

OUTDOOR RECREATION IN THE NEW WEST

GRAND JUNCTION economic
PARTNERSHIP

970.245.4332

THE INDUSTRY

Welcome to the New West – where outdoor recreation means business. Colorado's Grand Valley is a testing ground for every outdoor-industry pioneer.



COLORADO
Outdoor Recreation
Industry Office



**GRAND
VALLEY
TRAILS
ALLIANCE**

United on Trails



COLORADO WEST LAND TRUST
Conserving Land. Connecting People. Enriching Lives.

**As pioneers of the industry, we have the
support network to help you grow.**

LOCAL NETWORK

From steering innovations through manufacturing and R&D to offering experiences on the trails, rivers and slopes, these outdoor recreation leaders call the New West home.

BONSAI DESIGN

INNOVATIVE TEXTILES

PEDALING INNOVATIONS

SINGLE TRACK TRAILS

BROKEN CARBON

KAPPIUS COMPONENTS

PROSTART

SQUIRT LUBE

CANFIELD BIKES

LEITNER-POMA

QUIKR STUFF

TIMBERLEAF TRAILERS

DT SWISS

HONEY SKATEBOARDS

ROCKY MOUNTS

VINTAGE OVERLAND

HILL PEOPLE GEAR

MOUNTAIN RACING PRODUCTS

SAVVY CYCLES

WIGGY'S

LOKI

POWDERHORN MOUNTAIN RESORT

SEEK OUTSIDE

XLR INDUSTRIES

EXPLORE GRAND VALLEY OUTDOOR OPPORTUNITIES



**MOUNTAIN BIKING,
ROAD CYCLING**



**OFF-ROAD
MOTORSPORTS**



PADDLE SPORTS



SNOW SPORTS



WATER SPORTS



**ROCK CLIMBING/
CANYONEERING**



CAMPING



GOLF



**HIKING, TRAIL
RUNNING**



HUNTING/FISHING

EDUCATING THE INDUSTRY WITH COLORADO MESA UNIVERSITY



» Athletic Training

» Business Administration

» Exercise Science

» Fitness & Health Promotion

» Mechanical Engineering

» Outdoor Recreation
Industry Studies

» Sport Management

OUTDOOR RECREATION ON THE WESTERN SLOPE AND BEYOND

\$28 BILLION in annual consumer spending in Colorado	\$2 BILLION annual consumer spending in Western Colorado
229,000 employed in outdoor rec in Colorado	>240 outdoor rec businesses on the Western Slope
71% of Colorado residents participate in outdoor recreation	

(Data derived from Outdoor Industry Association CO 3rd Congressional District 2019 report)

MAKE THE MOVE: GJEP.ORG OR CALL 970.245.4332