



JOIN THE MOVEMENT

f @graniteoutdoor #adventurefree

GRANITE OUTDOOR ALLIANCE is a membership-based, grassroots-driven, advocacy nonprofit organization supporting New Hampshire outdoor industry brands, retailers, nonprofits, and individuals.

Granite Outdoor aims to unite the ecosystem of outdoor enthusiasts across New Hampshire to protect and grow an experience-driven lifestyle. From responsible land conservation to smart infrastructure development, our recreational future depends on how we as an industry rise up and steward our future. After all, we are all in this outdoor community together.

STRATEGIC PLAN: Granite Outdoor will focus on four basic policy areas in support of its members, namely: (1) economic development, (2) conservation & stewardship, (3) education & workforce, and (4) health & wellness.

CHALLENGES WE FACE

While New Hampshire is blessed with storied landscapes attracting generations of visitors, it wrestles with a legacy of overuse, speculation, and outworn industry. The recent impacts of COVID-19, including population

growth, an aging and remote workforce, lack of employees and affordable housing, broadband, and of course the reckless disregard for the environment exacerbates the latter.

NH non-profit & pending 501(c)(3) tax-exempt entity.

CORE VALUES

ADVENTURE. Maintain the spirit of adventure in everything we do. It's what got us here in the first place.

GRASSROOTS. Inspire ground-level momentum by building core ethics that span from the trails to the workplace in sustaining and enhancing vibrant communities in NH.

INCLUSIVITY. We are equals. This is mandatory for participation in the outdoor recreation space.

COMMUNITY CONNECTIONS. The outdoor ecosystem depends on connectivity, shared resources, and creating local wealth, all to benefit the outdoor community.

SUSTAINABILITY. Let's make it last. Outdoor recreation is in our DNA in NH. Smart policy and advocacy with future generations make it last.

A VOICE FOR THE OUTDOOR ECONOMY



Outdoor Recreation contributes **\$887 billion** to the Nation's economy
That's the fourth largest sector in gross domestic product in the US.

In **New Hampshire**,
consumer spending is **8.7 billion**.
That provides the state with **79,000 jobs**,
\$2.6 billion in wages, and
\$528 million in state
and local taxes.

In 2019, New Hampshire became the
16th state in the US to approve of an **Office of
Outdoor Recreation Industry Development**

Housed within the New Hampshire Department of
Business and Economic Affairs (BEA).

BECOME A MEMBER

WHO CAN JOIN?

Brands, Professional Services,
Trail Organizations & Individuals

BENEFITS INCLUDE

Product Collaboration • Policy & Advocacy Updates
Professional Development • Knowledge Sharing
Trade Show/Media Collaboration
Member Spotlights
Access to ROCK TALK and Other Programs
Virtual Online Outdoor Hub/Forum
Events & Networking • Job & Housing Information
Localized Supply Chain Improvements
Internships/Externship Opportunities

graniteoutdooralliance.org