

Outdoor Recreation – 1 DM/

11/8

MonAM

Arkansas's Office of Outdoor Recreation, created by Governor Asa Hutchinson earlier this year, will begin work later this month. Katherine Andrews was announced as the first director of the organization last week. This week on Talk Business and Politics, Andrews said, preserving the state's natural resources will be among the priorities.

NEWS20 0:20 "...and our water."

According to Andrews, around a dozen other states have similar offices devoted to connecting outdoor opportunities with businesses focused on marketing to outdoor enthusiasts.

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MonAM

Arkansas's recently created Office of Outdoor Recreation will begin working on attracting new businesses to the state later this month. The office's first director, Katherine Andrews, was announced last week. On Talk Business and Politics this week, Andrews said her work with Arkansas Economic Development Commission helps her understand the needs of businesses considering locating in the state.

NEWS21 0:15 "...you to grow."

Andrews said some of the office's first priorities will include connecting with other states with similar initiatives, collecting data on the impact of outdoor recreation on public health, and coordinating with conservation organization's in the state.