



Department of Natural Resources Fact Sheet



2010-2011 BIENNIAL BUDGET FACT SHEET

Outdoors Minnesota

\$470,000 FY 2010 / \$470,000 FY 2011

It is needed because

Minnesota's history is inextricably linked to the great outdoors. The state has the highest per capita participation in fishing and boating in the nation, and numbers of hunters, park and trail users, and wildlife watchers in Minnesota are far above the national average. However, recent outdoor participation research has signaled a troubling national trend. After some 50 years of growth following World War II, nature-based recreation turned a corner in the 1990s and is now exhibiting broad-based participation declines on a per-capita basis. It affects state parks, national parks and forests, state trails, hunting, fishing, boating, wildlife watching, and wilderness use. The primary driving factor behind this trend is declining participation in outdoor recreation by young adults (20 to 40) and their children across the nation.

Declining per-capita participation in some outdoor recreation activities and shifting needs and interests of the public require a more novel, proactive approach to attracting families and new participants to the outdoors.

Major program elements

The purpose of this proposal is to create opportunities that better connect new participants with the great outdoors through new approaches and programs as well as expanding existing, successful ones.

- ◆ **Outreach:** Connect with young adults (20-40 year olds) families, and youth, the groups that are currently not participating in outdoor recreation at levels that they have in the past. Include communities or groups that historically have been poorly represented at DNR facilities or opportunities (e.g., ethnic communities who experience language or cultural barriers, foreign-born Minnesotans, single parents).
- ◆ **Access:** Make it fun and easy for people to get outdoors and be active. Provide special events

and programs that attract new participants to our state parks, trails, lakes and rivers. Build on successful DNR programs such as State Park naturalist programming, School Forests, MinnAqua, and Fishing in the Neighborhood. Strengthen our connection with K-12 schools. Expand existing DNR efforts to support after school outdoor recreation-centered programming.

- ◆ **Building Outdoor Skills:** Enhance outdoor skill building programs and gear them to new participants and families. Programs could include opportunities for angling, camping, archery, hunting, biking, and much more.

Project locations

Project locations are statewide.

Priority-setting

DNR outreach efforts will focus on the needs of youth, families, women, and minorities. Increasing understanding of what people need to get outside, enhancing DNR marketing efforts, and strengthening programs and opportunities.

Key measures and outcomes

- ◆ Increased participation in nature-based outdoor recreation, particularly among young adults and families;
- ◆ Established Hispanic Community Connections Program, including hiring program coordinator;
- ◆ Increased bilingual publications for web and print;
- ◆ Increased operational capacity for outreach program within the DNR, and;
- ◆ Increased number of participants in DNR outdoor education programs.

Financial implications

This initiative will be funded from the Natural Resources Fund.

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