



MAINE

OF ORIGINALITY

Maine

Office of Outdoor Recreation

Governor's Conference  
on Tourism 2019



**“Understanding of the outdoor recreation economy continues to evolve beyond traditional industry definitions, with an increasing awareness of the complex web of actors necessary to enhance its economic, environmental and social benefits.”**

From *Elevating Outdoor Recreation Together* published by  
the National Park Service & the Institute of Outdoor Recreation and Tourism  
at Utah State University





# OUTDOOR RECREATION

## A powerful economic engine in the US

- \$887 Billion in consumer spending annually
- 7.6 Million American jobs
- \$65.3 Billion in federal tax revenue
- \$59.2 Billion in state and local tax revenue

From **The Outdoor Recreation Economy** by the Outdoor Industry Association



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# 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.

From **The Outdoor Recreation Economy** by the Outdoor Industry Association



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# OUTDOOR RECREATION

## Creates healthy communities & drives commerce

- Jobs in the outdoor sector attract active & healthy workers whose lifestyles inspire others.
- 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 for economic development offices and chambers of commerce seeking to attract new employers.

From **The Outdoor Recreation Economy** by the Outdoor Industry Association



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# OUTDOOR RECREATION

**Investments in outdoor recreation infrastructure & programming could significantly:**

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

From **The Outdoor Recreation Economy** by the Outdoor Industry Association



**“Time and time again, when leaders invest in outdoor recreation the result is healthier communities and healthier economies.”**

**From *The Outdoor Recreation Economy*,  
Outdoor Industry Association**



# THE OREC MOVEMENT





# OUTDOOR RECREATION ECONOMY

## The Outdoor Recreation Jobs and Economic Impact (Rec) Act - 2016

- Bipartisan act brings America's outdoor recreation economy into spotlight.
- Industry's contribution to national GDP measured annually.
- Help policy makers make informed and balanced decisions.

## States acknowledge the importance of outdoor recreation

- More than 11 states in the last 5 years have established offices.
- Utah was the first in 2013

# CONFLUENCE ACCORDS

**Shared commitment to the following common principles:**

- Conservation & stewardship
- Education & workforce training
- Economic development
- Public health & wellness

**Eight states signed the Accords in July 2018 at Outdoor Retailer**

- Colorado, Montana, North Carolina, Oregon, Utah, Vermont, Washington & Wyoming



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**“These initiatives often coordinate across or blend the functions of economic development, tourism & agencies that manage natural resources.**

From *Elevating Outdoor Recreation Together* published by the National Park Service & the Institute of Outdoor Recreation and Tourism at Utah State University





# THE OREC MOVEMENT IN MAINE



# BACKGROUND

## Maine Outdoor Brands (MOB)

- Founded in 2017 by Blaze Partners.
- Alliance of over 90 Maine outdoor product, retail and outfitting companies with combined annual sales in excess of \$2 billion.
- Advocated for the creation of the Office of Outdoor Recreation.

## Northern Forest Symposium – The Outdoor Recreation Economy

- Convened in November 2018.
- Maine Caucus Priorities
  - Organize coalition; gain recognition as an economic driver; advocate for permanent office.
  - Establish Destination Development as key strategic pillar.



# NEW OFFICE

## The Maine Office of Outdoor Recreation

- Strengthen & grow the outdoor recreation economy.
- Build Maine's outdoor recreation brand with private & public sector partners.
- Ensure recreation interests are included in policy decisions.
- Facilitate coordination of outdoor recreation marketing and research efforts with MOT, IF&W, ACF, & DOT.
- Promote health benefits by encouraging active lifestyles.
- Serve as central point of contact for outdoor recreation industry for trends & issues.



# DESTINATION NEXT 2018

- **3 Markets with Most Growth Potential**

- Food & Beverage
- **Outdoor Recreation**
- Nature/wellness

- **3 Biggest Opportunities for Expanding Jobs & Economic Benefits of Tourism**

- Advertising, branding and marketing
- **Outdoor recreation & sports**
- Workforce

# OUTDOOR RECREATION IN MAINE

## Powerful economic engine

- \$8.2 Billion in consumer spending annually
- 76,000 direct jobs
- \$548 million in state and local taxes
- \$2.2 Billion in annual wages and salaries

From **The Outdoor Recreation Economy** by the Outdoor Industry Association



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# OUTDOOR RECREATION IN MAINE

[Making it in Maine | A Tradition of Craft and Innovation](#)

from [360 Media Ventures](#) & Maine Outdoor Brands



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# MORNING EXERCISE

1. Grab your chair.
2. Find your region.
3. Choose a scribe.
4. List your outdoor recreation assets – people, places & things.

**“Few other sectors of the American economy generate or maintain the same level of enthusiasm over time and across generations as outdoor recreation. It is America’s pastime.”**

**From *The Outdoor Recreation Economy*,  
Outdoor Industry Association**

