**The Nevada Division of Outdoor Recreation Strategic Plan Outline**

**for an OREC Economic Impact Analysis for the State of Nevada**

**1. Strategic Plan: The Nevada Division of Outdoor Recreation completed a strategic planning process, and shared goals that have been identified for the agency in June of 2023. These goals will be incorporated into our Economic Impact Analysis:**

* Elevating the awareness of the impact of the outdoor recreation economy by inventorying all outdoor recreation sector businesses in Nevada and producing an economic impact analysis of the outdoor recreation economy in Nevada.
* Enhancing and expanding access to the outdoors for Nevadans by leading recreation demand management planning efforts for high-use locations in northern and southern Nevada.
* Supporting land managers to sustain recreational infrastructure which meets current and future needs by advocating for additional federal funding to come to Nevada.
* Increasing community access to outdoor recreation as a public health resource by collaborating with communities to fill identified nature access gaps.
* Enhancing the positive impacts of outdoor recreation on community health and wellness by deploying the Nevada Outdoor Education and Recreation Grant Program.
* Increasing recreation planning and assistance support across Nevada by leading the development of rural recreation networks and a community assistance hub.
* Building a network of outdoor champions by engaging in robust, statewide community outreach.

**2. Economic Impact Analysis: The division is conducting an economic impact analysis for outdoor recreation covering the entire state of Nevada. The analysis will include data to benefit our division’s operations while expanding on the need for more funding. Additional funding can be used to enhance and maintain areas utilized for outdoor recreation in communities including public and private land, outdoor education, and stewardship efforts.**

* Outdoor recreation is an important part of Nevada’s identity. An overwhelming majority of Nevadans participate in outdoor recreation (72%), while scenic beauty and outdoor recreation are primary drivers of visitation to and around the state. However, less understood are the quantifiable benefits that outdoor recreation participants have on Nevada’s economy.
* This analysis will quantify the economic benefits of outdoor recreation including but not limited to the trip length, consumer spending, and economic effects associated with engaging in outdoor recreation activities in Nevada by residents and out-of-state visitors.
* As Nevada’s population increases, visitation grows, and as the popularity of outdoor recreation expands, it is necessary to understand the role of outdoor recreation in the state’s economy. Interpreting how outdoor recreation fits within Nevada’s present economy also provides NDOR with insights into economic development opportunities for the future. The Division’s goal is to accurately understand the impact of outdoor recreation on Nevada’s economy, present the information in a digestible and usable format, and provide resources that can help inform effective decision and policymaking. This can further be achieved through identification of the “radius of impact” for OREC in cities, counties, and congressional districts.
* The Division anticipates the analysis to be completed in Fall of 2024.