



CONFLUENCE
OF STATES



**OUTDOOR
INDUSTRY**
ASSOCIATION

State Offices of Outdoor Recreation: Introducing the Guidebook on Best Practices and a Conversation for Getting Started

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Confluence of States Manager
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About Us

We are a bipartisan network of 16 state offices of outdoor recreation guided by four pillars:
conservation and stewardship;
education and workforce training;
economic development;
and **public health and wellness.**



Members

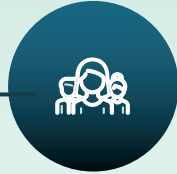


- Arkansas
- Colorado
- Maryland
- Maine
- Michigan
- Montana
- North Carolina
- New Hampshire
- New Mexico
- Nevada
- Oregon
- Utah
- Virginia
- Vermont
- Washington
- Wyoming

How are state offices created?

Advisory Council/ Task Force

Study of impact, issuing reports on, policy implementation.



Executive Order

10 states have formed offices through Governors Offices.



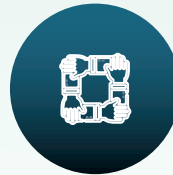
Legislation

Establishing an office through legislative action.

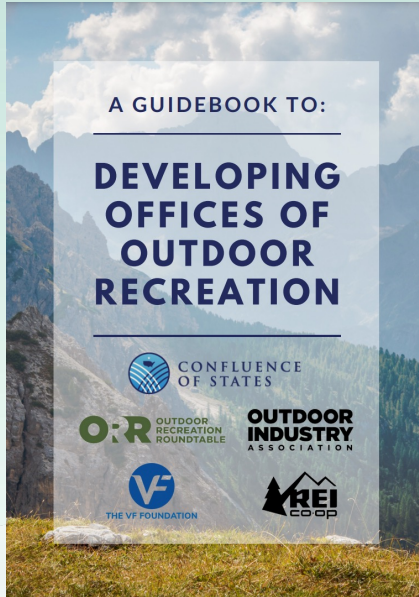


Outside Stakeholders

Business alliances, nonprofits, conservation leaders, etc.



...and other ways!



The Guidebook

This guidebook provides best practices and strategies sourced from existing state directors to ensure new staff members have an overview of what has worked well in other states. This guidebook serves as a resource for new staff members who are in leadership of an office of outdoor recreation.

Structure of the Guidebook

Operationalizing the Office

- **Learning the Lay-of-the-Land:**
Understanding the context of your office
- **Strategic planning:**
Developing goals for an office.



Building Support

- **Partnerships:**
Developing relationships with stakeholders.
- **Communications and Outreach:** Creating a plan for meaningful engagement.



Strategic Initiatives

- **Conservation and Natural Resources**
- **Economic Development**
- **Grant Management**
- **Tourism**



Navigating the Guidebook

LEARNING THE LAY-OF-THE-LAND

Congratulations on your new role! You are now part of the outdoor recreation family that has a number of leaders and organizations ready to cheer you on. The first step in operationalizing your office is understanding the context you'll be working in. Ask yourself the following:

How was your office created?

Get to know the history behind your office and how it was created, whether through legislation, budget line item, executive order, or gubernatorial action. Learn about the effort that led to creating your office and who its biggest advocates are, both inside and outside state government. (We'll discuss partnerships and stakeholders later.)

Where is your office located?

State government can be difficult to navigate and the locations of OREC offices vary. Existing offices are located under departments of economic development, natural resources, tourism, or within the Governor's office. Take time to familiarize yourself with how the department operates. Who will be your allies? Or potential detractors? Learn about the other offices you'll be sharing resources with and how you might be able to leverage them for support.

How does your state government operate?

Some of the most successful OREC offices understand the political climate they work in. Get to know when your legislative body meets, how and when the budget gets created, and what priorities matter to the current Governor.

Who are your biggest champions?

Identifying collaboration partners across state government is an important part of this process. Keep a list of individuals you'll plan to meet with in the first few months.

"Spend time focusing on how state government functions and gets things done. I was hired based in part on my private sector experience. I had to spend time learning the unwritten rules of how things get done in government. Once the levers of power are located good policy wins aren't too far behind."

Jon Snyder
Washington

TAKEAWAYS

- 1) Take the first month to learn about your office, your department, learn about state government, and meet with key partners who you'll be leaning on in the future.
- 2) Get to know your counterparts! If you're located in natural resources, plan to meet with leaders in tourism, economic development, and policy advisors in the Governor's administration. Learn about the work they do and how you can support them. Partnerships are a two-way street.

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TYPES OF STAKEHOLDERS

- Businesses**
 - Chamber of Commercies
 - Gear Representatives Associations
 - Guides and Outfitters
 - Outdoor Business Incubators
 - Outdoor Business Alliances
- Local Government**
 - Cities
 - Counties
 - Depts. of Parks and Recreation
 - Legislators
 - Mayors
- State Government**
 - Boards and Commissions
 - Border Regional Commissions
 - Budget Office
 - Colleges and Universities
 - Dept. of Community Development
 - Dept. of Economic Development
 - Dept. of Game and Inland Fisheries
 - Dept. of Health
 - Dept. of State Parks and Lands
 - Dept. of Tourism
 - Dept. of Transportation
 - Economic Development Authorities
 - Health Authority
 - Housing and Conservation Board
 - Marine Board
 - Rural Development Office
- Federal Government**
 - Bureau of Land Management
 - Fish and Wildlife Service
 - Forest Service
 - National Park Service
- Non-Profits**
 - Land Trusts
 - Philanthropic Foundations
- Traffic Associations**
 - Gear Associations
 - Outdoor Associations
 - National Marine Manufacturers Association
 - RV Industry Association
 - Many others
- Tribal Nations**
- User Group Associations**
 - Trail Associations
 - Bicycle Clubs
 - Mountain Clubs
 - Surfing Groups
 - Off-Road Vehicles

"It is important to understand state government, how power flows, and understand politics. Take the time to educate yourself and form close relationships with other agency heads, including members of the Governor's administration."

Conor Hall
Colorado



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GRANT MANAGEMENT

OREC offices will often develop grant programs, or work alongside existing state grants that are run through other agencies, to fund outdoor recreation infrastructure or initiatives in local communities. Administering and managing grants can expand the footprint of the office and support investments in outdoor recreation.

TYPES OF GRANT PROGRAMS

- Outdoor Equity Fund
- Community Grant Program
- Outdoor Recreation Grant

WHAT DO GRANT PROGRAMS FUND?

- Marketing and promotion of outdoor recreation events and assets
- New outdoor recreation infrastructure
- Outdoor recreation infrastructure upgrades
- Outdoor recreation workforce development
- Redevelopment of local parks and recreation areas
- Technical and planning assistance related to outdoor recreation

WHERE DO I FIND FUNDS FOR A GRANT PROGRAM?

For most states, funding for grant programs come from state and federal dollars. Some states have created new funding streams through taxes, lotteries, and fee systems.

Land and Water Conservation Fund

Federal funds will often come from the Land and Water Conservation Fund (LWCF). The Land and Water Conservation Fund Act of 1965 (Act) was enacted by Congress in 1964 "to strengthen the health and vitality of the citizens of the United States" through planning, acquisition, and development of land and water outdoor recreation facilities. To be eligible for LWCF funding, each state must prepare a Statewide Comprehensive Outdoor Recreation Plan (SCORP) that identifies recreation issues of statewide importance and the actions the state will take to address them. These plans must be updated every five years.

EXAMPLES OF STATE GRANT PROGRAMS

- [Arkansas Outdoor Recreation Grants Program](#)
- [Colorado State Outdoor Recreation Grant](#)
- [Utah Outdoor Recreation Grant](#)
- [Minnesota Outdoor Recreation Grant Program](#)
- [New Mexico Outdoor Recreation Grants](#)
- [Vermont Community Grant Program](#)
- [Washington No Child Left Inside Grant Program](#)
- [Wyoming Outdoor Recreation Grant Program](#)

"Developing a grant program can be the biggest way to get the word out for outdoor recreation. Our office has funded communities in almost every county in Vermont. It is seen as an opportunity for community development through outdoor recreation."

Jackie Dagger
Vermont



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THANK You!

Stay connected with us:

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- LinkedIn: @confluence-of-states



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OUTDOOR
RECREATION
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**OUTDOOR
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THE VF FOUNDATION

