



MEMORANDUM

To: Economic Development Task Force Members

From: Ryan S. Thomas, City Administrator

Date: June 24, 2016

Re: Networking Opportunities with Outdoor Industry Association (OIA)

As has been discussed previously by the Economic Development Task Force, the City of Wildwood is known for its outdoor recreation, which should be a primary area of focus for branding the City as a destination. By better establishing the City as a recognized outdoor recreation destination, it could also help attract outdoor recreation retail, services and other associated economic development activity (ie. major regional recreational events).

The Outdoor Industry Association (OIA) is a great organization to start the process of establishing Wildwood as a recognized outdoor recreation destination and to begin networking with its many members. Earlier this year, I took the initial step of establishing the City of Wildwood as a member of this organization, which provides access to many of the organization's resources, including contacts with other members. While a majority of OIA's members are for-profit businesses, there are a smaller number of government and non-profit members. Simply by being one of the few not-for-profit members, the City of Wildwood has already established itself as a unique entity within this organization. Membership also provides the benefit of being able to post press releases on both the OIA home page and the Outdoor Retailer website: <http://www.outdoorretailer.com/>.

Finally, OIA hosts both an Outdoor Retailer Winter Market (January) and Outdoor Retailer Summer Market (August), the largest outdoor recreation trade show (over 1,500 exhibitors), which may be a perfect opportunity to promote the City of Wildwood to outdoor recreation based businesses: <http://www.outdoorretailer.com/summer-market/index.shtml>.

The Outdoor Retailer Summer Market is rapidly approaching, held August 3 – 6, 2016 in Salt Lake City, Utah. I registered for this event some time ago, as the registration is free for non-profit members, but would like to move forward with travel plans very soon with the support of the Task Force. Gerard Marketing Group is prepared to develop a marketing brochure to distribute in time for this event, and after this initial exposure to the event, it may be worth considering our own booth at next year's show.

RST

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