

Jay Kemmerer
WORTH Institute

Resource Assistance for Tourism & Outdoor Recreation

AN AMERICORPS PROGRAM

STRENGTHENING RURAL WYOMING'S VISITOR ECONOMY
ONE COMMUNITY AT A TIME

The Jay Kemmerer WORTH Institute at the University of Wyoming is developing a new AmeriCorps program: Resource Assistance for Tourism and Outdoor Recreation Economic Development in Rural Communities (RATOR). This year-long service model will place dedicated AmeriCorps Members in rural Wyoming communities to expand local capacity for tourism, outdoor recreation, and economic development.

Why this Program?

Tourism and outdoor recreation are cornerstone industries in Wyoming, yet many rural communities lack the human capacity to implement plans and projects. RATOR is designed to close that capacity gap.

- Implement outdoor recreation and tourism master plans
- Prepare competitive grant applications
- Facilitate community engagement processes
- Develop interpretive materials and visitor resources
- Coordinate across local, regional, and state partners

What the Program Will Look Like

Under the proposed operating grant, the WORTH Institute will place six full-time AmeriCorps Members (one per host site) serving approximately 1,700 hours over one year.

- Members serve as Resource Development Specialists
- Embedded within a local host organization
- Recent graduates or early-career professionals
- Structured oversight, training, and support from UW WORTH Institute

worth@uwyo.edu | (307) 766-5009 | www.uwyo.edu/worth

What AmeriCorps Members Will Do

- Conduct community asset and needs assessments
- Advance priority tourism and recreation projects
- Support plan implementation and infrastructure initiatives
- Assist with grant research and preparation (within AmeriCorps guidelines)
- Organize workshops, stakeholder meetings, and public outreach
- Develop marketing, storytelling, and interpretive materials

Who Should Consider Hosting or Sponsoring?

- Destination Marketing Organizations (DMOs)
- Chambers of Commerce and Main Street Programs
- Municipal or County Governments
- Tribal Economic Development Entities
- Outdoor Recreation Collaboratives
- Regional Economic Development Authorities

Interested in Hosting or Sponsoring a Placement?

The WORTH Institute is currently identifying host communities and partners who might be interested in hosting and sponsoring a placement.

To learn more about hosting an AmeriCorps Member, becoming a strategic partner, or sponsoring a placement, contact:

Dr. Mary Katherine Scott, *Jay Kemmerer WORTH Institute, University of Wyoming*
Phone: (307) 399-8845 | **Email:** mkscott@uwyo.edu

This AmeriCorps planning grant is made possible through a generous grant from Serve Wyoming.

SERVE Wyoming · AmeriCorps · UW Jay Kemmerer WORTH Institute



Photo: Wyoming Office of Tourism