

9/24/2024

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# Economic Development, Small Business and Trade Commission Hearing



# Economic Development & Industry Relations

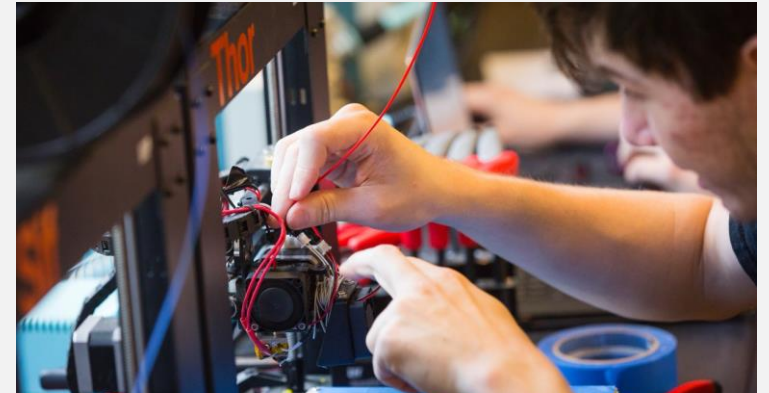
Oregon State University



Access to Student Talent



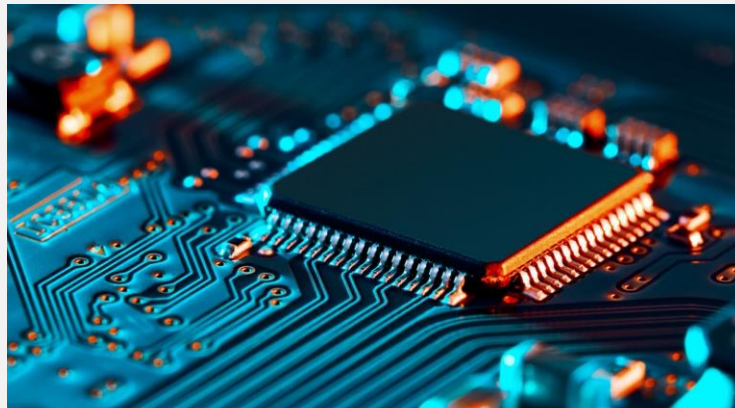
Workforce Development



Testing and Support Services



Research and Development



Technology and Innovations



Colocation and Business Growth



## Work the Outdoors

**A new kind of industry partnership, Connecting the outdoor recreation economy to its potential**

*An unrecognized powerhouse* – the outdoor recreation industry rivals high-profile sectors like mining, agriculture and big pharma.

*Grounded in local communities* – outdoor business are in communities of every size of region, and this sector contributes to the quality of life of both urban and rural communities.

*Supporting a small business renaissance in Oregon* - OSU aims to “make the tent bigger,” providing opportunities for all to access educational pathways to build a more diverse and equitable outdoor recreation economy.



**2.2%**  
the outdoor industry's direct contribution to the national GDP  
Source: U.S. Dept. of Commerce, BEA



**4.5 MILLION**  
American jobs in the outdoor recreation sector  
Source: U.S. Dept. of Commerce, BEA



**\$862 BILLION**  
gross economic output  
Source: U.S. Dept. of Commerce, BEA



**3%**  
US employees work in the outdoor recreation sector  
Source: U.S. Dept. of Commerce, BEA



*The Makerspace is a creative space on the OSU-Cascades campus. It has a variety of machines and tools available for use by students, faculty and staff.*

## From project to prototype

The capabilities in the OSU-Cascades Makerspace include 3D printing, laser engraving, CNC milling, sewing and more.

## Available for client projects

OSU-Cascades Makerspace also works on projects for companies and individuals throughout Central Oregon and beyond through client projects, and offers manufacturing advice, design consultation and prototype fabrication based on the need of each project.





## The path into the outdoor industry starts here

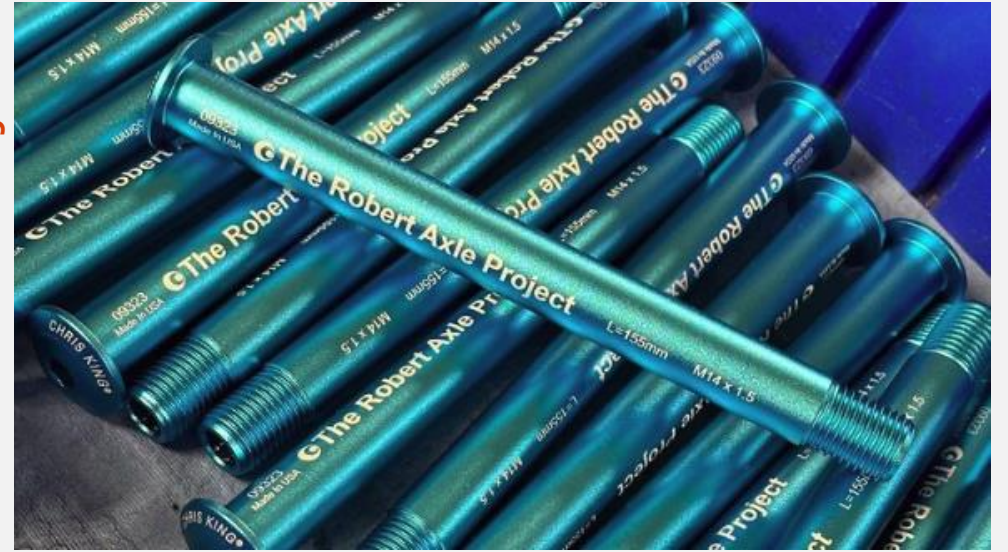
**Students study the full life cycle of a product, from creation, to commercialization, to end-of-life**

*We asked the experts* – developed with input and support from more than 30 outdoor organizations including Columbia, The Conservation Alliance, Nike, REI and more to understand the challenges facing the industry and the skills required for future employees.

*Designing sustainable outdoor products* – by learning to navigate all stages of outdoor product development, students receive practical knowledge and experience that goes beyond the classroom with an emphasis in environmental sustainability.

*In the field* – Our faculty and students are in the classroom and out in the world, with real experience commercializing and supporting real businesses like the **Robert Axle Project** and **Dust Moto**.

Robert Axle Project



Dust Moto



## SnoPlanks and SnoPlanks Academy

### OSU-Cascades + Outdoor Brand

A Bend-born brand donated to OSU. Sponsored by OSU-Cascades leadership and the College of Business, SnoPlanks Academy is a 30-student strong, and growing, experiential learning powerhouse.

A natural extension of the Outdoor Products Degree program, the Academy has interdisciplinary and cross-functional students managing and operating the business and the entire product lifecycle.

The first set of snowboards created by the SnoPlanks Academy team is set to be manufactured domestically by the end of this month and go on sale via the SnoPlanks brand in November 2024 for this winter's snowboard season.

*"[SnoPlanks]...reflects the dynamism of the Bend business community and OSU-Cascades – entrepreneurial, clever, cross-disciplinary and supportive."*





# The OSU Innovation District

Oregon State University



Thank you for  
your support!

