

OUTDOOR RECREATION INDUSTRY

PURE OPPORTUNITY®



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION



Michigan Outdoor
Recreation Industry Office



MICHIGAN IS THE LAND OF YOUR OUTDOOR OPPORTUNITY.

The Great Lake State has 11,000 lakes and tens of thousands of miles of rivers and streams. We have 12,000 miles of state-designated trails and more than eight million acres of publicly accessible land.

Couple that natural beauty with our comprehensive business resources and production ability, and it creates endless opportunities to research, test and design the gear, accessories and vehicles built for the outdoors.

It's no wonder our outdoor recreation-specific economic value is growing nearly twice as fast as the state overall.

15.4% increase in Michigan's outdoor recreation economy from 2020 to 2021.

\$10.8 billion contributed to the state economy's value in 2021.

7,000 companies offering services including design, manufacturing and sales.



YOUR COMPANY IS ALL THAT'S MISSING FROM OUR OUTDOOR RECREATION INDUSTRY.

Michigan remains a leader in the outdoor recreation industry thanks to companies tapping into a capable workforce and talent pipeline, state agencies and services and a nationally driven industry network.

Companies can enter a statewide industry that sustains 110,000 jobs — 6,000 in manufacturing. Add to that Michigan's No. 1 rank for our concentration of commercial and industrial designers, with over four times the national average.

Michigan's leading research universities keep that talent

coming, even hosting design competitions to usher in the future of outdoor gear. Our state also offers outdoor recreation certifications and technical training to keep businesses at the front of the industry.

We also continue to grow our network of partners, programs and services, including physical space in our 127 business accelerators, incubators and co-working locations. Beyond that, businesses can use Michigan's tools, such as supplier matchmaking, pitch contests and showcases and rely on the state's extensive fashion design and cut-and-sew operations.



MEET THE OUTDOOR RECREATION INDUSTRY OFFICE

Michigan's efforts are spearheaded by the Outdoor Recreation Industry Office, led by director Brad Garmon and housed in the Michigan Economic Development Corporation (MEDC). The office works with industry partners and state agencies to find and foster outdoor recreation industry businesses, anticipate trends, create effective policy and focus resources from across the country.

Further strengthening Michigan's position as a leader in the outdoor recreation industry, Garmon was elected to chair the Confluence of States for 2023. The confluence, made up of 16 states, is working with the outdoor recreation industry to support conservation, workforce training and economic development on a national level.

Simply put, there's never been a better time to join Team Michigan as we continue to embrace the outdoors and its surrounding industries.



Brad Garmon

Executive Director, Michigan Outdoor Recreation Industry Office

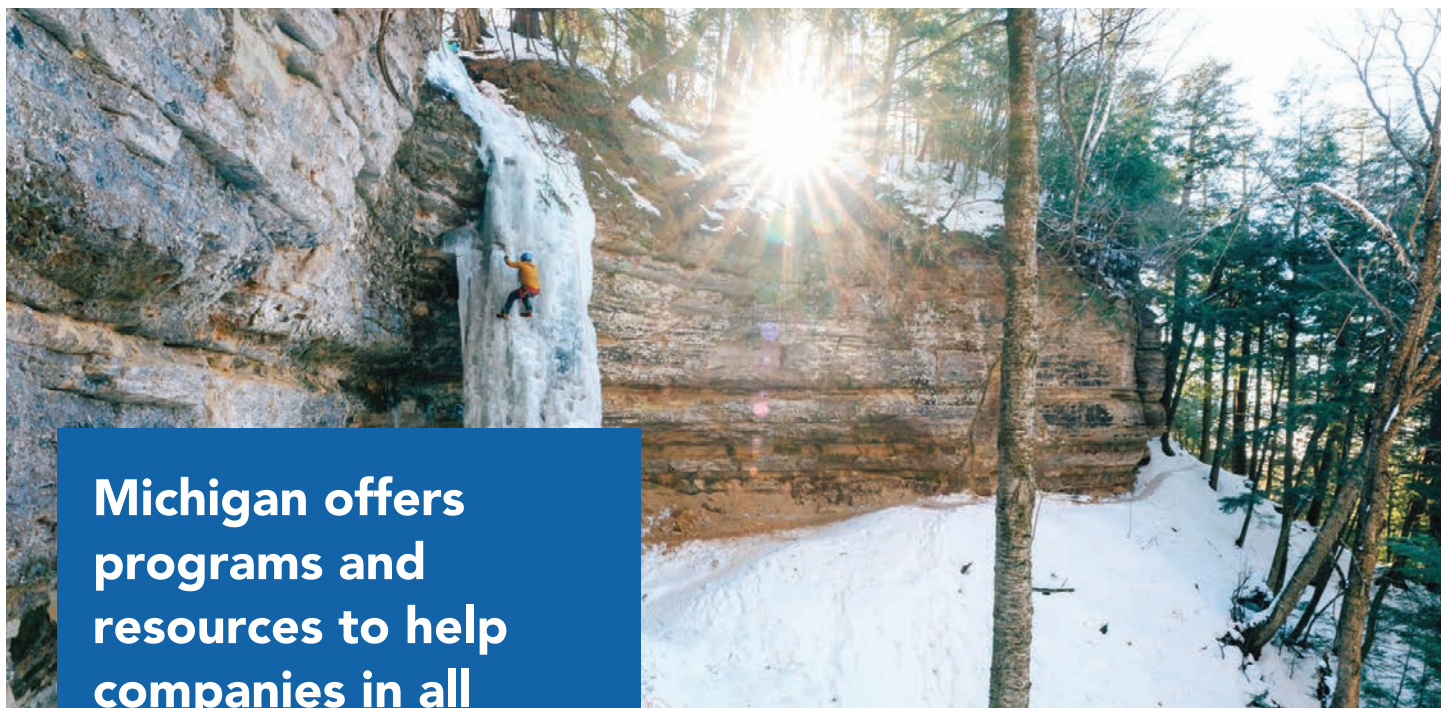
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Learn more about our services at michiganbusiness.org/industries/outdoor-recreation.



HOW MICHIGAN CAN HELP YOU



Michigan offers programs and resources to help companies in all stages.

The state's pipeline production support—from help with design and testing to startup services and supply chain connections—is designed to help companies take their product idea from concept to the global outdoor recreation marketplace.

Manufacturing Assistance **Prepare for Industry 4.0**

Michigan's small manufacturers can find support for adopting Industry 4.0 technology, such as automation, through events, education, technology assessments and more, thanks to a statewide network of partners that make up the Industry 4.0 Signature Initiative.

Fund Manufacturing Technology

Companies can usher in the next generation of hardware and software for manufacturing, such as robotics and automation, cloud computing and cybersecurity through the Industry 4.0 Implementation Grant.

Advancing Mobility **Mobility Funding**

The Michigan Mobility Funding Platform helps mobility and electrification companies looking to deploy technology solutions in the state.

Mobility Connections and Matchmaking Services

Businesses that specialize in emerging technologies can connect with mobility companies through the Office of Mobility and Electrification. Companies can find resources and partners across Michigan's mobility industry as well as academia.

Start and Develop Your Business **Business Matchmaking Opportunities**

When Michigan's suppliers need local, national and global buyer partners, Pure Michigan Business Connect (PMBC) offers matchmaking programs tailored to specific needs. PMBC also takes custom introduction requests to diversify and localize supply chains.

Technology Business Incubators

Michigan's SmartZones and programs like "Design for Michigan Manufacturing" help inventors, entrepreneurs, and startups get concepts to market. These locations offer resources like mentoring, business planning, market analysis and product development.



Improving Business Operations

There are workshops, coaching sessions and learning modules available across the state and online to help entrepreneurs learn about running and growing a business, from writing a business plan or securing financing to developing a marketing plan and using social media effectively. Learn about topics such as money, marketing, and management.

Technology-related coaching and learning modules and grants are available to increase your small business' efficiency, improve connections with customers and increase sales.

Build Your Team

Employee Training

The Going PRO Talent Fund makes awards to employers to assist in training, developing and retaining current and newly hired employees. Training should be short-term, fill a demonstrated talent need experienced by the employer and lead to a credential for a skill that is transferable and recognized by industry.

Finding Employees

Michigan Works! Association is a statewide network of more than 100 service centers helping employers find skilled workers, retrain current workers and provide training and education.

Internships

Michigan STEM Forward is a statewide program that matches students attending Michigan colleges and universities with internship opportunities at the state's leading innovative companies.

Go International International Opportunities

The International Trade Program facilitates trade missions and international trade shows in foreign markets. Additionally, in-state export events and foreign office matchmaking services connect companies to industry peers, including qualified buyers, partners and distributors.

Funding to Reach Global Markets

Exports can lead to higher-than-average sales, more employees and better wages. The Michigan State Trade Expansion Program (MI-STEP) reimbursement grant aids exporting activities such as sales trips, trade shows, shipping product samples, compliance testing and international marketing.

International Trade Services

Through a network of partners, businesses can learn to overcome barriers to exporting, identify new markets, access logistics consulting, utilize export legal services, leverage digital business tools, address foreign currency challenges and more.



DISCOVER MORE

www.michiganbusiness.org/industries/outdoor-recreation

