

# YEAR IN REVIEW | 2023



**3Rivers**  
Outdoor Co.





# TRAIL JOURNAL

As we start journeying into a new year, I find myself reflecting on my time involved with 3 Rivers Outdoor Company (3ROC), small business ownership, and the world in general. As one of the owners of 3ROC, I am excited to be involved in the Pittsburgh outdoor community and have the opportunity to spend my time thinking of ways to grow our community. I am proud of the impact the 3ROC crew has made over the past year and hopefully you are as well after reading our report.

I'm proud to be a part of the Pennsylvania (PA) outdoor industry. It is a true gift that we have in PA to have such an immense state park system that allows for free public access. Through your continued support of local PA outdoor businesses (including 3ROC), we send a reminder to our leaders that we appreciate our natural resources and desire to grow our outdoor industry in PA, and that we have a supportive local economy that desires outdoor recreation opportunities.

This is a call to action for our entire community. Don't assume that 'they' will grow the industry or 'they' will maintain our trails, or 'they' will buy local and support our local outdoor economy. I encourage folks to become as involved as they can to ensure our outdoor opportunities continue for future generations and contact us if there are ways to improve. Don't underappreciate the power of your buying decisions as every dollar adds up.

Looking ahead at 2024, we are excited for new partnerships, maintaining a space for people to connect, and making Pittsburgh a better outdoor town. We look forward to offering folks more opportunities to learn new skills and feel comfortable in taking on new outdoor adventures. Whether that is someone's first time hiking or climbing, visiting a new state park, or traveling to an international destination, we want to be a part of it and help folks get the resources they need to love the outdoors.

I want to express my appreciation for everyone who visits us, takes the opportunity to enjoy the outdoors, and shares their love and passion with others. If we all work together, we can ensure that more folks will seek nature and the outdoors for new adventures and find inner peace among the many external stresses that life may bring. Together we can build outdoor recreation in Pittsburgh as a major attraction and simply an integral part of our lives. We hope that our shop can help be a part of that effort and act as the physical stronghold and nucleus of progress.

This year, I hope that you may reap the immense mental and physical benefits from outdoor recreation and sense of community as they have so impacted my life.

Wishing you all a safe, yet adventurous new year - please stop by and let's talk about an adventure!

Sincerely,

Christine, Jason, and the entire 3ROC Crew





# ITEMS OF THE YEAR

- 1 ROPE, WEBBING,  
CORD BY THE FOOT
- 2 ATHLETIC BREWING  
FREE WAVE HAZY IPA  
N/A BEER
- 3 SMARTWOOL SAMPLE  
SOCKS
- 4 OLICAMP ROCKET  
FUEL
- 5 GU TRI BERRY
- 6 FRICK PARK POSTER
- 7 HOT HANDS HAND  
WARMERS
- 8 TAILWIND  
ENDURANCE FUEL  
CAFFIENATED  
RASPBERRY SINGLE
- 9 TILE COASTER - ART  
WORK ON THE RUN
- 10 TECNU SKIN  
CLEANSER SINGLES





# FURTHEST TAGGED PIECE OF 3ROC GEAR

JUNE 2023

OKINAWA,  
JAPAN

APPROXIMATELY  
7.498 MILES  
FROM 3ROC

PICTURED:  
USMC MEMBER  
IAN IN A SOBA  
HOUSE IN  
OKINAWA,  
PHOTO FROM  
IAN'S DAD, TOM







# GEAR BY THE NUMBERS

**224**



GIFT CARDS  
SOLD

**1,436**



KAYAKS  
RENTED AT  
THE OUTPOST



**3,598**



CONSIGNMENT  
ITEMS SOLD

**22,261**



TOTAL  
ITEMS SOLD





38

LOCAL  
BRANDS  
& ARTISTS

+159

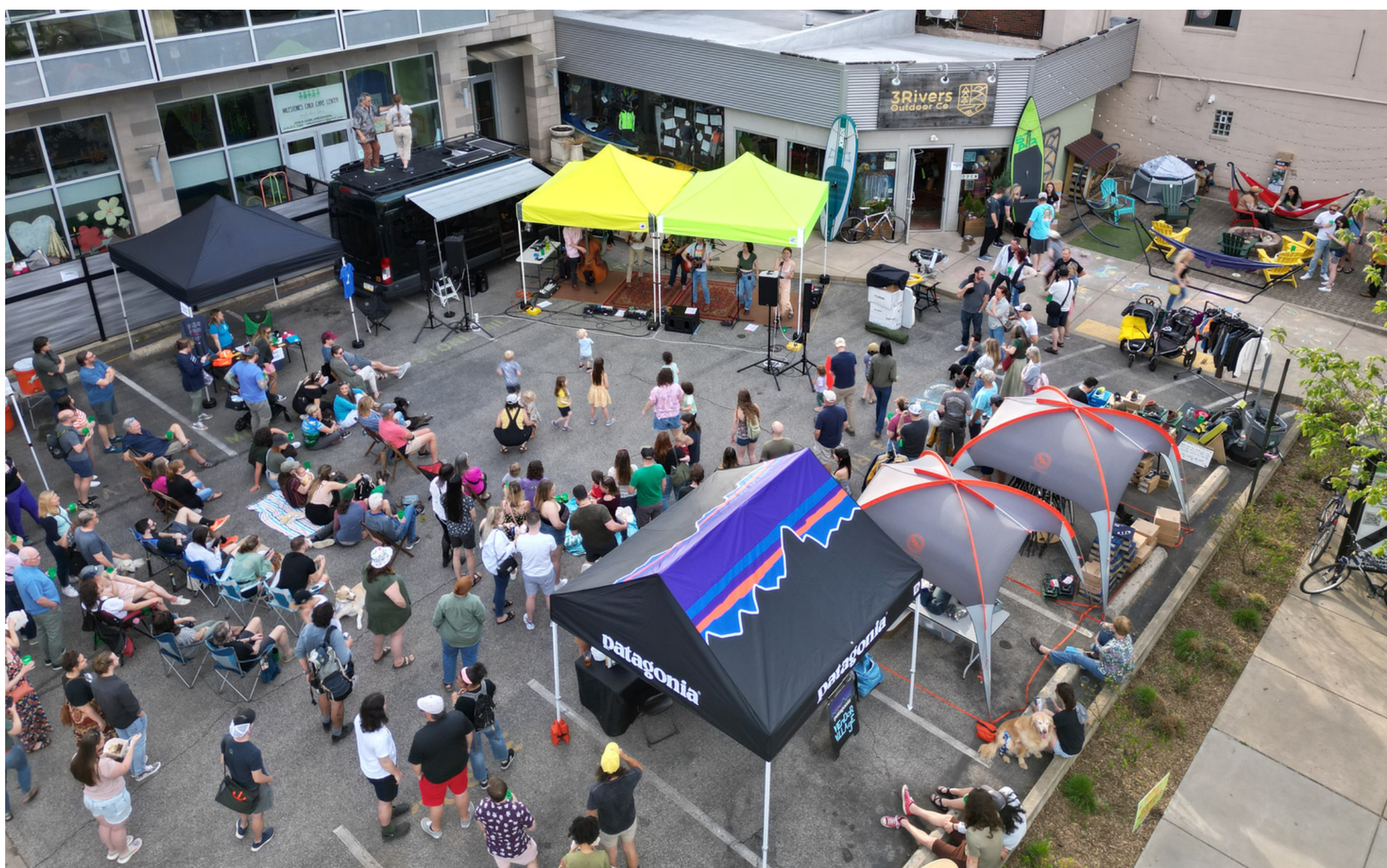
ACTIVE CONSIGNERS  
KEEPING GREAT USED  
GEAR IN USE IN OUR  
COMMUNITY!





# COMMUNITY EVENTS

# 407





# UP THE IMPACT

OUR BIENNIAL COMMUNITY IMPACT PARTNERSHIP PAIRS LOCAL BREWERIES WITH OUTSTANDING NONPROFITS

# \$3,434

RACHEL CARSON TRAILS CONSERVANCY WITH ARBORETUM TRAIL BREWING CO.

# \$2,265\*

UPSTREAMPGH WITH BREW GENTLEMEN  
\*PENDING FINAL CALCULATIONS





# SUNSHINE STATE OF MIND

161

SUNNY DAYS IN  
PITTSBURGH PER  
YEAR\*

\*ACCORDING TO BETTERWHERE.COM

342

PAIRS OF  
GOODR  
GLASSES SOLD

365

DAYS OF  
LOOKING GOOD  
IN THE  
NEIGHBORHOOD





# MOST LIKED INSTAGRAM REEL

LEARNING TO  
LOCK THROUGH  
ALLEGHENY LOCK  
& DAM NO. 2  
WITH OUR SERIES  
PARTNER,  
FRIENDS OF THE  
RIVERFRONT

138





# RUN THE TRAILS



MILES RUN BY OUR  
TUESDAY NIGHT TRAIL  
RUNNERS BASED ON  
STRAVA 3ROC RUN  
CLUB STATS

# 150,000



# HERE'S TO NEW ADVENTURES IN 2024!

WHAT WILL WE HELP  
YOU GEAR UP FOR?

**3Rivers**  
Outdoor Co.

