



FLYWHEEL

Weekly Online Newsletter
of The Rotary Club of Franklin, NC



Chartered November, 1927 - District 7670 - Club 6013

August 14, 2019

Outdoor Recreation Economy

by Dick Pritts

Cory McCall, today's speaker, is co-owner of Outdoor 76, a full service outdoor store that is committed to excellence in sales, customer service and selection of outdoor lifestyle needs. Cory is a native of Franklin and graduated from Western Carolina University Magna Cum Laude with a degree in Hospitality and Tourism in 2004. Upon completion of his studies at WCU he received a real estate license and sold real estate until he opened Outdoor 76 in 2010 on Main Street. Outdoor 76 services over 2,000 Appalachian Trail hikers every year along with outdoor adventure seekers and lifestyle enthusiasts who are drawn to the mountains here in Western North Carolina. Cory is also co-owner of Rock House Lodge and Brown Dog Tees. He also serves on the Macon County Economic Development Committee and a member of the Growing Outdoors Partnership Advisory Council.



According to Cory the outdoor recreation economy has a large impact both nationally and locally. Outdoor recreation consumer spending is a powerful economic sector. Nationally the outdoor recreation sector is an \$887 Billion Dollar industry nationally and creates over 7.6 Million jobs. The impact on North Carolina is \$28 Billion Dollars with 260,000 jobs. It is the second largest economic sector and has created more jobs than the construction or the computer tech industry. WNC's share of the outdoor recreation economy is quite substantial. Outdoor activities are numerous and include camping, fishing, boating, hiking, cycling etc. A lobby group was founded in 1989 by a group of industry pioneers to be a

unified, collaborative, pre-competitive voice to help guide the outdoor industry that serves over 1,200 manufacturers, retailers, distributors, suppliers, sales representatives, nonprofits as well as outdoorists.

Cory stated that North Carolina has an outdoor recreation industry office and that only seventeen states have a state run program. He also said that there was a Waypoint Accelerator out of Asheville to help the outdoor recreation industry which was the first on the East Coast and the third in the nation. He also pointed out that outdoor industry programs have been added at Western Carolina University and Southwestern Community College. There is regional brand effort that is offered to all counties in WNC which is free of charge to help in putting out a consistent message regarding the outdoor recreation industry in the area.

At the recent national Outdoor Retailer Convention in Colorado, North Carolina was the only state having a booth pushing the outdoor recreation sector in the state. They also were pushing for small manufacturers to move here and how to get them connected with other needed companies in North Carolina to produce their product. The impact of these businesses help the rest of the community businesses.

The outdoor recreation sector impact on WNC is about \$1.6 Billion Dollars according to the data available. Cory indicated that 56% of the residents participate in outdoor recreation and that there are at least 80 outdoor recreation associated businesses setup in our

Rotary
Club of Franklin
Satellite



Our Satellite club meets the 2nd and 4th Tuesdays at the Lazy Hiker.

Satellite is hosting a Fun Run at Pumpkinfest this year. They will

be giving away T-shirts. To support the satellite club, the cost to sponsor the event and have your name on the T-shirt is \$100.



School is starting, and with that so is our backpacking program. Our first backpacking event will be Sept 23 at 5 PM at CareNet

Rotary Board Meetings this year will be on the 4th Tuesday at the Lazy Hiker - 5:30 PM

All Rotary members are invited and attendance will count as a Rotary make-up.

The next meeting is August 27, 5:30, at the Lazy Hiker



Congratulations on a successful Rickman Fundraiser.

We had about 400 people attend this year. Don't forget to turn in your volunteer hours to Patsy.

Rotary Next Week:

Greeter:

Fred Alexander

Prayer/Pledge/4WT:

Vic Greene

Upcoming Programs:

August 21:

Governor Tiffany

August 28:

Gary Dills - RYLA

Fred's Funnies

