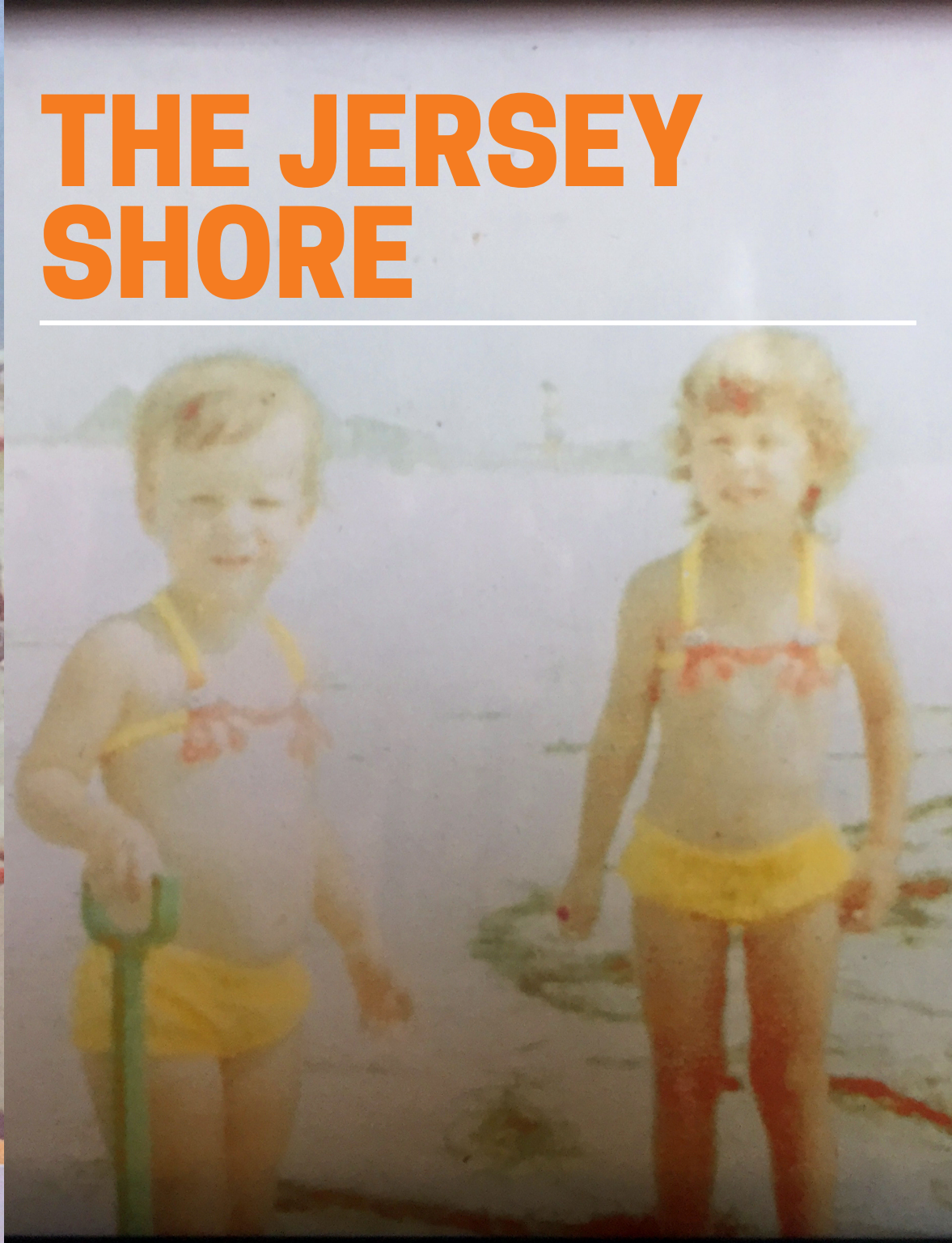


STATEN ISLAND, NEW YORK

BORN & RAISED

THE JERSEY SHORE





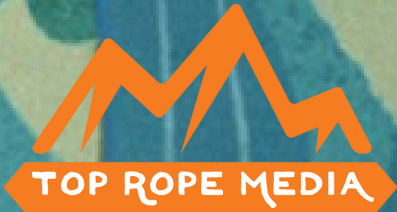
WORK, WORK, WORK





NYC PARKS & RECREATION





**"MY DAUGHTER IS
A PARK RANGER."**





MY IDEA OF WORK

AmeriCorps

NBC Olympic Games

X Games

Masters in Marine Bio

Sea World

Birch Aquarium

Mesa Rim Climbing +

Fitness





“If you want something you've never had,
you must be willing to do something
you've never done.”

- Thomas Jefferson

**PROVIDE CONTEXT
FOR YOUR REAL
WORLD**



Why Outdoor Brands and Athletes?

**THE OUTDOOR RECREATION
ECONOMY IS ONE OF OUR
NATION'S LARGEST
ECONOMIC SECTORS.**

**THE
OUTDOOR
RECREATION
ECONOMY
GENERATES:**

\$887 BILLION

IN CONSUMER SPENDING ANNUALLY



7.6 MILLION

AMERICAN JOBS



\$65.3 BILLION

IN FEDERAL TAX REVENUE



\$59.2 BILLION

IN STATE AND LOCAL TAX REVENUE



Taken from the
2017 OIA Report



These Activities Make Up The Outdoor Recreation Economy



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

Taken from the
2017 OIA Report



TOP ROPE MEDIA



TOP ROPE MEDIA • MEREDITH C. MCCONVILL



11/12



TAKE-AWAYS

- Speak Up and Provide Context
- Educate your peers and show them the facts
- Be Inclusive - Join Me!

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THANK YOU!