

ORSAR REPORT

Outdoor Recreation
Search and Rescue



ORS 404.400(4)

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Executive Summary

This report is submitted in accordance with ORS 404.400(4), which mandates a report to the standing or interim committees of the Legislative Assembly relating to emergency services, on or before December 31 of each year, that describes the administration and effectiveness of the Outdoor Recreation Search and Rescue (ORSAR) card program when established through and agreement between the Oregon Department of Emergency Management (OEM) and the Oregon State Sheriffs' Association (OSSA). The purpose of the card program is to allow members of the public to make voluntary contributions to search and rescue (SAR) operations statewide by purchasing cards and making voluntary donations.

Background

Established under Oregon Laws 2021, Chapter 458 (House Bill 2593), the ORSAR program is designed to address the growing need for resources and funding for SAR operations, which exceed 1,000 missions annually across Oregon's 36 counties. With over 1,700 dedicated volunteers, SAR operations are critical to maintaining Oregon's reputation as a safe and accessible outdoor recreation destination.

The ORSAR card agreement, signed on July 1, 2022, provides supplemental funding for SAR operations through card purchases. Cards are available in individual and family options, with one-year or five-year denominations. Revenue from card sales is allocated to support SAR missions, equipment, and training, addressing the increasing financial demands of these essential services.

Program Development and Challenges

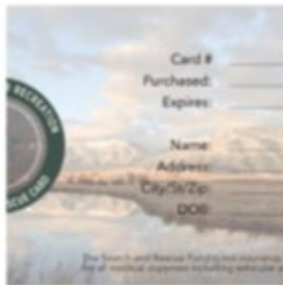
Since its inception, the ORSAR program has faced several challenges:

- **Marketing and Rollout:** Initial efforts were delayed due to COVID-19, staffing changes within OSSA, and law enforcement agency challenges. Despite these setbacks, OSSA established a committee of six sheriffs and hired a professional marketing company in June 2024 to promote the program.
- **Sales Mechanism:** While initially envisioned to include point-of-sale (POS) marketing at retail locations, retailer hesitancy has prompted OSSA to explore alternative sales channels, such as QR codes. Currently, cards are sold exclusively online via the OSSA website.
- **Revenue Growth:** The first report for 2023 revealed flat year-on-year revenue growth. However, the program's committee remains optimistic, with plans to drive growth in 2025 through enhanced marketing and strategic partnerships.

ORSAR Card

See examples of the ORSAR card below. ORSAR cards are available to purchase for individuals or families and in one-year or five-year denominations with a retail price capped in accordance with ORS 404.410(5).

ORSAR 1-Year Cards



ORSAR 1-Year Card
ORSAR 1-Year Card (Baker Elkhorns Sky)
\$10.00



ORSAR 1-Year Card
ORSAR 1-Year Card (Central Snowy Trees)
\$10.00



ORSAR 1-Year Card
ORSAR 1-Year Card (Deschutes Smith Rock)
\$10.00



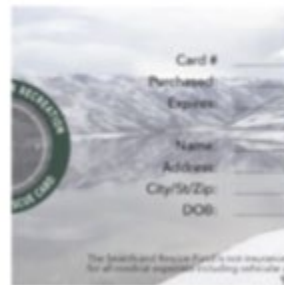
ORSAR 1-Year Card
ORSAR 1-Year Card (Jefferson Co Boat)
\$10.00



ORSAR 1-Year Card
ORSAR 1-Year Card (Jefferson Co Mountain Sun)
\$10.00



ORSAR 1-Year Card
ORSAR 1-Year Card (Josephine)
\$10.00



ORSAR 1-Year Card
ORSAR 1-Year Card (M2)
\$10.00



ORSAR 1-Year Card
ORSAR 1-Year Card (Oregon Coast Heceta Head Lighthouse)
\$10.00

Financial Reports

Annual Accounting Report

December 2022 - December 2023

Beginning account balance as of 12/31/2022	\$0.00
Card Sales Income (01/01/23 - 03/31/23)	\$55.00
Interest earned (01/01/23 - 03/31/23)	\$0.00
Expenditures (01/01/23 - 03/31/23)	\$(0.00)
Ending account balance as of 03/31/23	\$55.00
Beginning account balance as of 3/31/2023	\$55.00
Card Sales Income (04/01/23 - 06/30/23)	\$85.00
Interest earned (04/01/23 - 06/30/23)	\$0.00
Expenditures (04/01/23 - 06/30/23)	\$(0.00)
Ending account balance as of 06/30/23	\$140.00
Beginning account balance as of 6/30/2023	\$140.00
Card Sales Income (07/01/23 - 09/30/23)	\$110.00
Interest earned (07/01/23 - 09/30/23)	\$0.00
Expenditures (07/01/23 - 09/30/23)	\$(0.00)
Ending account balance as of 09/30/23	\$250.00
Beginning account balance as of 9/30/2023	\$250.00
Card Sales Income (10/01/23 - 12/31/23)	\$350.00
Interest earned (10/01/23 - 12/31/23)	\$0.00
Expenditures (10/01/23 - 12/31/23)	\$(0.00)
Ending account balance as of 12/31/23	\$600.00

Annual Accounting Report

January - December 2024

Beginning account balance as of 12/31/2023	\$600.00
Card Sales Income (01/01/24 - 03/31/24)	\$0.00
Interest earned (01/01/24 - 03/31/24)	\$0.00
Expenditures (01/01/24 - 03/31/24)	\$(0.00)
Ending account balance as of 03/31/24	\$600.00
Beginning account balance as of 3/31/2024	\$600.00
Card Sales Income (04/01/24 - 06/30/24)	\$240.00
Interest earned (04/01/24 - 06/30/24)	\$0.00
Expenditures (04/01/24 - 06/30/24)	\$(0.00)
Ending account balance as of 06/30/24	\$840.00

Beginning account balance as of 6/30/2024	\$840.00
Card Sales Income (07/01/24 - 09/30/24)	\$0.00
Interest earned (07/01/24 - 09/30/24)	\$0.00
Expenditures (07/01/24 - 09/30/24)	\$(0.00)
Ending account balance as of 09/30/24	\$840.00

Future Initiatives

OSSA is exploring partnerships to increase visibility and sales of the ORSAR card. This collaboration aligns with the program’s vision to market Oregon as a premier destination for outdoor recreation while ensuring safety and preparedness through robust SAR capabilities.

Conclusion

The ORSAR program aims to provide a supplemental funding mechanism for SAR operations, ensuring counties have the resources to respond effectively to emergencies. While initial challenges have impacted growth, recent efforts to professionalize marketing and explore innovative sales strategies signal a promising future. The program's long-term success will depend on sustained marketing efforts, partnerships, and public awareness campaigns to boost participation and revenue.