



Vermont's Outdoor Recreation Economic Collaborative

Jackie Dagger

**Program Manager, Vermont Outdoor Recreation
Economic Collaborative (VOREC)**

Becca Washburn

**Director of Lands Administration and Recreation &
VOREC Chair**



Date: February 16, 2024

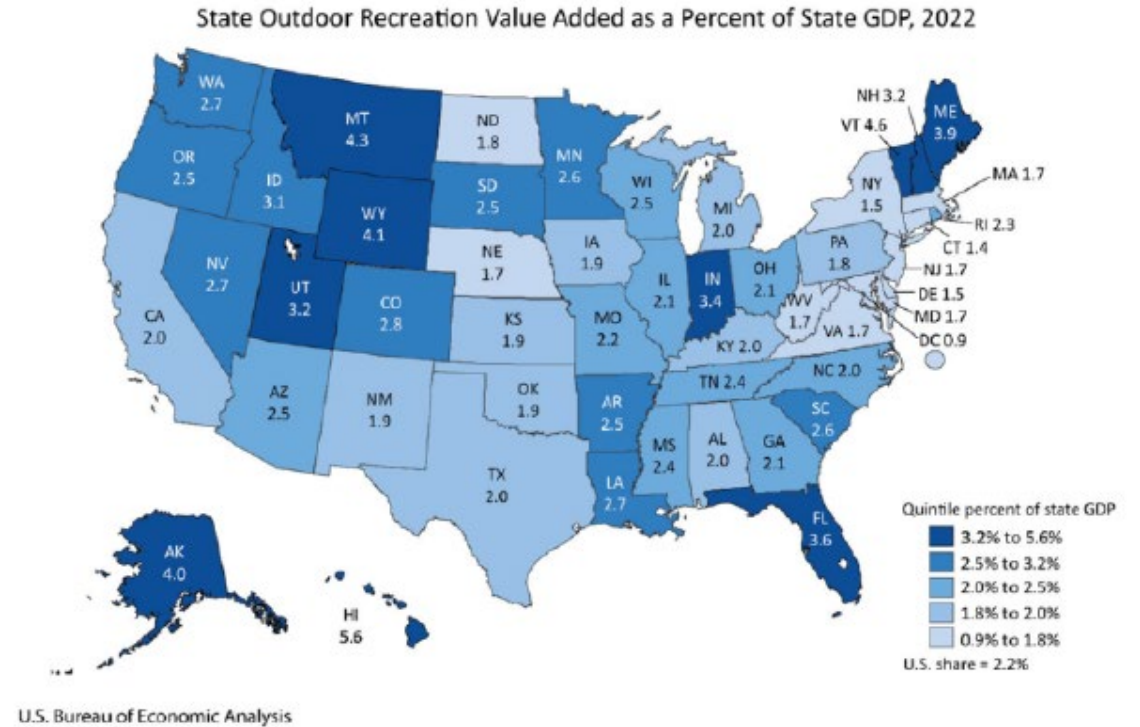
VERMONT'S OUTDOOR ECONOMY

- Mavic relocated to Waterbury because of outdoor recreation opportunities for employees.
- Lamoille Valley Bike Tours in Johnson was created because of the LVRT
- A family temporarily relocated to East Burke from NJ during pandemic and decided to stay because they found community based around biking.
- The Trail Hub in downtown Randolph acts as an anchor for other businesses.
- Long-time Burton employee created VT-based outdoor gear start-up in South Burlington.
- Adaptive athlete looking to move to Vermont because of access to adaptive programming at Sugarbush.



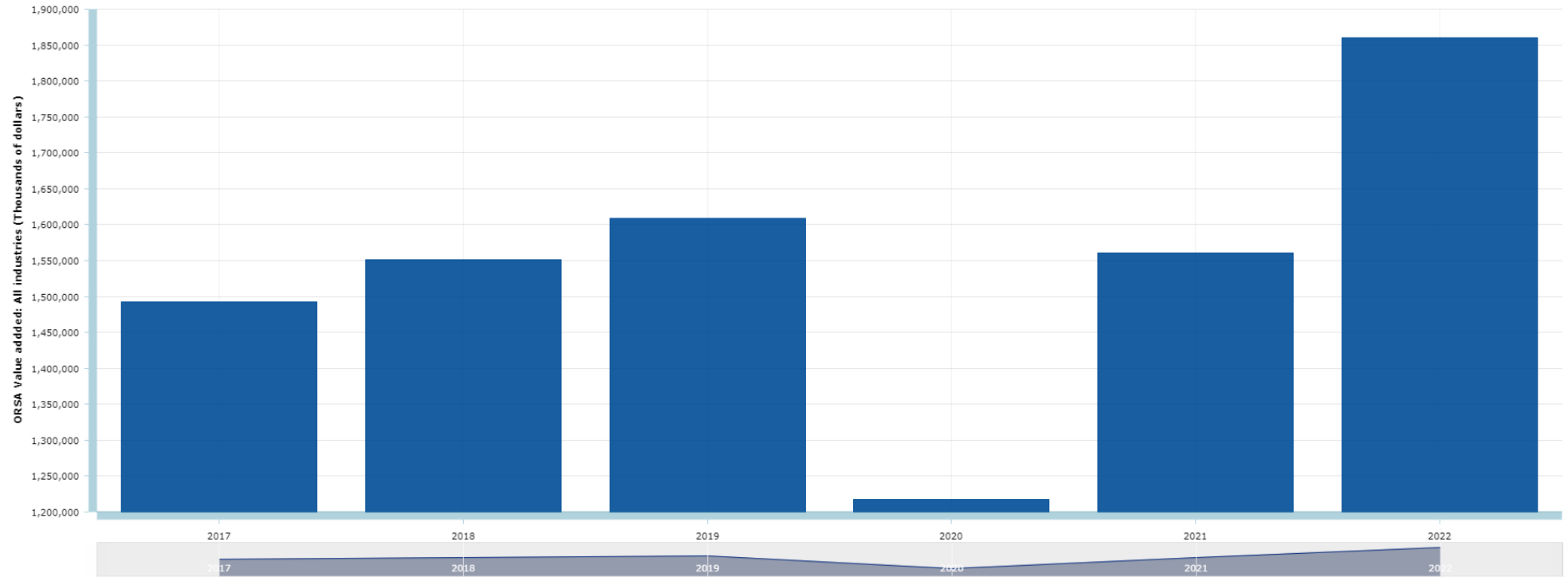
OUTDOOR RECREATION'S 2022 ECONOMIC IMPACT

- 4.6% of Vermont GDP in 2022
- Up .5 % from 2021
- Vermont is second in nation of % GDP from outdoor recreation
- Outdoor recreation accounts for 15,000 jobs or 4.8% of all employees (a significant increase from 2021)



OUTDOOR RECREATION ECONOMIC GROWTH

SAOVA Outdoor recreation satellite account value added ¹



Source: U.S. Bureau of Economic Analysis

■ Vermont

VOREC

Vermont Outdoor Recreation Economic Collaborative

 VERMONT
AGENCY OF COMMERCE & COMMUNITY DEVELOPMENT


FORESTS, PARKS & RECREATION
VERMONT
AGENCY OF NATURAL RESOURCES

Vermont Outdoor Recreation Economic Collaborative (VOREC)

We are a collective impact network organized by the state to champion Vermont's outdoor recreation sector and seize opportunities to build sustainable development in Vermont by leveraging outdoor business, participation, recreation resources, environmental quality, and community health and wellness.

 VERMONT



Grow outdoor recreation related businesses



Increase participation in outdoor recreation activities among all demographics



Strengthen the quality and extent of outdoor recreation resources



Increase outdoor recreation stewardship and environmental quality



Promote and enjoy the health and wellness benefits of outdoor recreation

Becca Washburn, Chair, Dept Forests Parks and Recreation

Heather Pelham, Vice Chair, Dept of Tourism and Marketing

Mike Debonis, Green Mountain Club

Frazier Blair, Orvis

Jeanne Gervais, Island Pond Chamber

Abby Long, Kingdom Trails and VT Trails & Greenways Council

Josh Ryan, Timber and Stone, LLC

Shelby Semmes, Trust for Public Land

Marc Sherman, Outdoor Gear Exchange

Drew Simmons, Pale Morning Media

Frank Stanley, VT Traditions Coalition

Karrie Thomas, Northern Forest Canoe Trail



PROJECT OBJECTIVES

Gather

a broad coalition to collaboratively develop a vision and set of priorities for Vermont outdoor recreation.

Create

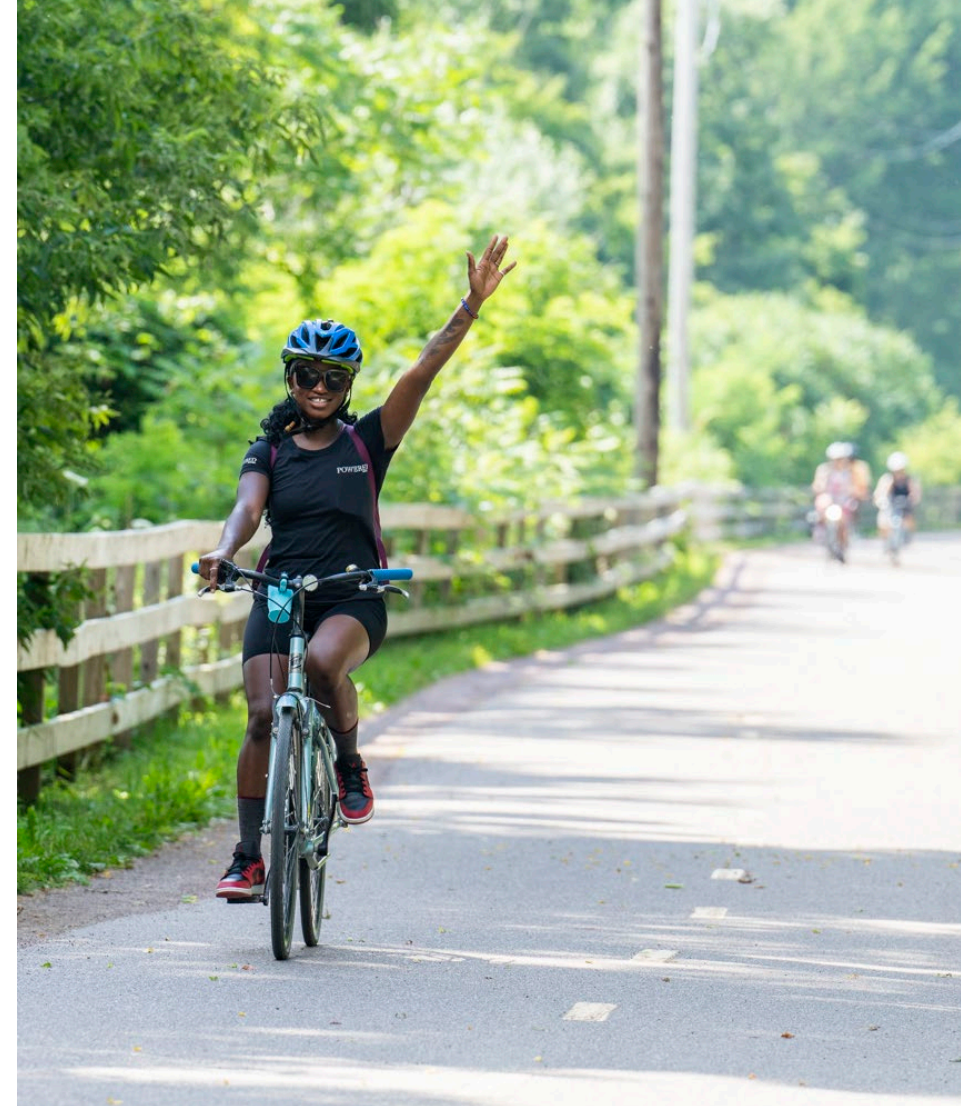
an action document that reflects the needs of Vermonters, public and private recreation providers, land managers, users, and other stakeholders in the outdoor recreation economy.

Support

the development of the vision and priorities with data and input from a broad set of stakeholders.

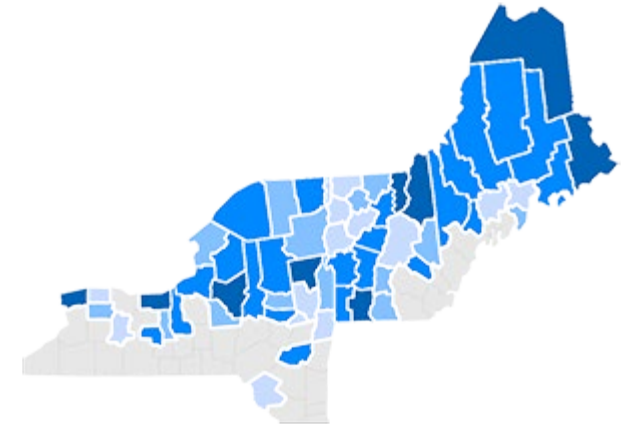
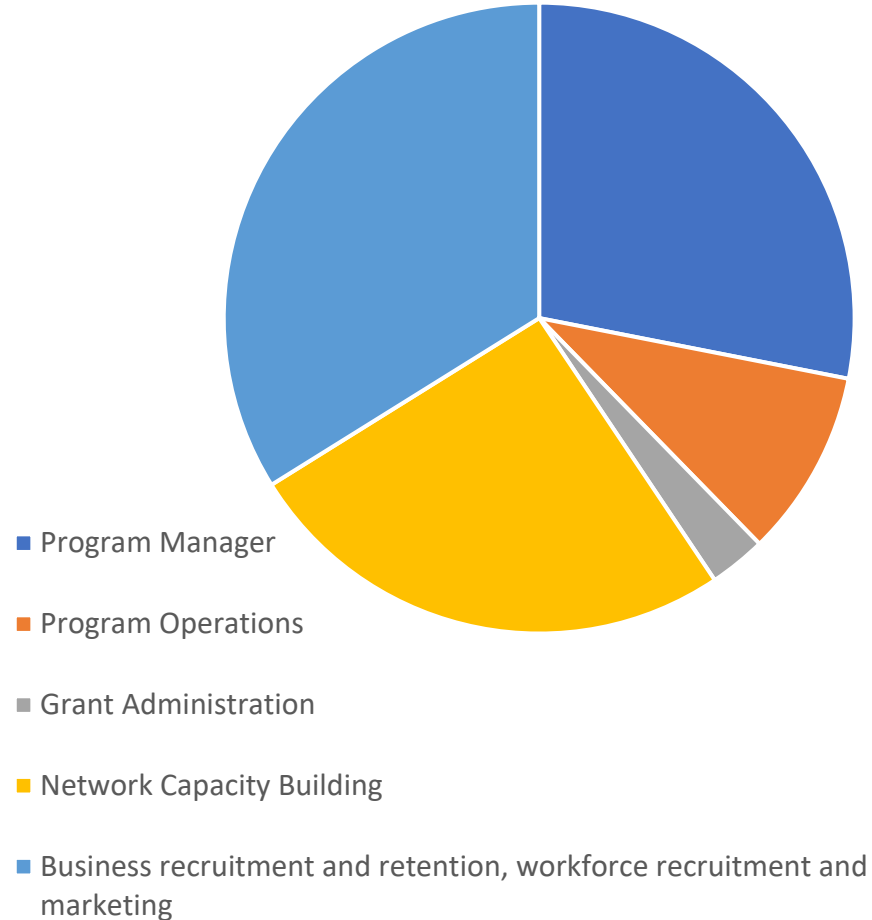
Ensure

engagement of historically underrepresented groups like BIPOC, LGBTQ+, low income, people who speak languages beyond English and people with disabilities by engaging in targeted outreach



REGIONAL SUPPORT FOR OUTDOOR RECREATION ECONOMY

Distribution of NBRC Grant Funding



Northern Border Regional Commission

VERMONT

First award year: 2019

Funding to date: \$1,566,664



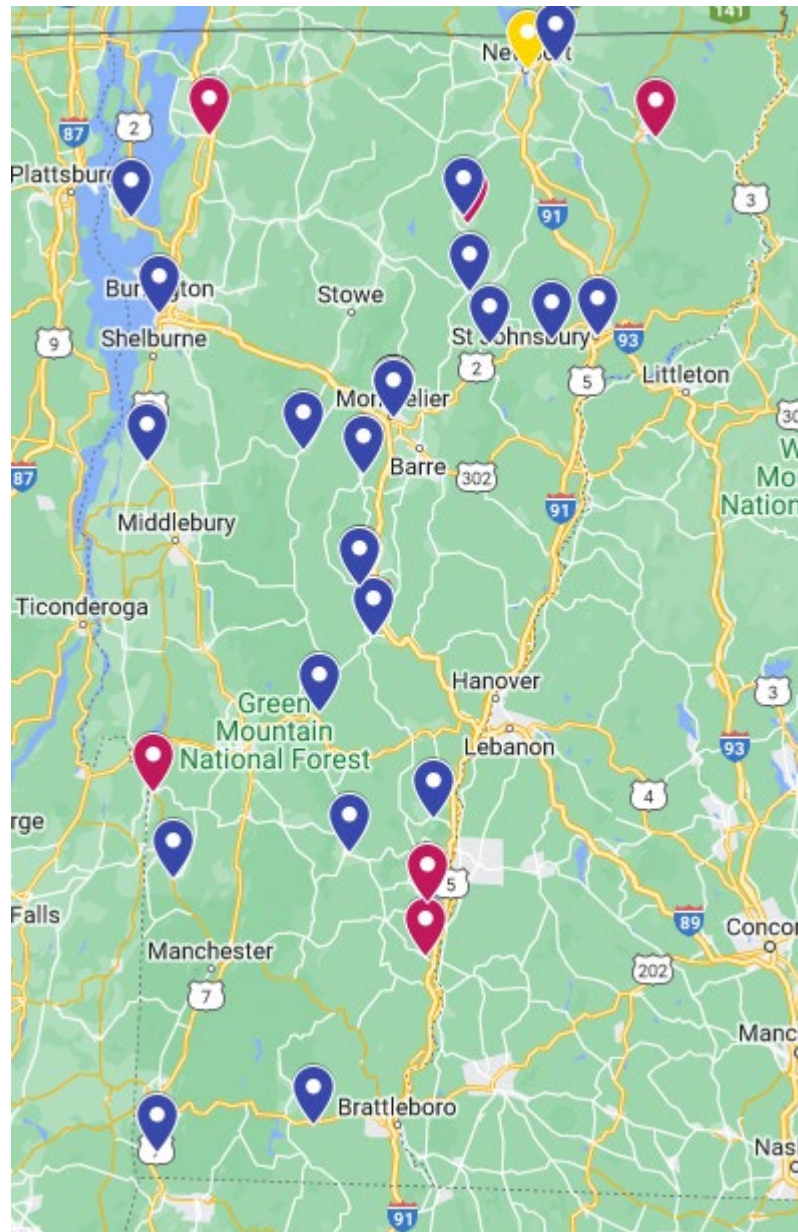
COMMUNITY GRANT PROGRAM



Year	\$\$	# of recipients	Percent complete
2019	\$100,000	2	100%
2020	\$200,000	7	79%
2021	\$5M	24	32%
2022	\$5M	TBD	0%



DISTRIBUTION OF GRANT FUNDS

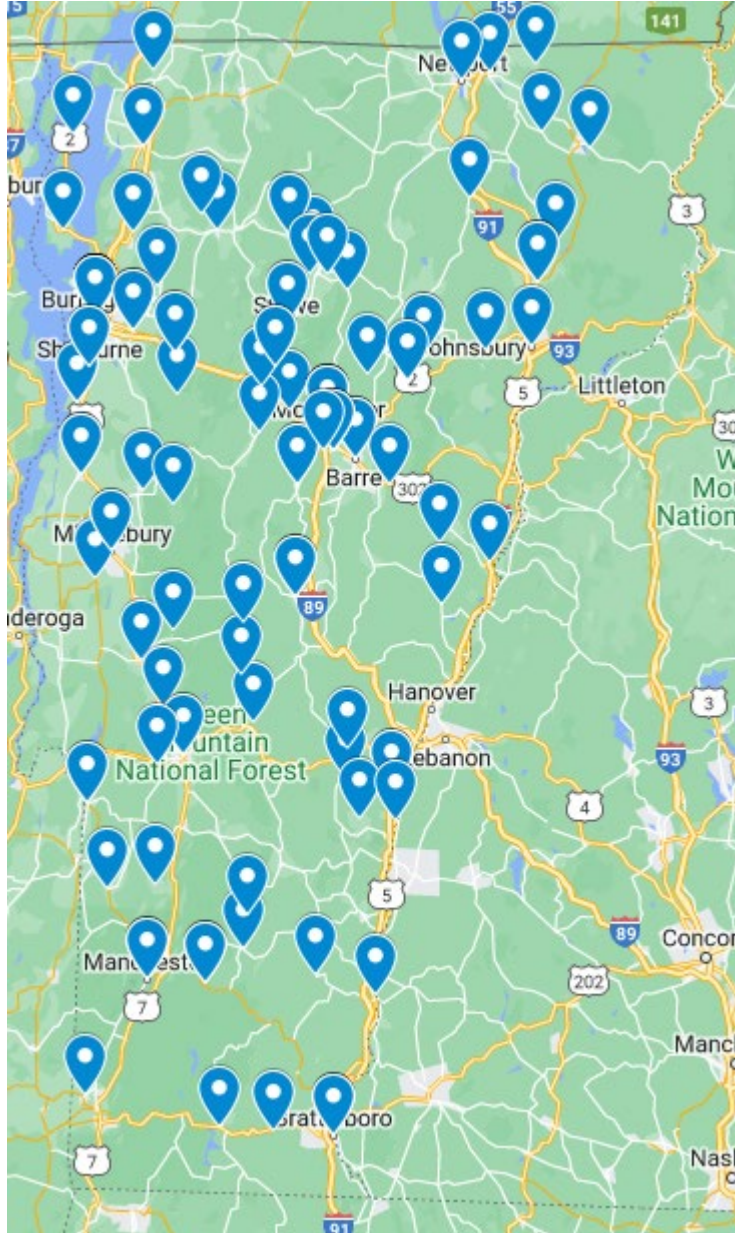


- Municipalities funded in all Counties except Franklin County
- 34 total grant recipients

FY22 GRANT PROGRAM APPLICANTS

Track	\$\$	# of applicants	Average \$\$ request
Flood recovery	\$1,555,689.63	22	\$70,713.17
Implementation	\$9,532,364	37	\$257,631.46
Outdoor equity	\$7,634,669.40	46	\$165,971.07
Project development	\$2,335,477.14	22	\$106,158.05
TOTAL	\$21,058,200.17	127	\$150,118.44

DISTRIBUTION OF FY22 GRANT APPLICANTS



- Received applications from municipalities in all 14 counties



SARAH PELKEY
Community Development
Director
Town of Poultney



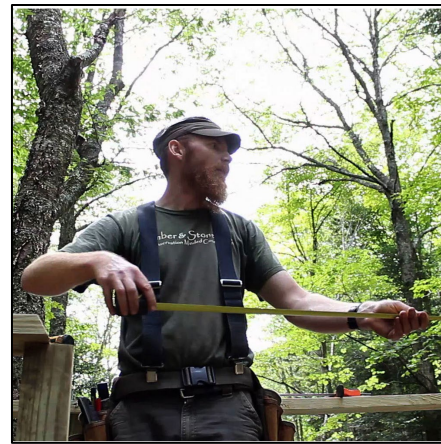
OWEN MILNE
Executive Director, Community
Sailing Center
City of Burlington



KELLY AULT
Executive Director
Vermont Outdoor Business
Alliance (VOBA)



CLAIRE ZHU
Owner
Hootie Hoo



JOSH RYAN
Owner, Timber & Stone, LLC
VOREC Steering Committee
Member