



PIKES PEAK REGION

OUTDOOR INDUSTRY STAKEHOLDER REPORT

2022

EXECUTIVE SUMMARY

OVERVIEW

This project was made possible by the Colorado Tourism Office Restart Industry Program.



The Pikes Peak Outdoor Recreation Alliance (PPORA) distributed a survey to 160 outdoor businesses and nonprofit organizations in El Paso, Teller, and Fremont counties in April/May 2022 and received 53 responses. The final adjusted response rate was 27% with good representation of different types within each category (e.g. responses from guides, retail, manufacturing, stewardship, education, etc.)

This Executive Summary provides a high level snapshot of what we learned from the local industry sample. A complete benchmark report will be made available and a subsequent survey will be conducted in future years to measure growth and improvement.

Special thanks to all who participated in this project!

RESPONDENT BREAKDOWN

Legal Aid in criminal,
family, and civil law.



MAKE-UP OF BUSINESS SAMPLE

- Retailer/Rentals
- Guide/Outfitter
- Outdoor Manufacturer
- Outdoor Media Professional
- Service Provider
- Lodging
- Attraction
- Concessionaire

MAKE-UP OF NONPROFIT SAMPLE

- Conservation
- Stewardship
- Outdoor Club
- User Group Organizer
- Camp
- Education
- Other

37%

OUTDOOR
RECREATION
BUSINESS

47%

NONPROFIT
ORGANIZATION

16%

GOV'T/ TRADE
ASSN/ CHAMBER

INDUSTRY SURVEY TAKE-AWAYS

There were a number of responses that were positive.
Here are some of the top positive responses:

92%

Recognize importance of relationships with other stakeholder groups and most feel they have good relationships



82%

Feel positive about their 12-month outlook



65%

Believe they would benefit from increased protection of public lands



58%

Feel the vast majority of users act responsibly



58%

Believe our outdoor industry is becoming more diverse & inclusive



ASPIRATIONS

FOR OUTDOORS IN PIKES PEAK REGION

These text answers were summarized and categorized and then put in order of greatest number of responses here:

- More/new trails for a variety of users
- Educate users on responsible practices
- Expand recreational opportunities to spread use
- Increase youth engagement
- Sustain our finite outdoor recreation resources
- Need for more planning & collaboration within our industry
- More minority engagement in outdoor recreation

OPPORTUNITIES UNVEILED

There were a number of areas where negative sentiment was expressed, highlighting some key areas of need in the region.

96%



Feel the risks & impacts of natural disasters do/will significantly impact the industry

ONLY 11%



Feel there are ample enforcement personnel; 11%

Feel funding for land managers is sufficient



ONLY 16%



Feel funding for conservation & stewardship projects is sufficient

ONLY 33%



Feel outdoor recreation infrastructure (parking, bathrooms, etc. is well maintained

67%



Feel increasing visitation is having a negative impact on public lands & community resources

ONLY 36%



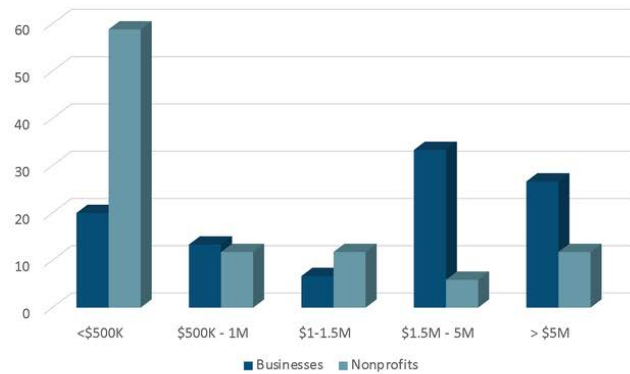
Feel our outdoor industry is reaching underserved communities

Over ⅓ of respondents shared further insights in open-ended questions. 122 responses were coded and sorted and are available at [PPORA.org](https://ppora.org)

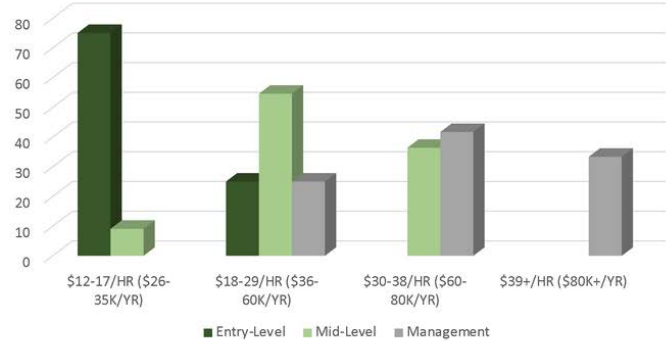
OUTDOOR INDUSTRY BENCHMARKS

PIKES PEAK REGION

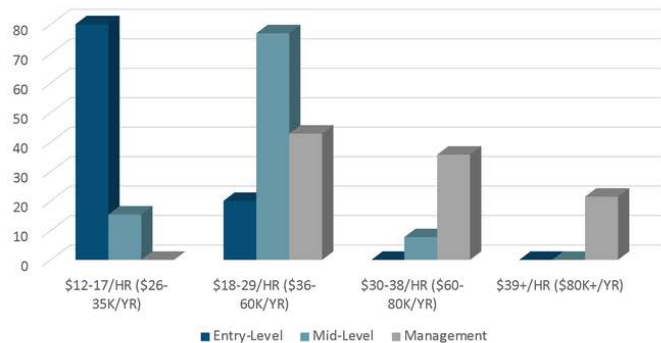
Revenue Last Fiscal Year



Nonprofits
Starting Wage Range by Position Level



Businesses
Starting Wage Range by Position Level



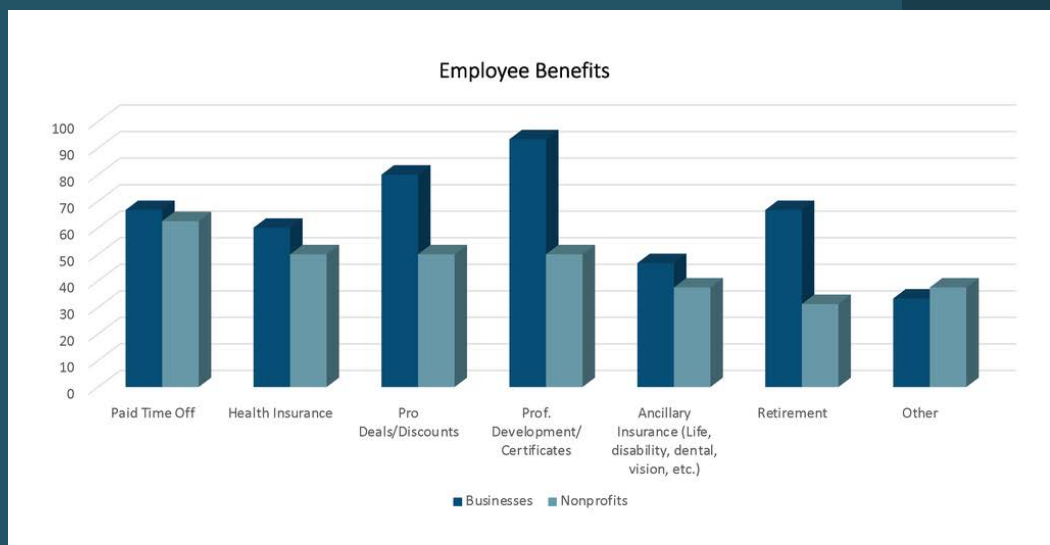
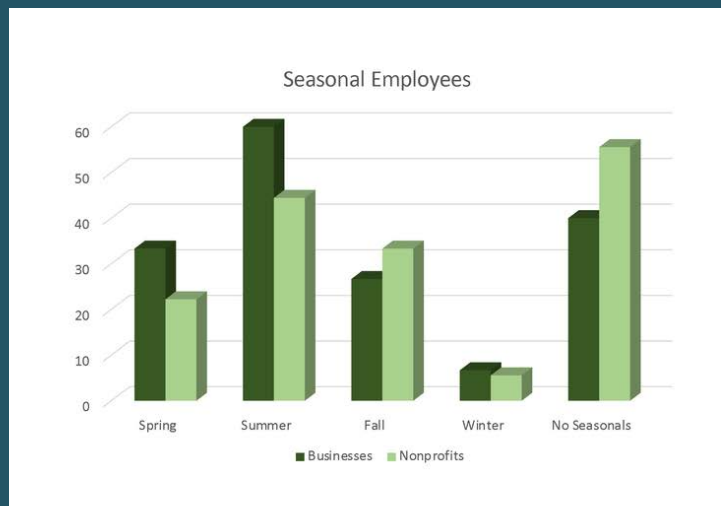
TOUGHEST POSITIONS TO FILL

BUSINESSES

- Accounting/Bookkeeping
- Admin & Maintenance
- Bicycle mechanics
- CDL drivers with P2 Endorsement
- Certified Automotive Technician
- Customer Service Positions
- Lot Technician
- Mechanics
- Office Manager
- Sales Associates
- Shop Clerk/Cleaning
- Ski Techs
- Trailhead Assistance

NONPROFITS

- Board Members, particularly Officers
- Event Temp workers and volunteers
- Fall Forestry Corps members
- Operations
- Operations Management
- Seasonal Field Positions
- Seasonal, Part-time
- Summer of Service Corps members
- Technical Staff
- Trusted Advisors
- Trainers
- Volunteers



IMPACT

The insights gleaned through this project will:

- Help inform the planning work of the Outdoor Recreation and Conservation Vision Plan for the Pikes Peak Region through the Colorado Outdoor Regional Partnership,
- Inform PPORA's strategic plan development for the next three years, and
- Serve as a baseline for the makeup, health and sentiments of the local outdoor industry that can be compared in years to come to learn see changing needs and growth in the industry.

ACKNOWLEDGEMENTS

This report would not have been possible without the hard work and participation of a number of people.

First of all, we want to acknowledge the Colorado Tourism Office. Through their Restart Industry Associations program, PPORA received a grant to do this work . PPORA was paired with Bobby Chappell, a CRAFT Mentor from the Tourism Consulting Collaborative, to deliver 75 hours of consulting to create, launch, and then analyze results from the Outdoor Industry Stakeholder Survey.

In creating the questionnaire, a number of partners consulted on format, questions to include, and delivery of the questionnaire.

And finally, special thanks goes to all of the stakeholders who took precious time to participate and share their insights on the industry as well as their personal data.

CONTACT

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