

INITIATIVE: GROW YOUR OUTDOOR RECREATION INDUSTRY

OEDIT will again be partnering with the University of Colorado-Boulder's MBA Program to help grow your town's outdoor recreation industry. The Leeds Outdoor Industry Club (LOIC) will be assigning a team to work with each community to better understand their resources, strengths, and weaknesses. Further they will work with you to identify opportunities in the growing Colorado outdoor recreation landscape and assist in positioning your town in the "marketplace" to improve reach and impact.

NUMBER OF OFFERINGS: 2

WHAT YOUR COMMUNITY CAN EXPECT:

- ▶ 3-5 month engagement with bi-weekly to monthly calls
- ▶ 3 Phase Plan
 - ▶ **PHASE 1:** Introduction & Discovery
 - ▶ **PHASE 2:** Research (Interviews/Surveys/Visit/Web) & Agreement on focus
 - ▶ **PHASE 3:** Analysis, Enhance strategic plan, Presentation
- ▶ Depending on location 1-2 visits
- ▶ Depending on need, a training workshop
- ▶ Typically a deliverable in the form of an enhanced, prioritized strategic plan (PDF or PPT) and presentation
- ▶ Flexibility in focus, as the town and LOIC team will discuss and agree to project scope early in the project, and revisit it frequently.
- ▶ Sometimes expectations may be revised to ensure a more appropriate or beneficial engagement.
- ▶ This is often done to better assist the community while also leveraging specific skill sets of LOIC team members.

POTENTIAL OUTCOMES:

- ▶ An enhanced strategic roadmap that includes an assessment of existing processes and programs, identification of new opportunities, and prioritization of key initiatives and tasks
- ▶ A better understanding of your community's place/role in Colorado's outdoor recreation industry ecosystem
- ▶ Improved local and regional communication and collaboration
- ▶ Future growth in businesses and organizations in this space.

PRE-REQUISITES:

Any town selected must have prior strategy/structure towards an Outdoor Recreation Industry already in place. This program is not to begin a strategy/structure, but rather enhance an existing one.

APPLY HERE

