

ORR OUTDOOR RECREATION ROUNDTABLE



ANNUAL REPORT

2024



TABLE OF CONTENTS

OUR MISSION	4
LETTER FROM BOARD CHAIR AND PRESIDENT	5
LEGISLATIVE WINS.....	6
OUTDOOR RECREATION REACHES HISTORIC HIGH IN 2023	8
NATIONAL OUTDOOR RECREATION EXECUTIVE FORUM.....	10
RECREATION AS A PRIORITY	12
RURAL DEVELOPMENT	13
TOGETHER OUTDOORS	16
SUSTAINABILITY AND OUTDOOR RECREATION.....	18
GROWING OUTDOOR RECREATION AT THE STATE LEVEL	19
MOVING ORR FORWARD	20
BOARD MEMBER LIST	21
MEMBERS	22



ORR OUTDOOR RECREATION ROUNDTABLE

70

LEADING OUTDOOR RECREATION ASSOCIATIONS, BUSINESSES, ORGANIZATIONS, EDUCATION INSTITUTIONS, AND STATE OFFICES OF OUTDOOR RECREATION IN MEMBERSHIP

AWARDED IN GRANTS TO EXPAND THE BENEFITS OF OUTDOOR RECREATION IN COMMUNITIES ACROSS THE COUNTRY

\$120K

55

REPORTS AND PRESS RELEASES

4

NEW OFFICES OF OUTDOOR RECREATION

6

ORR STAFF AND MEMBERS TESTIFIED IN SUPPORT OF OUTDOOR REC IN CONGRESS

200+

CEOS AND BUSINESS LEADERS BROUGHT TOGETHER THROUGH ORR'S NATIONAL EXECUTIVE FORUMS

BIPARTISAN MEMBERS OF CONGRESS JOINED ORR AT OUR INAUGURAL EXECUTIVE FORUM

20+

2024 REVENUE

40%

GRANTS

33%

MEMBERSHIP DUES

27%

OTHER

(SPONSORSHIP/DONATIONS)

OUR MISSION

Outdoor Recreation Roundtable (ORR) is the leading business coalition advancing a sustainable and growing outdoor recreation economy for the benefit of all Americans.

WHAT WE DO:

Ensure recognition of our sector's contributions as the cornerstone of healthy, resilient, and sustainable economies and communities.

Guarantee quality access for all and conservation for the sustainable future of the recreation industry.

Act on the most pressing issues facing the future of outdoor recreation for the benefit of our economy, communities, health, and environment.

Foster infrastructure innovation and modernization to support a 21st century economy.

HOW WE DO IT:

Convening: Bringing industry, government, and other stakeholders together to identify opportunities and solve problems.

Curating: Gathering the best data and information and filling research gaps.

Educating: Sharing information with stakeholders, elected and appointed officials, partners and allies, and the media.

Advocating: 501(c)(6), Outdoor Recreation Roundtable Association (ORRA).



LETTER FROM BOARD CHAIR AND PRESIDENT

2024 will go down in history as a pivotal and precedent-setting year for the outdoor recreation economy. Against real headwinds we achieved so much together. From the *first-ever national convening of cross-sector CEOs* and policy leaders, and the *first-ever national rural development forum on recreation* to the passage of the first-ever recreation package and the highest recreation economy numbers in history, ORR members driven by their deep desire to move recreation forward strengthened the bipartisan support we have earned from the halls of state capitols to the halls of Congress and the White House.

In 2024 we set new precedents.

It is hard to put into words the expertise, compromise, and grit that went into passing the EXPLORE Act. It is rare that bills like this come together at all, and virtually unheard of that a bill of this size and policy depth passes both the House and Senate by unanimous consent. This is the tangible representation of what we have built together at ORR with our powerful coalition and small but mighty team, and the strength of every business—large or small—who contributes to the \$1.2 trillion outdoor recreation economy. This bill charts the future where recreation interests can come together to pass common-sense recreation policy on our own terms.

The National Outdoor Recreation Executive Forum, the largest-ever convening of CEOs across all segments of the industry, was also one of the most significant convenings of bipartisan policy leaders—with representation from former and current cabinet members, the White House, and over 20 bipartisan Members of Congress including Senate and House leadership. We moved conversations forward and forged new partnerships, covering topics from the economy, participation, sustainability, and health.

As we enter 2025, there is a growing excitement for the role our industry plays. By working together we can ensure that more people will benefit from time outside and more businesses will continue to grow, innovate, and succeed.

Sincerely,



FRANK HUGELMEYER,
BOARD CHAIR, ORR



JESSICA TURNER,
PRESIDENT, ORR

LEGISLATIVE WINS

EXPLORE ACT

After years of work (over a decade for some of the provisions), ORR members came together again to pass the EXPLORE Act, a first-of-its-kind, historic piece of outdoor recreation legislation. Like the passage of the Great American Outdoors Act in 2020, ORR was at the forefront of moving the needle to pass this recreation package by unanimous consent and set a new precedent that recreation bills can move and pass on their own and in a bipartisan way. In the future, ORR will work to package key recreation provisions every few years to move much like other industries do (Farm Bill and Energy Packages as examples).

BY THE NUMBERS:

60+ number of recreation provisions

310+ organizations signed on to letters supporting EXPLORE

535 Members of Congress Voted for the EXPLORE Act

WATCH CLIPS FROM THE CONGRESSIONAL VOTES ON EXPLORE:



U.S. House of Representatives



U.S. Senate

ORR PRESIDENT JESSICA WAHL TURNER TESTIFIES ON BEHALF OF THE EXPLORE ACT IN FRONT OF THE HOUSE NATURAL RESOURCES COMMITTEE.



EDA REAUTHORIZATION WITH RECREATION LANGUAGE

The Water Resources Development Act of 2024 included language reauthorizing the Economic Development Administration (EDA) for the first time in two decades. This landmark legislation not only modernizes EDA's authority to strengthen local economies but also acknowledges the significance of outdoor recreation as an economic driver for rural communities for the first time and explicitly authorizes outdoor recreation projects as an eligible use of EDA funding. This is a major achievement for rural communities and their resiliency, small businesses, job creation, economic development nationwide, and a strengthened commitment to the great outdoors.

This legislative milestone is a testament to the undeniable value of outdoor rec and the impacts it has on supporting America's rural economies and the overall well-being of our communities. This achievement follows ORR's inaugural *National Leadership Forum on Rural Development* through Outdoor Recreation in Pittsburgh, PA and the release of the second edition of the *Rural Economic Development Toolkit* by ORR earlier this year.

“By creating new investment opportunities in outdoor recreation infrastructure, planning and jobs, this legislation is acknowledging the transformative power of this industry that supports every corner of the country. This is an investment in sustainable and authentic economic growth, public health, and community well-being.”

Jessica Turner
ORR President



OUTDOOR RECREATION REACHES HISTORIC HIGH IN 2023

The outdoor recreation economy continues to reach historic prominence within the U.S. economy. For the seventh consecutive year, the U.S. Bureau of Economic Analysis (BEA) released new data from the Outdoor Recreation Satellite Account to measure the economic impact of outdoor recreation nationwide.

This year's release revealed that in 2023, outdoor recreation generated **\$1.2 trillion in economic output (2.3% of GDP) and 5 million jobs (3.1% of employment)**. This is the largest recorded measure since the BEA started calculating the size of the outdoor recreation economy in 2012. According to newly revised data in the release, the outdoor recreation economy has grown 36% in real terms since 2012. The new figures revealed that the outdoor recreation economy contributes more to the U.S. economy than farming, mining, and utilities.

Along with this year's national spotlight, ORR also released the *second year of state outdoor economy rankings*, tracking performance across several metrics to determine leaders from across the country.



TOP-LINE FIGURES FROM 2023 OUTDOOR RECREATION SATELLITE ACCOUNT DATA



2023 STATE-LEVEL REC ECONOMY RANKINGS

Rank	Overall GDP 2023	\$B	% State GDP 2023	%
1	California	\$81.5	Hawaii	6.3
2	Florida	\$57.8	Vermont	4.8
3	Texas	\$55.8	Montana	4.6
4	New York	\$33.9	Alaska	4.6
5	Illinois	\$24.4	Wyoming	4.1



TOP 5 STATES IN ORR'S ANNUAL RANKING OF STATE OUTDOOR RECREATION ECONOMIES.

“The annual release of Outdoor Recreation Satellite Account data from the U.S. Bureau of Economic Analysis plays a huge role in supporting our efforts to shine a spotlight on Maine’s \$3.4 billion outdoor recreation economy, which accounts for 3.7% of state GDP. Whether it is with policymakers, businesses, or local leaders, this data is a powerful tool to make the case for further investments in outdoor recreation.”

Jenny Kordick

Executive Director, Maine Outdoor Brands



NATIONAL OUTDOOR RECREATION EXECUTIVE FORUM

ORR hosted the *first-ever National Outdoor Recreation Executive Forum* in Washington, D.C. on May 7, 2024. In this first-of-its-kind gathering, the event brought together an unprecedented 200 CEOs and outdoor business leaders across the industry's many segments, agency leadership, Governors, and over 20 bipartisan Members of Congress to drive collective goals and strategies forward. The event also included a *signing event for the Confluence of States, awards to agency and industry leaders*, and followed a meeting with key White House officials around the economic impact of the \$1.2 trillion outdoor recreation industry on the U.S. economy. Hosting the National Outdoor Recreation Executive Forum is part of ORR's ongoing efforts to convene industry leaders and government officials and provide thought leadership and cross-sector collaboration.



WATCH:

Key moments from the National Outdoor Recreation Executive Forum.

ATTENDEES AT ORR'S NATIONAL OUTDOOR RECREATION EXECUTIVE FORUM IN WASHINGTON, D.C.
(PHOTO: PAUL MORIGI, GETTY IMAGES)



ORR THANKS THE FOLLOWING SPONSORS FOR THEIR GENEROUS SUPPORT OF THE NATIONAL OUTDOOR RECREATION EXECUTIVE FORUM:

INDUSTRY LEADER



DIAMOND



GOLD



SILVER



Booz | Allen | Hamilton



HIP CAMP



RECREATION AS A PRIORITY

INVESTING IN OUTDOOR RECREATION

On June 4, 2024, ORR released “*Recreation Funding in America: Current Results and Future Insights*,” a comprehensive study conducted by Southwick Associates, Inc. on behalf of ORR. The study aggregates and analyzes current federal funding streams for outdoor recreation and identifies potential future threats to these funding sources including changing energy demands, evolving participation, impacts of inflation, natural disasters and climate change, and stagnant appropriations trends. The report highlights the pressing need for innovative solutions to ensure sustainable funding for the \$1.2 trillion recreation economy and the millions of Americans and communities who rely on it.



OUTDOOR RECREATION ELEVATED ACROSS FEDERAL AGENCIES AS AN ECONOMIC DRIVER

ORR welcomed the release of *an interdepartmental report* from the U.S. Departments of the Interior, Agriculture, and Commerce providing recommendations for regional economic development through outdoor recreation. This kind of cross-agency collaboration in this first-of-its-kind report is further testament to the central role that outdoor recreation plays in creating resilient economies, connecting communities, and improving public health and well-being.



RURAL DEVELOPMENT

Outdoor recreation’s proven role in stimulating rural economies ascended to new heights in 2023 with the release of ORR’s second edition of its seminal *Rural Economic Development Toolkit* research and the *National Leadership Forum on Rural Development* in Pittsburgh, PA.

BY THE NUMBERS:

30 New Rural Development Research Briefs in *ORR’s Rural Economic Development Toolkit*

1200 Registrants to *ORR’s national webinar debuting new research*

170 Communities sharing their information with *ORR’s Rural Development Mapping Project*

\$40,000 Distributed to Rural Communities from ORR to implement their *Rural Economic Development Plans*

65 National CEOs, Executive Directors, Business Leaders, Rural Communities, State Outdoor Recreation Directors, and more convening in Pittsburgh, PA for *ORR’s National Leadership Forum on Rural Development*

The Toolkit research serves as a definitive source of guidance for rural communities to maximize the benefits of outdoor recreation in their communities and has been recognized as such by a national audience of rural leaders, federal agencies, economic development organizations, and more. Accompanying the release of this research, ORR partnered with the U.S. Environmental Protection Agency, U.S. Forest Service, Appalachian Regional Commission, and Northern Border Regional Commission to *grant five communities* seeking to implement their plans from the *Recreation Economy for Rural Communities* program.

2024’S RURAL COMMUNITIES RECEIVING IMPLEMENTATION GRANTS FROM ORR.



ORR’S NEW EDITION OF ITS RURAL ECONOMIC DEVELOPMENT TOOLKIT DEBUTED TO AN AUDIENCE OF 1200 NATIONAL ATTENDEES IN JANUARY.



ORR hosted the *National Leadership Forum on Rural Development* in October in Pittsburgh, PA, bringing together CEOs, Executive Directors, and other leaders from conservation, economic development, and outdoor recreation organizations including the International Economic Development Council, Brookings Institution, The Conservation Fund, Trust for Public Land, REI Co-op, KOA, Center on Rural Innovation, Tribal community organizations, Housing Assistance Council, U.S. Environmental Protection Agency, U.S. Bureau of Land Management, and the U.S. Department of Agriculture Under Secretary for Rural Development. Everyone came together in this convening to discuss the state of rural economic development through outdoor recreation and key opportunities to advance this agenda forward with new investments, tools, and research.

AMERICAN SPORTFISHING ASSOCIATION PRESIDENT AND ORR BOARD MEMBER GLENN HUGHES SPEAKS AT ORR'S NATIONAL LEADERSHIP FORUM ON RURAL DEVELOPMENT.



KEYNOTE SPEAKER BARATUNDE THURSTON ADDRESSES THE AUDIENCE AT ORR'S NATIONAL LEADERSHIP FORUM ON RURAL DEVELOPMENT.



DR. BASIL GOODEN, UNDER SECRETARY FOR RURAL DEVELOPMENT AT THE U.S. DEPARTMENT OF AGRICULTURE, JOINED BY I LING THOMPSON, CEO OF THE FOUNDATION FOR AMERICA'S PUBLIC LANDS, SPEAKS AT ORR'S NATIONAL LEADERSHIP FORUM ON RURAL DEVELOPMENT.



ORR also conducted research on field visits to Monte Vista, CO and Johnstown, PA, during which we profiled the communities' of *Monte Vista, CO* and *Johnstown, PA* to profile their efforts to develop around outdoor recreation and the lessons they have employed throughout the process.



“ORR’s collaboration and leadership in planning the National Leadership Forum on Rural Development was a phenomenal spotlight on Pennsylvania’s outdoor recreation economy and the strength of its rural communities, as well as emblematic of what ORR can make possible when it uses its convening power to bring leaders from all backgrounds to the table. We were thrilled to partner on this inaugural event.”

Nathan Reigner

Director, Pennsylvania Office of Outdoor Recreation

ORR VICE PRESIDENT OF PROGRAMS CHRIS PERKINS JOINS LEADERS IN MONTE VISTA, CO TO LEARN MORE ABOUT THEIR OUTDOOR RECREATION DEVELOPMENT EFFORTS.



ORR CONVENED STAKEHOLDERS IN JOHNSTOWN, PA, TO PROFILE THEIR RURAL ECONOMIC DEVELOPMENT STRATEGIES.



TOGETHER OUTDOORS

INCREASING ACCESS TO OUTDOOR RECREATION EXPERIENCES FOR EVERYONE

In 2024, ORR's Together Outdoors program continued its charge to make the outdoors welcoming and accessible for everyone. From *live interviews* with federal agency leadership and publication of a *new report* and *webinar* on equitable grantmaking in outdoor recreation to *taking the stage at SXSW* and *Outside Festival*, partnering with the state of Maryland to award local *micro-grants* and host an in-person Share the Air event, partnering to award scholarships for outdoor career development and *working with Outdoor Diversity Alliance* to highlight opportunities for outdoor entrepreneurship in an *Outdoor Workforce Expert Series* and publishing *an Op Ed about the value of time outdoors*, Together Outdoors helped propel the outdoor industry forward with actionable solutions to support recreation access for all.

GRANTMAKING

Together Outdoors received approximately 300 applications for its Inclusive Micro-Grant Program, totaling nearly \$3 million in requested funding. After a thorough review, *10 diverse organizations from around the country were awarded grant funding*. In fall 2024, with additional funding from Winnebago Industries, Together Outdoors awarded grants to *two more organizations* working to make the outdoors more accessible for underserved communities. Together Outdoors also forged a *new partnership with the Maryland Department of Natural Resources (DNR) Office of Outdoor Recreation* to create and launch the first Maryland Outdoor Equity Grant Fund and the program's pilot round of grants. Together Outdoors worked with Outdoor Diversity Alliance (ODA) to award four \$10K grants to connect underrepresented students to outdoor professions where they will be mentored to help guide them into jobs they might not know exist in RV, marine, and campgrounds.



THE TOGETHER OUTDOORS LEADERSHIP TEAM CELEBRATES BOB MARTIN, CEO, THOR INDUSTRIES, FOR HIS LEADERSHIP IN SUPPORTING ACCESS FOR ALL.

BY THE NUMBERS:

300+ applications received for the Inclusive Micro-Grant Program

Nearly \$3 million requested in funding from Together Outdoors

10 diverse organizations awarded micro-grants, totaling \$80K for outdoor recreation in communities across the United States



ORR SENIOR PROGRAM DIRECTOR AMBREEN TARIQ JOINS MARYLAND'S RECREATION ADVOCATES AT THE LAUNCH OF THE NEW LORE OF THE LAND SENSORY TRAIL.



SUSTAINABILITY AND OUTDOOR RECREATION

ORR announced a collaborative project with four graduate students from the University of Colorado Boulder Masters of the Environment (MENV) Program to unify and propel sustainability efforts within the outdoor recreation industry. ORR was selected as a partner organization by the MENV Capstone Program, a collaborative effort between students and organizations to advance sustainability and resilience locally and nationally. The project, supported by Yamaha, underscores ORR’s commitment to addressing the most pressing issues facing the future of outdoor recreation for the benefit of the nation’s economy, communities, health, and environment.

“In an industry as varied as ours, compiling best practices in a way that not only showcases innovation on sustainability, but also fosters coordinated efforts and plots a clear path for future policy action in line with our products and vehicles will be incredibly valuable. This partnership with the University of Colorado at Boulder and a dynamic team of students will be instrumental in developing a framework around sustainability that serves the entire recreation industry.”

Whitney Potter Schwartz

ORR’s Senior Vice President

“Support for the Outdoor Recreation Roundtable gives Yamaha Rightwaters the opportunity to collaborate with the next generation of dedicated conservationists. Together, we can promote the importance of healthy marine environments to new audiences. We look forward to following the students as they advance sustainable resource messages and programs within the outdoor recreation industry.”

Joshua Grier

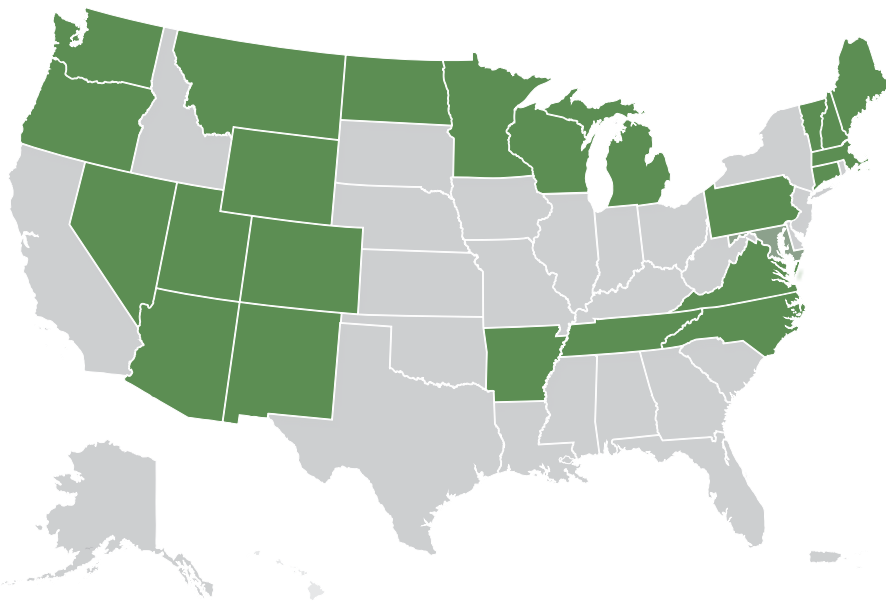
*Sustainability Program Manager,
Yamaha U.S. Marine Business Unit*



SAM BRUCKNER, HANNAH REED, GWYNNIE LAMASTRA, AND OLIVIA HUBBARD FROM THE CU BOULDER MENV PROGRAM, WHO LED ORR’S SUSTAINABILITY REPORT IN 2024.

GROWING OUTDOOR RECREATION AT THE STATE LEVEL

In just over a decade, *24 states have created dedicated offices or positions* to grow and sustain their outdoor recreation economies, a meteoric recognition for outdoor recreation's nationwide. In 2024, ORR was proud to assist in the creation of four new offices of outdoor recreation in Connecticut, North Dakota, Tennessee, and Arizona. The bipartisan enthusiasm for outdoor recreation in each of these states represents the appeal for outdoor recreation's role in public health, economic development, workforce development, and connected communities.



ORR also works hand-in-hand with the *Confluence of States*, the bipartisan network of state leaders advancing our outdoor economy through a collective voice, to support existing offices of outdoor recreation and shine light on the benefits of these offices across other states. In 2024 ORR and Confluence *released new resources* to catalyze further support of state outdoor recreation economy initiatives and welcomed four new states to their coalition at signing events in Washington, D.C. at ORR's *National Outdoor Recreation Executive Forum* and Missoula, MT at the *Outdoor Media Summit*.

THE CONFLUENCE OF STATES WELCOMES MINNESOTA AND NORTH DAKOTA TO THEIR COALITION AT A SIGNING EVENT AT THE OUTDOOR MEDIA SUMMIT.



MOVING ORR FORWARD

ORR welcomed Senior Vice President of Communications and Operations Whitney Potter Schwartz and Program and Administrative Director Cassie Elrod to the team, expanding the organization’s ability to achieve impacts from the federal to local levels and service its powerful and diverse membership.

ORR Vice President of Programs Chris Perkins was recognized for his leadership and expertise within the outdoor recreation economy with his appointment as Adjunct Faculty at the University of Denver’s Leadership in the Outdoor Recreation Industry (LORI) Program.

In 2024 ORR welcomed three esteemed individuals to its Board of Directors: Charles W. Galbraith, Co-Chair of the Native American Law Practice at Jenner & Block; Chandria Harris, Global Chief People Consultant and Certified Executive Coach; and Renee Jones, Vice President of Marketing for THOR Industries. These new additions will help ensure that ORR reaches its potential to grow and sustain the outdoor recreation economy for years to come.

In 2025, ORR will continue its work to highlight the power of the outdoors and its unique and powerful way of bringing people together – across states, communities, and political affiliations – offering a meaningful space to connect, recharge, and be inspired. We will continue our important work to increase access to the outdoors for everyone and support the growth and resilience of the \$1.2 trillion outdoor recreation economy.

THE ORR TEAM: CASSIE ELROD, WHITNEY POTTER SCHWARTZ, JESSICA WAHL TURNER, CHRIS PERKINS, AND AMBREEN TARIQ.



“Chris Perkins’ mentorship of our students and high-quality curricula provided through his course is exactly why we are proud to be members of Outdoor Recreation Roundtable. We strive to prepare students to excel as leaders in a variety of roles across the outdoor recreation economy and his course set a high bar for their involvement.”

Chris Castilian

Executive Director, University of Denver Leadership in the Outdoor Recreation Industry (LORI) Program

BOARD MEMBER LIST

CHAIR:

Frank Hugelmeyer, *President*, National Marine Manufacturers Association

VICE CHAIR:

Glenn Hughes, *President*, American Sportfishing Association

SECRETARY:

Mary Ellen Sprenkel, *President & CEO*, The Corps Network

TREASURER:

Phil Ingrassia, *President*, RV Dealers Association

AT-LARGE MEMBERS:

- **Paul Bambei**, *President & CEO*, Outdoor Hospitality Industry
- **Jenn Dice**, *President & CEO*, PeopleForBikes
- **Kent Ebersole**, *President*, Outdoor Industry Association
- **Dan Forster**, *Vice President and Chief Conservation Officer*, Archery Trade Association
- **James Frye**, *Past President & Chairman*, Association of Marina Industries
- **Charlie Galbraith**, *Partner*, Jenner & Block
- **Matt Gruhn**, *President*, Marine Retailers Association of the Americas
- **Chandria Harris**, *Founder & CEO*, HireCultures
- **Tom Ingram**, *President & CEO*, Diving Equipment & Marketing Association
- **Renee Jones**, *VP of Marketing*, THOR Industries
- **Craig Kirby**, *President & CEO*, RV Industry Association
- **Christy LaCurelle**, *President & CEO*, Motorcycle Industry Council
- **Heather Lougheed**, *President*, BoatU.S. Foundation
- **Mindy Meade-Meyers**, *Executive Director*, National Park Hospitality Association
- **Mike Reitzell**, *President & CEO*, National Ski Areas Association
- **Nick Sargent**, *President*, Snowsports Industries America
- **Jaret Smith**, *President*, International Snowmobile Manufacturers Association
- **Eric Snyder**, *Senior Director of Federal Government Affairs*, Specialty Equipment Market Association

MEMBERS

ORR's work would not be possible without the support of the member organizations shown below across the \$1.2 trillion outdoor recreation economy. In addition, we owe a great deal of gratitude to THOR Industries, the Richard King Mellon Foundation, The VF Foundation, and REI Co-op for their investments in ensuring all Americans can benefit from outdoor recreation.

