

## **OPENING STATEMENT:**

Thank you Chairman. My name is Brad Petersen. I am the director of outdoor recreation for the State of Utah and am fortunate to have Tara McKee as our acting coordinator. Today's report is intended to enhance my written report that is embedded in GOED annual report.

I am a firm proponent of the fact that luck results from years of hard work. In this case the office of outdoor recreation gets to reap the rewards of years of hard work and legislative actions starting in 1965 with the publication of the first outdoor recreation plan for the state of Utah. (hold up the plan)

Outdoor recreation is a compelling story was and continues to be a compelling story in Utah.

To adequately summarize our progress in one year would take an entire day.

- We have appointed a diverse and very engaged advisory committee, developed a comprehensive strategic plan, and produced a statewide outdoor recreation summit;
- We have highlighted and promoted the overall importance that Utah's natural assets and recreational amenities have on the state's economy and quality of life. And by doing so we have been able to help rural Utah discover that their unique natural assets have recreational value that both supports tourism and improves the health of their community;
- We have engaged with outdoor industry related companies that are looking to relocate to a state that understands their needs and facilitates their activities; and we have shown non-outdoor industry companies that we are committed to developing a high quality of life that will continue to attract key employees.

Outdoor recreation is a hot-topic across the state of Utah because it is an investment that yields positive benefits for every individual, community and business.

Now I would like to provide you with a high level overview of a few of our current initiatives. There is no better place to live, work and play than Utah.  
Brad

**BRAD PETERSEN**

# UTAH OFFICE OF OUTDOOR RECREATION



Utah Governor's Office of  
Economic Development

BUSINESS • TOURISM • FILM

*GROWING A VIBRANT RECREATION ECONOMY*

**M**et with over 100 companies

**D**riven >35,000 miles meeting with rural communities.

**Q**uarterly industry lunch n' learns

**U**tah Outdoor Recreation Summit

**S**trategic Plan

64% of Utahns **recreate** outside  
at least one-time per week.

88% of Utahns **agree** that  
outdoor recreation is **very**  
**important** to them.

79% of skiers who recreate in  
Utah return **multiple times.**

30% of attendees at the **OUTDOOR RETAILER** show return to Utah within one year to recreate and bring an average of **2.3** people.

For every **\$1** spent on purchasing recreational hard goods.  
**\$4** will be spent creating the experience.

**\$7.4B** 2013 Economic impact of  
tourism in Utah.

## **OUTDOOR RECREATION:**

1. ...is very important to Utah's.
2. ...is a core strategy for diversifying rural Utah's economies.
3. ...significantly enhances our quality of life.
4. ...is creating a nationwide buzz for our extraordinary efforts.

*Utah created a Director of Outdoor Recreation, but Brad Petersen is not simply marketing the state (of Utah) to tourists.*

***He's leveraging Utah's outdoor brand to attract industry..... industry aligned with lifestyle.***

*(We should) align Colorado's mega-tourism sector similarly.*

*Change at Colorado's OEDIT an opportunity to upgrade Hickenlooper's blueprint.*

[www.companyweek.com](http://www.companyweek.com)

# UTAH OFFICE OF OUTDOOR RECREATION



**use our unique  
natural assets to  
inspire people,  
communities and  
businesses to thrive.**

**1)** GROW AND FOSTER A VIBRANT RECREATION **ECONOMY**.

**2)** ENHANCE OUR LONG-TERM QUALITY OF LIFE AND ECONOMIC VIBRANCY THROUGH BALANCED LAND MANAGEMENT PLANS, ENVIRONMENTAL POLICIES AND ACTIVE LIFE INITIATIVES.

**3)** FACILITATE COMMUNICATION BETWEEN AND THE SUPPORTING DATA FOR THE OUTDOOR RELATED STAKEHOLDERS

# 1) GROW AND FOSTER A VIBRANT RECREATION **ECONOMY**.

\_ COMMUNITY ECONOMIC DEVELOPMENT

\_ OUTDOOR PRODUCTS INDUSTRY

COMMUNITY ECONOMIC DEVELOPMENT

# *“ROURISM”*

RURAL TOURISM

A JOINT VENTURE WITH THE  
OFFICE OF TOURISM AND  
RURAL ECONOMIC DEVELOPMENT  
TO IMPROVE RURAL ECONOMIES AND  
COMMUNITIES THROUGH ENHANCED  
RECREATION AND TOURISM



COMMUNITY ECONOMIC DEVELOPMENT

# DAGGETT COUNTY

**PHASE I\_35 MILES OF MOUNTAIN BIKE TRAILS**

DEVELOPMENT-BATHROOMS-SIGNS-NEPA  
PARKING LOTS-MAINTENANCE

*\$40,000 IAF ECONOMIC OPPORTUNITY GRANT*



# OUTDOOR PRODUCTS INDUSTRY

**MOST COMPANIES HAVE TO FIND A PRODUCT-TESTING FACILITY. IN UTAH, YOU LIVE IN ONE.**

Utah was custom-made for the outdoor products industry. With a lower cost of doing business, an industry-friendly infrastructure and educated workforce, our business environment is as appealing as our natural one. No surprise we're home to companies like Petzl USA, Black Diamond, Goal Zero, Skullcandy, ENVE, Rossignol, Salomon, Easton and many others. To simultaneously shorten your commute and improve your quality of life, call us or visit our website today.

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Leah Awami/ThinkStock.com

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Leah Awami/Treehock.com

## MERCURY WHEELS

## OSPREY PACKS

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2)

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\_VOLUNTARY SEARCH & RESCUE CARD (new legislation)

\_2014 HB133-Contingent Management for Federal Facilities.

\_ENVISION: Your Utah-Your Future.

\_MOUNTAIN ACCORD

\_SOUTHEASTERN UTAH PUBLIC LANDS INITIATIVE

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Thursday, March 3rd, 2015

**UTAH OUTDOOR RECREATION SUMMIT**

SALT LAKE CITY, UT

SALT PALACE CONVENTION CENTER

# UTAH ONLINE RECREATION MAP

IN CONJUNCTION WITH:  
OFFICE OF TOURISM

UTAH AUTOMATED GRAPHIC REFERENCE CENTER  
UTAH STATE PARKS



# QUESTIONS?

**BRAD PETERSEN**

DIRECTOR-UTAH OFFICE OF OUTDOOR RECREATION

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