



Vermont Outdoor Business Alliance



**155 MEMBER
BUSINESSES &
ORGANIZATIONS**

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.

MOVE FORWARD TOGETHER VERMONT

CLIMATE RESILIENCE

EQUITY

CAREER PATHWAYS

INNOVATION AND SUSTAINABILITY

**THE NEED
TO SUPPORT
VERMONT'S
OUTDOOR
BUSINESSES
IS URGENT**

Outdoor recreation contributes close to 5% of Vermont's GDP and the State's highly diversified outdoor sector invests significantly in our local communities and infrastructure. Yet, the outdoor businesses that are generating revenue for the State and employing Vermonters face unprecedented challenges. The cost of tariffs, decline in visitation and consumer confidence, as well as the impact from climate change continue to jeopardize their value as taxpayers and hinders their ability to recruit and retain an inclusive workforce in all our urban and rural outdoor communities.



Photo credit: Adam Silverman

VOBA'S 2026 POLICY PRIORITIES

INVEST IN RESILIENT AND INNOVATIVE BUSINESSES DEVELOPMENT

Invest **\$100,000** to fund the **Vermont Outdoor Business Alliance Outdoor Entrepreneur Program** providing technical assistance to small- and mid-sized companies at all stages of development for strategic, financial, and market planning, leading to stability and collaboration during a time of economic uncertainty. VOBA will serve the sector and State by:

1. Providing technical assistance to outdoor businesses;
2. Managing one-on-one consultations, workshops, and events;
3. Coordinating commercial clusters aligned with regional development and tourism destination strategies.

INVEST IN OUTDOOR COMMUNITIES, ECONOMIES, AND STEWARDSHIP

Invest **\$500,000** for the **Vermont Outdoor Recreation Economic Collaborative (VOREC) Community Grant Program** as included in the FY27 Governor's Recommend within the Vermont Department of Forest, Parks and Recreation budget to strengthen communities, grow local economies, and inspire stewardship of natural resources.

Support **S.234** enabling the Department of Motor Vehicles to issue a **Vermont Green Football Club specialty license plate** and create a special fund in the Office of the State Treasurer to support environmental justice and Vermont's outdoor recreation economy.

INVEST IN AN OUTDOOR WORKFORCE

Invest in the professional development and marketing recommendations of the **Climate Outdoor Workforce Initiative (COWI)**, a Vermont Resilience Implementation Strategy for Economic and Environmental Sustainability. The partnership between VOBA, Agency of Natural Resources Climate Action Office, and Vermont Department of Labor to develop climate-resilient jobs, skills, and career pathways will enable Vermont's outdoor sector to attract job seekers and foster resilient communities and lands.

Invest in the **Business Emergency Gap Assistance Program (BEGAP)**, a Vermont Resilience Implementation Strategy for Economic and Environmental Sustainability. Financing would support businesses incurring physical damage and economic injury losses due to climate impacts and their mitigation and adaptation measures.

Invest in the State's **Career and Technical Education (CTE)** system by expanding funding and curriculums for natural resources, outdoor recreation, and technical products and services to foster career exploration for young and diverse Vermonters and job recruitment.

INVEST IN OUTDOOR RECREATION MARKETING

Increase funding for the **Vermont Department of Tourism and Marketing** to bolster the promotion of outdoor businesses and market their products, services, and assets, thereby attracting new and diverse outdoor enthusiasts to Vermont's destinations.

INVEST IN CONSERVATION AND ACCESSIBILITY

'Promote Outdoor Recreation' as a pathway in the **Draft Vermont Conservation Plan** mandated by Act 59 focused on promoting outdoor recreation and leveraging it as a tool to drive land protection and equitable access.