

PPORA STRATEGIC PLAN 2026-2028



Pikes Peak Outdoor Recreation Alliance is a collaborative of outdoor nonprofits, businesses, government entities, and individuals who recognize the value of our region's natural and recreation assets to our community both as an economic driver and for our health and wellbeing and the strength found in working together.

MISSION:

To strengthen the outdoor recreation industry for the Pikes Peak region through leadership and collaboration.

VISION:

PPORA will establish the Pikes Peak Region as one of the premier destinations to pursue Outdoor Recreation, while helping to attract and recruit appropriate businesses and establish policies and best practices for our industry.



PPORA CORE VALUES

WE BELIEVE IN THE FOLLOWING PRINCIPLES to ADVANCE OUTDOOR RECREATION AND CONSERVATION

We Believe...

- In outdoor enthusiasts, businesses, nonprofit organizations, land managers, and government entities working together. Collaboration is at the center of all we do.
- The outdoors should be an empowering place inclusive of all people, regardless of differences, including: age, race, ethnicity, ability, cultural heritage, gender/gender-identity, sexual orientation, body type, socio-economic status, military or civilian status, geographic location, beliefs or creed.
- In the diversity of outdoor participation including demographics, recreational use, cultural values, and points of view. We value multi-use recreation and believe all modes of outdoor recreation – human-powered, animal-powered, quiet recreation, motorized recreation, etc. – are equally important with none more valuable than another, though not all suitable in all spaces. We also believe in the diversity of outdoor experiences and in providing a variety of opportunities for the enjoyment, health, and prosperity of the region.
- Respect is the cornerstone for how we interact with one another and our natural environment. Respect is demonstrated through how we communicate, engage with others, and advocate for our core values. Respect for our natural resources is demonstrated by practicing good outdoor ethics led by Leave No Trace principles.

- In the protection, preservation, and stewardship of our cultural and natural resources for the wellbeing of communities, wildlife, and future generations. Conservation of land and water ensures healthy ecosystems, resilient and connected landscapes, wildlife habitat, and food stability. Care should be taken to ensure that cultural values connected to the land are respected and maintained.
- The outdoors provides both economic value as well as health and wellness value to the region's communities and those who visit. It improves quality of life, attracts businesses, workforce, residency, and tourism. Outdoor recreation and conservation have the power to transform communities and should be supported through local, state, and federal policies and valued by elected officials and community leaders.

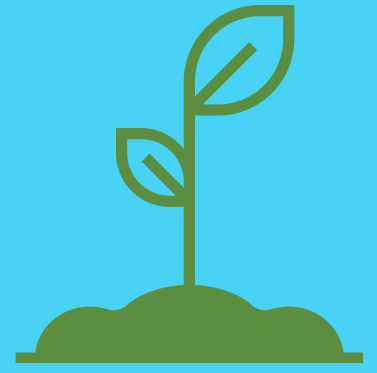
In addition to these core beliefs , we affirm the principles adopted with revisions from the Colorado Outdoor Partnership, for advancing outdoor recreation and conservation.

Visit our website at www.ppora.org to learn more about these principles.

Following are the PPORA pillars and the specific tactics for achieving our goals and objectives for years 2026-2028 .

GROW • STRENGTHEN • ADVOCATE

GROW



GOAL

Responsibly grow outdoor recreation in the Pikes Peak region

OBJECTIVES

- To grow recreational opportunities - such as trails, parks, etc.
- To increase access to recreation through creative collaboration
- To increase the number of outdoor businesses represented locally

OUTCOME

A more vibrant and better-known outdoor recreation presence for the Pikes Peak region, demonstrated through

- National acclaim for the region as an outdoor recreation destination
- Year-over-year growth in new and relocated outdoor businesses

2026-2028 TACTICS

- Lead the Regional Partnership to implement the Outdoor Pikes Peak Initiative (OPPI) Vision Plan - Peak Exceptionalism project
- Promote the Outdoor Business Start-up Toolkit
- Conduct economic impact and outdoor industry studies to quantify the value/ impact
- Actively pursue outdoor brands and businesses to expand or relocate to the region
- Grow Partners for the Peak advocates in the community
- Grow and transition PPORA Stewardship Fund



STRENGTHEN



GOAL

Strengthen the Pikes Peak region's outdoor recreation industry/sector

OBJECTIVES

- To support the outdoor recreation industry for the Pikes Peak region through best practice sharing, networking, collaboration, and promotion
- To develop a strong, unified voice and focus of the outdoor recreation industry for the Pikes Peak region

OUTCOME

PPORA is a trusted, recognized leader of the outdoor recreation industry for the Pikes Peak region, demonstrated through

- Inclusion in key community planning and leadership discussions
- Sought after by media for outdoor recreation perspectives

2026-2028 TACTICS & PRIORITIES

- Meet one-on-one with industry stakeholders/build relationships
- Hold monthly Advisory Council meetings
- Host State of the Outdoors jointly with the Colorado Springs Chamber & EDC
- Host the Pikes Peak Outdoor Industry Leadership Summit
- Host Outdoor Industry Job Fair, job board, student engagement
- Enhance and promote PikesPeakOutdoors.org



ADVOCATE



GOAL

Advocate on behalf of the outdoor recreation industry at the local, state and national levels

OBJECTIVE

To advocate on issues, policies, and plans (not specific policymakers) that affect local, state, and national outdoor recreation, conservation, and stewardship.

OUTCOME

A public and leadership who better understand and support policies integral to the health of the outdoor recreation industry

2026-2028 TACTICS & PRIORITIES

- Participate on Colorado Outdoor Recreation Industry Office (OREC), Colorado Outdoor Partnership, Regional Partnerships Initiative, State Outdoor Business Alliance Network (SOBAN), and other relevant Outdoor Forums, Boards and Committees
- Inform and motivate outdoor industry to action on local, state, and national issues.
- Evaluate and write support letters for partner stakeholder grant applications
- Serve in advocacy roles: Congressman Crank's Business Advisory Group, CSCEDC Government Affairs Council, etc.
- Engage elected officials on outdoor issues

