



Outdoor Wellness Programs: Colorado Workers Need It

1

Labor Supply

1

Most Active State

2

Fastest Growing State

3

Most Educated State

8

Highest Suicide Rate

7

Highest non-medical
use of opioids



Why is everyone moving to Colorado?

- Work-life balance: always something going on
- Access to outdoor recreation
- Craft beer
- Economic growth

Millennials are the largest generation in Colorado

By 2025, 75% of the global workforce will be Millennials, with Gen Z right behind. Organizations must attract & retain these individuals for long-term future success. So, what do they want in a workplace?

- Purpose with their paycheck
- Ability to contribute to their community
- Competitive benefits
- Opportunity to accumulate rewarding experiences
- Personal satisfaction with their job
- Mentorship & positive corporate culture

