Show Me the Money: Funding a Recreation Infrastructure Grant Program

2019 National Outdoor Recreation Conference

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Ensure That Utahns Can Live A Healthy And Active Lifestyle Through Outdoor Recreation

Utah Governor's Office of Economic Development
Office of Outdoor Recreation

RECREATION
UTAH OUTDOOR RECREATION GRANT
Can anything good come from the political process?
Politics 101

What: Policy change, new law or update a law, create new program or get funding for program/project

Who: Others can be part of the solution. Legislators can be your friends

How: It’s a process, not an event.
Outline the Strategy

- Identify the needs
- Research Best Practices
- Listen to the locals
- Find their motivation
- Political allies
- Start Political Process
- Create THE team(s)
- Identify potential money source
Identify the needs around the state for trails and nearby outdoor recreation opportunities:

Economic, Geographic, Demographic, etc.
Use the SCORP
Research Best Practices for Legislation

- Good ideas are worth emulating
- Adapt as needed
- Make a draft of the language that is needed
  - Outline program w/ some specifics
  - Allow some rulemaking authority in program
  - Reporting requirements
Listen to the Locals:
• Meet with local leaders and business owners/leaders
• Build relationships
• Polling data can provide needed stats
Assemble THE team that will get it done!

Strategy team: nimble & trustworthy
Vision group: cross section of interests, including unlikely allies (necessary for major legislation)
Get political leaders involved early
How would a politician view the benefits of Outdoor Recreation?

- Builds Tourism
- Benefits Businesses
- Economic Growth
- Health & Wellness
- Social Connections
Outdoor Recreation: The secret “closer” when negotiating relocation deals

Karl Sun, CEO & Co-founder at Lucid Software on benefits of Utah's outdoors
Finding Political Allies

- Work with elected officials who can naturally lead the process (even if figuratively)
- Enthusiasm should be contagious
- With a political leader, give them some ownership in the process. Make them think it’s their idea.
- Don’t be the star of the show. It’s more important to get it done.
Political Strategy 101

• Like it or not, there may be a need to play the political game, but think like a diplomat
• Find the common ground on which to build relationships
• Yesterday’s opponents can be tomorrow’s ally
• Avoid the hot button issues
• There are political and economic problems that can motivate
• Keep your self-respect.
How YOU can help in the process of creating legislation

- Take your genius idea to legislator either House or Senate
- Bill file created (can ask if it can a priority bill)
- Drafting attorney will write bill (may give input on draft)
- Bill numbered & introduced (Spread the word)
- Standing committee hearing (public meeting input)
- Floor vote (1 pagers/public can contact legislators)
- Need co-sponsor in House or Senate – > repeat
Where’s the money source?

$ -General Appropriation

$ -Sales Tax

$ -Bonds

$ -State Lottery

$ -Oil & Gas Revenue

$ -Real Estate Trans. Tax

$ -Sporting Goods Sales Tax

$ -Other Tax
State Funding Source 1: General Appropriations

Iowa
Illinois (in a good year)
Virginia
Washington →
Wisconsin
State Funding Source 2: Sales Tax

Arkansas (1st source)
Iowa →
Minnesota
Missouri

Iowa has a Water Trails Mini Grant!
State Funding Source 3: Bonds

California
Maine
Nevada
New Jersey
North Carolina
Ohio
Pennsylvania (1st source) →
Rhode Island
Virginia
State Funding Source 4: State Lottery

Arizona → Colorado → Oregon
State Funding Source 5: Oil & Gas Revenue

Alabama
Michigan → Pennsylvania (2nd source)
State Funding Source 6: Real Estate Transfer Tax

Arkansas (2nd source)
Florida →
Massachusetts
New York
Pennsylvania (3rd source)
Tennessee
Vermont
West Virginia
State Funding
Source 8: Other Taxes

New Jersey (2nd Source)

Utah →

Moab’s Boulder Park (funded in 1st year of Utah Outdoor Recreation Grant)
State Funding Source 7: Sporting Goods Sales Tax

Texas →
Virginia (2nd source)
And Washington State tried this year, but failed
Setting up a New Grant Program

1. **Program Development** -- Define what should be funded. What info/data/results is needed from applicant?

2. **Application** -- Create resources and materials to aid applicants. Golden Rule: Do unto others...

3. **Review** - Keep transparency

4. **Award** -- Will need contracts

5. **Post-Award** -- What are post-award requirements? What is needed for annual report?
Give the Taxpayers a Good ROI:

Restoring Watersheds Through Partnerships

PROPOSED

166 Projects
223,792 Acres
$47,490,498 Funding
$5,525,405 In-Kind

CURRENT

266 Projects
371,306 Acres
$70,471,175 Funding
$8,837,604 In-Kind

COMPLETED

1,672 Projects
1,727,870 Acres
$158,231,378 Funding
$58,136,014 In-Kind

23 Types of Activities:

15 Hiking/Trail Running
26 Multi-Use Trail
6 Climbing Bouldering
3 Child-Oriented Nature Play
2 Wildlife/Bird Watching
2 Recreational Road Cycling
19 Mountain Biking/BMX
4 Fishing

Total ROI

$50 million

State Funding
Matching Funds (Local/Private)
Combined

UORG Funding Summary 2015-2018

<table>
<thead>
<tr>
<th>Year</th>
<th>Funding</th>
<th>Submitted</th>
<th>Awarded</th>
<th>Project Value</th>
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2016 included both Infrastructure and Youth Programs Grant Programs.

Funds are awarded upon project completion, not to exceed the duration of 2 years.

Outdoor recreation improves quality of life, creates new jobs, and attracts increased investment in Utah communities. The Utah Outdoor Recreation Grant supports outdoor recreation by providing matching funds for new trails, bike parks, boat ramps, shooting ranges, and more. By investing in outdoor recreation infrastructure, the Utah Office of Outdoor Recreation helps local communities achieve their economic development and tourism goals.
Start Spreading the News:

Office of Outdoor Recreation Awards $4 Million for Local Recreation Projects

The Utah Office of Outdoor Recreation (OOR) has awarded more […]

Grant Workshops
Make a BIG Deal out of it!
Thank You
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