



# 2019 Virginia Forestry Summit-

## Financial Gains of the Great Outdoors



James Stacia  
Vice President Land Strategy and Operations  
[james.stacia@outdooraccess.com](mailto:james.stacia@outdooraccess.com)  
Office: 804.977.2707  
Cell: 804.338.2108

115 South 15th Street, Suite 300  
Richmond, VA 23219  
[www.OutdoorAccess.com](http://www.OutdoorAccess.com)

# What is Outdoor Access?

A virtual marketplace connecting landowners with member outdoor enthusiasts.

It bridges the gap between landowners willing to allow access and enthusiasts willing to pay for an exclusive experience.

*....the Airbnb of outdoor recreation*



# About



## Timeline

- Launched 2016 in VA
- 2017 NC
- 2018 - 19 DE, MD, PA, SC, TX
- Growing/11 Employees
- 2017 RVA Venture Forum “Companies to Watch” Winner
- 2018 RVATECH Award winner



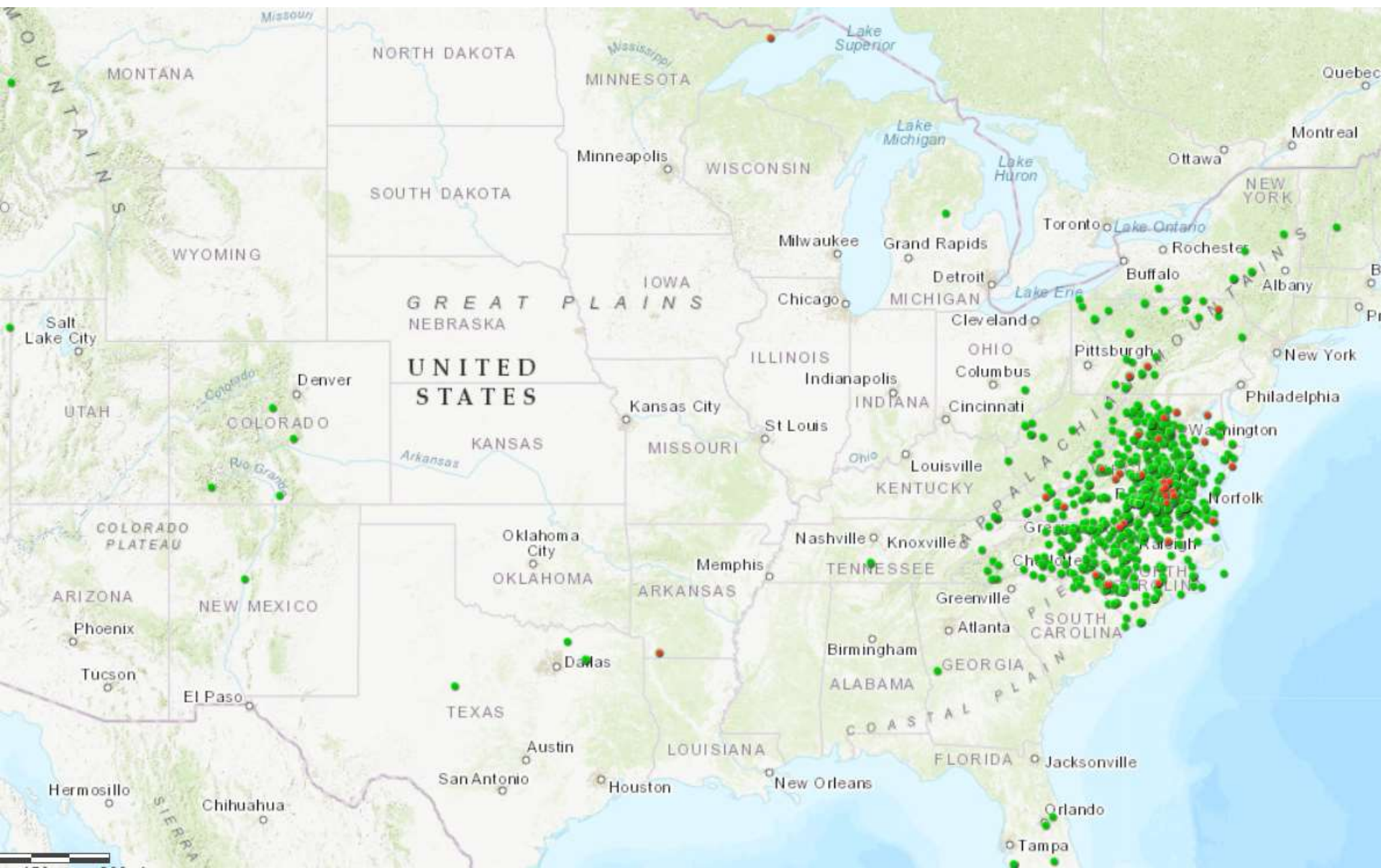
## Demand

- 3000 members
- Peak Growth Period
- Triple reservations YOY
- Avg. reservation ↑



## Supply

- Almost 500 active listings
- 37,000 ac. managed
- Avg. = 50 ac.
- Amenities: fishing piers, stands, boats, target berms, etc.



# Shifting Recreation Landscape

*“The reason I’m using Outdoor Access is because younger people don’t plan anything like we did. They don’t decide to go hunting ‘til a couple of days before. I want to capture that demographic. It’s where things are headed.”*

*Central VA Private Ag and Forestland owner – 10K+ acres.*

- *“I want it my way”*
- *“I changed my mind”*
- *Over programmed kids and activities*
- *“When I want to”*
- *Last minute decisions – won’t commit to every weekend*
- *On demand, instant gratification*
- *“Let’s see what the weather’s going to do”*
- *E-smog (electronic) pulling people in lots of different directions*
- *Don’t want long term commitments or expense of clubs: cost ≠ benefit*



# How it works - Landowners



## LIST IT

Build your listing online, or call us and we'll take care of it for you.



## RENT IT

Members make reservations through our website. We contact you with the details.

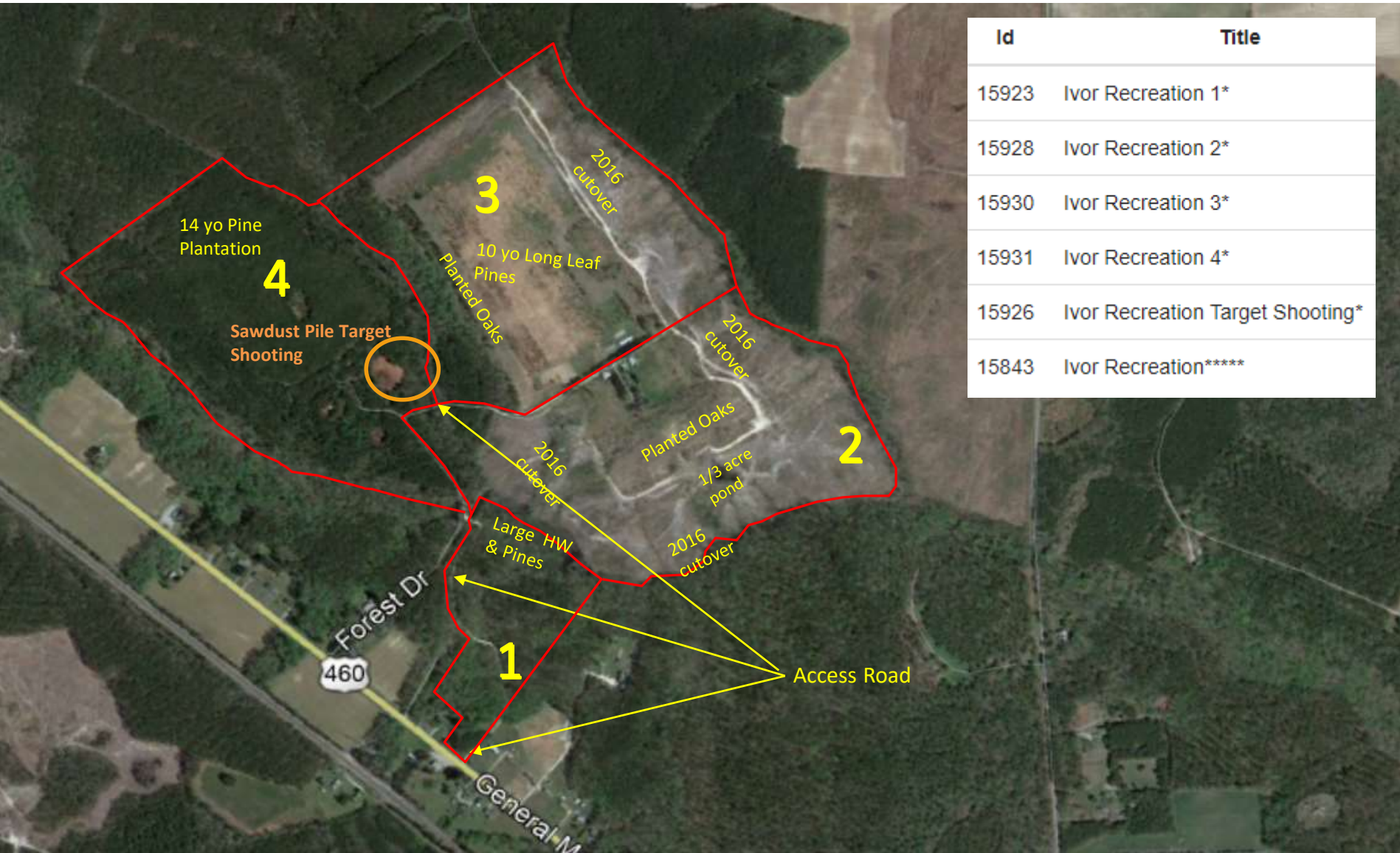


## GET PAID

We pay you for all reservations, each month, guaranteed!



# Parcelization 1- Geographic and Activity



Id		Title
15923	Ivor Recreation 1*	
15928	Ivor Recreation 2*	
15930	Ivor Recreation 3*	
15931	Ivor Recreation 4*	
15926	Ivor Recreation Target Shooting*	
15843	Ivor Recreation*****	



# Parcelization 2 – Seasonal, Activity, Geographic

James River

James River

15895	Buckingham Dove Hunt
15984	Buckingham Lowgrounds Bear and Turkey Hunt
15991	Buckingham Lowgrounds Turkey Hunt
15753	Buckingham Turkey Hunt
15746	Buckingham Turkey Hunt Half Season Rental
969	Buckingham Waterfowl Hunt
16062	Middle James Waterfowling

Draw Trail

Add Treestand

Add Cabin

Add Parking Area

Buckingham Turkey Hunt - Spring Turkey Season

Buckingham Waterfowl Hunt - Late Goose Season



# Innovating with Clubs - Fractional Use




- 940 acres
- 2 hounds hunts
- OA member participation
- 2019-20: Club Packages with balance in on demand reservations

# 2019 - New Revenue Option

Outdoor Access, Inc. 5/31/19 | <https://outdooraccess.com/1/en/downloads/preview-82899/16004>

Search Landings | Call Us | Help | About | Contact



G.W. Hill Forest Recreational Use Permits

NC STATE UNIVERSITY  
Orange County, NC

Download Here

- Annual Horseback Riding
- Annual Fishing
- Annual Hiking
- Annual Bicycle
- Choose Here

7:48 PM


2019 05/31

## G.W. HILL FOREST RECREATIONAL USE PERMITS

### Permit Types

Name	Start Date	End Date	Length (days)	Auto-Renew	Maximum Permits	Member Only?	Cost
Annual Horseback Riding	N/A	N/A	365	Yes	100	No	\$100.00
Annual Fishing	N/A	N/A	365	Yes	100	No	\$15.00
Annual Hiking	N/A	N/A	365	Yes	100	No	\$15.00
Annual Bicycle	N/A	N/A	365	Yes	100	No	\$100.00

Download Excel Spreadsheet



# Reservations Vs. Permits

Key Activities	Exclusive Access/ Reservation Model	Permit Model
1. Higher per person per day \$'s	<input checked="" type="checkbox"/>	
2. Background check on users	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
3. Insurance coverage provided	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4. Multiple, unrelated users during same period		<input checked="" type="checkbox"/>
5. Variable period of access	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
6. Price and control by Activity (e.g. fishing, camping, etc.)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
7. Bring guests	<input checked="" type="checkbox"/>	



# Increasing Recreational Yields -Takeaways



1. **Parcelization** – sum of the parts = 's more \$'s than the whole
  - Geographic
  - Calendar
  - Seasonal
  - Activity
2. **Flexibility** allows addressing multiple priorities and goals throughout the year
  - Revenue
  - Management
  - Mission goals
3. **Fractional use** with landowner or other users allows for increasing (or obtaining) recreational values
  - Family and friend use
  - Less than comprehensive leases
  - Partnering with Hunt Clubs



# Backups and Bonus Content



# Landowner Objectives

1. Make \$'s
2. Wildlife Management- deer and hog depredation/damage/nuisance
3. Mission -- getting people outdoors by sharing what they have
4. Other

# Member Credentialing



## LANDOWNER PERMISSION FORM FOR "Bryan Property"

This certifies that Outdoor Access Inc is authorized to enter upon the property of Thomas Bryan for the purpose of hunting, fishing, camping and other outdoor recreational activities as defined by the landowner.

Permission is valid for the dates Fri Jan 05, 2018 to Sun Jan 07, 2018

In return for the privilege of entering upon private property, I agree to adhere to all local, state and federal laws. I agree to observe all safety precautions and practices, to take every precaution against fire and property damage while on the landowner's property. I also agree to hunt and fish in an ethical way by abiding by all local, state and federal game laws including any special regulations defined by the landowner. If this reservation includes a Sunday, the landowner (Thomas Bryan) has authorized Sunday hunting on his or her property.

Every member part of this reservation must possess an electronic or paper copy of this permission slip.

\*Minor children are authorized under their accompanying adult's reservation/permission slip.



## PARKING PASS

This form certifies that members of Outdoor Access Inc's party may park their vehicles on Thomas Bryan's property "Bryan Property" on the dates listed below:

Valid From: Fri Jan 05, 2018

Valid To: Sun Jan 07, 2018

Outdoor Access Inc's and any other authorized Outdoor Access members included in the reservation must obey all applicable laws and regulations. In addition, members of Outdoor Access Inc's party must follow any rules set by the Landowner regarding the operation of motor vehicles on their property.

Every member part of this reservation must possess an electronic or paper copy of this permission slip.

# Landowner Concerns/Mitigation




Concern		How it's addressed
I don't want strangers/bad actors on my property		All adult members and guests must successfully complete a criminal background check prior making reservations.
What happens if something bad happens while OA members are on my property?		Outdoor Access has insurance that names our landowners as additionally insured while their property is used by members.
What if I change my mind about what I allow or when my property can be used?		Landowners control all aspects of their listing and can make immediate changes at any time.
Do I have to pay anything?		There are no upfront costs to landowners for placing a listing on the OA platform. OA retains a modest 12-15% of reservation revenues as our landowner fee for the service.



# How it works - Details



Key Activities		Landowner	Member
1. Acquires and vets properties & members through site visits and background checks	<input checked="" type="checkbox"/>		
2. Pays membership fee			<input checked="" type="checkbox"/>
3. Maintains property, sets property rules, conditions, pricing and availability ( <i>no up front costs to landowners</i> )		<input checked="" type="checkbox"/>	
4. Builds compelling listings with attribute, location and wildlife photos	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
5. Activates & maintains listing on website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
6. Promotes listing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
7. Makes reservations and pays fees to Outdoor Access			<input checked="" type="checkbox"/>
8. Sends booking notification and Member contact info to Landowner. Sends Landowner contact info, permission slip and parking pass to Member.	<input checked="" type="checkbox"/>		
9. Maintains insurance for Landowners	<input checked="" type="checkbox"/>		
10. Enjoys exclusive access to property for rental term. Writes listing reviews.			<input checked="" type="checkbox"/>
11. Pays Landowner monthly reservation \$ sum net Outdoor Access fee %	<input checked="" type="checkbox"/>		

# Outdoor Recreation Problems

- **Enthusiasts have limited access**
  - Best land is privately held
  - Public land is overcrowded & far away from demand
  - Land leases: expensive w/inflexible terms
  - Time required to identify and gain permission for most is an insurmountable task
- **Reluctant Landowners**
  - Trust, Control
  - Liability and risk mitigation
  - Long Term Land leases: inflexible terms
  - Meeting and or vetting guests = time intensive
- **Persistent challenges**
  - How enthusiasts and landowners find each other
  - How landowners vet enthusiasts and mitigate risk
  - How both strike deals to achieve appealing offerings and terms

# Links

**Outdoor Access Introduction:** <https://www.youtube.com/watch?v=Qa9yO7XEnng>

**Outdoor Access – Landowner Testimonials :**  
<https://www.youtube.com/watch?v=ZDgRqU-ayLc>

**Listing Home Page:** <https://www.outdooraccess.com/#/search>