



Photo by Pat Morrow



Outdoor Recreation
Council of BC

IMPACT REPORT

APRIL 1, 2020 - MARCH 31, 2021

OUR VISION

Recreation and outdoor places are valued as essential to healthy individuals and vibrant communities, and that every British Columbian has access to meaningful outdoor recreation experiences.

OUR MISSION

We advocate for access to and promote the responsible use of BC's outdoors for public recreation while building bridges between our diverse membership.





OUR VALUES & PRINCIPLES

INDIGENOUS RECONCILIATION

We acknowledge Indigenous rights and title and support increasing the capacity of Indigenous peoples in BC to steward their lands and waters as key to the future of healthy ecosystems, communities and respectful recreation.

ACCOUNTABILITY

We are accountable for our actions, and our processes are open and transparent.

RESPECT & DIVERSITY

We promote respect and aspire to represent the diversity of the British Columbia population.

ENVIRONMENTAL SUSTAINABILITY

We value BC's outdoor places for their intrinsic, social and cultural value and promote actions to keep them healthy.

COLLABORATION

We collaborate with our members, partners, various levels of government, including Indigenous governments, and outdoor recreation users to support our common mission. We convene, amplify and lead.

RESILIENCY

We adapt to new realities, pursue new opportunities and explore promising approaches.

Message from our Executive Director

If there's one thing that we have learned from the pandemic, it is that British Columbians value spending time in nature immensely for their physical, social and mental well-being. Thankfully BC's lakes, coastlines, parks, forest service roads and trail networks provide some of the most spectacular ways to enjoy the outdoors.

However, this tremendous increase in the usage of parks and trails during the last year has elevated the pressure on BC's parks and recreation systems, and consistent underfunding for the past three decades means that our provincial agencies can't keep up with the demand.

In the last year, we have worked on a number of initiatives in support of better policies and investments in outdoor recreation. As part of the Provincial Trails Advisory Body, we have supported the review of the Trails Strategy for British

Columbia and have put forward recommendations to Government; we led on work to research options for establishing a BC Trail Fund; we worked with ORCBC members and our extended network of tourism, labour and cultural sector interests to advocate for more funding for recreation, and we launched a new salmon project in the Heart of the Fraser.

Overall, we have come through this pandemic stronger than ever. We boldly stepped up to respond to the emerging interest in outdoor recreation and will continue to do so in the years to come. I'm exceptionally grateful to everyone who is part of this diverse, passionate and growing community; our members, directors, donors, funders, volunteers, partners and advisors. It's clear that the Outdoor Recreation Council wouldn't exist without your support. Onward and upward!



Photo by Zoya Lynch

With much gratitude,
Louise Pedersen
Executive Director
Outdoor Recreation Council of BC

THE YEAR IN NUMBERS

54 organizational members
by March 31, 2021

\$83M boost in funding from the province
for BC Parks over three years

63 BC Rivers Day events held
across the province

1 new strategic plan to guide the
ORCBC for the next four years

53 media features

1 new salmon project started
in the Heart of the Fraser

1,861 letters sent to MLAs requesting more
funding for Recreation Sites & Trails BC

3 educational webinars hosted

HIGHLIGHTS & ACHIEVEMENTS

INFLUENCING POLICY

- The ORCBC was granted intervenor status in the Douglas Lake Cattle Ranch vs. Nicola Valley Fish & Game Club court appeal. This case raised important questions about the public's right to cross private property to access public resources such as lakes, trails and wilderness. Unfortunately, the appeal decision was not in favour of public access, and we will assess other ways to improve access for public recreation.
- ORCBC participated in the 2021 provincial budget consultation and highlighted the need for more funding for BC Parks and Recreation Sites and Trails BC. We coordinated letters to the Premier with support from many recreation, conservation, labour and tourism organizations and were pleased to see a historic funding boost for BC Parks in the 2021 budget of \$83 million over three years.
- We encouraged British Columbians to write their MLAs with a request to increase the annual operating budget of Recreation Sites and Trails BC to support their capacity to plan, develop, manage and maintain BC's essential trail network and recreation areas. Almost 2,000 letters were sent to MLAs across BC.



RESEARCH

- The Provincial Trails Advisory Body (PTAB), a working group that is co-chaired by the ORCBC and the Ministry of Forests, Lands, Natural Resource Operations and Rural Development, finalized a comprehensive review of the [Trails Strategy for BC](#) and made recommendations to government on how best to update and implement the new strategy. Implementation of the new Trails Strategy offers a significant opportunity for the Province to leverage strategic connections and goals with reconciliation with Indigenous Peoples, rural development, diversity and inclusion, active transportation, healthy lifestyles and COVID-19 economic recovery efforts.
- BC's trail stewardship groups have shared that BC needs more funding for trails, and the Provincial Trails Strategy has identified that this funding needs to be sustainable. The ORCBC, in partnership with the PTAB, has been researching [options for establishing a trail fund](#) that provides ongoing funding to trail groups for maintenance.

RESPONSIBLE RECREATION

- To help British Columbians navigate the first few months of COVID-19, we worked with illustrator Sara Theuerkauf on a popular infographic with tips on enjoying the outdoors while keeping ourselves, our communities, and our outdoor spaces safe.



ORGANIZATIONAL GROWTH

- Led by the ORCBC Board of Directors, we completed a new strategic plan, which we trust will enhance our effectiveness and positively influence the conditions for public outdoor recreation in BC. We have much work ahead of us, and to move forward, we require strong relationships with our members, supporters and others who share our vision.
- Since relaunching our fundraising program in 2019, we have seen promising signs of increased revenue generation from several sources. More stable revenue from a variety of sources will increase our effectiveness and social impact.
- We added two new temporary staff positions this past year thanks to internship programs. Erin Normandeau joined us as our digital communications officer, and Ximena Diaz Lopez came to us from UBC Sauder School of Business to support the BC Trails Fund project.

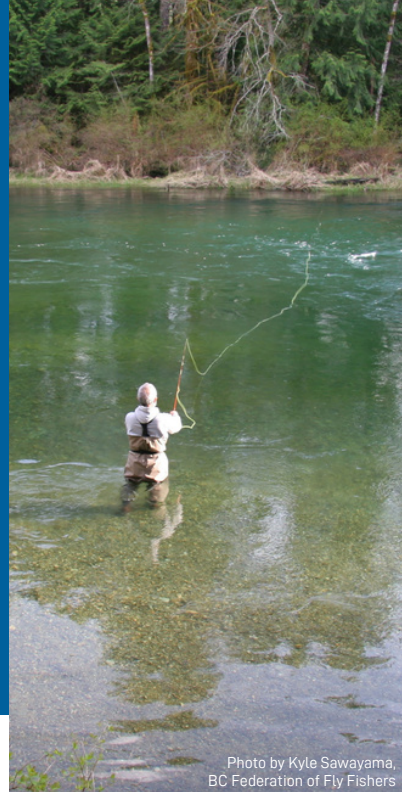
COMMUNICATIONS

- Thanks to additional staff capacity, we have increased our visibility and promoted ORCBC's brand and messaging through our newsletter, social media channels, website, partners and the media.



RIVERS & SALMON

- We celebrated the 40th anniversary of BC Rivers Day in September 2020. Despite restrictions on gatherings and events, [63 COVID-friendly Rivers Day events](#) were hosted by community groups and organizations across the province.
- We received funding from the Pacific Salmon Foundation to undertake a Fraser River juvenile salmon study. The main goal of this project is to learn more about the presence of juvenile salmon in the Herrling and Carey areas in the Heart of the Fraser, between Hope and Mission, and begin to identify a tangible initial boundary for an [Ecologically Sensitive Area designation](#).
- The Enloe Dam just south of Osoyoos in Washington state has not produced hydropower since 1954 and does not provide irrigation or flood control. ORCBC has called on the governments in BC and the US to [remove the dam](#) and improve the state of rivers and salmon in both BC and Washington.
- We joined the [Fish, Wildlife and Habitat Coalition](#), a diverse group of organizations encouraging the Province to commit to prioritizing the conservation of fish, wildlife and habitat. The coalition calls for conservation to be enshrined into legislation, decision-making, independent science oversight and planning functions, and for the establishment of new, dedicated funding to restore fish, wildlife and habitat.

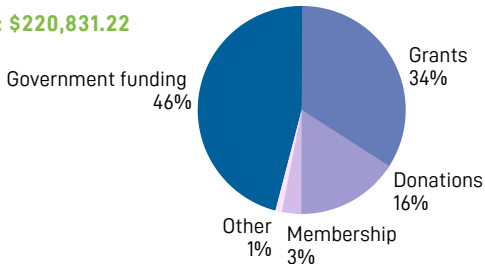


FINANCIAL STATEMENTS

APRIL 1, 2020 - MARCH 31, 2021

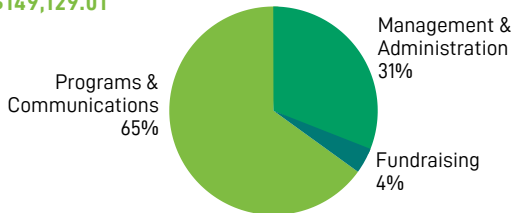
REVENUE

Total revenue: \$220,831.22



EXPENSES

Total expenses: \$149,129.01



Full financial statements are available by request.



OUR SUPPORTERS

We appreciate the generous support from charitable foundations, partners, donors and volunteers who play an important role in our continued success.

We gratefully acknowledge the financial support of the Province of British Columbia through the Ministry of Forests, Lands, Natural Resource Operations and Rural Development, Fortis BC, the Pacific Salmon Foundation, the Outdoor Recreation Foundation and West Coast Environmental Law.



GET INVOLVED

If you believe in our vision of BC as a world leader in outdoor recreation, there are 3 simple ways you can support our work.

Become a member

By becoming an organizational member of ORCBC, you help ensure that BC has a strong voice for outdoor recreation. Sign up at orcbc.ca/members

Join your local group

When joining your local recreation group, you support important on-the-ground work in your community for the outdoor activities that matter to you. Find our member list at orcbc.ca/directory


Make a gift

Your donation will help advance the interests of public outdoor recreation in BC. Donate today at orcbc.ca/support-us

OUR MEMBERS 2020-21

PROVINCIAL MEMBER ORGANIZATIONS

Backcountry Horsemen of BC
BC Cycling Coalition
BC Federation of Drift Fishers
BC Federation of Fly Fishers
BC Lapidary Society
BC Marine Trails Network Association
BC Nature / Federation of BC Naturalists
BC Off-Road Motorcycle Association
BC Wildlife Federation
Council of BC Yacht Clubs
Federation of Mountain Clubs of BC
Four Wheel Drive Association of BC
Hike BC
Horse Council BC
Quad Riders ATV Association of BC
Recreational Canoeing Association of BC
Trails Society of BC

A photograph showing a line of off-road vehicles, including a white van in the foreground with 'EXTREME MACHINES' on the windshield, parked on a dirt trail. A person is standing next to the van. The background features a grassy hillside and mountains under a cloudy sky.

As a member driven organization, the ORCBC works on behalf of over 50 provincial and regional members to represent the voice of public outdoor recreation while building bridges between BC's diverse outdoor recreation groups.

OUR MEMBERS 2020-21

REGIONAL MEMBER ORGANIZATIONS

BC Mountaineering Club
Beaver Canoe Club
Bridge River Valley Community Association

Canadian Parks & Wilderness Society - BC
Capital Regional District

Columbia Valley Cycling Society

Columbia Valley Greenways Trail Alliance

Cowichan Valley ATV Club

Fraser Valley Mountain Bikers Association

Friends of Cypress Provincial Park Society

Friends of the South Slopes Society

Gabriola Land and Trails Trust

Golden Cycling Club

Golden Snowmobile Club

Grand Forks ATV Club

Grand Forks Community Trails Society

Guide Outfitters Association of BC

Haney Horsemen Association

Hope Mountain Centre for Outdoor

Learning

International Mountain Bicycling

Association of Canada

Metro Vancouver Regional District

New Pathways to Gold Society

Okanagan Similkameen Parks Society

Peace River Regional District

Penticton & Area Cycling Association

Powell River Parks & Wilderness Society

Princeton ATV Club

Regional District of Central Okanagan

Salmo Valley Seniors ATV Club

Sea Kayak Association of BC

Shuswap Hut and Trail Alliance Society

Similkameen Valley Riders ATV Club

Squamish Off-Road Cycling Association

Strathcona Wilderness Institute Society

United Riders of Cumberland

Valemount Area Recreation Development

Association

Vancouver Island Trail Association

Village of Cumberland

Western Canada Mountain Bike Tourism

Association

Whistler Off-Road Cycling Association

The ORCBC is the only organization in the province that works on behalf of the full range of public outdoor recreation enthusiasts.

BOARD OF DIRECTORS & STAFF

BOARD 2020-21

Chair	Kim Reeves, Four Wheel Drive Association of BC
Vice Chair	Ciel Sander, Trails Society of BC
Treasurer	Barry Huber, Back Country Horsemen of BC
Secretary	Cooper Quinn, IMBA Canada
Director	Allan Edwin, BC Marine Trails
Director	Dave Wharton, Federation of Mountain Clubs of BC
Director	Wayne Mercer, Quad Riders ATV Association of BC
Director	David Oliver, BC Wildlife Federation
Director	Ken McClelland, BC Off-Road Motorcycle Association
Director	Rod Clapton, BC Federation of Drift Fishers

ADVISORY MEMBERS

BC Rivers Chair	Mark Angelo
Forestry Advisor	Gordon Weetman
Parks & Protected Areas Advisor	Mel Turner

STAFF

Executive Director	Louise Pedersen
Business Analyst	Ximena Diaz Lopez
Digital Communications Officer	Erin Normandeau
BC Rivers Day Coordinator	Natalia Pisarek



Photo by Trevor Christie,
BC Lapidary Society

WHAT'S NEXT FOR 2021-22

Our key priorities:

This coming year we will continue to advocate on behalf of BC's public outdoor recreation community, build capacity and bridges between our members, inspire British Columbians to engage in recreational activities that support their well-being, and maximize our impact through robust communications, research and operations.

Priority #1

Help ensure the updated Forest and Range Practices Act includes regulations that mandate objectives for protecting recreation resources on public lands.

Priority #2

Encourage the provincial government to adopt the Provincial Trails Advisory Body's recommendations for a revised Trails Strategy and commit to funding the implementation of the strategy.

Priority #3

Advocate for more investments in outdoor recreation infrastructure and programs to ensure British Columbians have access to public lands and waters and that outdoor recreation steward groups are well-supported.



Thank you for your continued support!

The Outdoor Recreation Council of BC is a charitable umbrella organization composed of over 50 organizational members that represent the broad and diverse spectrum of outdoor recreation user groups in BC, including paddlers, hikers, mountain bikers, off-road motorcyclists, equestrians, quad riders, anglers and nature interests.

Join us by [becoming a member](#) or [making a gift today](#).

Get in Touch:

PO Box 763 Revelstoke BC V0E 2S0

604-873-5546

info@orcbc.ca

www.orcbc.ca

Follow Us:

[facebook.com/orcbc.ca](https://www.facebook.com/orcbc.ca)

[@orcdbc.ca](https://www.instagram.com/orcbc.ca)

[@orcdbc_ca](https://www.twitter.com/orcbc_ca)

[linkedin.com/company/orcbc](https://www.linkedin.com/company/orcbc)