

A woman and a man are riding bicycles on a dirt path in a park. The woman is on the left, wearing a blue long-sleeved shirt, grey pants, and a black helmet. The man is on the right, wearing a red long-sleeved shirt, khaki pants, and a blue helmet. They are both smiling and looking towards the camera. The background is a lush green field with a dense line of trees showing vibrant autumn colors in shades of yellow, orange, and red. The sky is clear and blue.

Office of Outdoor Recreation Industry Development

Janel Lawton, Director

Economic Impact

- 32,000 direct jobs
- \$1.7 billion wages and salaries
- \$3.9 billion total outdoor recreation value added

- **Top Value Adding Activities**

Boating/Fishing

RVing

Equestrian

Recreational Flying

Climbing/Hiking/Camping

Snow Activities (2nd)

ATVing

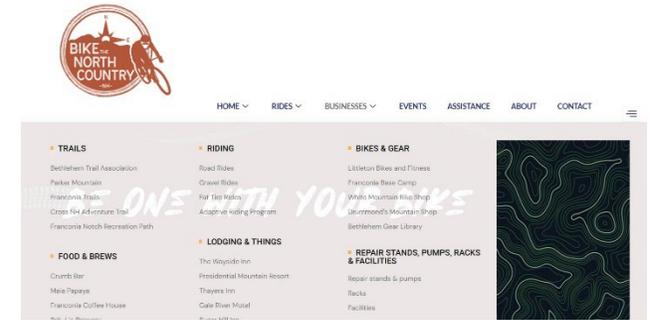
Bicycling (8th)

Hunting/Trapping

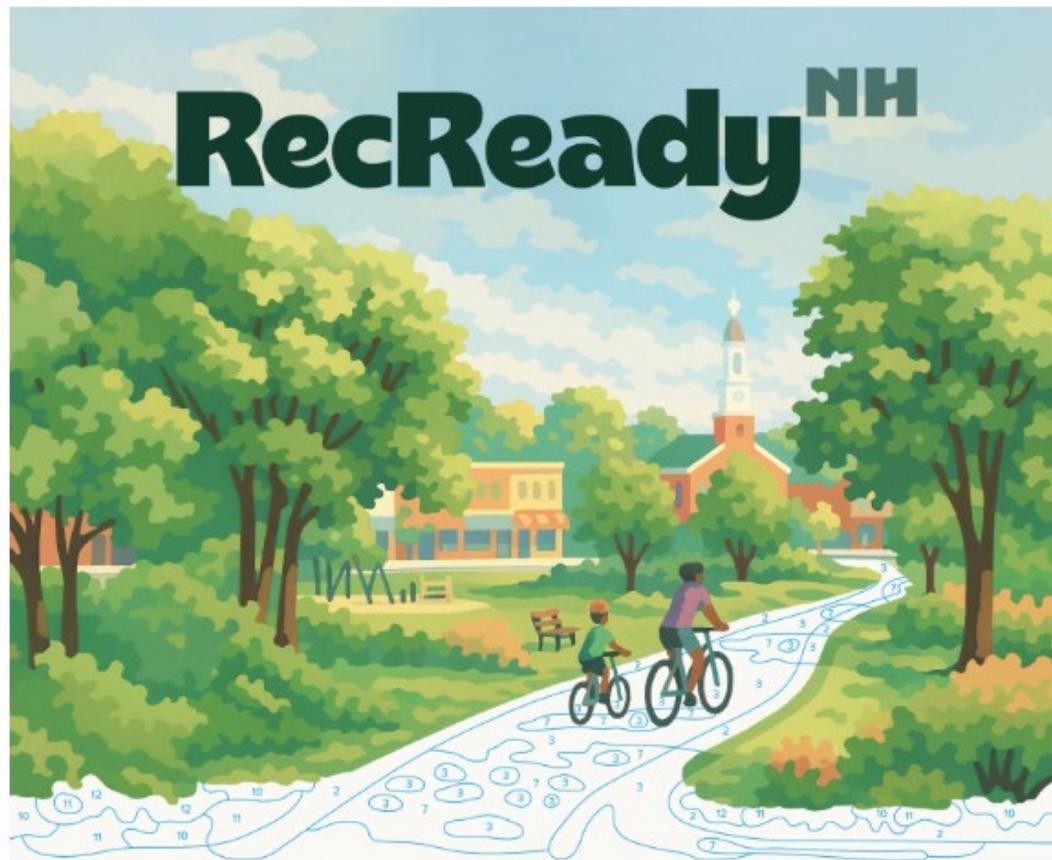


Bicycle-Friendly Businesses and Communities

- **Bike racks and bike-friendly amenities** like repair stations and storage are essential.
- **Recommend bike-friendly routes** and posting signage to guide cyclists.
- **Support local cycling events** like after work rides and bike-to-work days.



RecReady^{NH}



**Your community is your canvas.
Create outdoor adventure!**

Step-by-Step Guide →

MODULE 1

Assess Inventory
and Existing
Conditions



MODULE 2

Perform
Stakeholder and
Public Engagement



MODULE 3

Manage Natural
Resources and
Education



MODULE 4

Develop Recreation
Plan and
Documents



MODULE 5

Implement and
Construct Project



MODULE 6

Review Economic
Impact and Build
Community





**WILDLY
RESPONSIBLE**
NEW HAMPSHIRE

**PLAN, PACK
& PREPARE**

**CARE FOR
OTHERS**

**PROTECT &
PRESERVE**

**GO HAVE
FUN**

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A person wearing a teal hoodie and a dark cap is standing on a rocky shore, holding a camera up to take a picture of a large lake. The scene is framed by several tall, thin trees with sparse foliage. In the background, there are rolling hills under a soft, hazy sky, suggesting a sunset or sunrise. The overall mood is peaceful and scenic.

Thank You!

Janel Lawton

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BEA

New Hampshire Department of
**BUSINESS AND
ECONOMIC AFFAIRS**