



Growing NC's Outdoor Economy

Noah Wilson
Trail Forum
December 5, 2019

#OutdoorEconomy

What is the Outdoor Economy?

- ⚙ Camping
- ⚙ Fishing
- ⚙ Hunting
- ⚙ Motorcycling
- ⚙ Off-Roading
- ⚙ Snow Sports
- ⚙ Trail Sports
- ⚙ Water Sports

Questions? Go to [menti.com](https://www.menti.com) and enter the code “91 73 20” to send them in.

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Goals of Today's Talk

- ⚙ Empower You With Data
- ⚙ Introduce You to Key Organizations
- ⚙ Share Tools from Western NC
- ⚙ Provide National Perspective
- ⚙ Identify Key Future Focal Points
- ⚙ Bring It Home

NC's Outdoor Economy

How big (in dollars) is NC's outdoor economy?

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[Answer: \$28 Billion!]

NC's Outdoor Economy

Which makes us the nation's
_____th largest outdoor economy?

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[Answer: 6th!!]

NC's Outdoor Economy



OUTDOOR RECREATION GENERATES MORE CONSUMER SPENDING

in North Carolina (\$28 billion) than financial services and insurance (\$24.9 billion)¹



North Carolina residents are more likely to **PARTICIPATE IN FISHING AND HUNTING**

than the average American

<https://outdoorindustry.org/state/north-carolina/>

IN NORTH CAROLINA OUTDOOR RECREATION GENERATES:

**\$28.0
BILLION**

IN CONSUMER
SPENDING ANNUALLY



260,000

DIRECT
JOBS



**\$8.3
BILLION**

IN WAGES AND
SALARIES



**\$1.3
BILLION**

IN STATE AND LOCAL
TAX REVENUE



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Key Organizations

**OUTDOOR
INDUSTRY[®]
ASSOCIATION**

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Key Organizations



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Key Organizations



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Key Organizations

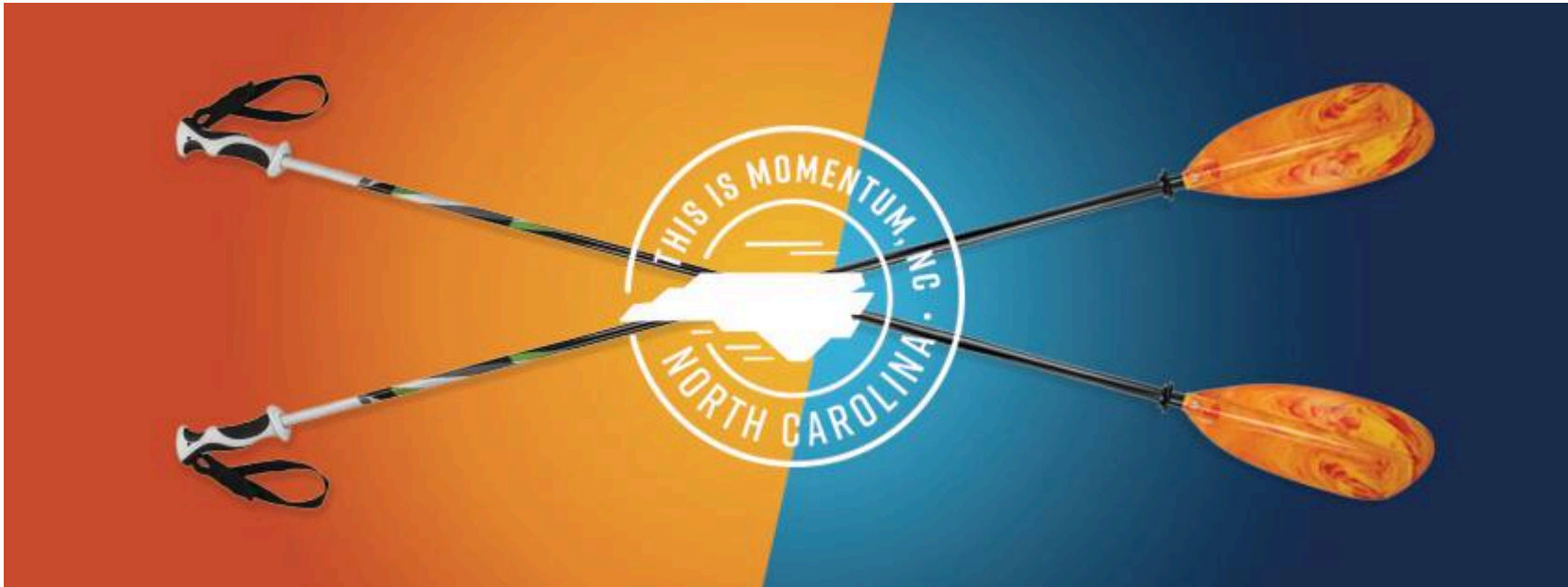


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Key Organizations

NC Outdoor Recreation Industry Office



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Key Organizations

NC Rec Director: Amy Allison



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Key Organizations



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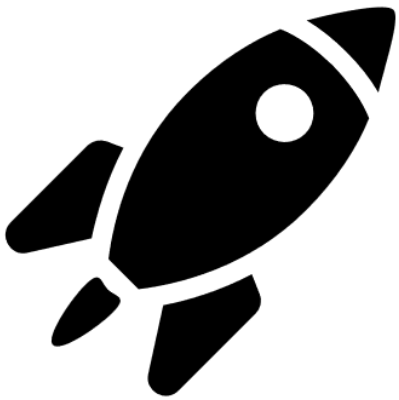
Examples from Western NC



Workforce Development

- ⚙ New Degree Programs
- ⚙ Community College Textile Program
- ⚙ Resource Database

Examples from Western NC



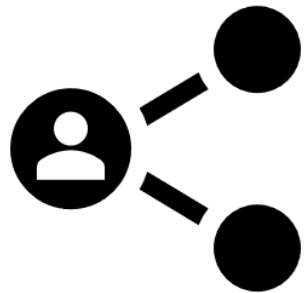
Entrepreneurship

- ⚙ Customized Trainings
- ⚙ Waypoint Accelerator
- ⚙ Rural Business Loan Fund

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Examples from Western NC



Supply Chains

- ⚙ Supply Chain Database
- ⚙ “Test It. Build It. Live It.”
- ⚙ Partner with Key Trade Groups

Examples from Western NC



Outdoor Economy Conference

- ⚙ Annual Flagship Event – 500+ ppl
- ⚙ Year-Long Working Groups
- ⚙ Connect the Entire Outdoor Economy
- ⚙ <http://outdooreconomy.org>

Examples from Western NC



Economic Development

- ⚙ Regional Collaborations
- ⚙ Cluster Focus
- ⚙ Change Perspectives
- ⚙ Quality of Place-Focused

National Perspective

Confluence Accords

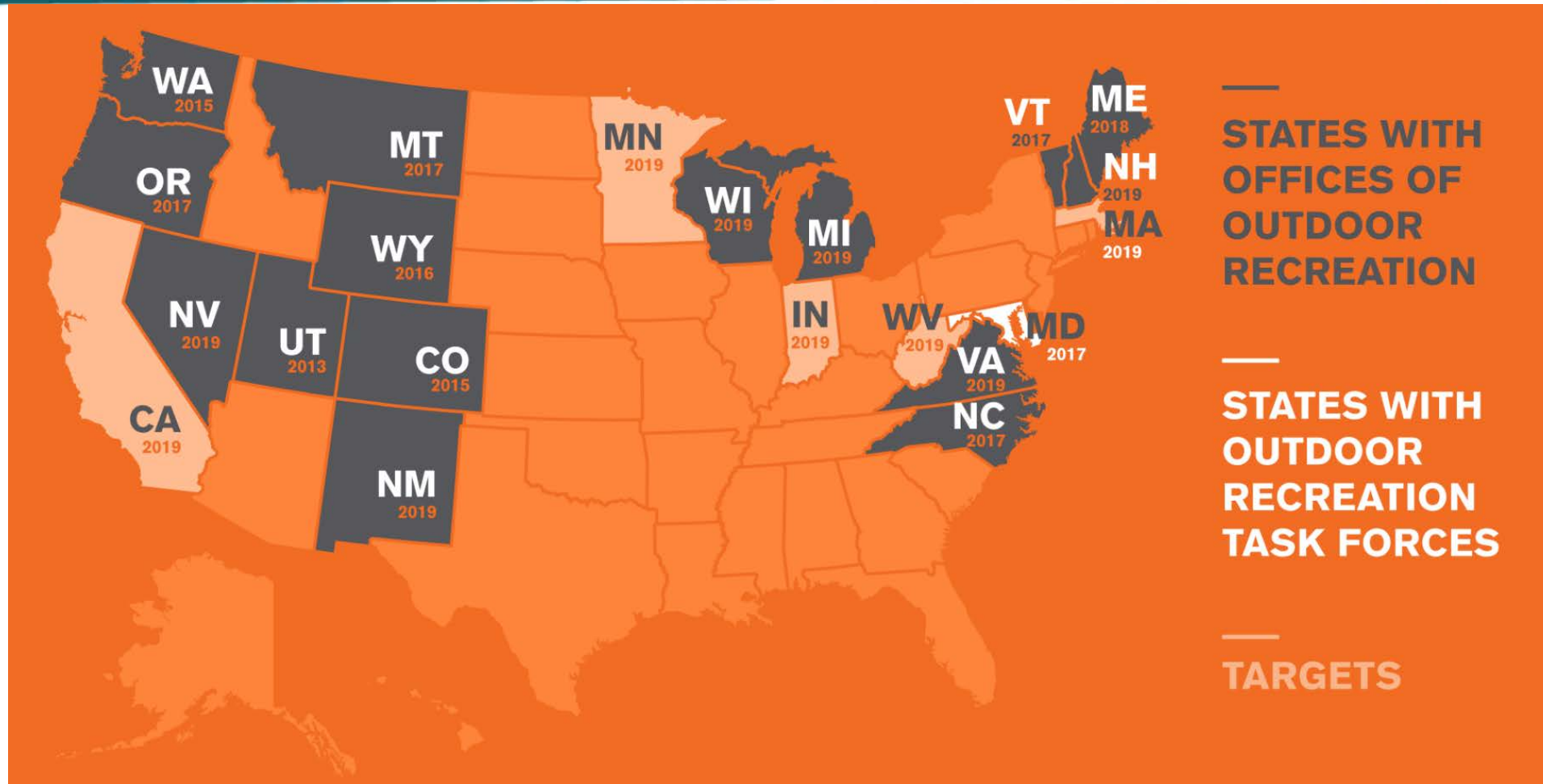
- ⚙️ Conservation & Stewardship
- ⚙️ Education & Workforce Training
- ⚙️ Economic Development
- ⚙️ Public Health & Wellness



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National Perspective



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National Perspective

State Recreation Coalitions

- ⚙️ Core element in making Offices successful, and implementing big ideas
- ⚙️ Starting to collaborate across borders
- ⚙️ Broad stakeholder base is key

National Perspective

Example Communities

- ⚙️ Grand Junction, CO
- ⚙️ Duluth, MN
- ⚙️ Roanoke, VA
- ⚙️ Bentonville, AR
- ⚙️ Bend, OR
- ⚙️ Brevard, NC

National Perspective

Diversifying the Outdoor Industry

- ⚙ Industry is finally shifting focus
- ⚙ New, powerful voices emerging
- ⚙ What does the future of the outdoors look like?

Looking Towards the Future

Growth Through Inclusion

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Looking Towards the Future

Youth: Next Generation Outdoors

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Looking Towards the Future

Supporting Innovators & Entrepreneurs

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Looking Towards the Future

Outdoor Rec as a Health & Wellness Driver

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Looking Towards the Future

Connecting Across Borders

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OREC as 21st Century Econ Driver

1. Quality of Place

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OREC as 21st Century Econ Driver

1. Quality of Place
2. Builds on NC's History & Core Competencies

OREC as 21st Century Econ Driver

1. Quality of Place
2. Builds on NC's History & Core Competencies
3. Address Healthcare & Community Wellness

OREC as 21st Century Econ Driver

1. Quality of Place
2. Builds on NC's History & Core Competencies
3. Address Healthcare & Community Wellness
4. Mitigate Extreme Weather

Q&A

Q&A Time!

Go to menti.com
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and vote for questions

Contact Info

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