



Vermont Outdoor Business Alliance

VOBA is a state-wide nonprofit organization established in 2018 to educate Vermonters on outdoor recreation and to educate businesses on development, collaboration initiatives, and outdoor recreation policy. VOBA members are dedicated to Vermont's natural and recreation resources and equitable access for all in the outdoors.

www.vermontoutdoorbusinessalliance.org



US Bureau of Economic Analysis, 2023



NETWORK
BUILDING &
LEARNING



BUSINESS
DEVELOPMENT &
TECHNICAL
ASSISTANCE



WORKFORCE
DEVELOPMENT



ADVOCACY



RESEARCH &
BRANDING



VOBA FY27 Legislative Ask: Economic Development

Support \$500,000 for the Vermont Outdoor Recreation Economic Collaborative (VOREC) Community Grant Program in FY27

- Proposed in the Governor's Recommend within Dept of Forest, Parks and Recreation for one time General Fund dollars
- Grants strengthen communities, grow local economies, and inspire stewardship of natural resources

Strong return on investment from \$11.2 million in 84 grants to businesses, organizations, and municipalities across all 14 counties since 2019

- Increased demand evident in the 2024 grant round:
 - 51 projects were awarded \$6.3 million out of 127 applications with requests totaling \$21 m.
- Average grant of \$134,000 leveraged additional funding





VOBA FY27 Legislative Ask: Economic Development

VOBA received '23 VOREC grant for \$150,000 to support workforce and business development

- Developed professional development for technical occupations of *trail building & bike mechanics*
 - 4 industry courses involving 24 professionals and 10 employers as well as a Vermont State University certificate led to internships, job placements, and career advancement in Montpelier/Randolph, St Johnsbury/Lyndonville, and Rutland/Killington.

Leveraged '25 grant: Economic Development Authority, Dept of Tourism & Marketing

- Expanded professional development for technical occupations of *trail, bike, & ski*
 - 15 workshops trained 116 professionals - 23% were women, BIPOC and LGBTQ community members - involving 60 businesses as instructors, employers/hirers; VTSU classrooms.

Leveraged '26 grant: Climate Action Office, Dept of Labor, Office of Workforce Strategy and Dev, VOREC





VOBA FY27 Legislative Ask: Economic Development

VOBA received 2023 VOREC grant for \$150,000 to support workforce and business development

- Developed a business technical assistance program to support manufacturers producing *gear, apparel and accessories* in Vermont communities.
 - 40 entrepreneurs participated in VOBA workshops and events focused on strategic and financial planning, market research, and trade show participation.
 - Support helped businesses expand customers and retail accounts, develop supply chains, cultivate leaders of women- and BIPOC- owned businesses, and create a brand identity featuring sustainability.





VOBA FY27 Legislative Ask: Economic Development

- **Petra Cliffs Climbing Center and Mountaineering School** in **Burlington** purchased new mobility and adaptive climbing gear for use in programming.
- The renovated **Danville** train station is home to the **Lamoille Valley Bike Tours** and a gear shop serving users of the Lamoille Valley Rail Trail.
- The **Blueberry Hill Inn** in **Goshen** is developing a strategic plan for their Outdoor Center, replicating the outdoor hub success in the Mad River Valley.

*“The VOREC grant for new trails was a factor in us choosing it as a place to live when finally making the move to Vermont. The work done [in **Randolph**] has been an example to neighboring communities and added to the economic viability of the downtown.” - **guide***

*“The marketing resources that we developed have led to outcomes such as greater event attendance, higher business revenues, and even people moving to Central VT. The infrastructure we are developing is helping to build **Montpelier**'s outdoor recreation economy in a time when we desperately need economic development.” - **trail builder***



2/5/26 Outdoor Recreation Day at the State House



**VERMONT
OUTDOOR
REC DAY**

February 5, 2026



Come to the Vermont Statehouse to meet your lawmakers and advocate to support your local outdoor recreation economy.

Register Today!

