OSU Extension Is Helping Grow Lake Erie Tourism, an $11 Billion Industry

Ohio Sea Grant’s Tourism Program helps coastal counties add new business and jobs — and keeps a unique place special.

Lake Erie tourism is good for Ohio. It brings jobs and economic development. And when Mark Winchell, executive director of the Ashtabula County Convention & Visitors Bureau, wanted to ramp it up in his county, he turned to Ohio Sea Grant’s Tourism Program, a part of OSU Extension.

Melinda Huntley, the program’s director, helped Winchell lead Ashtabula County’s first-ever Tourism Summit. With Huntley as facilitator, participants laid “the ground work,” Winchell says, “for a future vision of what Ashtabula County can be.” In fall 2010, the group rolled out its action plan.

Huntley has two goals in her work: broaden the economic impact of Lake Erie tourism; and identify, protect, and improve what makes the lake special. The aim is being sustainable. “Sustainable tourism diversifies the economy and gives a dollar value to the resources that make our communities unique,” she says — and that improves both our economy and the environment.

More information: http://go.osu.edu/69
We connect with people in all stages of life, from young children to older adults. We work with families and children, farmers and business owners, community leaders and elected officials to build better lives, better businesses, and better communities to make Ohio great. OSU Extension delivers targeted, relevant, research-based information and programs to meet the needs of Ohioans at a local level and address emerging issues. OSU Extension is jointly funded through a line item in the State of Ohio’s budget, from county funds, and by the federal government.

AGBIOSCIENCES
We work with farmers to strengthen their businesses, adopt new technology, and improve efficiency while protecting the environment.

HEALTH AND NUTRITION
We teach nutrition, food safety, and other life choice skills to help Ohioans live healthy lives.

HOME AND FAMILY
We build strong families by offering programs and information to all Ohioans on childcare, parenting, family life, adult development and aging, and balancing life, jobs, and families. We also teach people to manage money and prepare for retirement.

4-H YOUTH DEVELOPMENT
Our 4-H program is part of a community of young people across America who learn about leadership, citizenship, and life skills. More than 330,000 young people, aged 5 to 19, experience hands-on learning through participation in clubs, camps, and after-school programs in urban, suburban, and rural communities statewide.

LAWN AND GARDEN
Using Extension as a resource, homeowners enhance the value of their homes and communities. We also train Master Gardener Volunteers to apply and share research-based yard and garden information.

NATURAL RESOURCES AND THE ENVIRONMENT
We protect Ohio’s natural environment by working with landowners in managing woodlands and preserving streams and other water resources, such as Lake Erie.

COMMERCIAL HORTICULTURE
We grow Ohio’s important green industry by creating jobs, improving workforce skills, and enriching the knowledge of professionals in turfgrass management, landscaping, and nursery companies.

BUSINESS AND ECONOMICS
Our job readiness training improves the skill level of potential employees and works with communities to attract new businesses and encourage retention and expansion among current employers.

COMMUNITY
We enhance communities and neighborhoods by partnering with businesses, current and emerging community leaders, and elected and appointed officials. We inform residents, leaders, and entrepreneurs regarding local development issues and increase the knowledge base for individual and community decisions.

EMPOWERMENT THROUGH EDUCATION
http://extension.osu.edu

ENHANCING AGRICULTURE AND THE ENVIRONMENT
Ohio’s diverse agricultural, horticultural, and forestry industries contribute more than $94 billion to the state’s economy every year. Ohio State University Extension assists with technology, marketing, and educational support, protecting Ohio’s position in the global marketplace. OSU Extension also works to enhance and sustain the environment and natural areas in the state, balancing economic advancement with environmental sustainability.