing Nevada to other states overall, by activity and by industry. Comparisons must focus on the share of total state economic activity and raw impact. Nevada should be compared but not limited to California, Arizona, Washington, Oregon, Idaho, Utah, Wyoming, Colorado, and Idaho.

## The Contractor shall utilize government data, new data derived from surveys, and findings from supplemental OREC reports reflecting economic impacts to the state of Nevada.

## The Contractor shall use visitation data and information on the average spending from previously conducted surveys, and reports to estimate total spending, then estimating results of direct and induced impacts from the increased economic activity. The Nevada Division of State Parks, the National Parks Service, and the Bureau of Land Management should be able to provide visitation reports on Parks and recreational areas on said lands throughout the state.

## The Contractor shall detail underlying data and additional analysis needed to be conducted for the following:

### User Survey’s (if collected)

### Pre-collected data such as data found in the Nevada SCORP. The Contractor shall research this and locate additional existing survey data.

## The Contractor shall analyze data collected by the state of Nevada and its county governments. The contractor will work with the University of Nevada Reno to collect state and county government data.

* 1. Depending on data received, the Contractor shall provide:

### Mapping visitation across local, state, and federal (public) lands/parks, and analyze trends to identify how existing and new amenities are influencing visitation patterns over time.

### Analysis of hunting and fishing license data that can be obtained through the Nevada Department of Wildlife (NDOW), as well as related surveys and harvest data, to understand where people are hunting and fishing, and how location preference for said sports are changing.

## The Contractor shall estimate the consumer surplus from outdoor recreation at outdoor recreation hubs such as, but not limited to:

### Lake Tahoe Basin with a Nevada based focus but generalized visitation and use information to include the California side of the Lake, Great Basin National Park, Lake Mead, Valley of Fire State Park, Lamoille Canyon in Elko, Sand Mountain in Fallon, the Black Rock Desert including Burning Man, and Red Rock Canyon.

### All Nevada state parks with focus on: Ice Age Fossils, Berlin-Ichthyosaur, Cathedral Gorge, Lahontan, Rye Patch, Sand Harbor, Spooner Lake, Van Sickle, Walker River, and Washoe Lake.

## Features/Call Outs/Special Topics

### Detailed Lake Tahoe Basin feature

### Detailed out of state visitors to the Greater Las Vegas Area callout (Red Rock Canyon NCA/Spring Mountains NRA/Sloan Canyon NCA/Lake Mead NRA), Avi Kwa Ame NM, 7 Magic Mountains, Nellis Dunes

### Detailed Carson Ranger District/Reno/Carson City feature, BLM Sierra Front FO, Stillwater Office (Sand Mountain Recreation Area).

### Nevada State Parks

### Dark Skies market analysis of the potential of dark sky tourism (recreation)

### Basin and Range Dark Skies Feature – tourism, public lands, and overlap with outdoor recreation.

### Economic Contributions of Outdoor Recreation in Action/Community spotlights (Destination Profile Snapshots of local park recreationist (Reno/Sparks), a regional visitor (Ely), as a benefit to natural resource (mining) industry (Elko), conference/event (Mesquite)

### Outdoor Recreation expenditures by demographic (age, income brackets, gender, race/ethnicity, families v. single adults, remote workers v. not, etc.) Need focus here on how OHV is driving economies (races, tours, organizations and organized groups, overlanding, adventure motorcycling, public lands dirt bikes etc.

### Economic impact of funding for outdoor recreation (Land Water Conservation Fund (LWCF), Recreational Trails Program (RTP), Off Highway Vehicle (OHV) Program, Nevada Outdoor Education and Recreation Grant (NOER), Nevada Outdoor Recreation Infrastructure (NORI) Grant, Conserve Nevada Grant, etc.

### Guides and outfitters (all forms)

### Impact of OREC on NV Resort Industry

### Outdoor industry warehousing and logistics

### Health Benefits of Outdoor Recreation and cost savings

### Non-Motorized Trails, backpacking, rock climbing, equestrian

### Snow sports – skiing, snowboarding, snowshoeing, snowmobiling, XC skiing, etc.

### Negative impacts of large climate events (major winters, Hurricane Hilary) and best practices for climate resiliency.

#### Showing lack of funding to repair access to the outdoors and OREC assets.

## Appendices (lists and/or maps to highlight assets and tables or other visual aid to present data)

### Outdoor recreation infrastructure and OREC activity based around the Dark Skies Program.

### Recreational Lands Included in This Study

#### Department of Interior

##### National Park Service (Great Basin N.P., Lake Mean N.R.A, Death Valley N.P., Tule Springs Fossil Beds N.M.)

##### Bureau of Land Management – Nevada, Red Rock Canyon National Conservation Area

##### U.S. Fish and Wildlife Service

##### U.S. Bureau of Reclamation

#### Department of Agriculture

##### Humboldt-Toiyabe National Forest

##### Lake Tahoe Basin Management Unit

##### Fraction of Inyo National Forest

#### U.S. Army Corps of Engineers

#### Nevada Department of Wildlife

#### Nevada Division of State Parks

#### Nevada Division of State Lands

#### Nevada Division of Forestry

#### County Parks, Trails and Open Space

##### Carson City

##### Churchill

##### Clark

##### Douglas

##### Elko

##### Esmeralda

##### Eureka

##### Humboldt

##### Lander

##### Lincoln

##### Lyon

##### Mineral

##### Nye

##### Pershing

##### Storey

##### Washoe

##### White Pine

#### City Parks, Trails, and Open Space

##### Boulder City

##### Caliente

##### Carlin

##### Carson City

##### Elko

##### Ely

##### Fallon

##### Fernley

##### Henderson

##### Las Vegas

##### Lovelock

##### Mesquite

##### Minden/Gardnerville/Genoa

##### North Las Vegas

##### Reno

##### Sparks

##### Wells

##### West Wendover

##### Winnemucca

##### Yerington

##### Beatty

##### Eureka

##### Tonopah

##### Incline/Stateline

#### Tribes and Tribal Lands – Asset calculations for cultural sites, interpretive sites, historic sites, and whether they are currently utilized for OREC of any kind (walking paths, hiking, art sculpture sites, cultural interaction, etc.), a potentially identify gaps for future infrastructure and new OREC sites. *This could possibly be narrowed down to only Federally Recognized Tribes.*

##### Te-Moak Shoshone Tribe

##### Washoe Tribe of Nevada & California

##### Confederated Tribes of Goshute

##### Duck Valley Shoshone-Paiute Tribe

##### Duckwater Shoshone Tribe (31,229 acres)

##### Ely Shoshone Tribe (3,625 acres)

##### Fallon Paiute Shoshone (8199 acres)

##### For McDermitt Paiute-Shoshone Tribe (19,094 acres)

##### Las Vegas Paiute Tribe (3,908 acres)

##### Lovelock Paiute Tribe (20 acres)

##### Moapa Band of Paiutes (71,294 acres)

##### Pyramid Lake Paiute Tribe (475,085 acres (includes 112,000 acres of lake surface)

##### Reno Sparks Indian Colony (13,434 acres)

##### Summit Lake Paiute Tribe (12,573 acres)

##### Timbisha Shoshone Tribe (5,500 acres of Nevada land in trust)

##### Walker River Paiute Tribe (325,000 acres)

##### Winnemucca Colony Council (340 acres)

##### Yerington Paiute Tribe (1,635 acres)

##### Yomba Shoshone Tribe (4,681 acres)

#### Private Land Trusts

##### County Level Results -- All Recreation

##### County Level Results -- Public Land Recreation

##### Legislative Districts (Senate and Assembly) -- Total Expenditures

##### Congressional Districts -- Total Expenditures

##### (List or map?) Federal Land Management Agency Districts (BLM and USDA Forest Service—14 total)

#### US Forest Service Humboldt-Toiyabe National Forest

##### Austin-Tonopah Ranger District

##### Bridgeport Ranger District

##### Carson Ranger District

##### Ely Ranger District

##### Mountain City-Ruby Mountains-Jarbidge Ranger District

##### Santa Rosa Ranger District

##### Spring Mountains National Recreation Area

#### US Forest Service Lake Tahoe Basin Management Unit

#### Bureau of Land Management Nevada

##### Battle Mountain District – to include Tonopah Field Office (FO), Mt. Lewis FO

##### Carson City District – Sierra Front FO, Stillwater FO, Pistone Black Mountain NCA (National Conservation Area), Numunaa Nobe NCA

##### Elko District – Wells FO, Tuscarora FO

##### Ely District – Bristlecone FO, Caliente FO, Basin and Range NM (National Monument), and potentially the Swamp Cedars NCA or NM soon

##### Southern Nevada District – Las Vegas FO, Pahrump FO, Redrock Canyon NCA, Sloan Canyon NCA, Avi Kwa Ame NM

##### Winnemucca District – Black Rock High Rock emigrant Trail NCA, Humboldt River FO

#### Tourism Region Results (6 total)

##### Cowboy Country

##### Reno-Tahoe

##### Pony Express Territory

##### Nevada Silver Trails

##### Las Vegas

##### Indian Territory

#### Tribal Nations -- Total Expenditures

##### Te-Moak Shoshone Tribe

##### Washoe Tribe of Nevada & California

##### Confederated Tribes of Goshute

##### Duck Valley Shoshone-Paiute Tribe

##### Duckwater Shoshone Tribe (31,229 acres)

##### Ely Shoshone Tribe (3,625 acres)

##### Fallon Paiute Shoshone (8199 acres)

##### Fort Mohave

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##### Yomba Shoshone Tribe (4,681 acres)

#### Projects funded by Q1, Conserve Nevada, RTP and LWCF during the past decade.

### A comprehensive and collaborative inventory of local, state, and federal land assets to highlight current supplies and gaps in asset needs for parks and outdoor recreation areas. Assets will include but are not limited to:

#### Asset List

##### Trash receptacles and dumpsters

##### Vault toilets, compositing toilets, flushing toilets, pit toilets, public bathrooms.

##### Shower facilities (stand alone, combined with a restroom such as vault/pit, composting, flushing etc.

##### Trailhead with parking, without parking, with restrooms

##### Designated trails – paved, natural surface, pedestrian only, equestrian only, bike only, OHV only, non-motorized use multi-use, motorized multi-use, interpretive, water.

##### Defined provisions for ADA access trails

##### Designated rock-climbing areas

##### Signage-trailhead, Interpretive and culture

##### Kiosks

##### Playgrounds/play areas

##### Boat ramps/docking stations, pier-motorized launch sites, non-motorized launch sites.

##### Fish cleaning stations

##### Camping sights – primitive, developed (non-RV), RV Hook-ups

##### Dumping stations.

##### Picnic tables/picnic areas

##### Fire pits, BBQ areas, fireplaces

##### Bridges

##### Monuments

##### Viewing scopes

##### Viewing areas, Dark Sky and scenic

##### Water hydrants/hydration areas

##### Bike maintenance stations (air pumps, racks)

##### Parking including equestrian parking.

##### OHV staging areas

##### Visitor centers

##### Amphitheaters

##### Stages

##### equestrian arenas

##### cabins

##### yurts

##### disc golf courses

##### dog parks

##### Soccer fields

##### Football fields

##### multi-purpose fields

##### baseball/softball fields

##### basketball fields

##### tennis courts

##### pickleball courts

##### volleyball courts

##### beach volleyball courts

##### horseshoe pits

##### Public golf courses

##### public shooting ranges

##### public archery ranges

##### downhill skiing facilities

##### cross country skiing facilities

##### ice-skating rinks

##### in-line hockey rinks

##### skateboard parks

##### pools

##### splash pads

##### water parks

##### botanical gardens/arboretums

##### community gardens

##### day use areas

##### group use areas.

##### State Historic Markers/sites

###### Please see the attached SCORP asset inventory log for a spreadsheet and additional asset criteria.

## The Contractor shall focus on capturing the difference between what recreators spend and how much they would be willing to spend to participate in a recreational activity. The contractor shall utilize additional databases on outdoor recreation consumer surplus by activity type to estimate the total consumer surplus from outdoor recreation in Nevada.

## The Contractor shall utilize the Nevada Trail Finder website <https://www.nvtrailfinder.com/> to capture inquiries for travel and trail planning options. The Contractor will reach out to NDOR GIS Mapping Analyst to acquire trail and point of interest data. Final data from NVTrailfinder.com and other resource data will include state level statistics for the following but not limited to:

### Distribution of cycling, hiking, and running activities across the state, including trail systems to show data for activities and allocation of gender and place of residence.

## The Contractor shall use the World Health Organization’s (WHO) Health Economic Assessment Tool (HEAT), along with state and local Health organizations data to capture the health benefits of walking and cycling and the extrapolation to other activities such as hunting, fishing, kayaking, hiking, and paddleboarding to determine health cost-benefits for outdoor recreation.

## The Contractor shall provide examples of how to apply HEAT to assist in outdoor recreation infrastructure decisions where it applies.

## Before the research begins, the Contractor shall meet with the Nevada Division of Outdoor Recreation Administrator and staff members about data collection and research outcomes.

# DATA AND STORAGE REQUIREMENT

## All servers and data associated with a resulting contract must reside in the continental United States.

# OWNERSHIP REQUIREMENTS

## The Contractor shall provide, at no charge to NDOR, all records, documents, reports, data, recommendations, and/or printing elements produced under a resulting contract to NDOR or NDOR’s designee, within seven (7) business days of NDOR’s request, contractor termination, or contract cancellation.

### The Contractor shall follow the method of delivery determined by NDOR.

### This requirement does not refer to the Contractor’s intellectual property.

## All data, records, files, and other information relating to the NDOR account must remain the property of NDOR and must be released to NDOR with the contract ends.

## In addition to required reporting analysis, the Contractor shall provide to NDOR the raw, primary data from all research and analysis completed under a resulting contract.

# Overview/Goals

## The objectives and goals of this RFP are to contract with a Firm/Contractor who will provide data, metrics, photographs, maps, summaries, surveys and their results, indices and references for outdoor recreation, outdoor industries, and outdoor business, but are not limited to the following categories:

### The overall statewide economic impact of outdoor recreation

### Regional economic impact for outdoor recreation (OREC) throughout the state for city, county, and state congressional areas.

### Show how economic impact is distributed across recreational sectors and specific activities.

### Demonstrate how Nevada compares to other states in outdoor recreation.

### Show the economic value of featured outdoor recreational amenities, such as, but not limited to Great Basin National Park, Lake Mead, Lake Tahoe, the Black Rock Desert, and the Ruby Mountains.

### The economic impact that OREC activities and businesses have on Nevada’s GDP, the resort industries, and overall economy.

### The impact OREC has on attracting and retaining other business industry to the state of Nevada such as the mining and casino/resort industries.

### The top three opportunities for growth by industry sector within or due to outdoor recreation

### Analyze data and provide analysis of data to NDOR for the EIA in a manner that is easy to comprehend and follow with limited questions or interpretation.

### Create a final, well designed, compelling finished project for distribution.

# ATTACHMENTS

## Please see all other attachments to this document for reference including but not limited to:

### Appendix I 2021 Nevada Outdoor Recreation System Asset Inventory

### NDOR Abbreviated Business-Strategic Plan 2023,

### NDOR Division Overview

### Transition Memo,

### NDOR EIA outline from strategic plan perspective

### Nevada Federally Recognized Tribes

### Outdoor Recreation Satellite Account Methodology

### World Health Org HEAT tool