



TAKE IT OUTDOORS



**A Unique Approach to Recreation and Outfitting
Along the Schuylkill River**



(Re)Turn to the River

- New Strategic Plan in 2017
- Mission
 - “To connect residents, visitors and communities to the Schuylkill River and the Schuylkill River Trail by serving as a catalyst for civic engagement and economic development in order to foster stewardship of the watershed and its heritage.”





Events

Schuylkill River Sojourn

Ride for the River



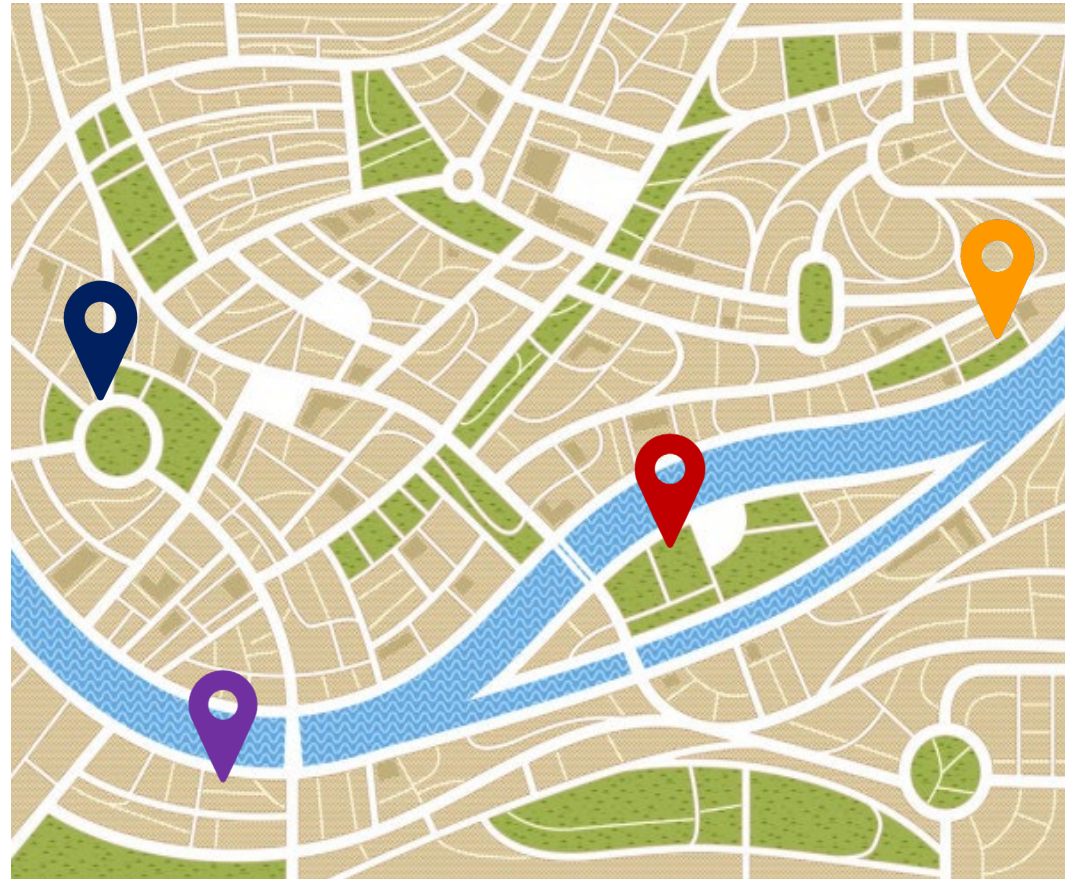
Programs





History of Outfitters on the Schuylkill

**Rec Hub Idea
and
Feasibility
Study**



Fox School of Business
TEMPLE UNIVERSITY®





Covid-19

Unique Partner Model





TAKE IT OUTDOORS



Purchase and Startup of new organization

- April - Green light from Board
- May – Legal setup of organization
- Purchase of inventory and assets
- Hired Director

Structure of Take It Outdoors

- LLC with sole member being SRG Board of Directors
- Separate Accounting
- Separate Insurance
- Board and Staff Liaison's

TAKE IT OUTDOORS



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PADDLE THE SCHUYLKILL!

-KAYAK RENTALS

-CANOE RENTALS

-FREE BIKESHARE

-SHUTTLE SERVICES

-GROUP EVENTS

-GUIDED TRIPS

WED- 9AM-5PM, THURS-SUN 9AM-7PM

RSVP- MESSENGER OR 610-656-3969

GRAND
OPENING

June 8, 2020





Weekly Events

These community events are offered during our primary operating season. (May-September)



Wednesday Evening Paddles



Friday Night Bike Rides

Annual Trips

We host a lot of trips every year, here are just a few of the ones we do on an annual basis.



Memorial Day Weekend Paddle

A fun summer paddle held the Saturday or Sunday before Memorial day.



Birds By Boat, John James Audobon

We host a series of Birds by Boat events in partnership with the John James Audobon Center throughout the year.



Moonlight Paddles

When the moon is right and the weather is clear we host moonlight paddles as a part of our general Wednesday night schedule or separate weekend events.



July 4th Weekend Pedal & Paddle

2021 event to be determined.



Swatara Creek & Troegs Brewery

*Come out and paddle 10-12 miles on the scenic Swatara
Creek followed by an afternoon at the Troegs Brewery!*



International Observe the Moon Paddle

*This year hosted on Saturday October 16th, we will enjoy a
unique evening paddle under the moonlight.*



Fall Foliage Paddle

Join us for a voyage along the Schuylkill River to enjoy the highlights of cool weather and autumn hues. The date of this trip isn't posted until we can better gauge what the foliage is doing in our local area.



#OptOutside Annual Black Friday Paddle

We head to the river every year to escape the tribulations of a commercial black friday. Join us for a paddling adventure along the Schuylkill River, free from shopping, sales, and at a boat's length from each other.



8th Annual Luminaries Paddle

Join Take It Outdoors on a one-of-a-kind paddle through the Schuylkill Canal Associations Luminaries display of over 2000 Luminaries lining the canal. We head out to enjoy three festivities TIOA style: friends boats, lights, and fun.



Overnight Trips



Partnering with Other Organizations



TAKE IT OUTDOORS



2020

1,200
People Served

2021

2,000
People Served

Impact of Covid-19 on Outdoor Recreation



* Explosion of outdoor recreation in 2020

* Continued high numbers in 2021

* SRT use increased over 100%. National stats

* Outdoor equipment like bicycles and kayaks extremely difficult to purchase

* Mixed results related to organized recreation programming

* Proved to be a great time to open Take It Outdoors

Questions???

