



Salt Lake Convention
& Visitors Bureau

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THREE OUTDOOR PRODUCTS COMPANIES ANNOUNCE INVESTMENT IN UTAH
Nearly 2000 Jobs Created/Retained, \$6.5 Million in New Capital Investment Generated

(Salt Lake City, UT) – Officials attending Outdoor Retailer Winter Market today announced three more outdoor products companies are expanding in Utah, further solidifying Utah's position as the premiere location for outdoor-related business and recreation. In all, the projects are expected to create and retain nearly 2,000 full and part-time jobs and generate more than \$6.5 million in new capital investment.

"We're doing everything we can to recruit and retain outdoor products related business in Utah," said Jeff Edwards, president and CEO of the Economic Development Corporation of Utah. "Our unique environment and unparalleled quality of life, coupled with our State's great location, incredible workforce and friendly business environment make Utah a perfect fit for outdoor related business."

The three projects showcased today:

Backcountry.com is an online retailer of more than 250 outdoor and backcountry brands. With anticipated sales growth over the next five years expected to be up 500%, Backcountry.com announced a significant expansion. Plans include an investment of more than \$4.8 million to grow its operations in **Park City** and **West Valley City**. In addition, the expansion will bring approximately 1,250 new jobs to the area.

Peregrine Outfitters is a wholesale distributor of more than 6,000 outdoor accessories. Peregrine stocks merchandise from hundreds of manufacturers and publishers. In addition, the company's subsidiary, Peregrine Distribution Services, acts as a provider of third-party warehousing and other fulfillment services to other outdoor-related companies. Peregrine announced today, its intention to open an additional warehouse in **Ogden**. Peregrine will generate 25 new jobs in Utah.

Smith Sport Optics, world famous for its ski goggles and helmets, has announced the acquisition of a manufacturing facility in **Clearfield**. The 120,000-square-foot facility will serve as Smith's primary worldwide manufacturing, assembly and distribution facility. Over the next decade, Smith will grow its Utah workforce by more than 60 jobs.

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Also recognized, was the recent announcement of the new **Salomon Center in Ogden**. The naming rights to the \$19.5 million high-adventure recreation center, were purchased by Salomon's parent company, Amer Sports as a demonstration of the community support it plans to provide the area. Amer announced the relocation of its North American Winter Sports headquarters to Ogden in the fall.

Backcountry.com, Peregrine Outfitters, Smith Sport Optics and Amer Sports join outdoor giants such as, Black Diamond, Petzl and Rossignol/Quicksilver in calling Utah home. "The outdoor products and recreation industry has a rich history of partnership with the State of Utah," said Jason Perry, executive director of the Governor's Office of Economic Development. "Today we are pleased to join in recognizing the significant addition of several major partners in the outdoor industry, who are coming to Utah, or expanding their presence in what is becoming the Outdoor Products & Recreation Capital of the Americas."

Utah has experienced a large influx of outdoor companies that have fallen in love with the climate, the people and the environment, largely in part due to their exposure to Utah in conjunction with the Outdoor Retailer Summer and Winter Markets. "These are companies that have Utah on their radar largely due to the successful hosting of Outdoor Retailer Winter and Summer Markets for the past 10 years," said Scott Beck, president and CEO of the Salt Lake Convention and Visitor's Bureau.

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