

SB3266



103RD GENERAL ASSEMBLY

State of Illinois

2023 and 2024

SB3266

Introduced 2/6/2024, by Sen. Craig Wilcox

SYNOPSIS AS INTRODUCED:

New Act

Creates the Office of Outdoor Recreation Industry Act. Establishes the Office of Outdoor Recreation Industry within the Department of Natural Resources. Provides that the Governor shall appoint the Director of the Office. Provides that the Director shall appoint an Outdoor Recreation Industry Advisory Council to provide guidance to the Director in carrying out the purposes of the Office. Adds provisions governing the composition, duties, and operation of the Office of Outdoor Recreation Industry.

LRB103 38168 JAG 68301 b

A BILL FOR

1 AN ACT concerning outdoor recreation.

2 **Be it enacted by the People of the State of Illinois,**
3 **represented in the General Assembly:**

4 Section 1. Short title. This Act may be cited as the Office
5 of Outdoor Recreation Industry Act.

6 Section 5. Purposes. The General Assembly finds and
7 declares that:

8 (1) The outdoor recreation industry does more than bring
9 joy to millions of Americans. It helps drive our economy. In
10 2019, the Bureau of Economic Analysis released national
11 statistics that demonstrate the economic output of outdoor
12 recreation to be \$778 billion, surpassing industries such as
13 mining, utilities, farming and ranching, and chemical products
14 manufacturing.

15 (2) According to the Bureau of Economic Analysis, the
16 outdoor recreation industry is growing rapidly, eclipsing the
17 overall GDP increase.

18 (3) Outdoor recreation generates millions of high-quality,
19 high-paying jobs from coast to coast and across a wide variety
20 of industries, ranging from manufacturing to retail to
21 tourism. These jobs play a critical role in the economic
22 health of local and state economies.

23 (4) The Bureau of Economic Analysis's 2019 State-level

1 data show that outdoor recreation in Illinois contributes
2 \$15.6 Billion of Value Added (GDP) to the State's economy and
3 directly supports 165,565 jobs.

4 (5) Illinois' protected public lands comprise less than
5 10% of the State. The State of Illinois manages 309 State parks
6 and recreational sites on more than 475,000 acres of land.

7 (6) The public spaces for outdoor recreation are drivers
8 of tourism to Illinois.

9 (7) Increasing access to the outdoors and participation in
10 outdoor recreation programs and services of the outdoor
11 recreation economy are critical to improving the health and
12 wellness of all residents, maintaining residents' quality of
13 life, and developing future environmental stewards and
14 conservationists to build on our public lands heritage.

15 (8) Promoting and enhancing Illinois' outdoor recreation
16 economy will benefit all residents and can particularly
17 support rural communities that are gateways to outdoor
18 recreation locations and opportunities.

19 (9) Seventeen states have already created an Office of
20 Outdoor Recreation Industry to increase investment in and
21 support the booming outdoor recreation economy in their
22 respective states.

23 Section 10. Definition. In this Act, "outdoor recreation"
24 means a pursuit that occurs in a natural environment or
25 physical landscape, including various active and passive,

1 motorized and nonmotorized sports and activities.

2 Section 15. Office of Outdoor Recreation Industry;
3 Director; appointment; Outdoor Recreation Industry Advisory
4 Council.

5 (a) There is created within the Department of Natural
6 Resources the Office of Outdoor Recreation Industry.

7 (b) The Governor shall appoint a Director of the Office.

8 (c) The Director shall report to the Director of Natural
9 Resources and may appoint staff.

10 (d) The Director shall assure that the duties of the
11 Office provided in Section 20 are fulfilled.

12 (e) The Director shall appoint an Outdoor Recreation
13 Industry Advisory Council to provide guidance to the Director
14 in carrying out the purposes of the Office. The Council shall
15 consist of no more than 20 members and the Director shall
16 publish a public notice soliciting applicants for Council
17 positions.

18 (f) Council members shall represent interests that conduct
19 business in this State and that share the goal of promoting the
20 growth of the outdoor recreation economy and outdoor
21 recreation activities, not to exclude nonprofit organizations.

22 (g) Representation on the Council shall include a variety
23 of outdoor recreation opportunities and industries that
24 contribute to this State's economy, as determined by the
25 Director. For purposes of this Section, "outdoor recreation

1 opportunities and industries" includes, but is not limited to:
2 archery; hunting; fishing; boating; horseback riding; hiking,
3 running, and other fitness activities; bicycling; winter and
4 water sports and recreation; recreation vehicles and
5 campgrounds; motorcycles, all-terrain vehicles and other
6 motorized recreation; trails and other outdoor recreation
7 infrastructure; guides, outfitters, and other outdoor
8 businesses that depend upon public lands; lodging and other
9 visitor services; conservation and stewardship; real estate
10 and community development; public health and wellness;
11 education and workforce training; and financial and digital
12 institutions and services.

13 Section 20. Duties of the Office. The Office of Outdoor
14 Recreation Industry shall:

15 (1) increase outdoor recreation-based economic
16 development, tourism, and ecotourism in the State by
17 attracting outdoor recreation industries to this State;
18 developing the growth of new business opportunities within
19 this State; and marketing, advertising and securing media
20 opportunities that reflect the opportunities for outdoor
21 recreation in this State;

22 (2) promote the growth of the outdoor recreation
23 economy in this State by increasing and promoting access
24 to the outdoors, especially in under-parked or
25 underrepresented or urban and rural communities, or both,

1 and providing opportunities for stewardship and
2 conservation of natural resources;

3 (3) coordinate with federal and State agencies and
4 local government entities in the State to address matters
5 related to the purposes described in this Act when the
6 Director determines the coordination necessary or
7 beneficial;

8 (4) recommend to the Governor policies and initiatives
9 to enhance recreational amenities and experiences in the
10 State, help implement those policies and initiatives, and
11 report on the impacts of those policies and initiatives;

12 (5) develop or support, or both, development of data
13 regarding the impacts of outdoor recreation in this State
14 while ensuring national data are used as a benchmark
15 factor in agency decision-making;

16 (6) promote the health and social benefits of outdoor
17 recreation;

18 (7) advocate on behalf of the State for federal
19 funding and participation in federal programs;

20 (8) create and maintain a statewide list of lands to
21 be conserved, enhanced, or publicized for outdoor
22 recreation; and

23 (9) apply for government or private grants to benefit
24 the purposes outlined in this Act.