



CONFLUENCE OF STATES EDUCATION SERIES SUMMARY

EFFECTIVE PARTNERSHIPS BETWEEN STATE LEADERS AND OUTDOOR BUSINESSES

JUNE 6, 2023

Overview

Kelly Ault and Jackie Dagger from Vermont joined Jenny Kordick and Carolann Ouellette from Maine to discuss effective partnerships between state leaders and outdoor businesses. Thriving state outdoor recreation economies rely on effective messengers and collaborators within state government and united alliances of outdoor businesses who can speak to the unique needs of consumers on the ground as well as strategies to ensure the health of recreation infrastructure. This session discussed how their efforts complement one another and help build effective public/private partnerships to connect their states' residents to the outdoors.

Take-Home Advice

"Vermont Outdoor Business Alliance has worked closely with Vermont Outdoor Recreation Economic Collaborative on many things. **We identify and communicate sector needs, data and impact reports, and share stories with policymakers** on what the needs are to support the sector. During the pandemic, our collaboration was critical in supporting businesses and navigating the available resources." - Kelly Ault

"The keyword in Maine has been "together." **We have been connected from the beginning.** Our alignment has been very deliberate from the start. In 2017, Maine Outdoor Brands launched with a small group who had an understanding of Maine's outdoor recreation economy. **They turned that launch into advocacy efforts to create the Office of Outdoor Recreation.**" - Carolann Ouellette

"We highlight the collaboration we have with Maine's Office of Outdoor Recreation. We see ourselves as an entity that is **supporting outdoor businesses and entrepreneurs, providing collaborative marketing, networking, resource sharing, education, advocacy and awareness** in partnership with the Office of Outdoor Recreation. We see ourselves as a strong public/private partnership." - Jenny Kordick

"One of the things we realized early in Vermont was tending our relationships through funding has been really important and making sure we're utilizing our limited resources. **Together, we work in areas where we overlap and make progress for Vermont to grow outdoor business.** As our work has evolved, funding has become a conduit for our relationship building and investments in strengthening the foundation for the outdoor recreation community." - Jackie Dagger

Hosted by:



Panel Speakers



Kelly Ault
Executive Director of the Vermont Outdoor Business Alliance



Jackie Dagger
Program Manager of the Vermont Outdoor Recreation Economic Collaborative



Jenny Kordick
Executive Director of Maine Outdoor Brands



Carolann Ouellette
Director of the Maine Office of Outdoor Recreation



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