



STATE OVERVIEW: MAINE



- **Office Created:** 2018
- **Created by:** Budget Line Item
- **Signed Confluence Accords:** 2019
- **Agency:** Department of Economic & Community Development
- **Funding:** Northern Border Regional Commission Grant & Tourism Marketing Promotion Fund
- **Advisory Board:** N/A

- **Population:** 1.372 million
- **Top Outdoor Activities:** Boating/Fishing, RV'ing, Snow Activities, Guiding/Outfitted Travel, Hunting/Shooting/Trapping
- **Top Outdoor Destinations:** Acadia National Park, Katahdin Woods & Waters, Maine State Parks, L.L.Bean, Lakes & Mountains Regions, Portland, Bangor, and the Maine Coast

BRIEF HISTORY

In 2017, a group of Maine outdoor product companies came together to establish Maine Outdoor Brands (MOB), a non-profit alliance that unites business leaders and entrepreneurs in raising awareness of Maine's outdoor recreation economy. MOB worked with Maine's Department of Economic & Community Development to create the Office of Outdoor Recreation to advance Maine's outdoor recreation economy. The Office was launched in 2018 and became permanently established in 2019 making it the 10th state office in the U.S. to be created and staffed.

STATE SUCCESS

Partnership with Maine Outdoor Brands: From Maine's booth at Outdoor Retailer featuring multiple brands; collective efforts around workforce and education to partnering on the Maine Outdoor Economy Summit that showcases the importance of bringing the outdoor recreation industry to share best practices and think innovatively about the future, together we have been able to support networking, knowledge sharing, professional development, and collaborative marketing efforts.



Conservation Efforts: In June 2023, Governor Janet Mills announced funding for nine new Land for Maine's Future (LMF) conservation projects across Maine, advancing the State of Maine's commitment to preserve precious natural resources, protect wildlife habitats, and ensure public access to lakes, rivers, scenic views, and mountain vistas.



Supporting the Outdoor Industry: Maine has launched the development a state-wide strategic Outdoor Recreation Economy roadmap that will identify trends, challenges, and opportunities for sustainable growth and diversification of Maine's outdoor recreation economy over the next 10 years.



The Outdoor Recreation Economy Impact in Maine

Direct Jobs: 32,274

Wages and Salaries: \$1.5 billion

Total Outdoor Recreation Value Added: \$3.3 billion



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