

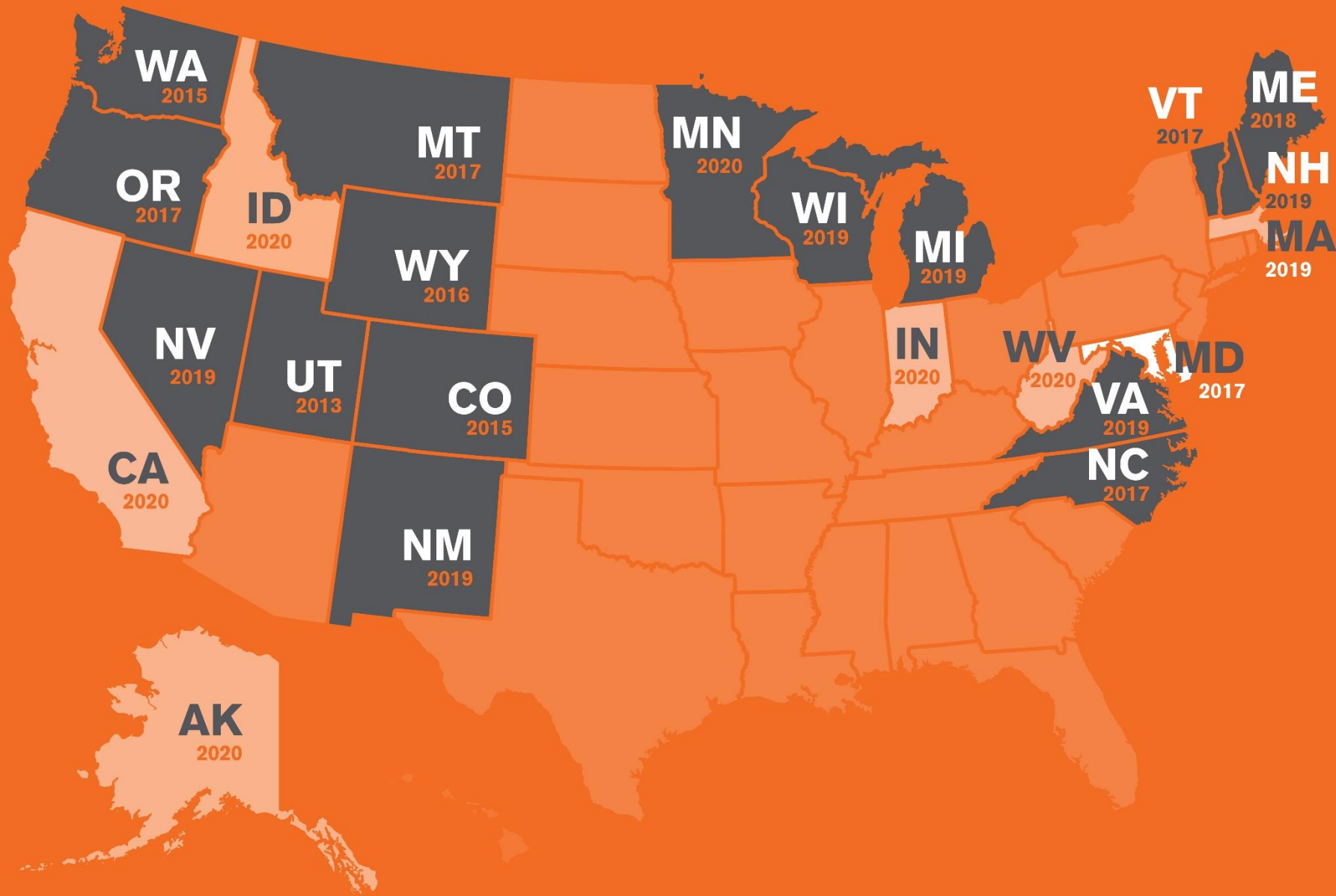


OFFICE OF THE GOVERNOR OF THE COMMONWEALTH OF VIRGINIA

OFFICE OF OUTDOOR RECREATION

DEPUTY SECRETARY OF COMMERCE & TRADE

CASSIDY RASNICK



**STATES WITH
OFFICES OF
OUTDOOR
RECREATION**

**STATES WITH
OUTDOOR
RECREATION
TASK FORCES**

TARGETS

WHY OUTDOOR RECREATION

- Economic Impact
- Virginia's Competitive Advantage
- Economic Development
- Talent Attraction and Retention
- Quality of Life/Placemaking

A VIBRANT OUTDOOR ECONOMY

200+

OUTDOOR FOCUSED COMPANIES IN VIRGINIA



Source: D&B, company websites, Roanoke Outside

● Outdoor Manufacturers, Retailers, & Service Providers ■ Urban Area



CAMPING

RV campsite
Tent campsite
Rustic lodge



FISHING

Recreational fly
Recreational non-fly



HUNTING

Shotgun
Rifle
Bow



MOTORCYCLING

On-road
Off-road



OFF-ROADING

ATV
ROV
Dune buggy
4x4 and Jeep



SNOW SPORTS

Cross-country skiing
Downhill skiing
Nordic skiing
Snowboarding
Snowmobiling
Snowshoeing
Telemark skiing



TRAIL SPORTS

Day hiking on trail
Backpacking
Rock or ice climbing
Running 3+ miles
Horseback riding
Mountaineering



WATER SPORTS

Kayaking
Rafting
Canoeing
Surfing
Scuba diving
Sailing
Stand-up paddling
Boating:
cruising, sightseeing,
wakeboarding, tubing,
kneeboarding,
waterskiing



WHEEL SPORTS

Bicycling, paved road
Bicycling, off-road
Skateboarding



WILDLIFE VIEWING

PRIORITIZING TARGET INDUSTRIES TO MAXIMIZE IMPACT ACROSS THE COMMONWEALTH

Region	ATVs	Hiking/ Camping	Watersports	Biking	Food & Bev ²	Motorsports	Fishing	Textile Mfg (sails)	Shipbuilding
Southwest	✓	✓	✓	✓	✓	✓	✓		
Virginia Mountains		✓	✓	✓	✓				
Shenandoah Valley		✓	✓	✓	✓		✓		
Central VA		✓	✓	✓	✓		✓		
Southern VA	✓		✓	✓	✓	✓			
Fredericksburg/ NOVA		✓	✓	✓	✓	✓	✓		
Chesapeake Bay (incl. ES)		✓	✓		✓		✓	✓	✓
Hampton Roads		✓	✓		✓		✓		✓

WHAT DOES THE OFFICE DO

- Business Recruitment and Expansion
- Promote Virginia as an Outdoor Destination and Brand
- Coordinate Agencies' Work with Industry





VIRGINIA'S NATURAL FIT FOR OUTDOOR MANUFACTURING

VEDP

Mcafee Knob (Roanoke, VA)

SO FAR

- Industry landing page: Governor.Virginia.gov/Outdoor
- Nearly 100 existing and prospect client meetings
- Dozens of media placements
- National Governor's Association Outdoor Recreation Learning Network
- Signed Confluence Accords
- Outdoor Retailer Trade Show

UP NEXT

- Record-breaking investment in land conservation and Chesapeake Bay
- 3 new state parks and dozens of wildlife management areas
- Continued business recruitment
- FAM tour
- Regional meetings
- Statewide summit