



# MICHIGAN: OUTDOOR RECREATION

MICHIGAN  
PURE OPPORTUNITY.



## WHY MICHIGAN

For more than 100 years, Michigan has been the place where innovation meets the outdoors. From inventing the modern snowboard and synthetic fly line, to designing the iconic Ford Bronco and the world's first "all-electric adventure vehicle" at Rivian, Michigan has always been the place to design, develop, and deliver the tools and gear of the great outdoors.

Michigan's capabilities in product design, advanced materials production and manufacturing provides an ability to reinvent the world of outdoor adventure products that is unsurpassed. With more commercial and industrial designers than any other state, and home to more than 11,000 inland lakes, 650 public golf courses and 100 public beaches, Michigan offers plenty of opportunity for the outdoor industry to thrive.

As the outdoor industry continues to evolve and address new challenges, including sustainability, diversity and inclusion, Michigan remains – as it has always been – the place where the outdoors is invented, and reinvented.

## MICHIGAN'S CAPABILITIES

Michigan holds a special place in the outdoor recreation community – a sportsman's paradise for hunting and fishing; an outdoor lifestyle rich in local breweries and bike trails that take you from flowy to fearsome; and winter adventures from ice skating in downtown Detroit to ice climbing over Lake Superior. In Michigan, a life in the outdoors just comes easy, even when it's hard.

With strong capabilities already established in sectors like 'Boating and Fishing' (#5 in the country) and 'Recreational Vehicles' (#7 in the country), Michigan is poised to assume a leadership position in the outdoor recreation economy over the next decade. Further, Michigan's increasing diversity and capacity has contributed to its outdoor recreation-specific GDP growing faster than nearly any other state.

In effort to support continued growth, Michigan offers programs and resources to help companies in all stages. Specifically the state's pipeline of tools to support production – from conception to design, to start-up support, supply chain connectivity and distribution – is designed to help companies take their product idea from concept to the global outdoor recreation marketplace.

Additionally, its leading research universities now host design competitions to rethink and redesign outdoor gear such as snowmobiles and paddleboards. Adding to the state's toolkit, companies can find strong certification and technical training programs in the outdoor recreation sectors as well as fashion design and cut-and-sew operations that will allow the state to build on the legacy of Michigan companies like Carhartt and Wolverine Worldwide.

As the state continues to grow its network of affiliated support programs and services, including physical spaces among its network of 127 business accelerators, incubators and co-working locations, Michigan is committed to nurturing and growing the outdoor industry as a long-term source of future prosperity and will continue as a global leader in outdoor consumer product design, innovation and manufacturing in both urban and rural communities.

## NOTABLE OUTDOOR INDUSTRY MANUFACTURING COMPANIES IN MICHIGAN

- Detroit Bikes (Bicycles) – Detroit
- Beneteau Group (Boating/Marine) – Cadillac
- Avalon and Tahoe (Boating/Marine) – Alma
- Crest Marine, LLC (Boating/Marine) – Owosso
- Coachman Viking – A Division of Forest River Manufacturing (RVs) – White Pigeon
- Sportsman Tracker (Hunting) – Grand Rapids
- International Engineering and Manufacturing (Snowmobiling) – Hope
- Van Dam (Boating/Marine) – Boyne City
- Carhartt (Outdoor Clothing/Products) – Dearborn
- Stormy Kromer (Outdoor Clothing/Products) – Ironwood
- Rivian (Automotive) – Plymouth

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## DID YOU KNOW:

- Michigan ranks first in the nation in terms of its concentration of commercial and industrial designers (over four times the national average), employing over 4,000 across the state in 2020.<sup>1</sup>
- Michigan's Outdoor Recreation economy contributed \$10.1 Billion in value-add in 2019, supporting 123,569 jobs and \$4.7 billion in compensation to employee households.<sup>2</sup>
- Nearly 6,000 of Michigan's Outdoor Recreation jobs are in outdoor recreation-related manufacturing, such as boating, RV, and gear manufacturing.<sup>2</sup>
- Michigan is ranked 7th in the U.S. for recreational vehicles and 5th in the U.S. for boating and fishing.<sup>2</sup>
- The Outdoor Recreation economy also impacts local retailers across the state, to the tune of \$2.7 Billion, accounting for nearly 27% of the total value-add impact. Retail jobs supporting outdoor recreation totaled just under 43,000 in 2019.<sup>2</sup>
- There are more than 7,000 Outdoor Recreation Industry companies in Michigan, ranging from manufacturing, service providers and facilitators to retailers and wholesalers.<sup>2</sup>
- Michigan boasts 36,000 miles of rivers and streams, 20.3 million acres of forests, 1,300 miles of designated mountain bike and bicycle trails, 6,500 miles of snowmobile trails, and more than 600 campgrounds.<sup>3</sup>



**MICHIGAN ECONOMIC**  
DEVELOPMENT CORPORATION

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## SOURCES:

1. Ibid. 2. Bureau of Economic Analysis' (BEA) 2019 Outdoor Recreation Satellite Account. 3. Michigan Outdoor Recreation Industry Office. Michigan Economic Development Corporation. Dun & Bradstreet's Hoovers; Winter 2020.