

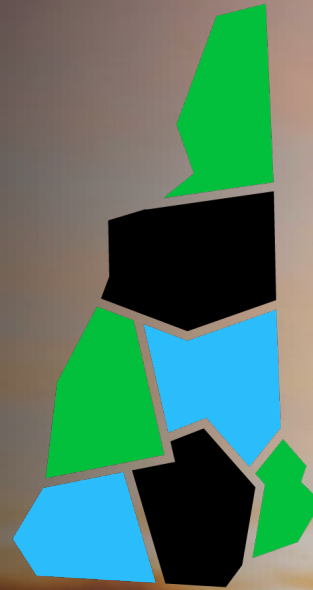


WORK THE OUTDOORS:

*Connecting the Outdoor Recreation
Economy to its Potential*

June 8, 2021

Sector Partnerships Initiative //
State Workforce Innovation Board



GRANITE OUTDOOR ALLIANCE



NH SECTOR PARTNERSHIPS INITIATIVE



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

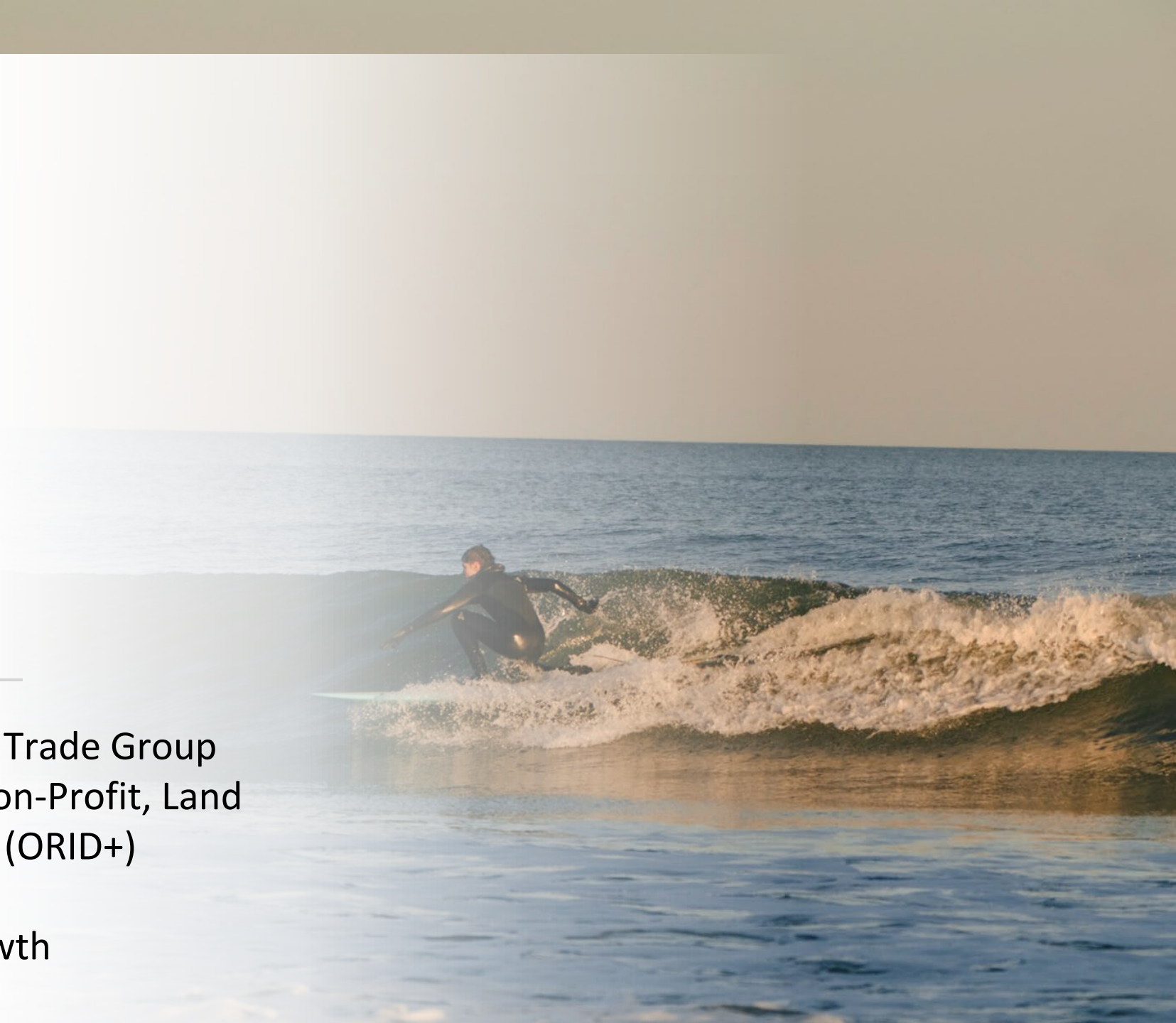


NH OUTDOOR INDUSTRY: OPPORTUNITY

- An unrecognized powerhouse
- Grounded in local communities
- Supporting small business renaissance
- Attracting talented employees
- Leveraging natural resources for economic growth




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- 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

MINUS
M33

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



NH SECTOR
PARTNERSHIPS
INITIATIVE



Open For Business



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