EDCUTAH INDUSTRY PROFILE

FY 23-24

Outdoor Products

Utah is the best place for outdoor companies because Utah is the best place for the outdoors.



EDCUtah ECONOMIC DEVELOPMENT CORPORATION OF UTAH

Governor's Office of Economic Opportunity

On the cover:

Bike riding down a gravel trail near Moab, UT.

Three BIG things about the outdoor industry in Utah:

1

Utah is home to companies like **Backcountry** (see blue #27 on map)**, Black Diamond** (#12)**, Cotopaxi** (#13)**, iFIT Health** (#1)**, KÜHL** (#18)**, Lifetime Products** (#10)**,** and more than 200 others.

2

With some of **the most magnificent open space on the globe,** you can think of Utah as a world-class outdoor product testing facility.

3

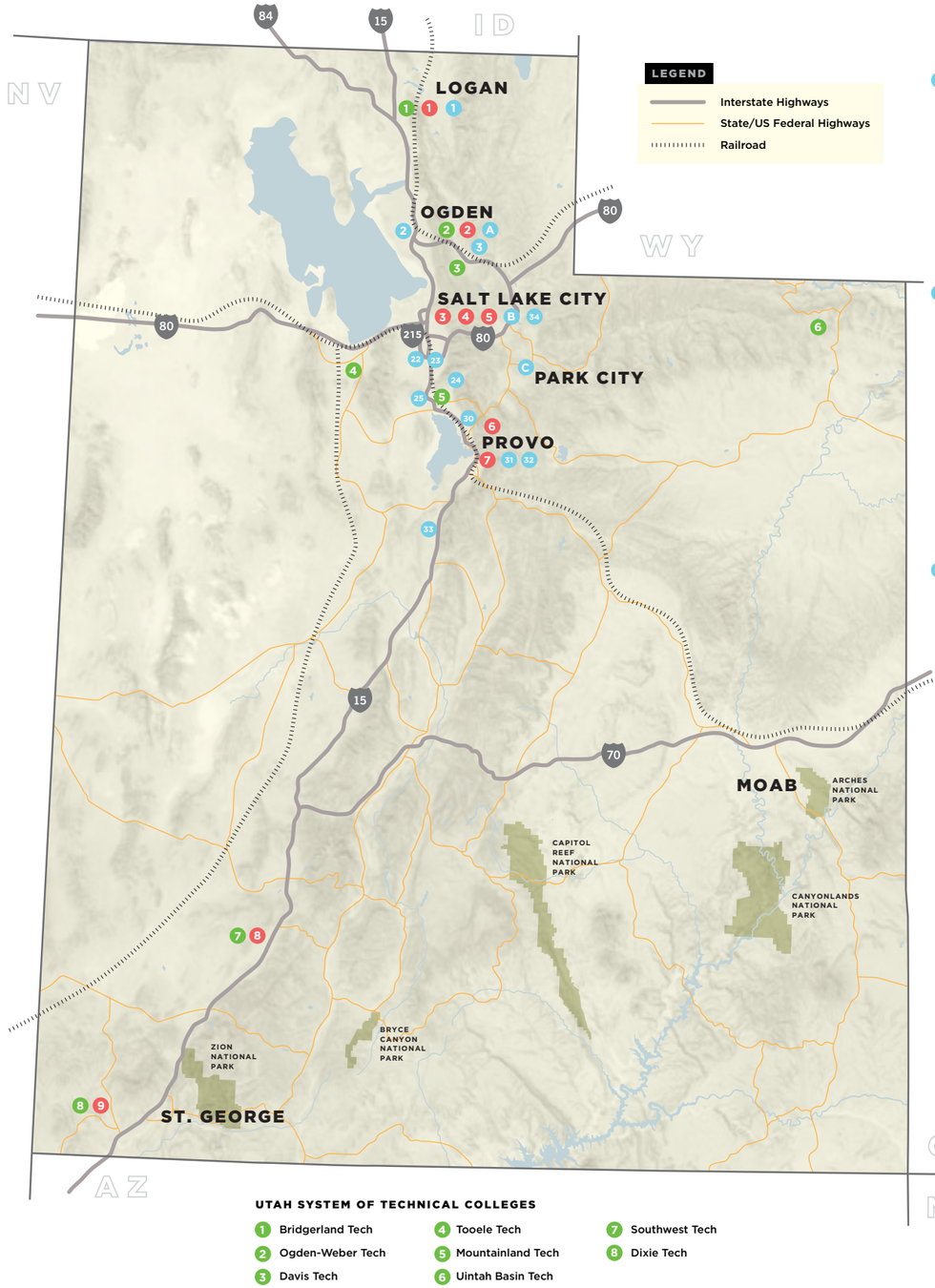
Utah has over 900% more sporting & athletic goods manufacturing employment density than the national average. *Yes, 9-hundred percent*.



Contact **Spencer Layton** to learn more about the outdoor industry in Utah
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MAJOR UNIVERSITIES AND COLLEGES

1. Utah State University
2. Weber State University
3. University of Utah
4. Westminster College
5. Salt Lake Community College
6. Utah Valley University
7. Brigham Young University
8. Southern Utah University
9. Utah Tech University

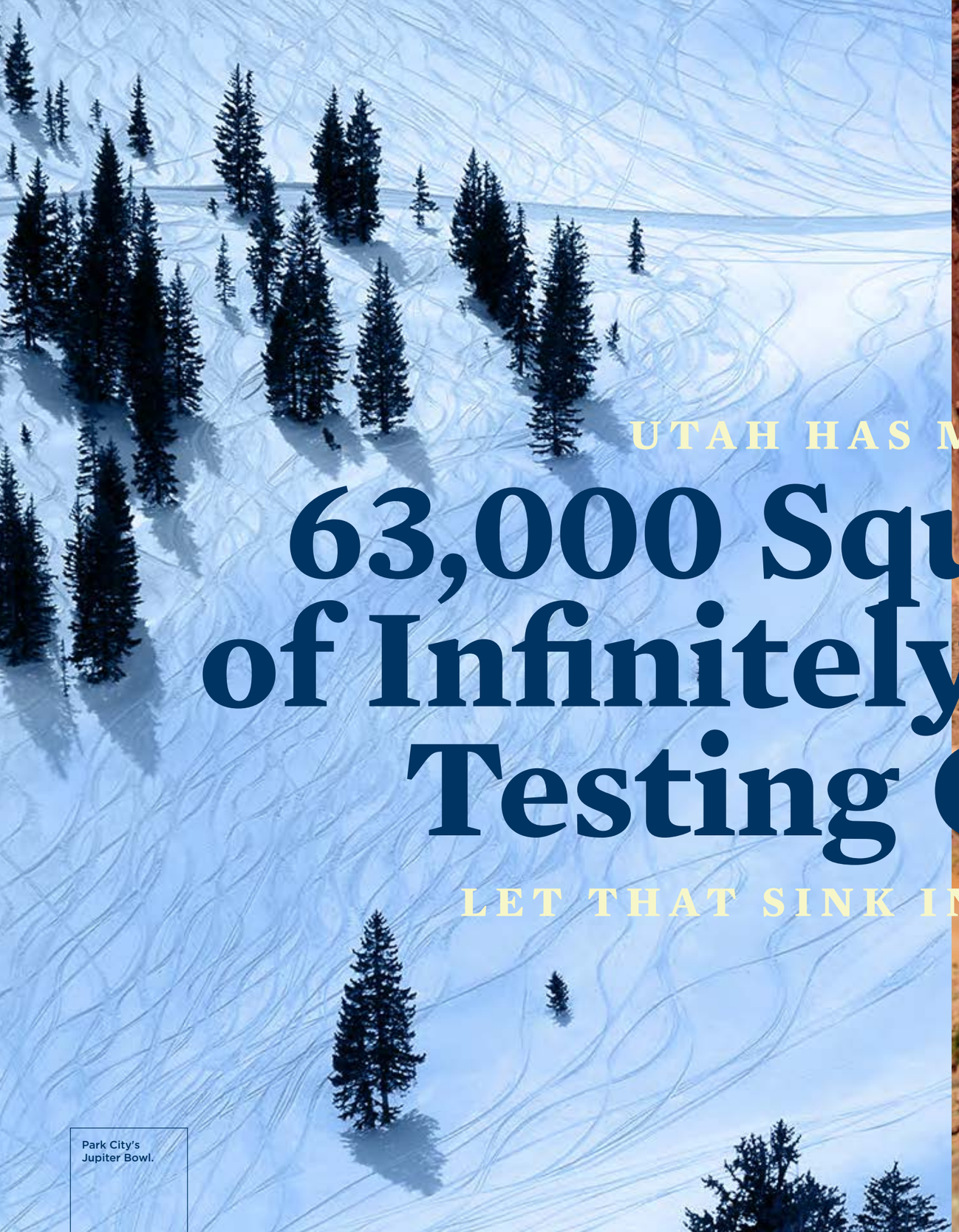


UTAH SYSTEM OF TECHNICAL COLLEGES

1. Bridgerland Tech
2. Ogden-Weber Tech
3. Davis Tech
4. Tooele Tech
5. Mountainland Tech
6. Uintah Basin Tech
7. Southwest Tech
8. Dixie Tech

MAJOR EMPLOYERS

1. iFIT Health & Fitness
2. Rock Exotica
3. Browning
4. Ventum
5. Amer Sports
6. Atomic Ski
7. Enve Composites
8. Goode Ski Technologies (A)
9. Smith Optics
10. Lifetime Products
11. Black Diamond Equipment
12. Cobra Firearms
13. Cotopaxi
14. Doppelmayr USA
15. DPS Skis
16. Easton Technical Products (B)
17. Hoyt Archery
18. KÜHL
19. Magnum Bikes
20. ProBar
21. Specialized Bicycle Components
22. Desert Tech
23. Petzl
24. Reynolds Cycling
25. NRG Energy
26. Armada Skis
27. Backcountry.com (C)
28. Rossignol
29. Skullcandy
30. Fezzari
31. Action Target
32. Grim Reaper Broadheads
33. Barnes Bullets
34. Chums



Park City's Jupiter Bowl.



The famous Shafer Trail in Canyonlands National Park.

UTAH HAS MORE THAN

63,000 Square Miles of Infinitely Accessible Testing Grounds

LET THAT SINK IN FOR A MOMENT

Major Outdoor Products Employers

COMPANY	EMPLOYEES	DESCRIPTION
Backcountry.com	250-499 Park City	Backcountry.com is an online specialty retailer that sells clothing and outdoor recreation gear for hiking, camping, mountain biking, rock climbing, winter sports, etc.
Lifetime Products	1000-1999 Ogden	Lifetime Products is a leading producer of plastic and metal products such as folding tables, chairs, and basketball hoops.
iFIT Health & Fitness	500-999 Logan	iFIT Health and Fitness is one of the world's largest developers, manufacturers, and marketers of fitness equipment.
Black Diamond Equipment	250-499 Salt Lake City	Black Diamond Equipment manufactures and develops rock climbing, skiing, and other outdoor products.
Easton Technical Products	100-249 Salt Lake City	Easton Technical Products manufactures and develops sporting goods, specializing in archery, hunting, camping, and more.
Action Target	100-249 Provo	Action Target designs, manufactures, and installs shooting ranges, tactical combat houses, and portable steel targets.
Amer Sports	100-249 Ogden	The sporting goods company owns internationally recognized brands including Salomon, Wilson, Atomic, Arc'teryx, Peak Performance, Enve, and Precor.
Browning	100-249 Morgan	Browning is an industry leader in the full spectrum of outdoor products, including sporting arms, technical hunting clothing, knives, gun safes, flashlights, and more.
Doppelmayr USA	100-249 Salt Lake City	Doppelmayr specializes in the production of drive platforms, electrical control and hydraulic systems for lifts, tower structures, terminal enclosures, chair production.
Enve Composites	100-249 Ogden	ENVE Composites designs and hand builds carbon wheels and component systems for mountain and road bikes.
NRG Energy (Formerly Goal Zero)	100-249 Riverton	NRG Energy develops portable solar panels, power packs, and lighting products, with a mission to put reliable power in the hands of every human being.
Hoyt Archery	100-249 Salt Lake City	Hoyt Archery is an outdoor products company specializing in the manufacturing of archery and bow hunting equipment.
Rock Exotica	50-99 Clearfield	Rock Exotica is a rock climbing equipment manufacturer based in Clearfield, UT.
Skullcandy	100-249 Park City	Skullcandy makes headphones that are made to withstand the harsh conditions of outdoor sports.
Smith Optics	100-249 Clearfield	Smith Optics develops sports eyewear, goggles, sunglasses, and helmets for biking, motocross, skiing, surfing, and more.
Specialized Bicycle	100-249 Salt Lake City	Specialized Bicycle Components produces bicycles and cycling equipment, such as wheels, tubes, helmets, boots, and apparel.
Barnes Bullets	100-249 Mona	Since 1932, Barnes Bullets has been an industry leading manufacturer of percision small arms ammunition and muzzleloaders.
Chums	50-99 Salt Lake City	The easily adjustable Chums Original Cotton retainer is the product that put the company on the map. It now offers a wide range of outdoor accessories.
Cotopaxi	100-249 Salt Lake City	Cotopaxi designs and manufactures innovative outdoor products sucha as backpacks, hiking gear, camping gear, apparel, and outdoor accessories.
Fezzari	50-99 Lindon	Fezzari custom builds, designs, engineers, manufactures, and distributes road, mountain, and performance bicycles and related products.

= HEADQUARTERED IN UTAH

*SOURCE: UTAH DEPARTMENT OF WORKFORCE SERVICES

NRG Energy produces weatherproof portable solar power panels and fume-free generators for camping and emergencies.









Top: Hoyt Archery, Black Diamond, Pro Meals. Second row: Barnes Bullets, Petzl. Third row: Petzl rescue pulley, Easton Aluminum, Kuhl Clothing, Skullcandy. Third row: Browning, Action Target, Lifetime.

COMPANY	EMPLOYEES	DESCRIPTION
KÜHL	250-499 Salt Lake City	KÜHL makes outdoor clothing and accessories that provide both comfort and protection in any environment.
Petzl	50-99 West Valley	Petzl designs and manufactures outdoor products and accessories for the climbing and caving industies.
ProBar	20-49 Salt Lake City	ProBar makes healthy, delicious, plant based foods and snacks.
Reynolds Cycling	50-99 Sandy	Reynolds Cycling brought the first carbon clincher wheelset to market. They design and produce bicycle wheels and small components.
Rossignol	50-99 Park City	Rossignol produces ski and snowboarding equipment, including goggles, helmets, bags, boots, apparel, and more.
Magnum Bikes	20-49 Salt Lake City	Magnum Bikes, founded in 2010, is a leader in innovation and design of electric bicycles. They sell and ship their products worldwide.
Atomic Ski	20-49 Ogden	Atomic Ski produces skis and skiing equipment, such as skis, poles, boots, helmets, goggles, bags, and apparel.
DPS Skis	50-99 Salt Lake City	DPS Skis manufactured the world's first pure prepreg carbon fiber sandwich ski. Its innovations continue with the PHANTOM permanent, waxless base treatment.
Desert Tech	50-99 West Valley City	Desert Tech, founded in 2007, produces compact rifle systems that focus on simple, attractive, and versatile designs. Their products are sold and shipped worldwide.
Ventum	10-19 Ogden	Ventum makes high-performance racing bicycles and is the Official Global Bike Partner of IRONMAN®.
Armada Skis	10-19 Park City	Armada Skis is the industry's first rider-owned, rider operated ski manufacturer, which produces top performing skis, poles, outerwear, and softgoods.
Coalatree	10-19 Salt Lake City	Coalatree designs eco-minded gear and apparel including the Evolution hoodie, made from recycled coffee grounds.
Cobra Firearms	20-49 Salt Lake City	Cobra Firearms develops and manufactures a line of derringer small pocket pistols and other small firearms.
Grim Reaper Broadheads	20-49 Provo	Grim Reaper Broadheads manufactures and develops arrowheads, and is the inventor of patented Razortip Technology.
Goode Ski Technologies	10-19 Ogden	Goode Ski Technologies manufactures water skis, snow skis, ski poles, and other ski equipment and accessories, including the world's first pure carbon water ski.

= HEADQUARTERED IN UTAH

*SOURCE: UTAH DEPARTMENT OF WORKFORCE SERVICES





This page, top: Goode water ski. Bottom, Rossignol skis.









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This page, left: Ventum, Fezzari, and Specialized bicycles. Reynolds carbon fiber wheels. Right side: Coalatree hoodie. Backcountry. Grim Reaper Broadheads.

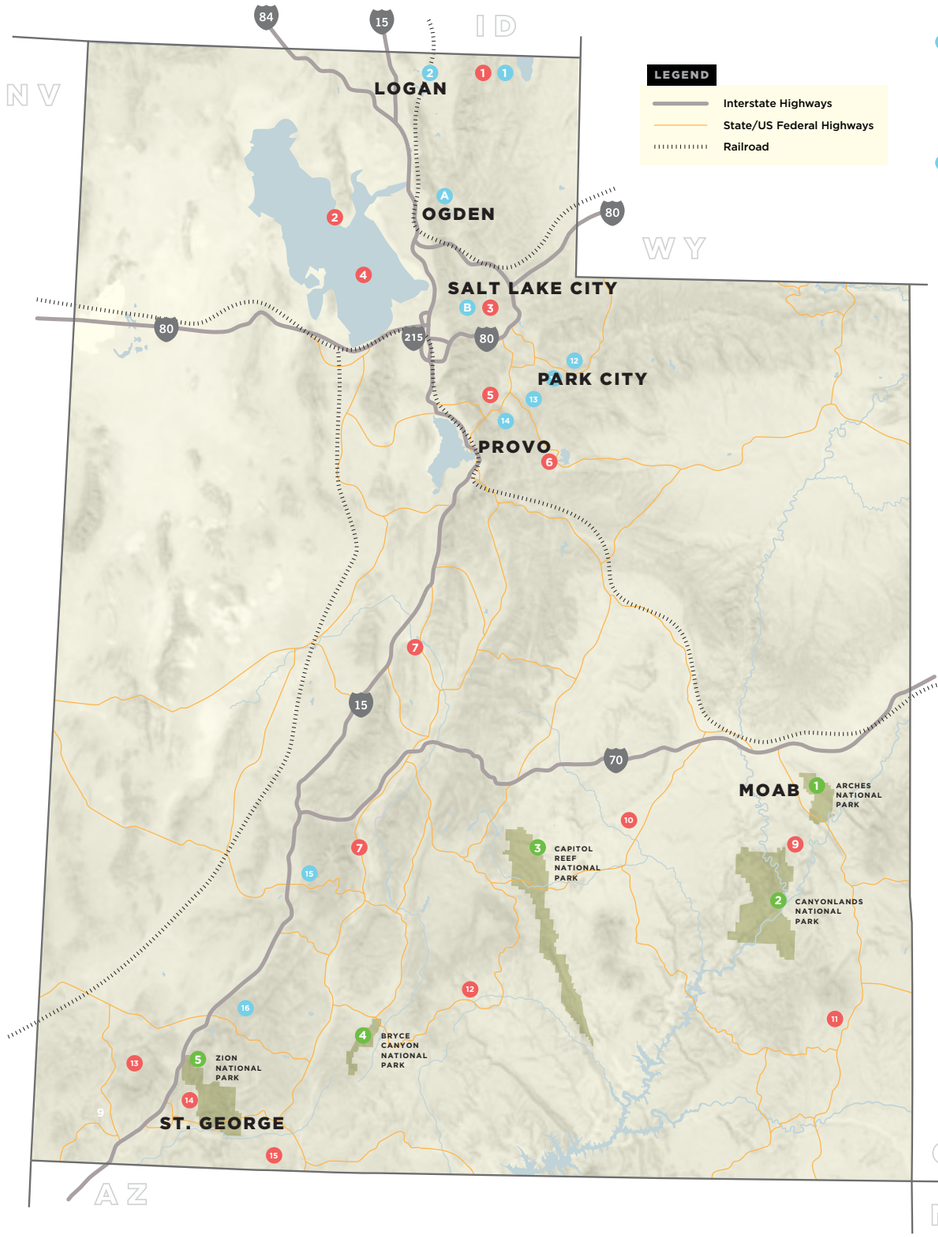






Resorts & Parks

Or, what local companies like to call "Open Product Testing Facilities."



1. Beaver Mountain Ski Area
2. Cherry Peak Resort
3. Powder Mountain Resort
4. Wolf Creek Resort
5. Nordic Valley Ski Resort
6. Snowbasin Resort
7. Brighton Resort
8. Solitude Mountain Resort
9. Alta Ski Area
10. Snowbird Ski and Summer Resort
11. Park City
12. Deer Valley Resort
13. Soldier Hollow
14. Sundance Mountain Resort
15. Eagle Point Ski Resort
16. Brian Head Resort

MAJOR STATE PARKS

1. Bear Lake
2. Antelope Island
3. East Canyon
4. Great Salt Lake
5. Wasatch Mountain
6. Deer Creek
7. Yuba
8. Piute
9. Dead Horse Point
10. Goblin Valley
11. Edge of the Cedars
12. Escalante Petrified Forest
13. Snow Canyon
14. Sand Hollow
15. Coral Pink Sand Dunes

NATIONAL PARKS

1. Arches
2. Canyonlands
3. Capitol Reef
4. Bryce Canyon
5. Zion



















A climber ascends a rock wall in the canyonlands area near Indian Creek in Utah.

Recent Announcements



Jack Wolfskin

50 Jobs

Jack Wolfskin is an outdoor apparel and equipment brand founded in Germany. Its products include high-end mountain and leisure clothing, footwear, backpacks, sleeping bags, and tents.
Location: Park City, UT

AMER SPORTS

110 Jobs

Amer Sports owns internationally recognized brands including Salomon, Wilson, Atomic, Arc'teryx, Peak Performance, Enve, and Precor.
Location: Ogden, UT





ARMSCOR USA

200 Jobs

Armscor is a firearms and ammunition manufacturer, importer, exporter, and distributor company operating the Armscor and Rock Island Armory brands.
Location: Cedar City, UT

VENTUM

32 Jobs

Ventum makes high-performance racing bicycles and is the Official Global Bike Partner of IRONMAN.
Location: Heber City, UT



BARNES
OPTIMIZED FOR YOUR TARGET™

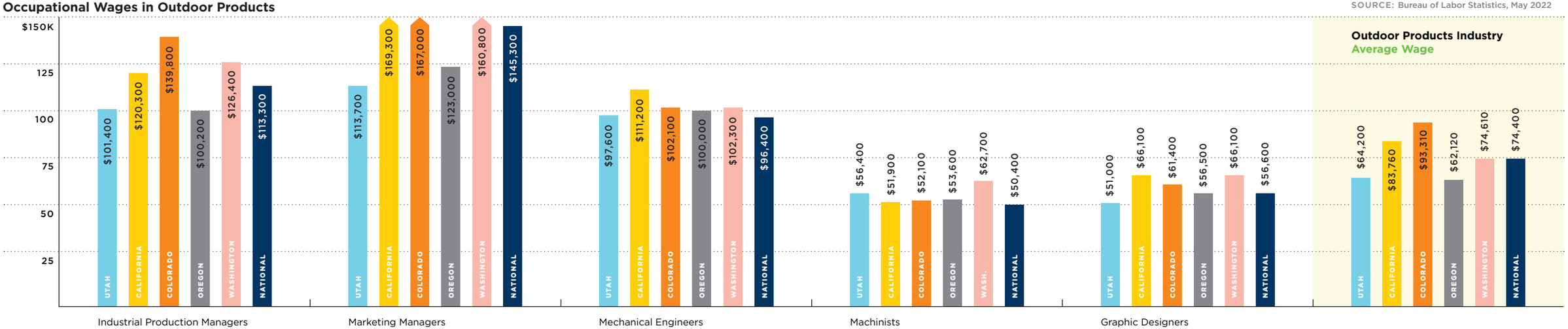
116 Jobs

Barnes Bullets manufacturers bullet slugs and ammunition. The company sells ammunition products to wholesalers, dealers, consumers, local, state, and federal agencies, shooting schools, and international customers. **Location: Mona, UT**

Data Profile

Occupational Wages in Outdoor Products

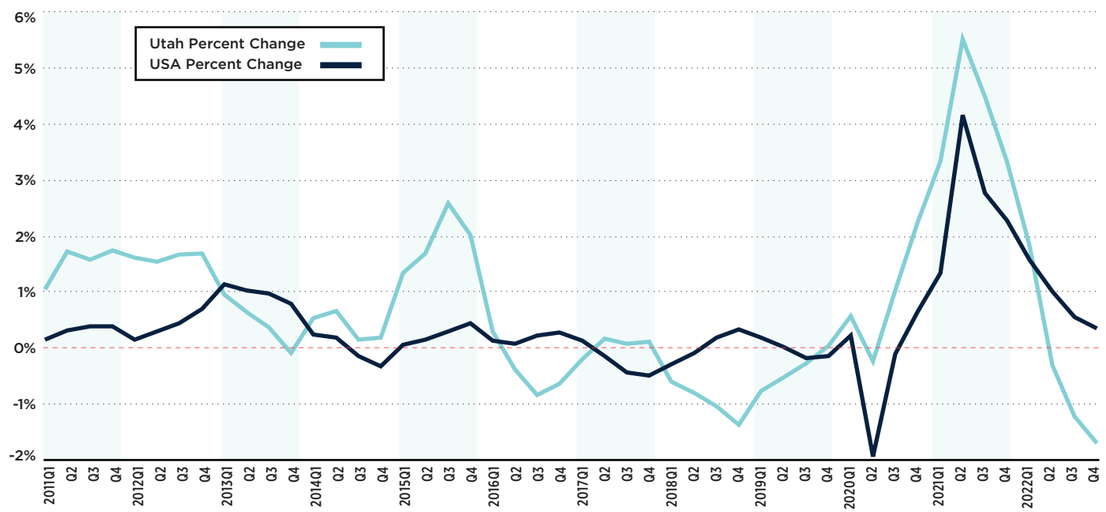
SOURCE: Bureau of Labor Statistics, May 2022



Outdoor Products Industry Data

	UTAH	NATION
Total Employment	8,381	173,818
5-Year Employment Growth	14.4%	13.9%
5-Year Forecasted Growth	8.0%	-0.5%

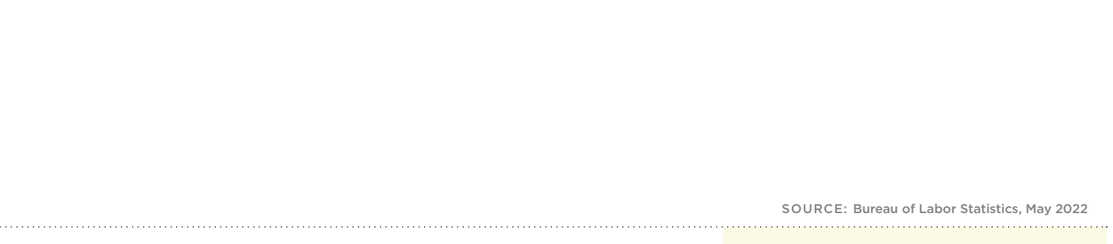
Outdoor Products Job Growth Over Time



Real Estate

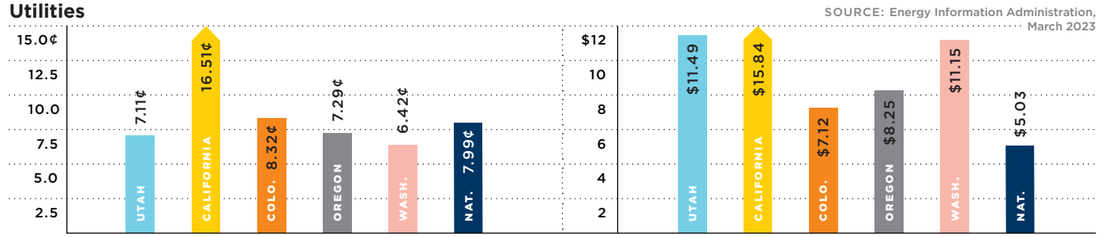
SOURCE: RSMeans

SOURCE: Loopnet



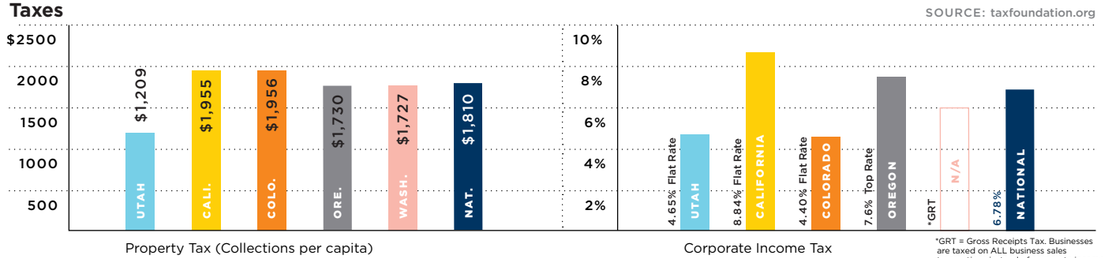
Utilities

SOURCE: Energy Information Administration, March 2023



Taxes

SOURCE: taxfoundation.org



*GRT = Gross Receipts Tax. Businesses are taxed on ALL business sales transactions instead of corporate income.

Education

A State of Education

Utah is home to **12 major colleges and universities** and has an excellent talent pipeline of over **275,000** students. Bachelor's and graduate awards grew by **17% over the last five years**. Utah has an educated workforce, with over 94% of the population 25 or over with a high school diploma and **39.8%** with a bachelor's degree.

TOP THREE INSTITUTIONS WITH OUTDOOR DEGREES

Utah State University
DEGREE: Outdoor Product Design & Development

University of Utah
DEGREE: Parks, Recreation, & Tourism

Weber State University
DEGREE: Outdoor & Community Recreation Education

Education snapshot

2020-21 TOTAL STATEWIDE ENROLLMENT

275,218

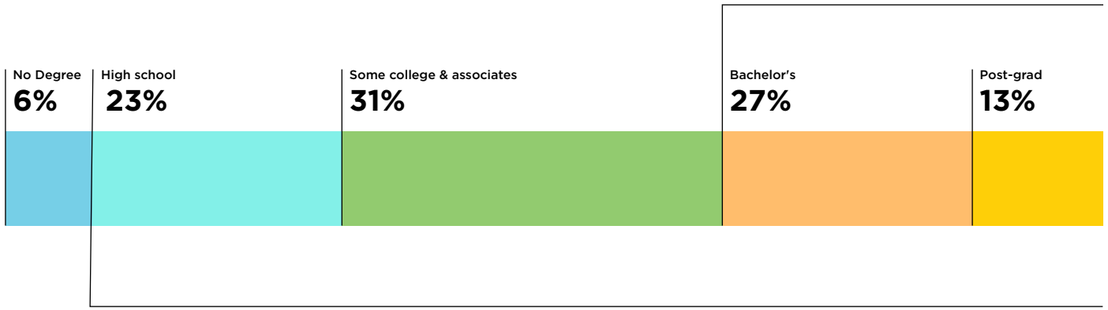
2020-21 TOTAL STATEWIDE DEGREES AWARDED

38,003

Working population by minimum level of education

Bachelor's degree or higher

39.8%



High school grad or higher

94.1%



Brigham Young University campus in Provo, UT.



Silver Lake, near Brighton, UT.

Labor

We have, well, a lot of sporting goods manufacturing.

Utah Labor

	UTAH	NATION
Annual Population Growth:	1.7%	0.6%
Median Age:	31.8	38.8
5-Year Employment Growth:	14.5%	4.2%
Net Migration (2020-22)	54,712	NA
Labor Force Participation Rate	68.8%	63.2%
Annual Median Wage:	$44,300	$46,100

Labor snapshot

UTAH AVERAGE WAGE

$58,100

MEDIAN AGE

31.8

Five-year employment growth

NATION

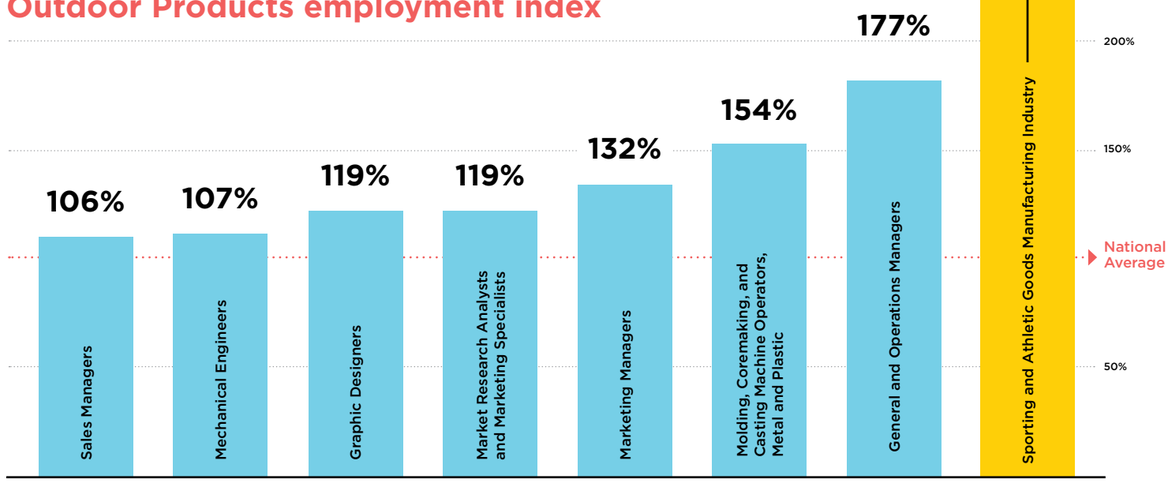
+4.2%

vs.

UTAH

+14.5%

Outdoor Products employment index



Like to know more about outdoor businesses in Utah?



EDCUtah questions?
Call Ryan Starks,
Executive Director:
801-458-5372



Project questions?
Call Spencer Layton,
Business Development
Analyst:
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Research questions?
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Director of Research:
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