



DIRECTOR UPDATES

DECEMBER 2016

My fellow Coloradans,

As the years pass it appears as if none come without surprise, joy, and critical lessons learned. 2016 was no different for the Outdoor Industry in Colorado.

As we celebrate the office's first full year in existence and usher in 2017 together, I wanted to take a moment to share all of the key lessons and accomplishments we have reached along the way.

ECONOMIC DEVELOPMENT

- Secured a highly sought after group of amazing companies that have chosen to move to Colorado and create over 120 jobs, with more in the pipeline as I write this!
 - Brooklyn Boulders
 - EVO
 - QBP
- Helped to shift the potential for access to capital by working with Colorado's Economic Development Commission to redefine the entry-level parameters for startups seeking funding.
- Conducted galvanizing discussions around a nexus shared workspace for the ORec Industry in Colorado.

CONSERVATION AND STEWARDSHIP

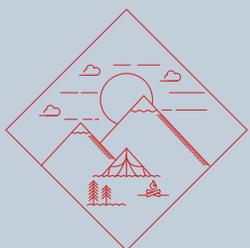
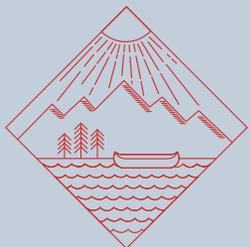
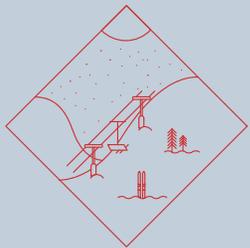
- In partnership with Colorado Parks & Wildlife and the Department of Natural Resources we now have the adoption of the **SHIFT principles** (+1) as a state to define and secure our wilderness and outdoor ethic for generations to come.
- Successfully worked with the Forest Service in Colorado to pave the way for a robust public comment process on user fees and permitting access for outfitters that will launch this spring.

EDUCATION AND WORKFORCE TRAINING

- Western State in Gunnison is hard at work creating the first ever Executive MBA for the Outdoor Industry.
- Colorado Mountain College continues to be a great partner in researching new and innovative certificate and degree programs for the outdoor industry such as "cut and sew" and trail building management programs.
- Colorado State University continues to deepen its relationship with the tourism industry by creating a certificate program for adventure travel tourism in association with their Tourism Masters program.



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CAPTURING INDUSTRY INNOVATIONS

- *Creation of regional ORec Coalitions.* These groups are regionally diverse and made up of small business owners, regional land agency managers, and outdoor industry non-profit leaders.
- *The creation of the Colorado Outdoor Industry Leadership Summit (COILS).* This annual gathering brings together the advisory council and select ORec regional coalition members to focus on the tactics and strategies we will attempt to incorporate both regionally and state wide.
- *COILSx regional gatherings.* In an effort to galvanize regional support for our efforts and conclusions from the main COILS gathering the regional COILSx gatherings involve ORec leadership at the local level. Regional gatherings are being scheduled throughout the spring and summer.
- *Creation of the ORec-BizWest searchable ORec database.* In a further effort to network and connect our industry in Colorado, we created the **ORec-BizWest searchable ORec database**. The free database is for all outdoor industry members and non-profits in Colorado to upload their info and connect with others that could/would help them most!

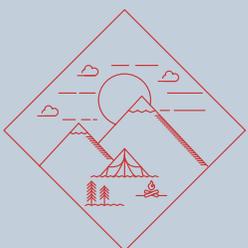
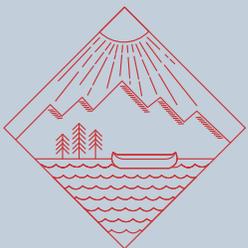
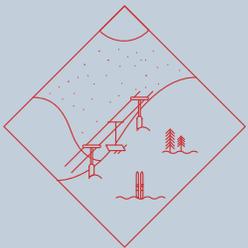
At the federal level, the **Outdoor RecAct** was signed into law by President Obama. This is the effort to count all outdoor industry jobs and revenue towards the GDP. This process could take 12-24 months before we start seeing hard data; however, being counted towards the national economy is a big step forward for our industry and community at large.

I am looking forward to what the magic of this process will bring, but for now Happy New Year to you and yours, and hope to see you out and about across the state in 2017.

Yours in Service,

Luis Benitez

Director, Colorado Outdoor Recreation Industry Office



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