



February 9, 2015

The Honorable Nikki Haley
Governor of South Carolina
P.O. Box 1773
Columbia, SC 29201

Dear Governor Haley,

We thank you for proclaiming June as Great Outdoors Month™ in South Carolina in 2014, and invite you to again proclaim June as Great Outdoors Month™ in 2015. Private and public entities at both the federal and state levels are working together in unprecedented ways to continue the growing tradition of Great Outdoors Month™ in 2015, and we ask you to continue your state's proud tradition of supporting the health, educational, economic and social benefits of time outdoors. We anticipate that the President and 49 fellow governors will again join you in celebrating the importance of the Great Outdoors.

June is a special time to celebrate America's Great Outdoors. What started as Great Outdoors Week under President Clinton in 1998 has grown significantly under both the Bush and Obama administrations into a month-long celebration of the outdoors and all the benefits it brings – including annual economic impact of more than \$650 billion nationwide and \$23.5 billion in South Carolina alone.

Great Outdoors Month™ features wonderful events engaging the public in outdoor recreation including National Trails Day®, National Fishing and Boating Week, National Get Outdoors Day, National Marina Day, the Great Outdoors Month™ National Day of Service, the Great American Campout®, Kids to Parks™ Day and more. These great events are described in the attached infographic. Attached for your consideration is a draft proclamation that highlights these events, as well as other great benefits the outdoors offers the people of South Carolina.

In addition to coordinating these great events, our organizations are ready to help you take an active role in Great Outdoors Month™. We invite you to lead and participate in a Capital Campout, a high-profile event for kids at or near your state Capitol or Governor's Residence and to showcase for them and those watching via media the fun outdoors opportunities in your state parks and other outdoor spaces. Capital Campouts

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began in Connecticut and, in 2014, expanded to five additional states with great success. Through the support of Great Outdoors Month™ Founding Sponsor The Coleman Company and other partners, we can offer virtually all of the equipment needed by the participants, including tents and shelters, sleeping bags, chairs, lanterns, food, fishing equipment and more. These items can later be used to continue the outreach to those who are not regularly utilizing state and local parks and other special outdoors places. Attached to this letter is more information about how we can help South Carolina hold a successful Capital Campout, including a commitment deadline of March 27.

We also encourage you to work with your state tourism and park agencies to produce and distribute a PSA in which you personally highlight the great outdoors activities your state has to offer. Governors Mike Beebe of Arkansas and Butch Otter of Idaho piloted this program in 2014 with outstanding results. More information on this request, including links to the Arkansas and Idaho PSAs is attached. We request your response by April 1.

The resources of dozens of private and public, national and state organizations, including the Federal Interagency Council on Outdoor Recreation (FICOR), will be available to help showcase the great outdoor opportunities South Carolina has to offer. We urge you to once again join all of us in making June 2015 South Carolina's best ever Great Outdoors Month™.

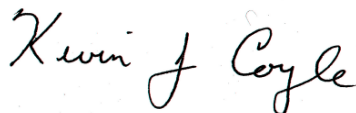
Sincerely,



Gregory A. Miller
American Hiking Society



Thomas J. Dammrich
American Recreation Coalition



Kevin J. Coyle
National Wildlife Federation



Mary Ellen Sprenkel
The Corps Network



Jeff Rose
Association of Marina Industries




Karen Nozik
National Parks Conservation Association



Frank Peterson, Jr.
Recreational Boating and Fishing Foundation



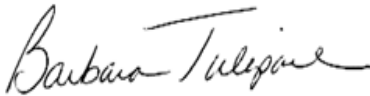
Grace Lee
National Park Trust



Priscilla Geigis
National Association of State Park Directors



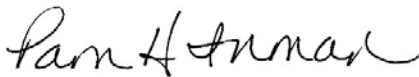
Jamie Matyas
Student Conservation Association



Barbara Tulipane
National Recreation and Park Association



Jason Morris
NatureBridge



Pam Inman
National Tour Association

Enclosures: Great Outdoors Month Infographic
 2015 South Carolina Draft Proclamation
 2014 Presidential and State Proclamations
 2015 Capital Campout Information
 2015 PSA Information

Cc: Phil Gaines, Director, State Park Service
 Key Federal agency contacts



- Proclaimed by the President
- Proclaimed by all 50 governors

Proclamations



- 1,000 park events
- 447,065 participants
- 405 cities and towns
- 28 governors signed proclamations

May 16, 2015



- Great Outdoors Month National Day of Service
- More than 100 participants
- VIP guests from USDA, CNCS, USDol and more

June 19, 2015



- 200,000 campers
- 12,000 locations
- All 50 states
- Social media network of 900,000

June 27, 2015



- 2,113 events
- 145,000 participants
- 439 trail projects
- 436,000 miles hiked, biked, paddled or ridden

June 6, 2015



- Outreach to 200,000+ anglers and boaters
- Promotion of Top 100 Family Fishing and Boating Spots
- Free fishing days in most states
- 80 million media impressions

June 6-14, 2015



- 13th annual celebration
- 160 events
- 33 states, U.S. Virgin Islands and Canada
- Organized by Discover Boating

June 13, 2015



- 50,000 participants
- Nearly 200 events in 39 states
- Signature events in GA, CO, MO, MI, MN and WA
- Major corporate sponsors

June 13, 2015



PROCLAMATION GREAT OUTDOORS MONTH™ 2015

WHEREAS, South Carolina is blessed with outstanding opportunities for safe and healthy fun in the Great Outdoors enjoying our natural splendors in the company of family and in the company of old and new friends; and

WHEREAS, our kids today spend an average of 10 hours a day in front of a screen and outdoor activity is touted by many leading health organizations as a remedy to the adverse effects caused by our increasing inactivity; and

WHEREAS, diverse Great Outdoors Month™ events including National Trails Day®, National Get Outdoors Day, The Great Outdoors Month™ National Day of Service, the Great American Campout®, Kids to Parks™ Day and more help connect citizens of all ages to healthy fun outdoors; and

WHEREAS, other events during Great Outdoors Month™ such as National Fishing and Boating Week and National Marina Day provide all of us, especially our children, with exciting opportunities for recreation on the great waters of our state; and

WHEREAS, Great Outdoors Month™, promoting activities including biking, swimming, hiking, paddling, fishing, hunting, boating and many more help us and our children enjoy the physically and mentally healthful and educational benefits of outdoor recreation; and

WHEREAS, enjoyment of our Great Outdoors allows us to celebrate the commitment of our state to conserve and protect our air, our water, our wildlife and our lands and contribute to conservation efforts through various licenses, taxes and fees; and

WHEREAS, the economic impact of outdoor recreation is both large and growing nationally, exceeding \$650 billion in annual expenditures, and in our state, where it is estimated at \$23.5 billion and supports some 283,000 jobs; and

WHEREAS, many of our important cultural and historic events and traditions are linked to places in our state which are parts of national, state and local park systems; and

WHEREAS, Great Outdoors Month™ allows us to celebrate the partnership of federal, state and local agencies, the recreation and tourism industries and recreationists which makes outdoor recreation opportunities available, and adds new and needed features such as improved trails through the Recreational Trails Program and the Land and Water Conservation Fund;

NOW THEREFORE, I, Nikki Haley as Governor of South Carolina, do hereby proclaim June 2015 as Great Outdoors Month™ in South Carolina and urge all citizens and visitors from other states and countries to explore and enjoy, protect and conserve South Carolina's Great Outdoors.



Great Outdoors Month, 2014

By the President of the United States of America

A Proclamation

On windswept coastlines, in lush forests, and atop striking mountain peaks, Americans take in sights that have inspired generations. Our natural landscapes provide refuge for those seeking solitude. They attract tourism, create jobs, and honor our history and cultural heritage. They are family campgrounds, arenas for recreation, and backdrops for countless adventures. During Great Outdoors Month, we celebrate the rugged beauty that echoes the independence at the heart of the American spirit, and we rededicate ourselves to protecting these open spaces for tomorrow's explorers, athletes, and lovers of nature.

America's conservation legacy is rooted not only in its forward-thinking leaders like Presidents Thomas Jefferson, Abraham Lincoln, and Theodore Roosevelt—but also in all the Americans who did their part to safeguard a small slice of the land they love. It falls to each of us to advance their legacy in our time. That is why I have permanently protected more than 3 million acres of public land—including 11 new National Monuments established through the Antiquities Act and new wilderness areas in nine States across the country—and designated more than a thousand miles of wild and scenic rivers. In my first term, I was proud to launch the America's Great Outdoors Initiative, which increases access to public lands and empowers Americans to better care for the parks, waterways, and natural treasures in their own communities.

My Administration remains committed to developing the next generation of environmental stewards. We created the 21st Century Conservation Service Corps, which provides quality jobs, career pathways, and service opportunities for young people and veterans. We are working to bring public lands into the classroom and to extend educational opportunities to millions of children. And through First Lady Michelle Obama's *Let's Move Outside!* initiative, we are encouraging children to get active while getting to know the great outdoors.

This month, as we enjoy the natural splendor of our Nation, let us stay true to a uniquely American idea—that each of us has an equal stake in the land around us, and an equal responsibility to protect it. Together, let us ensure our children and grandchildren will be able to look upon our lands with the same sense of wonder as all the generations that came before.

NOW, THEREFORE, I, BARACK OBAMA, President of the United States of America, by virtue of the authority vested in me by the Constitution and the laws of the United States, do hereby proclaim June 2014 as Great Outdoors Month. I urge all Americans to explore the great outdoors and to uphold our Nation's legacy of conserving our lands and waters.

IN WITNESS WHEREOF, I have hereunto set my hand this thirtieth day of May, in the year of our Lord two thousand fourteen, and of the Independence of the United States of America the two hundred and thirty-eighth.

A handwritten signature in blue ink, which appears to be "Barack Obama", is located at the bottom right of the page.

State of South Carolina

Governor's Proclamation

WHEREAS, South Carolina is blessed with an abundance of natural resources including clean air and water, miles of pristine shoreline, rolling hills, mountains, and pastureland; and

WHEREAS, a clean and sustainable environment contributes to the health and well-being of our citizens as well as to the economic stability of our state; and

WHEREAS, outdoor recreation promotes health, fitness, and environmental awareness while providing an ideal way to exercise and create memorable experiences with loved ones; and

WHEREAS, many of our important cultural and historic events are linked to places in the Palmetto State which are parts of national, state, and local park systems; and

WHEREAS, Great Outdoors Month is an opportunity to celebrate the benefits of active fun outdoors and the magnificent shared resources of our parks, forests, refuges, and other public lands and waters.

NOW, THEREFORE, I, Nikki R. Haley, Governor of the Great State of South Carolina, do hereby proclaim June 2014 as

GREAT OUTDOORS MONTH

throughout the state and encourage all South Carolinians to take time to enjoy the Palmetto State's natural beauty and make outdoor activities a part of their everyday lives.



NIKKI R. HALEY
GOVERNOR
STATE OF SOUTH CAROLINA

GREAT OUTDOORS MONTH™ 2015 CAPITAL CAMPOUTS – OVERVIEW

The Great Outdoors Month™ Partnership invites Governors to take an active role in Great Outdoors Month™ 2015 by hosting young campers at an appropriate location in each state capital. These campouts can be at the governor's residence, at the state capitol or at an urban green space in the capital city.

Capital Campouts began in Hartford, CT, and also have been successfully piloted in Arkansas, Colorado, Georgia, Kansas and Washington, in various configurations. The goals of the campouts are simple:

- 1) to reach a group of young Americans with very little exposure to the legacy of parks and other special places available for healthy, active fun;
- 2) to help governors communicate support for parks and outdoor opportunities, and the initiatives they have launched to support these special places;
- 3) to create a forum for communicating through the general media the availability of outdoor fun and the significant health, education and family benefits of time in the outdoors; and
- 4) to provide federal and state agencies with communications channels to invite visitation of parks and to introduce partners ranging from retailers to the scouts who are available to help make time outdoors fun.

There are four key elements to a successful Capital Campout:

- 1) a safe and accessible site for the campout – accessible both for the participants and the media who will be invited to participate in and report on the campouts.
- 2) good equipment, making the campout safe and enjoyable regardless of weather.
- 3) hosts for the campout – including state and federal agency personnel but also organizations active in the state in the fields of youth services, education and health – able to make the campout fun and safe.
- 4) information to be shared with participants and the general public about ways to expand outdoors fun, including information on places and activities suitable for both experienced and novice outdoorspeople.

Governors are already key players in Great Outdoors Month™. All governors have issued proclamations of the month in recent years, and many have hosted special meetings and events on themes including youth, health and the economic importance of recreation in America. For June 2015, every Governor is invited to host a Capital Campout, typically for approximately 50 youth ages 8-11 selected by a local recreation or service partner or for a similarly-sized group of families with youth of this age range.

Equipment

Through the support of The Coleman Company, the Founding Sponsor of Great Outdoors Month™, we can offer virtually all of the equipment needed by the participants, including tents and shelters, sleeping bags, chairs, lanterns and coolers. Other partners will provide additional supplies, including food. This package has an approximate retail value of nearly \$10,000. Additional camping equipment may be purchased from The Coleman Company at a sharply discounted price. The full Governor-hosted Capital Campout package includes these items, delivered to an appropriate location near the campout:

- 1) 9 Six-person Longs Peak tents (retail value \$140 each)
- 2) 18 Quad cooler chairs (retail value \$30 each)

- 3) 18 Kickback chairs (retail value \$30 each)
- 4) 36 Aspen Meadows sleeping bags (retail value \$35 each)
- 5) 36 Fold-N-Go pillows (retail value \$10 each)
- 6) 9 CPX 6 Classic LED lanterns (retail value \$50 each)
- 7) 9 60 quart wheeled cooler (retail value \$50 each)
- 8) 2 Capital Campout banners (retail value \$50 each)
- 9) Food for campers and campout staff (retail value up to \$2,000)
- 10) 36 Camper mementos pack (retail value of \$50)
- 11) Special event funding (up to \$1000)

In order to qualify for the free Capital Campout package, your state is asked to provide:

- 1) a **communication from the Governor indicating plans to participate personally in the Capital Campout.** We understand that other events might alter plans, but awareness, interest and support from Governors are key;
- 2) **confirmation of a suitable site** for the campout;
- 3) a **plan to reuse all or most of the equipment donation by a program designed to continue the outreach to those who are not regularly utilizing state and local parks and other special outdoors places.** Ideally, the equipment will be used by a Learn to Camp program of an agency or partner organization; and
- 4) a **Governor-designated coordinator of the campout**, who will oversee planning for and the execution of the campout. Coordinators will be offered support by the Great Outdoors Month™ Partnership in a variety of ways, including a operations manual, leads to non-government contacts willing to support the campout and an invitation to a training program.



Hosts

All of the Capital Campouts held to date have involved a central role by the state park agency, but other organizations have and will play key roles in providing campout operations, programming and more. Federal agencies can be expected to take an active role, arranged through FICOR – the Federal Interagency Council on Outdoor Recreation. Among the many non-public entities available to aid Capital Campouts in 2015 are: state affiliates of the National Wildlife Federation; local councils of the Boy Scouts of America; local councils of the

Girl Scouts of the USA; local youth conservation corps; and more! Other potential hosts include city/county park agencies, retailers and dealers involved with recreation and health community organizations.

Deadline

We ask for a commitment to host a Capital Campout by **March 27**. Communications should be directed to Derrick Crandall, 1200 G Street, NW, Suite 650, Washington, DC 20005, 202-682-9530, dcrandall@funoutdoors.com.

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GOVERNOR PSAs FOR GREAT OUTDOORS MONTH™ 2015 – OVERVIEW

The Great Outdoors Month™ Partnership thanks Governors for issuing proclamations helping residents of their states and visitors alike understand the special places and activities available to enjoy healthy outdoor fun. These proclamations have received widespread distribution and contributed to increased public awareness of where to go, what to do and how the Great Outdoors is cared for by agencies, volunteers and partners. We invite Governors to add to this effort by being part of video public service announcements embracing parallel messages and themes and distributing these PSAs to local media and to locations where their messages will be received by thousands.

In 2014, two Governors demonstrated the feasibility and attraction of Great Outdoors Month™ PSAs: Arkansas Governor Mike Beebe (<http://www.funoutdoors.com/node/view/3157>) and Idaho Governor Butch Otter (<http://www.funoutdoors.com/node/view/3156>). Both Governors relied upon the their state park agencies and state tourism agencies and the Great Outdoors Month™ Partnership to develop a script and video strategy which utilized the Governors on camera as well as exciting shots of outdoor fun at state sites. The PSAs were shared with local media, state outdoors community organizations and used at special events. The PSAs were short (60 seconds in Arkansas, 30 seconds in Idaho) and relied upon existing B-roll of outdoor fun and taped segments of the Governors in or near their offices. Given more time, though, the PSAs might include time by Governors outdoors actually visiting a site with family or an appropriate group.

SUPPORT

The Great Outdoors Month™ Partnership is eager to support each Governor's office with suggested comments and storyboards, and to work with state park and tourism agencies on a PSA distribution strategy. In addition, the Partnership will feature Governor PSAs on its website, www.greatoutdoorsmonth.org, and reference the PSAs in our collaborative social media outreach efforts which will reach millions of Americans.

In order to maximize the value of the PSAs, we suggest the following key dates:

- 1) agreement to develop a PSA by April 1, 2015
- 2) finalization of script and storyline by April 15, 2015
- 3) completion of PSAs by May 1, 2015
- 4) distribution of PSAs beginning May 18 for use beginning during the lead up to Memorial Day and Great Outdoors Month™

Moreover, the Great Outdoors Month™ Partnership will create a Great Outdoors Month™ PSA Panel to view and select the top five PSAs of 2015. The Governor appearing in each of the selected PSAs will be given the choice of youth service organizations to receive a \$1,000 contribution to support introduction of youth to the Great Outdoors.

Communications regarding PSAs should be directed to Ben Nasta, 1200 G Street NW, Suite 650, Washington, DC 20005, 202-682-9530, bnasta@funoutdoors.com.