

Building relationships and creating equitable spaces



BIG TENT
OUTDOOR RECREATION COALITION

What is the Big Tent?

Founded in September 2012, the Big Tent Outdoor Recreation Coalition (Big Tent) unites over 45 leading outdoor recreation, environmental, and conservation organizations, representing 200,000 members in Washington State. By bringing together diverse voices, we advocate for the protection, access, and enjoyment of our natural spaces. The Big Tent is a united force that bridges the primary organizations and agencies participating in outdoor recreation in Washington State.

The problem we solve:

Barriers exist for building a bridge between legislators and corporate entities. Corporate organizations need legislative support to continue stimulating economic growth in the outdoor recreation industry.

What is our mission?

The mission of the Big Tent is to promote sustainable, diverse, equitable, and inclusive outdoor experiences in Washington state through advocacy and education.

Outdoor Equity Coalition



Who are we?

Born from the Big Tent, the Outdoor Equity Coalition is a 501c3 nonprofit organization who's goal is to make the outdoor recreation sector more inclusive and equitable. We believe that everyone should have access to the benefits of nature and the opportunities for personal growth and social connection that it provides.

What is our vision?

Our vision is to create a more diverse, equitable, and inclusive outdoor recreation community that reflects the rich diversity of our state and nation.

The problem we solve:

Significant disparities prevent BIPOC, people with disabilities, and LGBTQIA+ folks from enjoying outdoor recreation. The organizations who support these causes are often underfunded and undersupported.

The Big Tent's Impact



How have we contributed to the outdoor recreation sector?

- ✓ **\$21.6 billion annual economic impact***
- ✓ **Spearheaded efforts to create Senior Policy Advisor for Outdoor Recreation and Economic Development position in the WA State Governor's office**

Since 2014, the Big Tent has worked tirelessly to build a bridge between corporate partners and government agencies. These strategic partnerships have fueled economic growth, boosted tourism and sparked a movement to unify a previously divided industry.

*Via Economic Analysis of Outdoor Recreation in Washington State Report

BIG TENT Our partnerships fuel our impact:



Big Tent's Objectives



Advocate for funding

Our goal is to make sure Washington keeps investing in parks, trails, and outdoor spaces that fuel adventure, wellness, and connection with nature. We strive for sustainable funding to maintain and grow these spaces, so they stay open, accessible, and thriving for everyone—now and for future generations. Let's protect the places where we hike, bike, and explore!



Build public awareness and engagement

We're inspiring Washington residents to get outside and experience the powerful benefits of outdoor recreation. From improving physical and mental health to boosting the economy, we are connecting the public and private sector to build a more equitable future.



Foster collaborative partnerships

We're bringing together a diverse crew—outdoor enthusiasts, businesses, environmental advocates, and government agencies—to form a united voice pushing for better outdoor recreation policies and initiatives. We can protect spaces we love and keep outdoor adventures accessible for everyone.

Outdoor Equity Coalition Impact



OUR INITIATIVES

The Outdoor Equity Corps

The Outdoor Equity Corps is a proposed initiative comprising approximately 10 full-time members from the Washington Service Corps and 10 part-time members from the AmeriCorps. The initiative aims to break down barriers and ensure equal access to the benefits of outdoor recreation for BIPOC, people with disabilities and LGBTQIA+ folks. This also includes the Clean Energy Corp.

The Outdoor Equity Fund

The Outdoor Equity Fund, supported by the Big Tent is an innovative initiative to promote inclusivity and equity in outdoor recreation. By providing direct funding and fostering strong partnerships, this fund aims to ensure that all communities have access to the outdoors, promoting health, well-being, and unity. Join us in this mission to build a future where every community can enjoy and benefit from the great outdoors.

How we've created ripples of equitable change:

GRANT ACCESSIBILITY

The Washington State Recreation and Conservation Funding Board has updated its grant criteria to better support communities with fewer parks. Now, funding is more fairly distributed, ensuring historically excluded folks get the outdoor spaces they deserve, so everyone can enjoy the benefits of nature!

SUPPORT SMALL BUSINESSES

We have empowered small outdoor recreation businesses that serve BIPOC and marginalized communities. By helping them thrive, we're driving economic growth, fostering community engagement, and driving inclusivity.

LEGISLATIVE WINS

Our inclusive advocacy efforts have already scored major wins—securing state funding to keep our trails funded, safe, and accessible. Thanks to these efforts, hikers and outdoor lovers across Washington can keep exploring the places they love without barriers.

ORGANIZATIONS WE SUPPORT



Where we need support



\$5 Million in funding towards building capacity across Washington State.



Funding our organizations will bridge the gap between legislators and corporate entities, fostering partnerships that drive economic growth in the outdoor recreation industry. Corporate organizations need legislative backing to create jobs, boost tourism, and invest in sustainable outdoor initiatives. At the same time, we eliminate significant disparities that prevent BIPOC, people with disabilities, and LGBTQIA+ community members from accessing outdoor recreation. The underfunded organizations working to break down these barriers need your support. By funding our coalition efforts, you're investing in economic growth while making the outdoors truly inclusive for everyone.

How this funding will be utilized to support our growth:

The Big Tent

- Increase administrative support for volunteer coordination.
- Hire field personnel and volunteers for implementation across sites.
- Partnership development, collaboration and community outreach.
- Create sustainability-focused events.

Outdoor Equity Coalition

- Hire dynamic executive director.
- Enable the launch of the Outdoor Equity Corps, dedicated to increasing BIPOC participation in nature.
- Facilitate the creation of the Outdoor Equity Fund, providing essential support to organizations committed to the "Outdoors for All" vision.

Contact us to learn more! info@bigtentcoalition.info