

Economic Roundtable 101

Building Business Relationships and Connecting Community Voices



Photo Credit: Alex Hancock @digitalnomadvideo



Photo Credit: Colin Barrows @CactusToCloud

Presenters:



Jazzari "Jazz" Taylor, Policy Advocate - Advocate for Equity in the Outdoors, Latino Outdoors



Karin Jaffie, Marketing and Development Associate, Friends of the Desert Mountains

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Introduction

Objectives



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Participants will leave with practical tools and strategies for building relationships with businesses and designing economic roundtables that connect businesses, organizers, and elected offices around shared community priorities.

Workshop Objectives

- Understand the intersection of businesses, recreation economies, and public lands
- Explore why businesses are important to community, policy, and “stakeholders”
- Learn strategies for relationship-building before formal engagement
- Identify how mixers and community events can support future economic roundtables
- Develop practical outreach and organizing strategies adaptable to local communities.

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Jazz: “Good morning/ afternoon, everyone, and thank you all for being here today. My name is Jazzari Taylor, and I serve as a Policy Advocate with Latino Outdoors. My work focuses on public lands advocacy, relationship-building, and connecting communities to outdoor spaces and to policy engagement in culturally grounded, community-centered ways.”

Karin: “Good morning/ afternoon, everyone. My name is Karin Jaffie, Marketing and Development Associate with Friends of the Desert Mountains. Karin’s work focuses on conservation education, coalition-building, and equitable community engagement across desert communities and public lands. [Anything else you would like to add]”

Jazz: We’re excited to share this space with all of you because this workshop is really about a continued wave of growing relationship building. Today’s conversation focuses on how we build meaningful, long-term relationships with businesses and create economic roundtables that connect business leaders, community organizers with congressional and legislative offices, and local “stakeholders”. Public lands conversations often focus only on conservation or recreation, but this work is also deeply connected to local economies, tourism, workforce opportunity, small businesses, and people's livelihoods that deeply rely, thrive or even survive on them.”

Karin: “Our hope is that participants leave this training with practical tools, strategies, and ideas that can be adapted and implemented within their own communities and organizing priorities. House rules: Feel free to step away at any point during this time, listen and respect everyone's thoughts, opinions, and experiences here today as we are all here with an open mind and heart as learners, and understand that there are many different approaches and opinions to grow as leaders in our communities and “conversation movement” but one thing that remains true is that it needs us all! All hands on deck to protect Mother Nature, animals, plants, and communities we all care so much about.”

Jazz: “ We also want to remind everyone that this is a safe space for curiosity, learning, and that there is not one way to go about the experiences and approaches in this session. There are many opportunities for ongoing improvement, and we are always learning how to improve. With that being said, we welcome feedback, but please hold all questions until the end of the presentation. We have left postcards on the table. If anything comes to mind you’d like to note between now and the end, revisit for yourself, or if you have a question. We will also have a survey at the end with room for questions, should time be limited, and we cannot get to it right away. Thank you again for joining us at the Economic Roundtable 101 Presentation and Workshop.

Why Are We Here?



This workshop will explore

- Why do businesses matter in public lands and community organizing work?
- How to build trust and relationships before formal engagement?
- The role of mixers, outreach events, and community gatherings.
- How can economic roundtables connect businesses with congressional and legislative offices?
- Practical outreach strategies adaptable to your own region or community.

Training Goals

- Relationship-building
- Community-centered outreach
- Business engagement
- Long-term coalition development
- Shared community priorities

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Jazz: “Before we begin, we want to ground ourselves in why we are here together today. This workshop was created because relationship-building with businesses is often overlooked in organizing spaces, even though businesses are deeply connected to community identity, local economies, tourism, recreation, and public perception. Many businesses already care deeply about their communities, but they may not yet see how public lands, recreation economies, tourism, or policy conversations directly connect to them.”

Karin: “Part of our work as organizers is helping bridge those connections in authentic, respectful, and culturally competent ways. This means welcoming folks from all walks of life, interests, political parties, languages, cultures, and backgrounds into meaningful conversations, learning environments, and

Today, we will talk about

How to build trust before formal engagement?

How to meet businesses where they already are?

How informal spaces like mixers and community events can support relationship-building?

How economic roundtables can connect businesses, organizers, and elected offices around shared priorities?

Most importantly, we hope participants leave this training feeling equipped with adaptable tools and strategies that can support organizing efforts within their own communities.”

Jazz: “Before we begin, we recognize that we occupy the original homelands of the Cheyenne, Arapaho, and Ute nations, still inhabited and cared for by the native Peoples, caretakers of this land; including the over 48 diverse Indigenous nations that occupied these lands, prior to forced relocation. Here in Denver, Colorado, we honor and pay respect to their elders and descendants; past, present, and emerging; as they continue their stewardship of these lands and waters.

We acknowledge that settler colonization resulted in land seizure, disease, subjugation, slavery, relocation, broken promises, genocide, and multigenerational trauma. This acknowledgment demonstrates our responsibility and commitment to the truth, healing, and participation & support in reconciliation. We are grateful to have the opportunity to visit, live, and work on these ancestral lands far and in between. We are dedicated to relationship building, unlearning, relearning, listening here and across the nation.”

Interactive Poll

[MentiMeter](#)



What comes to mind when you hear 'public lands + business' ?



Photo Credit: Colin Barrows @CactusToCloud



Photo Credit: Protect CA Deserts Coalition

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Jazz: “Before we dive in, we want to hear from you. Please pull out your phones or laptops if you have them handy and participate in this quick MentiMeter Poll. For those who do not have either, please pair up with someone next to you to submit your answers.”

“When you hear the phrase ‘public lands and business,’ what comes to mind?” [Give 1 minute. Pause briefly to allow responses.]

[As you look at the responses coming in, notice the variety of perspectives. Some people may immediately think about tourism or recreation, while others may think about jobs, economic growth, environmental concerns, local identity, or community investment.]

Karin: “ Does anyone like to share what they typed and reasoning(s)? [1- 3 participants]. This exercise helps us understand how people already frame this work and what opportunities may already exist in our communities. [Share what else you observe and takeaways.]”

How We Got Here

Chuckwalla, Coalition Power, and Public Lands

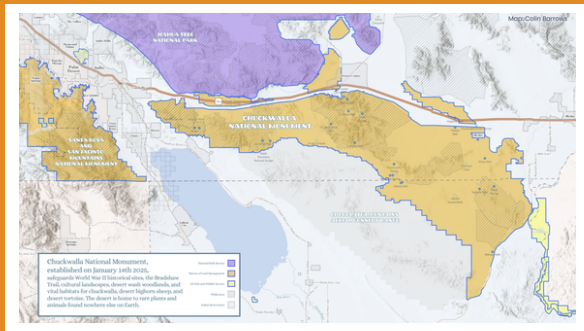


Photo Credit: Colin Barrows @CactusToCloud

Key points

- Chuckwalla National Monument was established in 2025 through the Antiquities Act.
- The monument protects more than 624,000 acres of public lands in Southern California.
- The effort was supported by Tribal leadership, community members, conservation organizations, recreation advocates, businesses, and regional partners.
- The Protect California Deserts Coalition helped build support for the designation.
- This work showed the power of broad coalitions and community-centered advocacy.

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(Bureau of Land Management, 2025; CactusToCloud Institute, 2024; Friends of the Desert Mountains, 2025; Latino Outdoors, 2026; and Protect California Deserts Coalition, n.d.)

Karin: “Before we talk about public lands as economic infrastructure, I want to ground us in how we got here. [PCD & Chuckwalla NM background information. Shorten or tighten up where you think is best.]

The Chuckwalla National Monument was established in 2025 by a presidential proclamation through the Antiquities Act and protects more than 624,000 acres of public lands in Southern California (Bureau of Land Management, 2025). These lands include desert landscapes, cultural resources, wildlife habitat, recreation areas, and places that hold deep meaning for Tribal Nations and surrounding communities (Bureau of Land Management, 2025).

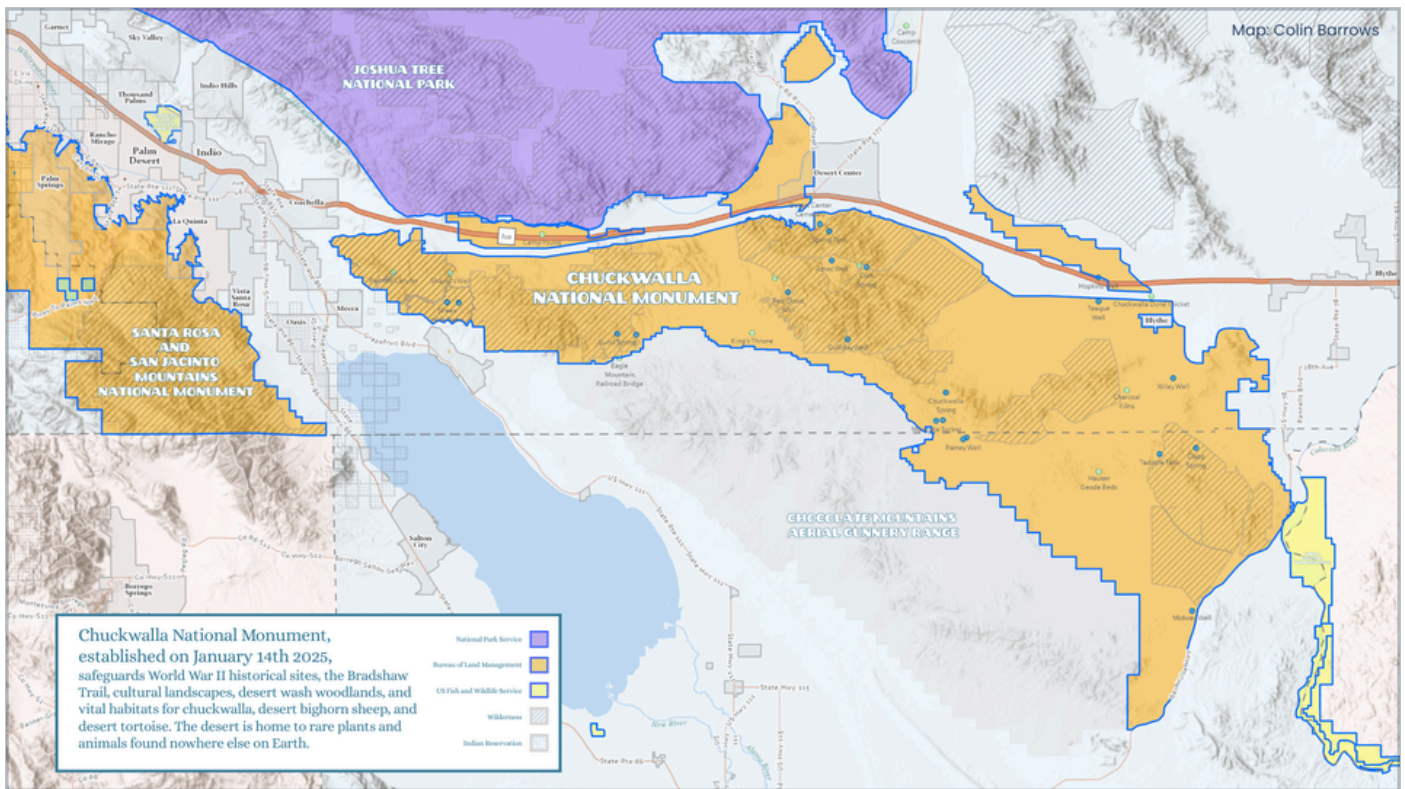
This designation did not happen in isolation. It was the result of years of organizing, relationship-building, storytelling, advocacy, and coalition work. The Protect California Deserts Coalition brought together local, regional, and national organizations in support of Chuckwalla National Monument, focusing on honoring Tribal sovereignty, protecting public lands, supporting recreation, and uplifting the local economy (Protect California Deserts Coalition, n.d.).

Friends of the Desert Mountains described the designation as a Tribal-led effort that protects more than 600,000 acres of desert lands from the Coachella Valley to the Colorado River (Friends of the Desert Mountains, 2025).”

Jazz: “Latino Outdoors has also emphasized that the future of public lands depends on community participation, storytelling, and ensuring that public lands remain accessible and meaningful to the communities connected to them (Latino Outdoors, 2026).

For this presentation, Chuckwalla gives us an important example. It shows what is possible when Tribes, community members, conservation groups, recreation advocates, businesses, and local leaders work together around a shared vision. But it also shows us something else: designation is not the end of the work. It is part of a longer story. After designation, there is still a need for

stewardship, funding, implementation, relationship-building, and public support. That is where this workshop comes in. We are asking: how do we keep building support? How do we bring in additional voices? How do we invite business owners, chambers, tourism partners, and community leaders to speak up on behalf of public lands? We will come back to this later when we discuss current public lands rollbacks, funding threats, oil and gas leasing, changes to environmental review, leadership nominations, and other political shifts that affect public lands. For now, this slide helps us remember that strong coalitions helped get Chuckwalla designated, and strong coalitions will be needed to defend and sustain public lands moving forward.”



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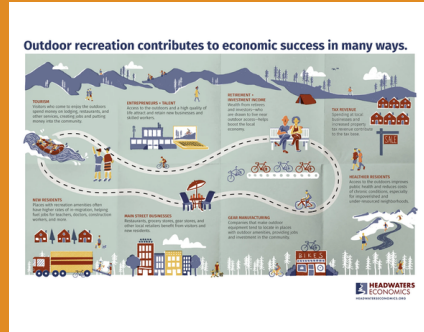
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From Designation to Ongoing Need(s)

Gaps, Shifts, and Business Voices



Photo Credit: Alex Hancock @digitalnomadvideo



Why We Still Need Business Voices?

- Designation is a major milestone, not the end of the work.
- Public lands still need funding, staffing, implementation, and community support.
- Political shifts can affect land management priorities.
- Businesses can speak to economic impacts, jobs, tourism, and community stability.
- Business voices help broaden support beyond traditional conservation audiences.

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[Associated Press, 2025; Headwaters Economy, 2026; Reuters, 2025; & The Wilderness Society, 2026]

Karin: “Chuckwalla’s designation is a major milestone, but it is not the end of the story. Public lands need continued investment, staffing, implementation, and public support. They need communities that understand their value. They need businesses that can explain how public lands connect to jobs, tourism, local revenue, quality of life, and long-term community stability.

This is especially important because public lands are shaped by political decisions. Leadership appointments, agency budgets, oil and gas leasing priorities, changes to environmental review, and public land transfer or sell-off proposals can all affect how public lands are managed.”

Jazz: “For example, public land advocates have raised concerns about the nomination of Steve Pearce to lead the Bureau of Land Management due to his record and positions on public lands and energy development (Associated Press, 2025; Reuters, 2025). National organizations have also continued to raise concerns around public land sell-offs, monument rollbacks, expanded extraction, defunding, and reduced protections (Latino Outdoors, 2026; The Wilderness Society, 2026).

We do not need to make this partisan in the room. Instead, we can frame it around shared values: healthy communities, strong local economies, outdoor access, cultural protection, good stewardship, and public lands remaining in public hands.

This is where businesses matter. Business owners can speak in ways that are grounded in lived experience. They speak directly about why, ‘This land matters to their business(es); how access plays apart to their community and business success, including their customers and employees, and much more.

That kind of message can reach congressional, legislative, and local government offices, chambers, tourism boards, and community leaders in different ways.

So, as we move into the next slides, we are going to zoom out from Chuckwalla and look at public

lands more broadly as economic infrastructure. Then later, we will come back to the question of how we build business relationships before asking people to attend a formal economic roundtable.”

Outdoor recreation contributes to economic success in many ways.



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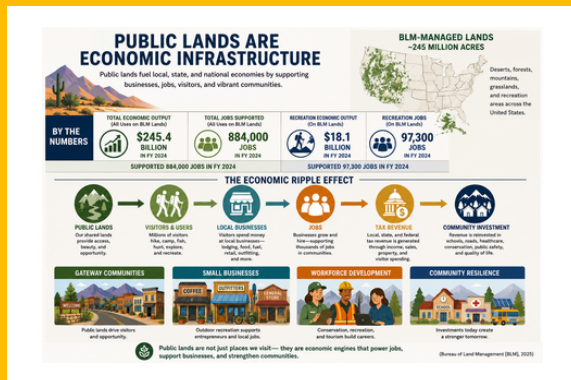
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Public Lands Are Economic Infrastructure



Public lands support local, state, and national economies

- BLM-managed lands generated \$245.4 billion in total economic output in FY 2024.
- BLM-managed lands supported 884,000 jobs in FY 2024.
- Recreation on BLM-managed lands generated \$18.1 billion in economic output in FY 2024.
- Recreation on BLM-managed lands supported 97,300 jobs in FY 2024.
- Public lands support tourism, small businesses, workforce development, and gateway communities.

(Bureau of Land Management [BLM], 2025)

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Karin: “When we talk about public lands, we are not only talking about landscapes or recreation opportunities. We are talking about economic infrastructure that supports communities across the country.

Public lands support tourism, hospitality, outdoor recreation, transportation, restaurants, local retailers, outfitters, agriculture, grazing, and energy development. They also support local identity and quality of life, which can influence where people choose to live, work, and invest.

Jazz: The Bureau of Land Management manages approximately 245 million acres of public lands across the United States, including deserts, forests, mountains, grasslands, and recreation areas (Bureau of Land Management [BLM], 2025). These lands support economic activity in both rural and urban-adjacent communities.

According to the Bureau of Land Management’s 2025 socioeconomic impact report, BLM-managed lands generated approximately \$245.4 billion in total economic output in fiscal year 2024 and supported approximately 884,000 jobs nationwide (BLM, 2025). Recreation activities on BLM lands alone generated approximately \$18.1 billion in economic output and supported more than 97,000 jobs (BLM, 2025).

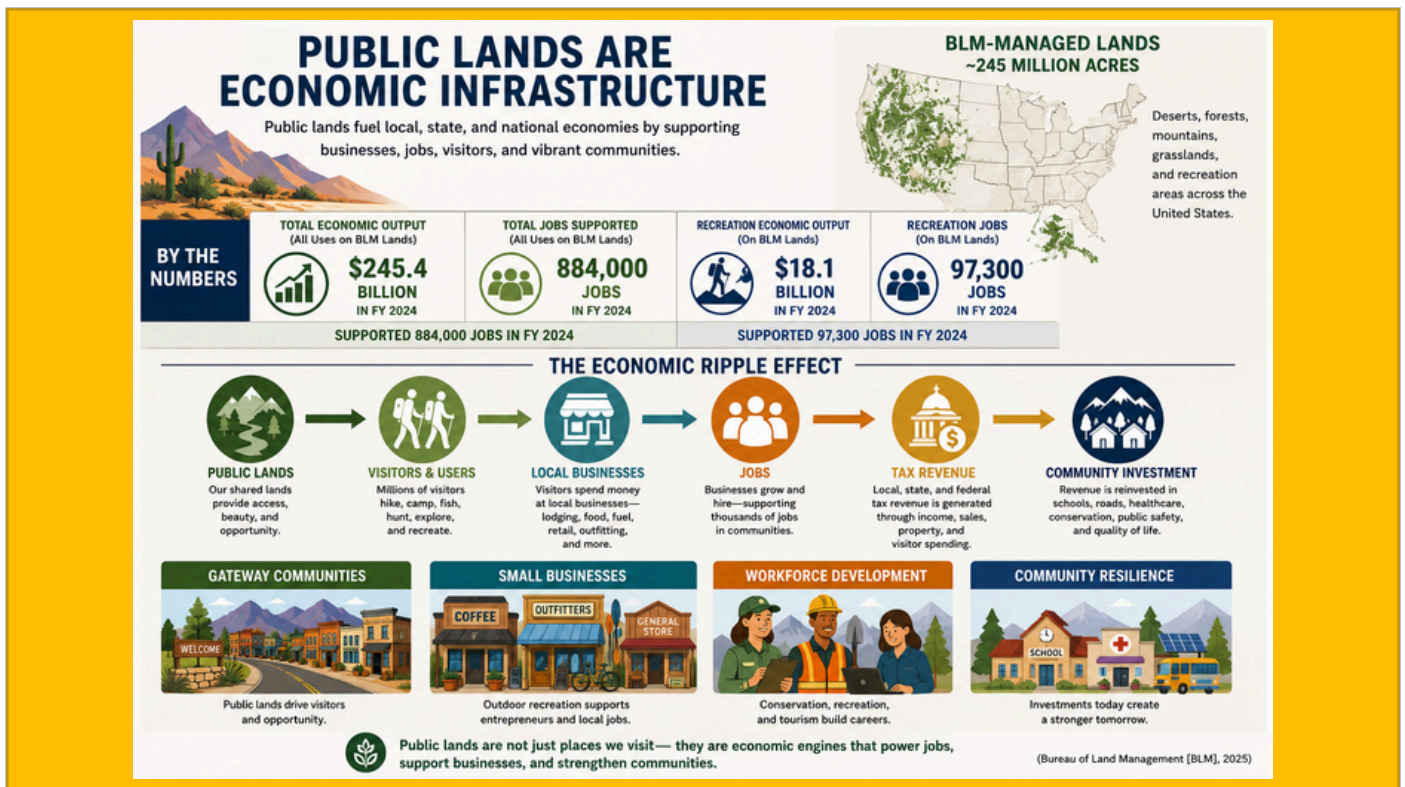
Karin: These numbers matter because they show that public lands are deeply tied to local economies and livelihoods.

For many gateway, desert, and mountain communities, public lands help sustain small businesses, attract visitors, and create economic opportunities that circulate throughout local economies. [Feel free to add examples.]

Visitors who come to public lands spend money in surrounding communities. They stay in hotels, eat at restaurants, purchase gas, shop locally, and use guiding and tourism services. This creates economic ripple effects that benefit nearby businesses and communities. [Your experience and in

your role, especially at the visitor center and connection to the community, etc.]

Jazz: “Public lands also contribute to workforce development and economic diversification. Communities connected to public lands can become destinations for tourism, recreation, entrepreneurship, conservation careers, and small business growth. This is important because many communities are looking for ways to strengthen local economies while maintaining community identity, quality of life, and environmental stewardship. Public lands can be part of that conversation. As organizers and advocates, it is important that we help businesses and local leaders understand that public lands are not separate from economic conversations. They are part of them.”



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Public Lands Create Local Opportunity



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Karin: “Public lands create local opportunity in many different ways. Federal public lands include national parks, forests, grasslands, national monuments, Bureau of Land Management lands, rivers, lakes, and other protected public spaces that communities rely on for recreation, tourism, economic activity, and cultural connection.”

Jazz: “According to Headwaters Economics (2025), visits to national forests and grasslands generated approximately \$11 billion in visitor spending and supported more than 161,000 jobs in 2021. Recreation on Bureau of Land Management lands generated another \$11 billion in economic output and supported approximately 76,000 jobs in the same year (Headwaters Economics, 2025).

In addition, National Park Service visitor spending totaled approximately \$26.4 billion in 2023 and supported more than 415,000 jobs nationwide (Headwaters Economics, 2025). Outdoor Recreation Roundtable (2025) also reported that outdoor recreation on federal public lands and waters contributes approximately \$351 million to the U.S. economy every day and supports approximately \$128 billion in annual economic activity.

These statistics demonstrate that public lands are valuable economic assets that help support local communities and businesses across the country.”

Research from Headwaters Economics also shows that communities near protected public lands can experience stronger employment growth, increased personal income, and greater business development opportunities over time (Headwaters Economics, 2025).

Karin: “At the same time, it is important to recognize that communities are navigating many different realities. Economic growth and tourism can also create pressure around housing affordability, infrastructure, wildfire risk, water resources, and transportation systems.

This is why relationship-building matters so much. [Feel free to add any information or testimony

you would like to share.”

If we approach businesses and communities only by talking about conservation, we may miss the broader realities people are navigating. But when we connect public lands to jobs, economic resilience, local identity, recreation economies, and long-term community investment, we create opportunities for more meaningful engagement and partnership. This is also why business engagement is so important. Businesses can help communicate how public lands connect to real people, real jobs, and real community priorities. They can help elevate local perspectives in policy conversations and strengthen broader coalitions around public lands protection and community sustainability.”

PUBLIC LANDS CREATE LOCAL OPPORTUNITY

Federal public lands fuel local economies, support jobs, strengthen communities, and protect the places we love.



FEDERAL PUBLIC LANDS INCLUDE:



THE ECONOMIC IMPACT OF PUBLIC LANDS



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Communities Are Not One-Issue

Communities Are Navigating Multiple Priorities



Photo and Video Credit: Jazzari Taylor @Officialjazzari

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A business owner may be thinking about wildfire recovery, water access, employee retention, housing affordability, insurance costs, infrastructure needs, or broader economic uncertainty all at the same time.

For some communities, wildfire recovery continues to shape daily life and economic realities. For others, water scarcity, agricultural concerns, fluctuations in tourism, or housing pressures may be the dominant issues affecting residents and businesses.”

Karin: “This is especially true in gateway, desert, and mountain communities connected to public lands. These communities are often balancing economic opportunity with infrastructure strain, environmental pressures, and changing visitation patterns. [Feel free to add any information you would like, testimony etc.]

If we approach organizing and outreach through only one lens, we risk missing the opportunity to build trust and meaningful relationships.”

Jazz: “This work requires cultural competency, listening, and meeting communities where they already are.

It means asking:

What do people care about here?

What are businesses already navigating?

What concerns are shaping daily life in this region?

How do public lands connect to those concerns?

When we acknowledge the full reality of what communities are experiencing, we create opportunities for stronger and more authentic engagement.”

Karin: “This is also one of the reasons why business engagement matters so much. Businesses often understand local realities deeply because they are directly connected to local economies, workforce challenges, shifts in tourism, and community concerns. Our role is not to tell communities what they should care about. Our role is to listen, identify overlapping priorities, and help build bridges between public lands, community needs, and economic opportunity.”

COMMUNITIES ARE NAVIGATING MULTIPLE PRIORITIES

People and businesses are balancing many needs every day.
Listening to the full picture helps build trust, partnerships, and lasting solutions.



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Relationship-Building Before Roundtables



Photo Credit: Protect CA Deserts Coalition - Colin Barrows @CactusToCloud

Relationship-Building Before Roundtables

- Businesses participate when they see authentic value and connection
- Trust must happen before formal engagement
- Meet people where they already gather
- Relationship-building is long-term investment
- Informal gatherings create pathways to future roundtables

WHY RELATIONSHIP-BUILDING MATTERS				
AUTHENTIC VALUE AND CONNECTION	TRUST COMES FIRST	MEET PEOPLE WHERE THEY ALREADY GATHER	LONG-TERM INVESTMENT	PATHWAYS TO ROUNDTABLES
Businesses participate when they see authentic value and connection.	Trust must happen before formal engagement or ask for support.	Go to where businesses and community members already spend time.	Relationship-building is a long-term investment that pays lasting dividends.	Informal gatherings create familiarity and natural pathways to future roundtables.

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Jazz: “One of the most important questions we must answer when engaging businesses is: ‘What is the value for them?’

Businesses participate when they see meaningful opportunities for:

Networking

Visibility

Relationship-building

Community investment

Shared economic benefit

This work is not transactional. It is relational and strategic.

If businesses feel they are only approached when organizations need support, signatures, sponsorships, or attendance at an event, those relationships often remain shallow and temporary.

But when businesses feel respected, included, heard, and connected to broader community priorities, long-term partnerships become possible.

That relationship-building must happen before formal economic roundtables take place.”

Karin: “This relationship-building often begins in informal spaces.

That can look like:

Attending local business events

Participating in chamber gatherings

Hosting mixers at breweries or coffee shops

Inviting businesses to hikes or outdoor outings

Supporting local festivals and community events

These spaces create familiarity, trust, and authentic connection before larger conversations around advocacy, policy, or public lands take place.

One of the biggest lessons we have learned is that people are more likely to engage when they feel welcomed, seen, and valued before being asked to participate in something formal.”

Jazz: “This is also why meeting people where they already are matters so much.

Some communities may respond best to:

Chamber gatherings

Outdoor recreation events

Local breweries

Coffee meetups

Cultural gatherings

Community fairs

Every community is different.

Part of this work is reading the room, understanding local culture, and identifying where authentic relationship-building can happen naturally.

We recognize this takes long-term investment – not only funding or staff time, but real, authentic relationships that are sustainable.

We also recognize the reality that many people are balancing personal responsibilities, professional obligations, and community commitments.

As organizers, nonprofits, coalitions, and community leaders, we may have immediate goals and deliverables, but meaningful business engagement takes patience, consistency, respect, and trust.

It means creating spaces where people can:

Share experiences

Feel heard

Build relationships

Support one another

Identify shared priorities

Connect public lands to community realities

That relationship-building stage is what creates the foundation for successful economic roundtables later on.”

Interactive Poll

[MentiMeter](#)



Where would **businesses** in your community most likely engage?



Photo Credit: Latino Outdoors @LatinoOutdoors

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Jazz: “Let’s think strategically for a moment. Please pull out your phones and participate in this poll.

Where would businesses in your community most likely engage?

[As responses come in, think about what these spaces represent: Comfort, Familiarity, Trust, Community, & Connection, etc.]

This exercise is important because effective organizing often starts by meeting people where they already feel connected and invested.”

Karin: “This is also a reminder that there is no one-size-fits-all approach. What works in one community may not work in another.

For example:

A chamber event may work well in one region

A brewery mixer may work better somewhere else

Outdoor recreation events may resonate in gateway communities

Cultural festivals or local fairs may be the best entry point in another community

Part of successful organizing is understanding local culture, relationships, and community dynamics.”

Jazz: “As organizers, we sometimes focus immediately on the end goal:

The roundtable

The policy asks (CTA)

The sign-on letter

The meeting

But the real work often starts much earlier — in the relationship-building stage. That is where trust is built. That is where partnerships begin. That is where long-term coalition-building happens.”

Economic Roundtables

From Relationship-Building to Community and Advocacy Engagement



Regional Focus Areas

- **Urban and Metropolitan Adjacent Communities:**
 - Orange County (OC), California
 - Coachella Valley / Greater Palm Springs Region, California
 - Bakersfield / Fresno (San Joaquin Valley), California
- **Desert and High Desert Communities:**
 - The High Desert communities of Southern California, including Fort Irwin, Twentynine Palms, Victorville, the Mojave National Preserve, and the Morongo Basin
- **Mountain Communities:**
 - Idyllwild, California (San Jacinto Mountains / Riverside County)
 - Lake Arrowhead / Crestline, California (San Bernardino Mountains / San Bernardino County)

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Jazz: “Economic roundtables are not simply policy conversations. They are opportunities to bring together businesses, organizers, local leaders, congressional offices, legislative offices, and community stakeholders around shared priorities and local realities. This work becomes strongest when it is grounded in understanding:

local identity,
economic realities,
public lands connections,
community priorities,
and stakeholder relationships.

That is why this workshop is designed around regional community profiles rather than simply districts or elected officials. We want participants to think holistically about communities and the broader ecosystems that shape them.”

Karin: “Each regional profile includes information such as:

Community and regional context
Economic background
Demographic overview
Community services and institutions
Public lands connections
Stakeholder ecosystems
Regional maps
Leadership and decision-making landscape
Outreach opportunities and discussion prompts
We intentionally included a leadership landscape section with relevant congressional

representatives, state representatives, county leadership, and regional stakeholders connected to these communities. However, elected officials are only one piece of a much larger ecosystem. This activity centers communities first:

businesses,
residents,
local priorities,
gathering spaces,
institutions,
and relationship-building opportunities.”

Jazz: “We also recognize that many participants may not live in or have direct experience with the region assigned to their group. That is completely okay. The purpose of this activity is to practice strategic thinking and relationship mapping using the information provided within the regional profile. Your group will work together to:

Review the regional context

Identify local economic drivers

Explore community priorities and concerns

Examine public lands connections

Understand the stakeholder landscape

Discuss what types of outreach may feel authentic within that region

You will also review the leadership landscape and identify areas of overlap or opportunity.

For example:

What issues may resonate with local businesses?

What priorities overlap between communities, businesses, and elected officials?

What industries or economic sectors appear most influential?

What opportunities exist to invite businesses into broader conversations around public lands, recreation economies, workforce development, tourism, stewardship, or community investment?

This is not about becoming experts in a region in 15 minutes. It is about learning how to analyze a community ecosystem and think strategically about relationship-building.”

Karin: “As your group works together, we encourage you to think critically about:

What voices may already be represented

What perspectives may be missing

What gaps exist within outreach efforts

What barriers may prevent participation

What cultural, economic, or political dynamics should be considered

For example:

Are there language access considerations?

Are there Tribal communities that should be engaged?

Are there communities navigating wildfire recovery, housing pressures, or economic instability?

Are there industries that may not traditionally be included in public lands conversations but should be?

Successful organizing requires understanding both opportunities and gaps. It also requires

recognizing that communities are complex, intersectional, and constantly evolving.”

Jazz: “We also encourage groups to think about:

What messaging may resonate most locally?

What gathering spaces may feel authentic?

What outreach methods may build trust?

What businesses or organizations already serve as trusted voices?

What partnerships may already exist?

Research consistently shows that strong partnerships and collaborative community engagement create more resilient and effective long-term outcomes (Headwaters Economics, 2025; U.S. Geological Survey, 2023). This activity is designed to help participants begin practicing that kind of strategic and community-centered thinking.”

Breakout Workshop Instructions & Regional Profile Worksheets



Jazz: “We are now transitioning into the workshop portion of today’s session. Each group will receive a regional community profile worksheet designed to help you think strategically about relationship-building, outreach, and long-term organizing connected to businesses, communities, and public lands.

The purpose of this activity is not to create a perfect plan today. The purpose is to begin practicing how to:

Understand local realities

Identify trusted stakeholders

Think strategically about outreach

Build authentic relationships

Connect public lands conversations to broader community priorities

Each worksheet is intentionally designed to help groups think holistically about a region rather than focusing only on advocacy or policy.”

Karin: “Your worksheet includes several sections designed to guide discussion and collaboration.

This includes:

A regional community snapshot

Public lands and recreation connections

Economic and demographic background

Community services and institutions

Stakeholder ecosystem mapping

Leadership landscape

Discussion prompts

Reflection and strategy questions

As you work through the activity, think about:

- What businesses already care about
- What concerns the community may be navigating
- Where people already gather
- What outreach methods may feel authentic
- What partnerships may already exist
- What voices may be missing from current conversations

Remember: relationship-building is not only about asking people to support something. It is about creating spaces where people feel seen, valued, heard, and connected.”

Jazz: “We also encourage you to think beyond traditional advocacy structures.

Consider:

- Tribal leadership
- Chambers of commerce
- Tourism boards
- Economic development organizations
- Small business alliances
- Educational institutions
- Outdoor recreation groups
- Faith-based organizations
- Community nonprofits
- Cultural organizations

Successful organizing often begins by understanding how relationships already function within a community. That understanding helps create more authentic outreach, stronger partnerships, and more sustainable long-term organizing efforts.”

BREAKOUT WORKSHOP ACTIVITY

— Let's learn from our communities. Let's build relationships. Let's create local opportunity. —

EACH GROUP WILL:



REVIEW
the regional
community
profile



DISCUSS
local priorities
and realities



IDENTIFY
trusted businesses
and stakeholders



EXPLORE
gathering spaces
and outreach
opportunities



BRAINSTORM
pathways toward
economic
roundtables

DISCUSSION THEMES



**ECONOMIC
IDENTITY**
What drives
our local
economy?



**COMMUNITY
CONCERNS**
What challenges
are we
navigating?



**PUBLIC LANDS
CONNECTION**
How do public
lands support
our community?



**BUSINESS
ECOSYSTEMS**
Who are our
businesses and
economic drivers?



**COMMUNITY
GATHERING
SPACES**
Where do people
connect?



**OUTREACH
OPPORTUNITIES**
What outreach
feels authentic
and effective?

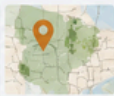


**LONG-TERM
RELATIONSHIP-
BUILDING**
How do we build
trust and stay
connected?

WORK TOGETHER. SHARE IDEAS. BUILD CONNECTIONS.



Listen and learn from
each other.



Understand our region
and local realities.



Share ideas and local
knowledge.



Identify opportunities
and partners.



Build pathways to future
economic roundtables.

REGIONAL COMMUNITY PROFILES INCLUDE:



Community snapshot



Public lands connections



Economic and demographic overview



Stakeholder ecosystem



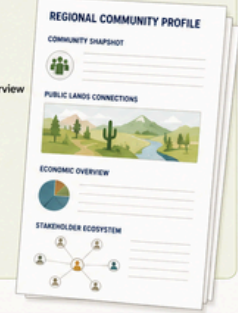
Regional leadership landscape



Discussion prompts



Reflection questions



REMEMBER:



There is no perfect answer.



Focus on community-first organizing.



Think relationship-building before advocacy.



This framework can adapt to your own region.

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Team Share-Outs and Closing Reflection



Each Group Will Share one from the list

- Key takeaway
- Challenge or gap identified
- Opportunity for outreach or relationship-building
- A strategy that could support a future economic roundtable

Reflection Questions

1. What surprised your group?
2. What themes overlapped across regions?
3. What community priorities appeared most important?
4. What relationships seem essential for long-term success?
5. What support or resources may still be needed?

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Economic Roundtable 101

Building Business Relationships and Connecting Community Voices



Gracias. Merci. 감사합니다 . Danke. Arigato. Shukran. (תודה) תודה. Vielen Dank. ありがとう. Большое спасибо. Дякую.



[Session Survey](#)



[View Slides](#)

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Jazz: “Thank you all again for being here today and for participating so thoughtfully in this conversation. The ideas shared throughout this workshop are not hypothetical. They reflect real opportunities to strengthen relationships between businesses, communities, organizers, public lands advocates, and decision-makers. This work is deeply relational, community-centered, and long-term.”

Karin: “We hope today’s session helped provide:

Tools and strategies

New ways of thinking about outreach

Opportunities for collaboration

And a stronger understanding of how public lands, local economies, businesses, and community priorities intersect

We also hope this workshop reinforced that meaningful organizing begins with listening, trust-building, and authentic relationship development.”

Jazz: “As you leave today, we encourage you to continue thinking about:

What relationships already exist within your communities

What voices may still be missing

What businesses or institutions already serve as trusted connectors

What opportunities exist for informal engagement and community gatherings

And how public lands conversations can become more inclusive, locally grounded, and community-informed

Strong economic roundtables are built long before people enter a meeting room. They begin through relationships, shared experiences, trust, and consistent community investment.”

Karin: “Before you leave, please take a moment to complete the workshop feedback form using

the QR code on the screen. Your feedback will help us continue improving these tools, frameworks, and conversations moving forward. Thank you again for your participation, your ideas, your collaboration, and the work you continue doing within your communities.”

APA In-Text Citations

(Headwaters Economics, 2025)

(U.S. Geological Survey [USGS], 2023)

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