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Working Together to Keep Outdoor Recreation Thriving

Outdoor recreation is a key attraction that helps drive our local economy and enhance our quality of life. Rising visitor use, years of insufficient funding, and recent federal staffing cuts threaten to put our public lands at risk.

To address these challenges, TREAD is partnering with local businesses to launch the One for the Outdoors Voluntary Give-Back Program (VGB). This program allows customers at participating businesses to directly contribute to the sustainability and growth of outdoor recreation in the region.

How It Works

Participating businesses can customize the program at the point of sale. Donations can be opt-in or opt-out and added to a transaction in one of three ways:

- small flat fee,
- percentage of the total transaction, or
- round-up of the total transaction to the nearest dollar.

Funds collected will be distributed through a competitive grant-making process overseen by an Advisory Committee made up of representatives of participating businesses and other stakeholders. TREAD will convene the Advisory Committee and ensure donations are properly collected and distributed to key outdoor recreation projects in NCW.



“Mission Ridge is proud to support the One for the Outdoors initiative to benefit outdoor recreation resources in the region. Now more than ever, it is crucial to come together as a community to support the outdoor recreation infrastructure and natural resources that make this place we call home so special.”

Tony Hickock,
Chief Marketing Officer
Mission Ridge Ski & Board Resort



Why We Need This Program

Public Lands are in Crisis

Rising visitor use, years of insufficient funding, and recent federal staffing cuts threaten to put our public lands at risk.

Key Attraction

People choose to visit and reside in the region specifically for easy access to outdoor recreation.

Economic Impact

According to a 2020 analysis outdoor recreation contributes nearly **\$720 million** to our local economy.

Quality of Life

Access to outdoor recreation has wide ranging physical and mental health benefits that contribute to overall community well-being and vitality.

Proven Success Elsewhere

Other regions with outdoor recreation-driven economies have implemented similar programs to support and sustain outdoor spaces. These local programs are often more efficient and effective than larger, statewide or federal grant programs.

Why Your Business Should Participate

Enhanced Community Engagement

Enrolling your business demonstrates a commitment to local stewardship, which helps build stronger connections with customers who prioritize outdoor recreation and a sense of community.

Increased Visibility & Promotion

Participating businesses will be featured in an interactive map on the One for the Outdoors website making it easier for customers to discover and support your business. Additionally, businesses will be periodically highlighted in One for the Outdoors social media posts, gaining valuable exposure to a wider and growing audience.



Proposed Timeline

Winter/Spring 2025

- Develop program branding, landing page, and marketing materials.
- Initiate program by bringing 6-8 “early adopter” businesses into the initial roll-out.

Remainder of 2025

- Organize and facilitate an Advisory Committee to develop eligibility criteria, set the funding cycle, and identify funding limits.

Beyond

- Market and expand the program and participating businesses.
- Distribute funding through competitive grant-making process overseen by the Advisory Committee.

● Will You Be the **One**?

For more information or to enroll your business in the program:

Email: info@onefortheoutdoors.org

Visit: OnefortheOutdoors.org