

Announced,
December 2022
Launched
September 2023



The Commonwealth
of Massachusetts
Executive Office of
Energy and
Environmental Affairs

Maura T. Healey
GOVERNOR

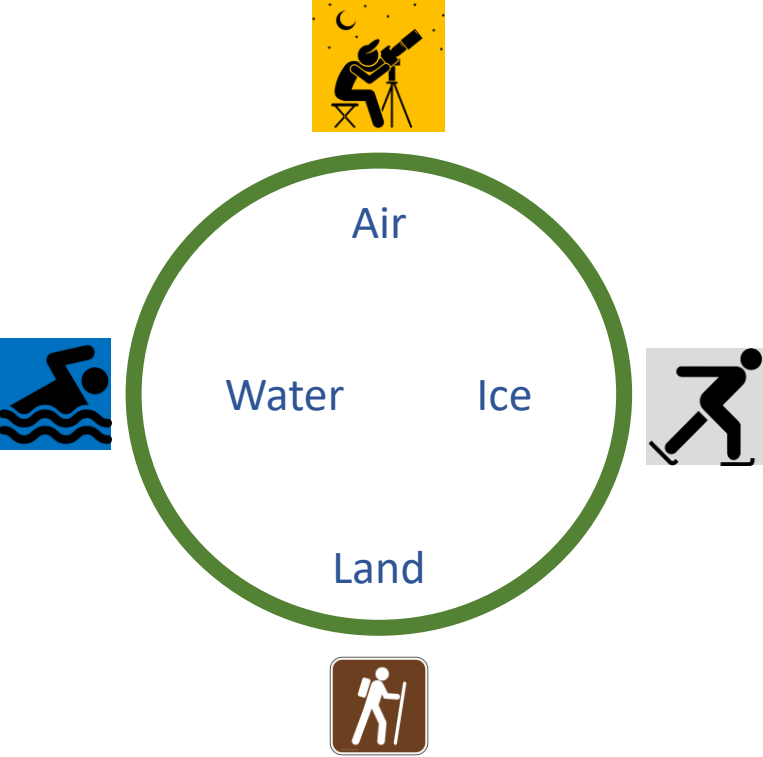
Kimberley Driscoll
LIEUTENANT GOVERNOR

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SECRETARY

<http://www.mass.gov/eea>



What does Outdoor Recreation
in Massachusetts Look Like?





Human Powered

Animal Adjacent

Mechanized / Gear Assisted

Motorized



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Animal Adjacent

Mechanized / Gear Assisted

Motorized

Massachusetts Office of Outdoor Recreation (MOOR)

Creative Economy
Art Music
Dance

Local Farm Food Drink Economy

Historical Culture Centers Events

Athletic / Multi-Sport Events

Ballooning

Flying

Kite Surfing

Hang Gliding

Bird Watching

Dragon Riding

Para Sailing

Ultra Light

Paddling / Rowing

Kiting

Tracking

Deep Sea Fishing

Tubbing

Snowmobiling

Whale Watching

Kayaking

XC Skiing

Mushing

Surfing



Air

Water

Ice

Land

Alpine Skiing

Ice Fishing

Boating

Sailing

Fly Fishing

Snowshoeing

Trapping

Foraging

Triathlon

Golf / Frisbee

Ice Sailing

Jet Ski

Road Running

Golf

Rock and Ice Climbing

Historical Culture Centers Events

Athletic / Multi-Sport Events



Team Sports

Trail Running

Hunting

Caving

Road Biking

ATV Riding

Mountain Biking

4 x 4 / Jeep

Off-Highway Motorcycle

Equestrian

Dog Walking

Human Powered

Animal Adjacent

Mechanized / Gear Assisted

Motorized

Initial Goals / Priorities:

- **Promote: Outdoor Recreation in Massachusetts.** We want more visitors coming and playing in the Massachusetts, and more residents staying and playing in the state.
- **Include: Outdoor Recreation for All.** We want Massachusetts to be one of the most welcoming, inclusive, diverse, equitable, and accessible place to recreate.
- **Sustain: Promote restorative outdoor recreation research, principles and practices.** We want to grow our natural capital as we also work to grow our community and economic capital.
- **Grow: MOOR**

Why?

- **Economy: Outdoor Recreation** plays a critical role in Massachusetts' economy, adding \$11.7 billion to our GDP and directly supporting 102,000 jobs. Further investment will create jobs, sustain local communities, and boost tourism and retention.
 - Massachusetts ranked 16th among states in OR value added and 12th in OR value-added growth.
 - OR value added grew 17.1% in 2022, ranking 13th among states.
- **Public Health: Outdoor Recreation** improves both physical and mental health.
 - When residents have access to safe parks and trails, they are 21% more likely to be physically active.
 - A 2016 national study found outdoor recreational opportunities is associated with a rise in physical activity.
 - Green spaces also reduce heat island impacts, cooling neighborhoods, and provide refuge from heat.
 - Outdoor green spaces result in mental health benefits including lower levels of stress, anxiety, and depression.
- **Environmental Justice: Access to outdoor recreation opportunities and spaces** is an environmental equity issue.

Outdoor Recreation Satellite Account (ORSA)

2022—Massachusetts

Value added [gross domestic product]		Employment		Compensation	
ORSA total	Share of state	ORSA total	Share of state	ORSA total	Share of state
\$11.8 billion	1.7%	102,687 jobs	2.7%	\$6.0 billion	1.5%

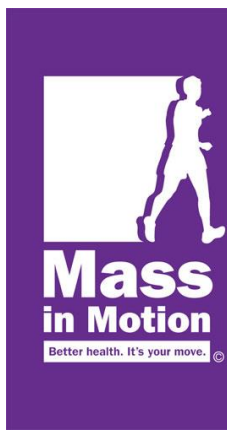
Value Added by Select ORSA Activity [Thousands of dollars]				
Activity	2020	2021	2022	State rank
Boating / fishing	921,342	731,552	727,954	16
RVing	202,424	267,765	293,284	31
Hunting / shooting / trapping	237,526	256,814	239,015	17
Motorcycling / ATVing	99,985	131,226	139,157	24
Snow activities	82,884	103,983	135,315	15
Climbing / hiking / tent camping	117,671	116,622	130,433	16
Recreational flying	9,715	11,213	59,928	15
Equestrian	52,521	52,533	56,198	35
Bicycling	35,561	44,521	43,388	19

Outreach and listening: Inter-agency

- Department of Conservation and Recreation
- Department of Fish and Game / Fish and Wildlife
- Mass Office of Travel and Tourism (And RTCs)
- Mass Office of Rural Communities
- Department of Public Health / Mass in Motion

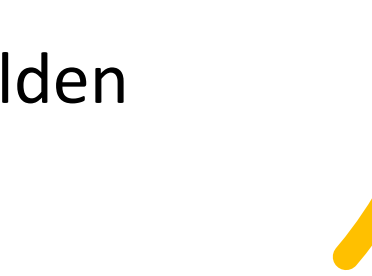
Adjacent:

- MassTrails, LWCF/PARC, DEP, ...



A large orange circle on the left side of the slide, containing the text "Outreach and listening: Diverse / Accessible".

Outreach and listening: Diverse / Accessible

- Environmental Justice Council
 - Latino Outdoors / local Chapters
 - Outdoor Afro
 - Black Outside
 - MA Indigenous Nations
 - Venture Out
 - All Out Adventures
 - Waypoint Adventures
 - Unpaved Trails for All
 - Ground Works
 - Big City Mountaineers
 - Greenagers
 - Elevate Youth
 - Outside Mind
 - First Seeds Sown
 - Great Malden Outdoors
- 
- A series of yellow dashed lines in the bottom right corner, forming a curved shape.

Outreach and listening: Private Businesses

- REI
- New Balance
- Patagonia
- North Point Brands
- Outside, Inc.
- Thunder Mt.
- Wachusett Mountain
- Crab Apple Whitewater
- Adventure East
- Marine Trades Assoc.
- Marina Assoc. and Retailers
- Mass RV Dealers
- MA Golf
- Motorcycle Industry Assoc.
- NEMO Indust.
- Campground Owners
- Ski Areas
- Chambers of Commerce
- Zoar
- Create an OREC Alliance

Outreach and listening: Non-Profits

- Appalachian Mt Club / Chapters
- NEMBA
- MassBike
- WalkMA
- Snowmobile Association of MA
- Bay State Trail Riders
- American Whitewater
- The Trustees of Reservations
- Charles River Watershed
- Mass Audubon
- Trout Unlimited / Anglers
- Sportsman's Clubs
- Land Trust Coalition / Land Trusts
- MA Assoc. Conservation Voters

Massachusetts' “Competitive Advantages”

Brainstorming

Coast to
Mountains

Ocean

Lakes, Ponds, and
Rivers

Whitewater

Native Fishing
Streams

Cape and the
Islands

Remote and Dark
Highlands

Working Farms and
Forests

Rural landscapes
and communities

Strong local food,
drink economy

Strong Creative
Economy –
Outdoor Dance,
Arts and Music

LGBTQ+ welcoming

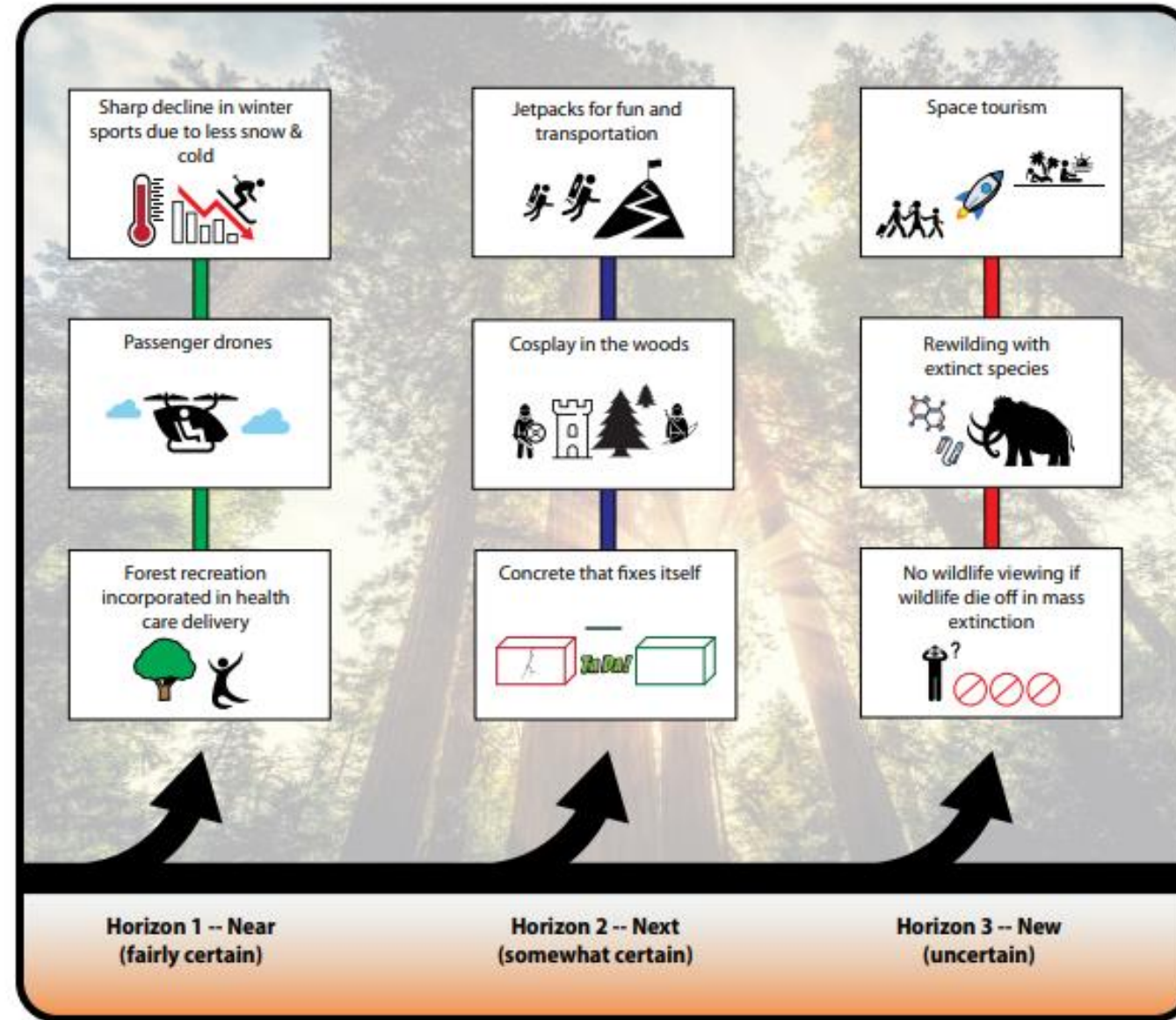
Great rural biking
roads / gravel

Snow and Ice

Others?

The Future of Recreation on Public Lands: A Horizon Scan

Lynne M. Westphal



On the Media

Instagram



outsidemass

Edit profile

View Archive



8 posts

91 followers

159 following

Paul Jahnige

Massachusetts Office of Outdoor Recreation

POSTS

SAVED

TAGGED

Celebration 2023

Inhale determination. Exhale doubt.
At the 5K celebration, we gather as a community to celebrate the accomplishments of every GQTR girl. On this day, teams unite to recognize how far participants have come and how far they will continue to go.

Register now to run, walk or volunteer!



Girls on the Run Western Ma
Sunday, November 19
5K starts at 11:00 am
Western New England University, Springfield, MA
www.girlsontherunwesternma.org/



2024

MassTrails Grant Round NOW OPEN!

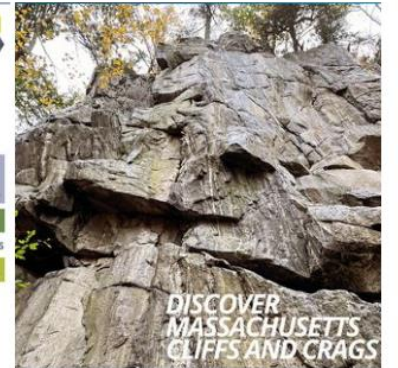
Eligible applicants:
• Public entities
• Communities
• Non-profits
• Native nations

MASS TRAILS GRANT PROGRAM provides funding and technical expertise for project development, design, engineering, permitting, construction, and maintenance of recreational trails, shared-use paths, and the amenities that support them.
INFORMATION SESSION: Wednesday, November 14, 2024 10:00 am - 11:30 am
www.mass.gov/guides/masstrails-grants
FINE POINT: online submission of applications and questions, only 2 months remaining, deadline: FEBRUARY 1, 2024 @ 11:59pm



full info here

MASS.GOV/GUIDES/MASSTRAILS-GRANTS



DISCOVER MASSACHUSETTS CLIFFS AND CRAIGS



Let's Explore



Search Facebook

Manage Page



OutsideMass



Professional dashboard



Insights



Initial Pilot Projects



Stand up an MA Outdoor Recreation Business Alliance

Build a network of OREC businesses, users, landowners, and affinity groups



Grant Support for Inclusive Outdoor Rec Events

Grant funding to support boosting existing or creating new events that focus on including non-traditional and new audiences, and breaking down barriers in language, transportation, and/or gear.

A Focus on Supporting Diverse Outdoor Rec Events

Provide Event
Organization Support

Translation Services

Transportation

Paddling en la Ciudad at the Watershops Pond



SATURDAY, JULY 22, 2023

10 am – 12 pm | FREE

Springfield College East Campus

701 Wilbraham Road,

Springfield, MA

Come celebrate Latino Conservation
Week with us! Life jackets, canoes,
and paddles will be provided!



Connecticut River
Conservancy



Facilitate and Stand Up an MA Outdoor Recreation Business Alliance

Outdoor business alliances across the country—from Alaska to New Mexico, North Carolina to Maine, Michigan to Idaho—have joined forces to elevate the vital importance of a thriving outdoor industry.



MAINE
OUTDOOR BRANDS

BRANDS

BECOME A MEMBER

NEWS + EVENTS

**OUTDOOR BUSINESSES
WORKING TOGETHER
FOR VERMONT**

The Vermont Outdoor Business Alliance (VOBA) is a statewide non-profit organization of outdoor recreation businesses. VOBA works to educate Vermonters about outdoor recreation

**ELEVATING
MAINE'S
OUTDOOR
INDUSTRY**



Vermont Outdoor
Business Alliance



Potential Initiatives (developing)



Connecting Transit to Outdoor Recreation Opportunities (MBTA, Keolis, Regional Transit Authorities, Reg. Planning Agencies, etc.)



Policy Initiatives (Open Water Swimming, Dispersed Camping, Walk-in/Bike-in Camping, Streamlined Guide Permitting, etc.)



Integrating into DFG Strategic Plan



Advancing Gateway City Outdoor Recreation Opportunities and Initiatives (Great Malden Outdoors, Holyoke Pilot, etc.)



Boating

Surfing



Fly Fishing



Tubbing

Para Sailing

Ballooning

Bird Watching



Flying

Dragon Riding

Kiting

Kite Surfing

Ultra

Tracking

Mushing

Alp

XC Skiing



Snowshoeing

Golf / Frisbee
Golf

Caving

Dog Walking

Mountain
Biking

Equestrian

Hunting



hlon

inning

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QUESTIONS? COMMENTS?

