Derrick A. Crandall, President, American Recreation Coalition

Now Is the Time: Seize the Incredible Opportunities Offered by Missouri's Great Outdoors

- Vision and Action: Trademarks of our nation's natural resource policy
- Global leadership on parks, refuges, forests and more. And we did it against the backdrop of major national changes – from the Civil War to the Depression

- We’ve already celebrated centennials of our national wildlife refuge system and our national forests, gearing up to celebrate the Centennial of the National Park Service
- And more celebrations – Wilderness Act, Land and Water Conservation Fund, National Recreational Trails System Act and more

- 40th anniversary of the Missouri Department of Natural Resources
- 30th anniversary of Missouri's extraordinary action to earmark a portion of state sales tax to conservation purposes
- Also 30 years ago, and with a Missouri tie: passage of the Wallop-Breaux amendments to the Sportfishing and Boating Safety Act, growing it from $30 million annually to the current level of some $800 million a year

- Our Great Outdoors is neither Red nor Blue; our great outdoors legacy has been shaped by leaders from both parties
- Great traditions, great leaders, including those in this state.

- We can’t be lulled into complacency by the apparent health of the outdoor recreation community in 2014

- Disturbing indicators are everywhere: surge in obesity, declines in park visits when you control for population growth, drops in fishing and hunting license sales
- Millennials have a thin connection to the outdoors. Love its beauty. Want it protected ... by government. But don't necessarily feel it is worth the time and cost to travel to these places.
- Wall-sized 4K television with theater sound brings the Grand Canyon and wildlife, even the thrill of a canoe or raft trip, to them on their schedules

- Overwhelmed by 5,000+ promotional messages each day – and not many about the Great Outdoors
- Urban, diverse generation raised with markedly less firsthand exposure to the Great Outdoors
- Agencies must demonstrate great nimbleness in responding to lifestyle and demographic changes

- Innovation and action must continue
- Funding is a key challenge. Conservation is not free. We need to continue to add sustainable and supplementary funding to annual or biannual appropriations of general funds

- Health: for the role of the Great Outdoors in keeping us healthy, restoring our health
- Tourism taxes: billions generated through special taxes on rental cars, hotel rooms, meals and more now earmarked for airports, even professional sports stadiums. Time for more of this money to be invested in Great Outdoors visitor needs
- Education – Semester in Parks, H.O.P.E. crews restoring historic structures in our parks, new White House initiative

- Time for a game plan which includes plays involving handing off the ball to some great partners.
- Elected officials and others like:
  - Governors
  - Members of Congress
  - TV weatherpersons
  - Leading corporate leaders
  - Health and education leaders

- As Christmas approaches – let's prepare ten ideas for gifts to America's elected leaders – ideas which they can implement and gain deserved praise.
- And these gifts are proven concepts which can and will generate support from businesses and organizations that care about the Great Outdoors.

- GIFT #1
- Great Outdoors Month PSAs – like the Governors of Arkansas and Idaho did in 2014

GOVERNORS TAP STATE PARKS AND TOURISM AGENCIES TO DELIVER INVITATIONS

»**GIFT #2**

»Capital Campouts

- Arkansas, Kansas, Georgia, Colorado and Washington State
- Bipartisan support
- Partner-based

FIVE GOVERNORS REACH OUT TO URBAN KIDS – CAPITAL CAMPOUTS AND MORE

- GIFT #3
- Ranger for a Day – role for members of the Missouri legislature and the US Congress

- GIFT #4
- Junior fishing licenses.
  - Not needed? Who cares? Give them value. Ask Bass Pro to give junior angler pass holders a free lure – a simple box on the back of the pass that gets checked when used.

- **GIFT #5**
- **Highlight outdoor fun with technology – selfies in parks and outdoor games using technology like Agents of Nature**

- GIFT #6
- Free fishing in state parks, and free loans of fishing equipment

- GIFT #7
- Free passes at your local library. And the trade off is a display of parks on the wall with a monthly listing of special events

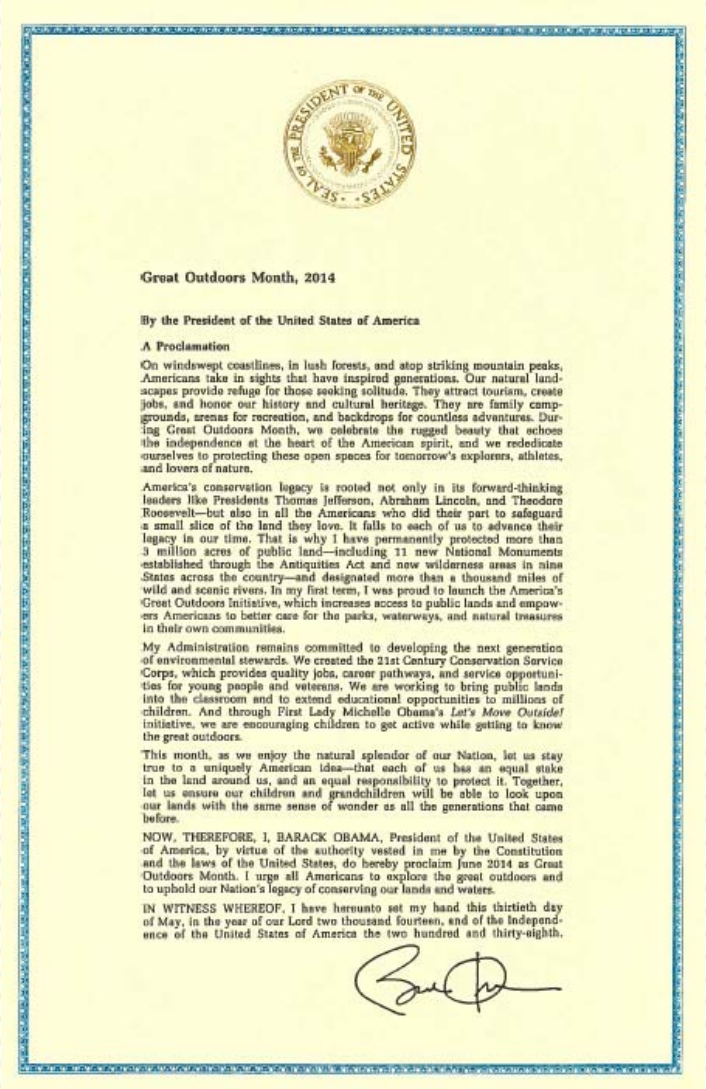
»GIFT #8

»Passes for all foster families

- GIFT #9
- Hold citizenship ceremonies in state parks – and “gift” fishing licenses and ceremonial park passes

- GIFT #10
- Free passes at your local library. And the trade off is a display of parks on the wall with a monthly listing of special events

GREAT OUTDOORS MONTH 2015



Great Outdoors Month, 2014

By the President of the United States of America

A Proclamation

On windswept coastlines, in lush forests, and atop striking mountain peaks, Americans take in sights that have inspired generations. Our natural landscapes provide refuge for those seeking solitude. They attract tourism, create jobs, and honor our history and cultural heritage. They are family campgrounds, arenas for recreation, and backdrops for countless adventures. During Great Outdoors Month, we celebrate the rugged beauty that echoes the independence at the heart of the American spirit, and we rededicate ourselves to protecting these open spaces for tomorrow's explorers, athletes, and lovers of nature.

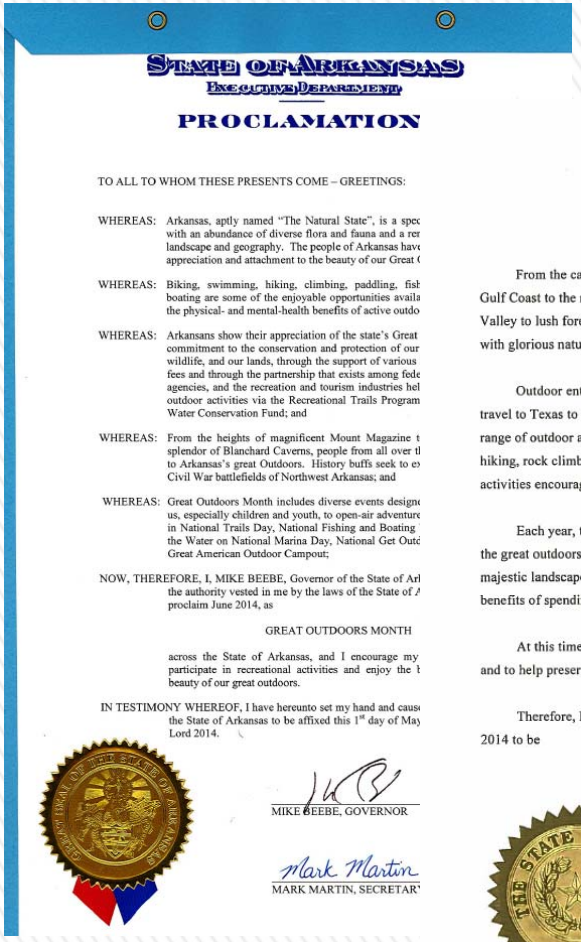
America's conservation legacy is rooted not only in its forward-thinking leaders like Presidents Thomas Jefferson, Abraham Lincoln, and Theodore Roosevelt—but also in all the Americans who did their part to safeguard a small slice of the land they love. It falls to each of us to advance their legacy in our time. That is why I have permanently protected more than 3 million acres of public land—including 11 new National Monuments established through the Antiquities Act and new wilderness areas in nine States across the country—and designated more than a thousand miles of wild and scenic rivers. In my first term, I was proud to launch the America's Great Outdoors Initiative, which increases access to public lands and empowers Americans to better care for the parks, waterways, and natural treasures in their own communities.

My Administration remains committed to developing the next generation of environmental stewards. We created the 21st Century Conservation Service Corps, which provides quality jobs, career pathways, and service opportunities for young people and veterans. We are working to bring public lands into the classroom and to extend educational opportunities to millions of children. And through First Lady Michelle Obama's *Let's Move Outside!* initiative, we are encouraging children to get active while getting to know the great outdoors.

This month, as we enjoy the natural splendor of our Nation, let us stay true to a uniquely American idea—that each of us has an equal stake in the land around us, and an equal responsibility to protect it. Together, let us ensure our children and grandchildren will be able to look upon our lands with the same sense of wonder as all the generations that came before.

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 2014 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 thirtieth day of May, in the year of our Lord two thousand fourteen, and of the Independence of the United States of America the two hundred and thirty-eighth.



STATE OF ARKANSAS
EXECUTIVE DEPARTMENT

PROCLAMATION

TO ALL TO WHOM THESE PRESENTS COME – GREETINGS:

WHEREAS: Arkansas, aptly named "The Natural State", is a spec with an abundance of diverse flora and fauna and a rer landscape and geography. The people of Arkansas have appreciation and attachment to the beauty of our Great (

WHEREAS: Biking, swimming, hiking, climbing, paddling, fish boating are some of the enjoyable opportunities availa the physical- and mental-health benefits of active outdo

WHEREAS: Arkansans show their appreciation of the state's Great commitment to the conservation and protection of our wildlife, and our lands, through the support of various fees and through the partnership that exists among fede agencies, and the recreation and tourism industries hel outdoor activities via the Recreational Trails Program Water Conservation Fund; and

WHEREAS: From the heights of magnificent Mount Magazine t splendor of Blanchard Caverns, people from all over tl to Arkansas's great Outdoors. History buffs seek to ex Civil War battlefields of Northwest Arkansas; and

WHEREAS: Great Outdoors Month includes diverse events designe us, especially children and youth, to open-air adventure in National Trails Day, National Fishing and Boating the Water on National Marina Day, National Get Outd Great American Outdoor Campout;

NOW, THEREFORE, I, MIKE BEEBE, Governor of the State of Arl the authority vested in me by the laws of the State of A proclaim June 2014, as

GREAT OUTDOORS MONTH

across the State of Arkansas, and I encourage my participate in recreational activities and enjoy the b beauty of our great outdoors.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caus the State of Arkansas to be affixed this 1st day of May Lord 2014.

MIKE BEEBE, GOVERNOR

Mark Martin
MARK MARTIN, SECRETAR

STATE OF TEXAS
OFFICE OF THE GOVERNOR

From the canyons of the Panhandle to the wide-sweeping plains, the Gulf Coast to the rugged Hill Country, and the searing hot Rio Grande Valley to lush forests of East Texas, the Lone Star State has been blessed with glorious natural beauty.

Outdoor enthusiasts from across the country and around the world travel to Texas to enjoy our natural treasures and to participate in a wide range of outdoor activities — boating, hunting, cycling, fishing, camping, hiking, rock climbing and wildlife watching, to name just a few. These activities encourage active lifestyles and environmental conservation.

Each year, the month of June is dedicated to promoting awareness of the great outdoors. We must take time to recognize and appreciate the majestic landscapes of the Lone Star State and teach young Texans all the benefits of spending time in nature.

At this time, I encourage everyone to explore Texas' great outdoors and to help preserve it for future generations.

Therefore, I, Rick Perry, Governor of Texas, do hereby proclaim June 2014 to be

Great Outdoors Month

in Texas, and urge the appropriate recognition whereof.

In official recognition whereof, I hereby affix my signature this the 1st day of May, 2014.

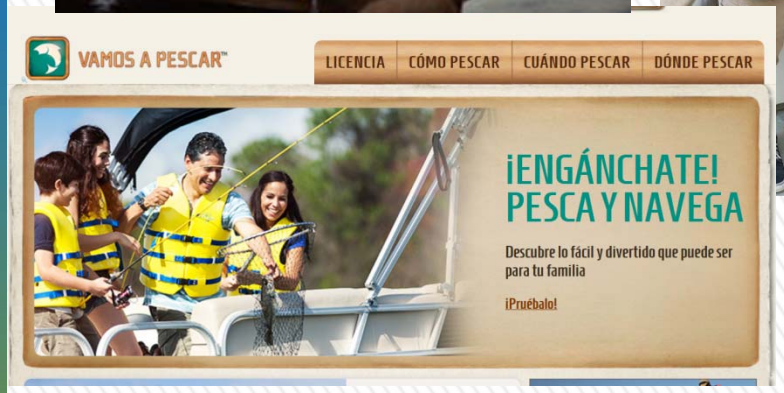
Rick Perry
Governor of Texas

PROCLAMATIONS BY THE PRESIDENT AND ALL 50 GOVERNORS

See all proclamations here

- 2,113 events in all 50 states, Washington, DC & Puerto Rico
- 145,000 participants, ages 1 to 100!
- 439 trail projects; 21,807 volunteers; 1,360 miles trail maintained
- Over 436,000 miles hiked, biked, paddled or horseback

NATIONAL TRAILS DAY®



- Coordinated nationally by Take Me Fishing
- Involves state fishing and boating agencies
- Free fishing days in most states
- Hundreds of kids' fishing events
- Community events and on-line links to great places to go
- Conservation message
- Outreach to Hispanic community
- New research, resources

NATIONAL FISHING AND BOATING WEEK

Leveraging the message of a major corporate partner …

Disney

Coleman
The Outdoor Company™

GREAT AMERICAN BACKYARD CAMPOUT

- 200,000 campers at 12,000 locations – all 50 states
- Discovery Bay, CA, had 2,000 campers!
- Home, school, church and park campsites
- NWF online reach – 495 million!
- Twitter and other social media network of 900,000

GREAT AMERICAN BACKYARD CAMPOUT

- Organized by The Corps Network
- More than 100 volunteers and conservation corps members
- VIP guests from USDA, CNCS, USDOI and more
- Projects on the National Mall and at Fort Dupont
- Video recap available at: http://www.youtube.com/watch?v=hsPDlVGyky4
- Support from Guest Services, Inc. and Historic Tours of America

GREAT OUTDOORS DAY OF SERVICE

» Contact:

American Recreation Coalition

1200 G Street, NW #650

Washington, DC 20005

202-682-9530

www.greatoutdoorsmonth.org