



THE CENTER OF UTAH'S OUTDOOR INDUSTRY

At the Utah Outdoor Association,
we hold two simple beliefs.

1

There is no better place in the U.S. with
great accessibility and diversity to
explore the outdoors than Utah.

2

When the outdoor industry works
together and supports each other,
business is better for everyone.

It's because of these beliefs that we're working to bring outdoor companies and organizations across the state together to solve the unique challenges the industry faces and create a thriving outdoor ecosystem for years to come.

WHAT WE DO

Our Vision

Support and accelerate the growth and economic development of Utah's outdoor industry by having a centralized organization that unifies businesses, professionals and the future workforce.

Our Values

Adventure We wholeheartedly believe in the benefits (both physical and mental) of getting outside. To help individuals and businesses explore the quality of life the outdoors provides here in Utah.

Sustainability We have to preserve what we love through smart, common-sense conservation efforts that everyone can agree on.

Inclusivity The outdoors are for everyone. Period. We practice acceptance and inclusion of people from every walk of life.

Our Mission

Guide the Utah outdoor product industry forward by fostering productive dialogue between outdoor organizations, providing an invaluable network of people and resources, and promoting the industry to the public.

UOA seeks to be a catalyst for continued economic growth through the entrepreneurial community within Outdoor and providing a network and ecosystem where business owners and leaders can find support, human and financial capital and resources and provide continued education and best practice sharing.

Events & Networking

Form relationships with like-minded people who share your passion and get access to exclusive events featuring industry experts and influencers.

Continuing Education

We'll share market research and industry forecasts and insights on a broad range of topics including marketing, business development, R&D, operations and more.

Access to Health Benefits

Through insurance pooling, we can offer small businesses the ability to get better benefits for their employees.

Workforce Development

From job boards to training opportunities, partnership with universities, workshops and access to educational information, we're committed to developing a strong outdoor industry workforce.

Constructive Conversations

We welcome discussion and debate on important policy issues from across the industry through open forums with major decision-makers.

Industry Market Research

Industry forecasts and insights



JOIN — US

**UTAH OUTDOOR
ASSOCIATION**

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