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# North Country Power Sports Economic Impact Initiative [Project Proposal]

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## PSU Integrated Cluster (IC) Project Funding Process & Proposal Form

**Project Proposal Submittal Process:** All IC projects requesting funding will require the completion and submittal of three (3) forms:

- Project Proposal Form – project scope & outcomes** (*included in this document*)
- Project Guidelines Form – reflective document outlining desirable IC project attributes**
- Project Budget Form – Excel spreadsheet to facilitate budget planning**

### **Instructions for Submitting Project Proposals:**

- ✓ Download the 3 forms to your computer
- ✓ Complete the forms and save them; including the title of your project in the file name
- ✓ Forward the 3 files via email to the IC Project Manager, Ross Humer  
[rhummer@plymouth.edu](mailto:rhummer@plymouth.edu)
- ✓ Project Proposal will be logged & forwarded to the appropriate IC Guide Team

If not reviewed in advance of the submission, it is important to discuss the Project with the IC Guides to review, refine, and rework (if necessary) to obtain funding approval.

**Project Funding Review Process:** All proposed projects will be reviewed by the Cluster Guide team. Depending on the level of funding amounts being requested, the proposal request will follow the process outlined as follows:

- **Level 1:** Any project with a proposed budget of less than or equal to \$1,000 can be approved by the Cluster without additional review
- **Level 2:** Any project with a proposed budget of \$1,000 but less than \$5,000 can be approved by the IC Project Review Team, which is made up of representatives from each of the 7 Clusters (*see release time exception directly below*)
- **Level 3:** Any project with a proposed budget of \$5,000 or greater **or** requires faculty release time, must be first endorsed by the IC Project Review Team and submitted to the Academic Deans for review and approval

The project funding approvals are limited to one academic year; projects which require additional funding in subsequent years will need to be resubmitted annually for review and approval.

**Deliverables:** At the conclusion of the academic year, a deliverable to the Integrated Cluster Proposal Review Team and Academic Deans is required in order for the project director/coordinator, artist, or author and collaborator(s) to be eligible for future funding. This reporting requirement may be met by numerous means which will be identified as this process matures. It is anticipated that awardees will present their works before a wide public gathering to be scheduled during the upcoming Academic Year.

**Instructions for the PSU Integrated Cluster Project Proposal Form:** Please complete all of the elements of the following form in the spaces provided before saving and then submitting the document.

## **PSU Integrated Cluster Project Proposal Form**

**Title:** North Country Power Sports Economic Impact Initiative

**Project Leadership:** Brad Allen, professor of business

**Project Description:** The north country of New Hampshire (above the notch) is a region of the state that has experienced severe economic deterioration over the past 20 years due to the closing of many mills and other major employment sources. As such, a dependency upon hunting, fishing, tourism, and snowmobiling have become a primary economic driver however climate change has further eroded these seasons reducing out of state visitors to these small towns. Over the past five years the 12 regional all-terrain vehicle clubs (ATV) have partnered with regional government to combine their summer trail systems creating the Ride the Wilds network of ATV trails that combined represent over 1,000 miles of maintained riding environments for ATVs. The Ride the Wilds trail system is one of the best in the country and represents a unique partnership between the ATV clubs, local businesses, and private land owners. Local governments have relaxed restrictions to allow ATV's to travel on designated streets and roads so that trail systems can connect and riders can access local restaurants, gas stations, hotels, and shopping with no modifications of the machines or special state registrations.

The scope of this project is to develop an economic impact study baseline to show how much this industry impacts the regional economy. It is also the objective of this project to take the foundational benefits that have been created and develop new economic impact opportunities to promote responsible recreational vehicle usage.

### **Project Goals and Outcomes:**

- 1. Project Goals – Briefly identify and describe the objectives of this project:**
  - Develop an economic impact metric (s) to demonstrate how ATV tourism impacts the regional economy.
  - To enhance the relationship between private landowners that allow trails to go through their properties creating trails with the local community and visitors using the trails.

- To partner with major equipment vendors to continue to develop machines that are offering features that promote safe, environmentally aware ATV's for the New Hampshire market.
- To increase revenues to the small towns within the Ride the Wilds trail network in the north country of New Hampshire.
- To position the university as a leader in organizing resources and research to benefit regional businesses.

**2. Student Learning Outcomes – Outline the expected student learning outcomes.**

Students will learn about the balance between environmental stewardship and economic development. The north country of New Hampshire is in dire need of explore new ways to attract people from around New England to discover the natural beauty and local tourism experiences. Responsible all terrain vehicle riding is growing across the country and modern all terrain vehicles are safe, reliable, and fun. Students will experience the different perspectives of how to balance limiting negative environmental impacts with the entrepreneurial experience of nurturing a new industry for the North Country. Learning more about this region of the state will also show the diversity of natural resources and how they tie into living in another region of the state.

**Rationale and Impact:**

Considering the questions below, please write your project rationale and impact statement.

Include how this project will further the Mission and Vision of PSU with respect to 1) fostering collaboration across disciplines; 2) addressing a relevant societal issue, and 3) establishing relationships with community partners, external institutions, companies, non-profits, schools, government agencies, etc. and 4). Making an impact

How does this proposed project advance the Integrated Cluster mission and vision? How does this project facilitate high impact teaching and learning, cross disciplinary collaboration, student engagement and partnership involvement, and real world problem exploration? What are the anticipated impacts of this project?

Is this project an extension of work already in progress, or an entirely new endeavor? Does it integrate with areas that team leaders are already teaching or is it an opportunity to delve into unfamiliar content or a bit of both?

**Project Rationale and Impact Statement:** The north country portion of the state of New Hampshire is an area of economic challenge due to a combination of factors that include loss of industry and brain drain of young people leaving the area. Plymouth State University has focused on business, tourism, and environmental studies for many years while seeking to provide resources to this important region of the state. This project will assist entire communities to embrace and maximize the economic impacts of this growing recreational

activity. The university can play a vital role in organizing the diverse group of stakeholders while also providing interns and research capabilities to key portions of the project.

There currently is focus on the north country as a region but not from an applied economic development standpoint so I am excited about this project. The primary objective of this cluster project proposal is to increase responsible recreational vehicle riding in the northern region of the state. This will create new revenue streams for a variety of community businesses and potentially grow those businesses creating jobs. Plymouth State University as a facilitator of this process will assure that balanced objectives between revenue and environmental stewardship. Simply adding more riders will stress the law enforcement resources and also damage the relationship between the riders and private land owners in these small communities. The goal of this project is to listen to all stakeholders involved, identify common objectives and challenges, and then propose solutions to supporting all parties. This process needs a partner like the university to provide innovation, entrepreneurship, and leadership to these processes ideally resulting in a new industry that promotes the community and natural beauty of this part of the state.

## Project Team

PSU Project Participants (essential core team participants including faculty and staff)

Name	Position/ Title	Project Role	Discipline/ Specialty	Email
Brad Allen	Professor of business	Lead of project.	marketing	callen@plymouth.edu
Anne Jung-Matthews	Associate Professor	Research / data	Research	amjung@plymouth.edu
Adam Keul	Assistant Professor of Tourism	Co-create survey	Tourism leadership	awk1001@plymouth.edu
Todd Kent	ITS	PSU technical support	Will purchase equipment and run decibel reading program of equipment.	twkent@plymouth.edu

Non-PSU Project Participants (stakeholders; partners; academic institution; etc.)

Name	Organization	Project Role	Discipline/ Specialty	Email
Corrine Rober	Bear Rock Adventures	Industry expert	Owns regional business	bearrockadventures@gmail.com
Lisa Whalley	HK Power Sports	Equipment Retailer	Sale, marketing of equipment, safety of machines	lwhalley@hkplaconia.com
Kevin Peterson (763-229-9137)	Polaris	Manufacturer of ATVs' and snow mobiles	Engineering, safety, sound impacts	Kevin.peterson@polaris.com

**Student Participant Profile** (Identify the student population/s to be engaged in the project. Identify if this has been or is planned to be incorporated into curricula)

Class/ Student Organization/ Individuals	Role in Project	Academic Level (Undergraduate or Graduate)	Academic Discipline	Total Student Population
North Country Students	Regional advisors, sales	Under graduate	all	TBD
MAPS	Create marketing, social media improvements. Create new trail signs	Under graduate	all	80-100

### **IRB (Institutional Review Board) Compliance**

IRB Compliance: <http://www.plymouth.edu/office/institutional-review-board/>

- This project DOES NOT require IRB compliance
- This project DOES require IRB compliance (*complete below*)

IRB Approval Status:

IRB Approval Date: 9/22/2016

Any funding approvals of IRB-required projects are contingent on obtaining IRB approval. There is a anonymous customer profile survey is being approved this week after I complete my IRB online training modules.

### **Project Management: Timeline and Milestones**

Identify the timeline for the project including start, completion, and major project milestones. A closing report will be required as a part of the project funding process.

**Project Start Date:** September 2016

**Project Complete Date:** 5/1/2017

<b>Project Milestone</b>	<b>Milestone Description</b>	<b>Target Completion Date</b>
<b>Organize Group Meeting</b>	<b>I hope to bring together all the stakeholders identified in the project at PSU to identify winter initiatives.</b>	<b>11/15/2016</b>
<b>Attend Polaris RZR Camp</b>	<b>Polaris is hosting a major customer appreciation event in Berlin NH. This will be largest ATV event on east coast in 2016</b>	<b>9/23-24/2016</b>
<b>Travel to Polaris Corporate HQ in Minnesota</b>	<b>The project hopes to identify equipment modifications that can be manufactured in NH to reduce the sounds ATV's make and expand benefits to private land owners.</b>	<b>12/15/2016</b>
<b>Results from two surveys, existing ATV owners and prospective ATV owners</b>	<b>This research will identify why people are interested in riding ATV's and trail riding. These results can be shared with regional tourism and chamber of commerce offices in key towns. These results can also be of interest to Polaris.</b>	<b>2/1/2017</b>
<b>Create new trail signs for major areas</b>	<b>Modernized, icon driven trail signs is an opportunity to improve safety, market regional businesses, and promote responsible riding in the trail system</b>	<b>4/1/2017</b>

Please identify any pre-project education or training for students, faculty, and staff that would be helpful for your project team to have in advance to begin work on a strong footing (e.g., skill training, concepts), and identify any training and education that you are willing to help provide during the preparatory period for the project team before team work formally begins.

Student Education/ Training Requirements: None