



SOCIETY OF OUTDOOR
RECREATION PROFESSIONALS

SUSTAINABLE FUNDING
FOR OUTDOOR RECREATION
WEBINAR SERIES

INTRODUCTION OF PRESENTERS



SEAN NOONAN
Outdoor Recreation Planner
San Luis Valley Field Office



LORI MCCULLOUGH
Founder & CEO

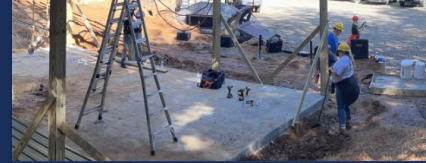


TREVOR ROBINSON
Recreation Program Manager
Siuslaw National Forest

LEVERAGING PRIVATE INVESTMENTS FOR RECREATION INFRASTRUCTURE & TRAILS



INTRODUCTION TO TGOF





VALUE OF RECREATION



The great outdoors provides immense social, physical, economic & environmental benefits to all Americans and our posterity.

FUN & ADVENTURE

Relatable to everyone — Need for equitable access for all
Amazingly Nonpartisan

FITNESS & WELL-BEING

Great for physical fitness at any age, any fitness level and social well-being.

NURTURES FUTURE STEWARDS

Getting out and experiencing nature leaves a lasting impact and influences future generations.

BOOSTS ECONOMY

Recreation generates millions of job and impacts the American economy by more than \$1 trillion annually.

PEOPLE NEED NATURE & NATURE NEEDS PEOPLE



Tremendous need to address recreation infrastructure and encourage voluntary donations to leverage with agencies' limited resources.

CURRENT & FUTURE BUDGETS

Budgets of agencies charged with protecting our shared treasures have never been adequate and future funding outlooks are dim.

INFRASTRUCTURE IS DILAPIDATED & OUTDATED

Backlog of maintenance is more than \$100+ Billion nationwide. We also need to build more to support a growing and diversifying population.

WIDENING GAP BETWEEN NEEDS & RESOURCES

Quality recreation infrastructure is necessary to manage outdoor recreation sustainably.

NEEDED NOW MORE THAN EVER

Creative partnerships and voluntary funding are essential to bridging the divide.

*INVESTMENTS IN RECREATION
INFRASTRUCTURE ARE ESSENTIAL*



WHY TGOF EXISTS



THE GREAT OUTDOORS FUND AT-A-GLANCE

NONPROFIT

501(c)(3) charitable organization dedicated to expanding equitable access to the outdoors and improving recreation opportunities for the benefit and enjoyment of people of all ages, abilities and backgrounds.

NICHE

Unique from any other charity in America with focus on enhancing recreation infrastructure and access through public-private partnerships – and first-of-a-kind crowdfunding platform – think GoFundMe for Outdoor Recreation.

- *100% of all donations go directly to project as designated*

NEEDED NEUTRAL FUNDING MECHANISM

One-stop-shop created to help any agency responsible for managing outdoor recreation as well as their existing nonprofit partners and local stakeholders to enhance recreation access and opportunities in their community through collaborative fundraising.



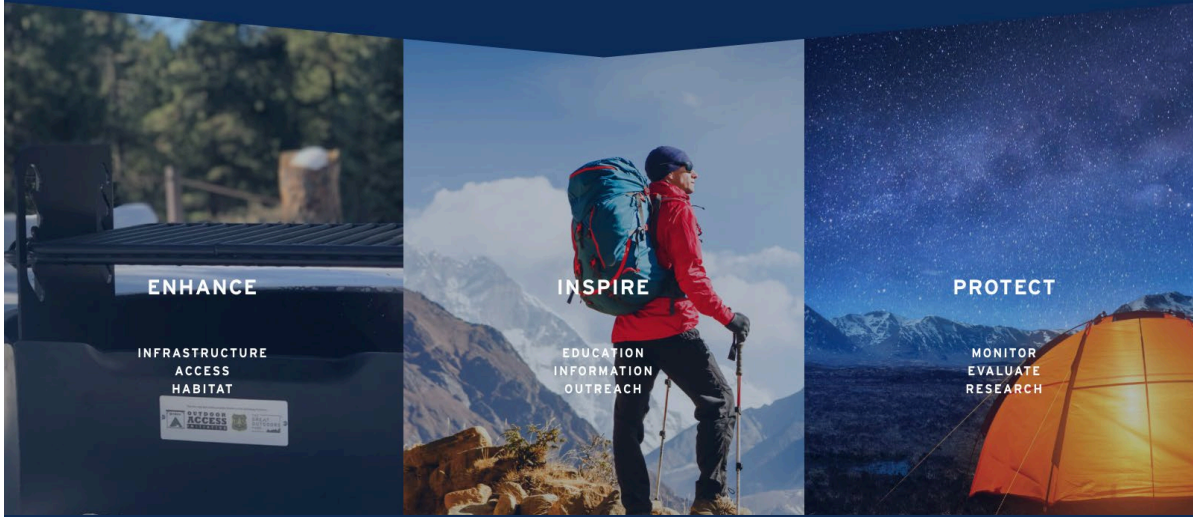
NORTH AMERICAN IN SCOPE, LOCAL IN IMPACT



Give Back to Nature

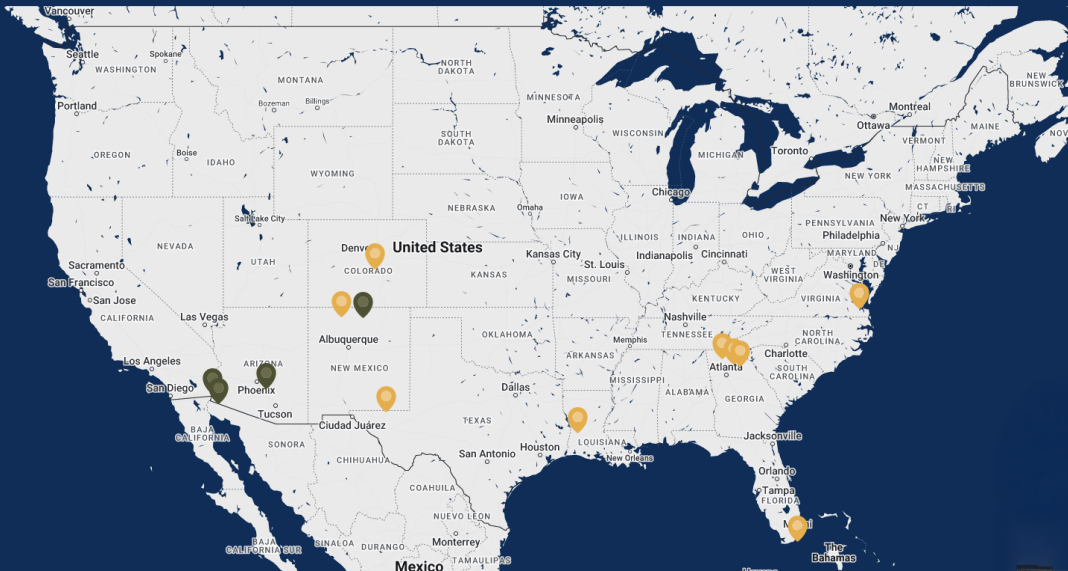
Our focus is on sustainable outdoor recreation

YOUR GENEROSITY WILL PROVIDE SUPPORT FOR THE FOLLOWING:



Our Projects

Use the pins on the map to explore our projects. The green pins indicate which projects are in progress, and the yellow pins are all our most recent success stories!



WHAT WE FUND:

ENHANCE

- Infrastructure
- Access
- Habitat

INSPIRE

- Education
- Outreach
- Information, including Maps & Signage

PROTECT

- Monitoring
- Evaluation
- Research

ALL THE TOOLS IN THE TOOLBOX TO MANAGE OUTDOOR RECREATION SUSTAINABLY



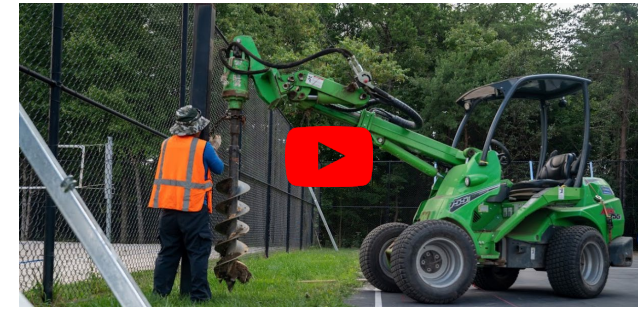
HOW TGO F WORKS WITH AGENCIES & PARTNERS

- We find funding for PROJECTS NOT PEOPLE.
- We PAY COSTS DIRECTLY and do not send the money to agencies.
- We must be able to provide TASTEFUL PARTNER RECOGNITION.
- Our CAPACITY is FUNDED by our PARTNERS.
- Our FUNDING is DONATION NOT A LOAN.
- We now have a PROVEN TRACK RECORD in working with industry, facilitating partnerships, managing projects, and generating positive publicity for partners.

*PUBLIC-PRIVATE PARTNERSHIPS
ARE PART OF THE SOLUTION*



PROOF OF CONCEPT



VOLKSWAGEN GROUP
OF AMERICA





WHAT MAKES PROJECTS ATTRACTIVE?

PARTIAL FUNDING FROM PUBLIC SECTOR

Projects with public funding already secured show strong local support and shared investment.

SHOVEL READY OR IN PROGRESS

Ready-to-go or ongoing projects ensure quick and efficient use of funds.

ENHANCES RECREATION INFRASTRUCTURE

Projects should improve public access to outdoor spaces like trails, parks, or waterways and also includes interpretive education.

OPPORTUNITY FOR PARTNER RECOGNITION

Projects that offer clear ways to recognize partners—like signage or media—are preferred.





PARTNERSHIPS IN ACTION



PARTNERSHIP WITH BUREAU of LAND MANAGEMENT

Leveraging limited Resources on Agency's top priorities

TGOF's PARTNERSHIP WITH BLM BEGAN IN 2018 WITH HQ

- Developed The Fund dB
- Merit-based process of prioritization
- Connected The Fund dB to TGOF.org to accept project-specific donations

ESTABLISHED COOPERATIVE AGREEMENT WITH BLM CO IN 2022

- Identify wanted and workable projects in Colorado
- Help complete projects as public-private partnerships
- Start by helping San Luis Valley Field Office





BACKGROUND LOBATOS BRIDGE PROJECT

Outdoor Classroom & Recreation Enhancement

40 YEARS IN THE MAKING

- Land Exchange Proposal – Late 70's, Completed in 2000
- 2006 Rio Grande Natural Area Act
- 2015 RGNA Management Plan – Current Project

PLANNING & PREPARATION

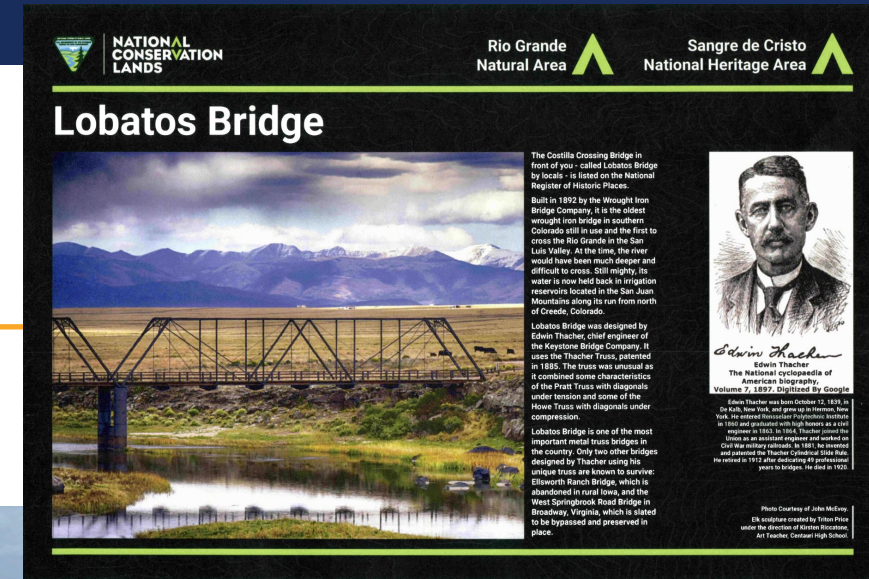
- Began by envisioning site design
- Built budget based on design

FUNDRAISING & DEVELOPMENT

- Ready to fundraise by March 2023
- Upon initial fundraising success, team began developing interpretive education materials

CONSTRUCTION TO COMPLETION

- 2023-2025 – 16 Interpretive Signs Developed
- March 2025 - Rec Site Groundbreaking & Implementation
- Community celebration set for Sept 26





PARTNERSHIP WITH U.S. FOREST SERVICE

Leveraging limited Resources on Agency's top priorities

PILOTED PARTNERSHIP IN 2018

- Established an MOU, Master CCS & SPA as a funding mechanism

SIGNIFICANT DELIVERABLES FOR INITIAL FUNDING

- Developed The Fund dB
- Merit-merit based process of prioritization
- Connecting The Fund dB to TGOFF.org to accept project-specific donations

2023, NEW MOU, MASTER CCS & SCOPE OF WORK

- To Date – Secured funding for 5 USFS projects: CO, LA, GA (2), TN & OR

SYNOPSIS OF CURRENT SOW WITH USFS WO

- Develop wanted and workable projects, nationwide
- Help complete projects as public-private partnerships





BACKGROUND OREGON DUNES PROJECT

Protecting OHV Access & Opportunities through Education

GOALS & DELIVERABLES

- Replace 40 visitor information kiosks
- Improve bilingual communications
- Support visitor safety and access

SITUATION ON THE OREGON DUNES

- Popular year-round recreation area along the Oregon Coast
- Issues: OHV safety, sound, changing visitation patterns, and infrastructure

FINDING COMMON GROUND & ALIGNING TIMELINES

- Shared interests in responsible motorized recreation
- TGOFF, Yamaha, and multiple Forest Service teams
- Planning and design phases were already underway

PROJECT STATUS

- Contributions from numerous stakeholders
- Procurement and final design edits in progress
- Installation in September and October 2025



OHV DAY USE AREA

Welcome!

Day Use Fee Required
Tarifa de uso diario requerido
Violations punishable, 36 CFR 261.17.

\$5 PER VEHICLE
Interagency Passes cover this fee
\$5 por vehículo, Interagency Passes cubre esta tarifa

Regulations (Reglamentos)

- ▶ The Forest Service has zero tolerance for racism, harassment, or intimidation of any kind. El Servicio Forestal tiene cero tolerancia para el racismo, el acoso o la intimidación de cualquier tipo.
- ▶ No overnight parking or camping. Prohibido estacionar o acampar durante la noche.
- ▶ Park in designated spaces only. Do not block or park in "no parking" zones. Estacione solo en los espacios designados. No bloquee ni se estacione en zonas de "no estacionamiento."
- ▶ Pack out all trash or use trash receptacles. Saque toda la basura o utilice los contenedores de basura.
- ▶ Fireworks are prohibited. Los fuegos artificiales están prohibidos.
- ▶ Dogs must be leashed. Please clean up after your pet(s). Los perros deben llevar correa. ¡Por favor limpie los excrementos de sus mascotas!
- ▶ Please obey posted travel management rules. Respect area restrictions and riding curfews. Obedezca las reglas de gestión de viajes publicadas. Respete las restricciones de la zona y toque de queda para la circulación de vehículos.

Option 1 Automated Fee Machine

- ▶ Nearest Automated Fee Machine
- ▶ Display printed pass on dashboard.

Option 1: Ingrese la información en la máquina automática de pago más cercana y muestre el pase impreso en el tablero informativo.

Street Name
City, State Zip Code

Option 2 Digital Pass Station

- ▶ Scan QR code to purchase day pass from Recreation.gov or visit <https://www.recreation.gov/sitepass/74427>.
- ▶ Enter vehicle license plate and complete transaction.
- ▶ For passes purchased prior to arrival, display printed pass on dashboard.

Option 2: Escanee el código QR para comprar el pase diario en Recreation.gov o visite <https://www.recreation.gov/sitepass/74427>.

Option 3 Passes Honored Here

- ▶ Interagency Annual Passes
- ▶ Interagency Lifetime Passes
- ▶ Local Passes
- ▶ Northwest Forest Pass OR Oregon Pacific Coast Passport

Option 3: Pases honrados aquí; muestre el pase en el vehículo.

CONTACT US
PONGÁSE EN CONTACTO CON NOSOTROS

Oregon Dunes National Recreation Area Visitor Center
855 Highway 101, Reedsport, Oregon 97467
Phone: 541-271-6000
FOR EMERGENCIES, CALL 911
PARA EMERGENCIAS, LLAME AL 911

USDA U.S. Forest Service YAMAHA THE GREAT OUTDOORS

This sign is courtesy of a grant provided by the U.S. Forest Service.



QUESTIONS & ANSWERS

