

Mississippi Outdoor STEWARDSHIP COALITION

The Mississippi House of Representatives passed **HB 1231**, creating the MS Outdoor Stewardship Fund by a vote of 117-2.

WHAT WILL THIS DO?



Provide clean drinking water through watershed conservation



Support working farms and forests



Provide and improve recreation areas in urban and rural communities



Protect, restore, and enhance public and private lands and waters



Improve fish and wildlife habitat

MISSISSIPPI'S ECONOMY



AGRICULTURE INDUSTRY¹

\$7.45
BILLION

in industry revenue
(largest in the state)

34,700
FARMS

covering
10.4 million acres



OUTDOOR RECREATION²

\$8.0
BILLION

in consumer
spending

79,000

direct jobs

\$2.1
BILLION

in wages
and salaries

\$620
MILLION

in state and
local tax
revenue

¹ Attribution: MDAC ² Attribution: Outdoor Industry Association

\$1 million investment in conservation equates to 59 jobs created

Investing in outdoor infrastructure attracts employers and active workforces, ensuring those communities thrive economically and socially.

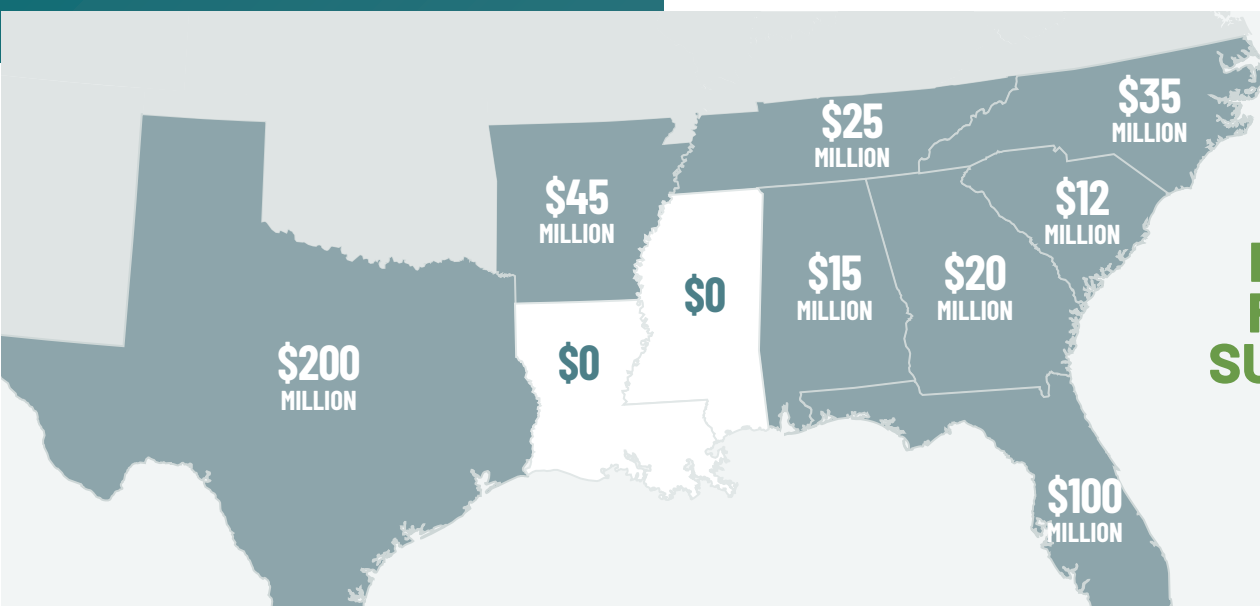
Attribution: University of Massachusetts Political Economy and Research Institute

LEVERAGING OPPORTUNITIES

Georgia turned
\$20 million
↓ INTO ↓
\$100 million
with federal and private
matching funds

\$5 Billion
in leveraging
opportunities

through Farm Bill
conservation practices



DEDICATED FUNDING IN SURROUNDING STATES

NO NEW TAXES

Allocate a percentage of the **EXISTING** sporting goods sales tax towards conservation.

Three-quarters of Mississippians support allocating a percentage of the **EXISTING** sporting goods sales tax towards dedicated conservation funding.

Dedicated conservation funding is supported across political parties, gender, race, and age.

Attribution: 2019 New Bridge Strategy Poll

