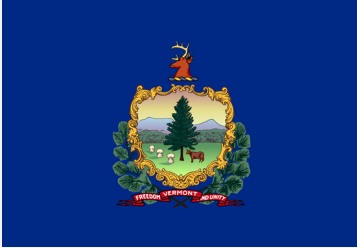




STATE OVERVIEW: VERMONT



- **Office Created:** 2017
- **Created by:** Executive Order
- **Signed Confluence Accords:** 2018
- **Agency:** Department of Forests, Parks, and Recreation & Agency of Commerce and Community Development
- **Funding:** Grant Funding and General Funds
- **Steering Committee:** 15 members

- **Population:** 645,570
- **Top Outdoor Industries:** Snow Activities, Boating/Fishing, RVing
- **Top Outdoor Destinations:** Lake Champlain, Killington Peak, The Long Trail, Northeast Kingdom, Lamoille Valley Rail Trail

BRIEF HISTORY

The Vermont Outdoor Recreation Collaborative (VOREC) was established by executive order in 2017. VOREC is an initiative organized by the State through the Vermont Department of Forests, Parks and Recreation and Agency of Commerce and Community Development. The Collaborative uses a collective impact model and is intended to be the backbone organization for a diverse network of public and private partners who make up Vermont's outdoor recreation economy. VOREC's mission is to work collaboratively to sustain, grow and drive development in Vermont's outdoor recreation sector by leveraging natural outdoor recreation assets, brand and culture.

STATE SUCCESSES

- ✓ **Collaboration:** VOREC partners with organizations and leaders across the state to elevate the work of the outdoor industry.
- ✓ **VOREC Action Plan:** This plan identifies priorities for enhancing business opportunities, improving participation in outdoor recreation, strengthening recreational infrastructure and stewardship of natural resources, and more.
- ✓ **VOREC Community Grant Program:** This grant program gives communities what they need to build their economies with outdoor recreation at the center. VOREC defines outdoor recreation as leisure, sport and therapeutic recreation activities pursued outdoors, mainly in a natural setting.
- ✓ **Vermont Outdoor Business Alliance (VOBA):** Through community conversations VOREC identified early on the importance of establishing a business alliance to represent outdoor business interests separate from state government and help VOREC define and support the business arm of Vermont's outdoor recreation economy.

The Outdoor Recreation Economy Impact in Vermont

Direct Jobs: 14,582

Wages and Salaries: \$0.6 billion

**Total Outdoor Recreation Value
Added:** \$1.5 billion



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