

Outdoor Recreation Industry

Listening Sessions

Session Outcomes

Listening sessions will be held across the state, with audience members consisting of outdoor recreation businesses, civic and business leaders, recreation stakeholders, community/regional planners and other interests. DNR will host or co-host with entities to meet the following objectives:

- Demonstrate magnitude and importance of sustainable outdoor recreation economy in Michigan and their local area.
- Report on the Outdoor Recreation Advisory Council (ORAC) effort, and why business relationships are important to MDNR, outdoor recreation, and quality of life.
- Solicit ideas, input, and suggestions from the business and stakeholder community. Questions will help scope out issues and opportunities, and encourage dialogue on economic development, conservation, health and wellness, and access and relevancy.
- Solicit input and ideas on how to build better partnerships, assist with outdoor recreation economic growth, and what obstacles and opportunities are evident in the region.
- Report findings and local recommendations to ORAC, DNR for consideration.

Potential Questions

The following sample questions could be asked to solicit ideas, suggestions and potential local action:

- How can we support, expand and grow outdoor recreation businesses and economy, employment, consumer spending?
- How to build lasting relationships and partnerships between outdoor recreation industry, DNR and other state agencies?
- In what ways can the outdoor recreation industry support conservation and sustainable recreation objectives, public recreation assets and infrastructure to maintain relevancy to population and needs.
- What are the needs and opportunities for growth with emerging consumer, market, and demographic trends, or emerging manufacturing or product developments?
- Recommend ways to connect outdoor recreation access and assets and to business and talent recruitment and retention, healthy lifestyle benefits, and placemaking efforts.



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