

An aerial photograph of a river winding through a lush, forested valley. The trees are in various shades of green and yellow, suggesting an autumn setting. In the background, rolling hills are visible under a cloudy sky. The river flows from the upper left towards the lower right of the frame.

Pennsylvania's Office of Outdoor Recreation

Nathan Reigner, PhD
Director of Outdoor Recreation
Pennsylvania Office of Outdoor Recreation

Pennsylvania's Office of Outdoor Recreation



Editorial: New Pa. outdoor recreation office is government done right



THE EDITORIAL BOARD
Pittsburgh Post-Gazette

Pennsylvania's Office of Outdoor Recreation

Brought to you by,



in cooperation with,



and collaborating among,



and many more...

Mission

Unite, grow, and strengthen Pennsylvania's outdoor economy

Outdoor Industry



Community & Economic
Development



Green Infrastructure &
Public Health Cost Savings



Connecting the dots is a big part of our work...



Connector
Convenor
Liaison



Advocate
Messenger
Data & Story

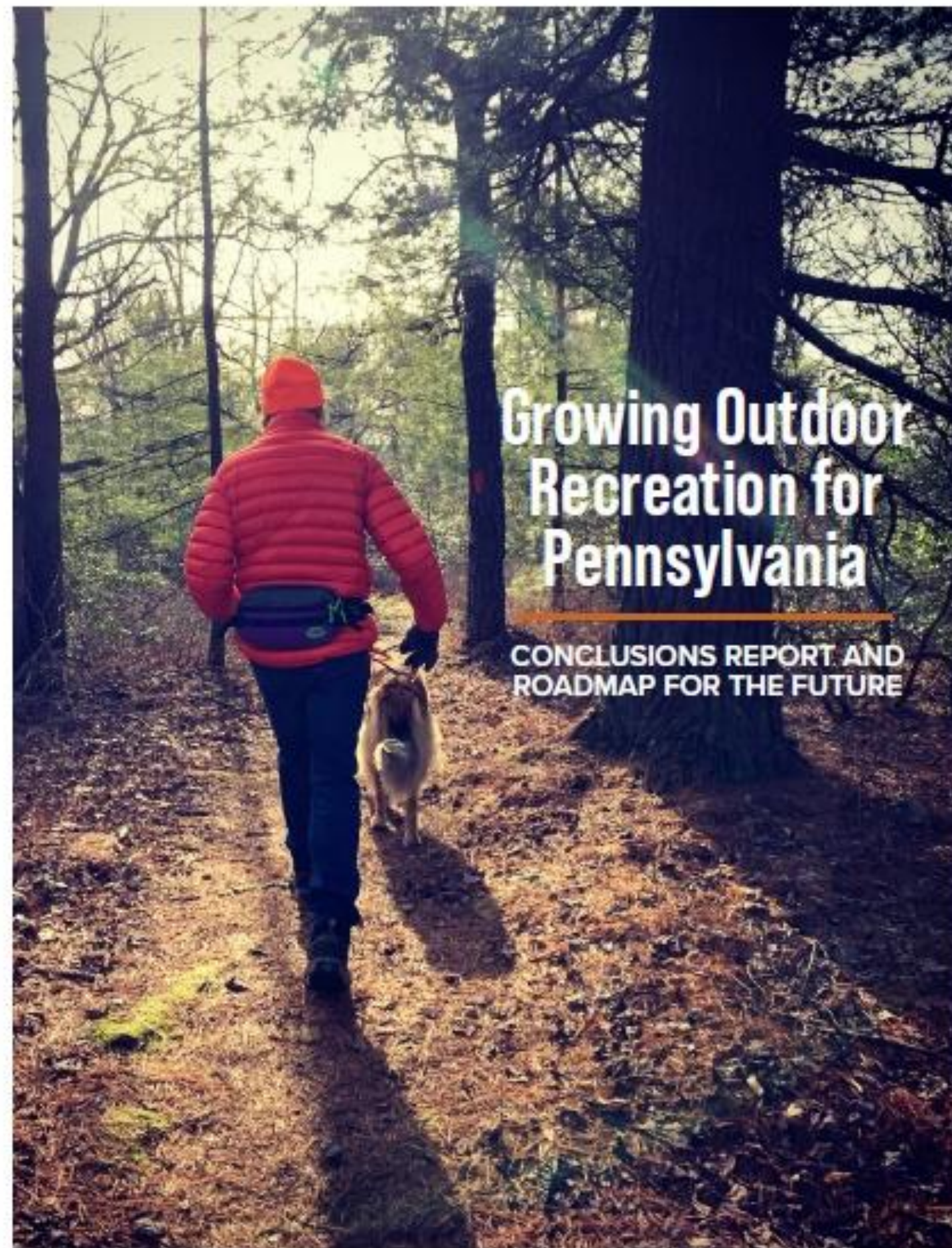
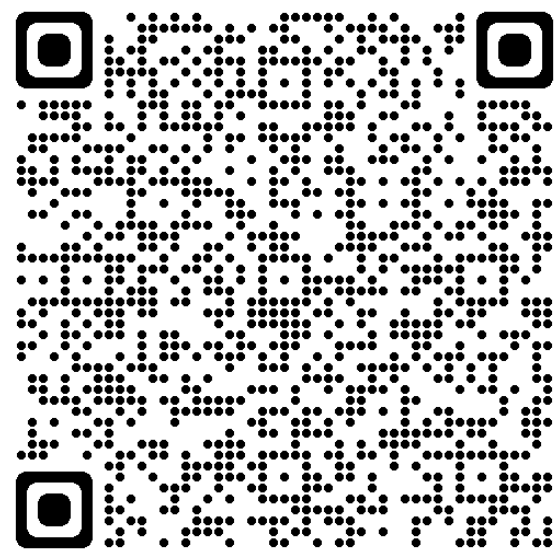


Policy
Innovation
Expertise



Recommendations

- Background
- Process
- Mission
- Strategic Priorities
 - Action Items



Core Strategy: Build Outdoor Industry Capacity



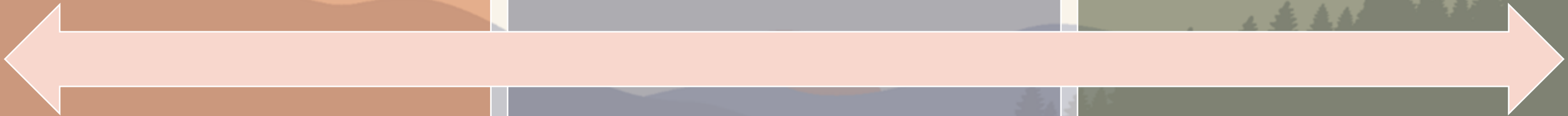
**Organize the
outdoor industry**



**Develop our
outdoor
workforce**



**Communicate
the value of the
outdoors**



Macroeconomics

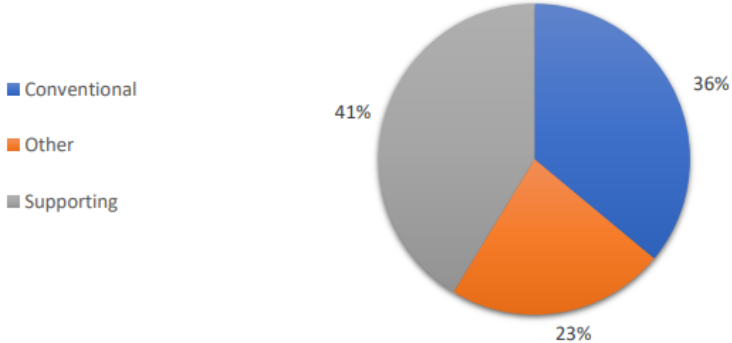


2022—Pennsylvania

Value added [gross domestic product]		Employment		Compensation	
ORSA total	Share of state	ORSA total	Share of state	ORSA total	Share of state
\$16.9 billion	1.8%	164,344 jobs	2.7%	\$7.7 billion	1.5%

Value Added by Select ORSA Activity [Thousands of dollars]				
Activity	2020	2021	2022	State rank
RVing	567,292	808,463	863,745	11
Motorcycling / ATVing	530,357	546,662	583,164	4
Boating / fishing	561,817	566,189	575,541	19
Hunting / shooting / trapping	318,038	341,941	342,859	9
Equestrian	186,955	193,116	207,826	6
Snow activities	129,572	158,578	207,804	9
Climbing / hiking / tent camping	171,067	154,880	178,953	8
Bicycling	127,867	107,177	114,120	6
Recreational flying	25,150	34,181	86,406	9

Value-Added Composition of Outdoor Recreation Activities



Conventional ORSA activities include traditional outdoor activities, such as camping, hiking, boating, and hunting.
Other ORSA activities include those that take place outside, such as gardening and outdoor concerts.
Supporting ORSA activities are those that contribute to the core activities and include such things as construction, travel and tourism, local trips, and government expenditures.

8th
 Largest OR economy in the US

1.8%
 of PA's economy

\$17 billion value added to PA's GDP

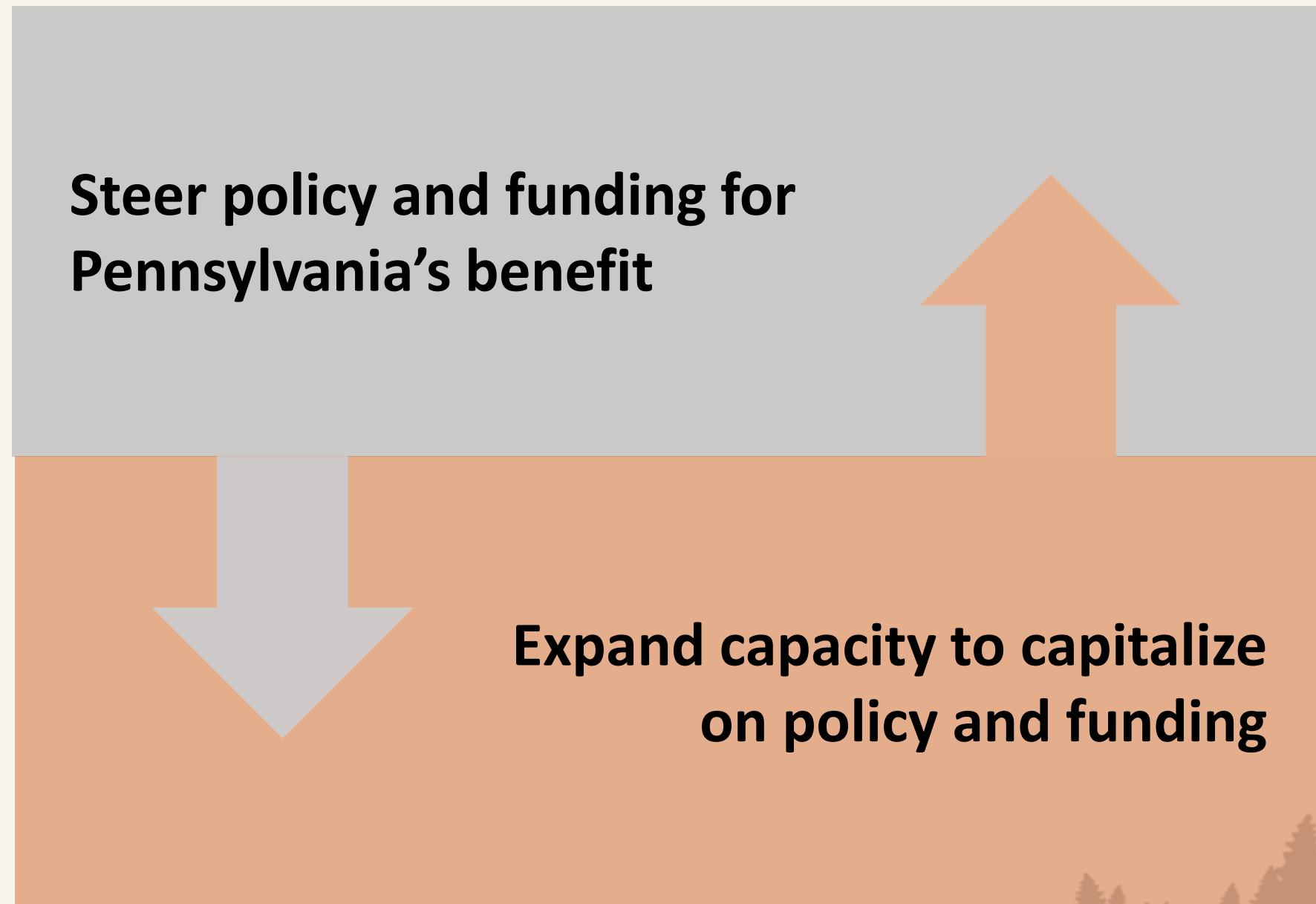
164,000 Jobs directly in OR

Macroeconomics

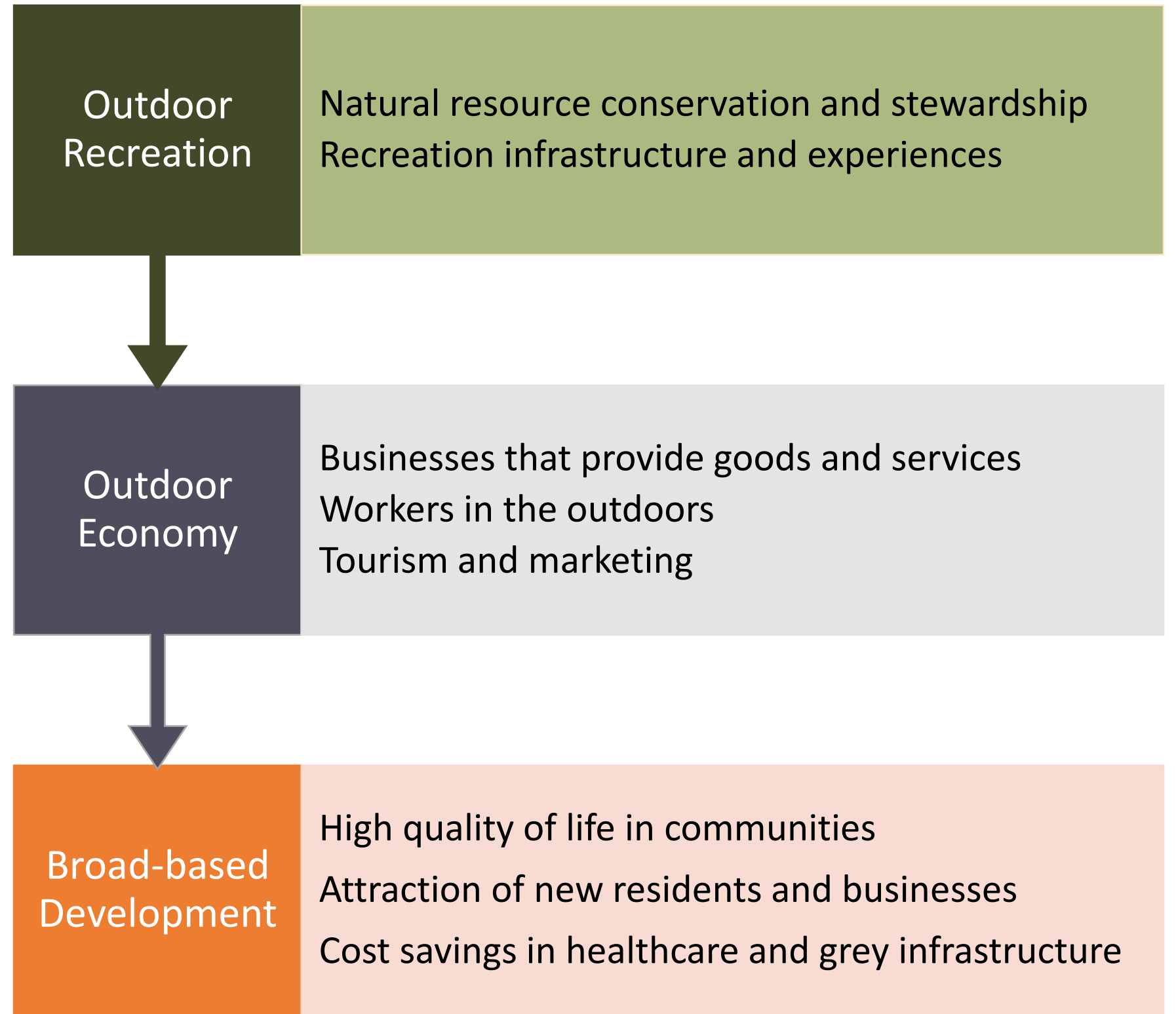
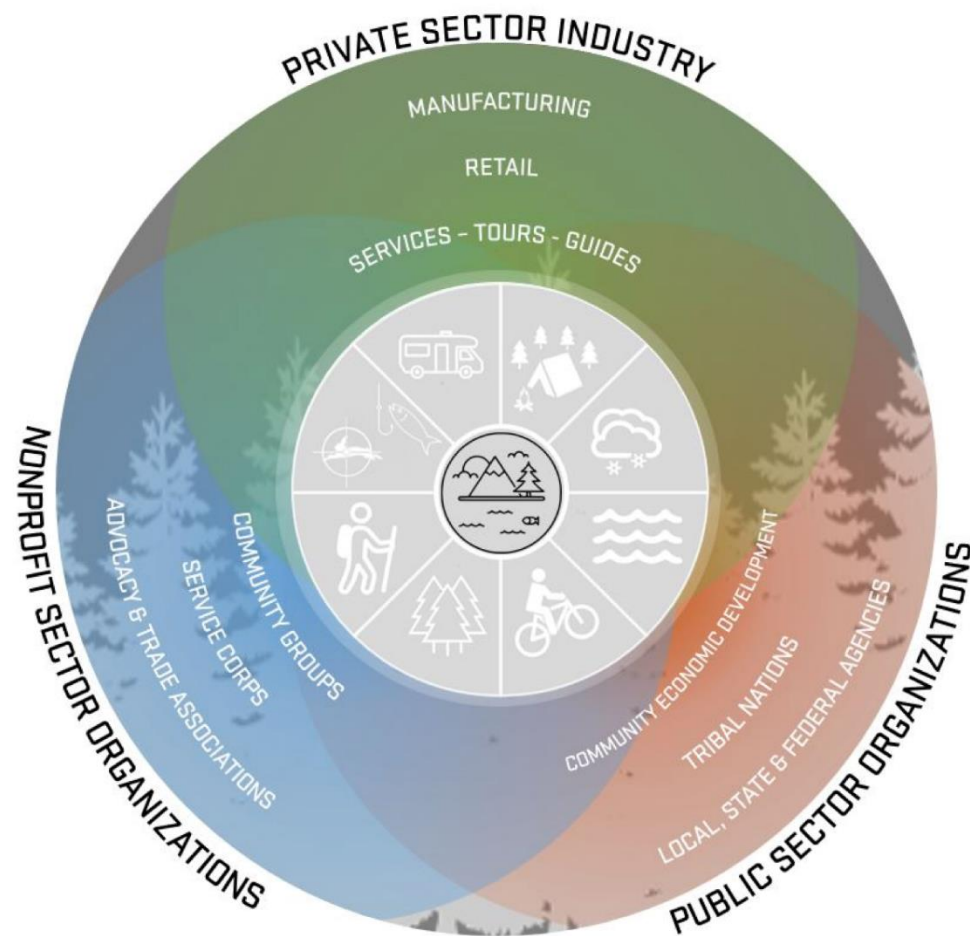
PA's Private Sector Industry (2022)	\$ Billion	% PA GDP
Agriculture, forestry, commercial fishing & hunting	\$5.20	0.6%
Mining & quarrying	\$6.10	0.7%
Arts and entertainment	\$6.80	0.8%
Oil and gas extraction	\$11.70	1.4%
Utilities	\$15.10	1.8%
Outdoor recreation	\$16.40	2.0%
Other private sector services	\$20.40	2.5%
Accommodation & food services	\$21.20	2.6%
Construction	\$34.70	4.2%
Transportation & warehousing	\$37.30	4.5%
Information	\$44.70	5.4%
Wholesale trade	\$50.10	6.0%
Retail trade	\$51.30	6.2%
Manufacturing	\$101.50	12.2%
Education, health care, & social assistance	\$111.70	13.4%
Professional and business services	\$124.00	14.9%
Finance, insurance, real estate, rental, & leasing	\$172.30	20.7%
All Included Industries	\$830.7	100.0%

PA's Private Sector Outdoor Industry (2022)	\$ Million	% of OR
Retail trade	\$3,837.8	29.0%
Manufacturing	\$1,819.0	13.7%
Arts and entertainment	\$1,702.6	12.9%
Accommodation and food services	\$1,414.6	10.7%
Wholesale trade	\$1,245.0	9.4%
Transportation and warehousing	\$782.3	5.9%
Finance, insurance, real estate, rental, and leasing	\$740.7	5.6%
Agriculture, forestry, commercial fishing & hunting	\$369.6	2.8%
Construction	\$235.6	1.8%
Other private sector services	\$192.8	1.5%
Professional and business services	\$138.4	1.0%
Education, health care, and social assistance	\$132.4	1.0%
Mining and utilities	\$80.2	0.6%
Information	\$33.0	0.2%

Core Strategy:
Build Capacity
for Community
and Economic
Development
through the
Outdoors



Community & Economic Development through outdoor recreation

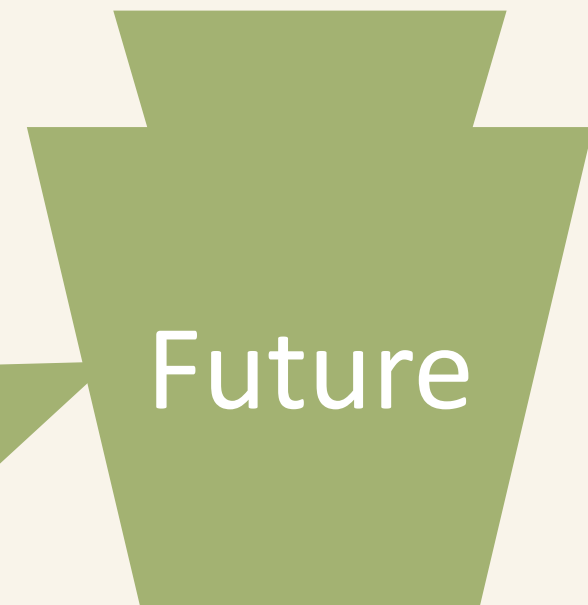


Core Strategy: Build Capacity for Inclusive and Equitable Wellbeing through the Outdoors

Empower ALL Pennsylvanians to derive benefits from the outdoors



Now



Future

Prepare the outdoors for Pennsylvania's future

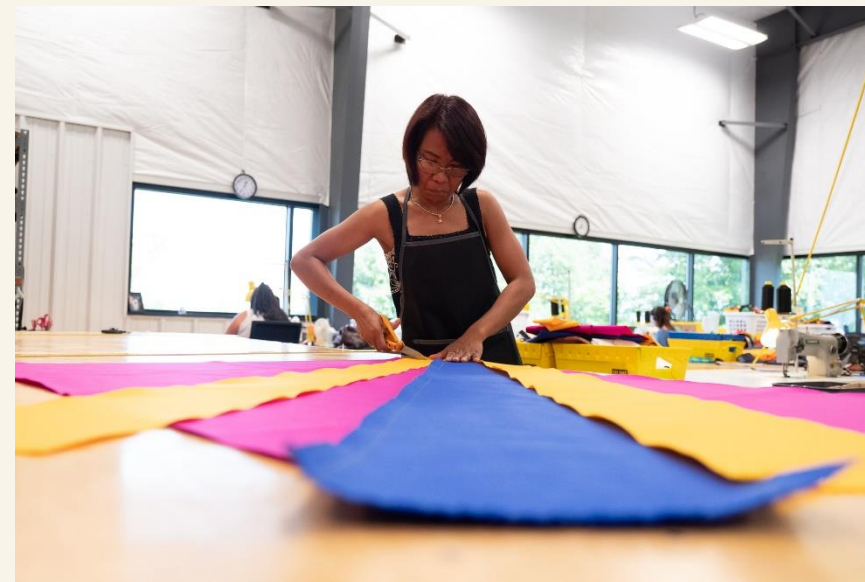
National association of state
offices of outdoor recreation

Pennsylvania admitted 2023

Four Pillars of the Confluence

- Community & Economic Development
- Workforce Training & Development
- Health & Wellbeing
- Conservation & Stewardship





Producers of outdoor gear

- design
- manufacture
- distribution
- retail
- repair

of outdoor clothing, equipment, and vehicles



Providers of outdoor experiences

- guides and trip planners
- outfitters and rental shops
- ski area, hut and fish lodges
- adventure centers
- event organizers
- hospitality outdoor recreationists



Professionals supporting outdoor recreation

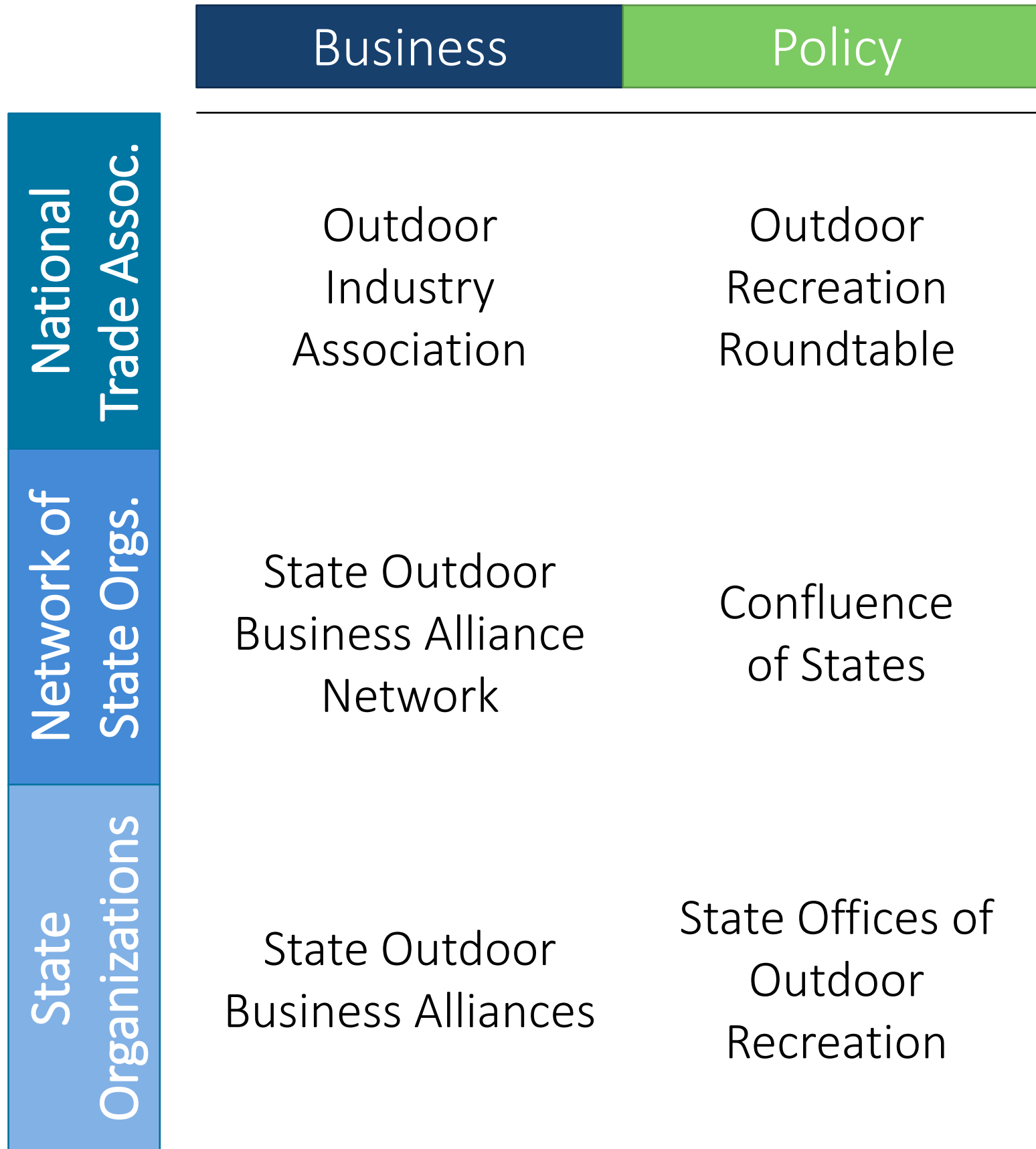
- planners and designers
- map and guidebook makers
- data providers and researchers
- educators and trainers
- photographers, videographers, journalists, artists
- accountants, attorneys, consultants
- public-sector employees and leaders

Pennsylvania's Outdoor Industry

\$17 billion

164,000 jobs

Outdoor Economy Advocacy



State Outdoor Business Alliances (2023; according to SOBAN)

ALASKA
Alaska Outdoor Alliance

ARIZONA
Get Outdoor Arizona

BRITISH COLUMBIA
Kootenay Outdoor Recreation
Enterprise (KORE) Initiative

CALIFORNIA
California Outdoor
Recreation Partnership

COLORADO
Colorado Outdoor
Business Alliance

Pikes Peak Outdoor
Recreation Alliance

CONNECTICUT
Connecticut Outdoor
Recreation Alliance

IDAHO
Idaho Business for the Outdoors

MAINE
Maine Outdoor Brands

MICHIGAN
Land of Outsiders

MONTANA
Business for Montana's Outdoors

NEVADA
Nevada Outdoor
Business Coalition

NEW HAMPSHIRE
Granite Outdoor Alliance

NEW YORK
New York Outdoor
Recreation Coalition

NEW MEXICO
endeavOR New Mexico

NORTH CAROLINA
MADE X MTNS Partnership

North Carolina Outdoor
Recreation Coalition

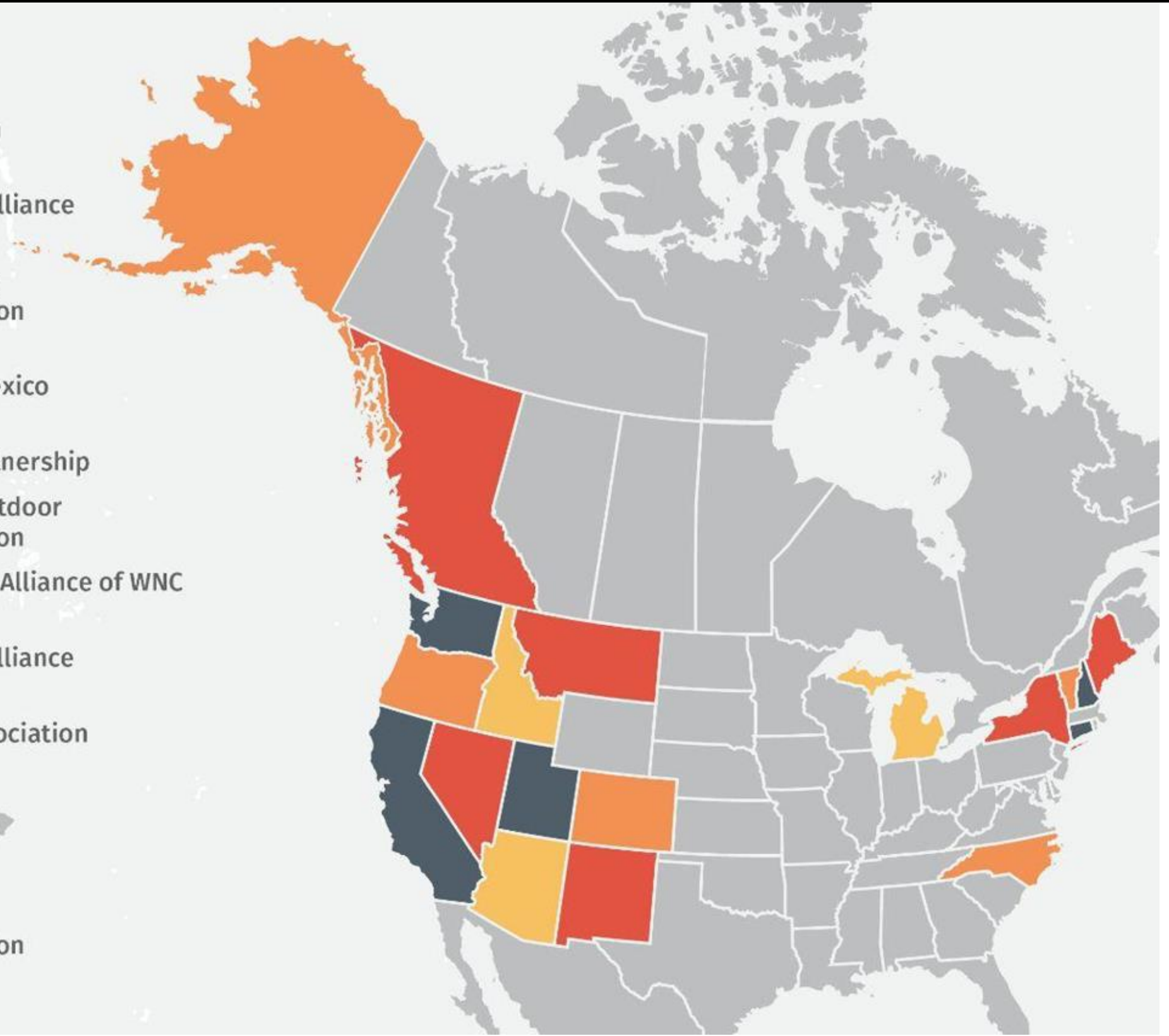
Outdoor Business Alliance of WNC

OREGON
Oregon Outdoor Alliance

UTAH
Utah Outdoor Association

VERMONT
Vermont Outdoor
Business Alliance

WASHINGTON
Big Tent Outdoor
Recreation Coalition



Advocacy Roles

Trade & Regulatory Issues

Community & Economic Development

Outdoor Clientele Expansion

Community & Economic Development

Conservation & Infrastructure



PRODUCTION STARTS HERE



ABOUT ROCK LITITZ

Rock Lititz is a one of a kind production community that supports innovative creativity within the live event industry. With resources ranging from design, engineering and manufacturing through rehearsals, and beyond, Rock Lititz is a one-stop-shop to collaborate on any live experience.

A wide-angle photograph of a modern, multi-level industrial design studio. The space is open-plan with a polished concrete floor. On the upper level, there are several workstations with desks and chairs, some with red accents. The lower level features various workspaces, including a 'DESIGN STUDIO' with a yellow wall, a 'PLANO-CRAN' area, and a 'GRANT' area. In the foreground, there are several metal shelving units filled with various product packages, including bags of snacks and boxes. A person is visible in the background near the shelving units. The overall atmosphere is bright and professional.

We design packaging.



INNOVATING SOLUTIONS

Our factory is more than a production site. With alliances like Juki, Autodesk and Advanced Robotics for Manufacturing, we're testing and implementing emerging technologies, bringing the next generation of innovation, automation and technology to the forefront to address real problems facing our industry. And we're doing it with people, ensuring they are part of the process as we pilot technology solutions to help prepare them for industry 4.0.



SHOPHOUSE PARK

OUTDOOR RECREATION INNOVATION HUB

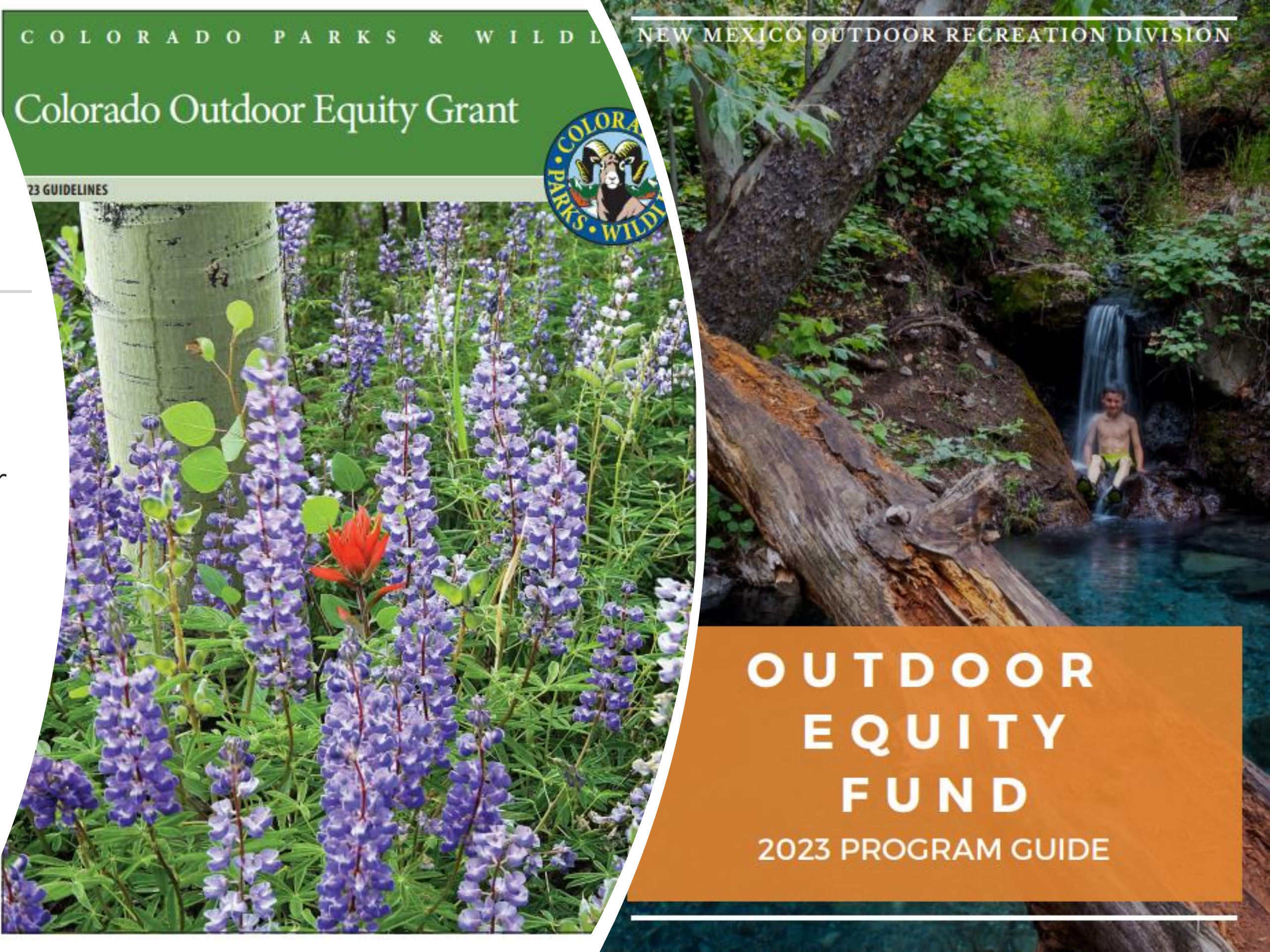
Marquette, Michigan
Target Opening 2024

[INQUIRE](#)

Outdoor Opportunity Funds

Purpose

To enhance participation in and access to the outdoor industry and outdoor economy by and for historically underrepresented communities.



COLORADO PARKS & WILDLIFE

NEW MEXICO OUTDOOR RECREATION DIVISION

Colorado Outdoor Equity Grant

2023 GUIDELINES



**OUTDOOR
EQUITY
FUND**

2023 PROGRAM GUIDE

Building Local & Regional Capacity


- Local Development Districts
- Economic Development Orgs.
- Chambers of Commerce
- Trail & Recreation Authorities
- Planning Commissions
- Conservation Districts
- Main Streets & Downtowns
- Arts & Cultural Trusts



Thank you very much

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APRIL
1978

A photograph of three children walking away from the camera on a dirt path in a forest. The child on the left is a girl with long brown hair wearing a red t-shirt and blue jeans. The child in the middle is a smaller child wearing a light blue hoodie and blue jeans. The child on the right is a boy wearing a red hoodie and blue jeans. They are all holding hands. The path is surrounded by lush green vegetation and trees.

Thank you very much
We are looking forward to walking this path with you...

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