



NORTH CAROLINA
Outdoor Heritage Advisory Council
Strategic Plan

PURPOSE:

To administer the Outdoor Heritage Trust Fund for the purpose of expanding opportunities for youth to engage in outdoor recreational activities and advise State agencies and the General Assembly on the promotion of outdoor recreational activities in order to preserve North Carolina’s outdoor heritage for future generations.

MISSION:

To provide statewide leadership, guidance, and funding to measurably expand opportunities for current and future generations to experience quality outdoor activities.

VISION:

North Carolina’s great outdoor heritage is passed along to future generations with opportunities to enjoy activities that are accessible, abundant, and conveniently located for all.

GOAL 1

ESTABLISH, ENHANCE, AND MAINTAIN RELATIONSHIPS

OBJECTIVES

- Identify and create partnerships with complementary agencies and organizations
- Engage and advise State agencies
- Engage and advise the General Assembly
- Provide facilitative leadership for linking statewide programs

GOAL 2

DEVELOP, MANAGE, AND GROW THE OUTDOOR HERITAGE TRUST FUND

OBJECTIVES

- Develop a plan in conjunction with the WRC to implement the OHTF
- Establish framework to allocate OHTF funding
- Maximize contributions to the OHTF
- Create long-term strategies that ensure sustainable funding for the OHTF

GOAL 3

DEVELOP AND IMPLEMENT MARKETING, OUTREACH AND COMMUNICATION PLANS

OBJECTIVES

- Establish a brand
- Establish a youth advisory group for the NC OHAC
- Create a unique website for the NC OHAC and OHTF
- Market long-term strategies that ensure sustainable funding for the OHTF
- Develop and implement metrics and evaluation criteria to measure performance

Guiding Principles

- Inclusive
- Transparent, Accountable and Efficient
- Sustain opportunity for future generations
- Move with a sense of purpose and urgency
- Recognize effective work of others to avoid duplication
- Recognize multiple and compatible uses of resources, including public lands
- Partner with organizations to achieve our vision
- Merge the legacy of the past with the possibilities of the future