



FORESTS, PARKS & RECREATION
VERMONT



AGENCY OF NATURAL RESOURCES

H.673- AN ACT RELATING TO THE OUTDOOR RECREATION ECONOMY

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Chair, Vermont Outdoor Recreation Economic Collaborative

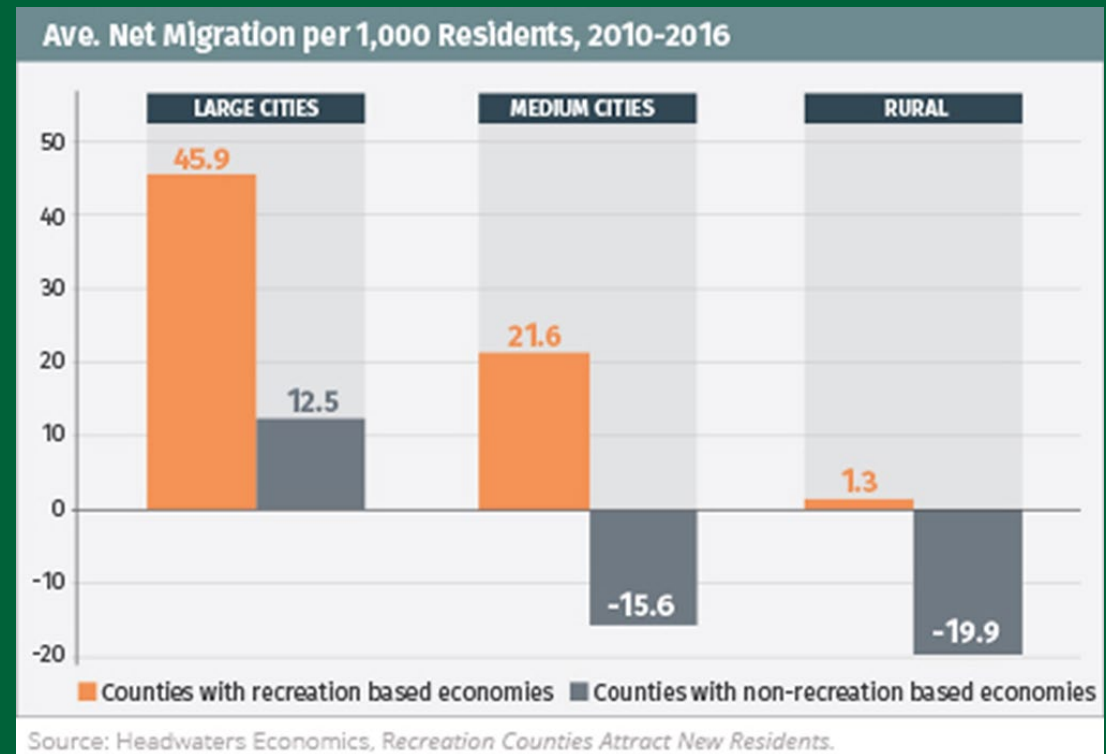


WELCOME

VERMONT'S OUTDOOR RECREATION ECONOMY



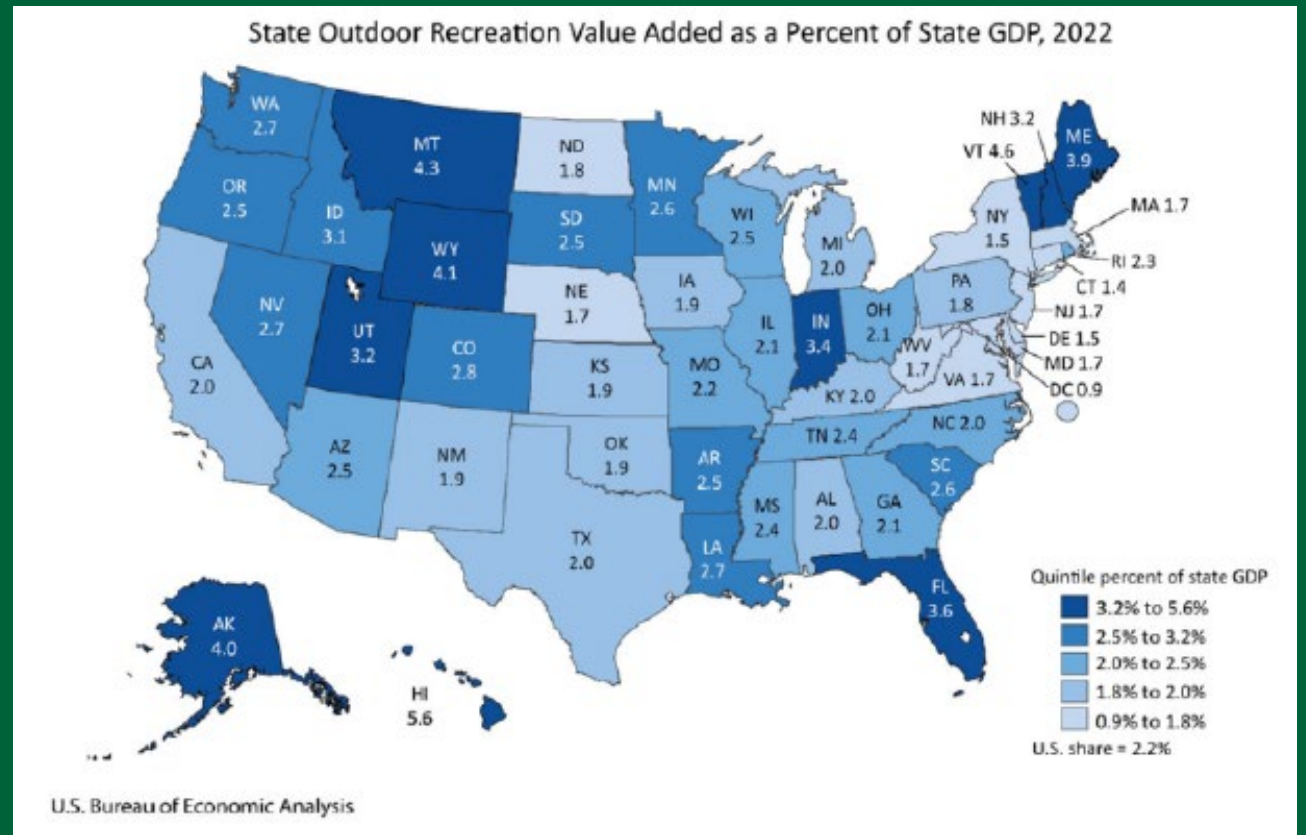
- Mavic relocated to Waterbury because of outdoor recreation opportunities for employees.
- Lamoille Valley Bike Tours in Johnson was created because of the LVRT
- A family temporarily relocated to East Burke from NJ during pandemic and decided to stay because they found community based around biking.
- 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 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)



CORE PARTNERS

Public

- Forests Parks and Recreation
- Agency of Commerce and Community Development

Private

- Vermont Outdoor Business Alliance

Nonprofit

- Vermont Trails and Greenways Council



STEERING COMMITTEE



Vermont Outdoor Recreation Economic Collaborative



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



VOREC PILLARS



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

MOVE FORWARD TOGETHER VERMONT

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



MOVE FORWARD TOGETHER VERMONT



PROJECT TIMELINE

Data Collection & Information Gathering
(September 2023 – April 2024)

Draft Vision and Priorities (May 2024)

Public Feedback and Input (June – August 2024)

Final Production and Design (Fall 2024)



ECONOMIC IMPACT STUDY



- Overall statewide and county-level impacts
- Distribution of impacts across recreational activities and land ownership
- Current carrying costs of outdoor recreation asset stewardship
- Outdoor Recreation ROI in VT
- Top three opportunities for growth
- Recommendations for future investments to maintain and grow VT's OR economy; including climate resilience investments

VTGC CAPACITY

The Vermont Trails and Greenways Council (VTGC) is a nonprofit that works to support the Vermont trails and outdoor recreation community and officially serves as an advisory body to the Vermont Department of Forest Parks and Recreation (FPR).

Their mission is to ensure that people will always have access to the trails and landscape of Vermont.

This mission is driven by a commitment to trails as critical infrastructure for Vermont communities in ensuring better health, sustainable economies, and an increased commitment to conservation.



TRAIL BEST MANAGEMENT PRACTICES



Trail BMPs are practices for the design, construction, and management of trail systems to reduce and mitigate impacts to the environment and community infrastructure while providing a positive recreational experience for the user.



Currently, most trail organizations in Vermont use either activity-based or organization-based BMPs. Although there is alignment between types and organizations, there is not a consolidated manual specific to Vermont.



Creating a consolidated set of BMPs for Vermont is the first step in making them more accessible to the wide range of trail managers with the goal of increasing the application of and adherence to trail standards.



THANK YOU
