Our Story

Founded in 2013, Recreation Northwest, a non-profit 501(c) 3 charitable organization, based in Bellingham, Washington has evolved its program work in recreation economy advocacy to launch the statewide association. In 2019, the Washington Outdoor Business Alliance is forming to bring cohesion and representation to the growing sector of outdoor recreation in Washington State on our local, state and national economies.

Our Members

The Washington Outdoor Business Alliance is an association of individuals, businesses, organizations and land managers that work from the shared values and varied interests of advancing the position of our recreation economy, increasing outdoor participation and protecting our public lands.

WE EXIST TO
CONNECT
PROTECT
AND GROW
the OUTDOOR RECREATION ecosystem in Washington state.

WE SERVE AS THE
collective eyes & ears, heart, mind and voice.

WASHINGTON OUTDOOR BUSINESS Alliance
By Recreation Northwest
CONNECT

Participation & Events
- Inspire equity and inclusion for participation in outdoor recreation industry and public
- We promote outdoor recreation culture as an essential part of a sustainable community
- Facilitate building relationships for education and workforce training in outdoor recreation

Events - Gather
- Providing a public face at the Recreation Northwest Expo
- Building cross-industry alliances at Washington Outdoor Summit
- Bringing the outdoor recreation community together to explore and share ways to grow and promote Washington State’s flourishing recreation economy at our Alliance Gatherings, Roundtable discussions, Excursions or Field Trips.

PROTECT

Stewardship & Research
- Support stewardship of our outdoor environments and promote outdoor ethics for responsible recreation
- We advocate for pro-outdoor recreation planning and decision makers
- We connect with local, state and national organizations make recreation economy heard on a larger stage

Research - Learn/Teach
- Provide research and reports on recreation economy impacts and demographic data for sound decision making and responsible fiscal planning
- Studies provide backbone for effective advocacy
- Work with local academic institutions for research and development

GROW

Promote/Amplify
- Regular distribution of newsletters with stories, current events and industry updates, identifying and addressing issues to engage the public to act
- We provide visibility for our members through regular media outreach and local events
- Creating a coalition of voices to build influence with decision and policy makers
Who is Represented?

We represent recreationists: Hikers, bikers, runners, paddlers, boaters, equestrians, anglers and other outdoorists.

We are the business owners and employees who support those passions. We are the non-profit staff, board members and volunteers who protect our natural places and who introduce people to the love of participating outdoors. We are students studying the multi-disciplinary elements of the outdoor recreation industry.

Alliance Reach

Our core work and direct representation is in our hometown of Bellingham, Washington and Whatcom County. Our objective is to share our success with others across Washington State. We have Chapters in the North Sound (Whatcom/Skagit/San Juan), Port Angeles, Peninsula and Seattle/King County.

Our relationships are growing in: Everett/Snohomish; Olympia/Thurston; Wenatchee/Chelan/Douglas; and the Methow Valley/Okanogan.
ANNUAL EVENTS

The Alliance Gatherings
Monthly throughout the year.
Previously, “Basecamp”, The Alliance Gatherings are an opportunity to network in Bellingham and Seattle with other people that work in the outdoor industry.

Recreation Northwest Expo
May 2, 2020
An opportunity to connect with the active outdoor community. Meet face to face with Apparel and Gear Manufacturers, Retailers, Outfitters, Outdoor Media, Activity Clubs, Stewardship Organizations, Health and Fitness professionals and representatives from your favorite local recreation events and races. Check out our demos (bikes, paddling, camping). Food trucks, beer gardens and live music all make for a full day of fun.

Parkscriptions Day
April 26, 2020
An opportunity for the people in our community to connect with positive outdoor experiences, and reap the many proven health benefits of time spent in nature. In partnership with National Park Rx Day.

Washington Outdoor Recreation Summit
October 9, 2020
Building on momentum at the state and national level we are bringing recreation retailers, manufacturers, event and race promoters, policy makers and stewardship organizations together to explore and share ways to grow and promote Washington's flourishing recreation economy.

Great Outdoors Awards
October 10, 2020
Come together for an evening of entertainment, inspiration, applause and fundraising. The Great Outdoors Awards will honor the work of many of the leaders in Washington State’s outdoor business industry – and we will have a lot of fun doing it. Join us!
NATIONALLY
Outdoor Recreation Economy Generates:

$887 Billion
Consumer Spending Annually

7.6 Million Jobs

WASHINGTON STATE
Outdoor Recreation Economy Generates:

$21.6 Billion
Spent in Washington on Recreation Trips and Equipment Annually

199,000 Jobs
Direct and indirect supported in Washington

WHATCOM COUNTY
Outdoor Recreation Economy Generates:

$705 Million
Consumer Spending Annually

3,728 Jobs
279 Recreation Businesses

JOBS IN WASHINGTON STATE
Sources: Washington Aerospace Partnership, 2012
TechAmerica Foundation, 2012
Washington Recreation and Conservation Office, 2015

WASHINGTON STATE
Tech Industry: 191k
Outdoor Recreation: 199k

WHATCOM COUNTY
Recreation Days/Year: 78.1

WA STATE WHATCOM COUNTY
59 Recreation Days/Year 78.1 Recreation Days/Year
Why Join?

Have your voice be shared and be a part of a statewide association as members enjoying the many benefits of joining the Washington Outdoor Business Alliance for the Recreation Industry. Visit us at: RecreationNorthwest.org today and sign up!

Students & Individuals

Student: $25
Individual: $50

Organizations

Government Agencies: $100
Non-profit Organizations: $100

Businesses

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<thead>
<tr>
<th>Level 1: $200</th>
<th>Level 2: $350</th>
<th>Level 3: $500</th>
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<tbody>
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<td>&lt;$300,000 sales</td>
<td>$300,000- $1M sales</td>
<td>&gt;$1 million sales</td>
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Individual Benefits: >$300 value

- $20 discount on Washington Outdoor Summit registration (per person)
- Free access to Alliance Gatherings events (about 20 yearly)
- Quarterly emails sharing recreation industry opportunities
- Recognition on the Recreation Northwest website
- Access to outdoor recreation research and data

Business & Organization Benefits: >$400 value

- Includes individual benefits (listed above)
- $25 discount on your table or $50 off booth at Recreation Northwest Expo
- 10% off your company team registration to Bellingham Traverse
- Networking opportunities with other outdoor recreation companies
- Social media shout outs
- Opportunity to host Alliance Gatherings events
Sponsorship Benefits
Your sponsorship helps fund collaborative and innovative work to connect, protect and grow Washington's Outdoor Recreation Industry. We create opportunity for access to the people, businesses and thought leaders that are moving our industry forward.

Sponsorship Value
Included in Peak Supporter Sponsorship:
- Gold level sponsor for Recreation Northwest Expo – Value $2k-5k
  – Booth, Value $450
- Gold level sponsors for Washington Outdoor Summit – Value $1k
  – Two tickets to the Summit, Value $280
- Gold level sponsor for Great Outdoors Awards – Value $1k

Included in Mt. Rainier Sponsorship:
- Silver level sponsor for Recreation Northwest Expo. – Value $1k
  – Booth, Value $450
- Silver level sponsor for Washington Outdoor Summit – Value $500
  – One ticket to the Summit, Value $140
- Silver level sponsor for Great Outdoors Awards – Value $500

Included in Mt. Adams Sponsorship:
- Bronze level sponsor for Recreation Northwest Expo –Value $500
  – Table, Value $250
- Bronze level sponsor for Washington Outdoor Summit – Value $250
- Bronze level sponsor for Great Outdoors Awards – Value $250