



Dear OIA Members,

As 2018 draws to a close and we look to next year, we want to say thank you to all of you for your membership, your support of our work and your company's role in enabling us to come together as an industry to elevate the issues we care about.

When we talk to people who choose to work in the outdoor industry, we hear a common refrain—whether they've been in the industry 25 years or are newcomers—of a shared love of the outdoors and an inspiration to lead through shared values of preserving places to play, doing business in a sustainable way and being a part of a larger societal movement to get more people outside more often.

Over the past three years, these shared values led OIA to clarify our focus and member offering, and we are grateful to our OIA staff and board of directors who drive the work behind our pillars of Public Policy, Sustainable Business Innovation and Outdoor Participation.

We also want to thank our dedicated membership and welcome the more than 277 new members that have joined our ranks during 2017 and 2018. Our recent member survey showed that, by focusing on public policy, sustainability and participation, we've been able to clarify our role in the industry and increase understanding of the value we provide. We also heard from the survey that providing touch points and education regionally is important, so in 2019, we will be going on the road to visit members and give sustainable supply chain education in markets across the country.

Our Together We Are a Force campaign puts our members at the center of our collective progress because our work wouldn't be possible without the foresight of competitors seeing the value in coming together to effect change.

Here is what we have done with your support:

**THE POWER OF
YOUR MEMBERSHIP**



OUTDOOR INDUSTRY ASSOCIATION MEMBERSHIP HELPS POWER THE IMPORTANT WORK WE DO ON BEHALF OF THE OUTDOOR INDUSTRY.

POLICY



11
OFFICES OF
OUTDOOR
RECREATION



\$40M
IN FOOTWEAR
TARIFF REDUCTIONS



GENERATED
3 MILLION+
COMMENTS
IN FAVOR OF
PRESERVING
OUR NATIONAL
MONUMENTS



44,000
PEOPLE USED OIA'S
VOTER'S GUIDE TO
VOTE THE OUTDOORS



OIA-SUPPORTED BALLOT
MEASURES GENERATED
\$6B
FOR LOCAL PARKS + TRAILS

SUSTAINABILITY

HIGG INDEX



80%
OF OUTDOOR
BRANDS
MEASURING THEIR
SUSTAINABILITY BEST
PRACTICES ARE
OIA MEMBERS

PARTICIPATION

**RAISED
\$2.5 MILLION
TO GET KIDS
OUTSIDE**



**OUTDOOR
FOUNDATION**

RESEARCH

OIA | **CONSUMERVUE**
PROVIDES DATA TO MEMBERS EMPOWERING
THEM TO REGULARLY UPDATE THEIR
PRODUCT MIX + RETAIL APPROACH



OUTDOOR RECREATION ECONOMY

\$887B
CONSUMER SPENDING

\$7.6M
AMERICAN JOBS

EDUCATION

**SKIP YOWELL FUTURE
LEADERSHIP ACADEMY**
WITH 90 GRADUATES TO DATE



15,000+
OUTDOORISTS
EDUCATED ON INDUSTRY ISSUES

OUTDOOR RETAILER

**OUTDOOR
RETAILER**

OIA HELPED CREATE
A CO-LOCATED



**OUTDOOR RETAILER
& GRASSROOTS
OUTDOOR ALLIANCE**
SHOW IN DENVER, CO



We want to share more insight into how OIA is funded. When industry leaders created OIA 25 years ago, a decision was made not to run a trade show but instead to partner with a trade show provider to allow the industry to focus on its nonprofit work. But those original industry leaders also wanted to be sure that the industry shared in the profits generated by the trade show business.

As a result, companies who exhibit at Outdoor Retailer provide a large share of OIA's revenues every year. Exhibitors who are OIA members also receive a healthy booth discount, which grew significantly last year—to between 25 and 45 percent from the original 10 percent discount—for both Outdoor Retailer Winter Market and Outdoor Retailer Snow Show. This increased discount resulted in many thousands of dollars in additional savings for OIA member companies.

Thank you for exhibiting. You make our work financially possible.

We also rely on your member dues. This summer, the OIA Board of Directors approved a dues increase which will take effect in 2019. **This is our first increase since 2008.**

When considering a dues increase, the OIA management team and board of directors looked at the range of what our members are paying and also our dues in comparison to other trade associations.

Our analysis showed that, as a percentage of company revenue, our smaller members have been paying more than our largest members. As a result, we have increased dues by a larger percentage at the top tier while implementing a much smaller increase for members with lower revenues. Specialty retailers are the backbone of our industry. **As a result, we have kept our entry-level dues for retailers the same.**

Please feel free to reach out to us with any questions.

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Thank you for your support,

Amy Roberts
Executive Director
Outdoor Industry Association

Travis Campbell
OIA Board Chair
General Manager Americas at The North Face