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ASHEVILLE

Growing the Outdoor Industry in Western North Carolina

Matt Raker

Incoming Executive Director
Mountain BizWorks

#OutdoorEconomy

A PLACE-BASED FUND FOR THE NC MOUNTAINS REGION



- Founded in 1989
- US Treasury-certified CDFI
- Offices in Asheville & Boone (plus a pop-up in Marion)
- Local based fund



The Outdoor Recreation Industry is a unique economic opportunity for Western North Carolina



World-Class Outdoor

Manufacturing

Small Business

Regional

Recreation Assets + Capabilities + & Innovation

+ Collaboration (Public Lands)

Ecosystem = a durable competitive advantage

NORTH CAROLINA

OUTDOOR
INDUSTRY
ASSOCIATION

56%
OF
NORTH CAROLINA
RESIDENTS PARTICIPATE
IN OUTDOOR RECREATION
EACH YEAR

Communities across North Carolina recognize that outdoor recreation supports, contributes to a high quality of life and—perhaps most importantly—attracts and sustains employers and families. Investing in outdoor infrastructure attracts employers and active workforces, ensuring those communities thrive economically and socially.



**OUTDOOR
RECREATION
GENERATES
MORE CONSUMER
SPENDING**

in North Carolina
(\$28 billion) than
financial services
and insurance
(\$24.9 billion)¹



North Carolina
residents are
more likely to
**PARTICIPATE
IN FISHING AND
HUNTING**
than the average
American



**IN NORTH CAROLINA OUTDOOR
RECREATION GENERATES:**

**\$28.0
BILLION**
IN CONSUMER
SPENDING ANNUALLY



260,000
DIRECT
JOBS



**\$8.3
BILLION**
IN WAGES AND
SALARIES



**\$1.3
BILLION**
IN STATE AND LOCAL
TAX REVENUE



¹ Bureau of Economic Analysis

2015 WESTERN NORTH CAROLINA OUTDOOR INDUSTRY MANUFACTURING CENSUS

Produced by the
Outdoor Gear Builders of Western North Carolina



BY THE NUMBERS

27
WNC GEAR
MANUFACTURERS
IDENTIFIED

473
JOBS
IN THE
WNC ECONOMY

OVER \$4m
IN LOCAL
SOURCING

WHY WNC?

"Abundant resources and talent pool" * "Prime area for product development and testing" * "Gaining national and international recognition as a gear innovation hub" * "Network of collaboration within the outdoor industry of WNC"

Outdoor gear manufacturing is a significant contributor to Western North Carolina's economy.

This year, the Outdoor Gear Builders of WNC conducted the second ever WNC Outdoor Industry Manufacturing Census. The census provides a snapshot of the current size and economic impact of this fast-growing sector, establishing baseline numbers for tracking future industry growth. We are excited to see how this emerging cluster continues to build on Western North Carolina's natural, cultural and economic assets like our roaring rivers, mountain trails, tradition of innovation, and supportive community of outdoor enthusiasts.

LOCATION OF COMPANIES



SIZE OF COMPANIES (by annual revenues)



MADE HERE. USED EVERYWHERE.



100%

distribute nationally, to everyone from day-hikers to ultralight backpackers to SEAL and search and rescue teams



85%

export to countries including Norway, South Korea, the UK, Australia, Russia, France and Japan

FOR MORE INFORMATION

www.outdoorgearbuilders.com

Results are based on regional surveys of outdoor gear manufacturing companies as well as published data. Data collected by and analyzed by the staff at the Outdoor Gear Builders of WNC. For the purposes of this survey, outdoor gear includes both gear intended for recreational use as well as for professional use such as military, scientific, humanitarian, and search and rescue operations. Welder image by Luis Prado from The Noun Project. ©2016 Outdoor Gear Builders of WNC.

