



# Department of Natural Resources Fact Sheet



## 2010-2011 BIENNIAL BUDGET FACT SHEET Lottery-In-Lieu \$425,000 FY 2010 / \$425,000 FY 2011

### It is needed because

The Department of Natural Resources (DNR) identified the key barriers people face and motivations people have in getting outdoors through a comprehensive research effort in 2007. Nature-based outdoor recreation participation is declining on a per capita basis across Minnesota and the nation. The primary driving factor behind this trend is a decline among young adults (20-45) and their children. Some of the major barriers identified for this age group are lack of information about outdoor recreation opportunities and locations. A new cooperative promotion program would work toward overcoming this barrier around lack of information and better promote state parks and trails opportunities.

### Major project elements

There are two major program elements to this proposal:

1) Cooperative promotion program (\$375,000). The proposed program will create awareness of Minnesota State Parks and Trails opportunities and provide images and messages that will compel new and lapsed users to participate in outdoor recreation through an advertising campaign targeted at 25-49 year old Minnesotans.

DNR's Division of Parks and Trails will work with Explore Minnesota Tourism (EMT) and their advertising agent to create a synergy with the current EMT advertising campaign around promoting tourism throughout Minnesota.

Funding for this cooperative promotion program complements an existing interagency agreement with EMT. The agreement details a radio campaign pilot project that will allow DNR to leverage EMT's current marketing of Minnesota parks, trails, and

campgrounds. It is an innovative model for future cooperative arrangements among other state agencies and is a good example of utilizing the strengths and expertise of one public agency to benefit the efforts of another agency.

2) Local trails grants (\$50,000). DNR proposes to increase the support for local trails through its existing trails grants program. These projects are extremely important to local communities, and provide crucial connections to schools, workplaces, community centers, recreation areas, state trails and residential areas.

### Project locations

Project locations are statewide.

### Key measures and outcomes

This program seeks to achieve the following outcomes:

- ◆ Increased public awareness of state park and trail recreation opportunities;
- ◆ Increased sale of park and trail related permits;
- ◆ Increased participation in nature-based outdoor recreation, particularly among young adults and their children;
- ◆ Enhanced cooperative partnership between DNR and EMT as a model for future efforts aimed at promoting outdoor recreation; and
- ◆ Increased participation in outdoor recreation by providing for the necessary infrastructure for the outdoor recreation experience.

### Financial Implications

The FY 2009 budget for these activities is \$5,393,000. The requested annual appropriation increase of \$425,000 is an 8 percent increase.

**For further information contact:**

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