

## UNIFY COMMUNICATION

OVERALL STRATEGY: Unify Minnesota's outdoor recreation communication by distinguishing and honing a cohesive, modern and widely heard voice and identifying new ways to promote a bigger outdoor experience.

1. Define and promote Minnesota's unique value proposition.
2. Promote and facilitate a culture of "welcoming everyone outdoors."
3. New mediums: App and mobile-first strategies.
4. Strengthen stewardship messaging/education.
5. Create partnerships to amplify resources – promotion and education – both inside and outside of Minnesota.
6. Communicate ROI metrics of outdoor recreation investments.

END RESULT: Grow participation in and stewardship of Minnesota's outdoors.