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MPA Center Federal Advisory Council Meeting
June 14, 2012
MPAs, Recreation & Tourism

- Definitions
  - Residents, Visitors
- Challenges
- Opportunities
- How do we engage?
- Messaging
- Needs, tools?
- Role for the Center/FAC
Importance to USVI MPAs

• Traditional, cultural, recreational value/uses – residents
• Tourism dollars – extend beyond direct benefit to MPAs to other sectors of local economy
• Users are potential advocates, funders, laborers, enforcers; Friends organizations
Challenges

- User conflicts
- Traditional/cultural uses vs. tourism
- How much is too much?
Challenges

- User conflicts
- Traditional/cultural uses vs. tourism
- How much is too much?
- Insufficient enforcement capacity
- Lack of data on values, and assumptions
- Communication needs
- Managing public expectations
- Potential additional coral ESA listings
Opportunities

- Development and expansion of recreational opportunities
- Engage users in management process
- Citizen science and use monitoring
- Cultural, heritage and ecotourism potential
- Use MPAs as the anchor to support recreational opportunities and the operators that provide them
Engagement

- Youth – school programs, camps
- Adult/youth – snorkel skill clinics
resource users

- outreach venues
- management planning
- use assessments
- development of guidelines
- friends organizations
1st ANNUAL STAND UP PADDLE BOARD RACE FOR THE ST. CROIX EAST END MARINE PARK

Sunday, September 4, 2011 @ The St. Croix Yacht Club
8am till...

Trophies and prizes!!!

Fun Activities for All
Live Music by: Deanna Brown Dick's Garage
Raffle Prizes
Info Booths
and more...

Adult Races (Elite & Open) $40
(Boat, race entry & 30-day pass to marine park)
Kids Fun Race $20
(Boat, race entry & 30-day pass to marine park)
General Admission $5
(Boat, race entry & 30-day pass to marine park)

No board? No problem
FREE Boards for competitors
Limited number of boards available, online registration encouraged

Details & Registration: www.friendsofstxemm.org
Contact: (340)718-3367, Friends_STXEMMP@gmail.com

Photos by: Arturo & Robynern, St. Croix Yacht Club
Messaging

- Communicate the value of MPAs
  - Ecological, economic, cultural
- Rules and regs for MPAs – many people want to do the right thing, but don’t know what that is
- Sustainability, balance and partnerships
- Important not to pit users against each other
- Must be careful and culturally sensitive in message creation
Needs/Tools

- Communication – framing the messages
- Translation of science into lay terms
- Training
  - Peer to peer learning opportunities
  - User to user; manager to user; industry, agency, etc.
  - On recreation and tourism issues
  - For tourism industry on MPA issues
- Technical assistance on specific issues (moorings, climate adaptation, effectiveness assessments, etc.)
- Clearinghouse of best practices and tools; match-making service
Leverage for support of MPAs and Network

Provide guidance to agency staff on need for and value of MPAs and National System

Tap into system partners to provide success stories and examples

Seek out opportunities to incorporate MPA messaging in other venues and initiatives
Questions?