



# Overview

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- Mission – Connect and cultivate the Outdoor Industry in Oregon
- Goals – Networking, Education, Job Info, Industry Growth, Advocacy
- Membership – Over 400 outdoor industry individuals that include business owners, retailers, sales reps, manufacturers, designers, engineers, marketing, graphic design, PR, support groups, etc.
- Make up – 501(c)3, Board of Directors with 5 Directors, Administrative Support from Key Industry Coordinator Program

# What We Do



- Held Every Other Month
- Beer and Food, Networking
- Keynote Speaker, Spotlight Speaker, Open Forum
- Vehicle for Collaborating, Mentoring, and Educating
- Online Presence includes a Website, Jobs Board, Social Media, and Business Resource List

# What We Plan To Do

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- Get Together More Often
- Get outside!
- Facilitate Connecting Members
- Activities that Benefit Organizations

# What we see as the Future

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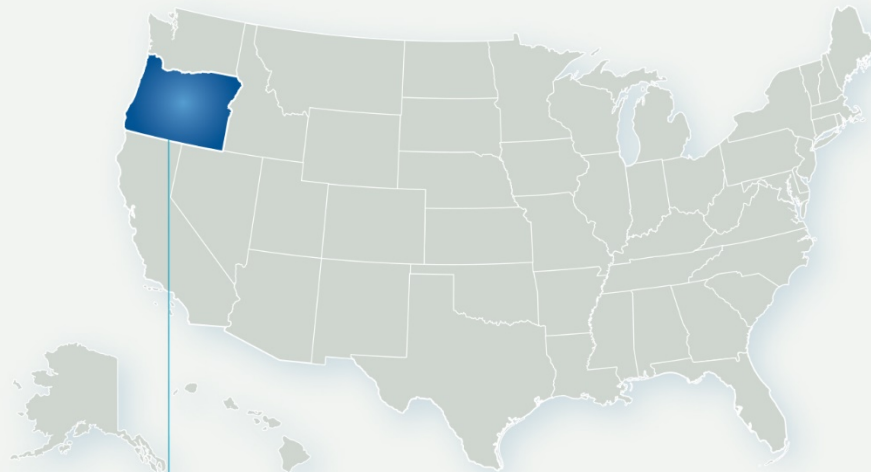
- Raise the profile of the Outdoor Industry in order to realize the potential of the industry
- Connect the regional Outdoor Industry groups to work together
- Advocate for a State Office of Outdoor Recreation – similar to Colorado, Utah and Washington
- Hold a yearly statewide event to pull together the industry annually



# Oregon Outdoor Industry

## Outdoor recreation is essential to the American economy.

Every year, Americans spend **\$646 billion** on outdoor recreation — on gear, vehicles, trips, travel-related expenses and more. This creates jobs, supports communities, generates tax revenue and helps drive the economy. Throughout America, people recognize that outdoor recreation and open spaces attract and sustain families and businesses, create healthy communities and foster a high quality of life.



At least **68%** of **Oregon** residents participate in outdoor recreation each year.<sup>1</sup>

## In Oregon

### OUTDOOR RECREATION GENERATES...

**\$12.8** **141K**

**BILLION**  
in consumer  
spending

direct  
Oregon  
jobs<sup>2</sup>

**\$4.0** **\$955**

**BILLION**  
in wages  
and salaries

**MILLION**  
in state and local  
tax revenue

Preserving access to outdoor recreation protects the economy, the businesses, the communities and the people who depend on the ability to play outside.

\*Data Provided By Outdoor Industry Association

# Thank You

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