

# Outdoor Products Profile

2011



# Utah's Outdoor Products Industry Competitive Advantages



## Ideal Industry Location

After hosting the world during the **2002 Winter Olympics**, Utah operates many **world-class** energy efficient **sporting facilities**. The state of Utah offers endless mountain ranges, rivers, lakes and wildlife statewide, creating the **ultimate product testing facility**. Utah has a total of **5 national parks** and a combined total of **41** heritage, scenic and **recreation state parks**. All of this makes for an ideal **recognizable brand location** validating our winter sport authenticity

## Strong Industry Cluster

Home of the **winter & summer Outdoor Retailer Markets** with over **30,000 attendees** from around the globe.

## Greatest Snow on Earth

Ski Magazines annual "**Top 50 Resort Guide**" allows readers to vote and determine the best ski resorts in North America. **Deer Valley Ski Resort in Park City was again ranked 1st in the U.S.** making this the 5<sup>th</sup> consecutive year at this ranking for this resort.

## Best Cities for Outdoor Activity

In the August 2010 edition of Outside Magazine, **Ogden** was ranked **one of the best towns for outdoor activity**.



## Black Diamond Equipment, Inc. adds 55 Jobs in Utah 2010

*Black Diamond Equipment, Inc. (BDE), with headquarters in Holladay, Utah is **expanding its operations in the State**. BDE is a **major producer of outdoor products**. In May 2010, BDE merged with a Connecticut investment company Clarus Corporation and California pack-design and manufacturing company, **Gregory Mountain Products**, and is now listed on the NYSE as Clarus Corporation (BDE).*

## Quality Bicycle Products adds 100 jobs in Utah, 2009

*Quality Bicycle Products (QBP), a leading distributor to the cycling and outdoor industry based in Bloomington, MN, has located a **distribution facility in Utah Employing over 100 people** and investing **\$5 million in capital**.*

## Amer Sports adds 300 jobs in Utah, 2008

*The world's largest sports and outdoor equipment company **selected Ogden for its North American headquarters**. The corporation includes such well-known Amer brands like **Salomon, Atomic, Wilson and Suunto**. President and General Manager of Amer Winter & Outdoor U.S. "After considering several Western cities, Ogden topped our list in all the critical categories . . . our being in **Ogden will help validate our wintersport authenticity**."*

## Rossignol U.S. Relocates North American Headquarters to Park City

*Quiksilver, Inc. has built its new, state-of-the-art Mountain Center in Park City, to unify the operations of its wintersports businesses and advance the position of its powerful lifestyle brands. The new facility, completed in 2007, for the first time combines and integrates its **Rossignol, Dynastar, Lange and Look operations all in one U.S. location**. The company will also establish a distribution facility in the nearby Greater Salt Lake City area that will serve the America's territory for mountain-related products.*

## Scott USA Expands New Facility in Ogden

*Scott USA, a designer and manufacturer of a wide variety of products for winter sports, motor sports and paintball, opened their **240,000-square-foot facility in Ogden** in 2007. **All Scott USA warehousing operations were moved to the new location**. The move **consolidated all shipping, warehousing and manufacturing operations** into one state-of-the-art facility. The facility also provides additional space for conference rooms and offices.*

# Utah's Leading Outdoor Product Companies



## TOP SPORTS & OUTDOOR PRODUCTS MANUFACTURERS & DISTRIBUTORS

Name	Location	Size	Description
ICON Health & Fitness	Logan	5,000 to 9,999	HQ – Manufactures health & sporting equipment and supplies.
Lifetime Products, Inc.	Clearfield	1,000 to 4,999	HQ – Manufactures residential basketball equipment and polyethylene tables.
Browning North America	Morgan	250 to 499	HQ – Manufactures hunting apparel, firearms, safes, knives, lights and shooting accessories.
DFG, Inc.	Clearfield	250 to 499	Manufactures, distributes and warehouses sporting good eyewear and related products.
Easton Technical Products, Inc.	Salt Lake City	250 to 499	HQ – Manufactures arrows, tent poles and stakes, snowshoe frames, ski poles and avalanche probes using carbon and aluminum materials.
Action Target	Provo	100 to 249	HQ – Manufactures rifles, pistols and supplies.
Black Diamond Equipment	Holladay	100 to 249	HQ – Manufactures all types of equipment for climbers & skiers worldwide.
Doppelmayr CTEC, Inc.	Salt Lake City	100 to 249	HQ – Manufactures aerial transportation systems.
Hoyt USA	Salt Lake City	100 to 249	HQ – Manufactures high-end bows and archery accessories.
Osborn Apparel Manufacturing Company	West Valley City	100 to 249	HQ – Manufactures sports and outdoor apparel.
Rossignol	Park City	100 to 249	HQ – Manufactures winter sports and outdoor gear & accessories.
Storm Products, Inc.	Brigham City	100 to 249	HQ – Manufactures bowling balls and supplies.
Chums, Inc.	Hurricane	50 to 99	HQ – Manufactures ophthalmic goods, sports and outdoor products, gear and accessories.
Mervin Manufacturing	Park City	50 to 99	Manufactures snowboards and other sporting and athletic gear.
Northern Outfitters	Salt Lake City	50 to 99	Manufactures a variety of sportswear products.
Ogio	Riverton	50 to 99	HQ – Manufactures bags and other sports and outdoor gear.
Pacific Flyway Wholesale	Midvale	50 to 99	HQ – Distributes sporting and recreational goods & supplies.
Petzl America	Clearfield	50 to 99	Manufactures and distributes climbing sports gear, accessories and headlamps.
Specialized	Salt Lake City	50 to 99	Manufactures bicycles, parts and accessories.

# Utah's Leading Aerospace Companies



## TOP SPORTS & OUTDOOR PRODUCTS RETAILERS

Name	Location	Size	Description
Beman USA	Salt Lake City, Utah 84116	250 to 499	Provides archery equipment and supplies.
Black Diamond Retail Store	Holladay, Utah 84124	250 to 499	HQ – Provides various sporting goods and ski equipment sales and rentals.
Cabela's	Lehi	250 to 499	Provides various sporting and outdoor gear and apparel.
SanSegal Sportswear	Sandy	250 to 499	HQ – Provides sporting and outdoor apparel.
Backcountry.com	Salt Lake City	100 to 249	HQ – Provides sporting and outdoor apparel, gear and accessories.
Cole Sports	Park City	100 to 249	HQ – Provides ski, snowboard and bike rentals and repairs.
Hurst Sports Center	St. George	100 to 249	HQ – Provides sporting goods, fabrics and house wares.
REI	Salt Lake City	100 to 249	Provides sporting and outdoor apparel, gear and accessories.
Rocky Mountain ATV	Payson	100 to 249	Provides motorcycles and motor scooters and parts and accessories.
Smith & Edwards	Ogden	100 to 249	HQ – Provides sporting and outdoor apparel, gear and accessories.
Tuhaye Pro Shop	Kamas	100 to 249	Provides golf equipment rentals and sales.
Al's Sporting Goods	Logan	50 to 99	Provides sporting and outdoor apparel, gear and accessories.
Custom Sports	Hyde Park	50 to 99	Provides sporting and outdoor apparel, gear and accessories.
Destination Sports	Park City	50 to 99	Provides snow sport equipment rentals and repairs.
Jans Mountain Outfitters	Park City	50 to 99	HQ – Provides and rents sporting and outdoor apparel, gear and accessories.
Kirkham's Outdoor Products	South Salt Lake	50 to 99	HQ – Provides sporting and outdoor apparel, gear and accessories.
Liberty Mountain	Salt Lake City	50 to 99	Provides camping gear and accessories.
Plaza Cycle	Salt Lake City	50 to 99	Provides motorcycles and motor scooters and parts and accessories.
Sportsman's Warehouse	Midvale	50 to 99	Provides a variety of outdoor and sporting gear and accessories.
Wintersteiger	Salt Lake City	50 to 99	Provides sporting and outdoor apparel, gear and accessories.

# Utah's Outdoor Products Industry Business Case



	Utah	Washington	Oregon	California	Nevada	Colorado
<b>Mean Wages: Title (SOC code)</b>						
General & Operations Manager (11-1021)	\$81,930	\$130,750	\$103,180	\$124,660	\$103,440	\$107,330
Team Assemblers (51-2092)	\$28,140	\$31,670	\$28,630	\$29,920	\$28,450	\$28,530
Welders, Cutters, Brazers (51-4121)	\$37,770	\$43,150	\$36,380	\$38,100	\$41,400	\$40,230

Source: Bureau of Labor Statistics

<b>Real Estate (\$/sq.ft. annual)</b>						
Class A Office	\$25.17	\$23.00	\$29.00	\$32.31	\$32.16	\$28.11
R&D	\$6.50	\$12.00	\$10.50	\$6.19	\$7.68	\$10.71
Industrial	\$3.84	\$3.85	\$5.52	\$6.31	\$6.36	\$4.35

Source: NAI Global

<b>Unemployment Insurance</b>						
New Employer Rate (% of salary)	1.20%	1.38%	2.80%	3.40%	2.00%	1.70%
Taxable Wage Base	\$28,600	\$35,700	\$32,100	\$7,000	\$27,000	\$10,000
Duration of New Employer Rate (years)	1	2	1	1	3	n/a
New rate after "duration" with no lay-offs	0.20%	1.00%	0.90%	1.50%	0.25%	1.70%

Source: US Dept. Of Labor

<b>Health Insurance</b>						
Single Coverage	\$3,485	\$4,283	\$4,053	\$3,836	\$3,785	\$3,599

Source: Kaiser Family Foundation

<b>Utilities</b>						
Electricity (¢/kWh) Industrial	¢4.16	¢3.98	¢5.31	¢10.33	¢5.03	¢6.91
Natural Gas (\$/1000 Feet <sup>3</sup> ) Industrial	\$5.62	\$9.43	\$7.31	\$10.80	\$11.22	\$5.84

Source: Energy Information Administration

# Utah's Outdoor Products Industry Contacts



Name	Organization	Contact	Description
Riley Cutler	Governor's Office of Economic Development	801-538-8700	The Governor's Office of Economic Development charter is based on Governor Herbert's commitment to economic development statewide.
Maura Lansford	Outdoor Retailer Expo	801-656-0472	Winter & Summer Outdoor Retailer Markets with over 30,000 attendees from around the globe
Jeff Robbins	Utah Sports Commission	801-328-2372	Success of the Sports Commission is the strong relationship and involvement it has with statewide business leaders, facility owners, chambers of commerce, convention & visitor bureaus, and other organizations.
Kevin Bruder	Maverick Center	801-988-8800	Major Sporting Arena (Hockey)
Client Services	Rice Eccles Stadium	801-581-5445	Major Sporting Arena (Motocross, Football)
Robbie Beck	Utah Athletic Foundation	435-658-4254	Caretaker of the legacy facilities (Olympic Park and Olympic Oval) from the 2002 Olympic Winter Games
Jessica Kunzer	Ski Utah	801-534-1779	A non-profit trade organization founded in 1975 with the aim of promoting Utah's ski and snowboard industry.
Mary Cardon	Utah Science, Technology & Research Initiative (USTAR)	801-538-8622	Provides information for Business Innovation Research and Business Technology Transfer program grant submissions.
Steve Rogers	SAMPE	801-536-6203	The Society for the Advancement of Material and Process Engineering (SAMPE), provides information on new materials and processing technology either via technical forums, journal publications, or books in which professionals in this field can exchange ideas.



## For More Information:

Todd Brightwell  
Vice President Business Dev.  
201 South Main Street, Suite 2150  
Salt Lake City, UT 84111  
1-800-547-UTAH (8824)  
[tbrightwell@edcutah.org](mailto:tbrightwell@edcutah.org)