

Outreach Expenses

Attachment B-1

Outreach is defined as expenses related to reaching the public in specialized regions for the purpose of informing them of enrollment-based programs and land acquisition focus areas.

Types of allowable Outreach activities include: mailings, generation of specific maps and landowner lists, and cost-effective targeted social media outreach.

1. Allowable Expenses:

- Postage
- Printing
- County Maps purchased for parcel owner data (as necessary for AQ)
- GIS subscription services such as ArcGIS, Beacon, or a like service (as necessary for AQ)
- GIS contractor for map creation and map services (as necessary for AQ)
- Contracts to build landowner databases (as necessary for AQ)
- Social media outreach: i.e. Facebook, X, TikTok, Instagram, or a like service
 - Outreach should be used only for landowner outreach specific to a funded program and should not be used or repurposed for advocacy, marketing, or fundraising purposes.

2. Items that are *not* Allowable:

- Outreach Event costs:
 - Food, beverages, plates, cups, and catering costs
 - Venue/space rental
 - Tour buses or transportation services
 - Portable restrooms
 - Tables, chairs, tent rentals
 - Bug spray for tour participants
 - Sunscreen for tour participants
 - Garbage bags for trash or food
 - Promotional merchandise or branded items
 - Speaker stipends, presenters at conferences or outreach events
- Billboard signs

3. Items that *may* be Allowable with Prior Approval:

- Contracts with consultants for graphic artists to design brochures/polished handout materials; photographers, videographers for shooting and production of videos for web, presentations, and/or conferences.
- Newspaper and radio ads
- Production of videos, drone shooting, other like activities.
- Table materials, banners, display boards, and/or posters for the use of displaying at invited presentations or events, to showcase OHF-funded projects