

# America's Great Outdoors Agenda

Unleashing the Power of Recreation in America

# RECREATION AT A CROSSROADS

## THE GOOD

- The **value of recreation** is better understood today than ever – to our health, to our unity, to our economy
- Diversity and quality of **recreation offerings are better than ever**
- The recreation industry, state and federal agencies and others, including the health community, are **all now inviting Americans to get outdoors**
- The outdoors has **cleaner water and air and more protected places than ever** before
- Recreation is valued highly by **America's families who spend \$650 Billion annually** on outdoor fun

## THE BAD

- Federal recreation programs are **financially unsupported**, and too many federal recreation sites are **outdated and poorly maintained**
- Lifestyles are changing, with **sedentary options prevailing especially among youth**
- **Recreation opportunities are too often obscure** and too often access-challenged
- Recreation depends heavily on public lands and public waters where **recreation is too often treated as a secondary mission**
- The **recreation community lacks unity and shared visions for a better future**
- **Public/private collaboration is hard**

# 2016 is a Key Year for Unified Action By America's Recreation Community

- Big accomplishments already:
  - Assembled key recreation industry executives
  - Identified a common set of goals
  - Putting a new focus on the economics of recreation

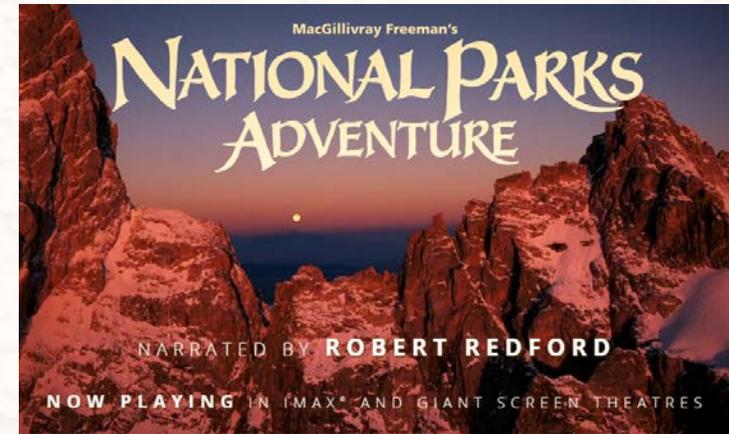


# **Unified Action By America's Recreation Community is Underway!**

- **Recreation organizations participated in both Presidential candidate nominating conventions**
- **Recreation PACs and Coalitions are stronger**
- **Recreation leaders were key to getting ORSA launched**
- **Recreation groups were key to the renewed efforts of NPS and other federal agencies to actively promote outdoors visitation, domestically and internationally**

# Unified Action By America's Recreation Community is Underway!

- IPW and the National Strategy on Travel and Tourism



**National Park Adventures –  
the Great Outdoors in IMAX**

- Great Outdoors Month – including work with WGA and NASPD



### GREAT OUTDOORS MONTH, 2016

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

#### A PROCLAMATION

Every day, Americans draw inspiration from the landscapes and outdoor spaces that surround us and connect us with our heritage and with one another. People have lived off of these lands and waters throughout history, and today, they continue to enrich our national experience. In June, we celebrate America's natural and cultural treasures and rich bounty of resources, and we commit to upholding our responsibility, as those who came before us did, to ensure they are sustained for those who will inherit them.

From dense forests and vast deserts to lakes and rivers teeming with wildlife, our National Parks and other public spaces belong to all of us. That is why I have sought to protect places that are culturally and historically significant and that reflect the story of all our people. My Administration has also worked hard to ensure that everyone has the chance to easily visit and enjoy these spectacular areas. All Americans can explore the parks and monuments we share as our birthright, including through the "Find Your Park" campaign, which my Administration established to help connect people from all walks of life with new outdoor destinations and experiences. We also established the "Every Kid in a Park" initiative, offering free access to our National Parks and other public lands and waters for an entire year to fourth grade students and their families. And by increasing funding for the 21st Century Conservation Service Corps, we are striving to give more Americans hands-on opportunities to restore, enhance, and give back to the outdoor spaces that have given us so much.

Our experiences in nature remind us how fragile our ecosystems can be and of our obligation to protect them. That is why I am proud to have set aside more than 265 million acres of public lands and waters - more than any President in our history - and why my Administration has taken unprecedented action to tackle climate change. The planet and its natural beauty are changing as rising temperatures fuel the melting of glaciers and the increasing intensity of extreme weather events, including longer wildfire seasons and deeper droughts, and as seas rise, coastal communities face greater threats from flooding and eroding shorelines. It is within our power to address the peril of climate change, and we must act before it is too late.

During Great Outdoors Month, let us enjoy our Nation's natural bounty, whether in reflective solitude or in the energizing company of friends and family. As we rediscover the beauty of the outdoors - in our own backyards, along distant trails, or in the shadows of towering mountains - let us rededicate ourselves to preserving nature's splendor for future generations.

NOW, THEREFORE, I, BARACK OBAMA, President of the United States of America, by virtue of the authority vested in me by the Constitution and the laws of the United States, do hereby proclaim June 2016 as Great Outdoors Month. I urge all Americans to explore the great outdoors and to uphold our Nation's legacy of conserving our lands and waters.

IN WITNESS WHEREOF, I have hereunto set my hand this thirty-first day of May, in the year of our Lord two thousand sixteen, and of the Independence of the United States of America the two hundred and fortieth.

### STATE OF INDIANA EXECUTIVE DEPARTMENT INDIANAPOLIS

## PROCLAMATION

TO ALL TO WHOM THESE PRESENTS MAY COME, GREETINGS:

- WHEREAS, Indiana is blessed with outstanding opportunities for safe and healthy fun in the great outdoors by enjoying our natural splendors in the company of family and friends; and
- WHEREAS, diverse Great Outdoors Month events including Trails Day, Capital Campout, Kids to Parks Day and more help connect citizens of all ages to healthy fun outdoors; and
- WHEREAS, the economic impact of outdoor recreation is large and growing nationally, exceeding \$650 billion in annual expenditures, and is estimated at \$13.5 billion and supports some 184,000 jobs here in Indiana; and
- WHEREAS, Indiana's 28 state parks, three national park units, national forests and more attract millions of visitors each year and reflect every facet of our state's rich natural and cultural history; and
- WHEREAS, many of our important cultural and historic events and traditions are linked to places in our state which are parts of national, state and local park systems; and
- WHEREAS, Great Outdoors Month allows us to celebrate the partnership of federal, state, and local agencies with recreation and tourism industries;

NOW, THEREFORE, I, Michael R. Pence, Governor of the State of Indiana, do hereby proclaim June 2016 as

#### GREAT OUTDOORS MONTH

in the State of Indiana, and invite all citizens to duly note this occasion.

*In Testimony Whereof, I have set my hand and caused to be affixed the Great Seal of the State, Done at the City of Indianapolis, this 31st day of May in the year of our Lord 2016 and of the Independence of the United States 242.*



BY THE GOVERNOR:

Executive Department  
State of California

#### PROCLAMATION

Our state's scenic landscapes have always been a source of pride and pleasure. From mountain trails in the High Sierra to a coastline that has captured the hearts of millions, Californians benefit from unparalleled opportunities to enjoy some of the world's most loved and spectacular outdoor places.

In 1998, President Clinton declared the first national Great Outdoors Week to celebrate our country's natural landscapes and the renewal of mind and body they offer. Since then, our observance has expanded to encompass the whole month of June, which is the perfect time to visit California's varied landscapes. Today, I invite all Californians to experience me small piece of the varied and magnificent land of California. I would also ask that you donate to organizations that preserve our environment and volunteer as citizen stewards to protect campgrounds and hiking trails.

NOW THEREFORE I, EDMUND G. BROWN JR., Governor of the State of California, do hereby proclaim June 2016, as "Great Outdoors Month."

IN WITNESS WHEREOF I have hereunto set my hand and caused the Great Seal of the State of California to be affixed this 1<sup>st</sup> day of June 2016.

EDMUND G. BROWN JR.  
Governor of California

ATTEST:



STATE OF OHIO  
Executive Department  
OFFICE OF THE GOVERNOR  
Columbus

#### RESOLUTION

WHEREAS, Ohio is blessed with outstanding opportunities for safe and healthy fun in the great outdoors enjoying our natural splendors in the company of family and friends; and

WHEREAS, children spend an average of 10 hours a day in front of a screen, and outdoor activity is touted by many leading health organizations as a remedy to the adverse effects caused by our increasing inactivity; and

WHEREAS, Ohio's 83 state parks, 8 national park units and more attract millions of visitors each year and reflect every facet of our state's rich natural and cultural history; and

WHEREAS, Great Outdoors Month connects all of us to the outdoors through diverse events including National Trails Day, National Fishing and Boating Week, National Marina Day, National Get Outdoors Day, the Great American Backyard Campout and more; and

WHEREAS, many of our important cultural and historic events and traditions are linked to places in our state which are parts of national, state and local park systems; and

WHEREAS, Great Outdoors Month allows us to celebrate the partnership of federal, state and local agencies, the recreation and tourism industries and recreationists that makes outdoor recreation opportunities available.

NOW, THEREFORE, We, John R. Kasich and Mary Taylor, Governor and Lieutenant Governor of the State of Ohio, do hereby recognize June 2016 as

## GREAT OUTDOORS MONTH

throughout Ohio and encourage all Ohioans and visitors to explore, enjoy, protect and conserve Ohio's great outdoors.

On this 14<sup>th</sup> day of April 2016;

John R. Kasich  
Governor  
  
Mary Taylor  
Lieutenant Governor



The State of Washington



## Proclamation

WHEREAS, Washington State residents have a proud tradition of both safeguarding the environment and enjoying the outdoors; and

WHEREAS, a clean and sustainable environment greatly contributes to our quality of life; and

WHEREAS, outdoor recreation promotes health, fitness, and environmental awareness; and

WHEREAS, outdoor recreation is an ideal way to exercise, appreciate nature, and enjoy memorable experiences with family and friends; and

WHEREAS, it is up to all of us to maintain and enhance our legacy of environmental stewardship and appreciation of the great outdoors; and

WHEREAS, there is for us to leave a well-tended legacy to those who will follow;

NOW, THEREFORE, I, Jay Inslee, Governor of the state of Washington, do hereby proclaim June 2016 as

#### Great Outdoors Month

in Washington, and I urge all people to take the time to enjoy our state's various outdoor activities, to share them with family and friends, and to make outdoor activities a regular part of their lives.

Signed this 14<sup>th</sup> day of March, 2016



Governor Jay Inslee

## State of South Carolina Governor's Proclamation

WHEREAS, South Carolina is blessed with an abundance of natural resources, including clean air and water, miles of pristine shoreline, rolling hills, mountains, and pastureland, offering outstanding opportunities for safe and healthy fun in the great outdoors; and

WHEREAS, with activities including biking, swimming, hiking, boating, fishing, and hunting, outdoor recreation promotes health, fitness, and environmental awareness while providing an ideal way to exercise and create memorable experiences with loved ones; and

WHEREAS, South Carolina's 47 state parks, 6 national park units, 3 national forests, and numerous local parks attract millions of visitors each year and reflect every facet of the Palmetto State's rich natural resources and cultural history; and

WHEREAS, the economic impact of outdoor recreation, estimated at more than \$20 billion, is both large and growing; and

WHEREAS, Great Outdoors Month provides a wonderful opportunity to celebrate the benefits of active fun outdoors and the magnificent shared resources of our parks, forests, refuges, and other public lands and waters.

NOW, THEREFORE, I, Nikki R. Haley, Governor of the great State of South Carolina, do hereby proclaim June 2016 as

#### GREAT OUTDOORS MONTH

throughout the state and encourage all South Carolinians to take time to enjoy the Palmetto State's natural beauty and make outdoor activities a part of their everyday lives.



WHEREAS, from the Four Corners to the Rocky Mountains, Colorado is blessed with outstanding opportunities for safe and healthy fun in Great Outdoors enjoying our natural splendors in the company of family and friends; and

WHEREAS, our kids today spend an average of 10 hours a day in front of screens and in 2015 Colorado helped introduce its youth to their great outdoors and all the healthy, active outdoor fun it offers through events such as Capital Campout and more; and

WHEREAS, diverse Great Outdoors Month events including National Trails Day, National Get Outdoors Day, The Great American Backyard Campout, Kids to Parks Day, and more help connect citizens of all ages to healthy fun outdoors and other events during Great Outdoors Month such as National Fishing and Boating Week, National Marina Day and Get Outdoors Day; and

WHEREAS, the economic impact of outdoor recreation is both large and growing nationally, exceeding \$650 billion in annual expenditures, and in our state, where it is estimated at \$20.02 billion and supports some 183,000 jobs; and

WHEREAS, Colorado's 42 state parks, 12 national park units, 11 national forests, and more attract millions of visitors per year and reflect every facet of our state's rich natural and cultural history; and

WHEREAS, many of our important cultural and historic events and traditions are linked to places in our state which

PROCLAIMED BY THE PRESIDENT  
AND ALL 50 GOVERNORS





# SOCIAL MEDIA EMBRACED GREAT OUTDOORS MONTH 2016!

Google search results  
July 2016

Event	2015	2016	Change
<b>Great Outdoors Month</b>	77,000,000	103,180,000	+34%
<b>Capital Campouts</b>	123,000	462,700	+276%
<b>Get Outdoors Day</b>	58,100,000	74,630,000	+28%
<b>National Trails Day</b>	27,800,000	13,030,000	-53%
<b>Kids to Parks Day</b>	73,100,000	63,900,000	-13%
<b>National Fishing &amp; Boating Week</b>	978,000	2,910,000	+198%
<b>National Marina Day</b>	19,800,000	6,810,000	-66%
<b>Great American Campout</b>	350,000	2,155,000	+516%
<b>Get Into Your Sanctuary Days</b>	20,700,000	23,420,000	+13%



# GREAT OUTDOORS WESTERN CAMPOUT

SNOW MOUNTAIN RE



# Partners Outdoors 2016

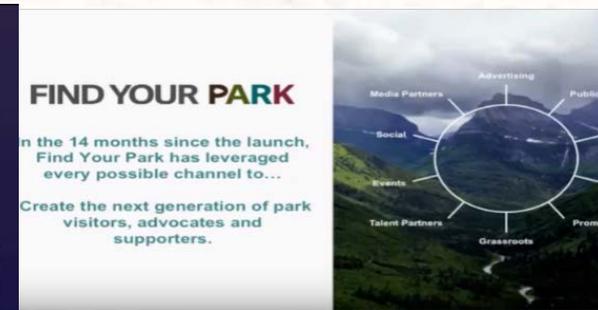
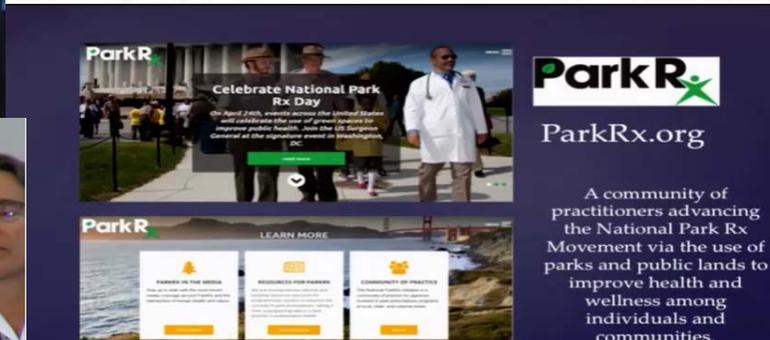
Audience of nearly 2,000 in person and Livestreamed

## Day 1 - RECx

- 12 dynamic, TED-like presentations showcasing innovative ideas in outdoor recreation
- 4 topics: *Policy and Technology Innovation, Building Awareness and Engagement, Perspectives on Urban Outreach, Thinking Outside the Box*

## Day 2 – Outdoor Recreation Leadership Summit

- Keynote by Secretary of the Interior Sally Jewell
- Recognition of successful Administration initiatives like *Find Your Park, America's Great Outdoors, Every Kid in a Park* and more!
- Strategy for navigating transitions featuring former Senators Mark Begich and Blanche Lincoln and others



# Virginia Governor Terry McAuliffe hosts second annual Capital Campout in Richmond



# 2016 is the Year for Action By America's Recreation Community: Moving Ahead

- **JOB 1 – Unite the full recreation community** with clear and major objectives for the purpose of encouraging and facilitating universal enjoyment of America's Great Outdoors
- **JOB 2 -- Foster synergy within the recreation community**, enhancing coordination to achieve public policy successes and public awareness through regular communications and meetings at the national and state levels.
- **JOB 3 -- Create tools for public advocacy**, including credible data and a new Recreation Index.
- **JOB 4 -- Recruit and utilize national leaders** in the political and corporate worlds as champions of recreation's power in the economy, for health and as an educational asset.

# **WE HAVE CHAMPIONS**

**ACROSS THE NATION  
REPUBLICANS AND DEMOCRATS  
IN STATE HOUSES AND THE CONGRESS**

# **Support Across the Nation --**

- **Involvement of the Governors of Arkansas, Colorado, Delaware, Indiana, Iowa, Kansas, Massachusetts, Michigan, Missouri, New Hampshire, New Jersey, New Mexico, Oregon, Rhode Island, South Dakota, Tennessee, Virginia, Washington and Wyoming**
- **New “RECREATION CZARS” appointed by four Governors**
- **Support from key former Senators, former Cabinet Members, former Governors**
- **Unique response to Sheldon Coleman Great Outdoors Award**

# OTHER COMMUNITIES HAVE HARNESSED THEIR CHAMPIONS EFFECTIVELY



BIPARTISAN POLICY CENTER

Bridging the Gap Together:  
**A New Model  
to Modernize  
U.S. Infrastructure**

**WE HAVE ALLIES**

**IN TOURISM**

**IN EDUCATION**

**IN THE HEALTH COMMUNITY**



**AMERICA'S  
GREAT  
OUTDOORS  
AGENDA**

**2016-2018**

- **WHAT WE  
NEED IS YOU  
TO HELP  
LEAD THE  
CAMPAIGN**

# Phil Ingrassia, President Recreation Vehicle Dealers Association



**RV Rental Association (RVRA)**

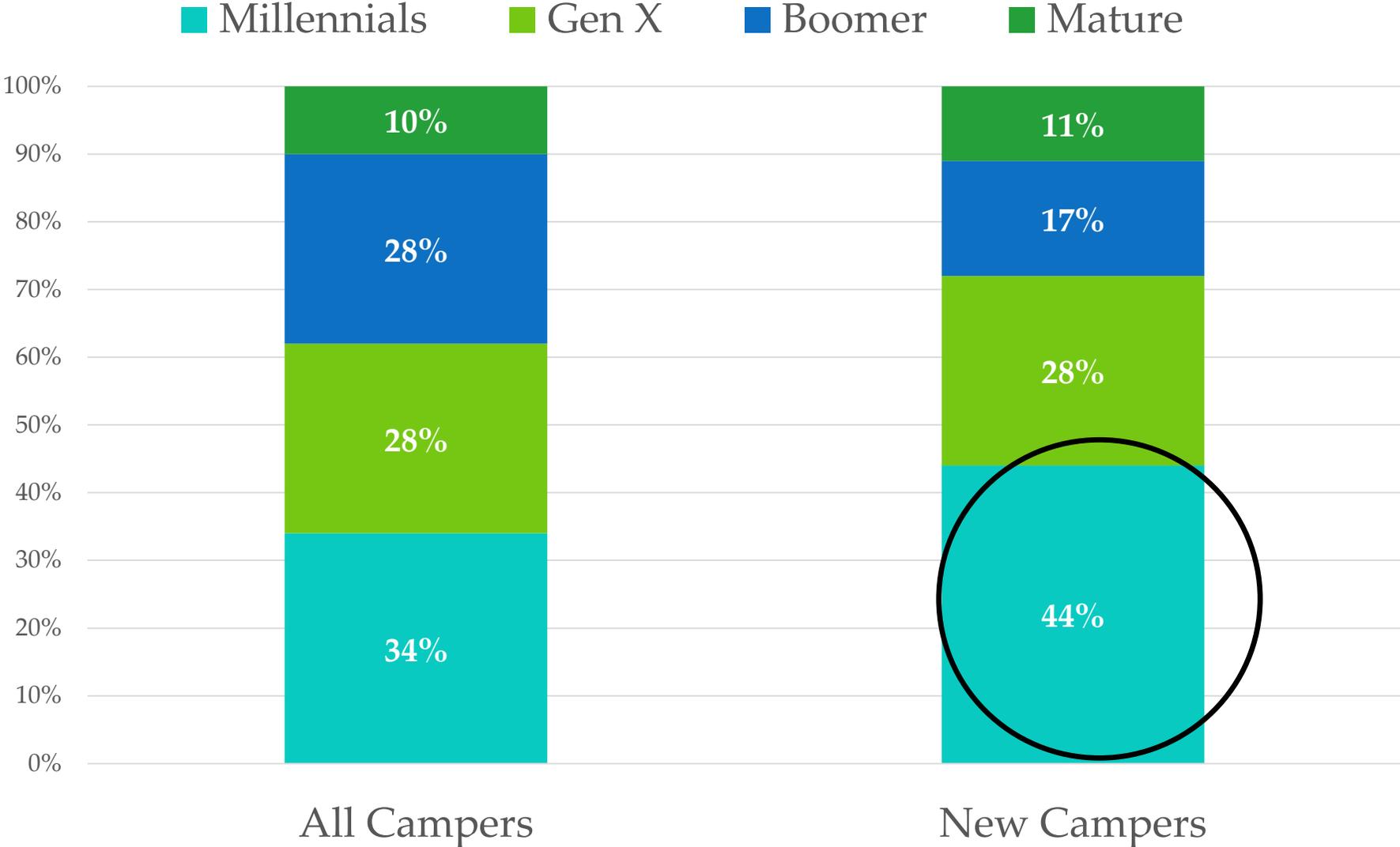
**State by state RV dealer connections, access to RV and  
recreation shows**

## KOA: NEW CAMPERS ARE YOUNGER



- ▶ **44% of New Campers were Millennials (ages 18-35)**
- ▶ **Millennials were the most optimistic about camping more in 2016 (58%)**

# CAMPERS BY AGE



# Millennials' Aspiration to Try in 2016

MOTORHOME	28%
TRAVEL TRAILER	22%
POP-UP TRAILER	17%
PICK-UP TRAILER	14%
FIFTH-WHEEL TRAILER	13%



National Marine  
Manufacturers Association

# Building Partnerships

## Boating, Parks and Politics

David Dickerson, Vice President  
State Government Relations





# Who is NMMA?

- Represents 1,300 manufacturers of recreational boats, engines, trailers and accessories
- Promotes the boating lifestyle
- Compiles facts and statistics about the industry
- Owns 20+ boat shows, from Miami to New York, Boston to Minneapolis
- Has four lobbyists based in Washington, DC



# Boating is Big Business

- 12 million boats registered nationally
- \$125 billion in economic impact
- 472,000 direct jobs
- 87 million people went boating in 2014
- *Which state has the fewest registered boats?*



discover  
**BOATING**®

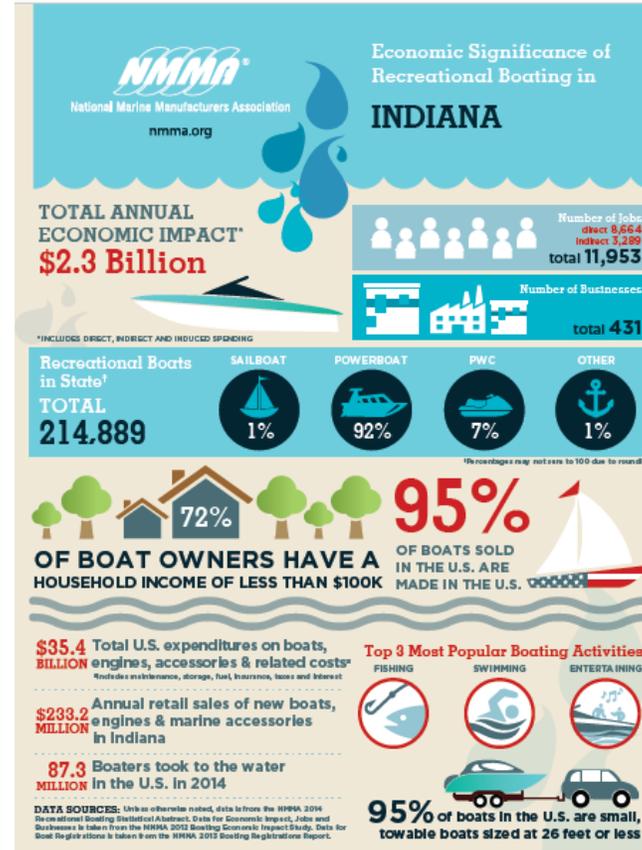


The purpose of Discover Boating is an industry-wide effort to promote the boating lifestyle and improve the boating experience to increase participation and ultimately sales of marine products and services.





# Statistics Available for States, Congressional Districts





# Legislative Outreach

- The federal and state lobbyists have set goals for 2017 to increase attendance of legislators and Members of Congress to its shows.
- Opportunity for collaboration
- State Parks or cabinet meetings held near manufacturing plants could include plant tours
- Boating opportunities
- Boating to park areas



# Opportunities to work together

- NMMA can provide lobbying support, especially when state agencies must remain silent
- Have worked to block redirection of funds dedicated to outdoor activities.
- Represent support in various ways
- Titling and Registration increases infrastructure improvement funds
- Expand opportunities for fishing license sales



# A Willing Partner

- We welcome opportunities to channel your concerns
- MD Boating Enhancement Task Force
- Florida Boating Advisory Council
- Economic impact briefings to state legislators



# Many Resources To Assist You



National Marine  
Manufacturers Association



TAKE ME FISHING™



# Which State Has The Fewest Boats?

