



About the Vermont Outdoor Business Alliance (VOBA)



- Statewide nonprofit organization established in 2018 with a mission to strengthen Vermont's outdoor economy
- Established alongside the Vermont Outdoor Recreation Economic Collaborative (VOREC)
- 140 business, organization, education, and service provider members
- Foster entrepreneurship, career pathways, and sector branding
- Priorities in climate resilience, equity, innovation and sustainability





About Vermont's Outdoor Economy

VERMONT OUTDOOR BUSINESS ALLIANCE



140

business
members



\$2.1B

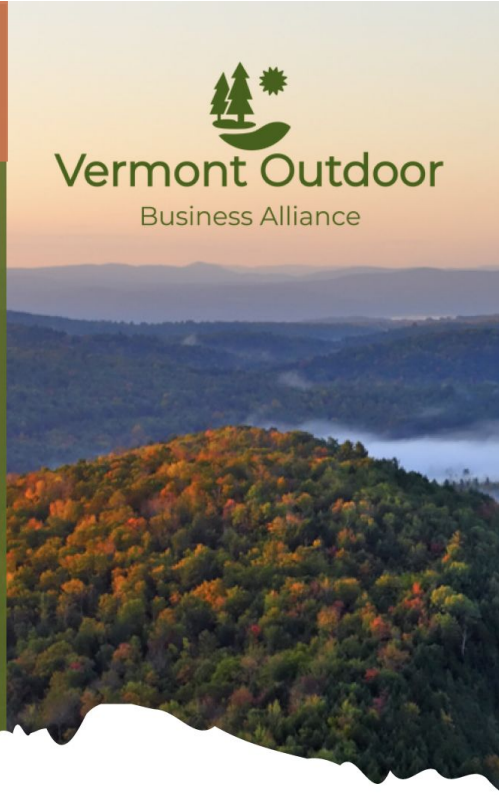
economic
contribution
from outdoor
recreation in VT



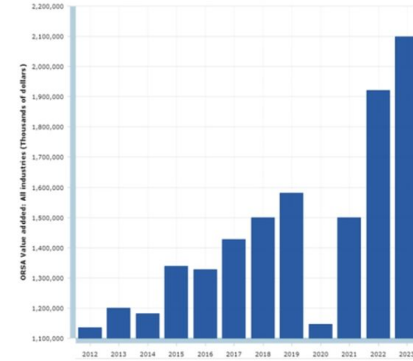
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statewide
outdoor
economy
workforce


Vermont Outdoor
Business Alliance



Outdoor Recreation: A Growing Economy in Vermont

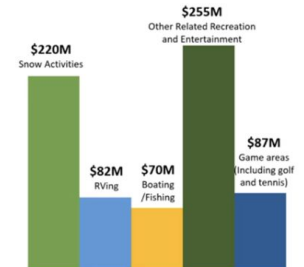


2023 Outdoor Recreation by the numbers

Outdoor recreation made up \$2.1 Billion or 4.8% of Vermont's economy in 2023 - maintaining Vermont as second in the Country for highest contribution from outdoor recreation to State GDP

- Over 16,000 people work in Vermont's outdoor industry.
- Accommodations and food services grew to \$733.5 million, a significant increase of 9%.
- Manufacturing of outdoor goods grew to \$135 million, an increase of 15% and the number of employees grew significantly by 12%.
- Retail sales grew to just under \$412.8 million, an increase of 4.5%.
- Snow activities, including skiing, snowboarding and snowmobiling continues to be Vermont's top industry, increasing by 29% from 2022.
- Significant growth reflected in contributions from climbing/hiking camping and hunting/shooting/trapping.

Contributions Of Selected Outdoor Industries to Vermont's GDP





VOBA's Top 2025 Policy Priorities

The Vermont Legislature can help VOBA reach our 2025 legislative goals by:



Investing in VOBA's Climate Outdoor Business Program

to provide targeted technical assistance for business adaptations that ensure innovation and stability in the face of change through sustainable product development, operations, and service delivery.

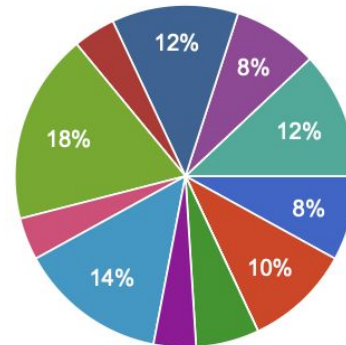
Investing in VOBA's Climate Outdoor Workforce Program

to provide professional development, training and marketing tools for technical and climate jobs that facilitate a transition to energy efficiency, circular and stewardship systems, and a diverse workforce.

VOBA's priorities guided by VOREC's 2025-2030 Move Forward Together Vermont:

EQUITY | **INNOVATION AND SUSTAINABILITY**
CAREER PATHWAYS | **CLIMATE RESILIENCE**

2025 Vermont Outdoor Economy Policy Survey 50 responses



- Business Services
- Education
- Event Organizer
- Guide Service/Tour Operator
- Lodging/Hospitality/Private Campground
- Manufacturer
- Marketing/Media/Sales
- Recreation/Conservation Organization
- Recreation Facility and/or Network/Resort/Outdoor Center
- Retailer/Outfitter
- Trail Construction and/or Maintenance
- Other



Invest in Climate Resilient & Innovative Business Development

Invest in Climate Resilient & Innovative Business Development

- Recovery funding for climate-affected businesses for physical and economic injury losses;
- Adaptation financing and technical assistance to support new business operations, products and services in energy efficiency, circular systems, and stewardship;
- Entrepreneur and innovation investment in research and development, data and technology, and trade expansion;
- Aligned PFAS phase out implementation for outdoor apparel, accessories, and ski wax;
- Marketing initiatives that promote outdoor businesses and destinations and attract new and diverse participation.



In the Move Forward Together Vermont business survey, 58% of respondents reported being impacted by recent climate events and identified that technical assistance resources such as state and federal grants, financial and business planning, and marketing analysis are helpful to outdoor businesses.

In the VOBA policy survey, respondents highly prioritized funding for flood recovery in the areas of physical and recreation infrastructure and economic injury losses as well as for research on climate risks and financing for adaptations.



Invest in Equitable Technical and Climate Workforce Development

Invest in Equitable Technical and Climate Workforce Development

- Professional development and training programs that target outdoor careers with emphasis on technical, climate, circularity, and stewardship occupations as well as facilitate entry and advancement for under-represented communities;
- Marketing tools that promote outdoor career pathways and jobs, recruit young and new professionals, and provide career advancement in areas of technology, sustainability, circularity, and stewardship.



In the MFTV business survey, 65% of respondents plan to hire 1-5 new employees in the next 12 months. Employers cited challenges due to the cost of living in location of employment (60%), lack of qualified applicants (58%), and lack of housing opportunities in location of employment (56%).

Businesses affirmed the need for workforce education and professional development training programs citing important investments as internships & apprenticeships, adult education programs, and career development programs for underserved communities.

Businesses validated the link between professional development and increased employee engagement (71%), consistent work processes (61%), and reduced skill gaps (54%).



Outdoor Recreation Day at the State House - February 12

**VERMONT
OUTDOOR
REC DAY**

February 12, 2025

Come to the Montpelier Statehouse to learn about a Vermont vision and advocate for the Vermont Outdoors

Register Today!

