

INITIATIVE: GROW YOUR OUTDOOR RECREATION INDUSTRY

OEDIT will be partnering with the University of Colorado-Boulder's Masters of the Environment (MENV) and MBA programs to help grow your community's outdoor recreation industry. MENV, working closely with the Leeds Outdoor Industry Club (LOIC), will assign a team to work with each community to better understand their resources, strengths, and weaknesses. This team will work to identify opportunities in the growing Colorado outdoor recreation landscape and assist in positioning each community in the marketplace to improve reach and impact.

About MENV: The Masters of the Environment is a 17-month professional graduate degree program designed for students who would like to work in the environmental sector after graduation. MENV graduates will apply interdisciplinary knowledge and build community in ways that achieve fair and effective solutions to environmental, economic, and social problems and promote thriving human and natural communities.

NUMBER OF OFFERINGS: 3 - 4

WHAT YOUR COMMUNITY CAN EXPECT:

- ▶ 3 Phase Plan
 - ▶ **Phase 1:** Introduction, discovery, and agreement on focus
 - ▶ **Phase 2:** Research (interviews/focus groups/surveys/visits/web/datasets)
 - ▶ **Phase 3:** Analysis, written deliverable, presentation
- ▶ Depending on location 1 initial visit, 2+ research visits, final presentation on site
- ▶ Depending on need, a training workshop
- ▶ Typically a deliverable in the form of an enhanced, prioritized report or plan (PDF or PPT) and presentation
- ▶ Flexibility in focus, as the community and MENV-MBA team will discuss and agree to project scope early in the project, and revisit it frequently.

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.
- ▶ An assessment of cultural, social, economic, policy, and environmental impacts related to the outdoor recreation industry.
- ▶ Community visioning and 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:

Community must be located outside the urban corridor (Fort Collins to Colorado Springs). Any community selected must have prior strategy/structure towards an ORec Industry already in place. This program is not to begin a strategy/structure, but rather enhance an existing one.

*Note: communities will be required to contribute financially, at least in part, for team travel, as decided upon during discussions of scope.

APPLY HERE

