



BUILDING OUTDOOR COMMUNITIES



Cultivating an Outdoor Recreation Economy

April 2025

Funders



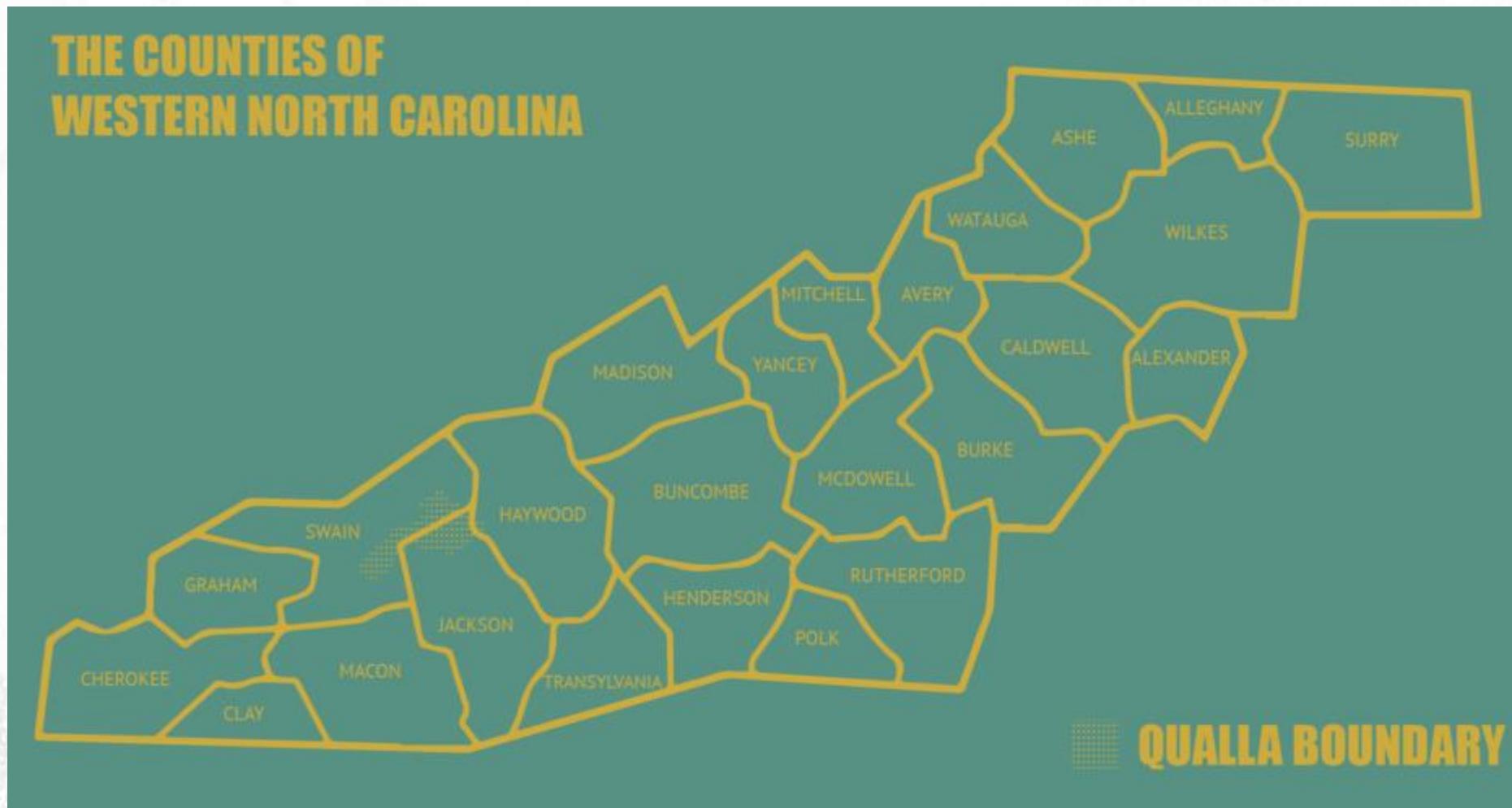
Appalachian
Regional
Commission



DOGWOOD
HEALTH TRUST



Program Area



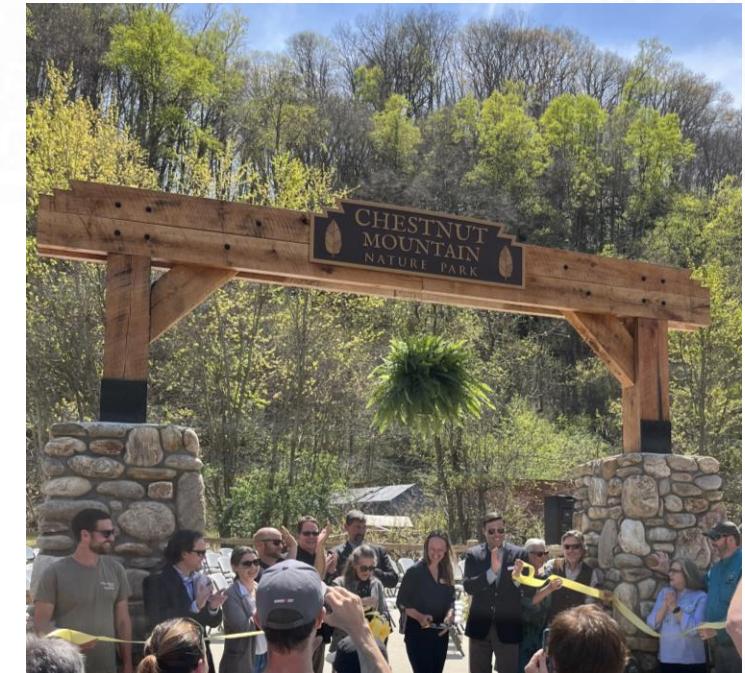
WNC MADE X MTNS Core Pillars



Grow the Outdoor
Industry



Amplify Outdoor
Culture



Build Outdoor
Communities



A scenic mountain landscape with a family of four walking on a trail. The background features a large, forested mountain under a clear blue sky. In the foreground, a man, a woman, and a child are walking away from the camera on a dirt path. A tall evergreen tree stands prominently on the right side of the frame.

Balance Conservation & Outdoor Asset Development

Making the Case & Telling your Story with Impactful Data:

The total economic output from outdoor recreation visitor spending is

\$4.9 BILLION



which is equivalent to creating approximately

48,000 FULL-TIME JOBS

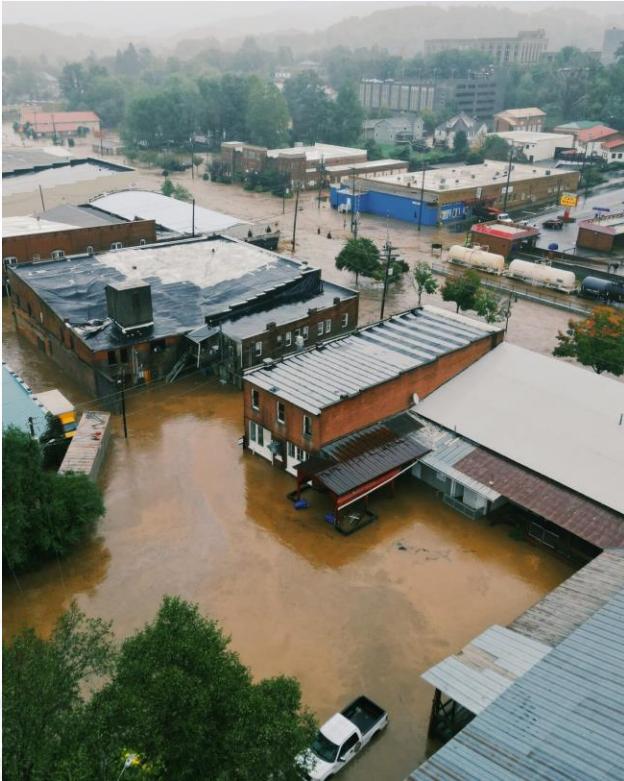
\$1.48 BILLION

in labor income

\$197.5 MILLION

in county-level tax revenue
across the region

Recovering Forward



Working in Partnership

- [Outdoor Business Alliance](#)
- NC Outdoor Economy Office
- [Mountain BizWorks](#)
- Public land managers



Thank You!

For program details, visit madexmtns.com

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Allison Smith, MPA

Allison@madexmtns.com

