



U.P. OUTDOOR SUMMIT

2025 Programming



U.P. OUTDOOR SUMMIT

Friday, May 16 | Marquette, MI

6:00 am - 9:00 am	Pre-Event Social Meetups <i>Presque Isle Park Pavilion Hike Marquette Lighthouse Sunrise</i>	Vaughn Rodriguez Bugsy Sailor
9:00 am - 10:00 am	Registraion and Coffee <i>Innovation Hall</i>	
10:00 am - 10:15 am	Welcome and Introductions <i>Innovation Hall</i>	Phil Britton & Jonathan Jarosz
10:15 am - 11:00 pm	Keynote: Sarah Lucas <i>Innovation Hall</i>	Outdoor Recreation's Ties to Rural Prosperity
11:00 am - 12:00 pm	ORIGS Presentation <i>Innovation Hall</i>	TIP Strategies Jon Roberts & Elizabeth Scott
12:00 pm - 1:00 pm	Lunch and Shake Out <i>Innovation Hall</i>	
1:00 pm - 2:00 pm	Open Space Roundtable Discussions <i>Innovation Hall</i>	Outdoors for All: Brandan Freeman Accessibility: Jamie Glenn & Tim Schumann Industry: Bill Thompson, Dan Dehlin & Everett Bateman Outdoor Innovation: Jim Baker & Joe Thiel Sustainability: Susan Estler & Jes Thompson
2:00 pm - 3:00 pm	Electrified Trails Feasibility Study <i>Innovation Hall</i>	Upland Taylor Landeryou & Students
3:00 pm - 4:00 pm	Outdoor Demonstrations <i>Innovation Hall</i>	U.P. Businesses & Startups
5:00 pm - 7:00 pm	Après-Summit Party <i>Ore Dock Brewing Company Trestle Cocktail Lounge</i>	Fresh Coast Film Showing

THANK YOU TO OUR SPONSORS!



About the U.P. Outdoor Summit

The U.P. Outdoor Summit is a one day conference gathering outdoor enthusiasts and changemakers, showcasing and celebrating the work accomplished thus far, surveying current projects and trends, and casting a vision for the future. Hosted by The Outdoor Recreation Innovation Action Network (ORIAN), this all-new event will feature keynote presentations, outdoor innovation demos, an open space technology panel, networking opportunities, a post-event social hour, and two in-depth study presentations conducted by TIP Strategies and UPland. The conference takes place in Innovation Hall at the Jacobetti Complex on Northern Michigan University's Campus.

About The Outdoor Recreation Innovation Action Network (ORIAN)

The Outdoor Recreation Innovation Action Network (ORIAN) was formed by The Central Upper Peninsula Planning and Development (CUPPAD) Regional Commission and Innovate Marquette (IMQT) in May of 2024, bringing a diverse group of public and private stakeholders together to collaborate, share information, and oversee the development of a growth strategy for outdoor recreation innovation in the central UP. ORIAN will focus on helping the region adapt and diversify from its former reliance on coal industry jobs and develop a strategic framework for the growth of the outdoor recreation industry. This undertaking, which will transform the outdoor recreation industry in the central Upper Peninsula and beyond, is possible due to a \$320,000 grant from the federal Economic Development Administration (EDA)



ORIAN

OUTDOOR RECREATION INNOVATION
ACTION NETWORK



**THANK YOU
FOR JOINING US!**

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