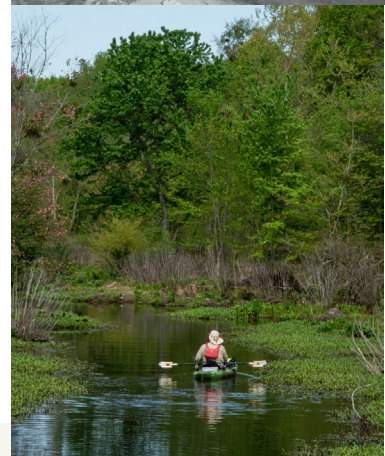
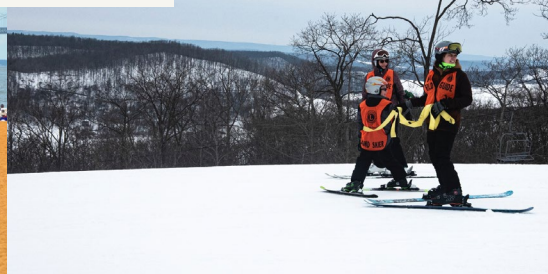
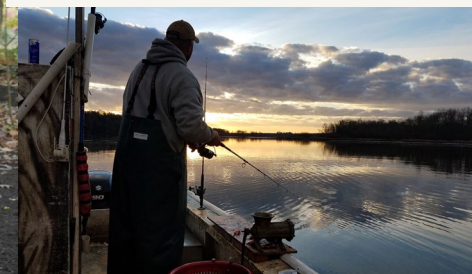




# MARYLAND OFFICE OF OUTDOOR RECREATION

Department of Natural Resources | May 2024 | Chesapeake Bay  
Commission







**WHAT IS OUTDOOR  
RECREATION TO YOU?**



# U.S. ECONOMIC BENEFITS OF OUTDOOR RECREATION

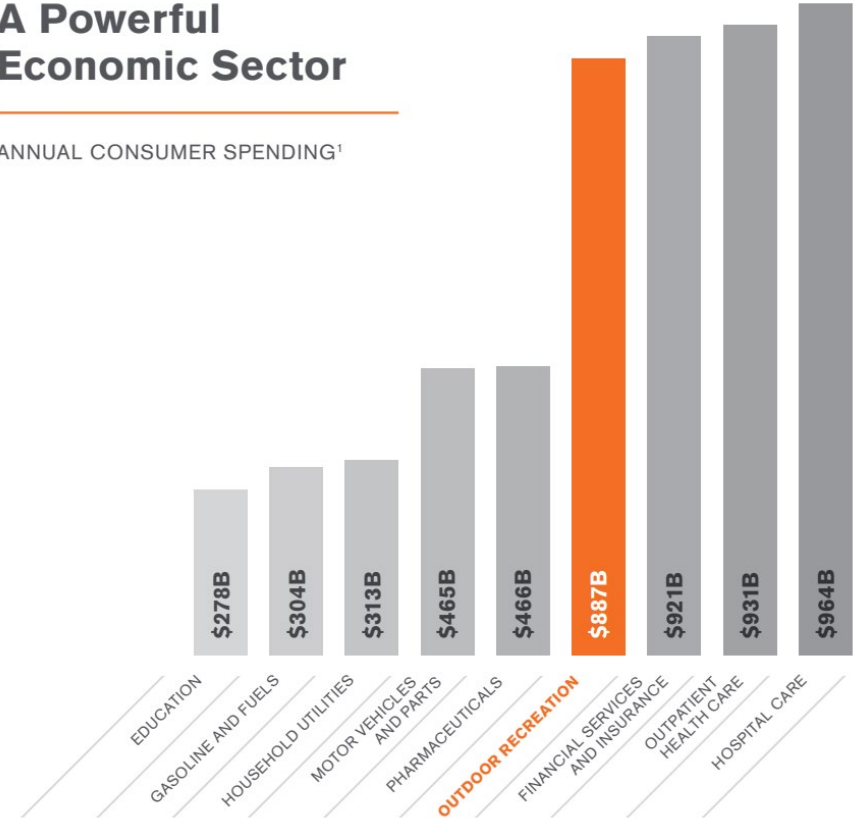
## The Outdoor Recreation Economy Generates...

- ❖ \$887 billion in consumer spending every year
- ❖ 7.6 million jobs in the U.S.
- ❖ \$65.3 billion in federal tax revenue
- ❖ \$59.2 billion in state and local tax revenue



## A Powerful Economic Sector

ANNUAL CONSUMER SPENDING<sup>1</sup>



<sup>1</sup> Bureau of Economic Analysis, Personal Consumption Expenditures by Type of Product

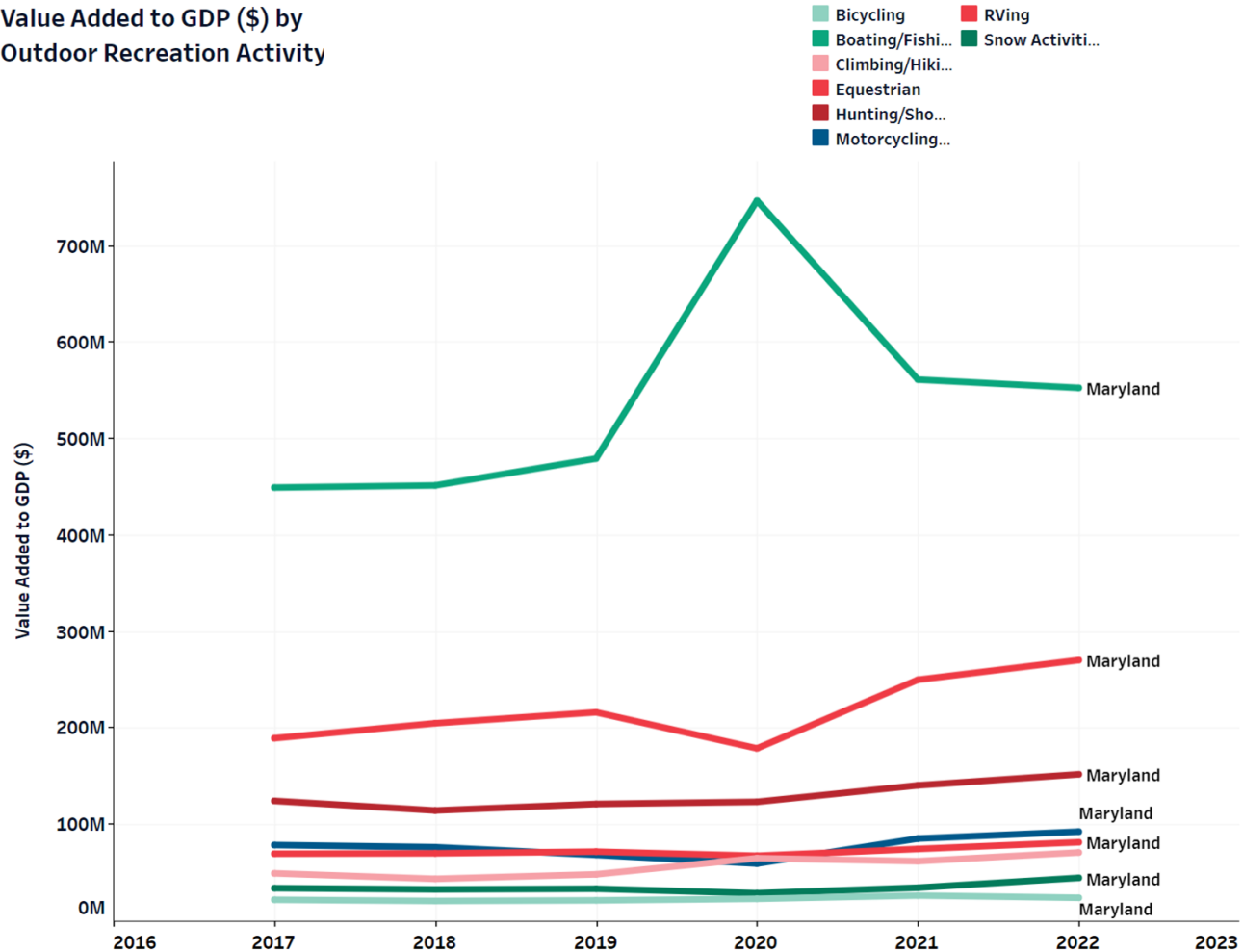
# MARYLAND ECONOMIC BENEFITS

## KEY TAKEAWAYS:

- ❖ Fishing/Boating adds most to MD GDP.
- ❖ Almost all have Outdoor Recreation Activities (ORA) have increased in recent years.



Value Added to GDP (\$) by Outdoor Recreation Activity





# The Confluence of States

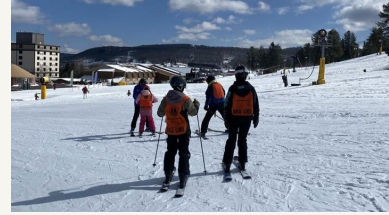
The Confluence of States is a bipartisan network of 16 state offices of outdoor recreation guided by four pillars: conservation and stewardship; education and workforce training; economic development; and public health and wellness.



- ❖ Established in 2013
- ❖ **Bipartisan organization** with the goals of:
  - Growing the outdoor recreation industry
  - Protecting our nation's wild places
  - Transforming conservation into a driver for economic prosperity
- ❖ We are one of **18 states** in the group
- ❖ Provides a **network of support and collaboration** in developing outdoor recreation in Maryland & the greater United States
- ❖ **Five pillars** (reflected in MD OOR pillars):
  - Conservation & Stewardship
  - Education & Workforce Training
  - Economic Development
  - Public Health & Awareness
  - Opportunity for All \*



# Maryland Office of Outdoor Recreation



- ❖ **2019: The Maryland Outdoor Recreation Economic (MORE) Commission recommendations:**
  - Strengthen the Outdoor Business Climate
  - Enhance Workforce Development & Job Creation Opportunities
  - Enhance MD's Brand as a Premier Destination
  - Enhance Recreational & Heritage Tourism Opportunities
  - Steward Maryland's Natural, Cultural, Historic and Recreational Resources
- ❖ **2021: OOR in Maryland is established**
- ❖ **2023: Great Maryland Outdoors Act**



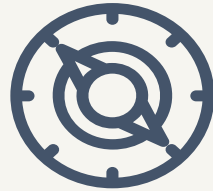
OUR  
FOCUS



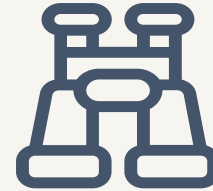
INCLUDE



EXPAND



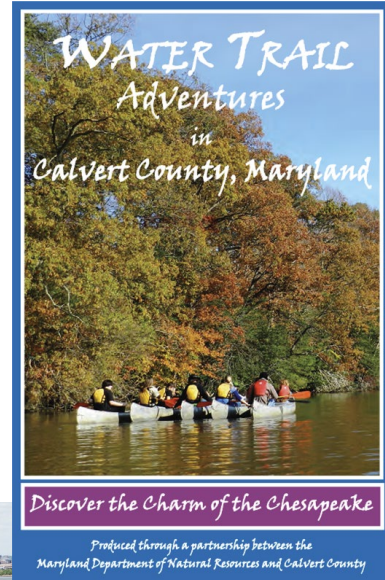
AMPLIFY



# ORR SCOPE: PLANNING



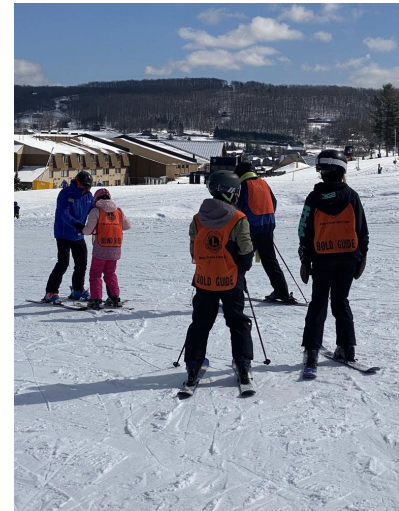
- ❖ Public Access & Water Trails
- ❖ MD Bike and Pedestrian Advisory Commission
- ❖ Support LPRP, GMAO and other strategic planning efforts
- ❖ Regional Trails and Connections-
  - *Ex. Masonville Cove Connectors*





# OUTDOOR REC & EQUITY

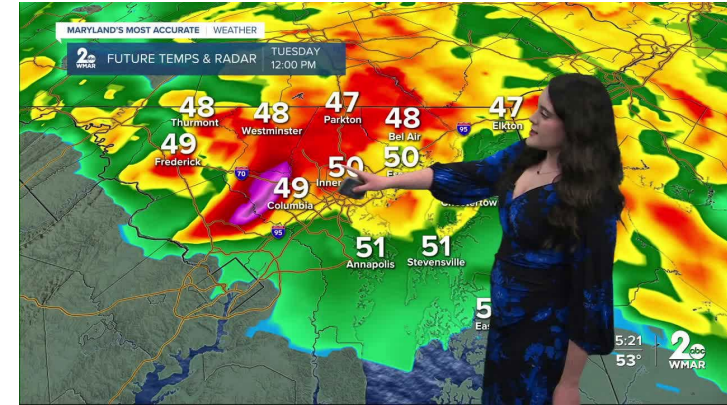
- ❖ Raising awareness of equity & inclusion in access to nature & recreation
- ❖ Tool Development & Analysis- *Ex. Sign Database*
- ❖ Outdoor Equity Mini-Grants- *Open Soon!*
  - Partnership with Outdoor Recreation Roundtable's Together Outdoors Campaign




# OUTDOOR REC & CLIMATE

- ❖ Identifying Impacts
  - *Flooding- Access to Parks and Trails*
  - *Extreme Heat/Changing Weather*
  - *Wildfire Risk*
  - *Storm Damage to Infrastructure*
  - *Impact on Habitat and Resources*

- ❖ Opportunities for Demonstration Projects

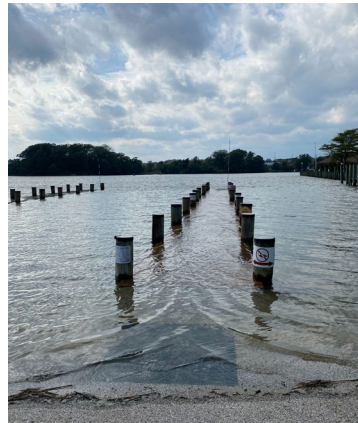


**IT'S HOT**  
 WE ARE ENTERING CODE RED  
**HEAT ILLNESS SYMPTOMS:**

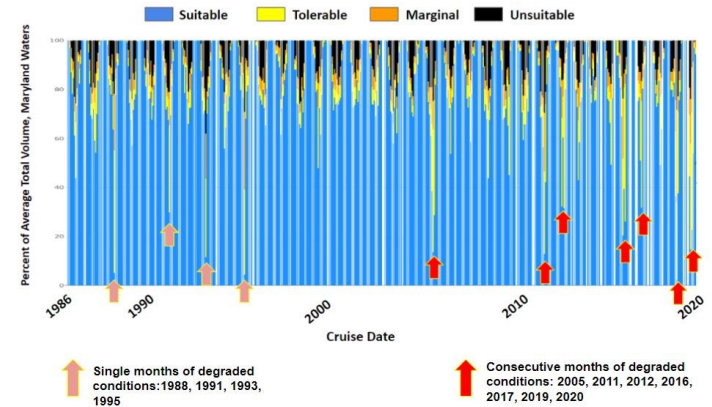
-  **CONFUSION** DIZZINESS OR HEADACHE
-  **CLAMMY SKIN** OR HEAVY SWEATING
-  **FAST PULSE** STRONG OR WEAKENED
-  **NAUSEA** VOMITING OR CRAMPS

**IF YOU EXPERIENCE THESE, CALL 911 ASAP.**

BALTIMORE CITY HEALTH DEPARTMENT | @Bmore\_Healthy | Health.BaltimoreCity.gov/CodeRedInfo



## Maryland-wide Striped Bass Habitat Conditions





# OUTDOOR REC & GREEN JOBS NETWORK & APPRENTICESHIP PROGRAM

## Green Jobs Network

- ❖ Incorporate outdoor recreation opportunities and career pathways into existing workforce development programming

## Apprenticeship Program

- ❖ RFP for Apprenticeship Intermediary - May 2024
- ❖ Potential Pathways: *Trails (building, design, and mapping), Bike Repair, Forestry, Environmental Education, Park Management*



# ORR SCOPE: POLICY



## E-Bicycle BIKE Policy

- ❖ Lead interagency working group
- ❖ Research eBike policies and approaches from other states
- ❖ Gather input from partners including small business owners, advocates and user groups

## Adaptive Access Policy & Promotion

- ❖ Identifying ongoing efforts and needs for adaptive:
  - *Trails design & installation*
  - *Kayak launches & programs*
  - *Fishing equipment loaner & programming*
  - *Hunting Programs*



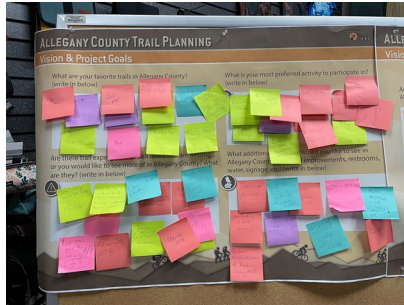


# ORR SCOPE: PROMOTION & OUTREACH



## Stakeholder Engagement Meetings

## Fly Fishing Trail Event: Piloting with 4 MD Universities



# ORR SCOPE: PROMOTION & OUTREACH

## Outdoor Recreation Summit - October 9-11, 2024

- ❖ **Goal:** Gather outdoor rec leaders to highlight opportunities & strategies and form new partnerships throughout Maryland
- ❖ **Social media** journey to highlight outdoor recreation in all Four Seasons and tips & tricks for having fun outdoors safely.

#funisalwaysinseason #all4seasons  
#MDOOutdoorRec #outdoorsallseasons





# NEEDS & OPPORTUNITIES



R-3  
Coordination

Supporting  
Local  
Tourism  
Efforts

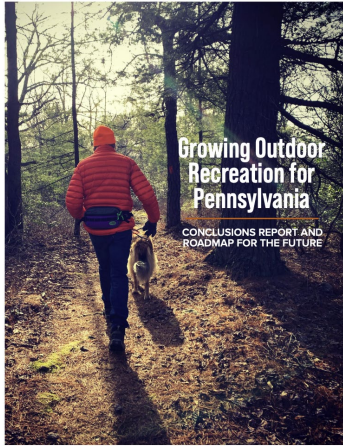
Trail &  
Mapping  
Support

Providing  
Easily  
Accessible  
Information

Connecting  
Public Lands &  
Communities

Chesapeake  
Bay Nat.  
Recreation  
Area

# Outdoor Recreation in Virginia & Pennsylvania



**2022- Director Established**  
**2023- Office Established**

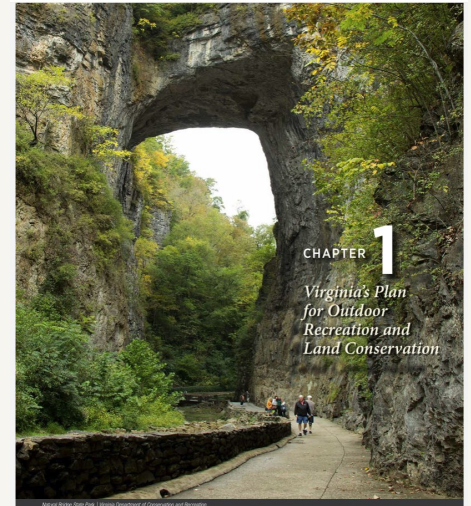
**Build Capacity of Pennsylvania's Outdoor Industry**

**Use Outdoor Recreation as Driver of Community and Economic Development**

**Deliver Inclusive and Equitable Wellbeing in and Through the Outdoors**



**Joined in 2019**







**ALLEGANY**  
**COUNTY**  
MOUNTAIN SIDE  
OF MARYLAND

[MOUNTAINSIDE.COM](http://MOUNTAINSIDE.COM)





## DESTINATION MANAGEMENT ORGANIZATION (DMO):

### MISSION:

“Allegany County Tourism enhances the quality of life in Allegany County, Maryland, and strengthens destination awareness through promotion, development, and services that attract visitors to stay longer and spend more in our community.”

### OBJECTIVES:

- Take Advantage Of Their Destination’s Unique Potential
- Conduct Market Research
- Implement Destination Marketing Strategies
- Drive Economic Growth in a Sustainable Way
- Attract Investment
- Engage With Stakeholders To Develop More Favorable Conditions





## STRATEGY: Outdoor Recreation

### Allegany County Stats:

- 70,000+ acres of public land
- 200 miles of developed trails
- 17 public water based assets
- 5 State Parks
- 1 State Forest
- 1 National Park

### Regional Stats:

- 207,000+ acres of public land
- 1,200 miles of developed trails
- 45 public water based assets
- 20 State Parks
- 7 State Forest
- 2 National Park





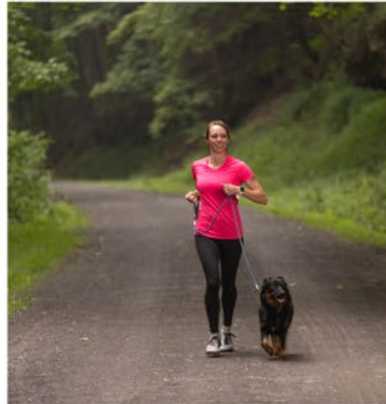




## ECONOMIC DEVELOPMENT



## HEALTH & WELLNESS



## WORKFORCE



## STEWARDSHIP







[Link to video](#)

## River Park at Canal Place



## Wills Mountain State Park







ASHLI WORKMAN

Director of Tourism  
Allegany County, the Mountain Side of Maryland

Email: [aworkman@alleganygov.org](mailto:aworkman@alleganygov.org)



MountainMaryland



Mountain\_Maryland



Mountain\_MD



**ALLEGANY  
COUNTY**  
MOUNTAIN SIDE  
OF MARYLAND

[MDMOUNTAINSIDE.COM](http://MDMOUNTAINSIDE.COM)



# Where It All Began...



- The new generation of entrepreneurs
- Reevaluating the definition of success
- Opportunity and fulfillment in the Outdoor Economy





# Wheelzup by the numbers.

YEAR	NUMBER OF EMPLOYEES	UNIQUE CUSTOMERS
2018	1	8
2019	1	20
2020	1	28
2021	4	1173
2022	12	3087
2023	20	5528

- **2018**
  - One-man shuttle company – with insurance and a bike rack
- **2021**
  - Opened Wheelzup's Downtown location
  - 4 part-time employees
  - Open 3.5 days a week (beginning April 2021)
- **2022**
  - Wheelzup Downtown location
  - Rocky Gap Boat rental
  - 12 Employees (2 full-time)
  - Open 6 days a week
- **2023**
  - Wheelzup Downtown location
  - Rocky Gap Boat rental
  - Canal Place location
  - 20 (4 Full time)

# Motivation by the numbers.



## 2022—Maryland

Value added [gross domestic product]		Employment		Compensation	
ORSA total	Share of state	ORSA total	Share of state	ORSA total	Share of state
<b>\$8.3 billion</b>	<b>1.7%</b>	<b>80,391 jobs</b>	<b>2.8%</b>	<b>\$3.9 billion</b>	<b>1.5%</b>

Value Added by Select ORSA Activity [Thousands of dollars]				
Activity	2020	2021	2022	State rank
Boating / fishing	746,384	560,966	552,376	21
RVing	178,714	249,861	270,224	35
Hunting / shooting / trapping	123,307	140,441	151,880	26
Motorcycling / ATVing	59,383	85,283	92,420	33
Equestrian	67,424	74,510	81,459	28
Climbing / hiking / tent camping	64,960	61,853	70,883	25
Snow activities	28,623	34,387	44,538	31
Recreational flying	8,326	10,446	33,540	30
Bicycling	22,868	26,245	23,922	25

## OUTDOOR RECREATION IS A POWERFUL ECONOMIC ENGINE

Outdoor recreation is among our nation's largest economic sectors, representing the lifeblood of thousands of American communities and providing livelihoods for millions of American workers.

### THE NATION'S OUTDOOR RECREATION ECONOMY GENERATES:

**\$887 BILLION**  
IN CONSUMER SPENDING ANNUALLY



**7.6 MILLION**  
AMERICAN JOBS



**\$65.3 BILLION**  
IN FEDERAL TAX REVENUE

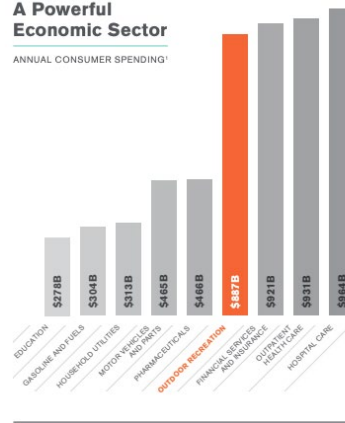


**\$59.2 BILLION**  
IN STATE AND LOCAL TAX REVENUE



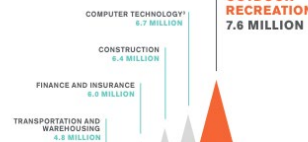
### A Powerful Economic Sector

ANNUAL CONSUMER SPENDING\*



### Job Comparison

BY INDUSTRY†





# Mission: Facilitating Self-discovery in the outdoors

## ACCESS



## COMMUNITY

## KNOWLEDGE

# Collaborations = Small Business Success



- DNR – Rocky Gap State Park
- Allegany Trails user group
- WM Climbing Coalition

- Frostburg State University
- CANOE program



- Allegany College of Maryland
- Bike Mechanic Apprenticeship program



# Opportunities

- **Outdoor Infrastructure**
  - New trails
  - Waterpark project
  - Outdoor economy
- **Entrepreneurship**
  - People come for businesses
  - Don't abandon good performers
  - Shift in Gen Z
- **Show and Tell**
  - Outdoor vendor shows
  - Proximity to majority of population



# Challenges

- Blind spots
  - Cant take advantage of opportunities we can not see.
- Access to capital
  - TCC revamp
- Bureaucratic red tape
  - Everything takes too long
  - Trails – Waterpark







From the Mountain  
Side of Maryland:

All the best!