

# OUTDOOR RECREATION IN THE NEW WEST

GRAND JUNCTION economic  
PARTNERSHIP

970.245.4332

## THE INDUSTRY

Welcome to Colorado's Grand Junction area—where outdoor recreation thrives! Grand Junction, Fruita, and Palisade are testing grounds for pioneers within the outdoor recreation industry.



**COLORADO**  
Outdoor Recreation  
Industry Office



**GRAND  
VALLEY  
TRAILS  
ALLIANCE**



**COLORADO WEST LAND TRUST**  
Conserving Land. Connecting People. Enriching Lives.

**As pioneers of the industry, we have the support network to help you grow.**

## LOCAL NETWORK

From steering innovation through manufacturing and R&D to offering experiences on the trails, rivers and slopes, these outdoor recreation leaders call our community home.

**MOUNTAIN RACING PRODUCTS**

**CANFIELD BIKES\***

**QUICKR STUFF\***

**ALCAN SPRINGS**

**ALLUVIA PACKRAFT**

**LOKI**

**SEEK OUTSIDE**

**VINTAGE OVERLAND**

**BONSAI DESIGN\***

**MOTOMINDED\***

**ROCKY MOUNTS\***

**HILL PEOPLE GEAR**

**IMONDI WAKE ZONE**

**PEDALING INNOVATIONS**

**SINGLE TRACK TRAILS**

**WIGGY'S**

**DT SWISS**

**PROSTART\***

**TIMBERLEAF TRAILERS**

**INNOVATIVE TEXTILES**

**LEITNER-POMA**

**SAVVY CYCLES**

**SQUIRT LUBE**

**XLR INDUSTRIES**

\*GJEP provided relocation assistance to these companies



## EXPLORE OUTDOOR OPPORTUNITIES



**MOUNTAIN BIKING,  
ROAD CYCLING**



**OFF-ROAD  
MOTORSPORTS**



**PADDLE SPORTS**



**SNOW SPORTS**



**WATER SPORTS**



**ROCK CLIMBING/  
CANYONEERING**



**CAMPING**



**GOLF**



**HIKING, TRAIL  
RUNNING**



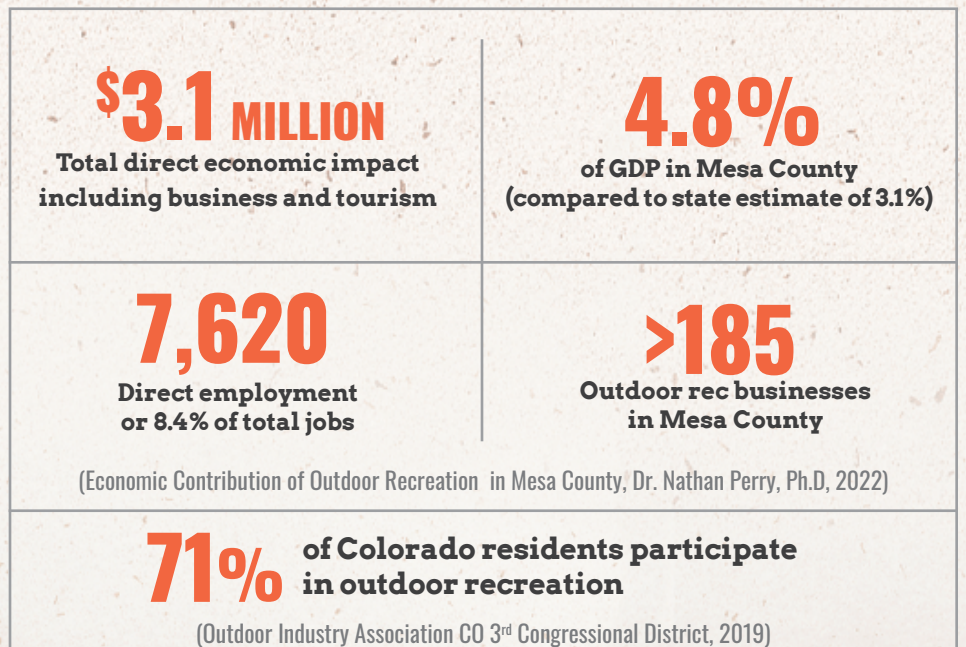
**HUNTING/FISHING**

## EDUCATING THE INDUSTRY WITH COLORADO MESA UNIVERSITY



- » Athletic Training
- » Business Administration
- » Exercise Science
- » Fitness & Health Promotion
- » Mechanical Engineering
- » Outdoor Recreation Industry Studies
- » Sport Management

## THE ECONOMIC IMPACT OF OUTDOOR RECREATION IN MESA COUNTY



**MAKE THE MOVE: [GJEP.ORG](http://GJEP.ORG) OR CALL 970.245.4332**