



**AgEcon** SEARCH  
RESEARCH IN AGRICULTURAL & APPLIED ECONOMICS

*The World's Largest Open Access Agricultural & Applied Economics Digital Library*

**This document is discoverable and free to researchers across the globe due to the work of AgEcon Search.**

**Help ensure our sustainability.**

Give to AgEcon Search

AgEcon Search

<http://ageconsearch.umn.edu>

[aesearch@umn.edu](mailto:aesearch@umn.edu)

*Papers downloaded from **AgEcon Search** may be used for non-commercial purposes and personal study only. No other use, including posting to another Internet site, is permitted without permission from the copyright owner (not AgEcon Search), or as allowed under the provisions of Fair Use, U.S. Copyright Act, Title 17 U.S.C.*

# URBAN

*American Outdoors*



**CULTIVATING**  
**URBAN**  
**YOUTH**  
**INTERESTS IN**  
**OUTDOORS**







# OBJECTIVES

CULTIVATING URBAN YOUTH AND COMMUNITIES  
INTEREST IN THE OUTDOORS

- Who & What is Urban American Outdoors?
- The challenges we face with cultivating public interest in the great American outdoors.
- Possible solutions to these challenges

**URBAN**  
*American Outdoors*



# WAYNE HUBBARD CANDICE PRICE

4x Emmy-  
Nominated

Award Winning  
Team



## WHO WE ARE

- Founded in Fall of 1998 by Wayne Hubbard and Candice Price and have been going strong for 22 years
- TV shows, outdoor training & events, and conservation
- GOAL: to educate a cross cultural audience of inner-city Americans about the outdoors, and engage them in the outdoor lifestyle.
- Candice Price, CEO & Executive Producer
- Wayne Hubbard, Co-Founder, Producer & TV Show Host

# URBAN

*American Outdoors*



# WAYNE HUBBARD ON THE SHOULDERS OF GIANTS



## WAYNE HUBBARD

### ABOUT ME

- 5<sup>th</sup> Generation Outdoorsman whose 3x Great Grandfather was a Cherokee Nation Freedman, and 2x Great Grandfather was a US Army Veteran
- Co-Founded Urban American Outdoors in 1998
- Host & Producer of Urban American Outdoors TV show; the first show covering multicultural outdoorsmen
- Created the Urban Outdoor Experience for urban, suburban and rural youth
- Created SODAS LIFE INC (Saving our Daughters and Sons Life)501c3 Nonprofit

**URBAN**  
*American Outdoors*

# URBAN YOUTH & COMMUNITY OUTREACH INITIATIVE

**URBAN**  
*American Outdoors*



## ABOUT THIS INITIATIVE

- **FINDING THE NEED** - We were receiving correspondence from our audience about where they could go to get involved in outdoor activities and purchase the right gear. So, we reached out to local government agencies, retailers, and established outdoors organizations, but were unsuccessful in finding help for those in need.
- **ADDRESSING THE NEED** - As a result, we launched the *Urban Youth & Community Outreach Initiative* consisting of “safe” community events that offer true outdoor experiences for inner-city families and youth.
- **PROVIDING ONGOING SOLUTIONS** - We offered a variety of activities, including: National Annual Fishing Derbys, Fishing Clinics and Camps, Conservation Outdoor Safety Training, Internships, College Mentoring, Archery, Hiking, Kayaking, Camping, Birding, STEAM and Pollinator programs.



# URBAN YOUTH & COMMUNITY OUTREACH INITIATIVE

**URBAN**  
*American Outdoors*



Helping Urban Families Discover The  
Great Outdoors In Ways They've Never  
Known

FISHING DERBYS

CONSERVATION OUTDOOR SAFETY  
CLASSES

DIGITAL STORY TELLING

AQUATIC EDUCATION

BIRDING

YOUTH WORKSHOPS

POLLINATORS, NATIVE PLANTS & MORE



# NON-TRADITIONAL STAKEHOLDERS

**URBAN**  
*American Outdoors*





## WHO ARE THE NON-TRADITIONAL STAKEHOLDERS?

- 43 million African-Americans in the United States, 13.7 percent of the total population, the largest racial minority in the country. The median age is 32 and 47 percent are under 35 years of age.
- Millions of African-Americans already participate and purchase gear to support their outdoor activities.
- Many of African-American millennials are ready to become good stewards of the land and explore outdoors related career opportunities.
- Non-traditional stakeholders could someday become traditional stakeholders with the right help.





# COMMON ISSUES & CONCERNS THAT URBAN FAMILIES HAVE

- Parents and children don't feel safe
- Lack of transportation
- Lack of relatable direct marketing to the urban demographic
- Unaware of what the USDA is and why they should care to know
- Past historical content showed bad experiences
- Do not have the proper gear, or cannot afford to buy it
- Do not feel included or welcome

**URBAN**  
*American Outdoors*





# POSSIBLE SOLUTIONS

- Within your own agency there are those who are ready to move forward ...find them, don't try to force those who do not have an interest in community outreach.
- Work on your brand...You are USDA... You are Fabulous!
- Share your history, and a few stories that are relatable to urban audiences (i.e. Buffalo Soldiers)
- Find vested partners to work with to broaden your urban base.

**URBAN**  
*American Outdoors*



# MORE SOLUTIONS

- Find other organizations to help support your outreach efforts
- Do not be afraid to invest monetarily
- Hire people who look like America
- Offer facilities that provide more recreation space for families
- Post signage and images that show diversity so all Americans can relate

**URBAN**  
*American Outdoors*





# THIS LAND BELONGS TO ALL AMERICANS

**URBAN**  
*American Outdoors*

- Our beautiful public lands are for everyone to enjoy and protect
- If all Americans are not made aware of these great places and if we do not feel welcome to be part of these lands one day they will not be here
- Most Americans are unaware that roughly 80% of the water we consume comes from our forests
- These are facts that we must share with people in America if we want them to participate in taking care of and nurturing our public lands.





**Positive outdoor sports role modeling for minority urban youth can lead to a lifetime in conservation and natural resources and natural resource utilization.**

**URBAN**  
*American Outdoors*

**THANK YOU FOR YOUR TIME**

