



CALIFORNIA OUTDOOR RECREATION PARTNERSHIP

Statewide Recreation &
Tourism Cohort Meeting
December 5, 2025

Lexie Gritlefel, Director



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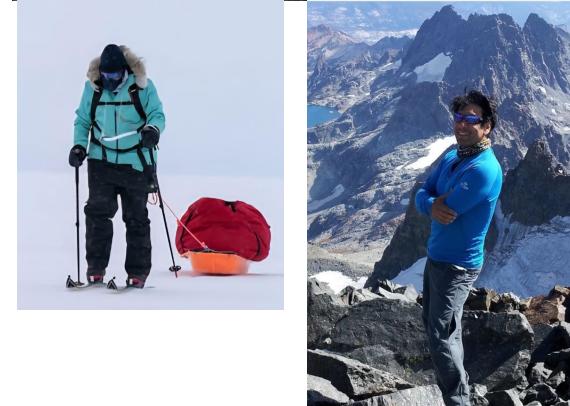
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Who We Are & Why We Exist

California Outdoor Recreation Partnership is a 501(c)6 membership-based non-profit trade association that focuses on two areas of operation: advocacy and networking opportunities. Our membership includes outdoor businesses ranging including but not limited to manufacturers, suppliers, retailers, guide services, and tech, outdoor non-profit organizations, individuals, government agencies, and destination marketing organizations.

California is home to the nation's largest active outdoor industry economy, contributing **\$81.5 billion (2023 BEA)** in economic spending annually and **545,448 direct jobs**, while supporting active lifestyles, community health and wellness, and a shared love for California's majestic outdoors. The outdoor industry represents 2.1% of California's overall GDP.



Our Mission

To power a voice for the outdoor recreation industry to shape policy, support investments, and engage an inclusive community of outdoor participants in California around the benefits of outdoor recreation.

Priorities:

- Support recreation infrastructure, including investments in parks, trail maintenance, transportation, education, and new parks in under-parked communities.
- Promote equitable access for all to outdoor recreation, primarily for underserved and urban communities.
- Enable business success for the outdoor recreation industry, which includes collaborating with our membership to advocate for policy affecting the industry.



Sacramento Summit - Save The Date: April 14 & 15



4th Annual Basecamp @ The Camp at Carmel Valley: Oct 22-24, 2025



Save The Date: September 30-October 2, 2026 [Tentative]



Statewide Legislative Advocacy Priorities for 2026

- We are working on introducing a new bill! We have exciting plans and plan to launch a bill that will bridge the gap between the California Natural Resources Agency (CNRA) and the Governor's Office of Business and Economic Development (GO-Biz) to expand outdoor recreational opportunities and make it a better circular economy. We are doing our best to solve the issues behind what an Office of Outdoor Recreation would ideally fill in California and are exploring the opportunity with outdoor access and recreation economy experts in the Administration.
- We will continue to advocate for Prop 4 allocations for climate and wildfire resilience and outdoor recreation opportunities, where appropriate.
- We have joined the Wildfire Solutions Coalition and will be doubling down on joining wildfire resiliency efforts! The outdoors will not exist where wildfire persists.



Continued work on AB 518 (Ward): Low-impact camping areas

Author: Assemblymember Christopher Ward, 78th District (San Diego)

Description: This bill specifies that, for purposes of that act, a special occupancy park does not include a low-impact camping area, as specified, that is located in a county that has enacted an ordinance, as specified, authorizing low-impact camping. The bill defines a "low-impact camping area" to mean any area of private property that provides for the transient occupancy rental of a temporary sleeping accommodation, as defined, for recreational purposes that is not a commercial lodging facility and meets specified requirements. The bill requires the county in which the low-impact camping area is located to enforce some of those requirements, relating to waste disposal and quiet hours, as specified. The bill requires that a county that has authorized low-impact camping to take specified actions, including, among others, to establish a registry of low-impact camping areas, as specified.



Continued work on SB 707 - Textile EPR Implementation

The Responsible Textile Recovery Act (SB 707, Newman, Chapter 20.5, Statutes of 2024) requires the Department of Resources Recycling and Recovery (CalRecycle) to review and approve a producer responsibility organization (PRO) by March 1, 2026, for the purposes of carrying out the producer requirements of the statute.

Pursuant to Public Resources Code section 42984.4, producers of covered products (textile articles and apparel) must form and join a PRO. By January 1, 2026, the governing body of any proposed PRO(s) must submit an application to CalRecycle describing how their PRO meets the requirements to be an approved PRO. If CalRecycle approves the PRO, then that PRO shall proceed to carry out the requirements of the Responsible Textile Recovery Act. If CalRecycle receives applications from more than one PRO, CalRecycle is required to determine which proposed PRO can most effectively implement the law.

CalRecycle is now accepting PRO applications.



Let's collaborate and strategize on shared priorities!

[1] Regional networking opportunities! We are working on expanding our Impact on Tap Happy Hour series to other regions of the state. This will allow for our members to meet like-minded professionals in their area, join together to discuss specific local and regional issues impacting them, and stay informed on statewide and national issues.

[2] Mind the Gap! California is a huge state and this obvious gap between outdoor recreation and tourism is an area where we can collaborate and need to find a solution. Help us bring voices together to solve the gap between the California Natural Resources Agency (CNRA) and the Governor's Office of Business and Economic Development (GO-Biz) to expand outdoor recreational opportunities and make it a better circular economy.

What does that look like? Local and virtual roundtable discussions. Advocacy. Social media promotion. Let's talk!





Let's keep in touch!

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