WORK THE OUTDOORS:

Connecting the Outdoor Recreation Economy to its Potential

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Sector Partnerships Initiative // State Workforce Innovation Board
UNTAPPED MARKET: OUTDOORS

- The outdoors is booming!
- It is NH’s heritage activity
- Typically viewed through tourism
- Outdoor assets are key economic strategy
- Sector partnership will boost productivity of NH outdoor industry
POWERFUL ECONOMIC ENGINE

- $787.6 billion national economic impact
- 5.2 million jobs
- 2.1% of US GDP (Source: U.S. Dept. of Commerce, BEA)
- Larger than pharmaceuticals, auto, mining, agriculture and on par with broadcasting & telecommunications
NH Outdoor Economy

$2.8B Spending  |  37,051 Jobs  |  $1.3B Wages  |  $528M Tax Revenue  |  3.2% of NH Economy
NH OUTDOOR INDUSTRY: OPPORTUNITY

• An unrecognized powerhouse
• Grounded in local communities
• Supporting small business renaissance
• Attracting talented employees
• Leveraging natural resources for economic growth
• NH’s First Outdoor Recreation Trade Group
• Industry Partners: Business, Non-Profit, Land Trust, Education, Government (ORID+)
• Experienced Board & Staff
• Convener + Enthusiasm = Growth
Current Workforce Landscape

- Service-oriented
- Highly seasonal
- Low wages
- Largely tourism-dependent
- Lack of available skilled workers
- Disconnected from other Industries
- Untapped
Outdoor Recreation Workforce Initiative

1. Develop industry workforce skill sets
2. Entrepreneurial business programs
3. Collaborative industry platform
4. Infrastructure investment
Groundswell to Meet Demand

- Technical trades (i.e. bike & motorized mechanics, ski technicians)
- Trail construction & design
- Product development, design, supply chain (i.e. hard goods, textiles/industrial sewing)
- Guide/Instructor
- Outdoor Recreation Planner
- Environmental Engineer
- Fitness Instruction & Therapy
Outdoor Recreation Spans Industries ➔ Construction ➔ Health Care ➔ Hospitality ➔ Manufacturing ➔ Technology
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