

## Where Outdoor Recreation, Means Business

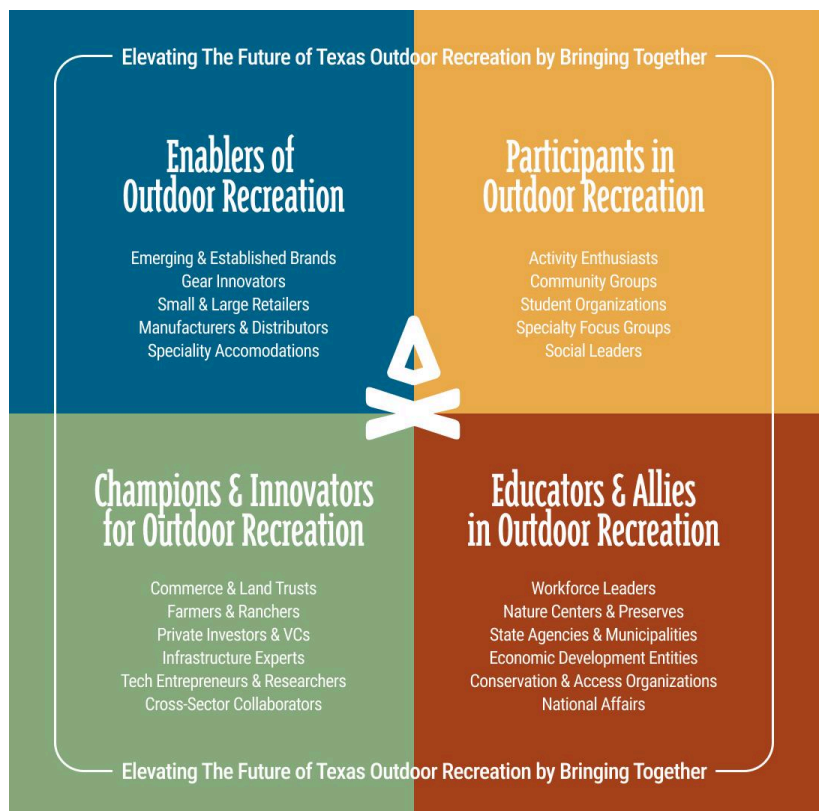
TxORA is a 501(c)3 non-profit outdoor business alliance of stakeholders who utilize, rely on, do business with, work to conserve and seek to elevate Texas's \$48B outdoor recreation industry and the natural resources it depends on.

**TrailblazeTX** is an accelerator initiative for emerging businesses, brands and projects across Texas's outdoor industry hosted by the Texas Outdoor Recreation Alliance. The initiative will evolve as TxORA matures and grows as an organization, but it will continue to focus on empowering early stage and small businesses across the outdoor recreation economy. Trailblaze24 denotes the first and current year for the trailblazeTX initiative.

## Enablers of Outdoor Recreation Grant

The Enablers of Outdoor Recreation Grant (*referred to hereafter as the Enablers Grant*) has been established as a mini-grant funding opportunity for the Texas outdoor recreation industry community.

The Enablers Grant is a merit-based, unrestricted grant intended to stimulate emerging outdoor businesses, brands and projects with funds for immediate business and/or project development needs. Examples include advertising costs, local show attendance, continuing education, payment for professional services and beyond.



## Basis:

During initial fundraising efforts for the trailblaze24 campaign, we became aware that many early stage entrepreneurs and small businesses could benefit from immediate funding that could be utilized as needed to support their business development or exposure needs.

Many individuals or businesses at early stages are resource and time constrained, so we wanted to provide a simple yet effective way for outdoor entrepreneurs to obtain quick funds while also reflecting on their business or project's mission and identity.

As awareness and impact spreads about the Enablers Grant, the potential for raising funds that can be made available to future awardees increases and so does our impact on Texas's outdoor recreation \$48B ecosystem.

*We welcome Sponsors to **collaborate** with us in demonstrating support for Texas-based outdoor small businesses and projects through the trailblazeTX initiative.*

**[Sponsorships@TxORA.org](mailto:Sponsorships@TxORA.org)**

## Goal:

Empower pre-revenue, startups, small businesses and other eligible outdoor entrepreneurs with funding opportunities that support their outdoor business or project needs.

## Eligibility:

The following criteria must be met by the applicant to be eligible for the Enablers Grant award.

- 1. Must represent a Texas-based business or entity.**
- 2. Must be, at a minimum, a**
  - a. TxORA Outdoor Industry Member with Engaged Membership Tier, or**
  - b. TxORA Outdoor Network Member with membership**
- 3. Must fit the definition of an Enabler of Outdoor Recreation.**

**Enablers** - Those who provide the means to participate in outdoor recreation or facilitate activities that constitute outdoor recreation. Enablers make up the vast majority of the industry side of the outdoor recreation ecosystem. May be represented by a variety of business types, organizations or special projects.

**Examples include** (but not limited to):

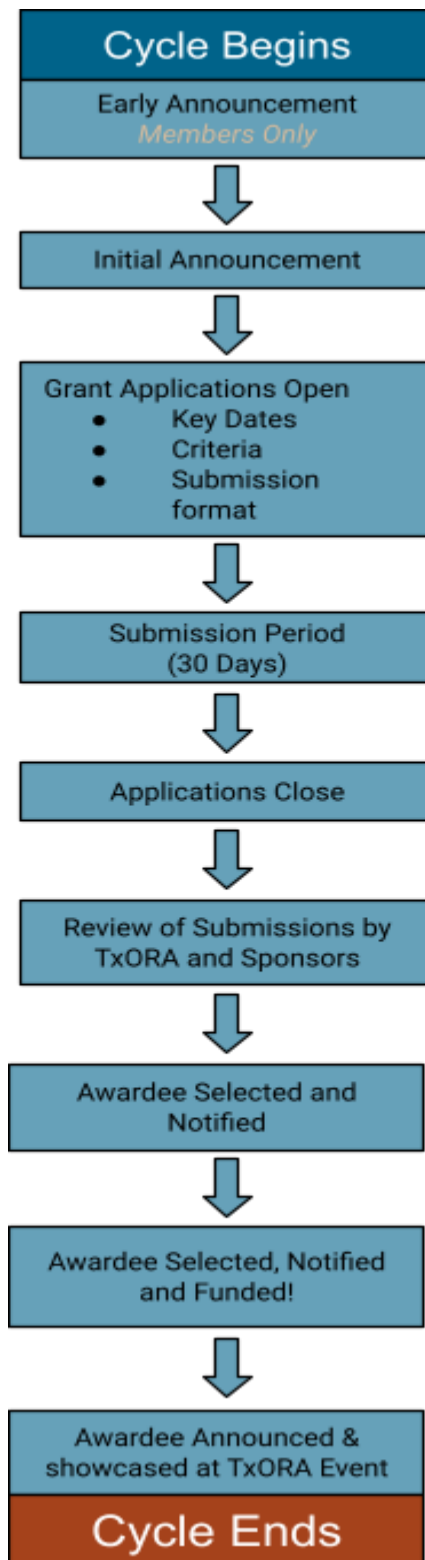
- Pre-revenue Businesses and Individuals
- Startups and small outdoor businesses
- Brands and gear innovators
- Outfitters & Retailers
- Guides & Service Providers
- Manufacturers & Distributors
- Outdoor Infrastructure professionals
- Specialty Outdoor Accommodations
- Projects that promote and create opportunities for OR

- 4. Must be in good financial standing with any TxORA obligations.**

[trailblazetx.com/enablers-grant](https://trailblazetx.com/enablers-grant)  
[txora.org](https://txora.org)

## Enablers Grant Process:

Each cycle lasts approximately 90 calendar days, resulting in four (4) opportunities to receive the Enablers Grant award per calendar year.



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## Enablers Grant Award Cycles:

The Enablers Grant cycle will recur on a quarterly basis throughout the calendar year.

Quarter 1: January - March

Quarter 2: April - June

**Quarter 3: July - September**

Quarter 4: October -December

## Award Amount(s)

As of July 2024, the amount for an individual Enablers Grant award is **\$500.00**.

The Enablers Grant is anticipated to remain at \$500.00 for the remainder of 2024 and throughout 2025, but this is subject to change based on the availability of funding.

The Enablers Grant award size is based on the availability of funding and projected fundraising potential remaining for the calendar year. Adjustments to future award sizes will be announced prior to an application cycle opening.

## General Award Criteria:

The Enablers Grant is intended as a merit-based award to stimulate and/or accelerate outdoor entrepreneurs and innovators that facilitate outdoor recreation.

Criteria for the Enablers Grant awards will fluctuate from cycle to cycle, but it will remain within the scope of supporting pre-revenue, startup, small and emerging outdoor businesses, products and projects across the outdoor space in Texas.

## General Award Determination

- Award determination will be made based on the predetermined award criteria.
- Determination of award will be the responsibility of TxORA leadership and any predetermined voting panelists, typically from Sponsor organizations.
- A simple majority vote or highest numerical score will determine the awardee, unless a more robust process is later developed and implemented.
- Any voting parties with a potential conflict of interest towards any applicants in a given award cycle will be recused of voting in that cycle.

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*End of General Criteria*

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[txora.org](https://txora.org)

# Trailblaze24 - Q3 Enablers of Outdoor Recreation Grant

## Criteria and Instructions

### July - Sept, 2024

#### Important Dates:

**Applications Open:** 7/30/2024 (after 12PM CST)

**Membership Dues in No later Than:** 8/26/2024

**Applications Close:** 8/29/2024

**Selection(s) Made:** 9/3/2024 - *awardee notified*

**Awardee Announced:** 9/10 or 9/17

#### Q/A Sessions:

Question and Answer sessions will be held virtually on two occasions listed below. Meeting invites will be made available and added to sent to all members. If you do not receive the Q/A invitations but want to attend, please reach out: [trailblaze@txora.org](mailto:trailblaze@txora.org).

**Monday August 5th, 7:00 PM - 7:45 PM**

**Wednesday August 7th, 8:00 AM - 8:45 AM**

#### Application Cost:

##### Outdoor Industry Members:

- Application Fee included with Engaged Membership Tier and up

##### Outdoor Network Members:

- \$50 fee - **currently waived for the rest of 2024!!**

Find more information about membership categories and why TxORA is structured this way at [TxORA.org](https://TxORA.org)

Or contact Lindsey Brown, Outreach Director, at [Lbrown@TxORA.org](mailto:Lbrown@TxORA.org)

### Member Application

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[trailblazetx.com/enablers-grant](https://trailblazetx.com/enablers-grant)  
[txora.org](https://txora.org)

## Application

### Part I. Applicant and General Information

**Submission Format:** Electronic Application: [trailblaze24 | Enablers Grant](#)

1. Are you a TxORA Member?
  - a. If yes - applicant proceeds.
  - b. If No - Member must acknowledge they understand they must become a TxORA member before their application can be processed/evaluated.
2. First Name, Last Name
3. Submitters Role in business / project
4. Email (of submitter)
5. Name of business or project
6. Does the applying entity have an Employer Identification Number (or also called a Federal Employer Identification Number).
  - a. If yes, please provide:
  - b. If no, continue
7. Describe your business or project (150 words or less)
8. Length of time your business or concept has been in the works?
9. How would you describe the phase that your business or project is currently in? (100 words or less)
10. Please indicate how many employees work for the applying business or project, if any.
  - a. # Full Time:
  - b. # Part Time:

### Part II. Prompts for Video Responses

Video responses should be focused on the five (5) prompts below and in accordance with the instructions in Part III.

1. Tell us about your outdoor business, product or project. (*character and/or time limit*)  
*2 minute max*
2. What inspired you to take on your outdoor related mission?  
*2 minute max*
3. In your own words, based on the background information above, who or what is an enabler of outdoor recreation?  
*2 minute max*
4. Tell us how your business/product/project **enables** outdoor recreation experiences that promote continued or increased participation in outdoor activities across the state.  
*2 minute max*
5. What has been the greatest challenge for you and/or your team?  
*2 minute max*

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[txora.org](https://txora.org)

## Part III. Instructions for Applicants

**Notice:** Non TxORA Members may complete and submit the Enablers Grant application, but the application will not be processed or evaluated until membership has been obtained. Annual membership dues must be received before TxORA can evaluate a member's submission for award.

### Instructions for Video Responses

- Applicants must clearly provide responses to all five (5) prompts for applications to be considered complete.
- Each response to a prompt may not exceed a length of 2 minutes.

#### Content Guidelines:

- Responses to the five (5) prompts must be developed and delivered by the applicant.
- Responses must be delivered by spoken language in English or Espanol.
- Applicants are highly encouraged to be creative with their video responses (see determination criteria)
- Content should remain professional in nature
- Content appropriateness should remain relevant to the business, brand or project

#### File Format:

- The submission should be a direct link to a shared file
- TxORA evaluators must be able to use play and pause functions to fully evaluate the responses
- Each answer should be recorded and submitted as one link/video

#### Language(s):

- English & Espanol

#### Length:

- Each prompt has a response limit of 2 minutes maximum.

### Submission Instructions:

1. Complete all fields for the form in Part I, answering all questions completely and accurately.
  - a. Non-members may submit a TxORA Member Application before or after the Enablers Grant application has been submitted.
2. Provide direct link(s) or upload file(s) in Part II. video responses.
3. Submit

## Part IV. Determination Criteria / Scoring

### **Qualifying Criteria:** Compliance with requirements (Pass/Fail)

To encourage participation, *TxORA will work with applicants as much as possible to ensure compliance requirements are met, however, please keep in mind that our organization's resources are limited. The sooner you submit your application, the sooner we will be able to review your submission for compliance with ample time to make corrections.*

### **Scoring Criteria**

- 1. Creativity of video responses (0 - 3)**
- 2. Thoroughness of video responses (0-3)**
- 3. Demonstrates a thoughtful interpretation and/or understanding of the role of an Enabler of Outdoor Recreation (0-3)**
- 4. Extent to which the combined form and video responses support the applicant's potential to positively impact Texas's outdoor recreation ecosystem (0-3)**

Form and Video responses will be evaluated independently and scored numerically by each evaluator. The Total Score is determined by the combination of each evaluator's score. Any submission that receives a "0" in any of the four (4) scoring criteria as part of the Total Score is not eligible for the grant award.

When two or more submissions receive identical leading scores, there are two (2) potential outcomes. The TxORA Board will determine which option will be utilized and this will be provided to all applicants prior to the awards being finalized.

- Option 1:** Based on availability of funding, both or all submissions with leading scores receive grant awards of equal amounts.
- Option B:** An outside evaluator provides a third-party evaluation of the tied submissions to determine the final awardee



## Scoring Rubric

	<b>Missing / Incomplete information</b>  (0 points)	<b>Room for Improvement</b>  (1 points)	<b>Adequate</b>  (2 points)	<b>Exemplary</b>  (3 points)	<i>Remarks</i>
<b>Creativity</b>	Creativity clearly not attempted	Presented with little originality	Displayed originality in the delivery of the responses	Exceptional use of originality that supported the response material	
<b>Thoroughness</b>	Responses lacked sufficient detail	Responses addressed each prompt but lacked supporting content or clarity	Responses clearly stated and with sufficient detail	Responses were clear, transitioned well, and included sufficient detail / connected to other elements of the video	
<b>Interpretation / Understanding of Prompts</b>	Responses completely off the mark	Responses support a basic understanding of or attempt at interpreting the prompts, minor disconnects	Responses demonstrate thoughtful interpretation or a conscious understanding of the prompts	Displayed exceptional confidence in understanding or interpretation of the prompts in the responses	
<b>Impact Potential</b>	No potential impact demonstrated in the response.	Response does not clearly demonstrate the potential to positively impact Texas's outdoor recreation ecosystem.	Response demonstrates a potential to positively impact Texas's outdoor recreation ecosystem.	Response demonstrates through multiple factors, a clear potential to create a positive impact on Texas's outdoor recreation ecosystem	
<b>SCORE</b>	<b>Total Score Max = 12 points</b>				

## Questions? Get in Touch.

### Enablers Grant

Alex Brown, PMP  
Director  
[trailblaze@TxORA.org](mailto:trailblaze@TxORA.org)

### Memberships

Lindsey Brown  
Outreach Director  
[Lbrown@TxORA.org](mailto:Lbrown@TxORA.org)

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