

THE OUTDOOR RECREATION ECONOMY

OUTDOOR INDUSTRY ASSOCIATION

OUTDOOR RECREATION IS A POWERFUL ECONOMIC ENGINE

Outdoor recreation is among our nation's largest economic sectors, representing the lifeblood of thousands of American communities and providing livelihoods for millions of American workers.

THE OUTDOOR RECREATION ECONOMY GENERATES:

$887 BILLION
IN CONSUMER SPENDING ANNUALLY

7.6 MILLION
AMERICAN JOBS

$65.3 BILLION
IN FEDERAL TAX REVENUE

$59.2 BILLION
IN STATE AND LOCAL TAX REVENUE







OUTDOOR RECREATION MAKES AMERICA STRONGER

America's land and water underpin the American spirit. Investments in outdoor recreation on public lands and waters earn compounding returns in the form of healthier communities, healthier economies and healthier people.

More than 100 years ago, President Theodore Roosevelt foresaw the crossroads at which we now stand. He said, "The nation behaves well if it treats the natural resources as assets that it must turn over to the next generation increased, and not impaired, in value."

From our national parks to local green spaces, from alpine lakes to transcontinental rivers, America's outdoor recreation assets are its citizens' common trust. Our public lands and waterways belong to every American, and they are the backbone of our outdoor recreation economy. They hold the promise of prosperity and well-being. It is as much our responsibility to invest in them as it is our right to enjoy them.

From the smallest rural towns to the most densely packed cities, outdoor recreation powers a vast economic engine that creates billions in spending and millions of good-paying American jobs. Likewise, it is an underappreciated and underfunded weapon against crime, poor academic performance and rising health care costs.

We are fortunate to live in a nation of iconic natural beauty, inspiring landscapes and bountiful waters. Going outdoors to hike, bike, camp, fish, hunt or just walk around the neighborhood orients us to the natural world. In the outdoors, we come together with friends and family, make lasting memories and find solitude and contemplation. And a growing body of research shows that being outdoors delivers health benefits that are, in many cases, on par with pharmaceutical treatments.

By enjoying these places, we invest in our own well-being and affirm our shared history. In challenging times, when disagreements appear sharper and differences seem harder to bridge, it is the outdoors that reconnects us.

THE $887 BILLION OUTDOOR RECREATION ECONOMY IS A MANDATE.

IF WE ARE TO TURN AMERICA'S NATURAL RESOURCES OVER TO THE NEXT GENERATIONS "INCREASED, NOT IMPAIRED, IN VALUE," TODAY'S POLICYMAKERS MUST

1. Protect America's lands and waters, the assets that are the foundation of the outdoor recreation economy.
2. Invest in local and federal recreation infrastructure and programs to ensure all Americans have access to public lands and waters.
3. Promote outdoor recreation as part of community and public health policy and programming.



Time and time again, when leaders invest in outdoor recreation the result is healthier communities and healthier economies.

OUTDOOR RECREATION IS GROWING

Outdoor Industry Association (OIA) issued the first Outdoor Recreation Economy report more than a decade ago and has made significant improvements since then. This third edition takes a broader view of the growing industry and its shifting demographics.

IT IS THE LARGEST, MOST COMPREHENSIVE REPORT OF ITS KIND, SPECIFICALLY BECAUSE OF:

- A 70 percent increase in survey responses from the previous study
- Results for all 435 U.S. congressional districts in addition to national, regional and state results
- Seven activities included for the first time (highlighted below)

These Activities Make Up The Outdoor Recreation Economy



CAMPING
RV campsite
Tent campsite
Rustic lodge



FISHING
Recreational fly
Recreational non-fly



HUNTING
Shotgun
Rifle
Bow



MOTORCYCLING
On-road
Off-road



OFF-ROADING
ATV
ROV
Dune buggy
4x4 and Jeep



SNOW SPORTS
Cross-country skiing
Downhill skiing
Nordic skiing
Snowboarding
Snowmobiling
Snowshoeing
Telemark skiing



TRAIL SPORTS
Day hiking on trail
Backpacking
Rock or ice climbing
Running 3+ miles
Horseback riding
Mountaineering



WATER SPORTS
Kayaking
Rafting
Canoeing
Surfing
Scuba diving
Sailing
Stand-up paddling
Boating:
cruising, sightseeing, wakeboarding, tubing, kneeboarding, waterskiing



WHEEL SPORTS
Bicycling, paved road
Bicycling, off-road
Skateboarding



WILDLIFE VIEWING

OUTDOOR RECREATION DRIVES COMMERCE

Every year, American consumers spend more on outdoor recreation than they do on pharmaceuticals and fuel, combined. In fact, the impact of outdoor recreation on America's economy is almost as big as that of hospital care.

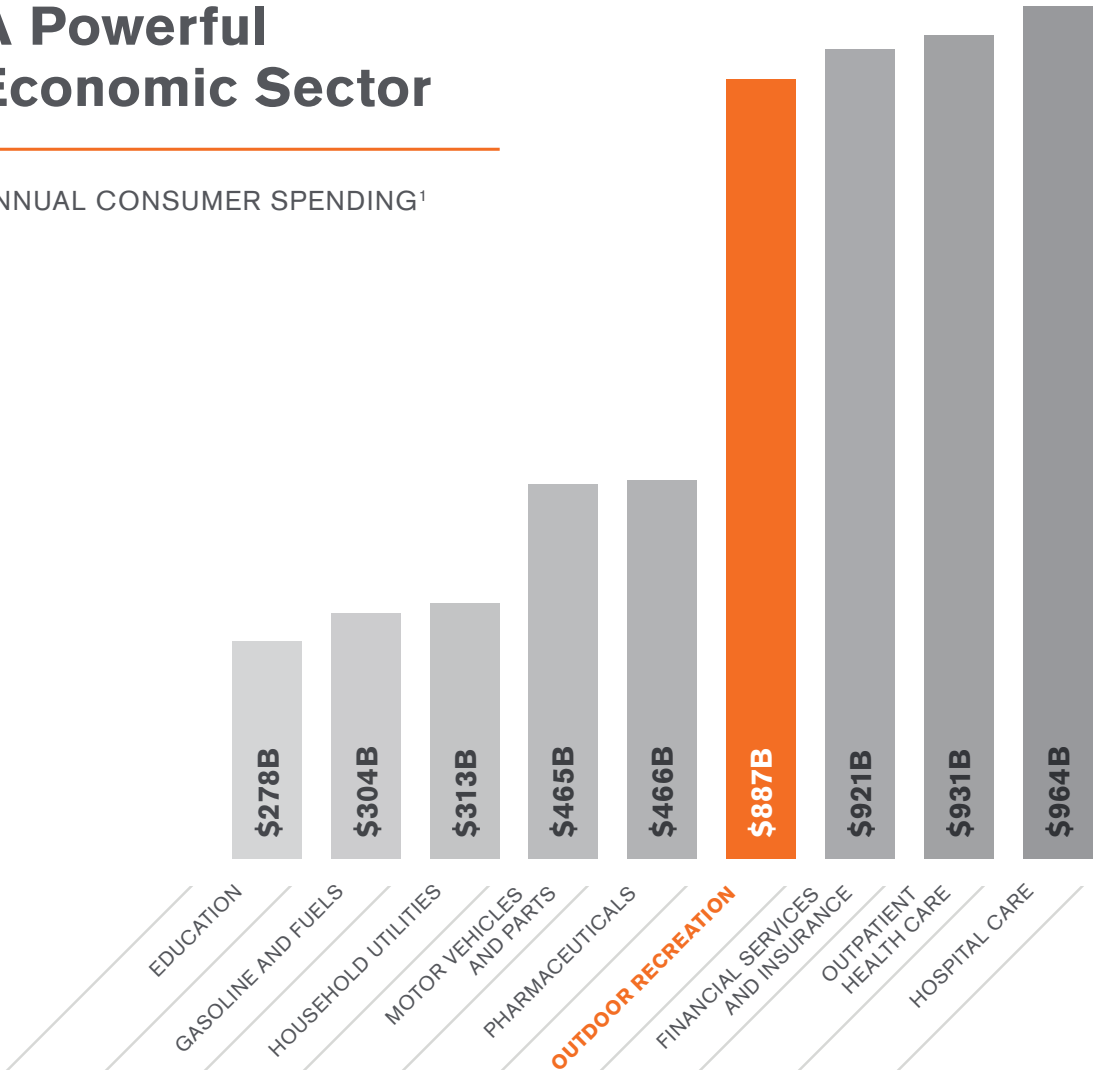
CONSUMER SPENDING ON OUTDOOR RECREATION ($887 BILLION) INCLUDES:

- **OUTDOOR RECREATION PRODUCTS**
  including gear, apparel, footwear, equipment, services and vehicle purchases ($184.5 billion)
- **TRIP AND TRAVEL SPENDING**
  including airfare, fuel, lodging, groceries, lift tickets, guides, lessons and more ($702.3 billion)

This $887 billion in annual consumer spending creates the outdoor recreation economy that directly supports 7.6 million American jobs and generates $125 billion in federal, state and local tax revenue.

A Powerful Economic Sector

ANNUAL CONSUMER SPENDING[1]



[1] Bureau of Economic Analysis, Personal Consumption Expenditures by Type of Product

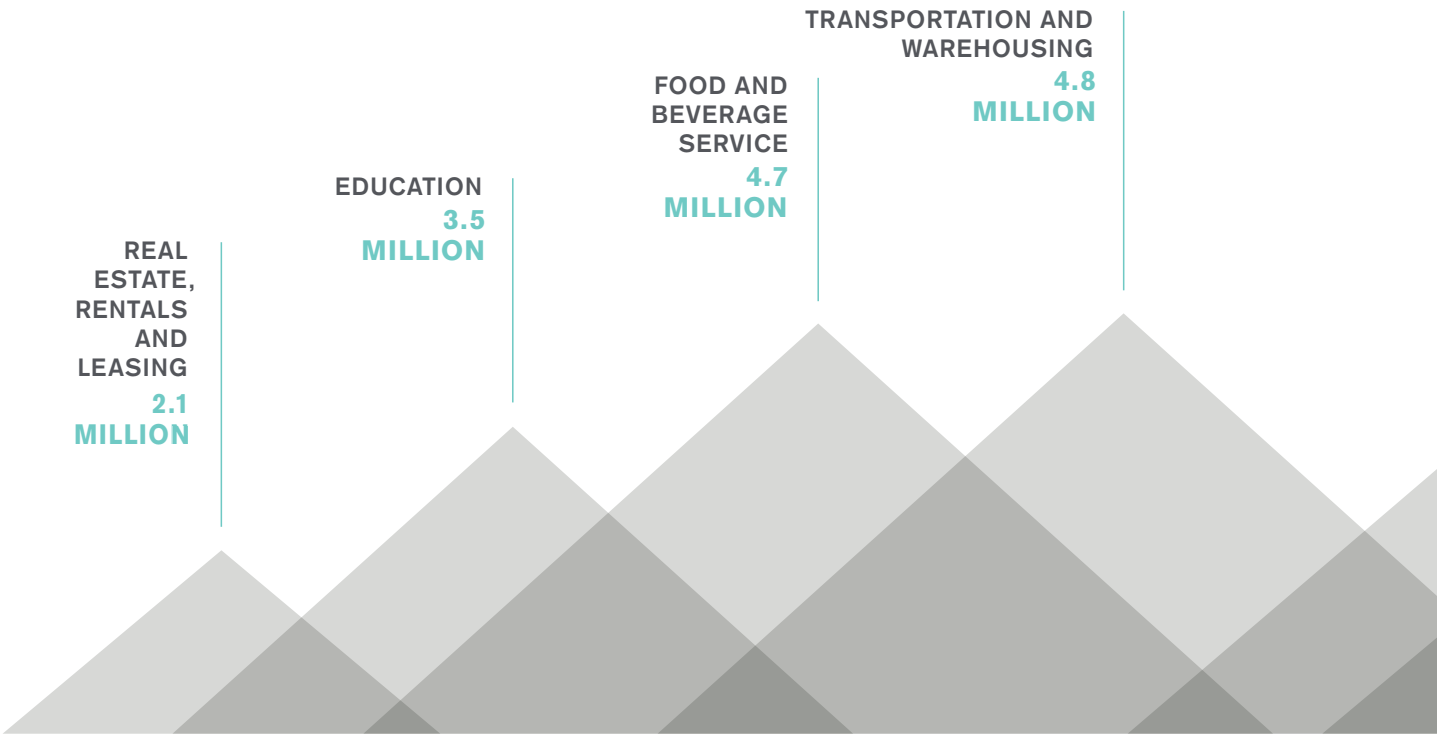
OUTDOOR RECREATION ATTRACTS EMPLOYERS AND JOBS

The livelihoods of 7.6 million Americans depend on outdoor recreation. From park rangers to hydrogeologists and from fly fishing guides to retail sales associates, outdoor recreation provides jobs across the skill spectrum. It employs people who want to work in the field, in the lab, on the road, in the office and everywhere in between.

The United States is globally recognized as the leader in outdoor recreation. As a multi-dimensional economic sector, outdoor recreation fuels employment in other sectors, such as manufacturing, finance, retail, transportation, food service, tourism, travel and more.

Career opportunities exist far beyond guiding and outfitting services and lodging and park service. The outdoor recreation industry employs product developers, small and large retailers and other professionals. Demand for advanced outdoor technical apparel, footwear and equipment drives innovation and entrepreneurism. It creates jobs for highly skilled workers in diverse fields such as technology, product design, manufacturing, sustainability and global commerce.

Job Comparison, by Industry[2]



[2] Bureau of Labor Statistics.



MORE AMERICANS ARE DIRECTLY EMPLOYED BY **HUNTING AND FISHING** (483,000)

THAN OIL AND GAS EXTRACTION (180,000)



MORE AMERICAN JOBS DEPEND ON **RECREATIONAL MOTORCYCLING AND OFF-ROADING** (867,000)

THAN THERE ARE LAWYERS IN THE UNITED STATES (779,000)[3]

OUTDOOR RECREATION
7.6 MILLION

FINANCE AND INSURANCE
6.0 MILLION

CONSTRUCTION
6.4 MILLION

COMPUTER TECHNOLOGY
6.7 MILLION[4]

[3] Bureau of Labor Statistics.
[4] Computing Technology Industry Association (CompTIA).

OUTDOOR RECREATION CREATES HEALTHY ECONOMIES

The outdoor recreation economy generates $124.5 billion in federal, state and local tax revenue each year.

Jobs and careers in the outdoor sector are highly coveted. They attract active and healthy workers whose lifestyles inspire and uplift their neighbors. Beyond the industry itself, outdoor recreation infrastructure has proven an invaluable asset for economic development offices and chambers of commerce seeking to attract new employers. Towns and cities that invest in their outdoor assets attract employers and employees who value the work-life balance outdoor access provides.

Outdoor recreation generates enough federal tax revenue to pay the annual wages[5] of an estimated

1.3 MILLION
FIREFIGHTERS

1.1 MILLION
POLICE OFFICERS

1.1 MILLION
LIBRARIANS

1.2 MILLION
KINDERGARTEN TEACHERS

1.1 MILLION
REGISTERED NURSES

920,000
HIGH SCHOOL TEACHERS

[5] Bureau of Labor Statistics, National Occupational Employment and Wage Estimates.

OUTDOOR RECREATION CREATES HEALTHY COMMUNITIES

Studies demonstrate that, in addition to economic prosperity, outdoor recreation delivers personal and social benefits on which healthy, happy communities thrive. Investment in outdoor recreation may also help ease some of our nation's financial and social burdens.

A GROWING BODY OF RESEARCH SUGGESTS THAT INVESTMENTS IN OUTDOOR RECREATION INFRASTRUCTURE AND PROGRAMMING COULD SIGNIFICANTLY

- Reduce crime rates.[6,7,8]
- Improve educational outcomes for elementary, secondary and post-secondary students, including attention and test scores, retention and high school graduation rates.[8]
- Lower long-term individual and public health care costs by reducing stress and obesity rates, improving physical fitness and strengthening social bonds with family and friends.[8]

Communities across the country — including those on the following pages — tap into the business of outdoor recreation and with good reason. They recognize that outdoor recreation supports healthy communities, contributes to a high quality of life and — perhaps most importantly — attracts and sustains businesses and families.



Among veterans with PTSD, **PARTICIPATION IN OUTDOOR RECREATION** corresponds with **HIGHER WELL-BEING**[9]



Kids with attention deficit hyperactivity disorder (ADHD) **EXPERIENCE MILDER SYMPTOMS** when they play outside in a natural setting[10]



Moderately active retirees have **SIGNIFICANTLY LOWER HEALTH CARE COSTS** than sedentary retirees, and exercise has been shown to prevent chronic diseases as effectively as medication[11]

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6 Kondo, Michelle et al. "Effects of Greening and Community Reuse of Vacant Lots on Crime." Urban Studies, 2016.
7 Weinstein, Netta et al. "Seeing Community for the Trees: The Links Among Contact with Natural Environments, Community Cohesion, and Crime" BioScience, 2015.
8 Green Cities: Good Health. University of Washington.
9 Vella, E.J. et al. "Participation in Outdoor Recreation Program Predicts Improved Psychosocial Well-being Among Veterans with Post-traumatic Stress Disorder: a Pilot Study." AMSUS Military Medicine, 2013.
10 Kuo, Francis et al. "A Potential Natural Treatment for Attention-Deficit/Hyperactivity Disorder: Evidence From a National Study." American Journal of Public Health, 2004.
11 Wang, F. et al. "BMI, Physical Activity, and Health Care Utilization/Costs Among Medicare Retirees." Obesity, 2005.













RICHMOND, VIRGINIA

The Richmond Regional Ride Center represents the first legislative win of the nonpartisan Virginia Outdoor Recreation Caucus. With more than 70 miles of mountain bike trails for beginners, experts and even handcyclists, the center spans Pocahontas State Park, Chesterfield County and Richmond. It was also awarded Bronze Ride Center status by the International Mountain Bicycling Association.

NEBRASKA

Nebraska's governor recently proclaimed the state the "best turkey hunting destination in the United States." Hunting has a huge economic impact in this largely rural state, driving $562 million in retail sales and 8,800 jobs.

LAS VEGAS, NEVADA

Some 1,200 climbing enthusiasts gather each year outside Las Vegas for the Red Rock Rendezvous, held at the Red Rock Canyon National Conservation Area. The attendees contribute just over $1 million to the local economy, proving that gambling isn't the city's only money-maker.

DARRINGTON, WASHINGTON

After a devastating landslide in 2014, the town of Darrington focused its recovery on outdoor recreation assets. The town's re-invention—which included building equestrian trails, a mountain bike park, a world-class archery facility and multi-use paths—helped it become a finalist for the America's Best Community award.

VAIL, COLORADO

As the nation's largest celebration of adventure sports, music and mountain culture, Vail's GoPro Mountain Games generates $7.2 million in economic impact. In a single weekend each summer, more than 3,300 athletes and 67,000 spectators flock to the community.



PACIFIC

SPEND $149.6 BILLION
JOBS 1,203,000
FEDERAL TAX REVENUES
$11.7 BILLION
STATE & LOCAL TAX REVENUES
$10.1 BILLION



MOUNTAIN

SPEND $104.5 BILLION
JOBS 925,000
FEDERAL TAX REVENUES
$7.7 BILLION
STATE & LOCAL TAX REVENUES
$7.2 BILLION



WEST NORTH CENTRAL

SPEND $60.4 BILLION
JOBS 552,000
FEDERAL TAX REVENUES
$4.1 BILLION
STATE & LOCAL TAX REVENUES
$4.1 BILLION



EAST NORTH CENTRAL

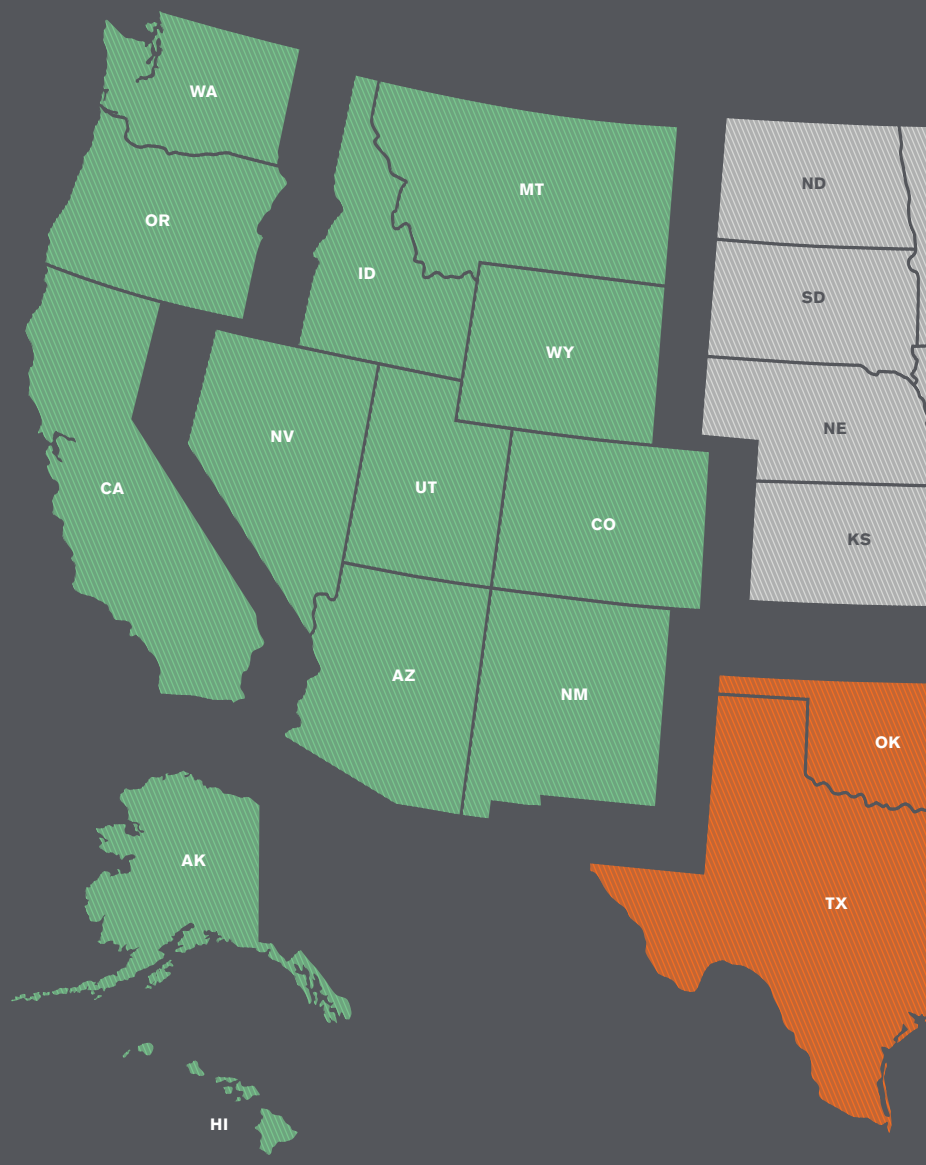
SPEND $110.3 BILLION
JOBS 959,000
FEDERAL TAX REVENUES
$7.9 BILLION
STATE & LOCAL TAX REVENUES
$7.6 BILLION

WEST

PACIFIC | MOUNTAIN

MIDWE

WEST NORTH CENTR



WEST SOUTH CENTRAL

SOUTH

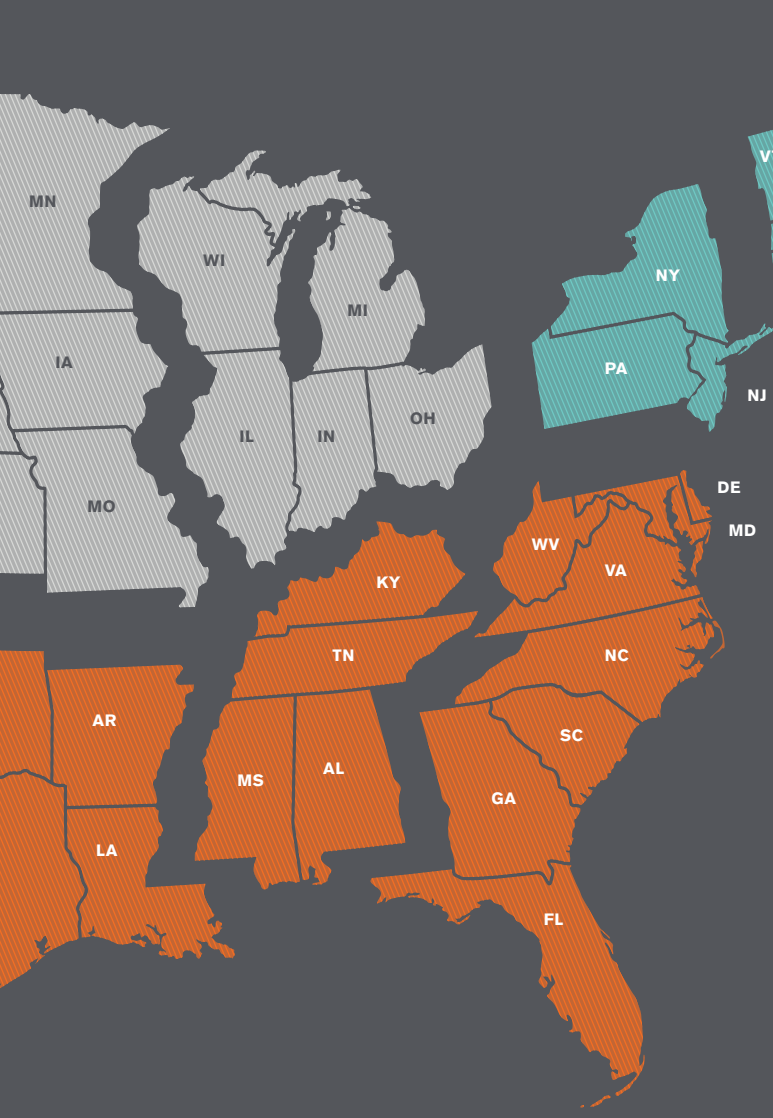
UNITED STATES

SPEND $886.8 BILLION
JOBS 7,568,000

NORTHEAST

EST

RAL | EAST NORTH CENTRAL | MIDDLE ATLANTIC | NEW ENGLAND



EAST SOUTH CENTRAL | SOUTH ATLANTIC

FEDERAL TAX REVENUES $65.3 BILLION
STATE & LOCAL TAX REVENUES $59.2 BILLION





MIDDLE ATLANTIC

SPEND $89.8 BILLION
JOBS 708,000
FEDERAL TAX REVENUES
$7.0 BILLION
STATE & LOCAL TAX REVENUES
$6.7 BILLION



NEW ENGLAND

SPEND $51.5 BILLION
JOBS 432,000
FEDERAL TAX REVENUES
$4.1 BILLION
STATE & LOCAL TAX REVENUES
$3.5 BILLION



WEST SOUTH CENTRAL

SPEND $85.2 BILLION
JOBS 706,000
FEDERAL TAX REVENUES
$6.2 BILLION
STATE & LOCAL TAX REVENUES
$5.8 BILLION



EAST SOUTH CENTRAL

SPEND $56.4 BILLION
JOBS 522,000
FEDERAL TAX REVENUES
$3.7 BILLION
STATE & LOCAL TAX REVENUES
$3.6 BILLION



SOUTH ATLANTIC

SPEND $179.1 BILLION
JOBS 1,561,000
FEDERAL TAX REVENUES
$12.9 BILLION
STATE & LOCAL TAX REVENUES
$10.6 BILLION

BENTONVILLE, ARKANSAS

Northwest Arkansas's top three bike riding locations host nearly as many cyclists per capita as San Francisco's top three, thanks to more 130 miles of connected multi-use and natural service trails largely funded by the Walton Family Foundation.

CHATTANOOGA, TENNESSEE

Thanks to its redeveloped 13-mile riverfront, Chattanooga gets a huge economic boost from the Head of the Hooch, the world's largest rowing regatta. The 2,100-plus boat race has an annual economic impact of more than $5.5 million for the city.

COLUMBUS, GEORGIA AND PHENIX CITY, ALABAMA

Working collaboratively and across the state line, Columbus and Phenix re-engineered a section of the Lower Chattahoochee River into the world's longest urban whitewater rafting corridor. Now the cities reap a combined $42 million in economic benefit each year. The $23 million project that created Class III, IV and V rapids is regularly lauded as one of the greatest man-made adventures in the world.

MIAMI VALLEY, OHIO

Each year, more than 770,000 people use the 240-mile Miami Valley Trail system and generate a $13-million economic impact for communities across southwest Ohio.

COAL TOWNSHIP, PENNSYLVANIA

The Anthracite Outdoor Adventure Area was previously a 6,500-acre mine site. Following remediation and redevelopment, it is now hundreds of miles of trails for dirt bikes, all-terrain vehicles and Jeeps. It draws nearly 10,000 enthusiasts who visit eastern Pennsylvania for some of the best off-roading in America.








OUTDOOR RECREATION IS MADE POSSIBLE BY AMERICA'S PUBLIC LANDS AND WATERS

Responsibly accessing and enjoying them need not deplete them. The more we protect and invest in public land and water infrastructure, the greater and longer-lasting the dividends.

National parks, national wildlife refuges, national monuments and other public lands and waters account for $45 billion in economic output and about 396,000 jobs nationwide.[12] These public areas provide significant economic benefits, particularly for nearby rural communities.

Public lands and waters are the outdoor industry's basic infrastructure, and without them the industry cannot survive. Preserving access is imperative to enhancing the industry's economic and social impact. Access ensures every American's ability to get outside where jobs, health and communities grow.

Nearly **331 MILLION PEOPLE VISIT** U.S. national parks each year — that's about one visit for every American[13]



[12] Economic Report for Fiscal Year 2015. U.S. Department of the Interior.
[13] National Park Service Visitor Use Statistics.

Outdoor recreation on **FOREST SERVICE LANDS** contributes more than $13 billion dollars to the national economy and supports over 205,000 jobs annually.[14]

The jobs, predominantly based in rural communities, strengthen local economies. Many small businesses—including more than 5,000 outfitters and guiding companies—benefit from proximity and access to **NATIONAL FORESTS**.[14]

On average, Western rural counties with the highest shares of **FEDERAL LANDS** had faster population, employment, personal income and per-capita income growth than their peers with the lowest share of federal lands.[15]

There are over **760 MILLION VISITORS** to state parks annually—that's more than two visits for every person in the United States[16]



[14] "Forest Service Makes it Easier for Visitors to Enjoy National Forests and Grasslands." U.S. Forest Service.
[15] "Federal Lands in the West: Liability or Asset?" Headwaters Economics.
[16] National Association of State Park Directors State Park Facts.

OUTDOOR RECREATION IS A BELOVED AMERICAN PASTIME

Americans are passionate about and loyal to their outdoor pursuits. The continued dynamic growth of the outdoor recreation economy is inarguable evidence of its contribution to the nation's social and financial growth.

Few other sectors of the American economy generate or maintain the same level of enthusiasm over time and across generations as outdoor recreation. It is America's pastime.

EACH YEAR AMERICANS SPEND MORE ON

TRAIL SPORTS GEAR ($20 BILLION)	THAN ON	**HOME ENTERTAINMENT** ($18 BILLION)[17]	
WATER SPORTS GEAR ($14 BILLION)	THAN ON	**MOVIE TICKETS** ($11 BILLION)[18]	
CYCLING AND SKATEBOARDING ($97 BILLION)	THAN ON	**VIDEO GAMES** ($61 BILLION)[19]	

MORE AMERICANS PARTICIPATE IN OUTDOOR RECREATION EACH YEAR

145 MILLION

THAN ATTEND NFL, NBA, MLB AND NHL GAMES COMBINED (134 MILLION)[20]

SPENDING ON **SNOW SPORTS RESULTS IN MORE AMERICAN JOBS**

695,000

THAN THE EXTRACTIVE INDUSTRIES IN THE UNITED STATES (627,000)[21]

SPENDING ON **HUNTING SUSTAINS MORE AMERICAN JOBS**

195,000

THAN THE COMBINED U.S. WORKFORCES OF APPLE (66,000) AND MICROSOFT (64,000)[22]

[17] The Digital Entertainment Group.
[18] Motion Picture Association of America.
[19] SuperData LLC Games & Interactive Media Intelligence.
[20] Combined attendance at National Football League, Major League Baseball, National Basketball Association and National Hockey League games.
[21] Bureau of Labor Statistics.
[22] Apple Job Creation Report. Microsoft Workforce Demographics Report.

OUTDOOR RECREATION IS THE ECONOMY OF THE FUTURE

Its universality is part of what makes it so powerful, as an economic engine and an agent of positive change. And the outdoor recreation economy continues to grow more diverse and stronger over time.

Outdoor recreation is something a majority of Americans embrace in some fashion or another. It crosses every demographic line: age, income, gender, race, political, orientation, nationality and culture.

The growing outdoor recreation economy brings with it more jobs—diverse, high-paying and highly sought jobs for American workers. As communities invest in the outdoor infrastructure that attracts employers and active workforces, those communities thrive economically and socially. Outdoor recreation is a rare symbiotic economy for all stakeholders.

The bipartisan REC Act is an important first step in elevating awareness about the impact of the outdoor recreation economy. However, it also underscores the imperative for leaders and lawmakers to protect and invest in policy that grows the infrastructure on which the outdoor recreation economy is built.

1. Visit **outdoorindustry.org** to view our advocacy portal, where you can learn more about the issues and actions affecting outdoor recreation.

2. Recognize outdoor recreation's value in combating crime, academic shortfalls and rising health care costs, and develop policy that includes time outdoors in social and community programs.

3. Go outside and enjoy the public lands and waters that are our nation's treasures. They belong to you.

The bipartisan **OUTDOOR RECREATION JOBS AND ECONOMIC IMPACT (REC) ACT** brings the size and scope of America's outdoor recreation economy into the national spotlight. Signed into law in 2016, the REC ACT calls for the federal government to annually measure the outdoor recreation economy and the industry's contribution to our national gross domestic product (GDP). The law and the resulting data will provide leaders with a better understanding of the industry's role in the nation's economic health, and it will serve as a tool to help policymakers make informed and balanced policy decisions.



OUTDOOR RECREATION CATEGORIES BY THE NUMBERS

Ten activity categories make up the outdoor recreation economy in America generating enormous consumer spending and revenues.

Direct Impacts of the Outdoor Recreation Economy by Activity Category

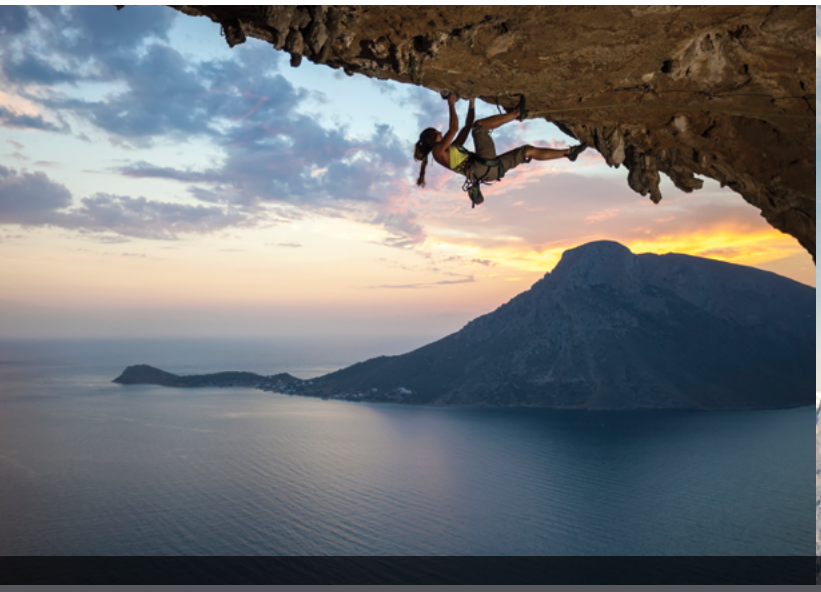
AMERICANS PARTICIPATING IN OUTDOOR RECREATION ANNUALLY SPEND

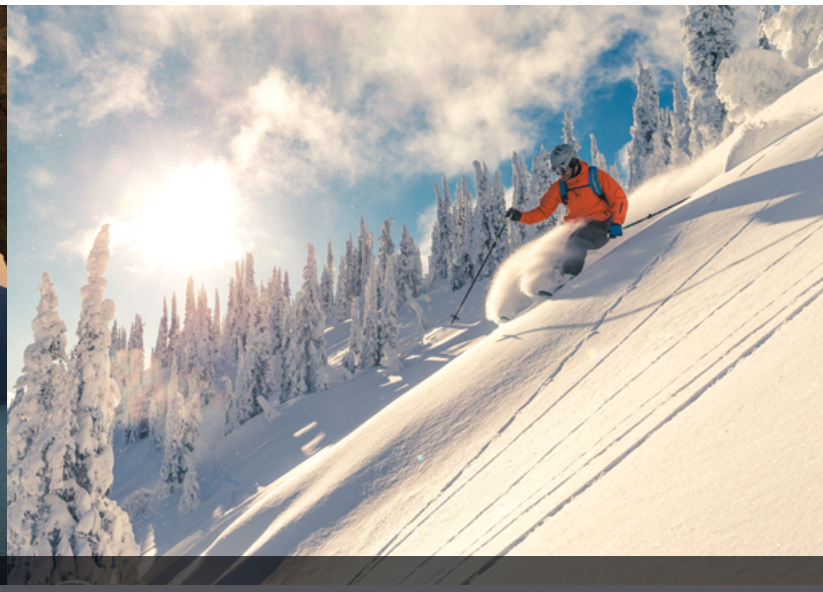
	GEAR, ACCESSORIES & VEHICLES	TRIP RELATED	TOTAL
CAMPING	$31,271,155,486	$135,591,624,999	$166,862,780,485
FISHING*	$11,867,666,850	$23,908,160,290	$35,775,827,140
HUNTING*	$16,059,527,274	$11,318,772,808	$27,378,300,082
MOTORCYCLE RIDING	$16,726,560,701	$47,428,610,964	$64,155,171,665
OFF ROADING	$15,520,574,134	$35,996,107,969	$51,516,682,103
SNOW SPORTS	$12,530,315,740	$60,190,242,316	$72,720,558,056
TRAIL SPORTS	$25,342,546,672	$176,144,141,213	$201,486,687,885
WATER SPORTS	$29,059,965,205	$110,911,844,967	$139,971,810,172
WHEEL SPORTS	$13,857,894,195	$82,864,146,456	$96,722,040,651
WILDLIFE WATCHING	$12,272,757,581	$17,947,854,866	$30,220,612,447
TOTAL	**$184,508,963,838**	**$702,301,506,848**	**$886,810,470,686**

ANNUAL OUTDOOR RECREATION SPENDING DIRECTLY GENERATES

	RETAIL SPENDING	JOBS	SALARIES & WAGES	FEDERAL TAXES	STATE & LOCAL TAXES
CAMPING	$166,862,780,485	1,442,578	$50,684,882,121	$12,354,788,124	$11,183,227,292
FISHING*	$35,775,827,140	287,554	$10,395,326,785	$2,540,632,232	$2,360,293,823
HUNTING*	$27,378,300,082	194,973	$7,415,898,807	$1,807,179,525	$1,689,967,918
MOTORCYCLE RIDING	$64,155,171,665	480,182	$18,370,693,658	$4,549,055,289	$4,013,340,008
OFF ROADING	$51,516,682,103	386,439	$15,498,769,234	$3,789,720,978	$3,338,430,860
SNOW SPORTS	$72,720,558,056	694,918	$24,188,497,260	$5,813,068,034	$5,296,608,281
TRAIL SPORTS	$201,486,687,885	1,762,665	$60,719,155,234	$14,832,760,478	$13,505,790,914
WATER SPORTS	$139,971,810,172	1,234,876	$43,893,049,709	$10,618,742,884	$9,601,521,150
WHEEL SPORTS	$96,722,040,651	847,559	$28,543,151,818	$7,000,352,726	$6,270,032,370
WILDLIFE WATCHING	$30,220,612,447	235,825	$8,206,004,990	$2,006,001,464	$1,953,449,823
TOTAL	**$886,810,470,686**	**7,567,569**	**$267,915,429,616**	**$65,312,301,734**	**$59,212,662,439**

*Spending and impact estimates for fishing and hunting provided in part through agreements with the American Sportfishing Association and the National Shooting Sports Foundation, respectively.





This report was made possible through the generous support of

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ABOUT OUTDOOR INDUSTRY ASSOCIATION

Based in Boulder, Colorado, with offices in Washington, D.C., Outdoor Industry Association (OIA) is the leading trade association for the outdoor industry and the title sponsor of Outdoor Retailer. OIA unites and serves over 1,200 manufacturer, supplier, sales representative and retailer members through its focus on trade and recreation policy, sustainable business innovation and outdoor participation. For more information, visit **outdoorindustry.org** or call **303.444.3353**.

ABOUT SOUTHWICK ASSOCIATES, INC.

Southwick Associates is a market research, statistics, and economics firm, specializing in the outdoor recreation markets. For more than 25 years, Southwick Associates has delivered comprehensive insights that have advanced strategic decisions across the entire outdoor community; from resource agencies, industry associations and non-profit organizations, to utilities, outdoor manufacturers and businesses. Southwick finds solutions to problems others cannot solve.

REPORT DESIGN

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OUTDOOR INDUSTRY ASSOCIATION

TOGETHER WE ARE A FORCE.

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