



# STATE OVERVIEW: COLORADO



- **Office Created:** 2015
- **Created by:** Legislation
- **Signed Confluence Accords:** 2018
- **Agency:** Office of Economic and International Trade
- **Funding:** General Funds
- **Advisory Board:** 40 members
- **Population:** 5.685 million

- **Top Outdoor Industries:** Snow Activities, RVing, Boating/Fishing
- **Top Outdoor Destinations:** Rocky Mountain National Park, Great Sand Dunes National Park and Preserve, Nearby Mountain Towns, Denver

## BRIEF HISTORY

Governor John Hickenlooper launched the Colorado Outdoor Recreation Industry Office in 2015 to champion industry, communities, and people to come to life through Colorado's great outdoors. The Outdoor Recreation Industry Office provides a central point of contact, advocacy, and resources at the state level for the diverse constituents, businesses, and communities that rely on the continued health of the outdoor recreation economy. In 2021, legislation was passed codifying the Outdoor Recreation Industry Office into state statute.

## STATE SUCCESSES



**Outdoor Equity Grant Bill:** Established Colorado Outdoor Equity Grant Program offering grants to entities providing conservation, environmental, outdoor experiences and education opportunities to underserved youth and families.



**Colorado State Outdoor Recreation Grant:** Created a \$4 million competitive grant program that will distribute recovery funds to outdoor recreation projects. Eligible projects include upgrades to infrastructure, technical and planning assistance, marketing and promotion of events and assets, and workforce development, all within the outdoor recreation industry.



**Get Outdoors Employer Toolkit:** Launched the Get Outdoors Employer Toolkit, designed to support Colorado companies interested in improving the health and well-being of their employees.



**Workforce Development:** Office supports workforce development programs and curriculum across Colorado, and advises degree and certificate programs focused on the outdoor recreation industry.

### The Outdoor Recreation Economy Impact in Colorado

**Direct Jobs:** 125,244

**Wages and Salaries:** \$6.1 billion

**Total Outdoor Recreation Value Added:** \$11.6 billion



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