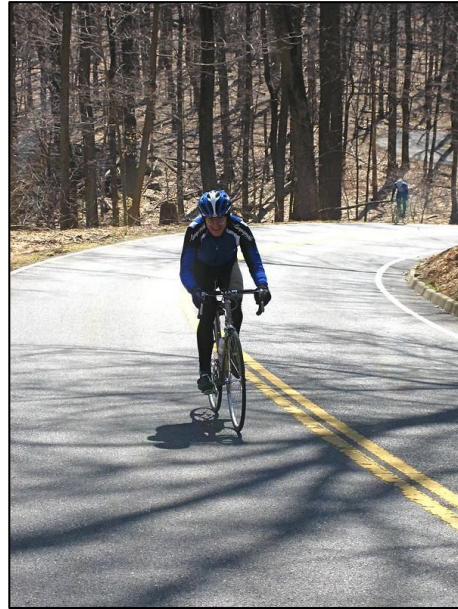


# Economic opportunities for working landscapes: Outdoor Recreation

Joel Dunn, President and CEO, Chesapeake Conservancy

Outdoor recreation is part of the fabric of Maryland's rural landscapes



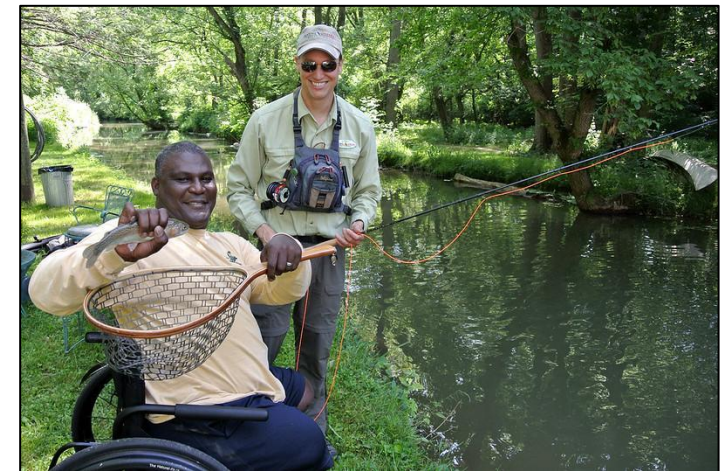
Cyclist at Catoctin Mountain Park. Credit: Rudi Riet



Kayakers at Mallow's Bay Potomac River National Marine Sanctuary. Credit: Maryland GovPics



Goose hunting in Queen Anne's County, Md. Credit: Chesapeake Bay Program



Fishing at Beaver Creek, Maryland. Credit: Project Healing Waters Fly Fishing

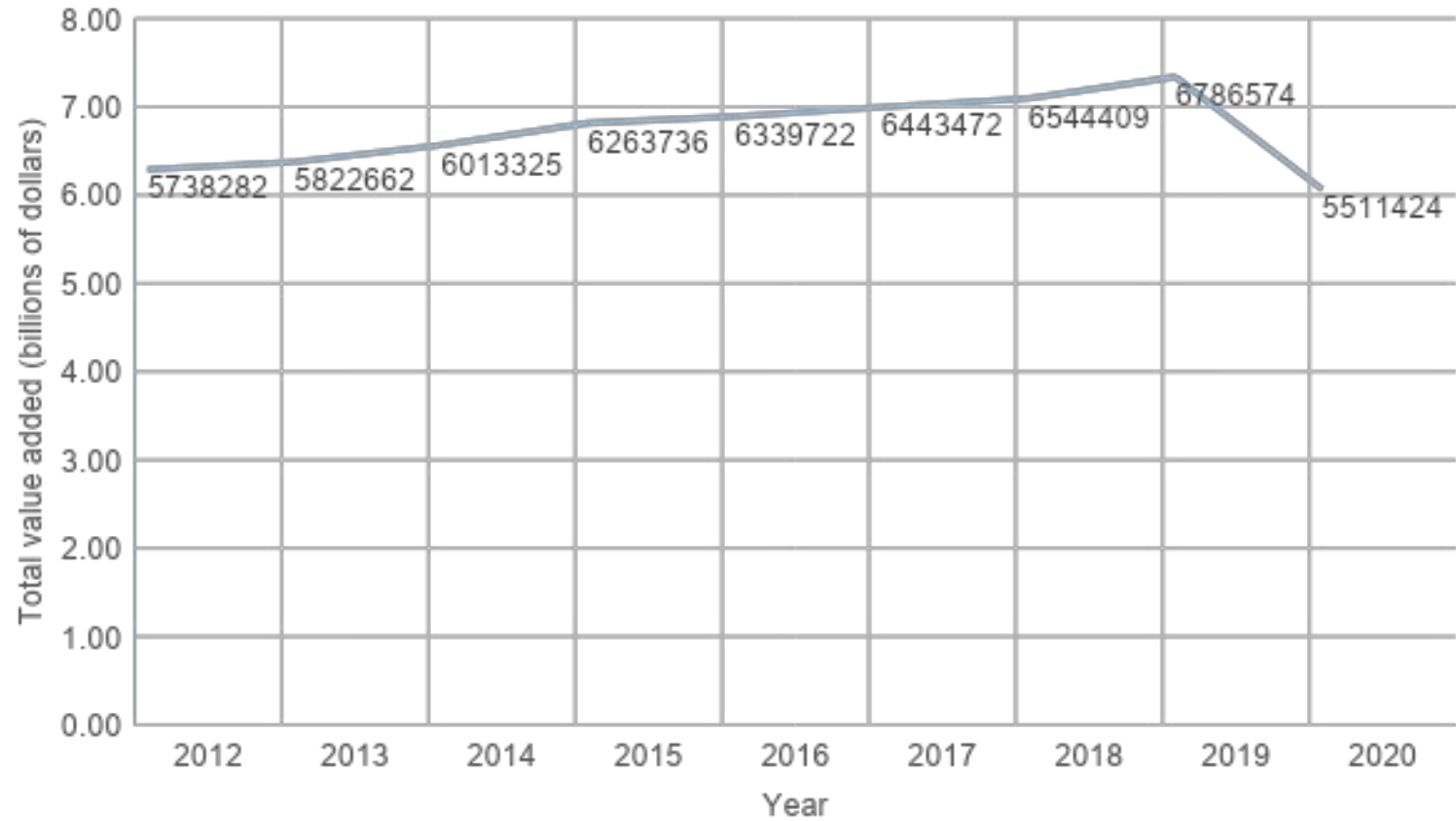
# Outdoor recreation in Maryland: By the numbers

- **\$5.51 billion value added to Maryland economy in 2020**
  - About 1.3% of total value added to Maryland economy
- **69,377 total employment in 2020**
- **\$3.36 billion in total outdoor recreation compensation**
  - 1.4% of total employment compensation in Maryland
- **2.4% average annual growth of outdoor recreation economy (excluding the year 2020)**
- COVID-19 pandemic had significant negative impact on outdoor recreation in 2020

# Outdoor recreation economy in Maryland

Total value added 2012 - 2020

**Outdoor recreation: Total value added to Maryland economy, 2012 - 2020**  
(source: Bureau of Economic Analysis, U.S. Dept. of Commerce)



# Maryland Outdoor Recreation Economic (MORE) Commission

- 2017: MORE Commission established by Gov. Hogan, co-chaired by MD Dept. of Natural Resources and MD Dept. of Commerce
- Membership: local government, recreation outfitters and businesses, sportsmen, and conservationists
- Commission charged with strengthening MD's outdoor recreation and heritage tourism economy
  - ❖ Enhance business climate for outdoor recreation industry & grow jobs
  - ❖ Enhance MD brand as a premier destination
  - ❖ Develop world-class outdoor and heritage tourism experiences
  - ❖ Steward natural, cultural, historical, and recreational resources
  - ❖ Enhance opportunities for workforce development

# MORE Commission Final Report Recs (2019)

## 1.) Incentivizing Sector Growth

- ❖ Establish an Office of Outdoor Recreation ✓
- ❖ Work with counties to support outdoor recreation businesses
- ❖ Develop recruitment plan for outdoor lifestyle manufacturers
- ❖ Conduct economic impact studies with local universities
- ❖ Assess barriers and conduct training to further inclusion of minority owned businesses
- ❖ Create MD Outdoor Industry Leadership Summit
- ❖ Enhance Marketing and branding

# Maryland Office of Outdoor Recreation

## MARYLAND MATTERS

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Commentary Working & the Economy

### Opinion: New Office of Outdoor Recreation Is an Investment in Jobs, Health and More

By Guest Commentary - October 7, 2021



Lt. Gov. Boyd K. Rutherford (left) visits Rocks State Park in Jarrettsville in January 2021. Photo from Maryland GovPics on Flickr.

By Jessica Turner and Joel Dunn

- Maryland Office of Outdoor Recreation established in 2021
- Tasked with implementing recommendations of the MORE Commission
- Led by Executive Director Daryl Anthony

# MORE Commission Final Report Recs (2019)

## 2.) Improving Career Pipelines

- ❖ Conduct a study on existing outdoor recreation businesses and ID sectors with growth potential that could be helped by MORE recs
- ❖ Create toolkit on careers in outdoor recreation industry
- ❖ Strengthen MD Conservation Corps, Conservation Jobs Corps, and Veterans Conservation Corps and focus on underrepresented communities
- ❖ Implement Outdoor Equity Program to eliminate barriers for low income rural and urban youth
- ❖ Initiate recreation industry's Live Near Your Work program

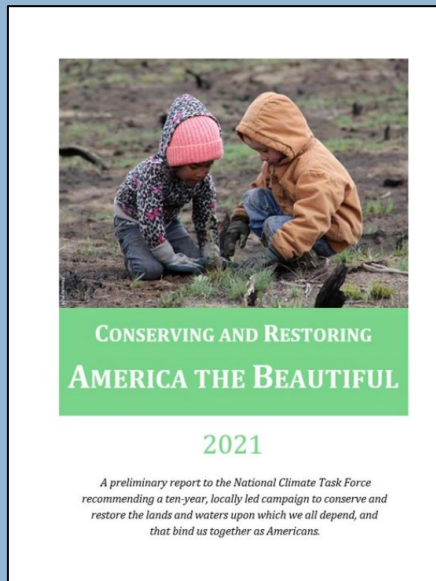


# MORE Commission Final Report Recs (2019)

## 3.) Enhancing Recreational and Heritage Tourism Experiences

- ❖ Streamline DNR lease agreement to support public / private partnerships
- ❖ Increase procurement authority of DNR to reduce critical maintenance backlog on public lands
- ❖ Make MD Historic Revitalization Tax Credit Program available to tenants of historic properties owned by DNR
- ❖ Provide training opportunities to outfitters and service providers
- ❖ Assess & develop transportation from urban areas to outdoor recreation destinations
- ❖ Conduct customer service surveys
- ❖ Enhance Trails

# America the beautiful and 30 x 30



- National goal to conserve 30% of nation's lands and waters by 2030
  - Responds to global biodiversity / species abundance crisis
- Desired outcomes as a part of this goal:**

- 1.) Creating more parks and safe outdoor opportunities in nature-deprived communities
- 2.) Supporting Tribally led conservation and restoration priorities
- 3.) Expanding collaborative conservation of fish and wildlife habitats and corridors
- 4.) Increasing access for outdoor recreation
- 5.) Incentivizing and rewarding the voluntary conservation efforts of fishers, ranchers, farmers, and forest owners
- 6.) Creating jobs by investing in restoration and resilience