A BIPARTISAN MOVEMENT TO BRING OUTDOOR RECREATION TO THE POLICY TABLE.

Little Rock, Arkansas
The Clinton Center
May 26, 2022
About Us

We are a bipartisan organization developing a national platform to grow the outdoor recreation industry, protect our nation's wild places and transform conservation into a driver for economic prosperity. We are proving the great outdoors are our greatest resource.
Confluence Pillars

- Conservation and Stewardship
- Education and Workforce Training
- Economic Development
- Public Health and Wellness
Members

- Arkansas
- Colorado
- Maryland
- Maine
- Michigan
- Montana
- North Carolina
- New Hampshire
- New Mexico
- Nevada
- Oregon
- Utah
- Virginia
- Vermont
- Washington
- Wyoming
Outdoor Recreation Office
Value Propositions

01 Support Small Businesses

02 Shared Standards for Advocacy

04 Coordinated Support

05 Policy Impact
The Outdoor Recreation Economy

$689 Billion
The Bureau of Economic Analysis calculates the economic output of outdoor recreation to be $689 billion

4.3 Million Jobs
Outdoor recreation generates millions of quality, high-paying jobs in the United States across a wide variety of industries.

3% of Employees
Three percent of all U.S. employees work in outdoor recreation.

Source: Outdoor Recreation Roundtable
What do Outdoor Recreation Offices Do?

- Advocate for outdoor recreation
- Coordinate natural resources, tourism, and business development
- Develop outdoor recreation policy
- Improve workforce retention
- Manage federal funds and grants
- Outdoor access and equity
- Provide planning and technical assistance
- Support economic development strategies
Outdoor Recreation Office Partners

- Business & Industry leaders
- Nonprofit organizations
- Local, state, and federal government agencies
- Outdoor Recreation Roundtable
- Outdoor Industry Association
- Outdoor Recreation Learning Network
- Tourism offices
- Governors’ Offices of Economic Development
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!
“It’s impossible to separate the parts of the outdoor economy from the whole - The four principles that guide the Confluence of States are each indispensable and intertwined. The same goes for the states unified under this agreement. We truly advance our goals of stewardship, education, economic development, and public health when we advocate for them with a single voice directed toward collective action.”

—AXIE NAVAS | DIRECTOR OF THE NEW MEXICO OFFICE OF OUTDOOR RECREATION INDUSTRY
Confluence of States
Member Benefits

Monthly Meetings
Members participate in monthly meetings that provide an opportunity to share common challenges and solutions with their offices.

Network Support
Members have a network of outdoor industry voices that span across business sectors and nationwide state offices.

Bipartisan Collaboration
Members come together to develop a national platform to grow the outdoor recreation industry.
THANKS!

www.confluenceofstates.com

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