

JUST ONE THING

Company/Organization: Granite Outdoor Alliance

Type of Organization: Nonprofit

Number of Employees: 2

Category: Nonprofit

Challenge or Opportunity: The challenge is tapping into and mobilizing the NH outdoor business community to find its collective voice. NH's outdoor industry is an emerging economic powerhouse accounting for 3.2% of the economy but without representation. The opportunity is to harness the momentum to improve industry productivity and sustainability.

Approach or Solution: Building consensus and confidence amongst the outdoor community that its collective voice mattered was goal #1. Recruitment efforts leveraged the interlinked potential of commerce, workforce, infrastructure, and equitable participation to a sustainable future. We had to connect the outdoors with the economy, and the pandemic provided that stage.

Impact: With over 70 business members supporting GOA in under a year, the impact is statewide. Businesses are finding ways to not only protect NH's natural assets but now improve the industry from within. With programs related to stewardship, workforce, and infrastructure, we are connecting the outdoors to the economy, and attracting a younger audience.