

COLORADO OFFICE OF ECONOMIC DEVELOPMENT & INTERNATIONAL TRADE

# COLORADO OUTDOOR RECREATION INDUSTRY OFFICE

## MISSION:

To champion industry, communities and people to come to life through Colorado's great outdoors.

The Colorado Outdoor Recreation Industry Office (OREC) serves as the State's central coordinator of outdoor recreation industry matters which includes policy and resource development, industry promotion, and connection with the constituents, businesses, and communities that rely on the health of the State's outdoor recreation economy.



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Office of Economic Development  
& International Trade



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## OUTDOOR RECREATION IN COLORADO:

Colorado's landscapes provide a variety of outdoor recreation opportunities for residents and visitors alike to grow and experience our outdoor heritage.



### 92% OF COLORADO RESIDENTS

**92% of Colorado residents** participate in outdoor recreation each year, contributing to a higher quality of life and making people and communities happier and healthier.



### \$21B IN WAGES AND SALARIES

Those who work in the industry have collectively earned over **\$21B** in wages and salaries, while those who support it have generated **\$9B** in state and local tax revenue.



### \$37B IN CONSUMER SPENDING

Colorado's outdoor recreation economy generates **\$37B** in consumer spending annually. The total economic contribution of this industry is estimated to be **\$62B**.



### SUPPORTS 511K JOBS

An estimated **511K jobs** in Colorado are supported by outdoor recreation expenditures, which amounts to **18.7%** of all jobs in the state.

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## OUTDOOR RECREATION IN COLORADO:

The office coordinates and supports the outdoor recreation industry in Colorado by promoting and advancing economic development, conservation and stewardship, education and workforce training, and public health and wellness. Smart economic growth through the outdoor recreation industry positions Colorado as the #1 economic leader. Some of OREC's signature efforts in support of these impact areas:

- Engages federal, tribal, state and local governments and economic development organizations to **attract, retain, and expand businesses** and market the outdoor recreation economy
- Develops and hosts the annual **Colorado Outdoor Industry Leadership Summit**
- Manages the Rural Technical Assistance Program award **Grow Your Outdoor Industry**
- Partners with **regional outdoor recreation industry coalitions** made up of local leaders and industry partners to serve in an advisory capacity to the larger OREC effort and support rural communities' unique needs
- Offers a **health toolkit for businesses** that support employee wellness through time spent outdoors, building upon findings from the **2018 Colorado Outdoor Rx report** which examined ways to support the connection between public health and outdoor recreation
- Develops curriculum and advises degree and certificate programs; manages the **OREC Youth Ambassador program** which supports young adults as they find ways to connect to and work within the outdoor recreation industry in Colorado
- Convenes and helps lead a national bipartisan organization, the **Confluence of States**, a national platform to grow the outdoor recreation industry