



**COLORADO**

**Outdoor Recreation  
Industry Office**



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Colorado Outdoor Recreation Industry Office,  
Colorado Office of Economic Development &  
International Trade

# COLORADO is an OUTDOOR RECREATION HUB

- 92% OF COLORADO residents participate in outdoor recreation each year
- Colorado residents are more likely to participate in day hiking & camping than the average American
- Colorado was ranked 1<sup>st</sup> among western states, for access to public lands, responsible energy development and outdoor recreation

*2017 Center for Western Priorities; 2017, The Economic Contributions of Outdoor Recreation in Colorado*



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# BUREAU OF ECONOMIC ANALYSIS (BEA)

## OUTDOOR RECREATION SATELLITE ACCOUNT

### COLORADO; 2019 DATA

Value Added (GDP)*		Employment		Compensation**	
Total	Share of State	Total	Share of State	Total	Share of State
\$12.2 Billion	3.1%	149,140 Jobs	3.8%	\$6.4 Billion	2.9%

*\*Gross domestic product (GDP) or value added is the value of the goods and services produced by the nation's economy less the value of the goods and services used up in production. GDP is also equal to the sum of personal consumption expenditures, gross private domestic investment, net exports of goods and services, and government consumption expenditures and gross investment. Value added is the difference between gross output and intermediate inputs and represents the value of labor and capital used in producing gross output. The sum of value added across all industries is equal to gross domestic product for the economy*

*\*\* Compensation is the total pay and other compensation of employees in return for their work. It consists of wages and salaries and supplements (employer contributions for employee pension and insurance funds and employer contributions for government social insurance). Employees include both part-time and full-time employees, as well as temporary (seasonal or short-term) employees, and employees on paid vacation or other paid leave.*

BEA, ORSA: <https://www.bea.gov/data/special-topics/outdoor-recreation>

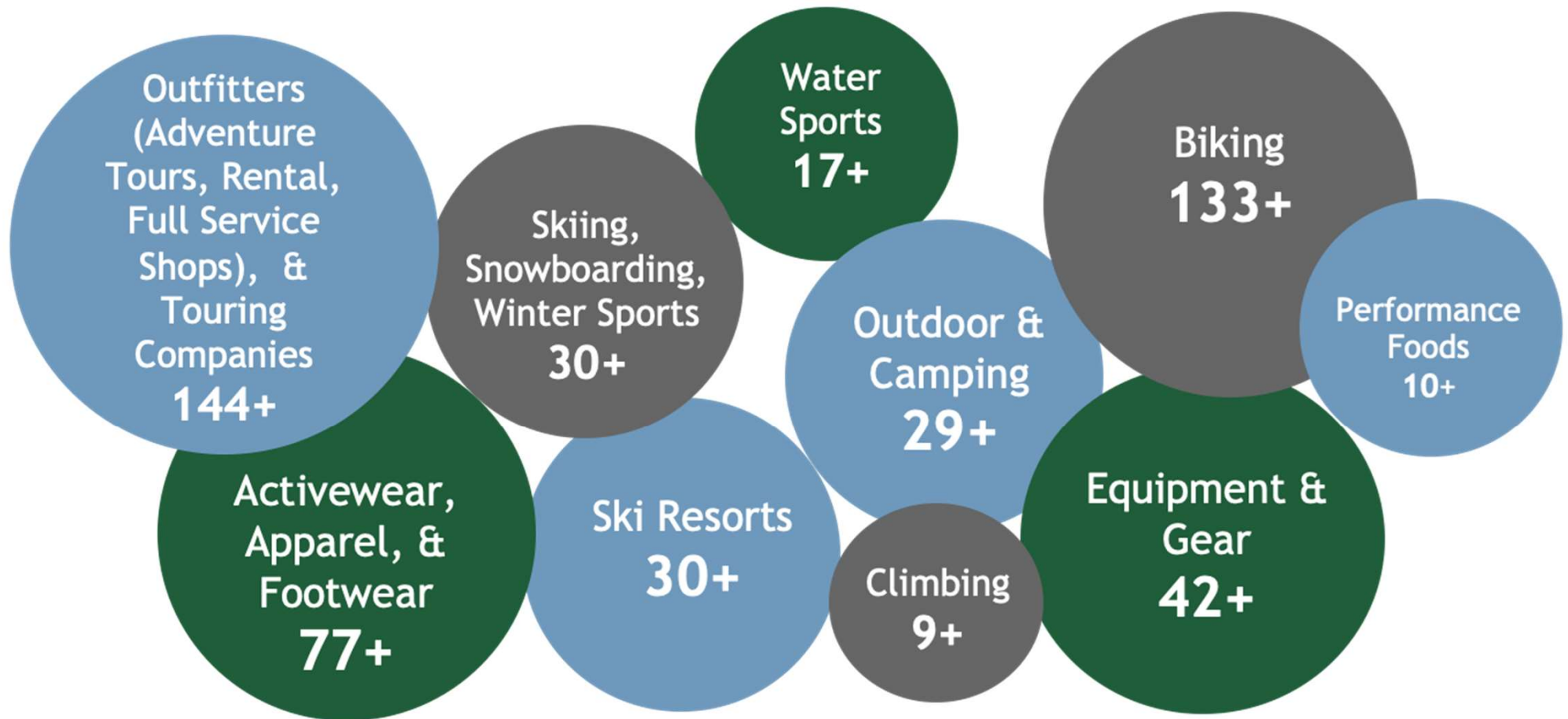
## BEA -- OUTDOOR RECREATION SATELLITE ACCOUNT COLORADO, 2019 DATA (CONTINUED)

Value Added by Select ORSA Activity (\$ 000s)				
Activity	2017	2018	2019	State Rank
Snow Activities	1,513,392	1,619,089	1,709,374	1
Boating/Fishing	332,306	344,038	371,539	24
RVing	335,929	350,604	368,585	13
Equestrian	170,065	189,019	194,078	18
Motorcycling/ATVing	119,094	119,999	128,995	22
Climbing/Hiking/Tent Camping	106,049	112,963	118,552	8
Hunting/Shooting/Trapping	92,133	95,896	110,320	30
Bicycling	61,281	62,459	66,622	8
Recreational Flying	14,821	15,051	15,707	27

BEA, ORSA: <https://www.bea.gov/data/special-topics/outdoor-recreation>

# MAJOR OREC CLUSTERS IN COLORADO

Number of companies in each cluster





In 2019, the national outdoor recreation economy had a **\$788 billion** economic impact.

In 2020, the national outdoor recreation economy had a **\$689 billion** economic impact.

BEA, ORSA: <https://www.bea.gov/data/special-topics/outdoor-recreation>





**Boating:**  
**\$36 billion**



**RVing:**  
**\$19 billion**



**Apparel &  
Accessories:**  
**\$49 billion**



**Travel:**  
**\$201 billion**



**Hunting/Shooting:**  
**\$9 billion**



**Fishing:**  
**\$5 billion**



**Game Areas (Incl.  
Golf & Tennis):**  
**\$19 billion**



**Bicycling:**  
**\$2 billion**



**Motorcycling/  
ATVing:**  
**\$9 billion**



**Snow Activities: \$6  
billion**

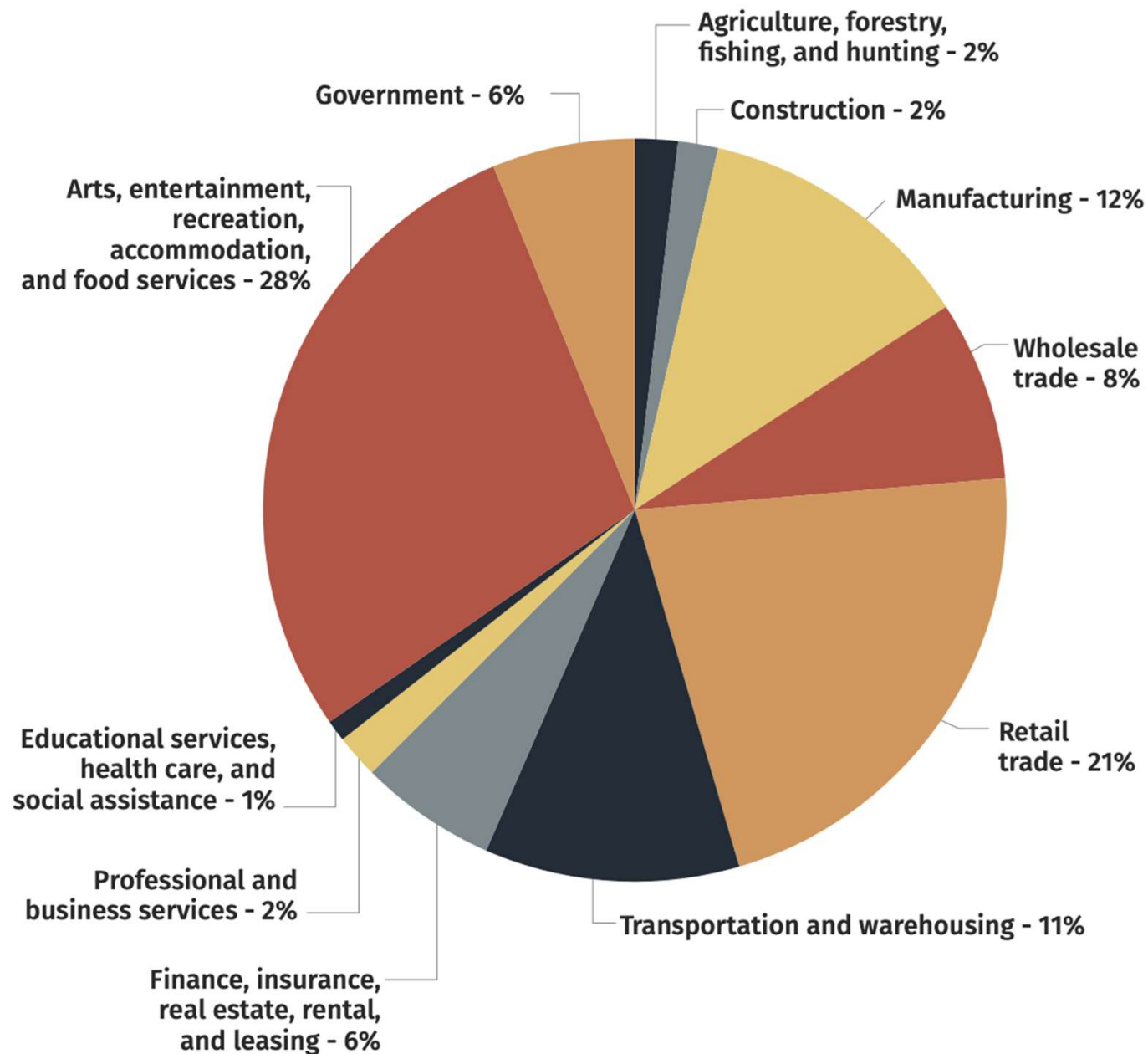
SOBAN: <https://headwaterseconomics.org/outdoor-recreation/soban/>



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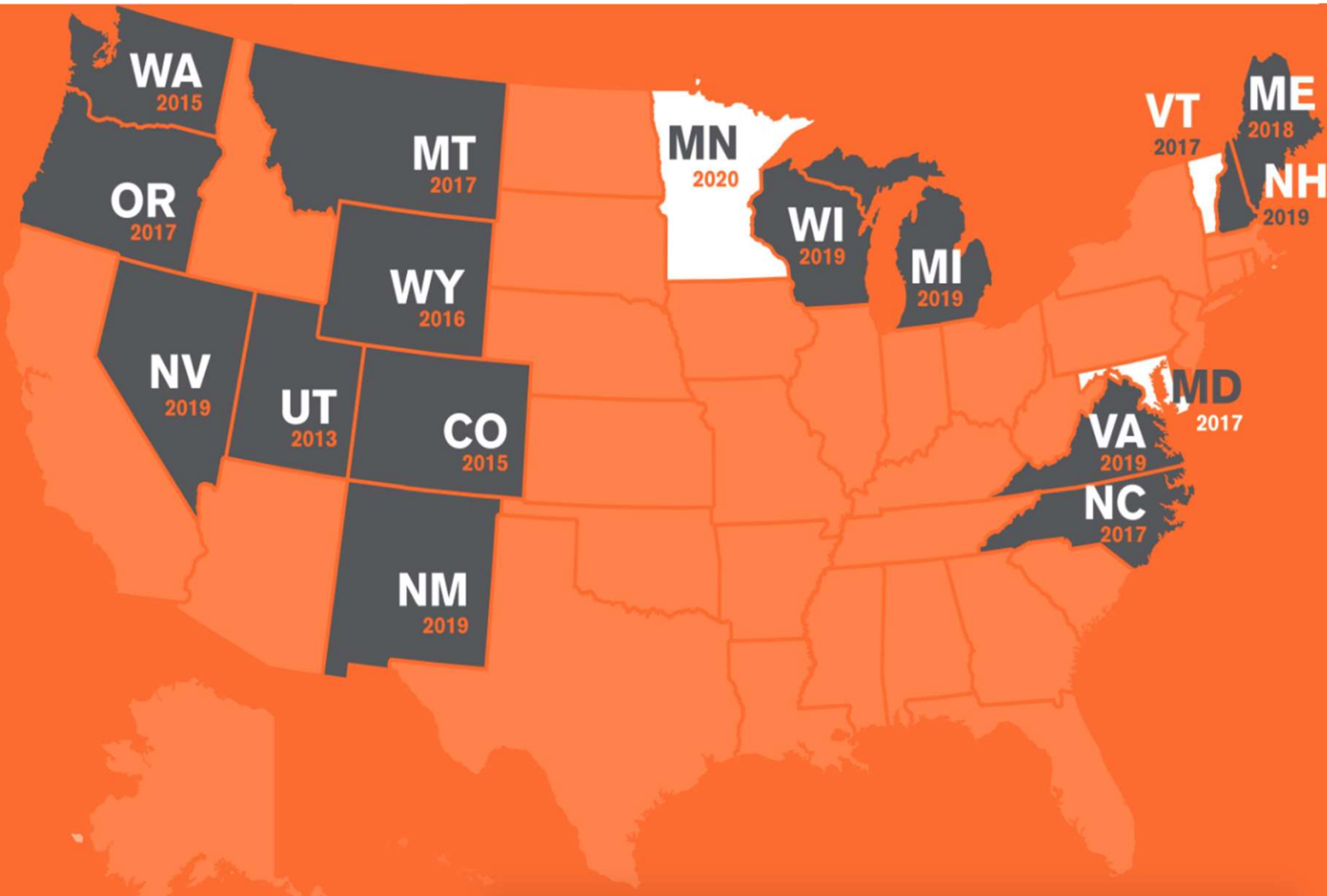
## Total value-added contribution from outdoor recreation in 2019: \$459.8 billion



SOBAN: <https://headwaterseconomics.org/outdoor-recreation/soban/>



# STATE OFFICES OF OUTDOOR RECREATION INDUSTRY



—  
**STATES WITH  
OFFICES OF  
OUTDOOR  
RECREATION**

—  
**STATES WITH  
OUTDOOR  
RECREATION  
TASK FORCES**



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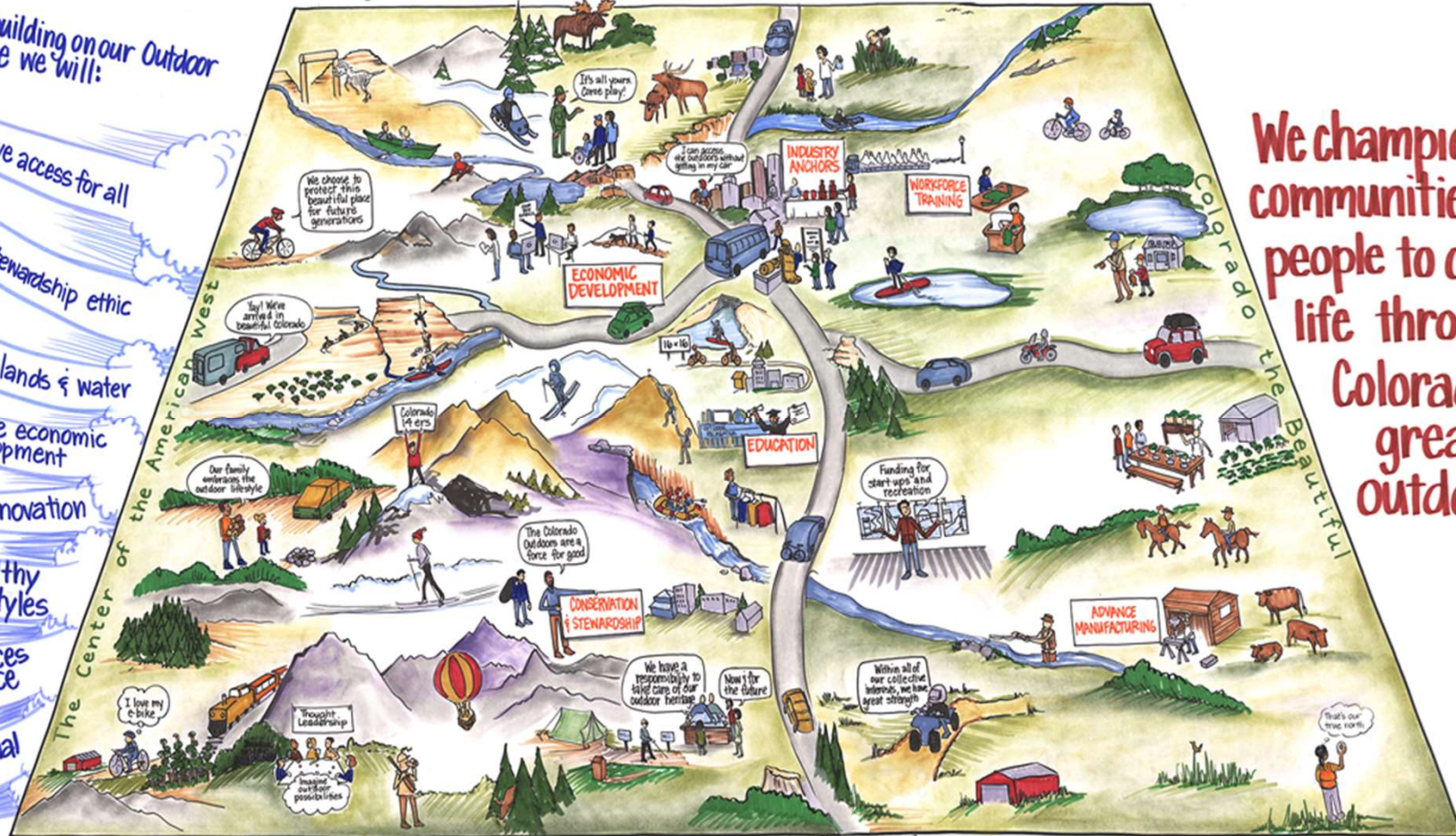


# COLORADO

Outdoor Recreation Industry Office

Through building on our Outdoor Heritage we will:

- Promote inclusive access for all
- Strengthen our stewardship ethic
- Conserve public lands & water
- Spark sustainable economic development
- Drive innovation
- Cultivate healthy outdoor lifestyles
- Invest resources towards workforce training
- Deepen educational opportunities



We champion industry, communities and people to come to life through Colorado's great outdoors



2019 www.sichemstrategy.com 303-681-9679



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## **ECONOMIC DEVELOPMENT**

Advance economic prosperity for all of Colorado through the outdoor recreation industry.

## **CONSERVATION AND STEWARDSHIP**

Engage the outdoor recreation industry in conservation, and sustainable and inclusive access to lands, waters, and climate.

## **EDUCATION AND WORKFORCE TRAINING**

Support diverse and inclusive education and training pathways that will meet the needs of the outdoor recreation industry.

## **PUBLIC HEALTH, WELLNESS, AND SAFETY**

Improve the health and wellness of all Coloradans through outdoor recreation.

# *Projects*



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# *EDA Outdoor Recreation Grants*

OREC received over \$4 million in direct funding from the EDA through the ARP Act, which will be made available through competitive subawards to industry partners in government, nonprofits, higher education institutions, economic development districts, and Indian Tribes.



## Eligible projects:

- Marketing and asset promotion
- Technical assistance and planning
- Infrastructure improvements
- Other projects of high economic impact

## Evaluation criteria:

- Regional economic impact and connection to certified economic development strategies (CEDS).
- Strength of local partners and letters of support
- Impact on rural and disadvantaged communities

## Application process:

- Funds available Spring/Summer 2022 until early 2026
- First come, first serve
- Quarterly, rolling deadline
- Award amounts dependent on project type

## Next steps:

- Follow OREC and OEDIT for latest announcements
- Begin identifying project partners and lead applicant
- Questions: Matt Nunez, [matt.nunez@state.co.us](mailto:matt.nunez@state.co.us)

# *OREC Regional Coalitions*

Outdoor Recreation Industry Office (OREC) Regional Coalitions bring together people with diverse outdoor recreation interests who are committed to growing Colorado's outdoor recreation industry, conserving public lands and waters, and strengthening the outdoor recreation economy in rural parts of the state.



# Regional Coalitions help:

- Promote investment, innovation, and collaboration to grow the outdoor recreation industry
- Inform programs and policies with input from local communities and stakeholders
- Amplify OREC's mission, vision, priority areas, and values

# Established Regional Coalitions:

- Outdoor Recreation Coalition of the Grand Valley
- Pikes Peak Outdoor Recreation Alliance
- San Luis Valley Great Outdoors Coalition
- Southwest Colorado Outdoor Recreation Alliance
- Trinidad Office of Outdoor Recreation

# *Rural Technical Assistance Program*

OREC has partnered with the University of Colorado-Boulder's Masters of the Environment (MENV) program to help rural communities grow their outdoor recreation industry. MENV assigns a team to work with each community to better understand their resources, strengths, and weaknesses. This team works to identify opportunities in the growing Colorado outdoor recreation landscape and assist in positioning each community in the marketplace to improve reach and impact.

RTAP provides free technical assistance, consulting, and funding to help rural communities create economic development strategies.

The program's three phases are:

- Phase 1: Education
- Phase 2: Technical Outreach
- Phase 3: Implementation



# *Colorado Outdoor Industry Leadership Summit (COILS)*

The annual Colorado Outdoor Industry Leadership Summit (COILS) is a two-day event of networking, idea sharing, and expert discussions to build and sustain the outdoor industry in Colorado. As we strive to grow and sustain a flourishing outdoor recreation-based economy in Colorado, we gather leaders and partners from across the industry to establish and execute our vision for the future.

COILS 2022 will take place on May 19 & 20, 2022 in Crested Butte, Colorado.



## The panel topics for COILS 2022 include:

- Outdoor Recreation as a Means for Rural Economic Diversification and Development
- Entrepreneurship in the Outdoor Industry
- Data-driven Approaches to Supporting an Outdoor Recreation Economy
- Opportunities to Grow the Outdoor Recreation Talent Pipeline Within Colorado's Educational System
- Equitable Pathways to the Outdoor Recreation Economy
- Balancing Outdoor Recreation and Conservation Values in the Gunnison Valley



# Q&A



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