



CONFLUENCE OF STATES

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

Timeline

2018

First States Sign

Colorado
Montana
North Carolina
Oregon
Utah
Vermont
Washington
Wyoming

2019

Second States Sign

Maine
Michigan
Nevada
New Mexico
Virginia

2022

Third States Sign

Arkansas
Maryland
New Hampshire

2023

Fourth States Sign



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.



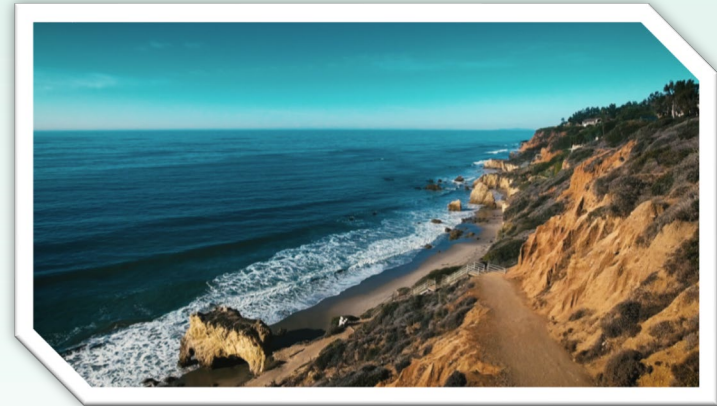
3% of Employees

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



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

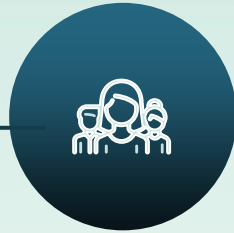
- Business & Industry leaders
- Nonprofit organizations
- Local, state, and federal government agencies
- Outdoor Recreation Roundtable
- Outdoor Industry Association
- Outdoor Recreation Learning Network
- Tourism offices
- Governors' Offices of Economic Development



How are state offices created?

Advisory Council/ Task Force

Study of impact, issuing reports on, policy implementation.

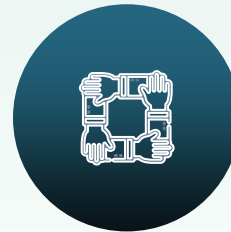
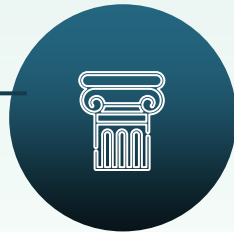


Executive Order

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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