



OREGON OUTDOOR ALLIANCE

Connecting and Cultivating the Outdoor Industry



Introduction

Rich history as an Outdoor Industry Gear and Apparel State with over 300 Industry Related Product Companies (still to be confirmed....)



Found by 1932 in Wisconsin. Located to Portland in 1950's after family members attend U of O setting up factory and eventually headquarters. Est 125-150 employees



Found by 1937 as a hat distributor. Family owned from beginning to going public 1998 and is now \$2.5B. Over 7,000 employees (globally)



Founded in 1999 based in California Bay Area. Moved to Portland in 2006. Privately owned. Est 300 employees



Founded in 2009 based in Bend, OR. Startup with founder selling assets to investor in 2012. Now >\$150M and 100+ employees



HISTORY

- **Aligned with ethos and passions of outdoor recreation enthusiasts and special interest groups**
- **Deeply rooted in their Oregon history and promote home state**
- **Support recreation agenda for national (OIA), state, and local efforts through giving, advocacy (state and national), and Education (U of O and OSU) workforce development**



HISTORY





HISTORY

- In the 2010 economic downturn Bend was heavily reliant on construction and tourism.
- Local Outdoor industry had a small core: Hydro Flask, Ruffwear, Kialoa, Metolius
- EDCO and City of Bend partnered with outdoor industry leaders to organize connect the outdoor industry
- The result was clear mandate from the audience: **organize, connect, and help each other out.**



MISSION

The mission of the Oregon Outdoor Alliance is to connect and cultivate Oregon's outdoor industry

Oregon is the HUB of a vibrant and sustainable Outdoor Industry

Through

- Business development
- Education and resources
- Networking and community
- Industry advocacy

For Outdoor industry related businesses



PURPOSE

We are an organization connecting a supportive community that grows and attracts businesses leading the movement of sustainable Outdoor Industry companies in Oregon. We are the voice for our industries beliefs and values.

Values

- Education
- Sustainability
- Advocacy
- Community

Who

- Retail
- Manufacturers
- Services



ACCOMPLISHMENTS

- Since 2015 OOA has helped the outdoor industry grow jobs by more than **32% in Deschutes County**.
- Partnered with Bend Outdoor Worx to found the first Outdoor Products Focused incubator in the United States.
- Advocated on behalf of Oregon's Outdoor Industry creating the Oregon Outdoor Office of Recreation
- Supported Outdoor Products major at OSU-Cascades
- Supported and helped to author HB3251 – Oregon Outdoor Gear and Apparel Competitiveness Funding \$500/bi-annum





3-YEAR GOALS

1. Have 250 dues-paying members state wide
2. Build workforce partnerships with OSU and other Colleges
3. Host events beyond Beer:30– workshops, education, advocacy
4. Communicate regularly with membership and sponsors
5. Hold a Yearly Summit
6. Diversify funding (state, grants, fundraising, membership, and sponsors)



Recommendations

Oregon Is Not Competitive With Other Western States Incentives

Best Opportunity Is To “Grow Our Own” at early stage

- **HB 3251 History**
 - Concepted and championed by Representative Ken Helm after meeting with OOA and BOW in Bend
 - Submitted overview to Rep Helm’s office for drafting
 - Passed committee with unanimous support
 - Forwarded to Ways and Means with no progress before session ended



HB 3251 – Econ Dev Funds

Operational Capacity Funding \$120,000 per Year (BOW/OOA)

- OOA will use HB3251 budgeted funds to expand Director role to full time plus one support staff to build capacity and achieve sustainability.
- BOW will use funding to hire an Operations Director, Development Manager and marketing efforts. This will allow expansion to sustainable levels through sponsorship, events and grants.



HB 3251 – Econ Dev Funds

Program Capacity Funding \$52,000 + \$40,500 (OOA Education + BOW Bootcamp Education + Breakout Pitch Event)

- Funds to extend programing to allow OOA to further expand its chapters into Portland, Southern Oregon, Hood River and Eastern Oregon chapter. These funds would go toward costs to hold outreach and educational events.
- Allow BOW to run expanded cohorts and recruit mentors in collaboration with OOA staff.



HB 3251 – Econ Dev Funds

Early Stage Funding and/or Production Financing \$75,000 (Annual cohort seed/support)

- This is a very real need for product companies that have the ability to scale.
- A board of advisors would be selected between BOW and OOA Board members and industry, business and investor to establish, review, and award grants.