



ON 2024 IMPACT REPORT

Contents

03	About onX
07	The onX Access and Stewardship Program
10	Philanthropy and Giving
21	Education and Inspiration
33	Advocacy and Action
37	Growing the Community of Stewards Through Our Apps
40	Partner Acknowledgements
43	Parting Thoughts

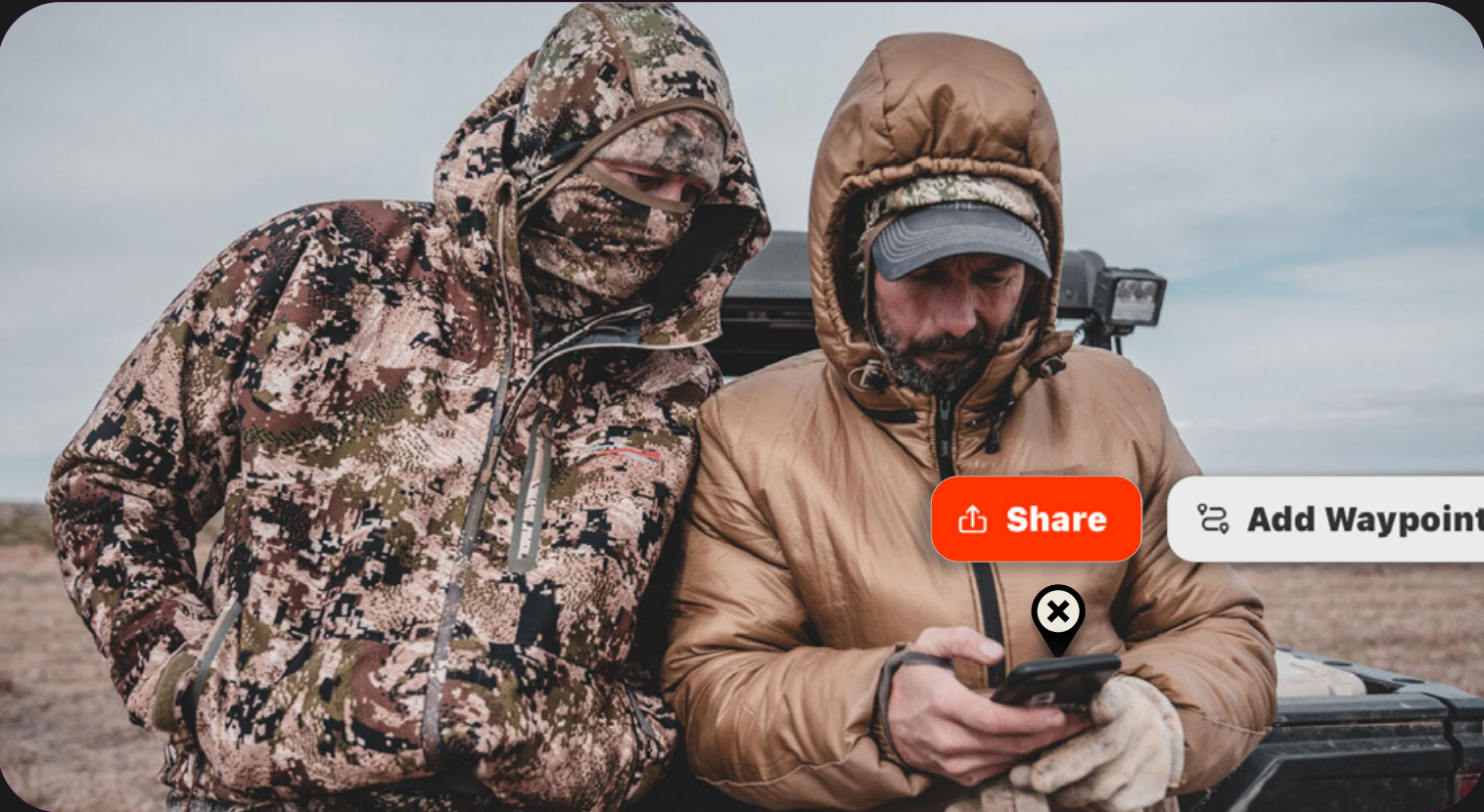


About onX

The call of the wild is in all of us. It provokes exploration. It propels us to ridgelines, coastlines, high crags, deep crannies. Those spaces and moments when we forge ahead because we can't turn back. Because we must experience it for ourselves.

Whether you find yourself listening for bugles on a quiet hillside, choosing the longer trek at the fork in the trail, cruising through the desert at sunset in your SxS, or picking your ski line from the summit—we help bring that adventure to life. We unlock confidence in the unknown. We help you find a way. This is how the onX mission was born. We knew what our products could do, and we set out to **awaken the adventurer inside of everyone.**





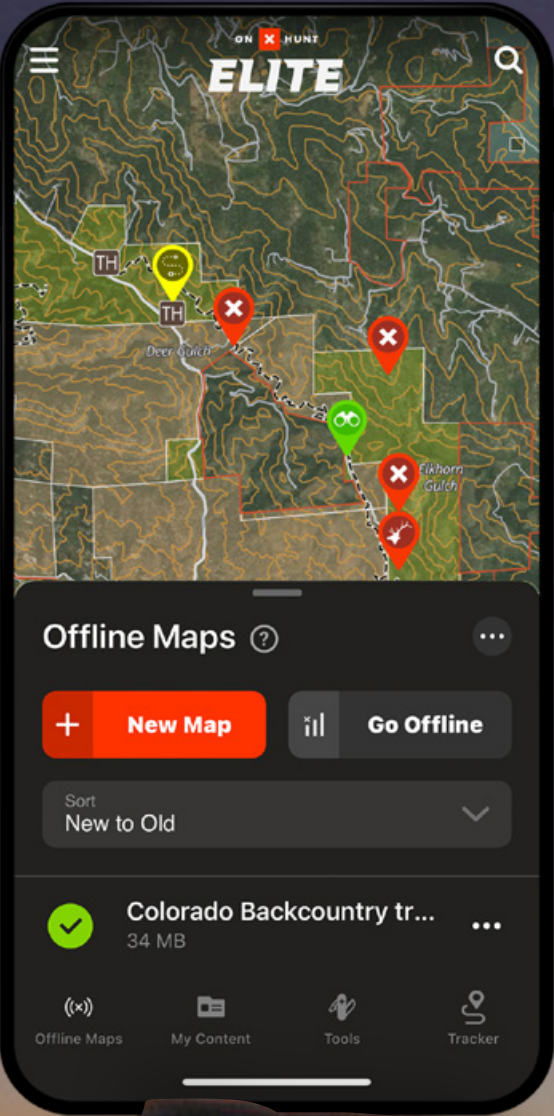
onX Products

Our products offer the richest and most innovative mapping experience, contextual data, and guidebook content to inform your every adventure. They enable pursuits farther than you thought possible, because you always know where you stand and how to get home safely.

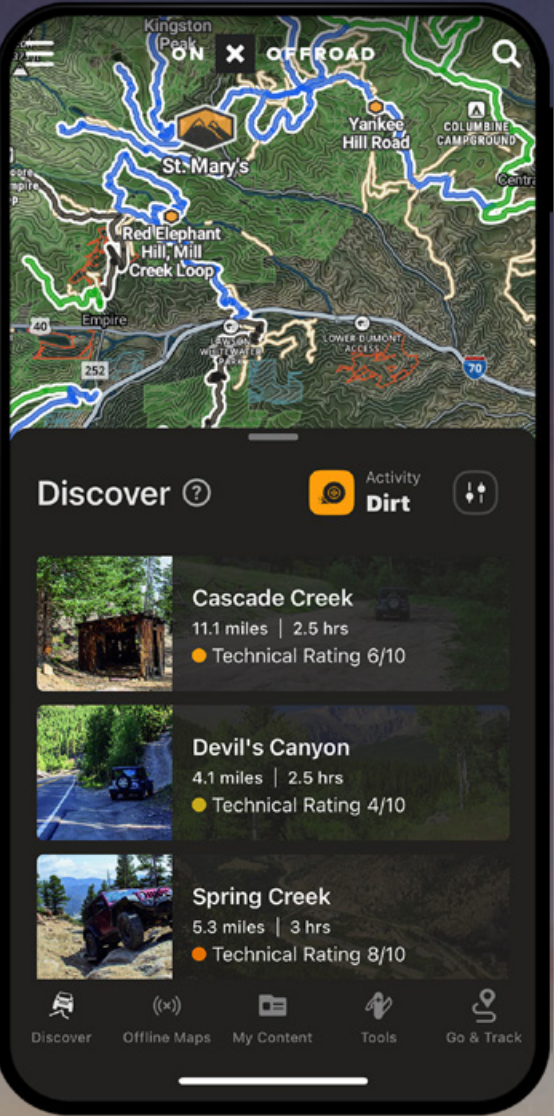
onX is home to a team of passionate explorers. We celebrate our adventures, but we don't take them for granted. Our appreciation for wild places has driven us to believe that the more people who experience their own off-the-beaten-path awakening, the more likely they are to join us in protecting these spaces for the future.

SUITE OF APPS

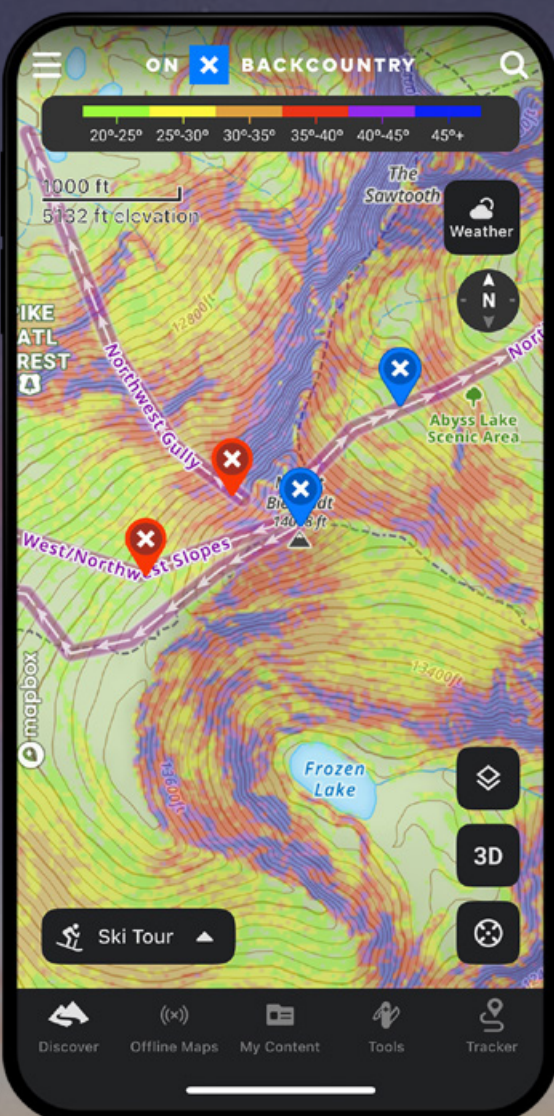
ON X HUNT



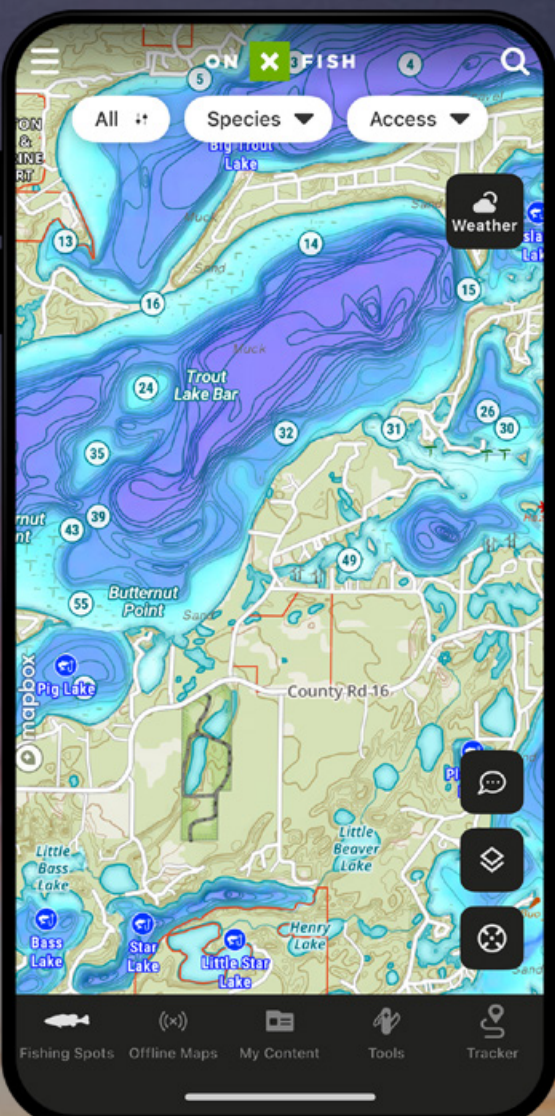
ON X OFFROAD



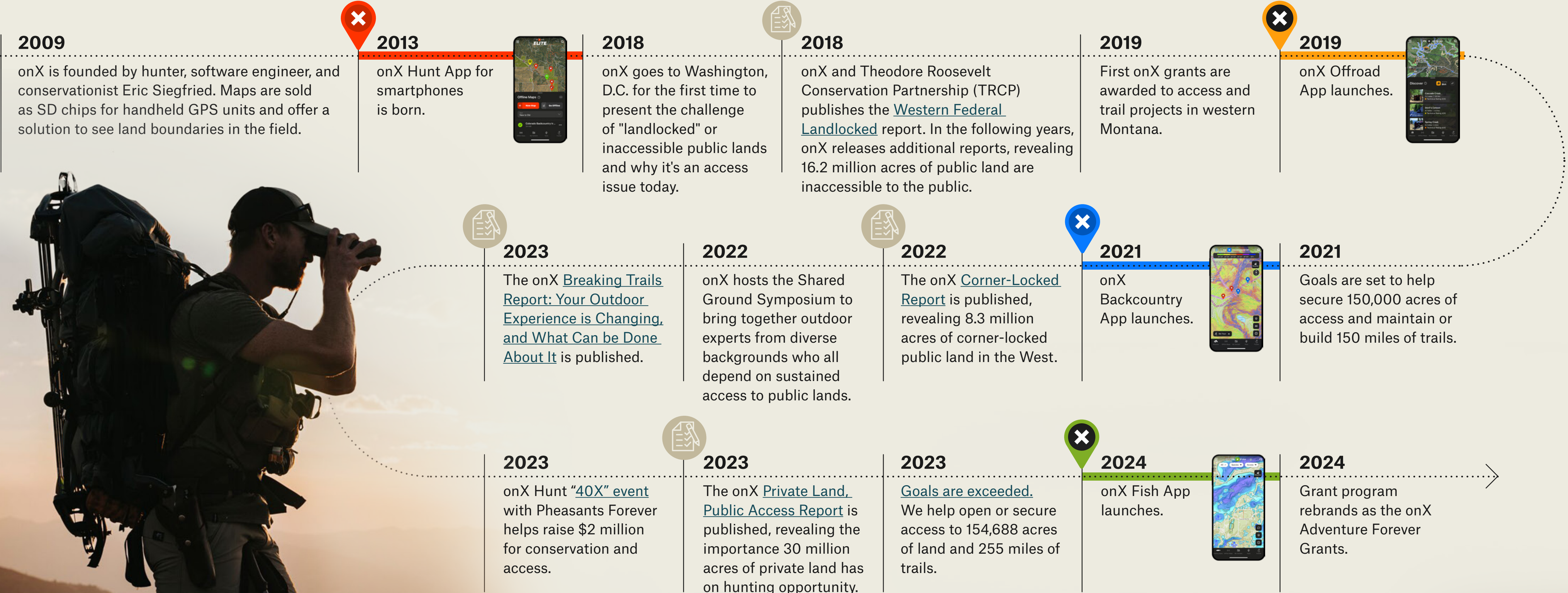
ON X BACKCOUNTRY



ON X FISH



Access Milestones Over the Years



FROM OUR CEO, LAURA ORVIDAS

As I reflect on 2024, I’m struck by how many unforgettable memories were made on the land—hunting pheasants with the family dog that was not once, but twice rejected from bird dog training, floating down the river with a hitchhiking snake, escaping the heat by Jeeping to alpine lakes, stalking a majestic bull elk, skiing fresh powder, and horseback riding in the mountains on a perfect summer day. These cherished moments remind me how essential public lands are and how they help create stories that will last a lifetime.

Through our Access and Stewardship Program, we’re proud to have made meaningful contributions in 2024 to protect and expand public and private land access. As we look to the future, we remain dedicated to ensuring that the places we love—and the memories they create—are accessible for generations to come. Together, with our customers, partners, and employees, we’re building a legacy of exploration, preservation, and stewardship. I’m honored to work toward it, every single day.



Laura Orvidas

Laura Orvidas



THE ONX ACCESS AND STEWARDSHIP PROGRAM



The onX Commitment

Landscapes matter to us at onX. They enable our outdoor adventures and are more than simply dots or shapes on a map. These spaces are the backdrop for the moments of growth, triumph, and challenge that we use to measure our lives. Whether you're in your backyard or the backcountry, we believe everyone has the right to experience the awe-inspiring power of nature.

Yet, access to landscapes is hardly guaranteed. Barriers and threats such as land development, closures, collective visitation, and degradation threaten these areas. Acknowledging this, we founded our Access and Stewardship program to drive positive change.

We champion outdoor communities and natural spaces to expand and protect public access to recreation lands. We inspire stewardship, provide information to our customers, use data to support land access policy, and activate our company and customers to sustain the outdoor experience for the long term.

The effort is ever-evolving, and there's never a dull moment. We're committed to our Access and Stewardship mission of *protecting adventure, forever.*



Access and Stewardship

OUR PROGRAM PILLARS

ACCESS

We support enhancing and preserving sustainable land and water access for outdoor recreation.

STEWARDSHIP

We support projects and community engagement that remediate human-caused degradation to restore ecological health.

IMPACT LEVERS

The tools we use to make a difference.



PHILANTHROPY AND GIVING

Authentically support the organizations that are access and stewardship leaders in their communities and regions.



EDUCATION AND INSPIRATION

Educate and mobilize our outdoor communities, empowering them to foster a culture of stewardship.



ADVOCACY AND ACTION

Promote solutions to access and stewardship challenges that outdoor communities face using our data, research, and policy influence.

PHILANTHROPY AND GIVING





Philanthropy and Giving

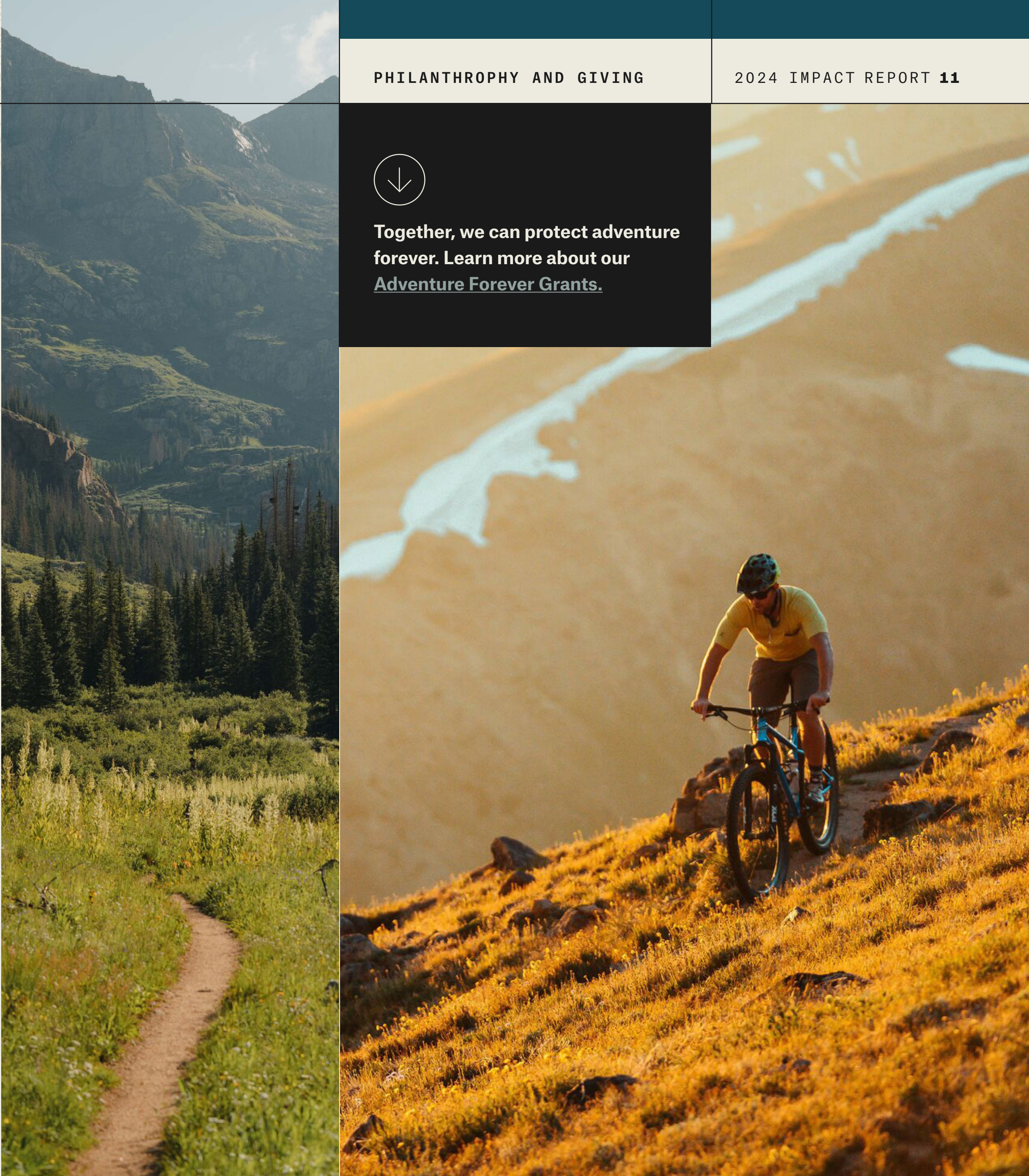
Since 2019, onX has awarded grant funds to support impact-driven organizations at the forefront of access and stewardship nationwide. Supporting leaders and land managers of the places that host outdoor adventures is the most effective way to ensure communities around the country have high-quality access and opportunities to get outside. These organizations play a critical role in maintaining our lands, conserving habitat for all wildlife, and preserving the cherished outdoor experience for generations who come after us.

Our Adventure Forever Grant program supports projects that meet one or more of the following six goals:

1	ACQUIRE AND CONSERVE
2	BUILD TRAILS THAT GIVE BACK
3	PROTECT ACCESS ROUTES
4	SUPPORT VOLUNTARY PRIVATE LAND ACCESS
5	RESTORE TRAILS AND RIDING AREAS
6	GROW THE COMMUNITY OF STEWARDS



Together, we can protect adventure forever. Learn more about our [Adventure Forever Grants](#).



2024 Adventure Forever Grant Program Metrics

For each of our six program goals, we measure the cumulative impact metrics of our grantees' projects.

ACQUIRE AND CONSERVE

101,576 ACRES

purchased for public access
and conserved in perpetuity.

BUILD TRAILS
THAT GIVE BACK

18.6

new trail miles built.

PROTECT ACCESS ROUTES

2 NEW ROUTES

opened to hard-to-reach
public land.

SUPPORT VOLUNTARY
LAND (WALK-IN) ACCESS

69,112

private land acres enrolled
in public hunting access
programs.

RESTORE TRAILS AND
RIDING AREAS

**434
TRAIL MILES**

restored.

65 ACRES

cleaned up.

GROW THE COMMUNITY
OF STEWARDS



7 PROJECTS

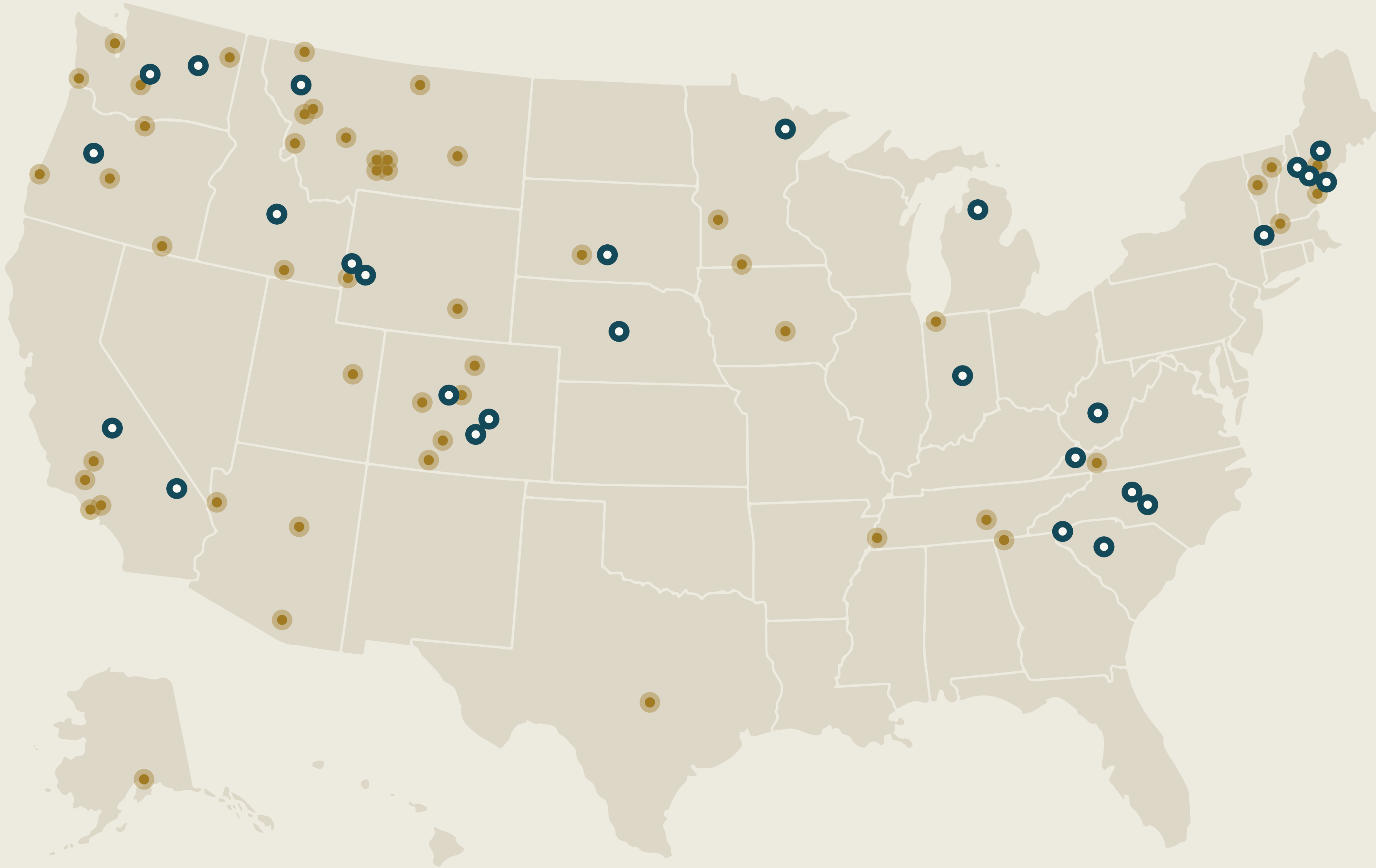
educated and recruited new
volunteers.



Locations of Grant Projects

From coast to coast, we aim to put grant dollars on the ground for recreation access for the long term. Here are the locations of our grantees to date.

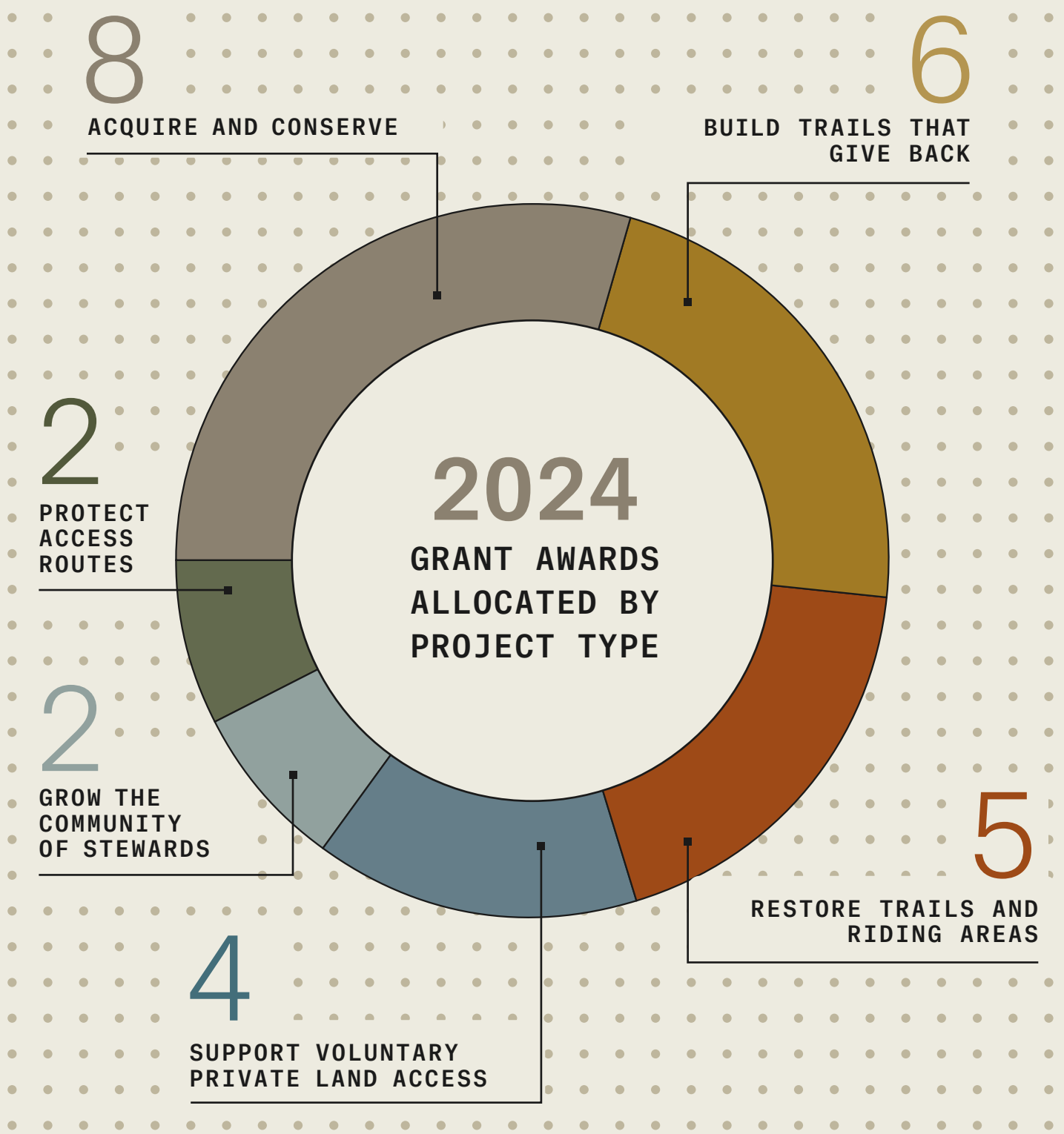
-  2024 GRANTEES
-  2019-2023 GRANTEES



Leveraging Proven Solutions

Awarded grants meet one or more of our six project goals, ensuring that we're working toward solutions that matter most to us and our community.

GRANT PROGRAM GOALS

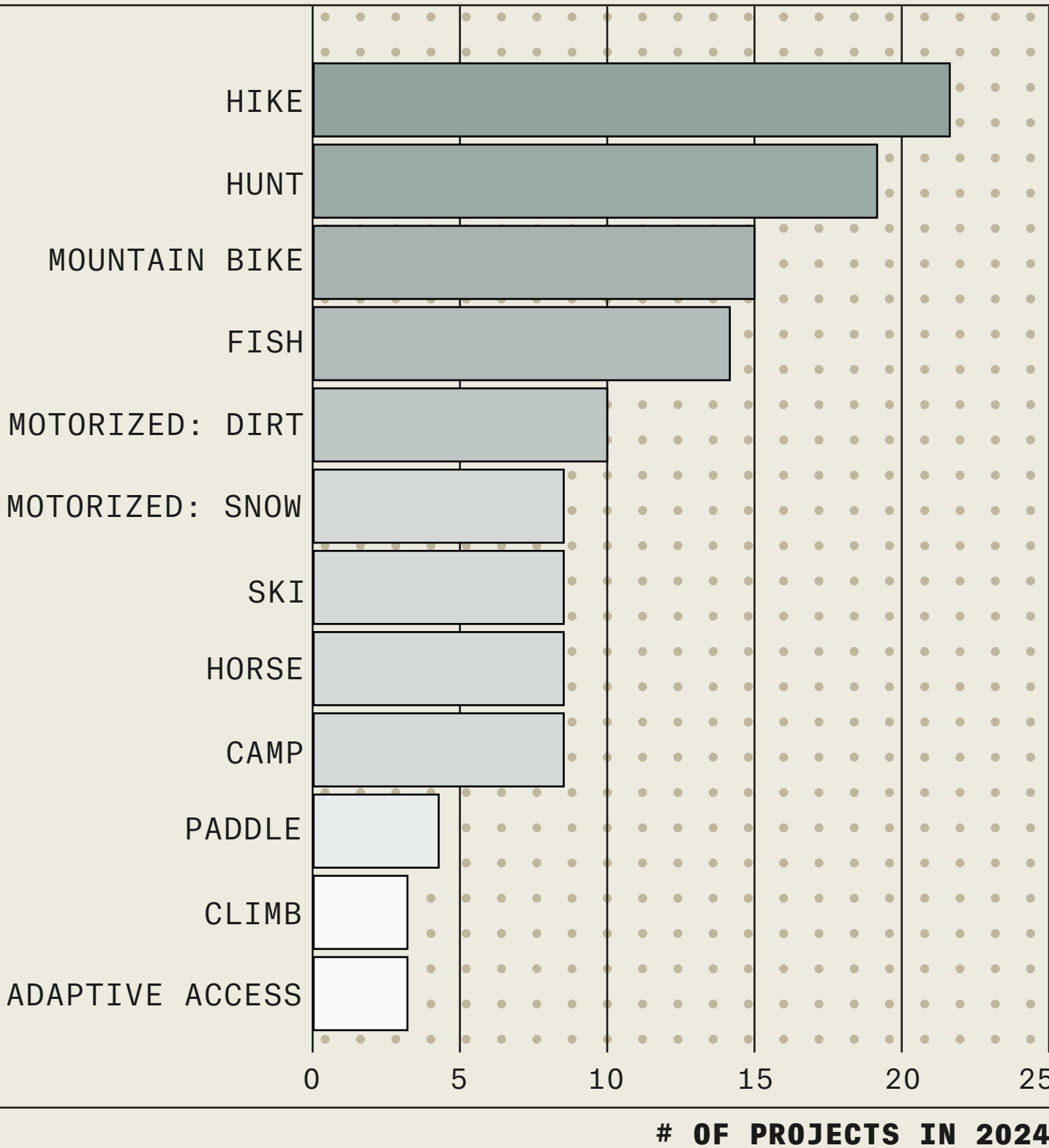


Expanding Outdoor Opportunities

Grantees are improving and securing opportunities for outdoor adventure, and most project sites we supported this year offer numerous ways to experience the outdoors.

EXPANDING OUTDOOR ADVENTURES

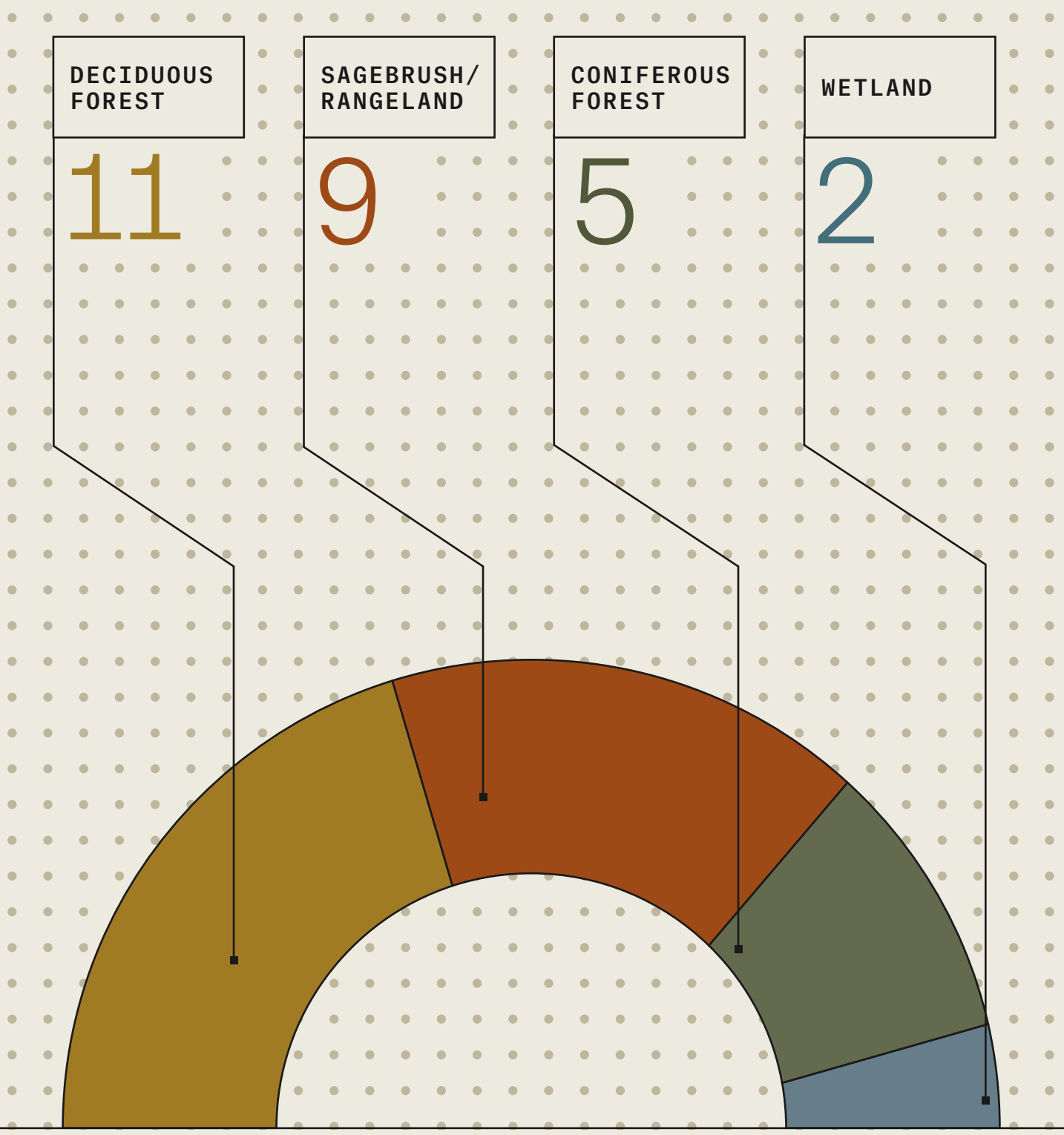
TYPES OF ADVENTURES



Protecting Diverse Ecosystems

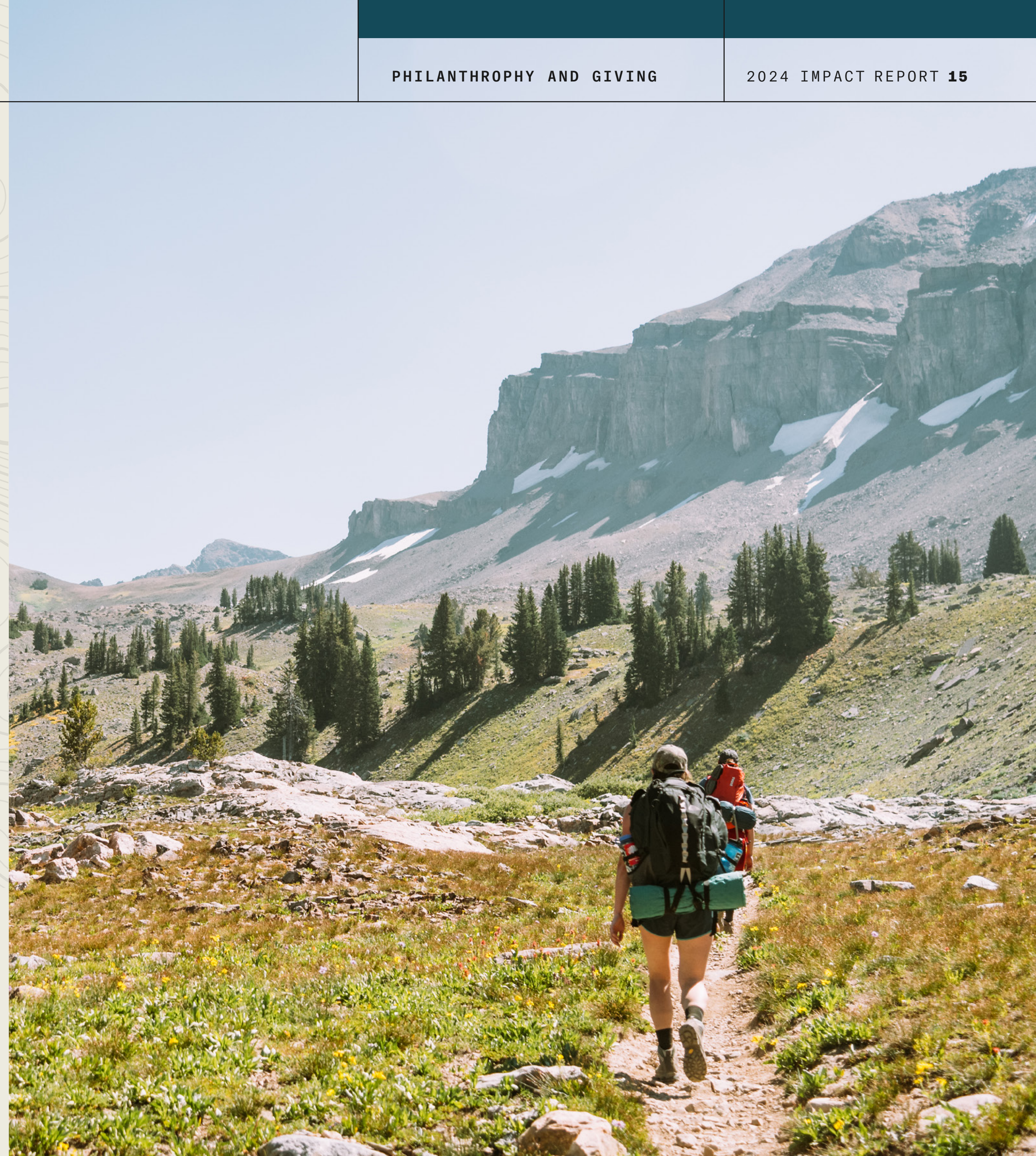
Grantees work in diverse landscapes, which helps to support overall ecosystem health on recreational lands.

DIVERSE ECOSYSTEMS





FEATURED GRANT RECIPIENT STORIES



1

City Limits

GRANTEE	Wolf River Conservancy
PROJECT GOAL	Acquire and Conserve
LOCATION	Memphis, Tennessee

-
- BLOG
- FILM

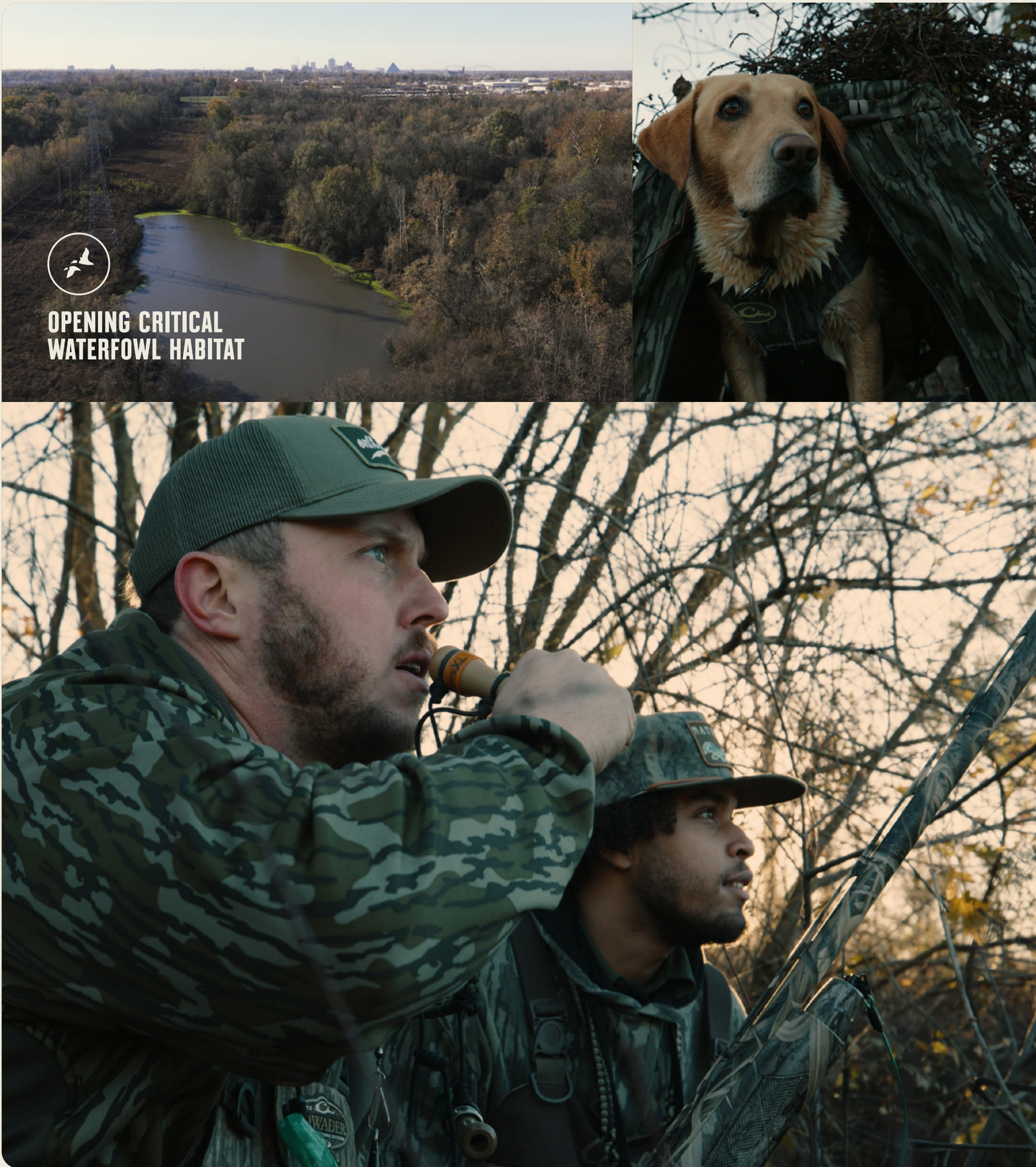


Situated at the confluence of the Mississippi and Wolf Rivers, the city of Memphis is rich in outdoor heritage.

Yet, public land waterfowlers have traditionally been forced to drive miles outside of the city for an opportunity to shoot a few ducks. Thanks in part to an onX Adventure Forever Grant, the Memphis-based Wolf River Conservancy was able to purchase an 86-acre parcel only four miles from Beale Street. When access is opened, this project will provide local access for 100,000 people who live within a 10-minute drive.

The non-profit has been working on this waterway for 40 years and preserves wetlands in western Tennessee. This project provides critical waterfowl habitat, retains a recharge zone for the Memphis Sands Aquifer, and affords them a place to reconnect the Memphis community with its outdoor landscapes, including introducing or reengaging 6,000 students to the outdoors via the Wolf River Greenway.

The Conservancy plans to acquire and preserve more acreage throughout Memphis for hunting and one day hopes to create a national wildlife refuge. In 2024, we went to the "Home of the Blues" to learn more about how this organization is creating more urban naturescapes, what that means to the community, and to see if we could hunt a few ducks for ourselves.



Public Hunting on Private Land

GRANTEE	Pheasants Forever
PROJECT GOAL	Support Voluntary Private Land Access
LOCATION	South Dakota and Nebraska

→ PATH PROGRAM NCAP



What happens when upland hunters seek new hunting opportunities and hunting organizations bring creativity to the table?

The result is a dynamic and impactful partnership. In South Dakota, Pheasants Forever and Quail Forever collaborated with onX Hunt and South Dakota Game, Fish & Parks to expand hunting access. In Nebraska, Pheasants Forever and Quail Forever partnered with onX Hunt, the Nebraska Environmental Trust, and Nebraska Game and Parks. Together, these organizations pooled resources and funding to incentivize landowners to open prairie habitat for

hunters. Through state-administered programs, landowners are offered monetary incentives to allow walk-in hunting on their properties, making conservation a more attractive and competitive option for working lands.

In South Dakota, the Public Access to Habitat (PATH) program opened 25,000 newly enrolled acres as of December 1, 2024.

In Nebraska, the Nebraska Community Access Partnership (NCAP) opened 43,893 acres in the first year as of December 1, 2024.



"The PATH program is among the most innovative private land access initiatives available today. It addresses critical aspects such as supporting local economies, preserving high-quality habitat, and, most importantly, expanding public hunting access. As a public land bird hunter, I often depend on programs like this to access private lands nationwide. Thanks to the strong foundation laid by Pheasants and Quail Forever, this program is beginning to scale its impact across the uplands."



Ben Brettingen
onX Manager, Hunt Marketing

Restoring Access After Fire

GRANTEE	Sage Trail Alliance
PROJECT GOAL	Restore Trails and Riding Areas
LOCATION	Los Padres National Forest, California

→ BLOG



In the hills northwest of Los Angeles, Pine Mountain and the surrounding Los Padres National Forest see incredible numbers of hikers, cyclists, and hunters each year. With that, the forest takes a hit from heavy use. Then, the Thomas Fire of 2017 tore through the area. Equipped with chainsaws, hand tools, and an Adventure Forever Grant, the Sage Trail Alliance set out to clean up blowdown and unlock some incredible trails over 200 hours of volunteer time. They restored access to 10 miles of singletrack trails that weave through historical artifacts dating back 1,500 years.



Mortar bowls on the Chorro trail—tools the Chumash used to grind pine nuts and acorns 1,500 years ago.



From Serving Our Country to Serving Our Land

GRANTEE	Two Wolf Foundation
PROJECT GOAL	Grow the Community of Stewards
LOCATION	Bridger-Teton National Forest, Wyoming

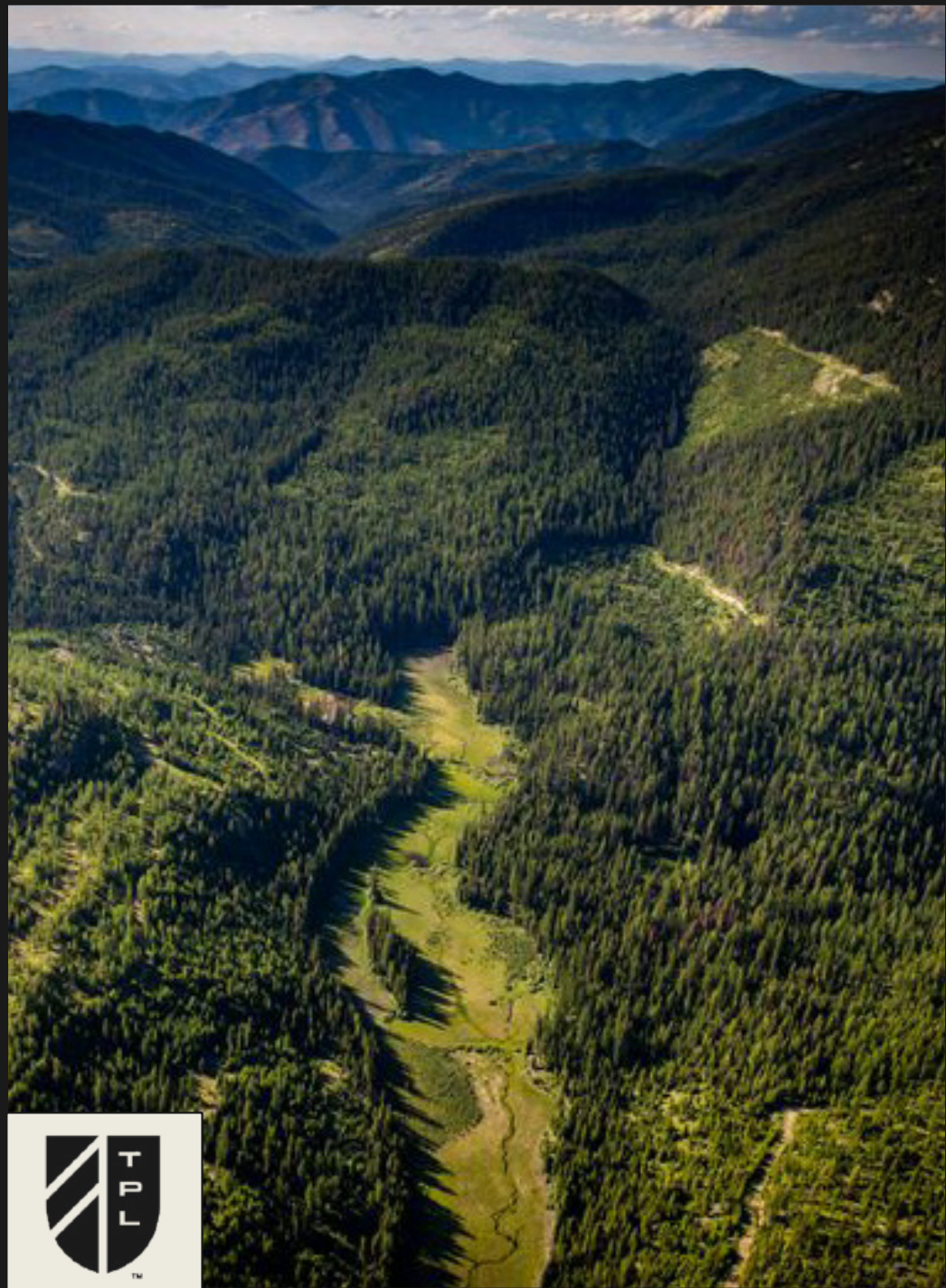


The Two Wolf Foundation connects combat veterans with the outdoors through overlanding immersion trips focused on stewardship. In late summer of 2024, a crew loaded up their convoy of off-road rigs for an eight-day excursion in the Bridger-Teton National Forest. In partnership with the U.S. Forest Service (USFS) and Tread Lightly!, the Two Wolf Foundation’s Team 007 poured hours of sweat equity into the national forest. They helped build a new trailhead that created safe access to over 300 miles of trails in the Commissary Ridge area. Additionally, they removed trash along 26 miles of trail and decontaminated 11 dispersed camping sites. They cruised dirt roads, found healing in camaraderie, caught a perfect sunrise over the Tetons at camp, and bonded over serving our country in stewardship.



Keeping Montana, Montana

GRANTEE	Trust for Public Land
PROJECT GOAL	Acquire and Conserve
LOCATION	Northwest Montana



Protecting access to lands in perpetuity often takes great creativity and collaboration. The Montana Great Outdoors Project led by Trust for Public Land (TPL) is on a mission to permanently protect 86,000 acres of land west of Glacier National Park—and they’ve teamed up with timber company Green Diamond Resource Company to do it. Recent years have brought threats to Big Sky Country as the pace of development and second homes has skyrocketed. This creates enticing bids from developers and temptations for logging companies to sell off land. But this project precludes development, and instead ensures sustainable timber management, wood-project jobs, and economic vitality in the region. Leveraging a conservation easement and mutually beneficial management, this effort will protect wildlife habitat and landscape connectivity, and preserve public access to these lands for hunting, hiking, fishing, skiing, snowmobiling, and many other types of recreation—forever.



PERMANENTLY PROTECTED
86,000 ACRES OF LAND

"As a resident of Western Montana, I know it's easy to assume our open, wild spaces will always be here. But the beauty of Montana has drawn many more residents since 2020, leading to a surge in land development, which can come at the cost of public access to recreation and hunting opportunities, and squeeze wildlife habitat and migration corridors. Across the Northern Rockies, the Trust for Public Land has been diligently securing continued public access so that long time residents and newcomers alike can enjoy these intact landscapes."



Lisa Nichols
onX Senior Philanthropy and Advocacy Manager

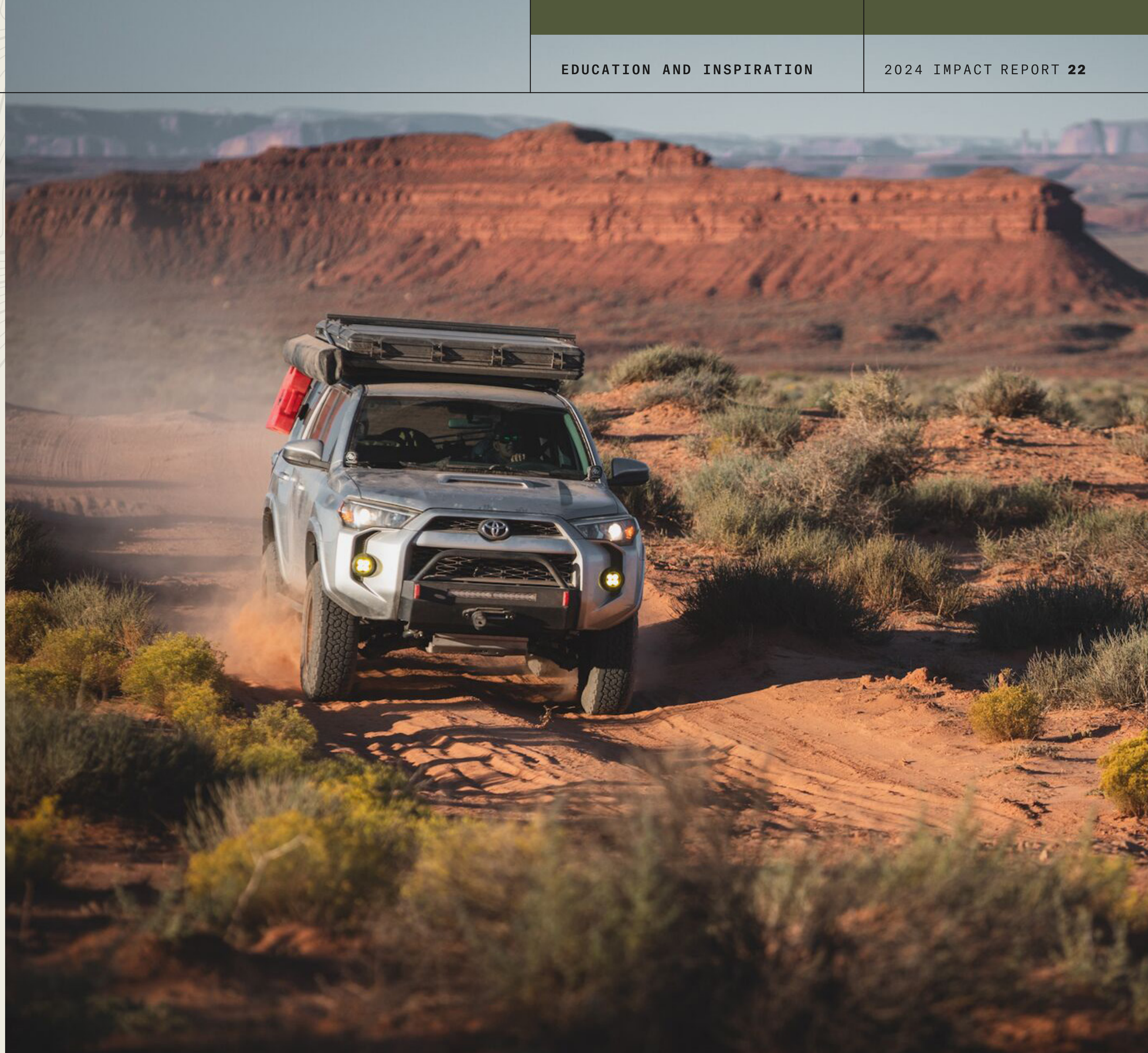
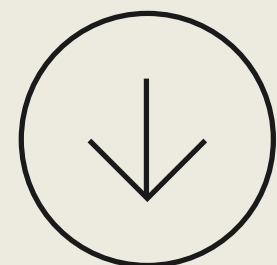
Photos courtesy of Christopher Boyer and Trust For Public Land

EDUCATION AND INSPIRATION



Education and Inspiration

Knowing how to take action to preserve access or how to live as a lifelong steward takes practice. We all have a responsibility to be informed and engage, collectively building an ethical and sustainable community of recreationists. At onX, we aim to inspire our customers and staff to learn, empower those around them, and join us in giving back through volunteering time, mentoring others, or donating.



PARTNER-SUPPORTED COMMUNITY WORK

In 2024, onX leaned into community stewardship engagement more than ever before. This was done in partnership with organizations that are experts at executing the work on the ground. We supported these projects with funding and visibility to mobilize our customers to volunteer. The effects were deeply felt in these communities and participants got a chance to learn—or be reminded of—the impact acts of stewardship have on places they love.

172

PARTNER STEWARDSHIP
EVENTS SUPPORTED

3,073

VOLUNTEERS

34

STATES



1

Motivation in Michigan—Stewardship in Action

GRANTEE	TreadLightly!
PROJECT GOAL	Grow the Community of Stewards
LOCATION	Five Locations Across Michigan



At the intersection of stewardship and offroading—TreadLightly! fills a gap with their educational and volunteer-based programming. We partnered to co-host five trail projects across Michigan all in one day. Dozens of volunteers across the state came out to lend a hand, a trash bag, or a chainsaw. This work was executed by the motorized community, but serves all user groups who visit these cherished recreational lands of the Midwest. The impact

was massive and drove headlines celebrating the installation of 1,120 feet of new fence, 76 miles of improved trails, and the removal of 8,402 pounds of trash. Four projects were done in collaboration with regional U.S. Forest Service offices, and one restored the well-loved Holly Oaks OHV park. What began as a fledgling idea turned into Tread Lightly! Day Michigan, an epic impact-driven event for the books.



“Building over a thousand feet of fence in the middle of the forest required hauling in tons of lumber, supplies, chainsaws, snacks, and copious amounts of bug spray. TreadLightly! volunteers made quick work of the job, loading up their truck beds, Jeeps, and trailers with the fresh lumber, and packing out the old. This was a perfect job for off-road enthusiasts.”



Molly Stoecklein
onX PR and Communications Senior Manager, who joined the volunteer efforts.

Boat-In Habitat and Access Restoration

GRANTEE	Sportsmen for the Boundary Waters
PROJECT GOAL	Grow the Community of Stewards
LOCATION	Pine Island Wildlife Management Area, Minnesota

→ VIDEO



Have you ever done stewardship work on an island? It’s a logistical challenge, but one that Sportsmen for the Boundary Waters, onX, and MeatEater’s Working for Wildlife Tour were prepared to tackle on Pine Island. West of Ely, Minnesota, on Lake Vermillion, this incredible hunting resource was overgrown and largely inaccessible. Alongside the Minnesota Division of Natural Resources, a group of 59 volunteers opened up the canopy by “daylighting” and planted 1,000 trees for whitetail deer wintering

habitat and aid in climate resiliency. Additionally, the volunteers installed 15 signs and cut a portage canoe trail to improve access. In total, 42 acres were restored and two access points were opened. With the aid of an onX Adventure Forever Grant and two of our own onX’ers swinging shovels and planting trees, we got to watch the Pine Island WMA be restored to huntable acreage. We celebrated a job well done with a party at Ely Lodge and live music by members of Trampled by Turtles.



"I jumped at the chance to join the Pine Island volunteer day. It was the first time I'd ever been to the Boundary Waters and it definitely proved itself as one of America's special gems. As we set out across the lake in pontoon boats, I tightened my hat in the wind and photographed the bald eagles. On the island, the group made quick work of the project. It's a winning ticket when land managers, partners, companies, and communities team up and execute. I definitely left inspired!"



Becky Marcelliano
onX Senior Brand
Manager—Advocacy

Where the Rubber Meets the Road

GRANTEE	Venture Unknown Foundation
PROJECT GOAL	Grow the Community of Stewards
LOCATION	Southeast United States

→ BLOG



When Venture Unknown Founder Sean Clark started camping in the Southeast, it was apparent that the land had a degradation problem. Litter, dump sites, and trash devastated the landscape. This propelled him to start a region-wide, off-road-centric, event called Sweep Up the Southeast. The concept is to host multiple clean-up events in unison in

national forests across the region. On September 7, 2024, with funding from an onX Adventure Forever Grant, 14 teams in 10 states across 12 national forests formed a triangle of impact from Florida to Virginia to Arkansas. The teams hauled out 101,312 pounds of trash including 322 tires, cleaned 255 miles of forest service roads, and logged 1,655 hours of volunteer time.



101,312 POUNDS OF TRASH HAULED OUT

“As a newcomer to the Southeast, this land holds a special place in my heart. Southerners have a sense of utmost pride for the land and culture in this region—and Venture Unknown is a shining example of this passion. I’m proud that onX Offroad collaborated with VU for the Sweep Up the Southeast and Hurricane Helene cleanup efforts. This partnership brings fresh air into mobilizing the local off-road community to restore our public and private lands and ensure that our sport has a place in this community for generations to come.”



Brandon Day
Senior Marketing Manager, onX Offroad

Habitat Work on the Sharp End of the Shovel

GRANTEE	Pheasants Forever and Quail Forever
PROJECT GOAL	Grow the Community of Stewards
LOCATION	Prairie Lands Across the Nation

[→](#) [BLOG](#)



The upland hunting community loves Pheasants Forever and Quail Forever for good reason. As a leader in advocacy and wildlife and habitat conservation, it’s easy to hop in and spend a Saturday at one of their Hands-On Habitat events. Scattered across the country, these gatherings are chapter-led and take on projects such as habitat restoration, pollinator gardens, cleanups, waterway restoration, and invasive species removal. As the sponsor of this year’s event series, onX added some financial support for outstanding commitment, awarding a donation to three chapters who showed exceptional impacts on their local landscapes. The winning chapters were from Washington, California, and Indiana.

- Washington:** Chapter 800 created a 100’ x 225’ shrub plot which will provide a winter food source for sharp-tailed grouse as well as thermal and escape cover for pheasants, valley quail, and many other species.
- California:** Chapter 3138 restored four guzzlers, which replicate natural springs that allow desert quail to thrive in areas of minimal rainfall.
- Indiana:** Chapter 642 restored prairie habitat, conducted planting work, and established pollinator gardens along the White River.



 PHEASANT AND QUAIL HABITAT RESTORATION

ONX STAFF STEWARDSHIP WORK

Each year, onX sets aside **Volunteer Time Off** to get out for a day of **stewardship work**. Projects range from trail building and clean-ups to pulling hundreds of yards of downed rusty wire fence along an ungulate migration corridor. No matter the project, onX staff brings the same energy to stewardship work as we do to our adventures and products.

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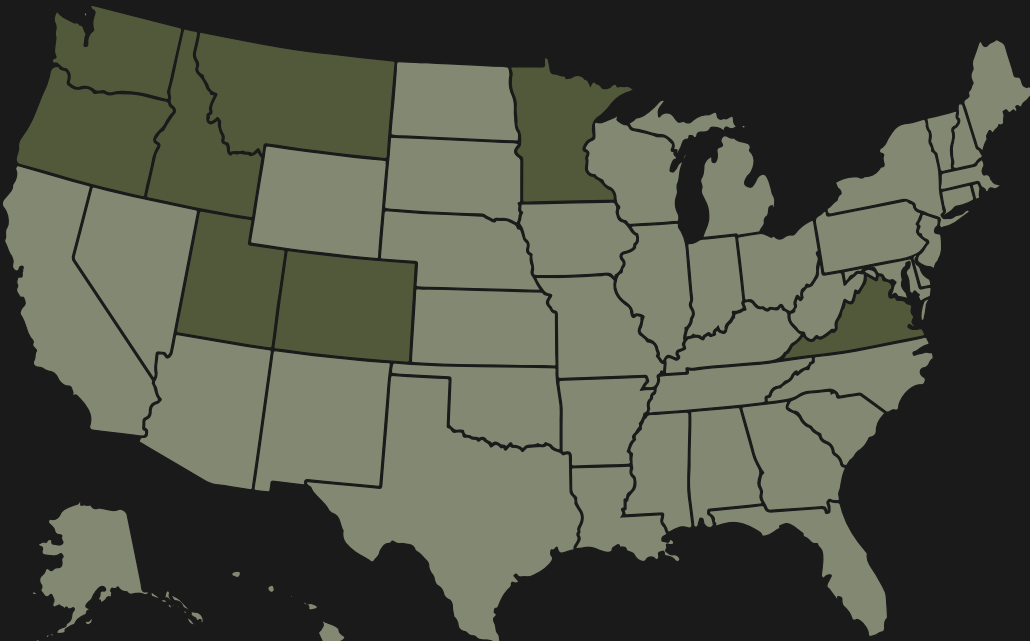
STAFF VOLUNTEERS

368

VOLUNTEER HOURS

8

STATES



onX Staff Clean Up Public Land

PROJECT GOAL	Grow the Community of Stewards
LOCATION	Salt Lake City, Utah



Staffers from Salt Lake City worked with the Forest Service to clean up some beloved—but overused—trails right outside the city. The Millcreek Canyon trail system hosts stunning mountain summits, backcountry ski routes, prime picnic areas, and swimming holes for the pups. Due to its proximity to Salt Lake City, this area along the road sees heavy use, and unfortunately, trash is left behind. By cleaning up these areas, visitors see beautiful, maintained areas, and then tend to leave them that way. Trash begets more trash, but clean trails inspire people to do their part. Our Salt Lake City crew rallied to haul out a forest service work truck-bed full of trash. “There should be a ban on confetti smaller than an inch in my opinion,” said one onX staffer. We couldn’t agree more.



“Mill Creek Canyon has given me many summits of Grandeur Peak and days on my skis when avalanche danger is high. It's crazy to think that you can start at the base of Park City Mountain, mountain bike all the way to the top of the ridge, ride across the ridge (crest) and end in Mill Creek. The views and accessibility are tough to beat. So to me, trail work days mean giving back to the places that fuel my adventures. Opportunities to clean-up trailheads or picnic spots not only help preserve the integrity of the public spaces, but also serve as a reminder to the rest of the outdoor community that we should all be stewards of the places where we choose to recreate.”



Stacey Mates
onX Group Product Manager

Educational Resources

As a company built on data, we strive to add accuracy and clarity to access and stewardship conversations. Beyond our apps, we publish educational resources that help simplify complex topics, spotlight solutions, and celebrate the commonalities often wedged and forgotten between user groups. Learning forges understanding and empathy, and gives us all a nudge to confidently take action. Here are a few educational resources we published in 2024 to empower our customers to learn and become advocates in their own communities.

A Guide to Land Designations

Know Your Acronyms—Stay Safe and Legal

 [BLOG](#)



Federal public land is the gateway to the outdoors for many of us. Whether you’re wheeling, hunting, or skiing, this is often a first-stop for folks finding their way outside. Yet, with numerous managing agencies, their own sets of governing principles and practices, and the rules and laws associated with their goals, discerning what you can do and where isn’t exactly easy. Knowing this information is critical, however, for our continued access to these places. We put together a guide to exploring these federal lands, broken down by their designations. This way, when you come up to a boundary in the field or you’re planning your next adventure, you can play your part in being a good steward by simply following the rules.

When and How Your Voice Should Be Heard

Speak Up for Public Land

 [BLOG](#)



If you’re a passionate adventurer, chances are you care about the places you recreate, but do you make your voice heard? With this piece, “An onX Guide to Writing Substantive Comments,” we break down what it takes to write the most effective public comments—what are called “substantive” comments. As citizens, we get to engage with elected officials and land managers at key moments of the process, such as when Travel Management Plans or land designations are under review. Writing to or speaking with our elected officials in their own lingo means something to them, and makes a difference. Some examples of that include being direct, using research, and providing new insights.

An Op-Ed in The Washington Post

onX CEO Laura Orvidas Offers Solutions to Improve Access

 [IN THE NEWS](#)



A Wyoming public land access lawsuit is currently pending in federal court. At its heart is the legality of corner-crossing—stepping from one corner of public land to another, over adjoining private parcel corners. Corner-crossing litigation isn’t new, and decades of cases haven’t changed the fact that 8.3 million acres of “corner-locked” public land remains inaccessible. In this op-ed, Orvidas suggests that we need to forge creative solutions between public land enthusiasts and private landowners to improve access to these corner-locked acres.

Inspirational Short Films

1

Opening Access to 14,000 Acres

GRANTEE	Rocky Mountain Elk Foundation
PROJECT GOAL	Acquire and Conserve, Protect Access Routes
LOCATION	Carey, Idaho

→ FILM



The history of access to this parcel goes back a few years: onX Founder Eric Siegfried was instrumental in securing this parcel on Elk Mountain near Carey, Idaho in 2021. As a conservation buyer, Eric saw opportunity and moved quickly to purchase it. It opens access to 14,000 acres of inaccessible public land. From there, Rocky Mountain Elk Foundation (RMEF) purchased the land to prepare the parcel for public access before conveying it to the Bureau of Land Management for long-term management. This year, RMEF led a project to install a footbridge and build trailhead infrastructure. This project is a great example of many stakeholders working together towards a shared goal of opening public access for hunting—sometimes land transactions take years.



“I’m really glad to have had the opportunity to help with the Elk Mountain Project. As somebody who has spent countless hours and miles on public land, I know firsthand how valuable it is to have access to quality habitat. I’m happy to know that our efforts on the volunteer day will be just the start of many memories that will be created on that piece of land.”

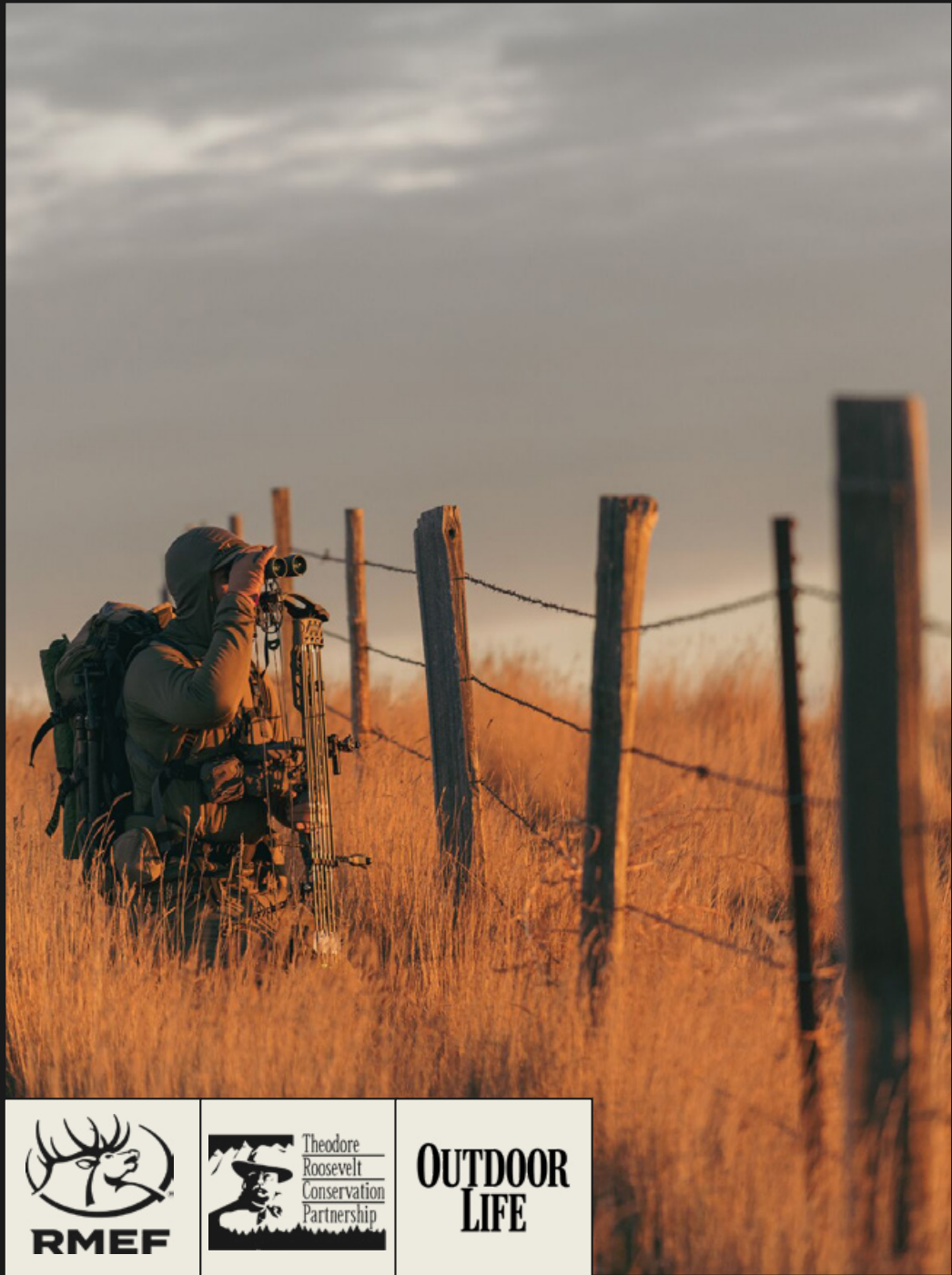


Steve Beaulieu
onX Hunt Marketing Manager

Finding Shared Ground

GRANTEE	RMEF, TRCP, and Outdoor Life
PROJECT GOAL	Building a Community of Stewards
LOCATION	Bozeman, Montana

→ FILM



During the summer of 2022, onX hosted the Shared Ground Symposium, which brought together partners, athletes, experts, and land managers across a variety of user groups. Over a few days, the group discussed personal narratives, workshopped ways to improve the outdoor recreation landscape, and conducted trail work. Together, we set out to prove that we were more alike than different, that our goals for recreation were well-aligned, and that meaningful work can be done when all outdoor users lead with shared values. We closed the symposium with a final workshop that asked small groups to get together and brainstorm a real-life project that would carry on the themes and momentum of our days together. onX funded those projects, one of which was the Good Neighbor film.

The film breaks down barriers and stigmas between hunters and landowners, and celebrates common values between the groups. Using the lens of elk management, the film poses the question: though often pitted against one another, maybe hunters and landowners don't need to be?



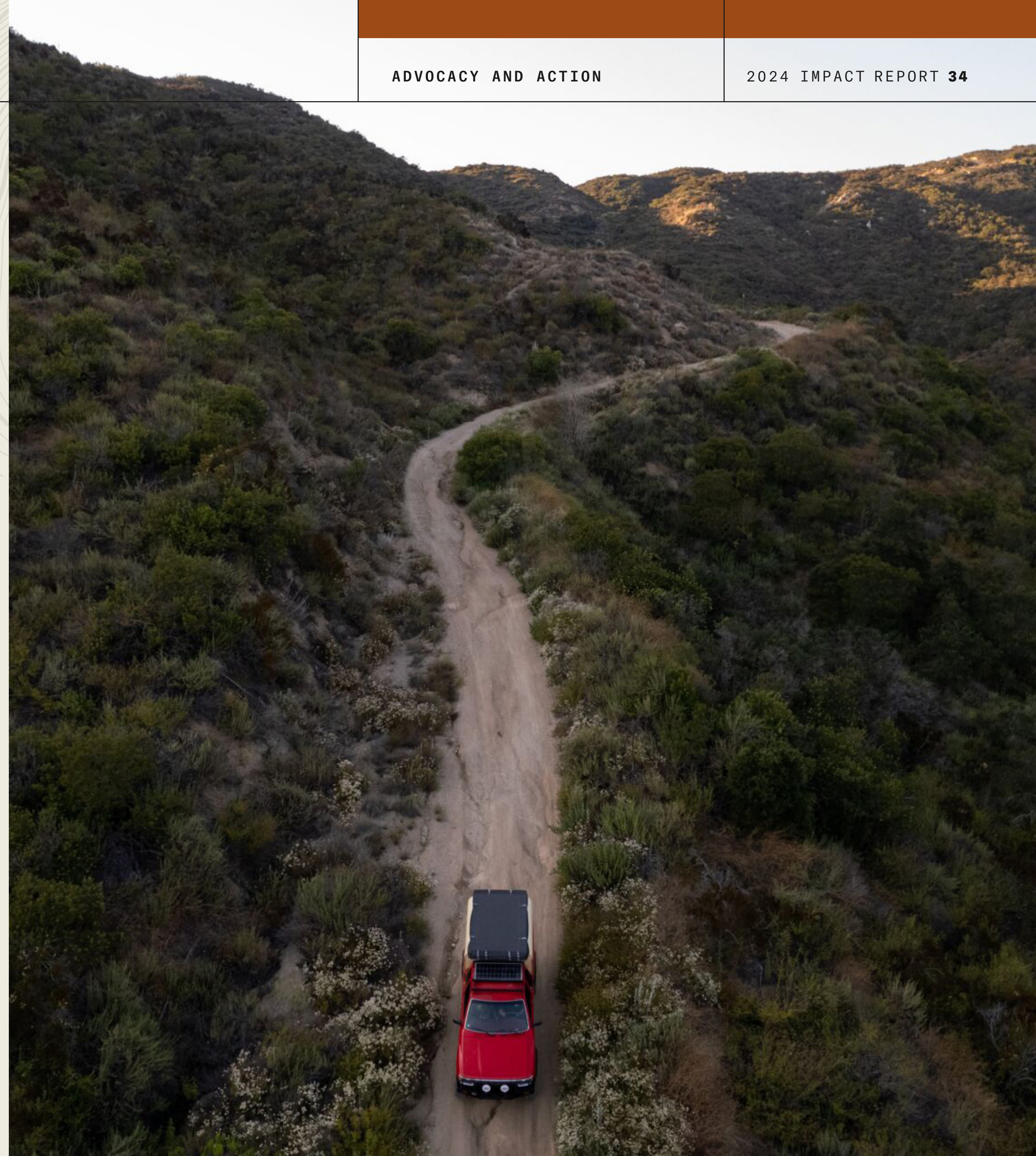


ADVOCACY AND ACTION



Advocacy and Action

At onX, millions of data points lay at our fingertips and make up our mapping products. In addition to using this information to guide your next adventure, we also look for ways to use this data to help illuminate the outdoor recreation concerns and controversies of today. We run data analysis and take ourselves down deep research pathways. We publish reports that expose realities and help our readers know how to take a stand. And we leverage both our data and our reach to drive outdoor recreation policy that protects the future of the pursuits we cherish.



Coming Together on Capitol Hill

Advocacy work takes time, dedication, and collaboration. The outdoor industry is powerful, and when we come together with our fellow community members, we're strongest and most influential. In April 2024, we joined the TRCP in Washington D.C. to get in front of lawmakers, strategize how to protect our access for the future, and celebrate the conservation achievements forged by our industry.



Becky Marcelliano, Senior Brand Manager—Advocacy, and Molly Stoecklein, PR and Communications Senior Manager, lobby for the MAPWaters Act in Washington D.C.

Supporting Legislation That Matters

IN 2024, WE SUPPORTED TWO BILLS THAT HAVE WIDESPREAD IMPLICATIONS FOR OUR CUSTOMERS.

1

Modernizing Access to Public Waters Bill

(MAPWATERS)

Members of the onX team met with staff of the Senate Energy and Natural Resources Committee and the House Natural Resources Committee to present a letter of support for the MAPWaters Act, which will allocate funding and require federal agencies to digitize location data of boat ramps, fishing access sites, fishing and boating regulations, and complete bathymetry data, all in a standardized schema for federal waterways. This will allow anglers and boaters to easily view important information they need to know, right in a map (like onX).



2

Voluntary Public Access Habitat Incentive Program

(VPA-HIP)



Ben Brettingen, Manager—Hunt Marketing, educates on the importance of programs that enable public hunting access on private land.

We presented the onX [Private Land, Public Access Report](#) findings at the TRCP Corporate Council and public and private lands working sessions to demonstrate the connection between hunting opportunity and the VPA-HIP. This is the only program in the Farm Bill that allocates money for private land access programs, such as Iowa’s IHAP, Wyoming’s Access Yes, and other “walk-in” style programs. In total, this report found about 30 million acres of public hunting ground are, at least in part, dependent on funding from VPA-HIP.

GROWING THE COMMUNITY OF STEWARDS THROUGH OUR APPS

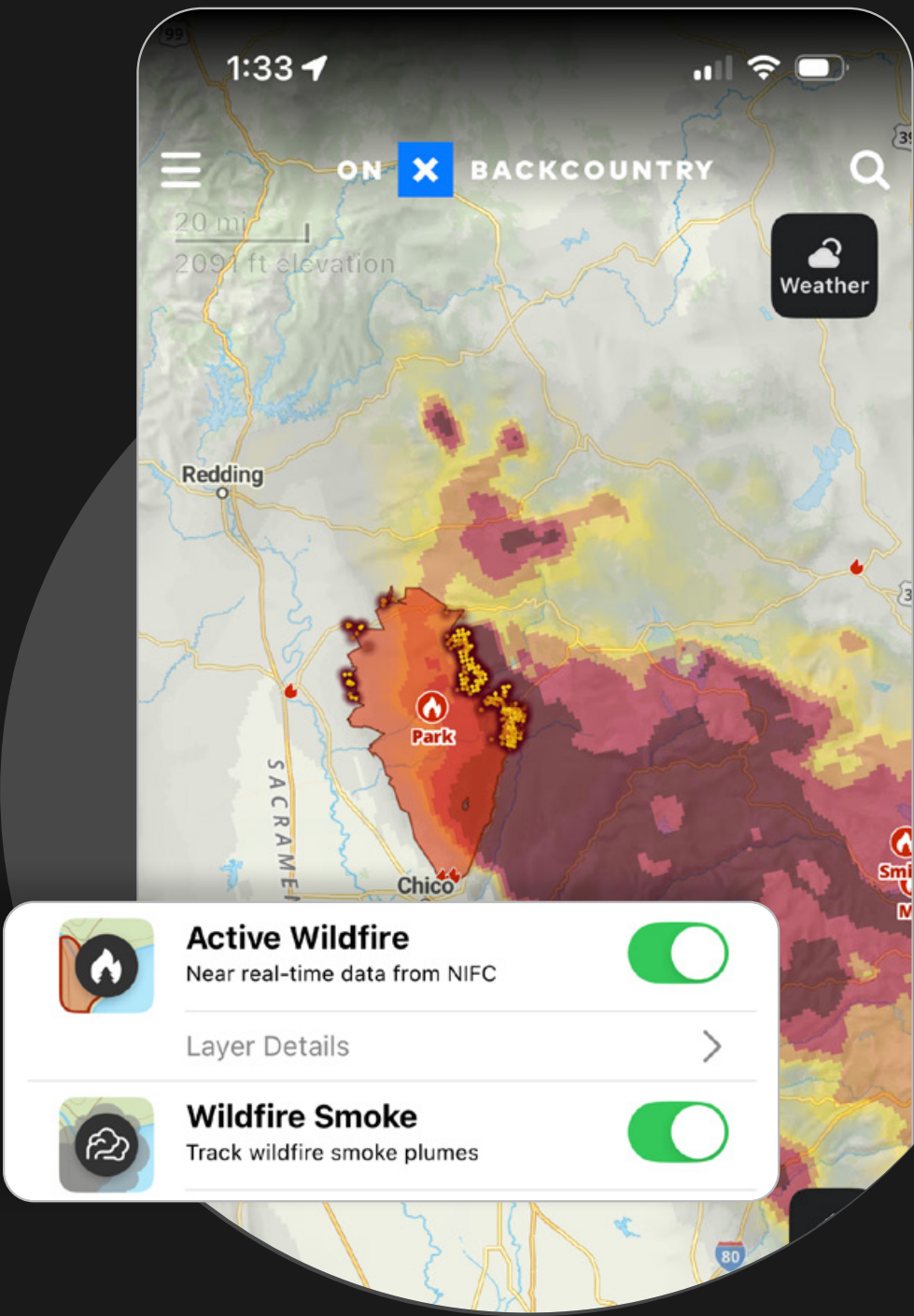


Product Developments That Support Access and Stewardship

Knowing where *not* to go is as important as knowing where *to* go. Proper preparation means fewer negative impacts, better compliance with regulations, sustained public access, and safety in the field. That’s why we deliver tools in our products that help keep you informed.

1

Active Wildfire Conditions



In 2024, we added fire hot spots and rapid updates of wildfire smoke conditions to complement our active wildfire boundaries. This allows onX users to find safe adventures and healthy air.

2

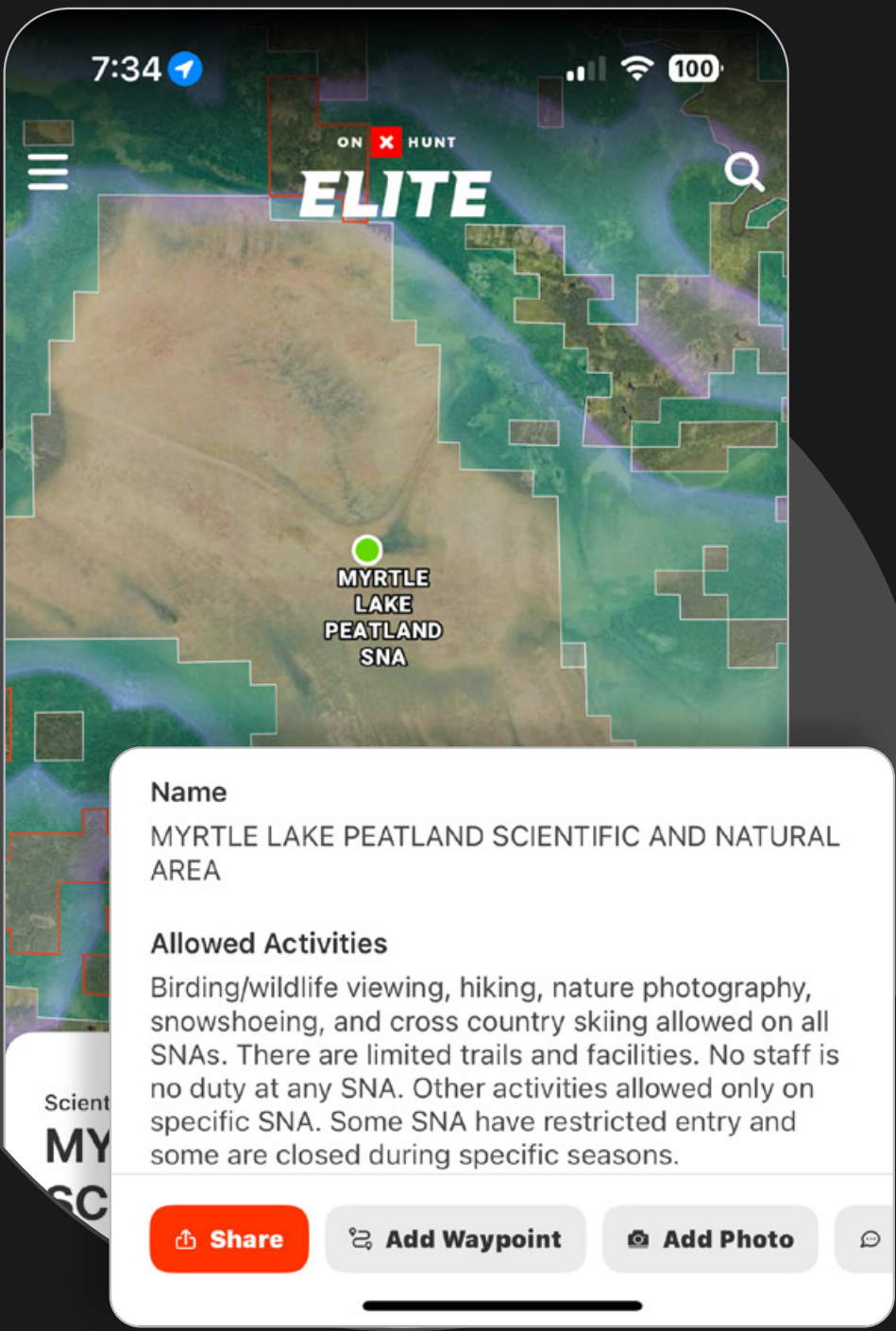
Access Easements



We updated the cartography of the U.S. Forest Service and Bureau of Land Management public rights-of-way (where the data is available) in both the Hunt and Offroad Apps to make navigating the complex patchwork of landownership and backroads a little easier.

3

Allowed Activities



If you venture into designated wilderness areas around the country, or on certain state lands in Minnesota, you’ll see information in the Government Lands content cards in the Hunt App noting what activities are allowed or prohibited in those places.

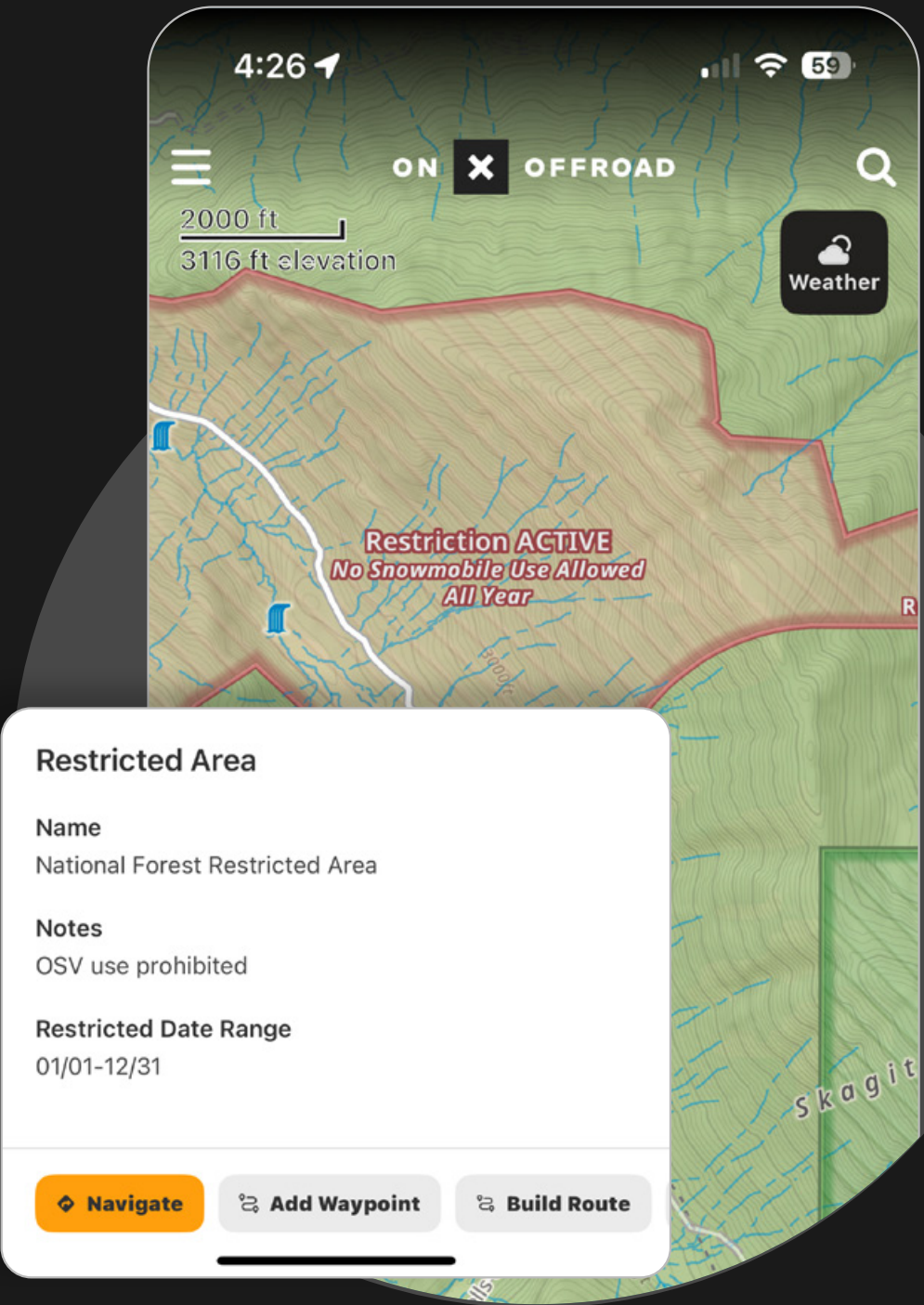
“Access and stewardship information within onX products empowers customers to explore responsibly while fostering a deeper respect for our public lands. As someone who values our outdoor spaces both personally and professionally, I’m proud to contribute to a product that balances access and conservation to ensure these lands are preserved for future generations.”



Wes Martin
onX Geospatial Project Specialist

4

Wilderness and Snowmobile Restricted Areas



We added additional labels to designated wilderness areas, as well as date-driven snowmobile regulations, to help Offroad users navigate complicated boundaries.

5

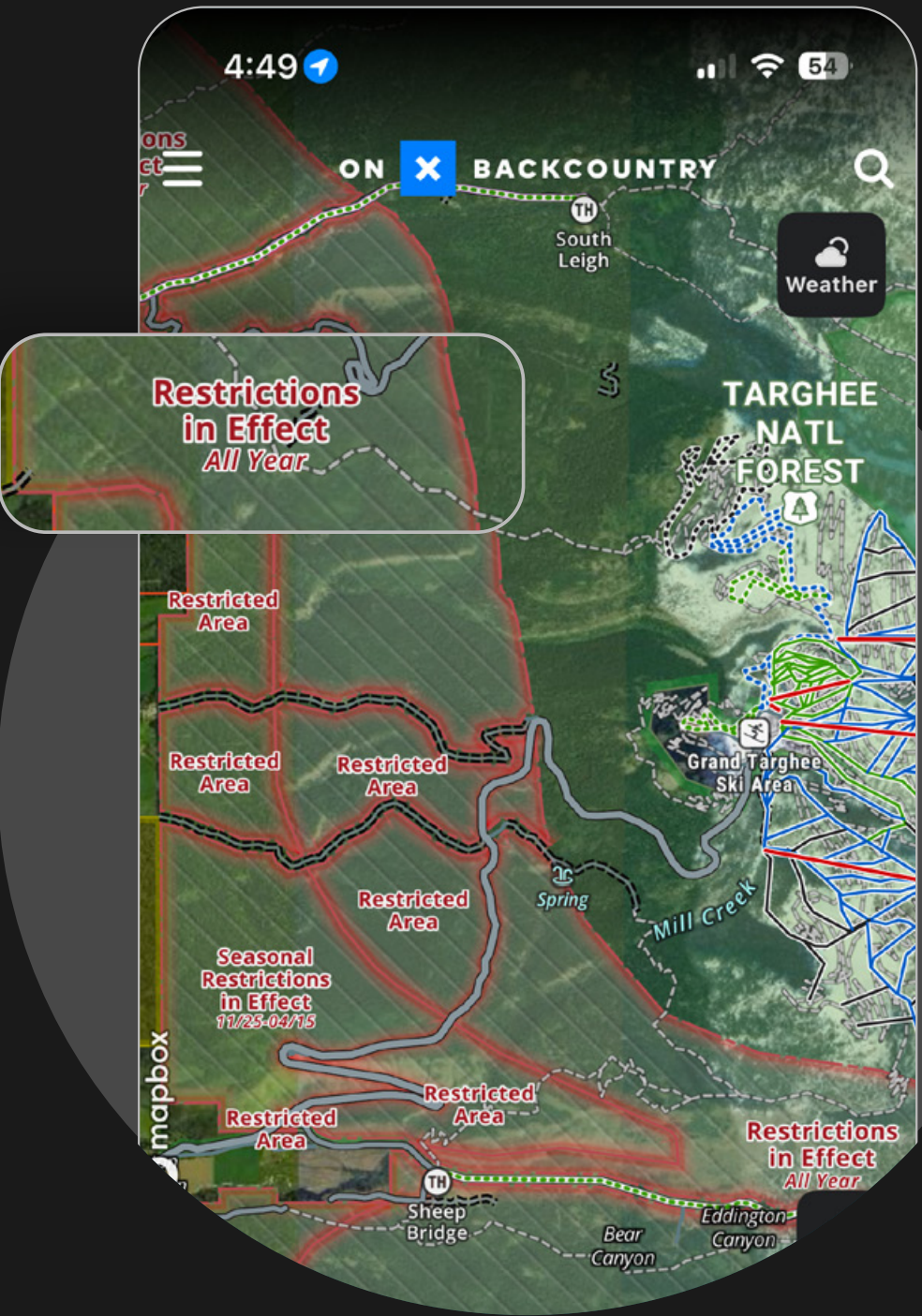
Safety First

There are many reasons why hunting and shooting are restricted in certain places, so in onX Hunt we’re steadily adding the boundaries of restricted areas as we learn about them. While hunting and shooting restriction data in onX is not a comprehensive resource for regulations, we hope this layer makes e-scouting a bit easier.



6

Winter Closures in the Tetons



We update the restricted areas of backcountry travel in the Teton Conservation District to protect elk and bighorn sheep wintering habitat. Tap on these areas in Backcountry or Offroad to learn more.

PARTNER ACKNOWLEDGEMENTS



Partner Acknowledgements

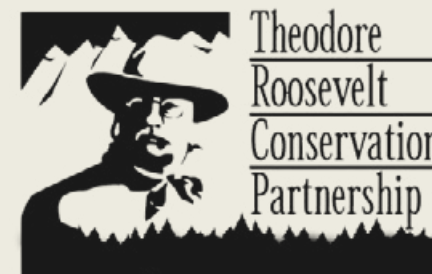
onX is proud to partner with organizations around the country. Creating impact for lands, trails, and communities truly takes a combination of strength and effort. They're experts, advocates, land managers, wildlife biologists, conservationists, community activists, project managers, conservation finance specialists, and more. We're proud to stand by their side in philanthropy, stewardship, and advocacy.

Spotlight Partners

Each year, we have a few partners who go above and beyond to help us solve problems, contribute to our shared visions, and rally our communities in meaningful ways. These partners are impact multipliers and deserve an extra-long round of applause.



**THANK YOU TO OUR 2024 SPOTLIGHT PARTNERS,
WE COULDN'T DO IT WITHOUT YOU.**



Our 2024 Partners in Access and Stewardship



Adventure Forever Grant Recipients

We salute each of our grantee partners for their dedication and expertise in project management and execution. The pool of applicants we receive gets stronger every year, driving the impact we’re able to achieve together.

- | | |
|--|--|
| California Dual Sport Riders | Sportsmen for the Boundary Waters |
| Colorado Fourteeners Initiative | Teller Trail Team |
| Day Mountain Road Association | The Conservation Fund |
| Greater Lovell Land Trust | The WYldlife Fund |
| Loon Echo Land Trust | Three Rivers Land Trust |
| National Forest Foundation | TreadLightly! |
| New England Mountain Bike Association | Trust for Public Land |
| Pheasants Forever and Quail Forever | Two Wolf Foundation |
| Richmond Mountain Trails | Venture Unknown Foundation |
| Rocky Mountain Elk Foundation | Virginia Department of Wildlife Resources |
| Sage Trails Alliance | West Virginia Land Trust |
| Society for the Protection of New Hampshire Forests | Wolf River Conservancy |
| Southern Appalachian Wilderness Stewards | |

Special Thanks

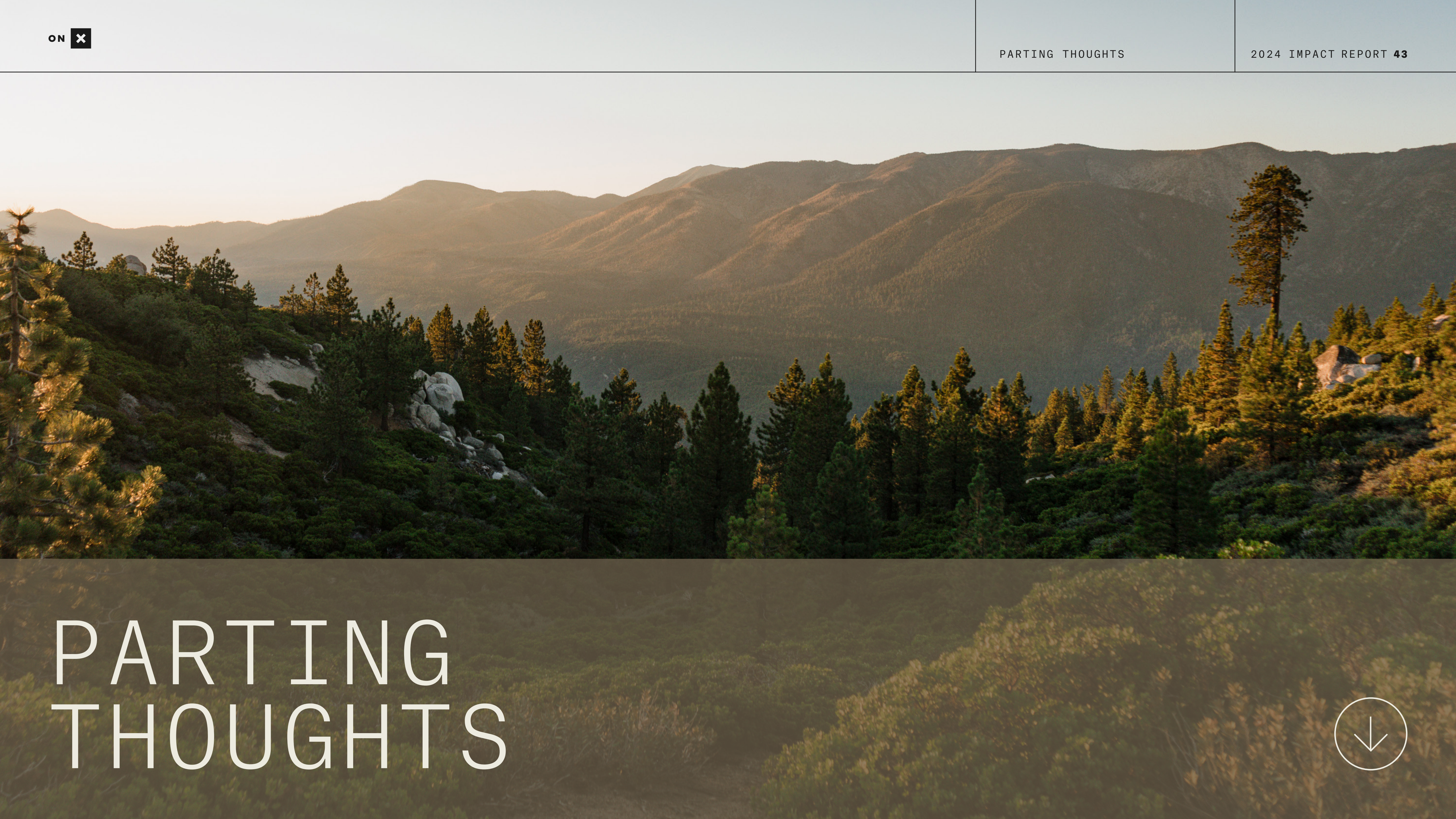
Beyond the partners already featured, we value the following industry friends and partners for their ongoing leadership, thought-partnership, and collaboration in education and advocacy.

- Access Fund**
- American Alpine Club**
- American Avalanche Association**
- American Institute for Avalanche Research and Education**
- Backcountry Hunters and Anglers**
- Ducks Unlimited**
- Leave No Trace**
- Outdoor Alliance**
- Outdoor Industry Association**
- Outdoor Recreation Roundtable**

onX Gives Recipients

The onX Gives program supports organizations across the country that share our values of creating outdoor opportunities. Organizations awarded funding through this program are nominated by onX employees and serve the places we live and recreate. The following are some of our 2024 recipients who meet both the onX Gives mission and shepherd an ethos of access and stewardship in their communities.

- | | |
|--|---|
| California Fire Foundation | IslandWood |
| Cloud City Wheelers | Minority Outdoor Alliance |
| Eastern Sierra Interpretive Association | Missoula Avalanche Center |
| Ecology Project International | National Forest Foundation - Wood For Life |
| Friends of Idaho Panhandle Avalanche Center | Nature’s Window Museum |
| Gallatin Valley Land Trust | Oregon Hunters Association |
| Gunnison Trails | Raised at Full Draw |
| Hispanic Access Foundation | Soul River Inc |
| Hudson River Riders | Western Sustainability Exchange |
| Hunters of Color | Wild Rockies Field Institute |



PARTING THOUGHTS



Vision For The Future

We can't imagine a world without hunting, skiing, dirt biking, climbing, overlanding, or sharing stories around a campfire after whatever adventure the day delivered. It's what we do—and what you do too. So we'll keep working for the access we all seek. We'll continue to inspire a life-long ethos of stewardship that is built on responsibility and gratitude. And we'll continue to stand up for the health of our ecosystems, because access to high quality lands is essential for the future of our outdoor pursuits. The work is never done. It's not a competition, it's rarely easy, and sometimes it's Type 2 fun. Today, we celebrate. Tomorrow, we'll keep going.



WANT TO LEARN MORE?

Head over to our [Access and Stewardship](#) page for additional resources, blogs, and stories. Explore our [Adventure Forever Grants](#), send in an application, or spread the word to your favorite land trust, community stewardship educator, or conservation organization.

QUESTIONS OR FEEDBACK

Questions or feedback about our Access and Stewardship program can be directed to access@onxmaps.com.

ONXMAPS.COM

For all things mapping and navigation, we have you covered at www.onxmaps.com

ON  ***FIND A WAY***

