

Timeline

JUNE 2016: FORMATION

The Oregon Outdoor Recreation Initiative was kicked off by Travel Oregon and key partners through a statewide effort to convene a diverse set of outdoor recreation/industry stakeholders: businesses, agencies, land managers, conservation groups, and recreation user groups.

JUNE 2016-FEBRUARY 2017: LEADERSHIP TEAM

The leadership team of 25+ members met six times over the course of nine months to develop a 15-year vision, critical five-year outcomes, and two-year strategies for expanding access to outdoor recreation and increasing the economic impact and sustainability of Oregon's outdoor recreation industry.



APRIL-MAY 2017: PUBLIC ENGAGEMENT

The leadership team gathered input from 431 Oregonians through an online survey and five public meetings. The leadership team used the feedback gathered to update the vision and priority strategies for the initiative.

AUGUST 2017: NINE IMPACT AREAS

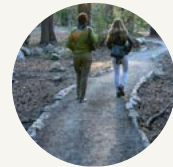
The result of the leadership team's work and the public engagement was the development of the vision, outcomes, and strategies for the nine impact areas.

AUGUST 2017: OREGON OFFICE OF OUTDOOR RECREATION

Governor Kate Brown signed HB 3350 into law, creating the [Oregon Office of Outdoor Recreation](#), accomplishing a key priority of the initiative.

SEPTEMBER 2017: PHASE ONE REPORT

Travel Oregon published the [Phase One Summary Report](#) to share the vision and priorities and lay out the work ahead. The Phase One Report detailed the work needed to make progress and achieve the 15-year vision.



CHRISTIAN HEEB

OCTOBER 2017: OREGON TRAILS COALITION

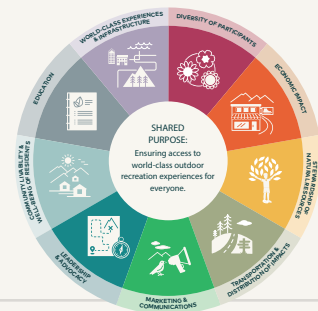
Following the 2017 Oregon Trails Summit, the [Oregon Trails Coalition](#) was launched to convene and coordinate the statewide trails community and advocate for trails funding in Oregon.

OCTOBER 2017: OREGON OUTDOOR LEADERSHIP SUMMIT

The first Oregon Outdoor Recreation Summit was held in Corvallis.

SEPTEMBER-DECEMBER 2017: PRIORITY ACTION AREAS

The leadership team finalized priority action areas and set strategies to advance them. Six action teams were formed to advance the following priorities: economic impact, communications, signature trails, transportation, network design, and developing an Oregon Office of Outdoor Recreation.

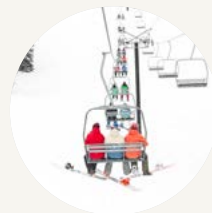


NOVEMBER 2017: OREGON OUTDOORS COALITION

The [Oregon Outdoors Coalition](#) forms to bring a unified outdoor recreation voice to policy issues in Oregon and nationally.

FEBRUARY 2018: ROADMAP TO THE OUTDOORS SYMPOSIUM

Hosted by Oregon's First Gentleman, Dan Little, and the Diversity of Participants Action Team, the symposium brought together 120 outdoor recreation stakeholders from diverse communities to discuss barriers to the outdoors and identify strategies to improve access and inclusion.



FEBRUARY 2019: OSU OUTDOOR RECREATION ECONOMY INITIATIVE

OSU launched its Outdoor Recreation Economy Initiative to build partnerships with the outdoor recreation industry and support outdoor recreation workforce development through research, education, and training.



FEBRUARY 2020: TAKE CARE OUT THERE

The network, led by the Communications Action Team, launched the [Take Care Out There](#) public education toolkit to help Oregonians and visitors recreate more responsibly and sustainably in Oregon.

MAY 2019: OREGON OUTDOOR RECREATION SUMMIT

The second [Oregon Outdoor Recreation Summit](#) held in Bend.

MAY 2019: PHASE TWO UPDATE REPORT

Travel Oregon published the [Phase Two Update Report](#) to highlight OORN action team progress and accomplishments, including the creation of the Oregon Office of Outdoor Recreation and the success of the Roadmap to the Outdoors Symposium.

MAY 2020: COVID-19 RESPONSIBLE RECREATION MESSAGING TOOLKIT

An [updated Take Care Out There toolkit](#) was created in partnership with the Office of Outdoor Recreation in response to new messaging needs brought on by the COVID-19 pandemic.

OCTOBER 2020: OREGON OUTDOOR RECREATION VIRTUAL SUMMIT

During the COVID-19 pandemic, the Oregon Outdoor Recreation Summit was held virtually, with [summit sessions](#) taking place online over the course of three weeks.

JANUARY 2021: OREGON OUTDOOR RECREATION ECONOMIC IMPACT STUDY

[The study](#) was a priority of the Economic Impact Study Action Team and highlighted the significant impact of outdoor recreation on Oregon's economy.



JOEY HAMILTON

MAY 2021: OSU CENTER FOR THE OUTDOOR RECREATION ECONOMY

The OSU Outdoor Recreation Economy Initiative scaled-up to become the [Center for the Outdoor Recreation Economy](#), focused on applied research, curriculum development, and technical skills and leadership training programs to meet the needs and grow the potential of the outdoor recreation economy.