



January 22, 2024



Mission:
To strengthen
the
outdoor
recreation
industry for the
Pikes Peak
region through
leadership and
collaboration.





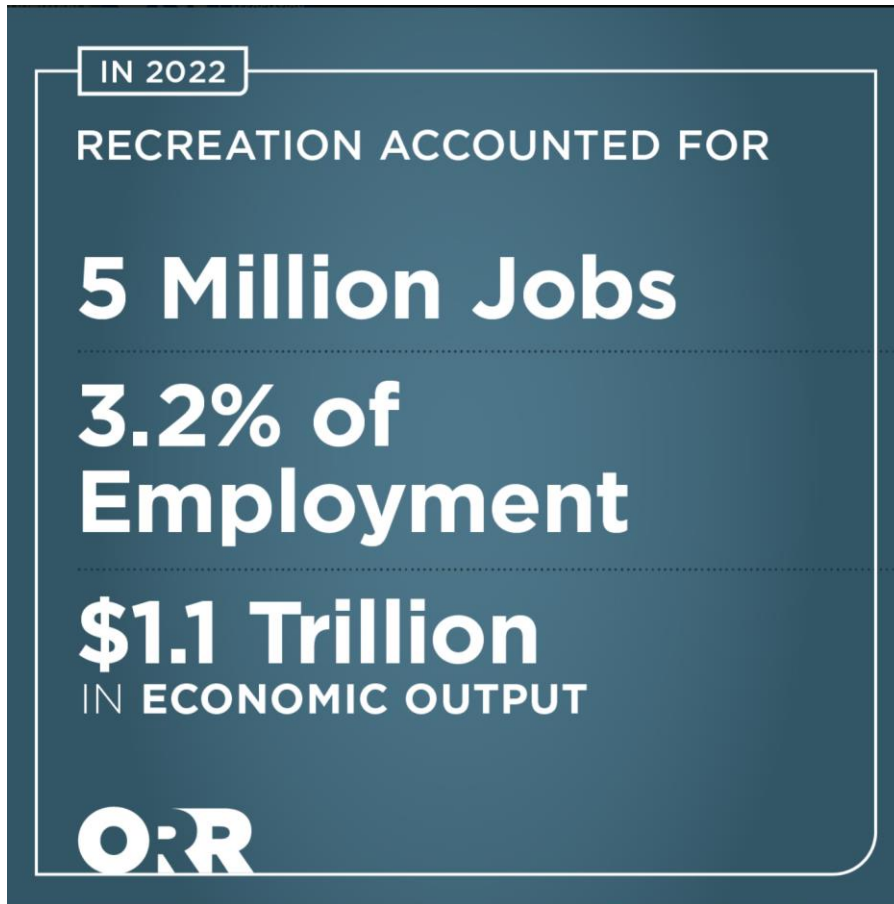
PPORA ADVISORY COUNCIL



LOCAL GOVERNMENT & LAND MANAGERS



The Economic Impact of Outdoor Recreation



Outdoor recreation generates:

\$13.9 billion in Colorado

DRIVER OF JOB CREATION

Outdoor recreation accounts for:

130,000 jobs

4.3%

in Colorado

of all employees
in the state

Top industries include:



- Snow Activities
- RVing
- Boating/Fishing
- Motorcycling/ATVing
- Climbing/Hiking/Tent Camping

ORR is the nation's leading coalition of outdoor recreation associations representing the more than 110,000 outdoor businesses in the recreation economy and the full spectrum of outdoor-related activities.

For more information, visit
www.recreationroundtable.org

[@ORRoundtable](https://twitter.com/ORRoundtable)

ORR OUTDOOR
RECREATION
ROUNDTABLE

According to the Bureau of Economic Analysis, the outdoor recreation industry grew 2.5 times faster than the U.S. economy! (2021 to 2022)

Tourism in COS and Pikes Peak Region (2022)

Total Person-Trips

24.0 Million

+1.6% vs. last year

Total Spending

\$ 2.8 Billion

+6.9% vs. last year



34%
Visiting friends/ relatives



16%
Touring



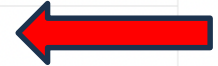
13%
Outdoors



7%
City trip



6%
Special event



Colorado Springs and Pikes Peak Region: During Trip

Activity Groupings

Outdoor Activities



68%

U.S. Norm: 48%

Entertainment Activities



65%

U.S. Norm: 54%

Cultural Activities



50%

U.S. Norm: 29%

Sporting Activities



37%

U.S. Norm: 21%

Business Activities



27%

U.S. Norm: 17%

Activities and Experiences (Top 10)

| | 2022 | 2021 |
|---------------------------------------|------|------|
| Shopping | 29% | 22% |
| Sightseeing | 27% | 24% |
| Attending celebration | 20% | 16% |
| Hiking/backpacking | 20% | 16% |
| Museum | 19% | 13% |
| Landmark/historic site | 19% | 19% |
| National/state park | 18% | 14% |
| Bar/nightclub | 16% | 13% |
| Nature tours/wildlife viewing/birding | 15% | 10% |
| Business convention/conference | 14% | 13% |

The Health & Well-being Impact of Outdoor Recreation

EXPOSURE TO NATURE OR GREEN SPACE PRODUCES:



A REDUCTION IN
STRESS LEVELS



IMPROVED
WELL-BEING

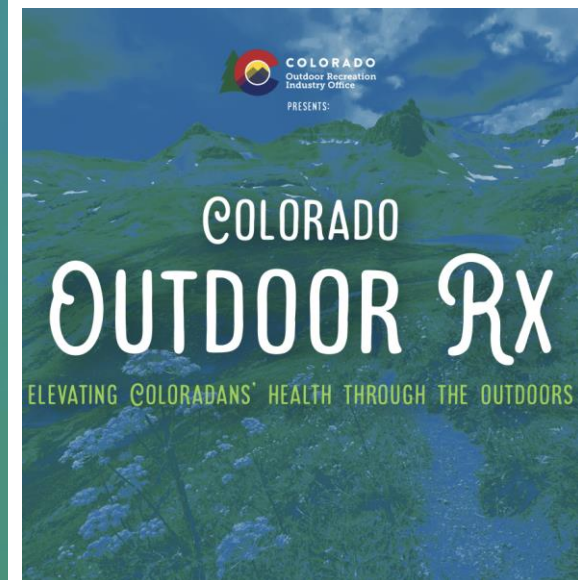


INCREASED SOCIAL
CONNECTEDNESS

PEOPLE SPEND ROUGHLY
90%
OF THEIR TIME INSIDE
BUILDINGS OR VEHICLES.

The mental wellness benefits of outdoor recreation are especially important for Coloradans. Colorado had the lowest rate of obesity (22.3%) in 2016, compared to the country's highest rate of 37.7%.⁸ Even though statistics show the state has the lowest rate of obesity in the nation, Colorado still faces struggles nationally, having the 8th highest rate of suicide,⁹ the 7th highest non-medical use of prescription pain relievers,¹⁰ and significant racial and ethnic disparities in infant mortality and life expectancy.¹¹

Beyond the mental benefits, the potential for nature-based recreation to increase physical activity levels for Colorado is still a key beneficial factor, because the state's adult obesity rate has more than tripled since the 1990s. (Even though it's the leanest state, its **rate of obesity has increased from 6.9% in 1990 to 22.3% in 2017**¹² and one in four children is now obese¹³.)



PPORA Pillars

GROW

Responsibly grow outdoor recreation in the Pikes Peak region

INSPIRE

Inspire greater participation in outdoor recreation

STRENGTHEN

Strengthen the Pikes Peak region's outdoor recreation industry

STEWARD

Support stewardship of our outdoor environments and promote outdoor ethics for responsible recreation

ADVOCATE

Advocate on behalf of the outdoor recreation industry at the local, state and national levels

Pikes Peak Outdoor Industry Leadership Summit



PPORA Job Fair
Tuesday, January 23, 2024
 From 9 AM to Noon

ALWAYS WANTED TO WORK OUTSIDE?

Multi-Employer Hiring Event

Meet multiple employers seeking specialized or entry-level talent for permanent or seasonal roles!

You'll find opportunities to work in the Outdoor Industry, including Parks, Recreation, Tourism, Conservation & Land Stewardship.

★ Veterans are entitled to priority of service. ★

Before attending this event, create your free account in ConnectingColorado.com

PIKES PEAK WORKFORCE CENTER
 1675 Garden of the Gods Road, Colorado Springs, CO 80907

Position U.S. Department of Labor lists

STRENGTHEN

Strengthen the Pikes Peak region's outdoor recreation industry

Industry Resources on PPORA.org

EMPLOYER RESOURCES

UNIVERSITY JOB SEARCH TOOL (HANDSHAKE) + EMPLOYERS- CLICK HERE TO SUBMIT A JOB POSTING +

COLORADO HIGHER ED INSTITUTIONS OFFERING OUTDOOR DEGREES & CERTIFICATES +

Find your next job in the outdoors! Explore the [Outdoor Recreation Roundtables](#) newest [Workforce Hub](#)

Learn about outdoor job opportunities, help the outdoor workforce grow, chat with outdoor workforce experts, dive into supportive articles, explore ORR's career center and much more! This Workforce Hub has it all!

ORR OUTDOOR RECREATION ROUNDTABLE

EXPLORE WORKFORCE HUB +

PIKES PEAK REGION OUTDOOR INDUSTRY STAKEHOLDER REPORT 2022

INDUSTRY SURVEY TAKE-AWAYS

Here are some of the positive, positive responses:

- 65%** Believe they would benefit from increased prioritization of public lands.
- 58%** Believe the outdoor industry is becoming more diverse & inclusive.

and does not go to order of greens

our industry

DATE: 10/20/22 BY: JESSICA WILSON

Monthly Advisory Council Meetings

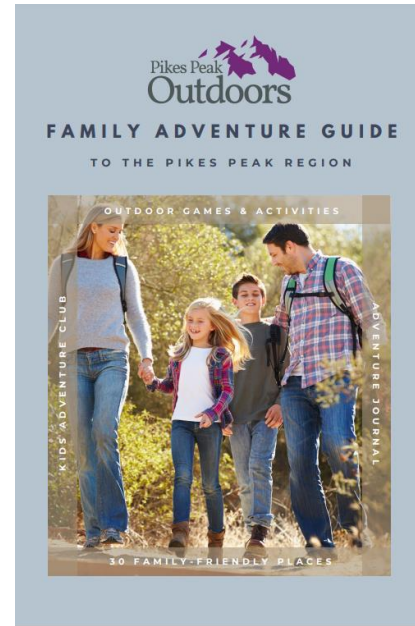


Spanish Materials

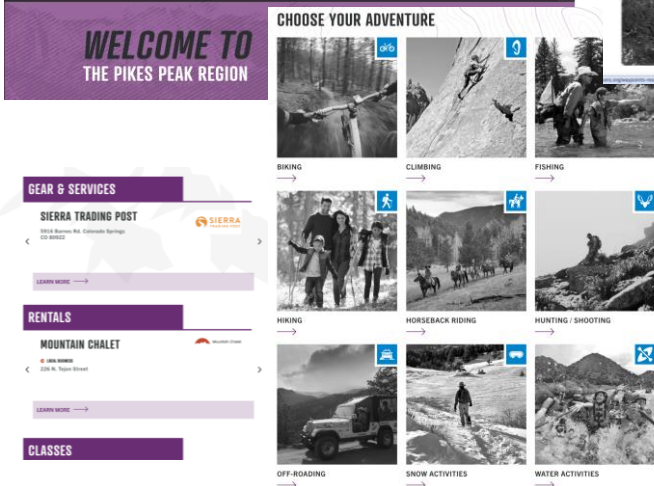
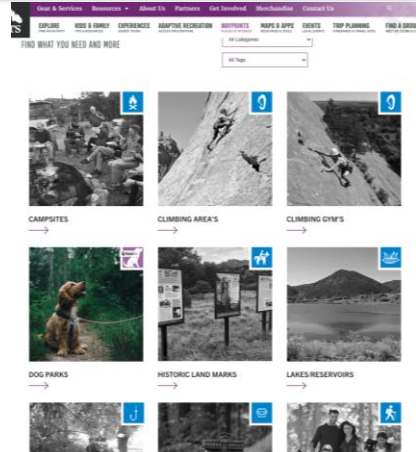
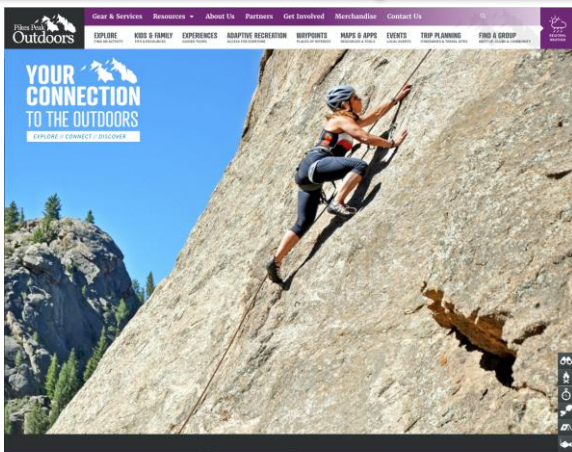


INSPIRE

Inspire greater participation in outdoor recreation



Accessible Outdoor Adventure Guide to the Pikes Peak Region



FEATURED PLACES TO EXPLORE

CURATED TRAILS & EXPERIENCES





PPORA STEWARDSHIP FUND

- Strives to make tangible improvements in the Pikes Peak area trail systems
- Supports existing and potential trail systems
- Ensures race venue trails are sustainably built and maintained
- Proceed of Pikes Peak APEX race registrations support the fund



ALLOCATED
\$30,000
TO DATE FOR
LOCAL TRAILS



Pikes Peak Litter Letter Project



STEWARD

Support stewardship of our outdoor environments and promote outdoor ethics for responsible recreation

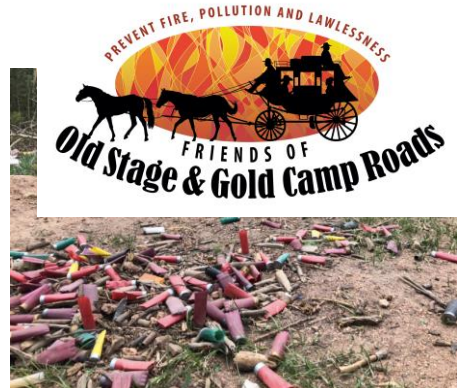
LNT Ethics throughout Website

Colorado has a unique partnership! Our state tourism office has joined together with Leave No Trace in a first of its kind collaboration to promote the use of outdoor ethics among those visiting Colorado. They launched a new brochure in May 2018 to make it easier to understand and put into practice.

These principles make sense for all of us – visitors or residents.

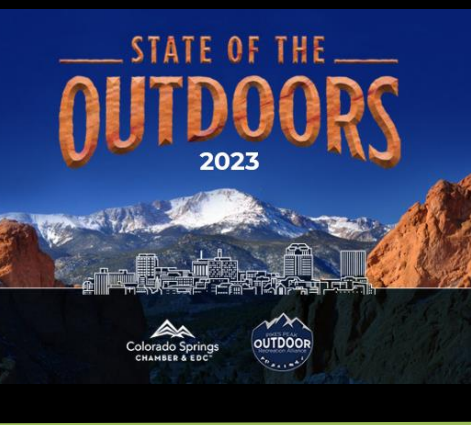
If you would like to download your copy of the brochure to the right, which includes tips for how to prepare for the outdoors in Colorado as well as living like a local, click on it or Download Here.

Learn more about the full Leave No Trace Principles as well as Stay the Trail for motorized recreation below.



LNT Ethics throughout Events

Serve on Colorado Tourism Office's Destination Stewardship Council



ADVOCATE

Advocate on behalf of the outdoor recreation industry at the local, state and national levels



Representing the Region and Our Outdoors:

- Colorado Outdoor Rec Industry Office
- (OREC) Advisory Board
- Colorado Outdoor Partnership
- Colorado's Outdoors Strategy
- Colorado Tourism Office Destination Stewardship Council
- State Outdoor Business Alliance Network
- PPSC Outdoor Rec Advisory Committee
- El Paso County Healthy Community Collaborative
- Visit COS Board of Directors
- Pikes Peak United Way Quality of Life Indicators Committee
- Care for Colorado Coalition
- Mile High Youth Corp Advisory Board

Elected Officials: Candidate Surveys, Forums, Meetings, Presentations



Ballot Issues & Support Letters



Presentations: EDCC, Daniels Fund, ACE Tour, etc.





OUTDOOR PIKES PEAK INITIATIVE



State funding into Pikes Peak region's outdoors is now required to show regional partnership - PPORA - support.

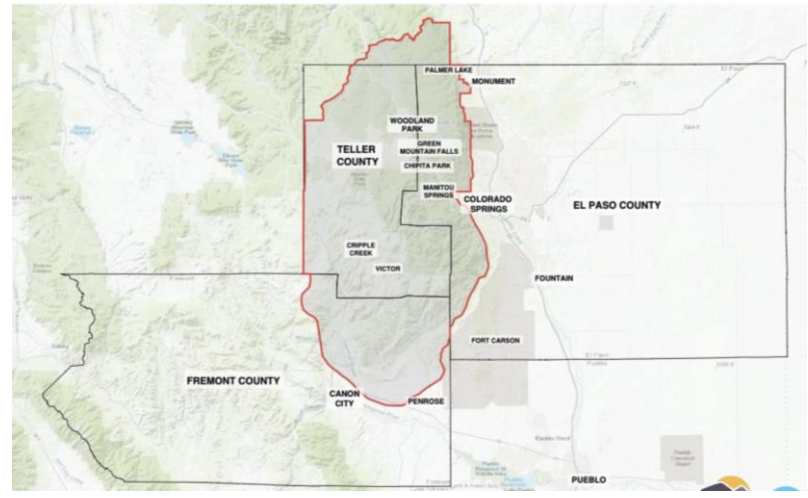
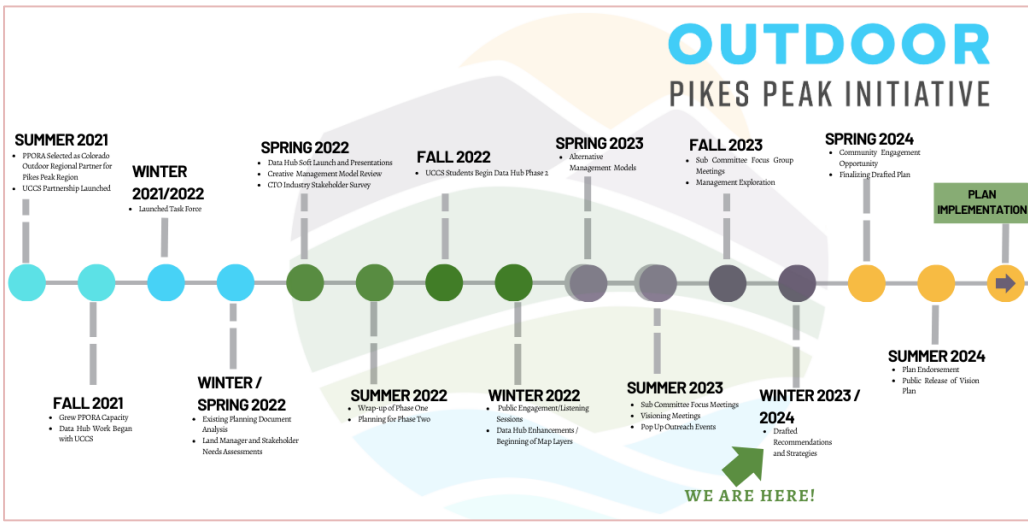
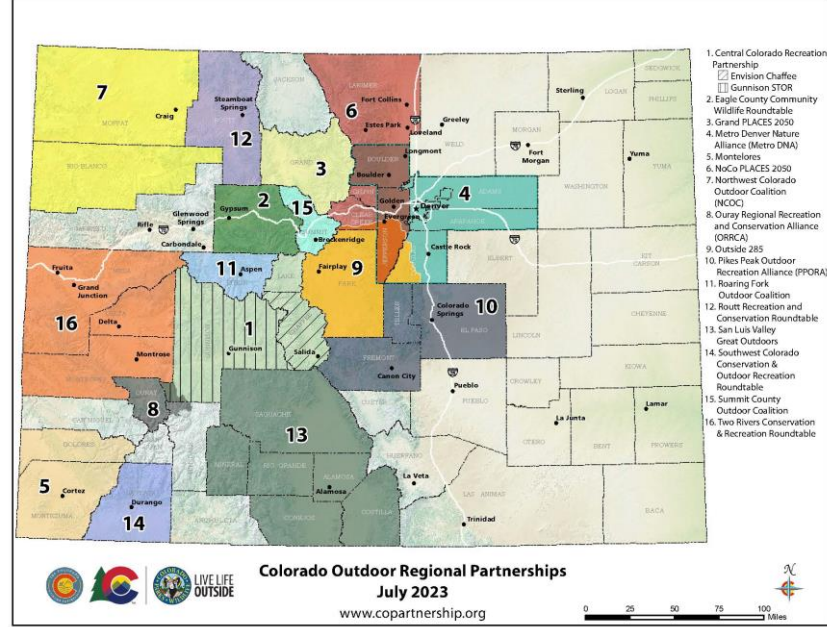
GROW

Responsibly grow outdoor recreation in the Pikes Peak region

MISSION

To collaboratively identify and advance priorities and innovative strategies to ensure the resiliency and improvement of our natural and recreational values for the Pikes Peak region's future.

Our mission is accomplished through the convening, collaboration, and empowerment of outdoor interests across sectors.



Vision Plan Building Blocks



Plan Analysis



Land Managers:
- Needs Assessment
- Mgmt. Discussions



Industry
Stakeholder
Assessment



Data Hub



Innovative
Management
Models



Community Engagement:
- Listening Sessions
- Survey
- Pop-up Outreach Events
- Visioning with Community
Leaders



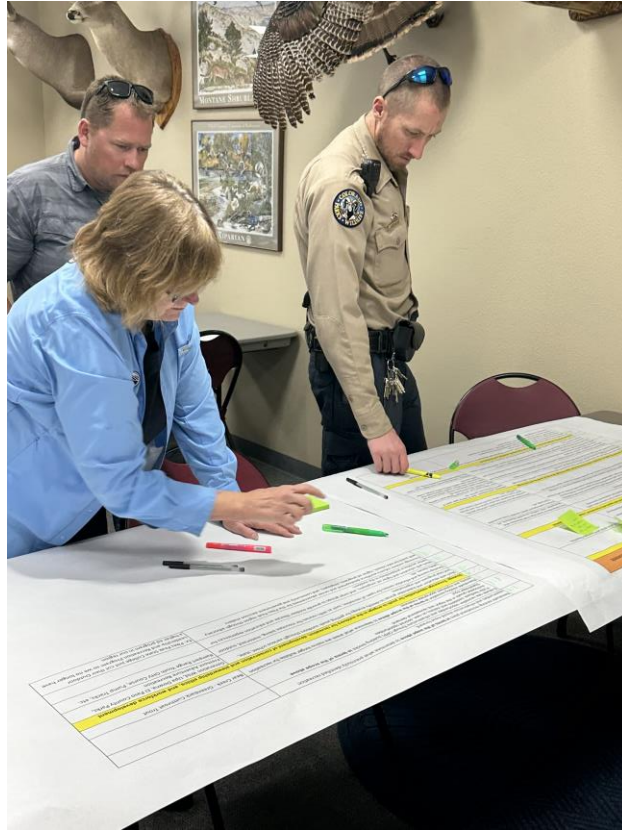
Elected Officials



Mapping



Subcommittee/Focus
Group Engagement




Public & Stakeholder Engagement Throughout



OPPI CRITERIA FOR MANAGING AND DELIVERING EXCEPTIONAL RECREATION OPPORTUNITIES AND EXCEPTIONAL NATURAL RESOURCE CONSERVATION

Particularly on Pikes Peak "recreation-shed"

MAJOR CRITERIA:

- + Vision, experience, and expertise in understanding recreation activities, facilities, and trends as well as flora, fauna, and natural resources
 - + Ability to secure funding for and manage the constructions of new recreation facilities and for natural resource protection
 - + Strong outdoor ethics and promotion of responsible recreation (Leave No Trace & Stay the Trail)
 - + Ability to provide educational messaging, outreach, and programs
 - + Ability to work cross-jurisdictionally and navigate rules and regulations
 - + Legal authority to provide enforcement across jurisdictions
 - + Ability to garner sustainable long-term funding for managing recreation facilities, including a sustainable user fee program
 - + The trust of and ability to work with a wide range of groups: advocacy, user, industry, volunteer, environmental, ecology, etc.
 - + Ability to support and implement recreation opportunities for diverse populations and abilities
 - + Capacity to add, train, and retain staff to manage people
 - + Short term and long term tools for broad landscape conservation
 - + Understanding of carrying capacity of the resource as well as infrastructure
-
- 

Innovative Management & Funding Model



ARKANSAS HEADWATERS RECREATION AREA, CO



BOUNDARY WATERS CANOE AREA, MT



CITY OF MOAB, UT



COLORADO TRAIL, CO



EASTERN SIERRA SUSTAINABLE RECREATION PARTNERSHIP, CA



GEORGE S. MICKELSON TRAIL, ND



MOUNT RAINIER NATIONAL PARK, WA



NORTH FRUITA DESERT RECREATION AREA



NORTH & SOUTH SLOPE RECREATION AREA, CO



PIKE SAN ISABEL NATIONAL FOREST, CO



ROCKY MOUNTAIN NATIONAL PARK, CO



STATE FOREST STATE PARK, CO



SWEETWATER LAKE STATE PARK, CO



TAHOE RIM TRAIL, NV



WAYNE NATIONAL FOREST BAILEYS TRAIL SYSTEM, OH



WHITE RIVER NATIONAL FOREST, CO

Arkansas Headwaters Recreation Area

Location: Colorado
Size: 150 miles
Established: 1989
Land Manager: BLM and Colorado Parks & Wildlife
Partners: BLM, CPW, USFS
Model: Government
Fee: Varies per use

The Arkansas Headwaters Recreation Area (AHRA) was created in 1989 with the passage of Colorado State House Bill 1253.

Colorado Parks and Wildlife (CPW) manages the recreation under a Cooperative Management Agreement (CMA) with the BLM and U.S. Forest Service (USFS) and includes the Cooperative Management Lands (CML), which is a defined area adjacent to the river where recreation related activities occur.

Through this partnership, the AHRA provides visitors with outstanding recreation opportunities and care for the nationally significant natural resources of the Upper Arkansas River Valley. CPW maintains a Citizen Task Force comprising of no more than 16 members to serve as representatives of eight public interests. The CTF shall provide recommendations to CPW for the management of the AHRA.

Key Take Aways

1. Funded through passes, fees, outfitter permits, lottery/GOCO, grants, registrations, sales and donations.
2. Implementation of the management plan is accomplished through the Cooperative Management Agreement that creates a partnership between the BLM, CPW, and the U.S. Forest Service.
3. Diverse management approach. Multiple agencies must work together. Where conflict over goals and objectives occurs, balance and compromise should be found that recognizes the value of authorized recreational activities without diminishing

Pikes Peak Region Application

1. Create CML, Cooperate Management Lands, among multiple entities.
2. Evaluate fee structure in conjunction with grants.

COLORADO PARKS AND WILDLIFE (CPW) UNIQUELY FITS THIS REQUIREMENT FOR THE PIKES PEAK MASSIF:



Next Steps for OPPI



Further exploration of CPW management of people/recreation on Pikes Peak



Additional mapping and vetting of opportunity zones for conservation and recreation



Finalizing recommendations



Community and elected official engagement



Plan finalization and endorsement



Implementation

Final Thoughts/ Requests

- Recognize the unique value of our local outdoors and the industry/ecosystem that supports it
- Advocate for it whenever possible
- Appreciate that smart growth is not limited to the city
- Consider PPORA's value to the community when you have opportunities to support us

Thank You!