

## Unite Minnesota's Outdoor Recreation Community

### Communication, promotion and coordination

- Unite MN's fractured outdoor community & industry by promoting shared dialogue on challenges and opportunities and identifying new ways to promote a bigger outdoor experience together in MN.
- Develop cohesive messaging + form a cohesive voice. Establish new narratives for MN outdoors.
- Ensure all of Minnesota's varied geographies and landscapes are positioned as equal tenants within Minnesota's brand;
- Establish communication partners to distribute Minnesota's positioning statement/brand to the unique/niche/target audiences outside of Minnesota.
- Share and make clear the "Plan" the State of Minnesota is currently implementing.
- When more of Minnesota knows the plan, be open to adjusting the plan based on the feedback of a greater response from Minnesota.

### Convening stakeholders users, agencies, organizations, and companies

- Bring together outdoor recreation stakeholders throughout Minnesota around a shared plan to build community, drive relationships, and facilitate a unified understanding of outdoor recreation.
- Convene stakeholders annually. Include Black, Indigenous, Latinx and other communities of color, LGBTQI, people with disabilities, and people with low economic status.
- Measure and share benefits of coordinating at annual event.
- Bring together the outdoor recreation stakeholders including users and professionals and resources to collaborate on behalf of our shared parks, forests, trails, transportation corridors, and destinations.

### Private, Public (at all levels), and Nonprofit Partnership to advance equity, inclusion, and success in awareness, promotions, credibility, technology, industry employment and offerings

- Build/strengthen/grow public-private partnership. Local, Regional, State, National, International tactics to: 1. Do more with less through communication partnership creation. 2. Have a body that convenes to coordinate and collaborate
- Encourage private sector to recognize the market potential of underrepresented audiences (BIPOC, people with disabilities, LGBTQ communities) and approach with an asset-based lens.
- Increase diversity, equity, and inclusion regarding hiring and retention practices in both private and public outdoor recreation sectors.

### Unite around Conservation, Stewardship, and Management

- Identify and address conservation threats all users of Minnesota's need to get behind to preserve our outdoor resources for different outdoor recreation communities (e.g. water quality as it relates to fishing, boating, kayaking, etc.) and get the groups to work more together.
- Promote Public Private Partnerships between communities, conservation and stewardship groups as well as outdoor user groups to maintain recreational infrastructure and preserve Minnesota's natural spaces. Implementation of public to public partnerships, private to private

partnerships, and partnerships with national/international organization are needed to address these opportunities.