



Understanding the Tourism-Based Economy

A Forum Sponsored by Napa Vision 2050

Program Goals: We have assembled three experts to provide a framework to analyze the benefits and costs of a tourism-driven economy. Benefits and costs are both social and fiscal. The panel will explore the various parameters and limits of each. We hope this forum will open the dialogue, and provide the framework, to plan for sustainable growth in Napa County.

Speakers:

The Social Impacts--Samuel Mendlinger Ph.D., Boston University
The Fiscal Impacts--Eben Fodor, Fodor & Associates, Oregon
The Environmental/Traffic Impacts--Susan Handy Ph.D., UC Davis

Friday, April 1, 2016.

8AM Registration with Coffee & Danish
8:30 Program Start
12:30 Lunch and Finish

Napa Valley Country Club, Hagen Road, Napa
Fee: \$40 –includes lunch

Send checks to: PO Box 2385, Yountville, CA 94599

Contact: Dan Mufson, President napavision2050@gmail.com
www.napavision2050.org

Napa Vision 2050 is a IRC Section 501(c)(4) social welfare corporation.

Affiliates: California Fisheries & Water Unlimited; Calistoga Citizens for Green Community; Defenders of the East Napa Watersheds; Dry Creek Road Alliance; Get a Grip on Growth; Living Rivers Council; Mt. Veeder Stewardship Council; Protect Rural Napa; Save Rural Angwin; Save Yountville Hill; Sierra Club; Soda Canyon/Loma Vista Foundation; Stop Syar Expansion; St. Helena Citizens; Watersheds Alliance of Atlas Peak

Samuel Mendlinger

Dr. Mendlinger research has resulted in agricultural- and tourism-related economic development in over twenty countries in North America, Asia, Africa, and South America. His current research and teaching interests include responsible and sustainable economic growth in developing countries, the effects of tourism development on the local population, and how small- to medium-sized businesses adapt to tourism development and growth. In the past three years, he has had projects or has advised projects in the Dominican Republic, United Arab Emirates, China, Liberia, Tanzania, Israel, and the United States.

Mendlinger directs the Economic Development & Tourism Management concentration for the Master of Science in Administrative Studies. He teaches courses in Eco-Tourism. Mendlinger is also the editor-in-chief of the Journal of Service Science and Management, a new journal dedicated to the service industries. He holds a PhD, Hebrew University

Eben Fodor

Eben Fodor is a community planning consultant. His firm, Fodor & Associates, is based in Eugene, Oregon does land use and growth management consulting, development impact analysis, and sustainable community planning.

He is the author of the popular book on managing growth, Better, Not Bigger – How To Take Control of Urban Growth and Improve Your Community. His research on the Relationship Between Growth and Prosperity in the 100 Largest U.S. Metropolitan Areas, was published in Economic Development Quarterly. He developed the Community Impact Model for fiscal impact analysis of land development.

He holds a Master of Science degree in Environmental Studies and a Masters in Urban and Regional Planning, both from the University of Oregon. He has been active in his community for many years and is a founder of two local public-interest, land use organizations: Friends of Eugene and LandWatch Lane County.

SUSAN L. HANDY

Professor, Environmental Science and Policy at the UC Davis; Interim Director, Urban Land Use and Transportation Center (ULTRANS); Associate Director for Education, Institute of Transportation Studies; Director, National Center for Sustainable Transportation; Chair, Transportation Technology and Policy Graduate Group

Professor Handy teaches in the Department of Environmental Science and Policy at the University of California at Davis. She has courses in the Environmental Policy and Planning major and in the Transportation Technology and Policy Program. Her research focuses on the relationships between transportation and land use, particularly the impact of land use on travel behavior, and on strategies for reducing automobile dependence. Her recent work includes a series of studies on bicycling in Davis, a study of the effects of the opening of the first “big box” store in Davis, the development of a method for estimating vehicle trip generation for “smart growth” development projects in California, and an assessment of the available evidence on the effects of land use and transportation strategies on reducing vehicle travel and greenhouse gas emissions.

She serves on the Committee on Women’s Transportation Issues and am an associate editor of the newly launched Journal of Transport & Health (<http://www.journals.elsevier.com/journal-of-transport-and-health/>). She holds a Ph.D. in City and Regional Planning from the University of California at Berkeley (1992).

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