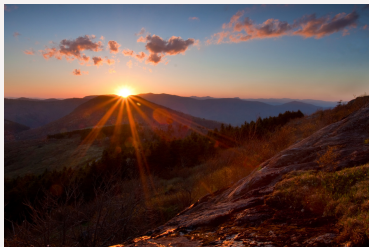




STATE OVERVIEW: NORTH CAROLINA



- **Office Created:** 2017
- **Created by:** Budget Line Item
- **Signed Confluence Accords:** 2018
- **Agency:** Economic Development Partnership of NC
- **Funding:** General Funds
- **Advisory Board:** N/A
- **Population:** 10.551 million

- **Top Outdoor Industries:** Boating/Fishing, RVing, Motorcycling/ATVing, Equestrian
- **Top Outdoor Destinations:** Mount Mitchell State Park, Cape Hatteras National Seashore, Chimney Rock State Park

BRIEF HISTORY

In 2017, North Carolina created the state's Outdoor Recreation Industry Office in cooperation with the Outdoor Industry Association (OIA) and the Economic Development Partnership of North Carolina (EDPNC) to serve in bolstering economic development and the outdoor recreation economy. The office focuses on economic development, education and workforce training, conservation and stewardship, and public health and wellness, to ensure the state's strategic growth as a place where outdoor businesses and recreation communities can thrive.

STATE SUCCESSES

- ✓ **Economic Development:** Office supports economic development by growing the state's existing outdoor recreation companies and recruiting new outdoor recreation companies to locate in the state.
- ✓ **Statewide Stewardship and Recovery Initiative:** Promotes good stewardship of state's public lands by educating and empowering residents, visitors, and partners across the state.
- ✓ **Outdoor Economy Summit:** Office supports yearly Outdoor Economy Summit that connects, educates, and inspires leaders and doers working to grow the outdoor industry and craft an economy that's tied to the well-being of our places and communities.
- ✓ **Statewide Partnerships:** Office holds listening tours around the state to understand what each region needs to better direct financial and personnel resources to help grow the outdoor economy.

**The Outdoor Recreation Economy
Impact in North Carolina**

Direct Jobs: 146,507

Wages and Salaries: \$6.9 billion

**Total Outdoor Recreation Value
Added: \$14.6 billion**



[State Website](#)

Connect.



Director E-mail



www.confluenceofstates.com