

OUTDOOR RECREATION INDUSTRY REPORT

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OR INDUSTRY REPORT OVERVIEW

- In conjunction with O.R. Task Force efforts
- Synchronist Surveys across the State

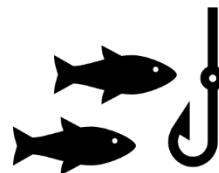


OUTDOOR RECREATION IN WYOMING

- \$5.6 Billion in consumer spending annually
- \$1.6 Billion in Wages & Salaries
- \$514 Million in State & Local Tax Revenue
- 50,000 Direct In-State Jobs

OUTDOOR RECREATION IS GROWING

- Over 60% of surveyed businesses have plans to expand
- 67% of businesses see their international sales increasing
- 56% of companies spent over 6% of their sales on R&D



OUTDOOR RECREATION AT WORK

- 50,000 Direct Jobs and \$1.6 Billion in Wages
- Workforce Development Initiatives are Key
 - Lack of skilled workforce was a common barrier cited

OUTDOOR RECREATION IN THE COMMUNITY

- Strengths
 - *Great Quality of Life*
 - *Good accessibility to customers & suppliers*
- Weaknesses
 - *Inadequate supply of skilled workforce*
 - *High cost of living*



WHAT'S NEXT?

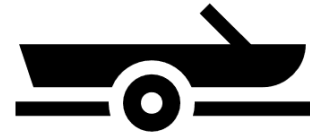
- Focus on Workforce Development initiatives
- Collaborate with OR Task Force
- Develop Tourism and Housing Toolkits
- Continue to listen to the challenges and opportunities of individual businesses, as well as this industry as a whole

WHAT'S NEXT?

- Industry Confluence Work
- ENDOW
 - Has identified Outdoor Recreation/Tourism as one of its economic engines
- IEDC Webinar - April 12
 - *“Cultivating a Great Outdoor Recreation Economy”*

RESOURCES

- Business Technical Assistance
- Access to Capital
- Access New Markets
- Workforce Development



THANK YOU!!

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