



GEORGIA OUTDOOR
RECREATION COALITION

Growing together **outdoors**



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From the storied foothills of the Appalachian Mountains, down swift rivers and streams through cities and small towns, to vast pine forests and marshes teeming with life along 100 miles of Atlantic coastline, few places compare with Georgia's variety of landscapes and outdoor recreation opportunities.

Whether hiking or hunting, biking or birdwatching, picnicking or paddling, the annual economic impact of outdoor recreation in Georgia is about \$12.4 billion, and 143,000 jobs are directly tied to the industry. Our population is growing and diversifying, increasing the need for even more plentiful and varied outdoor recreation amenities. Beyond the economic, public health and community benefits of outdoor recreation, protecting and improving outdoor recreation sites supports wildlife habitat, and climate resilience.

That's why scores of government officials, industry representatives and environmental and community leaders have come together to form the Georgia Outdoor Recreation Coalition to collectively develop and advocate for policies, projects and programs that expand access, improve amenities and add new opportunities for all Georgians.

Georgia Outdoor Recreation Coalition Goals

The Georgia Outdoor Recreation Coalition first convened in 2019. Together, the group developed four goals that, if addressed, will have lasting and meaningful benefit to every Georgia community.

Establish a State Office of Outdoor Recreation to advocate up, collaborate laterally and support where needed.

Advocate for a visionary and inspiring Statewide Comprehensive Outdoor Recreation Plan (SCORP).

Increase public and private investment to build and steward outdoor recreation amenities.

Create a statewide trails master plan to connect communities and new opportunities for outdoor exploration.

The Georgia Outdoor Recreation Coalition (GORC) is convened by The Trust for Public Land and aims to establish Georgia as an outdoor recreation mecca, supporting healthy, economically vibrant communities.



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Why do we need a state office dedicated to outdoor recreation?



// Hollis Bennett

Outdoor recreation contributes \$13.2 billion to Georgia's economy each year. Many states with dedicated offices have seen that number grow significantly—all the while improving quality of life for residents, increasing equitable access to recreation and ensuring a healthier environment.



At least 18 states have offices dedicated to outdoor recreation.



Georgia has had an office dedicated to the film industry for more than 40 years. With a similar approach, we have a tremendous opportunity to grow the economic impact of outdoor recreation—which already outpaces the film industry.

“People choose where to live first and then look for a job. The availability of diverse, high-quality outdoor recreation is an important factor in that decision-making process, and that’s why a state office dedicated to convening stakeholders, investing in good ideas and promoting Georgia’s outdoor amenities is essential. We are already known as a great place to get outdoors—so building from that reputation offers great promise.”

Chris Clark, President & CEO, Georgia Chamber of Commerce

A Georgia Outdoor Recreation Office will:

Promote Georgia’s outdoor recreation assets to expand tourism and to help attract new companies and investment, which can provide good jobs and an expanded tax base.

Collaborate with county and city governments to help them leverage outdoor recreation to support economic growth and community pride.

Convene and increase cooperation between local, state, and federal policymakers and agencies; businesses, nonprofit partners, and seemingly unrelated entities such as transportation agencies, health partners and economic development departments, which can lead to more efficient use of resources and new opportunities.

Encourage healthy lifestyles and advocate for enhanced access to the outdoors, close-to-home — which can reduce healthcare costs, increase community cohesion and improve safety.

Find out more!



Visit gaoutdoors.org



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