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AUGUST 2024



# INDUSTRY SPOTLIGHT

Remington Ammunition

**S**ince the days of muskets, generations of hunters and shooters have trusted legendary Remington ammunition. Arkansas' connection to Remington began in 1970 with the construction of the Lonoke Ammunition Plant and its production of rimfire, centerfire and shotshell. Remington is the largest outdoor company in Arkansas in terms of its number of employees.

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# GRANT UPDATES

## Sanders, ADPHT, ADH Announce Outdoor Recreation Grant Awards

**S**even cities around the state recieved Outdoor Recreation grants to establish health and fitness trails that encourage physical activity and promote health benefits through safe and easily accessible facilities.

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## Ribbon Cuttings



**B**ooneville was awarded **\$215,000** for a new splash pad and associated walkways at Marcelle Phillips Park through a Matching Grant from the Outdoor Recreation Grants Program. A ribbon cutting for the splash pad was held on June 11.



**M**aumelle was awarded **\$240,000** for the establishment of an inclusive playground at Valencia Park through a Matching Grant from the Outdoor Recreation Grants Program. A ribbon cutting for the playgrounds was held July 25.

The mission of the Outdoor Recreation Grants Program is to improve the management, planning and overall quality of Arkansas' outdoor recreation resources through advocacy, research, technical assistance and grant funding.

The deadline to apply for the Matching and FUN Park Grants is August 30. The Great Strides Program deadline to apply is September 30.

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A photograph of a person rock climbing on a large, textured rock face. The climber is wearing a striped shirt, shorts, and a cap, and is secured with ropes and gear. The background shows green foliage.

# FEATURE EVENT AND ORGANIZATION

## **OZ Swim**

Taking place Sept. 27-29 at Beaver Lake, the OZ Mile Swim is an open water race that offers participants and spectators a full weekend of fun in beautiful Northwest Arkansas with festivities centered around swimming.

[REGISTER HERE >](#)

## **American Scholastic Climbing League of Arkansas**

The American Scholastic Climbing League is a league for middle and high school climbers, beginner to advanced. The league's goal is to connect climbers in an atmosphere of positive competition. Climbers in grades 6-8 compete in a middle school classification and climbers in grades 9-12 compete in a high school classification. Both classifications are divided by gender into a Boys and Girls category.

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# GENERAL UPDATES



## New Hires



The Office of Outdoor Recreation has hired two additions to the team who are passionate about enhancing our outdoor spaces and recreation opportunities.

Becky Flynn has joined OOR as the Deputy Director of the Office of Outdoor Recreation. Becky's experience and dedication in leading initiatives will be invaluable as the department continues to elevate Arkansas' natural beauty and recreational offerings.

Terrance Youngblood is the new Director of the Outdoor Recreation Grants Program. With his expertise, Terrance will drive impactful projects and expand access to outdoor activities for all Arkansans.

Join us in welcoming Becky and Terrance to the team! Together, we'll continue to elevate the outdoor recreation economy and make Arkansas a top destination for outdoor adventure.

## Gateway Outdoor Expo + Summit

If you are an outdoor recreation business, don't miss the Gateway Outdoor Expo + Summit on Nov. 22-24 at the St. Charles Convention Center in St. Charles, MO.

This is a regional tradeshow and as an exhibitor from Arkansas, you'll have the opportunity to expose your products to a larger regional base including:

- Selling gear and equipment
- Sharing information about your organization, programs and services
- Networking with other outdoor experts

This is a fantastic chance to connect with the outdoor community and showcase what you have to offer.

[LEARN MORE AND REGISTER >](#)

## Master Bike Builders Show

The Master Bike Builders Show is returning to Bentonville, Arkansas, on Sept. 14-15 for its second year. Admission is free to this public exhibition of custom handmade bicycle builders showing their creations to the passionate cycling community. Don't miss out on this amazing opportunity to see some incredible bikes and meet the talented builders behind them.

[LEARN MORE >](#)

## Yamaha Outdoor Access Initiative

The Yamaha Outdoor Access Initiative is dedicated to supporting outdoor enthusiasts who rely on off-highway vehicles (OHVs) to ride, camp, hunt or fish. Each quarter, Yamaha accepts applications from non-profit or tax exempt groups (clubs and associations), public riding areas (local, state and federal), outdoor enthusiast associations and land conservation organizations, and communities with an interest in protecting, improving, expanding and/or maintaining access for safe, responsible and sustainable use by motorized off-road vehicles. A committee reviews and awards funds to deserving projects.

[APPLY >](#)

## Outdoor Retailer

The Office of Outdoor Recreation and the University of Arkansas partnered to host an Arkansas brands booth at Outdoor Retailer in Salt Lake City, Utah on June 17-19. Outdoor Retailer is the leading business-to-business outdoor sports show where industry brands, retailers, reps, designers, suppliers and leaders gather. The University of Arkansas played a pivotal role in selecting and vetting the participating companies, with Matthew Myers from the Office of Entrepreneurship and Innovation (OEI) attending the event. The OEI also hosts the Greenhouse Outdoor Recreation Program (GORP), which has supported two of the five featured companies: Lacaيدا Ropes and Adventure Trail Outfitters. The other three Arkansas companies featured at the booth included LIVSN Designs, FLPSDE and Eddyline Kayaks. Together, a thriving outdoor recreation economy is being fostered, and local businesses continue on their journey to success. Held twice a year in June and November, Outdoor Retailer showcases the largest collection of innovative and unique gear, apparel, footwear, hardgoods and accessories. And with conferences, training sessions, leadership seminars and educational opportunities, the show is a must-attend event.

## Listening Sessions

The Office of Outdoor Recreation will host several regional sessions throughout the rest of the year. These sessions serve two purposes – resource sharing through short presentations on resources available to communities and industry and information gathering with public input and comments on what resources are being utilized and/or what do they need more of.

Examples of resource sharing include: OOR infrastructure grants, Arkansas Game and Fish Commission (AGFC) marine fuel tax program and water trails partnership, AGFC shooting sports development, AEDC industry incentives and community development info, University of Arkansas undergrad and masters programs. Public input is sought from community members such as advocacy groups like the Arkansas Canoe Club, local trail chapters, mayors, county judges and chambers of commerce as well as industry members like bike shop owners, boat manufacturers, river guides, duck lodges, outfitters and aspiring outdoor recreation entrepreneurs. Information from the sessions will be evaluated and used to implement plans for 2025. Sessions have already been held in Fayetteville and Marshall.

The remaining upcoming sessions will be:

Oct. 2, AGFC Nature Center, Jonesboro - 11 a.m. to 1 p.m.

Nov. 19, Community Center, Monticello - 11 a.m. to 1 p.m.



## ARKANSAS OFFICE OF OUTDOOR RECREATION

1 Capitol Mall | Little Rock, AR 72201

501-682-6829

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The Office of Outdoor Recreation works to grow and support the outdoor recreation economy at the state level through collaboration with outdoor businesses, local communities and stakeholders.



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