

# Outdoor Recreation Industry Roundtable

**Outdoor Recreation Industry Roundtable** is a coalition of America's leading outdoor recreation trade associations working to promote the policy and legislative reforms needed to grow the outdoor recreation economy. Roundtable members represent the thousands of U.S. businesses that produce vehicles, equipment, gear, apparel and services for the millions of Americans who enjoy our nation's parks, waterways, byways, trails and outdoor spaces. Combined, the various business sectors within the outdoor recreation industry generate \$646 billion-per-year in economic activity and provide an estimated 6.1 million direct jobs. Coalition members



produce the 8 largest recreation tradeshow in the U.S. and annually contribute \$40 billion in federal excise tax, sales tax and duties.

## The Outdoor Recreation Industry Roundtable strives to achieve the following:

- 1 Ensure** the primary drivers of the outdoor recreation economy across the U.S. are recognized
- 2 Foster** Federal collaboration that will enable the outdoor recreation economy to reach its full potential
- 3 Remove** barriers that prevent private investment from being made on public lands and waters
- 4 Change** the mindset of federal agencies so recreational access and high-quality visitor experiences are prioritized



- American Horse Council
- American Recreation Coalition
- American Sportfishing Association
- Archery Trade Association
- BoatU.S.
- International Snowmobile Manufacturers Association
- Marine Retailers Association of America
- Motorcycle Industry Council
- National Marine Manufacturers Association
- National Shooting Sports Foundation
- Outdoor Industry Association
- Recreation Vehicle Dealers Association
- Recreation Vehicle Industry Association
- SnowSports Industries America
- Recreational Off-Highway Vehicle Association
- Specialty Vehicle Institute of America

# Putting “**GREAT**” Back in America’s Great Outdoors

## **EMBRACING THE OUTDOORS AS A POWERFUL ECONOMIC DRIVER**

Outdoor recreation in America generates 6.1 million direct American jobs, contributes \$646 billion per year to the economy and attracts nearly 20 million foreign visitors seeking a world class experience unrivaled anywhere on earth.

Federal lands cover 30% of the nation’s surface. These lands offer opportunities for awe-inspiring experiences, but dated infrastructure and limited access are barriers to realizing this potential.

Theodore Roosevelt championed time outdoors with words and actions. Yet today, we see a declining percentage of Americans embracing outdoor-recreation rich lifestyles on federally-managed lands. The nation needs a strategy to modernize, expand and sustain the infrastructure and access visitors expect.



## **PARTNERSHIPS ARE THE SOLUTION**

Federal land managers’ ability to provide quality experiences is handicapped by the burden of \$20 billion in deferred maintenance. America’s outdoor recreation industry stands ready to help put “Great” Back in America’s Great Outdoors through common sense policy changes modeled after proven public-private partnerships successes such as world-class ski areas on National Forests, iconic lodges in National Parks and marinas that are gateways to U.S. Army Corps of Engineers lakes.

## **TAKING ACTION**

The Outdoor Recreation Industry Roundtable has identified 5 initial steps to create jobs by improving the quality of outdoor experiences on federal lands.



**1 Fast track the implementation** of the Outdoor Recreation Jobs and Economic Impact Act (P.L. 114-249) by requiring federal agencies to complete implementation by the end of Fiscal Year 2017 and institutionalize the use of this information into federal agency decision making.

**2 Prioritize federal agency budgets** on recreation-related infrastructure improvement, because outdoor recreation is the largest driver of economic activity on federal lands.

**3 Establish public-private partnerships** as an entrepreneurial mechanism for addressing deferred maintenance and world class facilities for world class locations. Bring focus to inaccessible and undeveloped areas and areas near population centers.

**4 Achieve better balance** in decisions involving recreation and conservation. Quality outdoor recreation enjoyment and conservation of America’s natural resources are not mutually exclusive efforts. Congress mandated this in 1916 when it created the National Park Service. The Administration must champion policies that support conservation, recreation and economic development in equal measure.

**5 Develop and deploy** a digital information strategy for outdoor recreation on federal lands. Americans need current and accurate information about where to go for the experiences they seek, which they are then eager to share digitally in real time. Federal land managers must embrace, not resist, modernization to keep the shared legacy of our Great Outdoors relevant and to capitalize on free, real-time, communications sharing how enjoyable outdoor recreation on federal lands can be.

