

# WY Outdoor Recreation Office Strategic Plan 2019

## Mission

Wyoming's Outdoor Recreation Office will strive to enhance and expand the outdoor recreation industry and improve outdoor recreation infrastructure/access within the beautiful State of Wyoming.

**1) Web/Application Map Creation (Ongoing):** To coalesce all outdoor recreation services, amenities, and businesses into a website with one-stop shopping in order to connect recreationists to all opportunities throughout Wyoming.

1. In partnership with the Wyoming Office of Tourism (WOT) and Game and Fish (G&F), we have selected Madden Media as our contractor. As of Friday, June 7th, the contract has gone to the Attorney General's office for review.

**2) Promote Wyoming as an Outdoor Recreation Destination and Place to do Business (Ongoing):** Work directly with other state agencies such as Wyoming Business Council (WBC), WOT, Workforce Services (WFS) and G&F to recruit outdoor recreation businesses to expand or move to Wyoming and to promote current outdoor recreation related businesses in Wyoming. Promote Wyoming to consumers as THE STATE to visit for all things outdoor recreation. Attend trade shows and consumer shows as well as direct business contacts.

Note: Of the primary functions the office serves this ongoing goal is primary. The ROI is extensive as it keeps us at the forefront of the Outdoor Recreation Industry. Having us in the meetings, shows, presentations, on the phone and in general 'front and center' elevates Wyoming's brand to the rest of the world, specifically in the Outdoor Recreation Industry.

1. Enhance our relationship with American Fly Fishing Trade Association (AFFTA), Archery Trade Association(ATA) and National Shooting Sport Federation (NSSF) Trade Associations to the level that we have with Recreation Vehicle Industry Association (RVIA). This not only helps keep WY front and center in the outdoor recreation industry but also helps to recruit outdoor recreation related businesses to relocate or expand in WY. It also may help with some potential grant funding in the future.
2. Bridge Gap on Consumer/Tourism shows by attending/presenting at Grass Drags in Minnesota and Great American Outdoor Show in Pennsylvania.
3. Work with Wyoming Office of Tourism and Wyoming Business Council to highlight WY outdoor recreation opportunities in the majority of their publications.
4. Work with the Wyoming Business Council, and Wyoming Office of Tourism to create a survey to better understand why companies relocate to, or expand in

Wyoming. Outdoor recreation and access to public lands will be key pieces within the survey.

5. Host a regional Wyoming outdoor industry leadership summit to discuss trends in the outdoor recreation industry, listen to their needs, and communicate available resources.

**3) Outdoor Recreation Collaboratives (Ongoing):** Improve local recreation economies by facilitating community stakeholder discussions. Make sure communities are aware of resources and opportunities to improve amenities and attract business based on local assets.

1. We have had one pilot collaborative functioning the last few years, we plan to establish 1-2 more.
2. Support Big Horn Basin Collaborative recommendations. In partnership with Sub-cabinet we can provide funding (i.e grants), staffing and promotion for projects they provide in their plan. This may include 2019 projects like their OR event and start of trail construction.

**4) Outdoor Recreation Events (Ongoing):** Work with communities and other agencies to create and promote outdoor recreation events. Engage the public in these events with the goal of positively impacting local economies.

Note: Ongoing portion is to continue to support Shooting Matches, Adventure Races, etc. at various levels.

1. Work with Sub-cabinet on process to support other Outdoor Recreation events, currently cross-promoting events based on external contacts.

**5) Utilization of Recreation Action Team (REACT):** Use this group of state, federal, and other agencies to develop strategies and meet the overall goals/recommendations of the Outdoor Recreation Office. Initial focus will be on streamlining of permits, planning process and implementing projects within gateway communities.

1. In coordination with Director Westby, work to finalize the MOU with REACT to include a pilot project for commercial/special use permits.

**6) Lead the Governor's Sub-cabinet:** Explore ways to help the Office of Outdoor Recreation achieve overall goals and help implement approved Outdoor Recreation Task Force Recommendations. Utilize all executive branch resources to enhance outdoor recreation, increase communication, and understand all agency roles.

1. Although we have various objectives that overlap with the sub-cabinet. One important item as we finalize a charter, is to ensure we know what roles and steps we can properly take in regards to support of items like alternative funding mechanisms for WOT.

2. Review each Outdoor Recreation Task Force recommendation and sub-recommendation. Determine what each Agency is currently doing to achieve these recommendations and ask for assistance where we find holes.

**7) Creation of Advisory Council on Outdoor Recreation:** A subset of in the outdoor recreation industry throughout the state. Provide oversight and accountability in implementing ORTF recommendations. Provide expertise, engagement, and a public voice to activities as they relate to the Outdoor Recreation Office.

**8) Improve Public Access:** As one of the ORTF recommendations this new goal, which needs proper staffing levels to implement, would allow us to work with State Lands to identify priority areas that have opportunities for improvement to public access. With work already being accomplished by state lands we could develop an action strategy for the next few years.

**9) Continue to Explore Alternative Funding to self fund the Outdoor Recreation Office:** Although not technically a new goal we wanted to ensure we added this as a specific highlight within our strategic plan for the next few years.

## **Ideas:**

**Outdoor Recreation Office seasonal: \$58,240.** This seasonal will help promote events and businesses in WY, create/refine a database of all outdoor recreation related businesses in WY, and attend larger industry shows recruiting new OR businesses to move to WY, and promoting the OR opportunities within the state.

**Travel: ~\$108,000.** The majority of in-state travel is for collaborative meetings with federal agencies, promoting events, and hosting the Bighorn Basin Outdoor Recreation Collaborative. Out of state travel includes attendance or exhibiting at: The great American Outdoor Show, Grass Drags, SHOT, Archery Trade Association, RV Industry Association, American Fly Fishing Trade Association, Outdoor Retailer, Backcountry Hunters and Anglers Rendezvous etc. The primary goals of attending/exhibiting at these events is to recruit outdoor recreation businesses to expand or move to Wyoming and to promote current outdoor recreation related businesses in Wyoming. Promote Wyoming to consumers as THE STATE to visit for all things outdoor recreation. WBC helps cover many of the exhibiting costs. This could be a true partnership between WBC, WOT, and SPHS. While attending some of these last year we completed dozens of interviews with media about Wyoming and the OR opportunities for those that live here and visit here.

We were also asked to attend and present about OR and opportunities in WY at national meetings such as the Escapees RV club (~ 80,000 members), RVIA, ORR, Etc.

**Support of BBORC initiatives: \$15,000.** The Bighorn Basin Outdoor Recreation Collaborative are currently putting together some recommendations and strategies on how to better promote and grow OR opportunities within Hot Springs, Washakie, and Bighorn counties. SPHS has facilitated these discussions and hopes to see some specific LWCF and RTP grant proposals that can be supported by our agency. Setting aside some dollars to help them promote and grow OR industry in these counties would show huge support to these communities that have volunteered their time and energy to bring more tourism to their counties.

**Survey on why new businesses are created, and why other businesses move to WY.** We're just starting to work with WBC on this right now. The idea is to find out how important outdoor recreation and access to public lands is to these folks. In Utah a survey was created and it was the #2 reason why businesses moved here. This helped and led to increased funding for State Parks, OREC office, and I believe Tourism by the state legislature.

**WBC, WOT, OREC, and possibly G&F combined marketing campaign.** Pie in the sky here but I envision something to the effect of a gal or guy fly fishing on the Platte or Popo Agie, with buildings and mountains in the background. Some sort of caption that says, "I'm sorry, the chairman is on the other line right now". A series of quippy marketing blurbs that could be used at these consumer/industry shows, social media, whatever.

**SMAP.** Possible maintenance and support \$.