



Recreation, Education & Interpretation Program Evolution & Update

“Greatest Permanent Value” means healthy, productive, and sustainable forest ecosystems that over time and across the landscape provide a full range of social, economic, and environmental benefits to the people of Oregon.



Oregon
STATE FORESTS
Our COMMON GROUND

Program Overview:

- Recreation, Education & Interpretation Program (REI) unified under one organizational structure 2020; Result of State Forest Workforce Futuring Blueprint
- Program Overview:
 - Maintain services and infrastructure on Tillamook, Clatsop and Santiam State Forests
 - 20 campgrounds, 515+ of motorized OHV trails, 135 miles of multi-use trails, target shooting lanes, river access, day use areas, opportunities for foraging, hunting & angling
 - Tillamook Forest Center
 - Visitors Services
 - Field Trips and School Groups
 - Public Interpretive and Educational Programs
 - Giftshop promoting local artists
 - Leverage State Forests Trust of Oregon to increase impact and reach





Recent Accomplishments:



- Completion of Strategic Plan (2023-2026)
- Deeper Integration With Other Forest Disciplines
- Refinement of Collaborative Relationship with State Forests Trust of Oregon



Oregon
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REI Strategic Plan

2023-2026

Our mission is to create lasting and diverse outdoor recreational, interpretive, and educational opportunities that inspire visitors to enjoy, respect, and learn about Oregon's state forests.

Our vision is to be the pathway for all to explore, learn about, and enjoy Oregon's state forests.



Oregon State Forests Our Common Ground

REI Strategic Plan Goals

- Update and enhance current interpretation and education services and the Tillamook Forest Center facility with an eye toward future expansion to foster understanding, connection, and stewardship on all state forests.
- Develop diverse and durable funding resources that provide for stable programming and increased financial capacity.
- Systematically grow partnerships and public engagement for ownership, support, and capacity to advance program goals.



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REI Strategic Plan Goals *(cont.)*

- Reimagine and integrate the REI story into all aspects of the program and provide public information to foster understanding, support, and ownership.
- Reimagine and adapt recreation, education and interpretation infrastructure across state forests to meet program objectives and the needs of recreationalists.
- Develop a deeper understanding of visitor use and the social and economic benefits and value of recreation, education, and interpretive opportunities on state forests.



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Relevant Trends :

- Continued high levels of use since 2020
- Visitors from urban areas seeking close access to nature
- Visitors interested in diverse recreational and educational opportunities
- Visitors seeking outdoor spaces that make people from diverse backgrounds feel safe and welcomed
- Increased backlog of maintenance projects; inadequate funding to address needs



The background of the entire page is a scenic landscape of Oregon State Forests. It features rolling mountains in the distance, a dense forest of evergreen trees in the middle ground, and various wildflowers and shrubs in the foreground. The lighting suggests a sunrise or sunset, with a warm, golden glow over the scene.

**CONNECTING PEOPLE
TO THE WONDERS OF
OREGON STATE FORESTS**

Board of Trustees:

Barrett Brown
Jay Graves
Michael Langley
Dave Lorenz
Maura Olivos
Erin Skaar
Lorie Wigle
Rick Zenn

**WE ARE COMMITTED TO
HELPING OREGONIANS
ENJOY AND APPRECIATE
OUR STATE FORESTS**

BACKGROUND

Supporting non-profit, partnering with ODF/REI to meet its recreation and education priorities

Founded in 1999 to build and promote the Tillamook Forest Center

Expanded into recreation projects in 2016 with legacy gifts from Wayne Naillon and Ed Kamholtz

Raises approximately \$40k / year from 140 donors, database of 2,000

Supported by .5 FTE

WHAT MOVES OUR DONORS



DESIGNATED FUNDS

Tillamook Forest Center	Wildfire Restoration	Recreation
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40% donors, 43% funds

23% donors, 20% funds

9% donors, 11% funds

General Fund:
28% of donors, 26% of funds



STATE FORESTS ARE IMPORTANT TO OREGONIANS

Recreation is how 87% of Oregonians connect with state forests

In 2023, volunteers gave 43,900+ hours of service to recreation and learning on state forests, valued at \$452,900+

Opportunities for recreation on state forests increases the 'livability' of nearby communities to attract employees / employers

Time in nature helps reduce health care cost because of proven physical and mental health benefits

OUR SITUATION TODAY



SFTO has succeeded with major capital campaigns



REI needs SFTO to be a consistent, impactful fundraising partner



SFTO can build broader support for ODF/REI



SFTO needs a scaled, sustainable operating model

Expanding SFTO's Role to
INCREASE IMPACT AND SUSTAINABILITY

1

**BROADEN OUR
NETWORK**

**Friend-raise to
Fundraise**

2

**PARTNER WITH
OTHERS**

**Complement and
leverage capabilities
of other organizations**

3

**BE A
CHAMPION**

**Foster public and
private awareness
and support for REI**

4

**BUILD OUR
CAPACITY**

**Scale our efforts
through a sustainable
model**

1 BROADEN OUR NETWORK

Friend-raise to Fundraise

Connect with state forest's deeply committed community through:

- Storytelling about the community of people and organizations
- Supporting volunteer recruitment and appreciation
- Offering opportunities to donate to projects they care about
- Engaging promotional and fundraising at events on state forests



2 PARTNER WITH OTHERS

Complement and leverage capabilities of other organizations

Collaborate with other groups to meet ODF/REI objectives:

- Help build and maintain facilities, support programs
- Joint fundraising events and grant applications
- Welcome and introduce more diverse communities to recreation on state forests

3

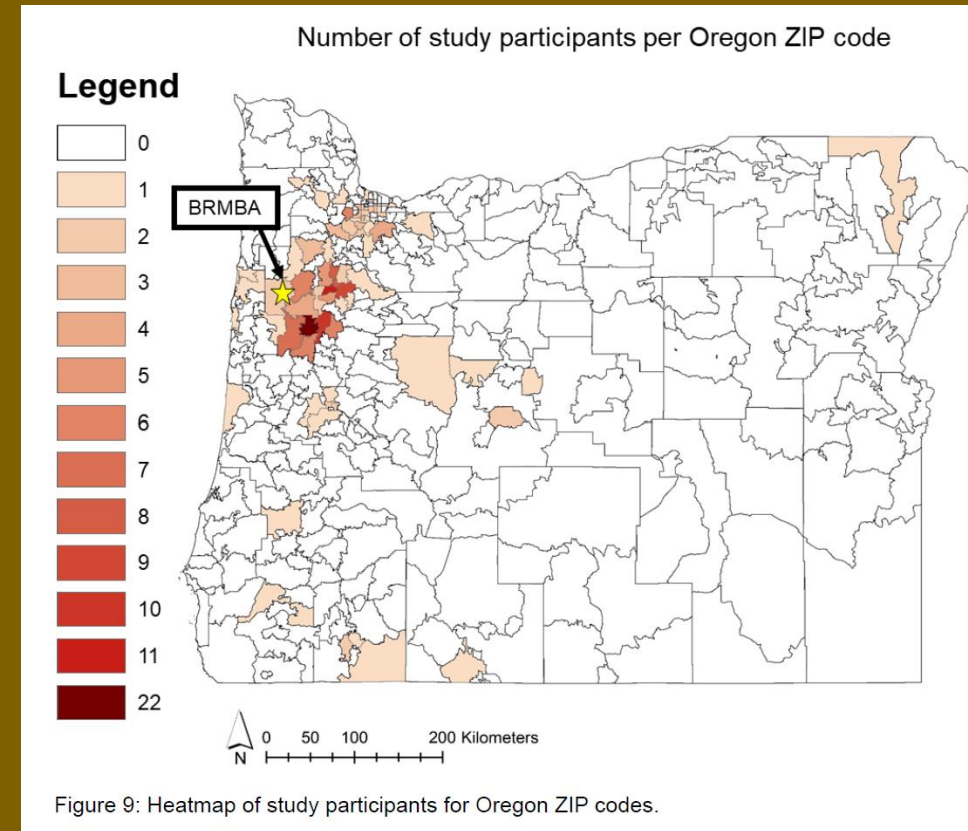
BE A CHAMPION

Foster public and private awareness and support for ODF/REI

Capture and use data to make the case for public and private support

Connect the benefits of ODF/REI to interests of civic, business, outdoor and education leaders

Lend our voice on regulatory issues that impact REI, e.g. funding, recreation immunity



4

BUILD OUR CAPACITY

Scale our efforts through a sustainable model

FY25

● **Expanded Role
for SFTO**

Demonstrate success through
friend-raising and partnerships

FY26-27

● **Secure a
Capacity Grant**

Secure a capacity grant to
fully implement strategy
(from .5 to 2 FTE)

FY28
Onwards

● **Sustainable
Operating Model**

Diverse strategies to
support a mix of REI
projects

OUR REQUESTS OF YOU

JOIN OUR EVENTS

Unearthing Forgotten Forestry Narratives - April 27, 1pm Tillamook Forest Center

Roots Exhibit - May 18-Sept 8, Presentation June 15, 1pm Tillamook Forest Center

CONNECT US

Those who share our passion and:

- We could learn from
- Might want to support our work
- Can help engage others

BE A CHAMPION FOR REI

- Communicate the value of recreation and learning on state forests
- Support ODF budget requests for recreation & learning
- Promote SFTO as an efficient, nimble partner that can help

Thank You

