

RURAL FRONTIERS
2026
ELKO



NVBOC x NDOR

ADVENTURE AS AN ECONOMIC CATALYST

How Outdoor Recreation Powers Nevada
Tourism & How to Support the Industry



NEVADA
OUTDOOR
BUSINESS COALITION



WHAT IS NVOBC?

The Nevada Outdoor Business Coalition (NVOBC) is a statewide coalition representing outdoor recreation businesses and partners working to grow Nevada's outdoor economy through policy, advocacy, and collaboration. It serves as a unified voice at the state and local levels to advance access, infrastructure, and sustainable recreation across Nevada.

Our work helped to bring about the creation of the **Nevada Division of Outdoor Recreation in 2019**.

EXECUTIVE BOARD



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KEY FOCUS AREAS FOR NMOBC

1. Public Lands Access & Recreation Policy
2. Business-Friendly Regulations & Permitting
3. Outdoor Infrastructure (trails, connectivity)
 - a. Transportation
4. Business & Workforce Development
5. Conservation and Sustainable Use
6. Cross-sector partnerships & stakeholder alignment



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NEVADA DIVISION OF OUTDOOR RECREATION

Our mission is to advance and promote sustainable, world-class outdoor recreation opportunities throughout Nevada.



- Strategic Planning
- Nevada Outdoor Education and Recreation Grants:
 - Youth Outdoors Growth & Innovation (YOGI) Grant
 - Community Outdoor Recreation & Revitalization (CORR) Grant
 - Cosmos Across Nevada (CAN) Grant
- Trails/Nevada Trail Finder www.NVTrailFinder.com
- Nevada Off-Highway Vehicles - <https://ohv.nv.gov/>
- Dark Skies - the Nevada Starry Skies Certification Program



WHY OUTDOOR RECREATION MATTERS TO NEVADA

Nevada Didn't Always Treat **Outdoor Recreation as an Industry** —Now It Does

- Rapid growth in visitation, tourism, and outdoor businesses changed the conversation
- In response, leaders established **NVOBC** and **NDOR** to support and guide this emerging sector
- Today, it's a coordinated effort to grow Nevada's economy while protecting its outdoor assets





NDOR'S OUTDOOR RECREATION ECONOMIC IMPACT STUDY

**Outdoor Recreation Impact =
\$1.2 Trillion Industry in the U.S.**

- \$24 billion total contribution to Nevada's economy
- \$13.7 billion in annual economic output
- 75,000+ Jobs supported statewide
- \$8.8 billion contribution to Nevada's Gross Domestic Product
- There are 159 million annual visits to the thousands of public and private recreation sites

NEVADA FAST FACTS

- Direct Effects in Nevada
- Indirect Effects in Nevada
- Induced Effects in Nevada

This economic engine also generated **\$2.2 billion in total tax revenues within Nevada** .

\$1.1 billion in Federal Taxes

\$657 million in Nevada State Taxes

\$432 million in County and
other Local Taxes



KEY FINDINGS AND IMPACT



Top Economic Contributor

- OREC now exceeds mining in GDP contribution
- Ranked as #2 industry in Nevada
- A cornerstone of state diversification strategy
- Drives tourism, small business growth, and workforce attraction

Rural Impact

- 40% of OREC's economic benefits occur in rural counties (which represent only 10% of NV's population)
- Strengthens communities & supports local businesses
- Provides a framework for sustainable economic development



VISITOR SPENDING DRIVES LOCAL ECONOMIES

Nonlocal visitors bring new dollars into rural communities, supporting lodging, food, fuel, retail, and guiding services

Visitor spending > local spending in economic impact

- Visitor spending = net economic gain (outside dollars entering communities)
- Local spending = recirculated dollars (lower net growth impact)

Outdoor recreation supports economic diversification

- Especially critical in rural areas: creates jobs, supports small businesses, and reduces reliance on single industries



Table 12. Estimated Direct Visitor Spending from Outdoor Recreation by County (CY 2023)

County	Local Visitor Spending (Millions/\$)	Nonlocal Visitor Spending (Millions/\$)	All Visitor Spending (Millions/\$)
Carson City	\$56.5	\$64.2	\$120.7
Churchill	\$19.3	\$77.1	\$96.4
Clark	\$1,124.8	\$980.1	\$2,104.9
Douglas	\$99.2	\$183.0	\$282.1
El Dorado*	\$127.4	\$383.1	\$510.5
Elko	\$85.9	\$93.1	\$178.9
Esmeralda	\$2.2	\$7.5	\$9.6
Eureka	\$6.2	\$8.9	\$15.2
Humboldt	\$42.5	\$55.9	\$98.4
Lander	\$16.2	\$14.3	\$30.5
Lincoln	\$30.6	\$106.2	\$136.8
Lyon	\$32.0	\$48.1	\$80.1
Mineral	\$5.6	\$30.7	\$36.3
Nye	\$62.9	\$112.6	\$175.5
Pershing	\$4.8	\$16.0	\$20.8
Placer*	\$42.4	\$149.6	\$192.0
Storey	\$5.3	\$9.2	\$14.4
Washoe	\$430.7	\$618.6	\$1,049.3
White Pine	\$82.1	\$228.7	\$310.7
Total Spending	\$2,276.4	\$3,186.8	\$5,463.2

* California county within the Lake Tahoe Basin study area.



IT'S NOT JUST
ECONOMIC.
IT'S QUALITY OF
LIFE

IMPACTS AND INFLUENCE



GDP
**\$8.1b/
3.3%**



HEALTH
\$2.1b



CONSUMER
SURPLUS
\$8.2b



GROWTH RATE
12.8%
NV has one of the fastest growing
outdoor recreation sectors in the U.S.

Health & Quality of Life

1. Outdoor recreation generates an estimated \$2.06 billion in avoided healthcare costs
2. Supports community well-being and enhances Nevadans' connection to natural spaces
3. People live in Nevada for the quality of life they receive from the vast outdoor recreation opportunities on over more than 80% of the public land in our state





BROADER ECONOMIC INFLUENCE

Recreation activity fuels multiple industries, including; Hospitality, retail, manufacturing, healthcare, recreation services, and small businesses.

Overlapping recreation user groups – hikers who hunt; skiers who also fish – show the interconnected nature of Nevada’s recreation economy.

Helps attract and retain talent by offering a high quality of life and strong community identity.

OUTDOOR RECREATION
ISN'T JUST A “NICE TO
HAVE” –IT’S A MUST-
HAVE FOR NEVADA!




A blurred background image of a campsite. In the foreground, a campfire with bright yellow and orange flames is burning in a stone fire pit. Behind the fire, a blue tent is visible, and the background shows a natural outdoor setting with trees and a bright sky.

WHAT WE LEARNED
NEVADA IS PUNCHING ABOVE ITS WEIGHT—BUT
UNDERINVESTING WHEN IT COMES TO OUTDOOR REC



NEVADA'S FUNDING GAP

Table 2. Outdoor Recreation GDP Contribution and Jobs in Select Western States (2023)



State	NV	CA	CO	UT	AZ
Outdoor Recreation GDP Contribution (2023)	\$8.1B	\$81.5B	\$17.2B	\$9.5B	\$9.5B
Percentage of State GDP	3.30%	2.10%	3.20%	3.40%	2.70%
Jobs Supported	58,425	545,448	132,594	71,898	110,794
Outdoor Recreation GDP Per Capita	\$2,526	\$2,078	\$2,915	\$2,802	\$1,873

- Bureau of Economic Analysis data understates Nevada's outdoor recreation strength
- Nevada matches Utah & Arizona in OREC performance
- Exceeds California in OREC GDP per capita!

GRANT FUNDING COMPARISON

- **Nevada:** \$250,000/year for NDOR grants
- **Utah:** \$46M awarded in 2025 (includes \$7.79M federal RTP & LWCF; NV only \$7M)
- **Utah 2026:** \$51M available
- **Arizona:** \$15.3M non-federal funding in FY 2024

POLICY RECOMMENDATIONS

Infrastructure Funding

1. Modernization of Nevada's Core Outdoor Recreation Facilities
2. Establish a dedicated Outdoor Recreation Trust Fund
3. Launch a statewide visitor management system (real-time data)

Economic & Workforce Development

1. Support workforce development and training pipelines
2. Advance business-friendly regulations and permitting

Community Engagement & Partnerships

1. Fund community-led stewardship, restoration, and education through microgrants



CHALLENGES & STRATEGIES

Funding Limitations

- Need for more sources to support projects, infrastructure, and education statewide

Trail Workforce Gap

- Unlike states like Utah & Arkansas, NDOR lacks a dedicated trails crew and planning team for maintenance and development

Workforce Development Partnerships

- Collaborating with UNR, TMCC, and UNLV to create OREC-aligned degree paths and build an skilled workforce



SO WHAT CAN I START DOING TO SUPPORT THE OUTDOOR RECREATION INDUSTRY TODAY?

- Conservation Advocacy and Shared Stewardship
- More Access (Trails, Infrastructure)
- Tourism Investment in Outdoor Recreation Infrastructure
- More Transportation Options for Users
- Build Community Partnerships & Utilize our Small Outdoor Recreation Businesses
- Recreator Friendly Policies (Insurance, Permitting)



SUPPORTING THE BUSINESSES THROUGH ADVOCACY

- Established NDOR (2019 Session)
- Maintenance of the Antiquities Act
- Designation of Avi Kwa Ame National Monument
- **2025 Session**
 - Rails to Trails Working Group
 - Blocked Recreational Immunity Updates (SB303)
 - Academic Credit for Outdoor Recreation (AB501)
 - Infrastructure Grant Buckets in coordination with NDOR



2027 TOPICS

- Transportation Grant Funding Policy Reform
- Public Lands Protections (SNPLMA)
- “Inherent Risk” Waivers
- Insurance Affordability & Access
- Recreational Immunity Protections



**NEVADA
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SUPPORTING THE BUSINESSES

ONGOING PROJECTS

- Building the “Stronger Together Conference”
 - Save the Date: June 1st in Vegas
- Establishing the:



Nevada Outdoor Industry Revolving Loan Fund

- Supporting Travel Nevada Adventure Centers
- Transit to Trails Initiatives
- Grant Funding for Infrastructure Upgrades
- Transportation Partnerships for Outdoor Rec havens here in Nevada



**NEVADA
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OUTDOOR RECREATION IS NEVADA'S
COMPETITIVE ADVANTAGE—LET'S
INVEST IN IT

