

A seaplane with registration number N3868Q is flying over a lake. In the foreground, a fisherman is standing on the shore, holding a net. The background shows a dense forest of evergreen trees.

Working Together to Grow the Outdoor Recreation Economy

CT Trails Symposium – October 13, 2023



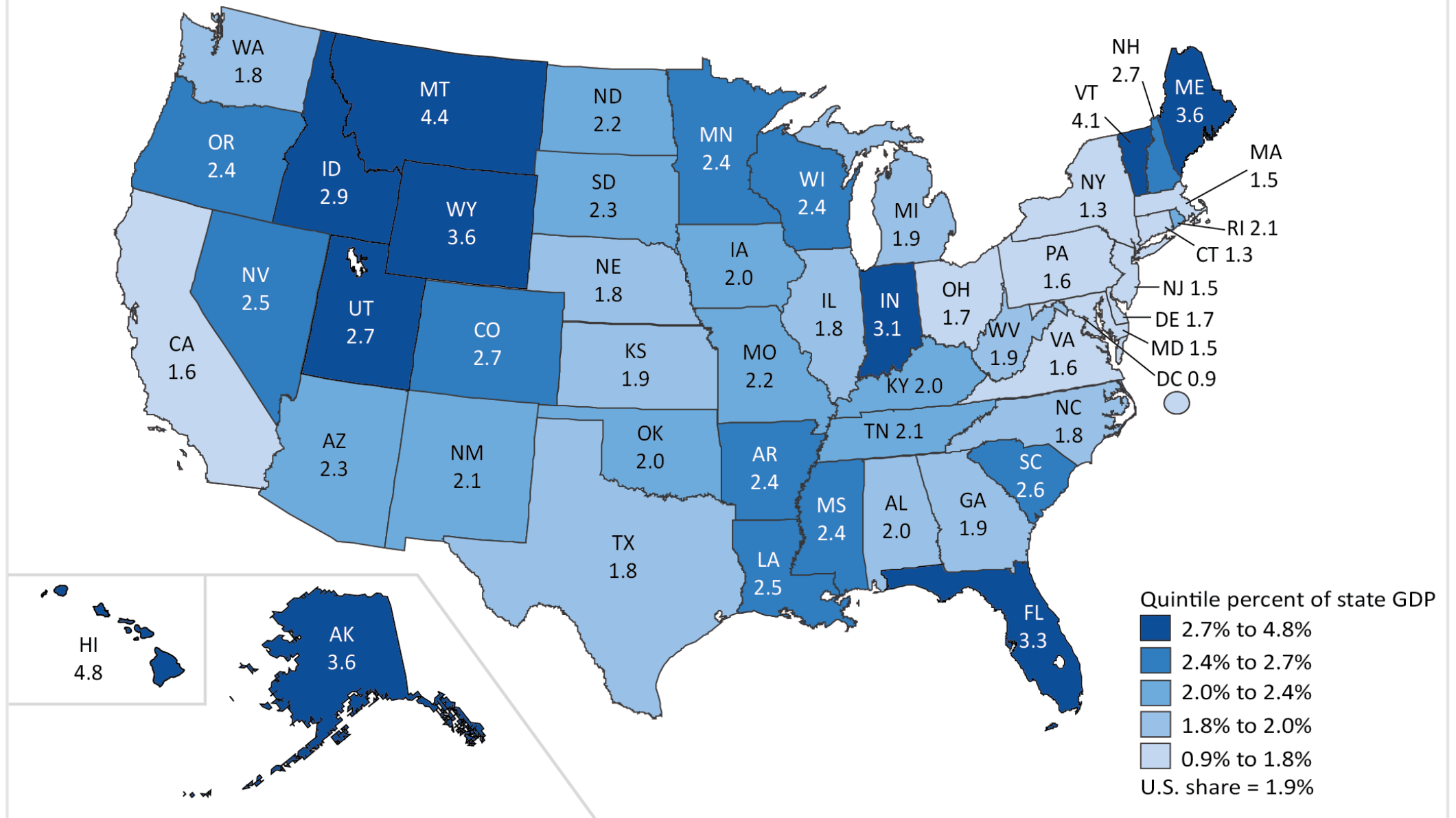
Outdoor Recreation Economy

A powerful economic engine in the US

- 1.9% of US GDP
- \$454 billion in US
- 4.3 Million American jobs

Source: Bureau of Economic Analysis, US Department of Commerce
[Outdoor Recreation Satellite Account 2021](#)

State Outdoor Recreation Value Added as a Percent of State GDP, 2021





The Landscape

Focus on Outdoor Recreation

Outdoor Recreation

Is dependent upon lands and waters

- Outdoor industry's basic infrastructure.
- Preserving access is imperative to enhancing economic and social impact.
- Access ensures Americans' ability to get outside where jobs, health and communities grow.

Source: [*The Outdoor Recreation Economy*](#) by the
Outdoor Industry Association



Outdoor Recreation

Drives commerce

- Jobs in the outdoor sector attract active & healthy workers.
- Towns and cities that invest in outdoor assets attract residents who value the work-life-balance of access to the outdoors.
- Outdoor recreation infrastructure has proven an invaluable asset to attract new employers.

Source: [*The Outdoor Recreation Economy*](#) by the
Outdoor Industry Association



Outdoor Recreation

Creates healthy communities

A growing body of research suggests that investments in outdoor recreation infrastructure and programming could significantly:

- Reduce crime rates.
- Improve educational outcomes for students of all ages.
- Lower long-term individual and public health care costs by reducing stress and obesity rates, improving physical fitness and strengthening social bonds with family and friends.

Source: [*The Outdoor Recreation Economy*](#) by the
Outdoor Industry Association



The Confluence of States

Founded on Common Ground-2018

Bipartisan organization developing a national platform to grow the outdoor recreation industry, protect our nation's wild places and transform conservation into a driver for economic prosperity.

Guided by four pillars:

- Conservation & Stewardship
- Education & Workforce Training
- Economic Development
- Public Health & Wellness



A coastal town built on a hillside overlooking a harbor. The houses are multi-story with gabled roofs and porches. The water is calm with several small boats. The scene is overlaid with a dark blue tint.

The Opportunity

Growing the Outdoor Recreation Economy in Maine



Outdoor Recreation Economy in Maine

A powerful economic engine

- 3.6% of Maine's GDP
- \$2.8 billion generated by private industry
- 31,000+ jobs (4.6% of employment in Maine)
- \$348 million in outdoor product manufacturing value-add

Source: Bureau of Economic Analysis, US Department of Commerce
[Outdoor Recreation Satellite Account 2021](#)

The History

Maine Outdoor Brands

- [Maine Outdoor Brands](#) founded in 2017 by Blaze Partners
- Alliance of over 180+ Maine outdoor product, service and retail companies, non-profit organizations.
- Advocated for the creation of the [Office of Outdoor Recreation](#).

Maine Office of Outdoor Recreation

- Created in September 2018 – 10th office in US.
- Permanently established in July 2019.
- Joined the [Confluence of States](#) October 2019.





The Business Alliance

Maine Outdoor Brands empowers outdoor businesses and entrepreneurs to thrive by providing:

- Collaborative marketing
- Networking
- Resource sharing
- Education

The Office

Focus on leveraging Maine's assets & outdoor recreation heritage to grow the outdoor recreation economy & build Maine's outdoor recreation brand as part of a coordinated effort with partners from the public and private sectors.

- Work with economic development leaders to integrate the outdoor recreation industry into their efforts.
- Facilitate coordination of outdoor recreation marketing and research.
- Promote health benefits by encouraging active lifestyles.
- Serve as central point of contact for outdoor recreation industry for trends & issues.





Working Together

Collaboration in Action

Partnerships

Focus on networking, knowledge sharing, innovation, access & stewardship, career exploration and collaborative marketing efforts.

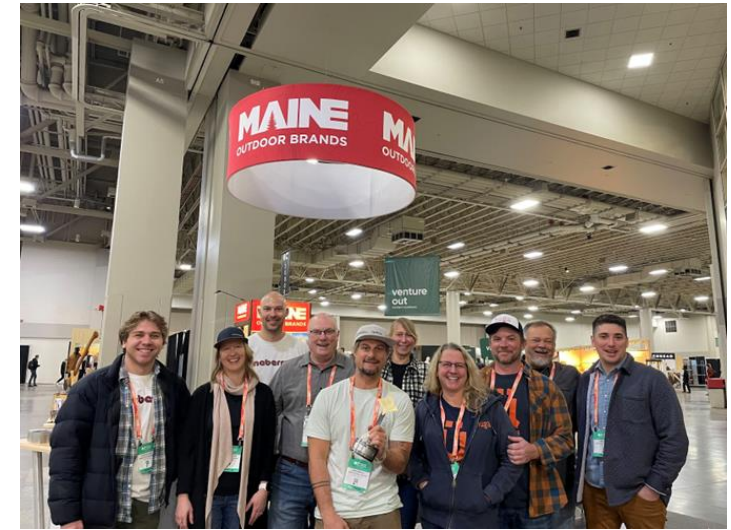
- [Maine Outdoor Brands](#) : Industry Trade Shows; Workforce Needs Assessment; Maine Outdoor Economy Roadmap; Maine Outdoor Economy Summit
- [Maine Gear Share](#): Equitable Access
- [Maine Trails Coalition](#): Love Maine Trails Month
- [Maine Trail Finder](#) : Accessibility & Communications
- State agencies – Bureau of Parks & Lands; Inland Fisheries & Wildlife; Marine Resources; Transportation; Tourism



Shows

Collaborative booths to support domestic trade & promote Maine's outdoors:

- Since 2018 - Outdoor Retailer Summer & Winter
- Started in 2022 - Grassroots Connect
- Coming up: Outdoor Retailer Summer Market, Grassroots Connect Discovery Marketplace; Outside Festival





Outdoor Economy Summit

In partnership with MOB and Maine Marine Trades Association, Maine Trails Coalition, launched inaugural conference in 2022.

- 270 Attendees
- 50 Speakers
- 13 Panel Discussions & Workshops
- 50 Local brands featured in Product Showcase

MOES 2023 – Nov 29th to Dec 1st

MAINE 2023
OUTDOOR
ECONOMY SUMMIT





Awareness & Education

Collaboration in action for education, building awareness and long-range planning:

- Legislative Briefings
- Hall of Flags Event
- PR + Media Outreach
- Select Policy Engagement
- Coming up: Maine Outdoor Economy Roadmap



Talent

Collaborative booths to support domestic trade & promote Maine's outdoors:

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- Started in 2022 - Grassroots Connect
- Coming up: Outdoor Retailer Summer Market, Grassroots Connect Discovery Marketplace; Outside Festival



Equitable Access

By providing the right gear to get out safely and comfortably, **Maine GearShare** is increasing access to the outdoors.

- Launched in 2022
- Designed to meet the needs of groups working to promote equitable access to the outdoors
- Gear rental & repair
- Collaboration between trip leading organizations, schools, outdoor gear retailers and makers, and outdoor funders.





Stewardship

Maine Trails Coalition (MTC) formed in 2019 to be a statewide voice for trail users, supporters, and advocates.

- Central hub for diverse interests
- Resource for bringing trails to communities
- Work to improve public's connection to trails
- Launched Love Maine Trails Month in 2022



The Challenges

Starting Something New





For more information, please contact me, and thank you!
Carolann Ouellette
Carolann.Ouellette@maine.gov