



GET OUTDOORS ARIZONA

GO AZ is Arizona's business voice for outdoor recreation

YOU: are a business who depends on Arizona's outdoor recreation economy.
TOGETHER: We amplify our collective voice for conservation
to protect Arizona's outdoor recreation economy.

OUTDOOR RECREATION IS A POWERFUL ECONOMIC ENGINE

In Arizona, the economic benefits of outdoor recreation support high-quality jobs, contribute billions to the state economy and ensure businesses and communities across the state thrive.



**\$21.2 BILLION IN
CONSUMER SPENDING**



201,000 JOBS



**\$5.7 BILLION IN WAGES
& SALARIES**



**\$1.4 BILLION IN LOCAL
& STATE TAX REVENUE**

Source: Outdoor Industry Association

JOIN

Get Outdoors Arizona (GO AZ) a coalition of Arizona businesses that recognize how important public lands and outdoor recreation are for sustainable, vibrant local economic opportunities. Arizona's unique outdoor recreation experiences contribute to a higher quality of life and create an environment where businesses can thrive.

LEARN

about issues affecting outdoor recreation in Arizona
that are important to your customers.

MAKE A DIFFERENCE

by amplifying the voice of Arizona's outdoor recreation industry around campaigns
vital to the health and sustainability of wildlife and public lands in Arizona.

WHAT THE GO AZ COALITION WILL DO

EDUCATE business owners on topics impacting your bottom line, like upcoming policy changes, market trends, and the latest on outdoor recreation research.

PROVIDE NETWORKING with other like-minded local businesses and non-profit groups.

EMPOWER members to raise your voice to support your business, as well as important conservation and outdoor recreation issues.

EXAMPLES OF POLICY PRIORITIES

- Support the Baaj Nwaavjo I'tah Kukveni Grand Canyon National Monument, creating new outdoor recreation opportunities
- Lobby for state and federal investments in Arizona's outdoor industry and outdoor recreation economy, showing how our sector is the backbone of a thriving state
- Support access to public lands for all types of outdoor recreation that we and our customers enjoy



MEMBERSHIP BENEFITS

- Align your brand with your customers' values
- Showcase your business in ad campaigns and profiles
- Network and collaborate with other Arizona businesses
- Increase your community engagement without increasing your expenses
- Stay updated on, and learn how to use your position as a business owner to have a say in, state and federal policies that will impact your bottom line
- Learn best practices on how to use your advocacy to market and grow your business

JOIN GO AZ!

- Lend your industry knowledge
- Commit your energy and enthusiasm
- Help advance GO AZ's goals for statewide and federal impact



Contact Elise Lange at elise@azwildlife.org to join.