

FALL 2017
Update

PIKES PEAK
OUTDOOR
Recreation Alliance



**TOGETHER
WE ARE A FORCE.**



Spring 2017

THE OUTDOOR RECREATION ECONOMY

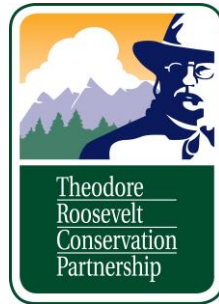
**OUTDOOR
INDUSTRY**
ASSOCIATION



WHO ARE OIA MEMBERS



patagonia®



SERVING OVER 1,300 MEMBERS
WHO WORK AND PLAY IN THE OUTDOORS

THE
OUTDOOR
RECREATION
ECONOMY
#ThriveOutside



OUTDOOR
INDUSTRY
ASSOCIATION



85,000

People a year

\$110 M

Economic Impact



THE
OUTDOOR
RECREATION
ECONOMY
#ThriveOutside



**OUTDOOR
INDUSTRY
ASSOCIATION**



**THE 2017
OUTDOOR
RECREATION
ECONOMY
REPORT**

**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



**THE
OUTDOOR
RECREATION
ECONOMY**

#ThriveOutside



**OUTDOOR
INDUSTRY
ASSOCIATION**

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



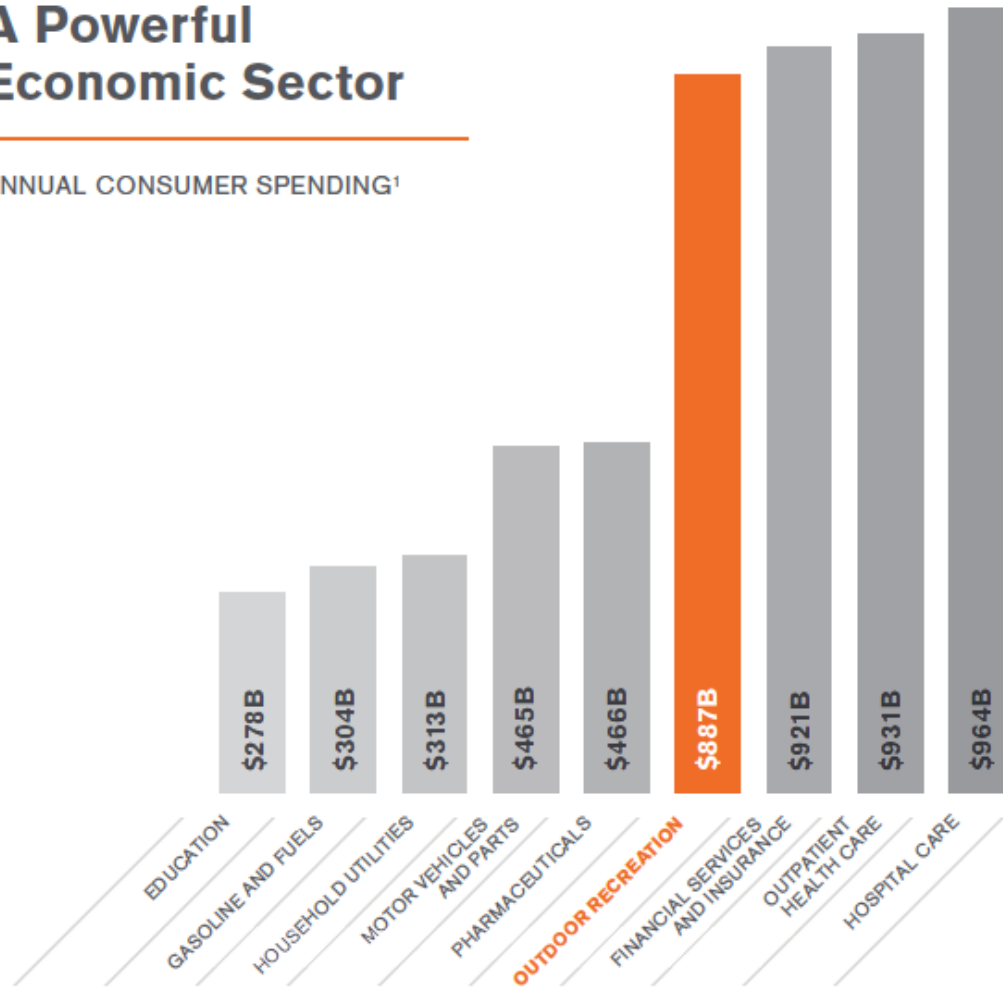
THE
OUTDOOR
RECREATION
ECONOMY

#ThriveOutside

OUTDOOR
INDUSTRY
ASSOCIATION

A Powerful Economic Sector

ANNUAL CONSUMER SPENDING¹



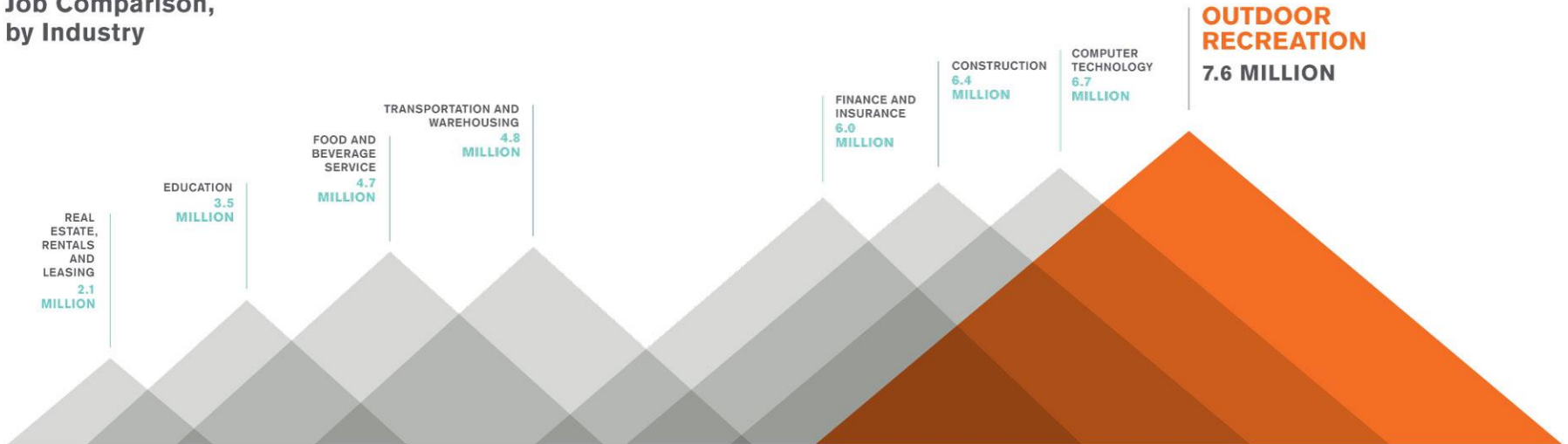
¹ Bureau of Economic Analysis, Personal Consumption Expenditures by Type of Product

THE
OUTDOOR
RECREATION
ECONOMY
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**OUTDOOR
INDUSTRY**
ASSOCIATION

Job Comparison, by Industry



THE
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RECREATION
ECONOMY
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**OUTDOOR
INDUSTRY**
ASSOCIATION



Our Vision:
Make the Pikes Peak
Region known as
THE place
for
outdoor recreation



OUR MISSION

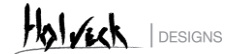
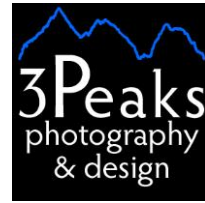
- **Grow** outdoor recreation in the Pikes Peak region
- **Inspire** greater participation in outdoor recreation
- **Strengthen** the outdoor industry through best practices
- **Steward** our outdoor environments today and educate for tomorrow
- **Advocate** for responsible outdoor recreation in political and economic forums



Trails and Open Space Coalition



CHALLENGE UNLIMITED





PPORA Board

Treasurer - Chairman - Secretary
At Large - At Large
Non-voting Ex Officio Directors



PPORA Advisory Council

PPORA Members

Outdoor Community

Last year PPORA was unknown. What have we been up to?



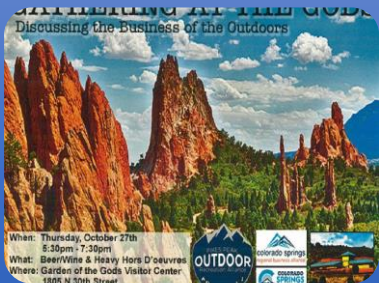
Mountains Matter to Millennials (September 2016)

- In Collaboration with the El Pomar Foundation, Pikes Peak Heritage Series
- Millennials and industry, world café discussions, survey results shared



Forest Service Permitting Listening Forum (Sept. 2016)

- Meeting of outdoor industry leaders to provide input regarding strategies to enhance guest services with permit holders and recreation service providers



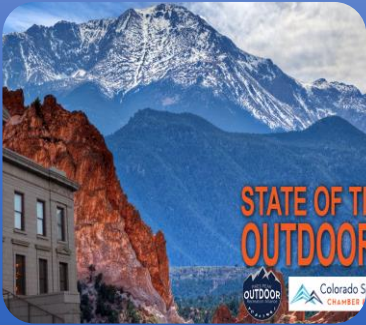
Gathering at the Gods (October 2016)

- Gathering of the outdoor recreation tribe for networking, social gathering, sharing of strategic planning, LART funding, and new website



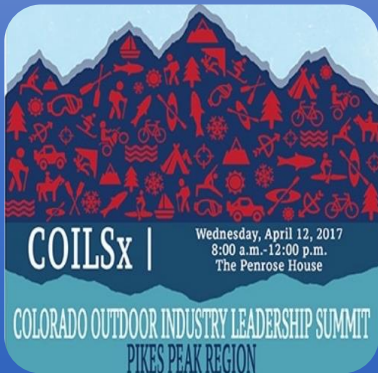
Appointment of PPORA Leadership

- Hired Executive Director
- Currently Part-time
- With the organization's growth, we needed leadership beyond the Board



State of the Outdoors (March 2017)

- 300+ in attendance, 26 industry booths, business/economic impact focus
- Speakers from CO Outdoor Industry Office, CO Parks & Wildlife, El Paso County, CS Parks, PPORA, El Pomar Foundation, Trust for Public Land



COILSx Pikes Peak Region (April 2017)

- Colorado Outdoor Industry Leadership Summit – our local version
- Speakers included Andy Vick (COPPeR), Jonathan Liebbert (BBB), Luis Benitez (CO Outdoor Industry Office)
- 75 leaders attended; location provided by El Pomar Foundation



Stewardship Act Letter to USFS (April 2017)

- We drafted a letter for our local forests to be chosen as a priority area for the USFS as part of the Stewardship Act (still waiting to hear)
- Procured 60 signatures of business and community leaders, industry people, and outdoor recreation enthusiasts in support of our request



Partners in the Outdoor Conference (May 2017)

- Many on Board attended CPW's Partners in the Outdoors Conference
- Gave COILSx debrief at state outdoor industry advisory council meeting
- Met with Pikes Peak Region outdoor agency and civic leaders
- Heard from USFS they are interested in collaboration with PPORA



Get Outdoors Day – 2nd Annual (June 2017)

- We estimate 5,000 in attendance (1500 waivers signed just for the beach activities); 30+ exhibitor holding free activities
- Many families doing activities they've never experienced before
- PPORA key sponsor, with CPW and the City of Colorado Springs

WHY?


Economic Gardening



Economic Gardening

The three basic elements of gardening are:

1. Providing critical information needed by businesses to survive and thrive
2. Developing and cultivating an infrastructure that goes beyond basic physical infrastructure and includes quality of life, a culture that embraces growth and change, and access to intellectual resources, including qualified and talented employees
3. Developing connections between businesses and the people and organizations that can help take them to the next level – business associations, roundtable groups, service providers, and more



**CAN YOU
BREAK
THROUGH?**

Business Growth Challenges

- South Slope Recreation Area
 - NO Commercial Use
- Penrose Rosemont Reservoir
 - NO Commercial Use Stipulated
- Most City Parks
 - NO Commercial Use

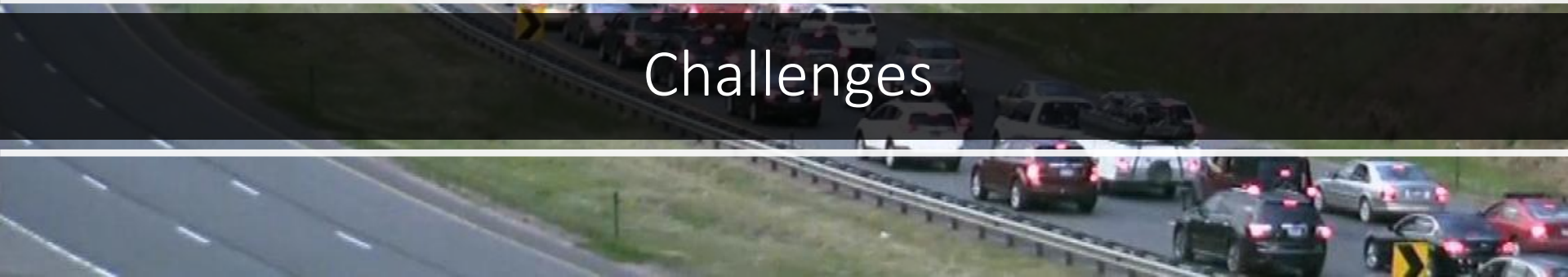


**GARDEN
OF THE GODS**
VISITOR & NATURE CENTER

Public – Private Partnerships



Challenges



We're loving our favorite places to death

Two Examples:



2 million visitors annually at Garden of the Gods



3,000 trips on the Manitou Incline on some high traffic days

Locals and tourists alike want less crowds and are willing to try new places, but it's a risk...

How do we get there?

Can I bring my dog?

What's the terrain like?

What is the best access route?

What level of experience is required?

Is camping allowed?

Are there park or entrance fees?

Do I need a special permit?

Where is the best parking?

What are hours/ season/ times?

Your Connection to the Outdoors

Photo credit of Arthur Poulin

[Places](#)

[Trails](#)

[Activities](#)

[Prep & Equip](#)

[Events](#)

The promotion of our region's *other* great assets is a key component of



- When people visit, they want new and multiple experiences

Tourists in 2016 are looking for opportunities to explore lesser-known destinations, especially those that are untouched or unique ([Virtuoso, 2016](#))

*Millennials will represent the #1 consumer segment in the U.S. hotel industry by 2018, if not 2017 ([Frederic Gonzalo, 2016](#)), **and** 6 out of 10 millennials would rather spend their money on experiences than material things ([MMGY Global](#))*

- If we make it easy, all info in one place, we will have greater participation, benefiting our local businesses and increasing revenue

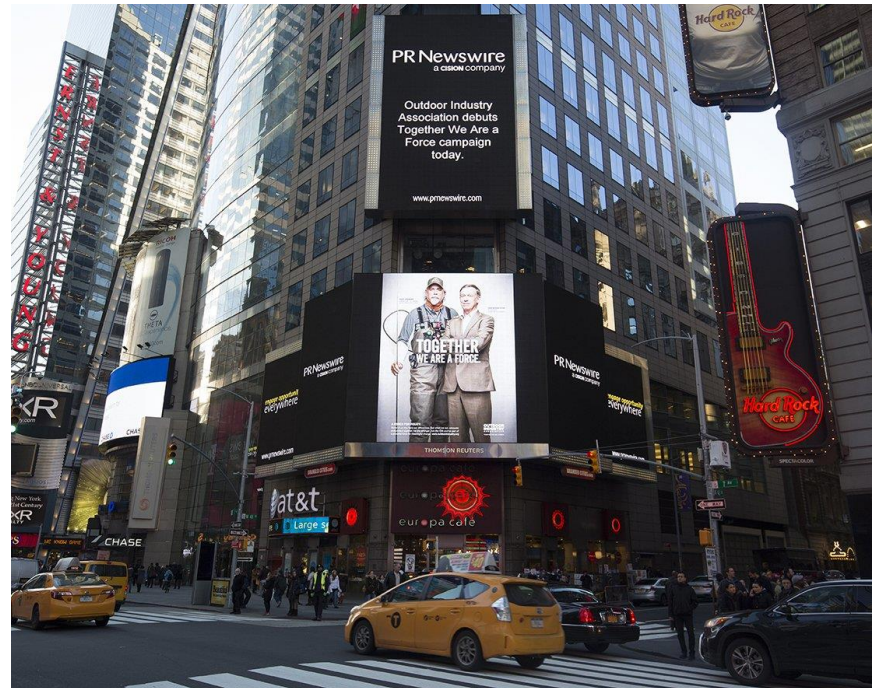


PIKES PEAK MULTI-USE PLAN
COLORADO SPRINGS TO CRIPPLE CREEK

Collaboration Working Groups

- **Planning**
- **Funding**
- **Education and Volunteer Management**

It's time to LEAN IN... Get the Springs noticed



A photograph of two people kayaking on a calm lake at sunrise. The sun is low on the horizon, creating a hazy, golden glow over the water and the forested shoreline in the background. The kayaker in the foreground is wearing a green jacket and a white cap, while the one in the background is wearing a grey jacket. The kayakers are moving away from the viewer towards the right side of the frame.

TOGETHER WE ARE A FORCE.

Alone we can each do something. Together we can do anything. Day in and day out, each of us is intently focused on our respective jobs. We have budgets to balance, inventory to sell through, campaigns to run. But when we take a step back from our desks or cubicles or cash registers and lift our eyes beyond our immediate tasks and short term goals, we all gaze upon the same, shared vision: a strong and thriving outdoor recreation economy. We all see the same thing but from different angles. When we bring those perspectives together, we can collaborate to improve our industry and the places we play. Together we are a force.