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# Policy on Tap Outdoor Economy Highlights Western North Carolina

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# Together We are More



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# Outdoor Development Strategies

- Advanced Manufacturing
- Life Science
- Climate Technology
- **Outdoor Products**
- Professional Office and I.T.



## AVL 5X5

# Alignment with Economic Sustainability

Good for

- People
- Place
- Prosperity



# AVL 5X5







# Project Team Goals

Funded by:

## Evaluate

Evaluate available economic and labor market measures for both outdoor services and product manufacturing industries.

## Identify

Identify supply chain gaps, as well as resources such as educational programs.

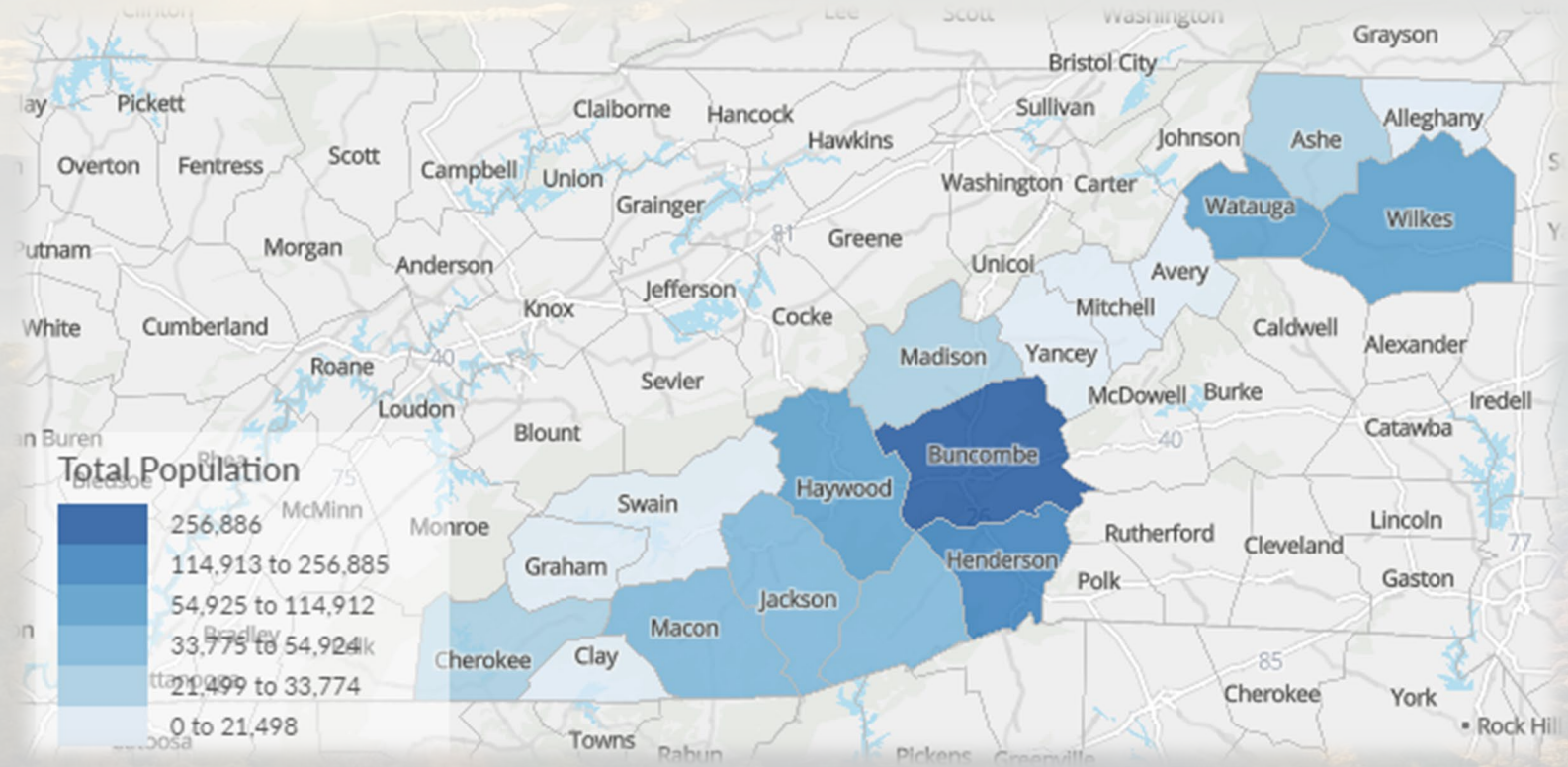
## Demonstrate

Show outdoor manufacturing's connection to the healthcare sector as these businesses pivoted to support demand for PPE during the pandemic.



# 18-County WNC Snapshot (2020)

- **\$33 Billion Economy**
- **860,000 Population**
- **305,000 Jobs**





# Outdoor Economy: By the Numbers

## 2020 Pinpointed:

- **10,070** jobs in a select group of 32 industries related to outdoor goods and services
- **9%** employment growth over 5 years outpaced NC 5% and the US -1%
- **70%** more jobs in the WNC industry group compared to the national average







**INDUSTRY NINE COMPONENTRY**  
HAND BUILT WHEELS DISTRIBUTED  
ON FIVE CONTINENTS

**EAGLE'S NEST OUTFITTERS (ENO)**  
HAMMOCKS SOLD AT 1,500+  
LOCATIONS ON 4 CONTINENTS

## 2020 Estimates:

- **\$773 Million Gross Regional Product**
- **\$615 Million Supply Chain Purchases**
- **44% Supply Chain Purchases Fulfilled In-Region**



**2020 Estimates:**

- **\$1.5 Billion Sales**

**(gross receipts both  
to other industries  
and consumers)**







**SPORT HANSA**  
DISTRIBUTES OUTDOOR GEAR TO 220  
RETAIL OUTLETS IN THE U.S. AND CANADA



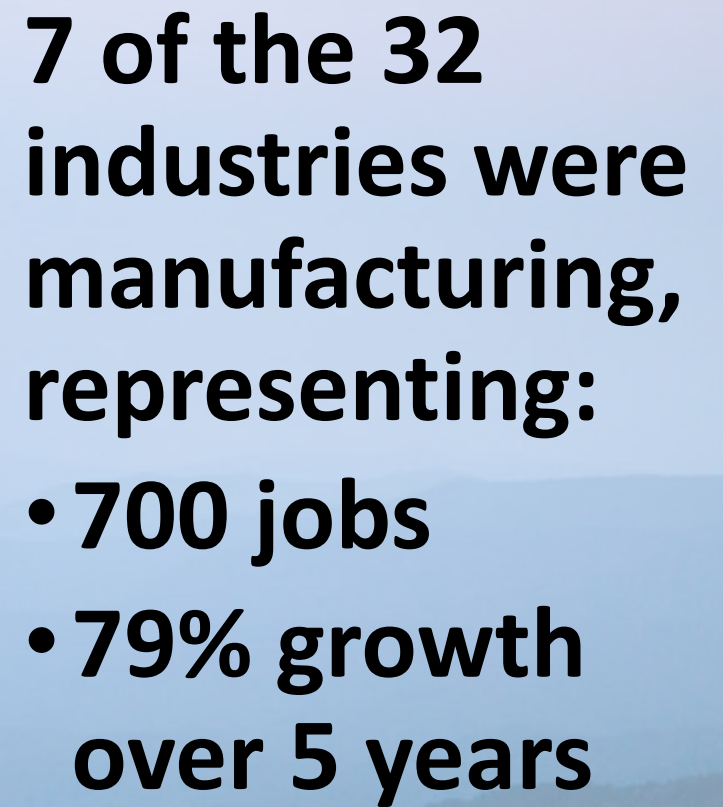
North Carolina Arboretum

## 2020 Economic Impact Scenario:

- **Approximately 14,670 jobs**
- **\$586 million associated earnings**

*One scenario: if the jobs in the select outdoor industry group were to theoretically be removed from the 18 WNC counties, in addition to the 10,070 initial jobs estimated, 4,600 more indirect or supported jobs (14,670 total) could potentially be lost if they were not reabsorbed elsewhere in the regional economy.*





- **700 jobs**
- **79% growth over 5 years**



NEWS

## WNC outdoor gear builders produce PPE in coronavirus fight, get portion of \$10M from Dogwood Health



**Karen Chávez**

Asheville Citizen Times

Published 2:57 p.m. ET March 28, 2020 | Updated 3:51 p.m. ET March 28, 2020

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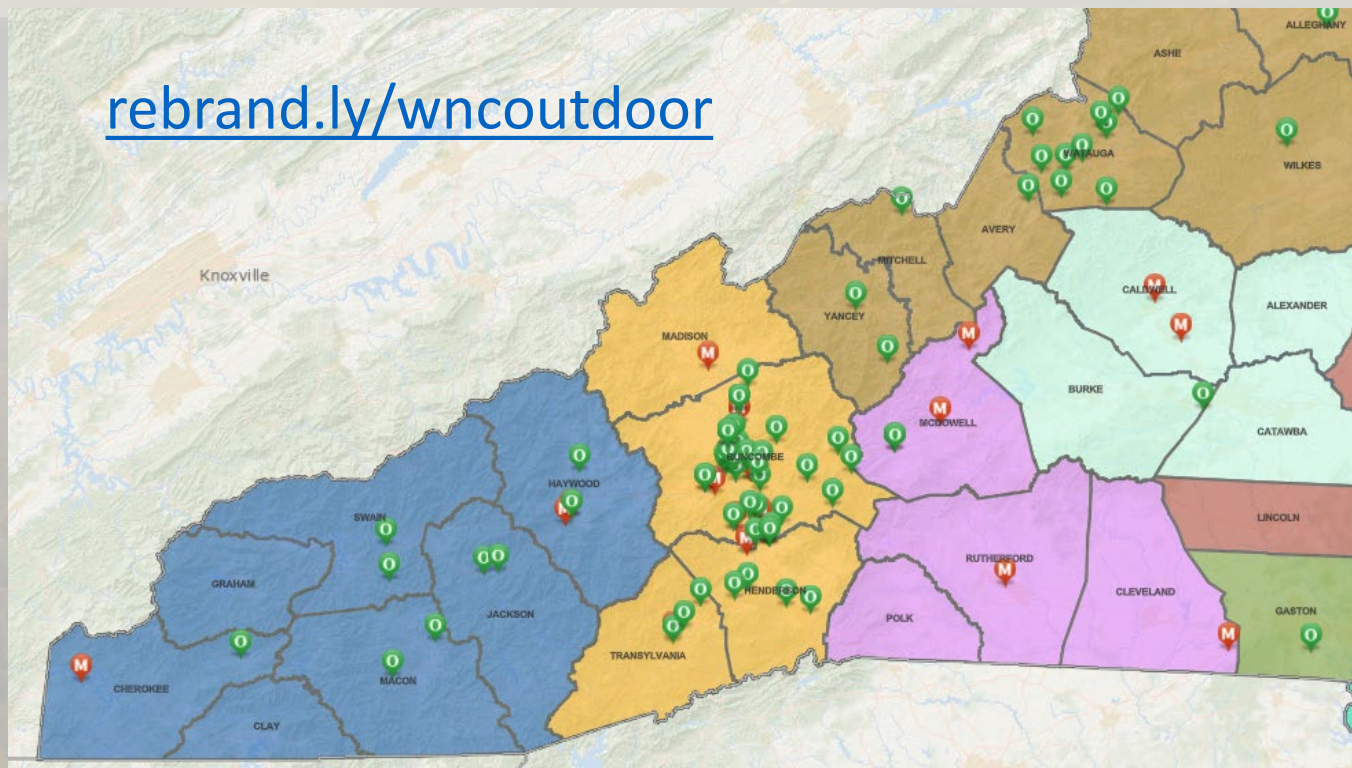
ASHEVILLE – Tom Dempsey's heart was racing "twice as fast as normal" last week as the president of unique RV maker [SylvanSport](#) worked 'round the clock to get supplies from Asia to start immediate production of life-saving personal protection equipment, aka PPE.

He is among an army of Western North Carolina outdoor gear manufacturers who typically make bike parts, backpacks and athletic clothing but are abruptly switching gears to do their part in fighting the global coronavirus pandemic.



# Outdoor Manufacturing Actively Pivots to Provide Pandemic Support

# Outdoor Manufacturing Mapping Tools



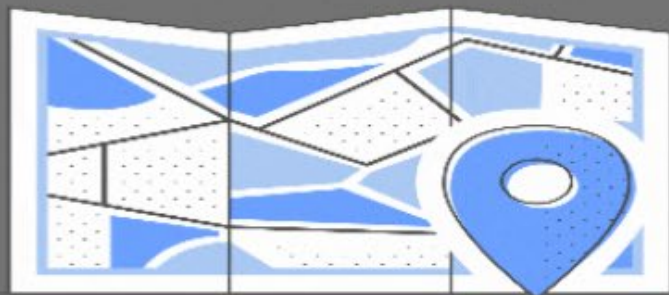


# Western North Carolina is the Eastern capital of the U.S. outdoor industry



## High Jobs Concentration

With a Location Quotient of 1.7, WNC has **70% more jobs** in the select outdoor industry group than the national average.



## Unrivaled Outdoor Destinations

The Blue Ridge Parkway, Great Smoky Mountains National Park, Pisgah National Forest, and countless more destinations make the region tailor-made for outdoor enthusiasts.



## Strong Growth Trends

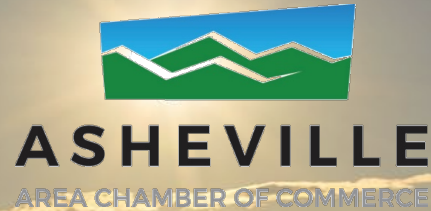
Purchases made by the 32 select outdoor industries totaled \$615 million in 2020, a jump of 15% from 2019. The sector is expected to add 1,200 jobs to the region by 2025, a 12% increase.





# Video Preview





# Policy on Tap Panelists

- Erica Anderson, Director of Economic & Community Development, Land of Sky Regional Council
- Tom Dempsey, Founder and CEO, Sylvan Sport
- Lauren Rash, COO, Diamond Brand
- Clint Spiegel, President, Industry Nine





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## Outdoor Economy Highlights

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