



**Foundation
for Puerto Rico™**


ABOUT US

Overview

Foundation for Puerto Rico is a nonprofit organization created in 2011 with the mission to transform Puerto Rico's economy into a thriving and sustainable one.

We navigate and promote knowledge to empower communities and individuals to make informed decisions, adapt to changing trends, and unleash their maximum potential. We believe that, as a driver of innovation and progress, knowledge intermediation propels regions towards sustainable growth.

This approach has allowed us to work from knowledge to action, combining innovative, data-driven thinking with solid fieldwork, thus impacting over 2,000 small businesses and collaborating with more than 1,000 local and national NGOs.



OUR APPROACH



Knowledge Intermediation

Through research and ideation, we identify new high-impact opportunities for the economic transformation of Puerto Rico, which can help guide policy discussions on the island. This work embodies our mantra of "knowledge to action" and has led to many of the innovations, recommendations, and program designs driven by our organization.



Visitor Economy

Over the past 12 years, our organization has played a crucial and transformative role in developing Puerto Rico as a destination and decentralizing tourism, driving the visitor economy as an engine of economic development in dozens of communities across our archipelago.



Community Resilience

Resilience is at the core of everything we do, beginning at the community level. Our goal is to promote the comprehensive strengthening of key areas essential for social well-being (infrastructure, education, health, housing, environment, and economic development).

INICIATIVES IN THE EASTERN REGION



Created under the Rural Placemaking Innovation Challenge, and funded by the USDA Rural Development division, this program supported the Destino 191: “El Yunque del Caribe” project, a community placemaking initiative in the Cubuy sector of Barrio Río Blanco, Naguabo. The program resulted in the publication of the Rural Placemaking Plan for Destino 191 and the first Rural Placemaking Toolkit for Puerto Rico: Methods for Implementing Placemaking in Your Community.



Through the Bottom Up Destination Recovery Initiative program, we worked with communities in the municipalities of Luquillo, Fajardo, Ceiba, and Naguabo, culminating in the development and publication of two Destination Plans for the region.

INICIATIVES IN THE EASTERN REGION



Through the Whole Community Resilience Planning Program, FPR is actively collaborating with municipalities and nonprofit organizations in developing 76 plans that impact more than 175 sectors in Puerto Rico, including communities located in the municipalities of San Lorenzo, Yabucoa, Rio Grande, Canóvanas, Luquillo, Loíza, Las Piedras, Humacao, Maunabo, and Vieques.

THE STRATEGY





BACKGROUND

El Yunque is the second most important attraction in Puerto Rico, receiving over 500,000 visitors annually, thus representing one-fifth of the island's tourism economy.

Current challenges in El Yunque

- Limitations in integrated transportation and parking prevent more people from accessing the forest.
- Need for sustainable management of natural assets and infrastructure.

EL YUNQUE NATIONAL FOREST

29,000 ACRES

One of the smallest forests within the United States National Park System, but with great biological diversity

The only tropical rainforest in the U.S. National Forest Service

Over 500K annual visitors

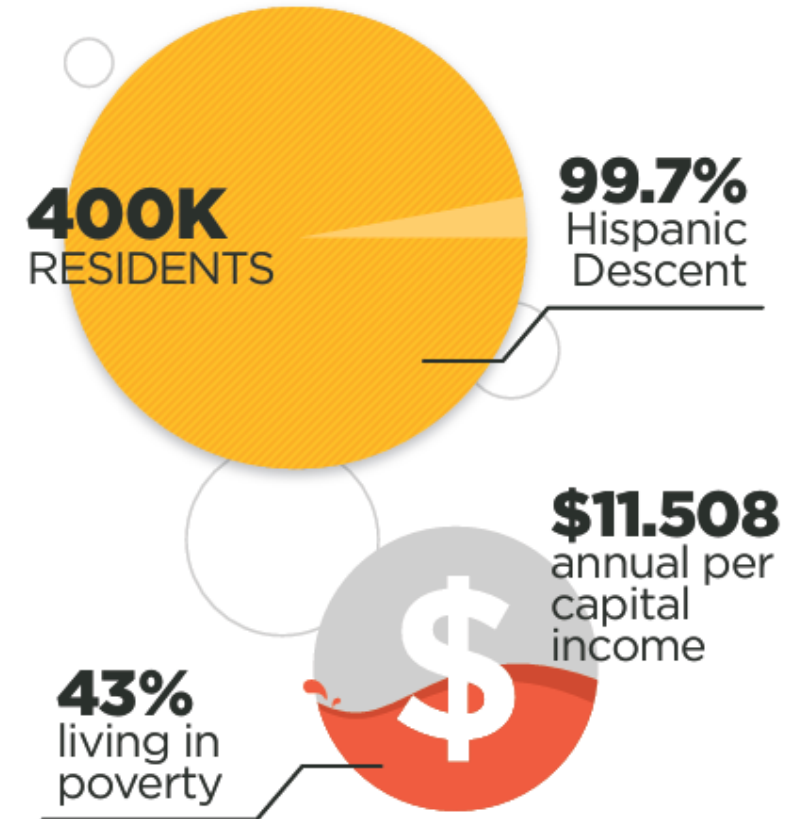


BACKGROUND

In 2022, the visitor economy sustained over 44,000 jobs in the East region, generating \$1.17 billion in wages and \$380 million in state and local taxes.*

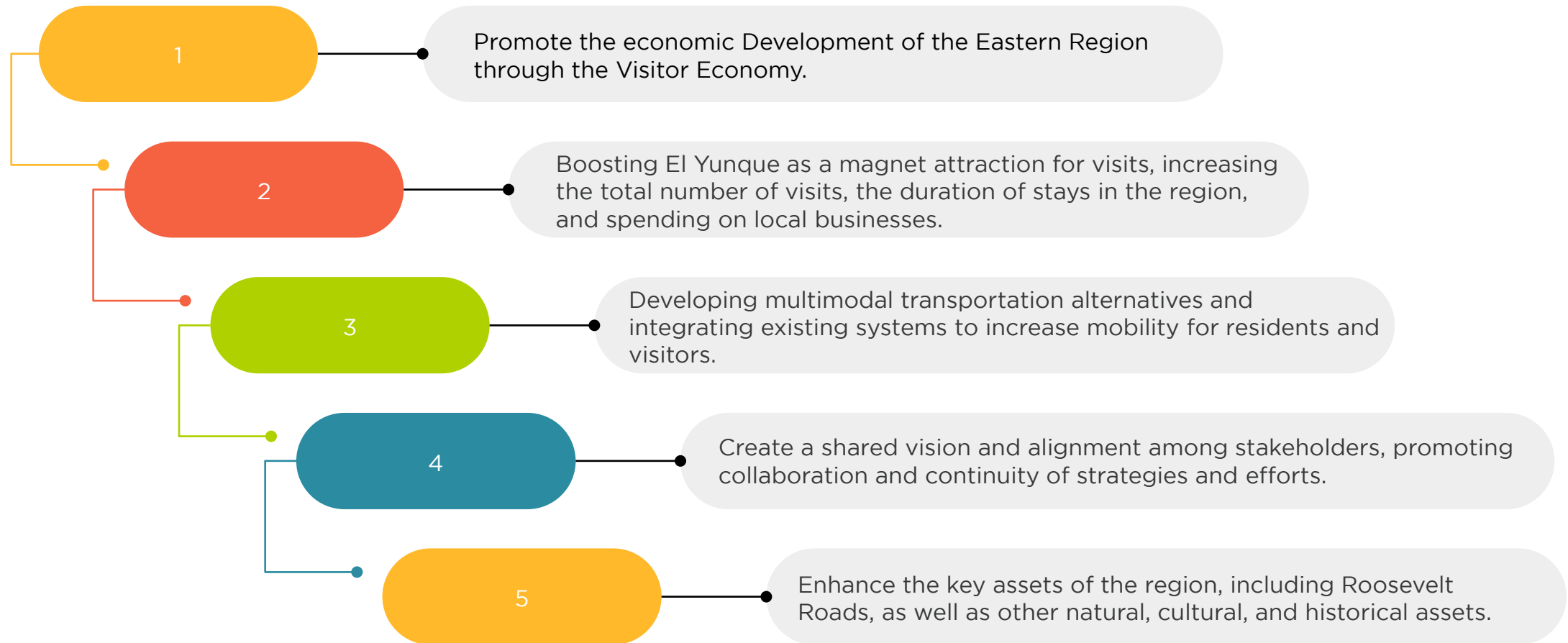
Despite this growth, employers in the tourism and hospitality sector struggle to recruit and retain skilled workers, while overall labor force participation remains low.

New support strategies can enhance industry growth and promote a healthy economy that drives individual and community prosperity in the region.





OUR OBJECTIVES



► 10 Transversal Principles



**Shared
Stewardship**



**Destination
Management**



**Regenerative
Tourism**



**Asset-Based
Community
Development
(ABCD)**



**21st Century
Technology to
Enhance Visitor
Experiences**



**Gateway
Communities**



**Ecological
Sustainability
and Carrying
Capacity**



**Equitable
Access and
Community
Engagement**



**Shared Vision
and Stakeholder
Alignment**



**Climate
Adaptation
and Mitigation**

THE STRATEGY

Sustainable Economic Development Strategy for the Eastern Region of Puerto Rico



EAST REGION

Expected Outcomes



Travel & Visitor Speed



Transportation & Access



Entrepreneurship + Jobs



Tourism Burdens



Social + Natural Capital



THE VISITOR ECONOMY FOR THE REVITALIZATION OF THE REGION

It goes beyond the **traditional definition of tourism**, which primarily focuses on the economic value generated by businesses directly serving visitors.



Tiene en cuenta **los efectos económicos a lo largo de la cadena de suministro** de bienes y servicios que apoyan al sector turístico y a la economía en general.

It encompasses **all activities and expenses associated with people visiting** destinations outside of their usual place of residence.



It can create a significant economic impact with powerful **direct, indirect, and induced economic flows**.





DESTINATION MANAGEMENT AS A GUIDING PRINCIPLE



It uses strategic planning, coordination, and sustainable development of a tourist destination



It balances tourist needs with the well-being of residents and the natural and cultural assets of the destination



It encompasses activities such as marketing, infrastructure development, and visitor services

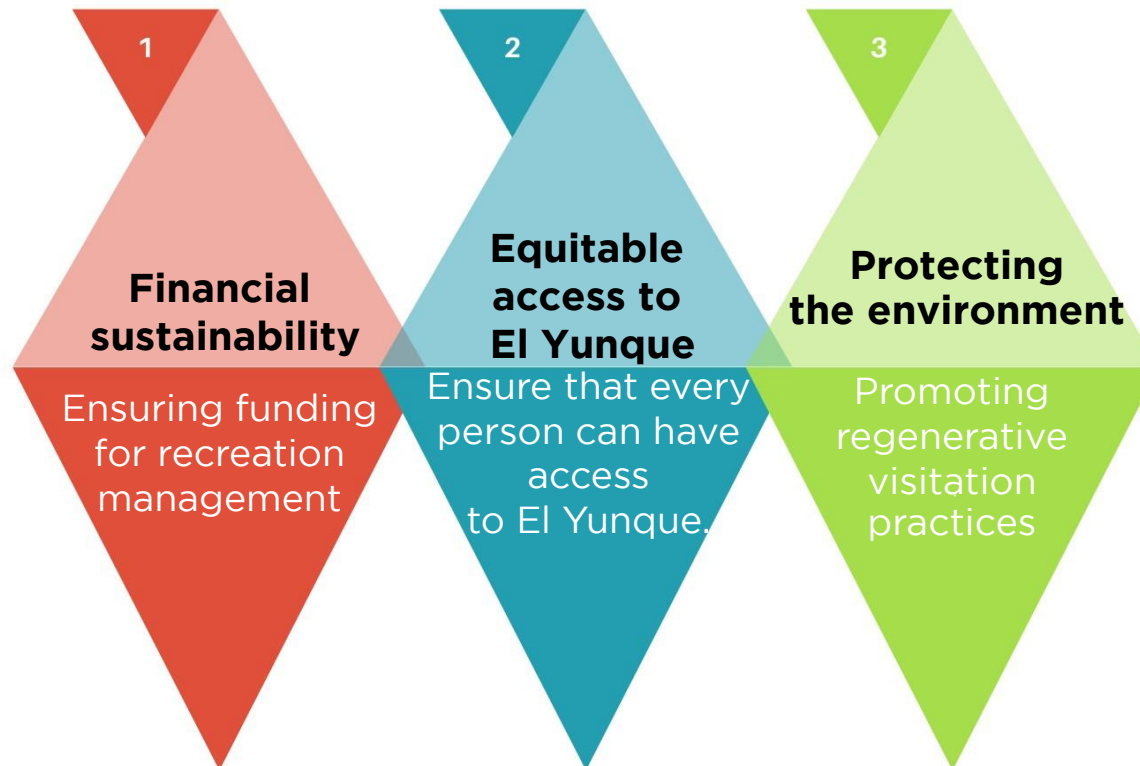


It integrates stakeholder participation to enhance the overall experience of visitors and residents



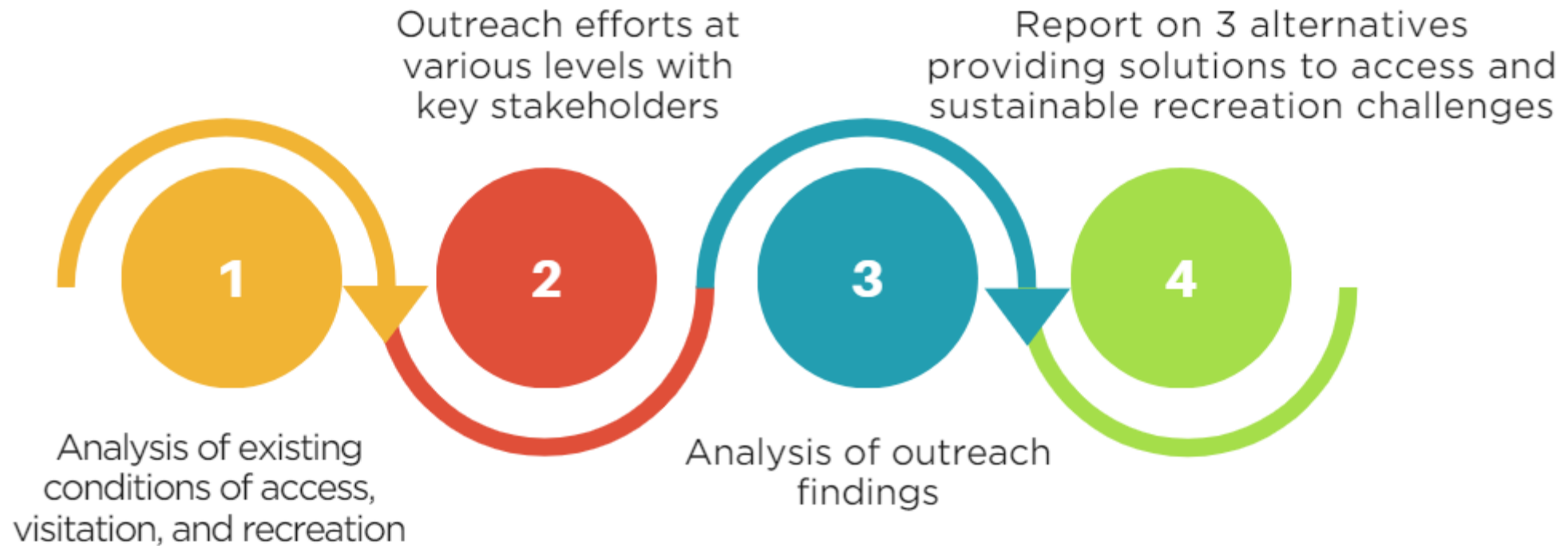
IDEATION & DESIGN

Ideation and Design of Access and Recreation Models on PR 191 North





OUTREACH & COMMUNITY PARTICIPATION



COMMUNITY OUTREACH & ENGAGEMENT



The development of the Strategy involves comprehensive collaboration with various stakeholders to align shared regional objectives. Collaborators represent key, federal, state, and collaborative groups, each contributing their experiences and expertise.



1:1 Meetings

1:1 meetings with municipalities, businesses, nonprofit organizations, academia, etc.



Roundtable Discussions

Discussion with key collaborators



Townhalls

Community meetings to foster public participation

