



**2019
ANNUAL REPORT**

MAINE
OUTDOOR BRANDS

MISSION & VISION

Maine Outdoor Brands unites and provides a voice for Maine's outdoor product, service and retail companies to strengthen our outdoor recreation brand and economy.

Anyone who's had to stuff a sleeping bag into a compression sack will appreciate the challenge I have in packing a year's worth of accomplishments into the confines of this page. But here goes—

2019 took up right where 2018 left off – more members, more events and more recognition of the importance of Maine's outdoor recreation economy. And with all that growth came the board's realization that in order to truly serve our members and our state, we needed a full time executive director. We cast the net far and wide (thanks, KMA) and in the end were fortunate to have found Jenny Kordick, who started in June. Somewhat fittingly, her first day on the job was out in Denver – assembling MOB's booth at OR. Jenny's been running hard ever since, coordinating efforts with the state, taking a statewide road trip to meet with just about every brand member, designing programming in response to member needs/requests, advocating for our outdoor recreation economy in Augusta and Washington DC and otherwise serving as the face of our alliance. We are a significantly stronger organization today for the work she's put in over the past six months.

This year saw Maine become one of 13 states to join the Confluence Accords – and the third state east of the Mississippi. And in case anyone is still unclear on the impact our industry's having here at home, the

Bureau of Economic Analysis named Maine's 4.8% Outdoor Recreation GDP as the third highest in the country, trailing only Montana and Hawaii.

The board, too, has had an active year. We tightened up MOB's mission statement and by-laws, secured a contract from the state of Maine to assist with economic development in the outdoor space and welcomed David Koorits, founder of Good To-Go to the board. We've also set some ambitious goals to further strengthen and grow MOB in the coming year.

The trouble with trying to thank people individually is that you invariably, and regrettably, forget someone. And so, I'll thank everyone who participated in the many MOB events, volunteered their time, threw out an idea, and/or lent advice to another MOB member. Thanks for understanding that a rising tide lifts all boats. And thanks for being a vital part of Maine's growing, multi-billion dollar outdoor recreation economy. We wouldn't be here without you.

Yours in the outdoors,

A handwritten signature in black ink, appearing to read "Jim Hauptman". The signature is fluid and cursive, with the first name "Jim" being more prominent and the last name "Hauptman" written in a more compact, connected style.

Jim Hauptman

Board President, Maine Outdoor Brands

It was fitting that in my first week with MOB this year, one of the first tasks I had (aside from putting that booth together at OR) was moderating a panel on the power of collaboration. The theme stuck with me as I traveled the state in the following months to meet with our members and with other community leaders. Throughout many conversations I witnessed a deep connection to the state of Maine and an unparalleled commitment to growing together and supporting one another. For everyone in our network, this commitment was underpinned by a passion for the outdoors, a respect for our state's strong outdoor tradition and history, and an enthusiasm to innovate and learn from one another.

MOB was founded on a recognition that as a united group, our outdoor brands can play an important and unique role in sustainably growing Maine's economy. Together, we can attract more outdoor enthusiasts to our state, strengthen our rural communities, and ensure there are abundant opportunities to hike, bike, climb, paddle, ski, camp and enjoy Maine's outdoors for years to come.

There is power in collaboration. MOB has no better collaborator than MOOR – Maine's Office of Outdoor Recreation, which was officially established this year thanks to MOB's advocacy. An interview with Carolann Ouellette, MOOR's director follows, along

with some of our highlights from the past year. We also spotlight a few of our members and the unique benefits they bring to MOB and to Maine, whether it's the gear and apparel makers equipping us to enjoy the outdoors in all seasons, the guides facilitating outdoor experiences, or the media companies inspiring people across the state to pursue outdoor adventures.

Thanks for a warm welcome and a great year. I am excited about what we will accomplish together. Bring on 2020, big ideas, and the spirit of collaboration that will help us strengthen MOB and further grow Maine's outdoor recreation brand and economy.

See you on the trail!

A handwritten signature in black ink, appearing to read "Jenny Kordick". The signature is fluid and cursive, with the first letter of the first name being a large capital 'J'.

Jenny Kordick
Executive Director

MEET THE MEMBERS



**EQUINOX GUIDING SERVICE
CAMDEN, MAINE**

NOAH KLEINER, OWNER

WHAT'S YOUR CLAIM TO FAME?

Equinox offers full and half day rock and ice climbing tours in Camden, Maine. We are teachers first, rock climbers second.

HIGHLIGHT OF 2019

This was our third year in business! We continue to grow and build relationships with local companies around the state. This year we took a ten year old on his first multi-pitch trip up Barretts.

WHY DO YOU RUN YOUR BUSINESS IN MAINE?

Growing up in Maine with a father as a Maine guide influenced me to start my own guiding service. My rock climbing led me to this point in starting it here!

WHY MAINE OUTDOOR BRANDS?

I believe we are stronger together. Working together as guiding services and soft goods companies help us grow as a business. We strive to collaborate in any way possible to help us and others grow!

FEBRUARY:

Breakfast Briefing--Ask the Experts: Digital Marketing and Social Media held at Blaze Partners

MOB meets with DECD Commissioner Johnson and MOOR's Carolann Ouellette

MARCH:

MOB takes over the Hall of Flags in Augusta to highlight the outdoor recreation economy

MOB members testify in Augusta in support of MOOR

APRIL:

ED search begins! Search supported by MOB sponsor KMA consulting

MAY:

12 MOB members rappel off One Canal Plaza in Portland to support our non-profit partner Rippleffect

JUNE:

Jenny is hired as ED!

Fourteen brands head to Colorado to attend the Outdoor Retailer Summer Market

JULY:

MOB members tour Fort Gorges with non-profit partner Friends of Fort Gorges

MOB meets with Interior Secretary David Bernhardt at Sterling Rope

AUGUST:

Jenny hits the road and meets with MOB members across the state

SEPTEMBER:

Breakfast Briefing—Navigating the Sales Journey held at American Roots

Maine is announced as a top three state for value added to the state's economy from outdoor recreation

MOB and Maine Island Trail Association team up for a social to celebrate Maine's coastal recreation opportunities

OCTOBER

MOB is featured on a panel hosted by the New England Ocean Cluster about success stories leveraging the Maine brand

MOB meets again with DECD to discuss how investments in outdoor recreation can help grow Maine's economy

Maine signs the Confluence Accords!

Jenny heads to Washington, D.C. to educate Maine's congressional delegation about MOB

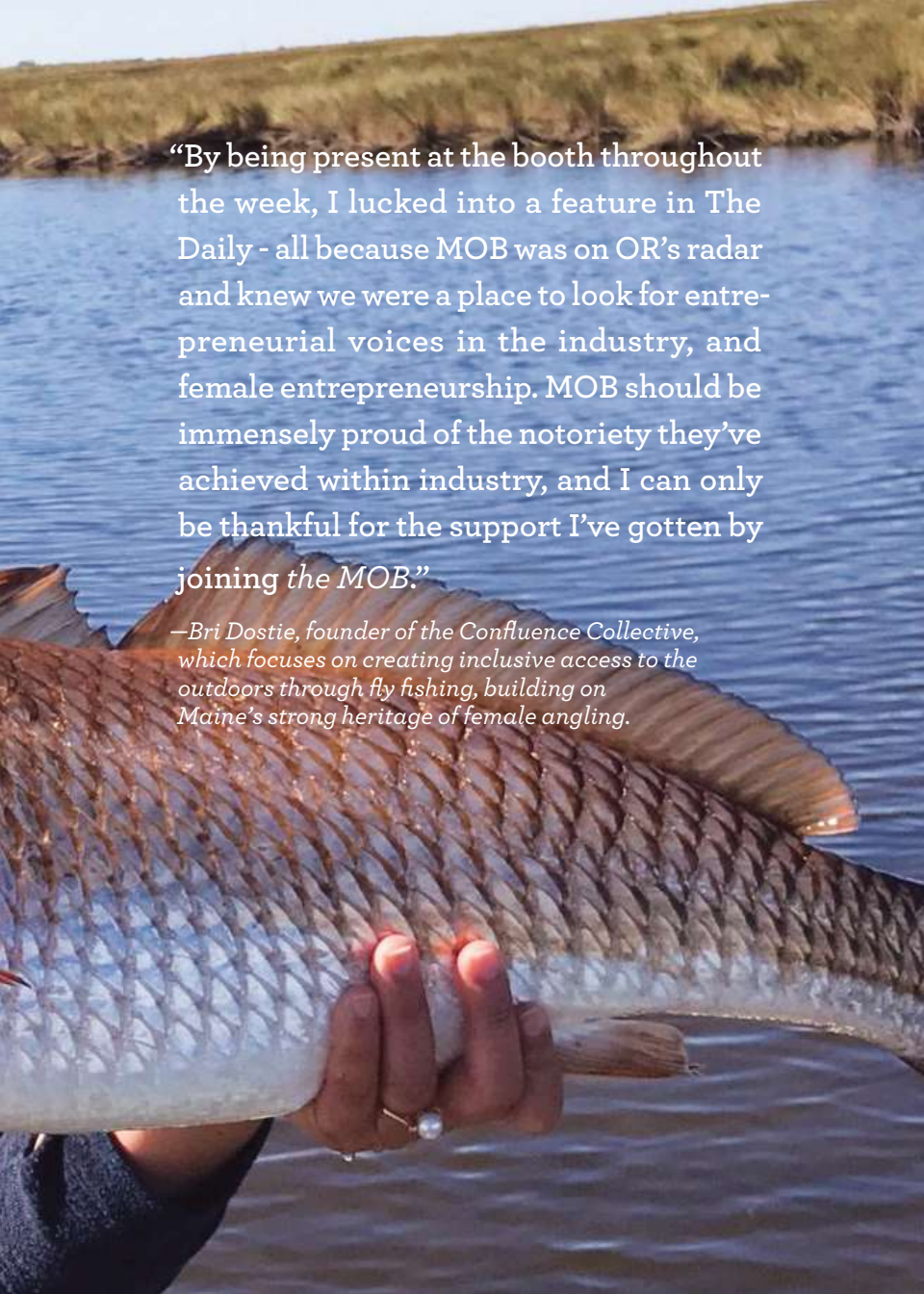
NOVEMBER

Breakfast Briefing—Ready, Set, Grow! Hosted at Machias Savings Bank



@maineoutdoorbrands

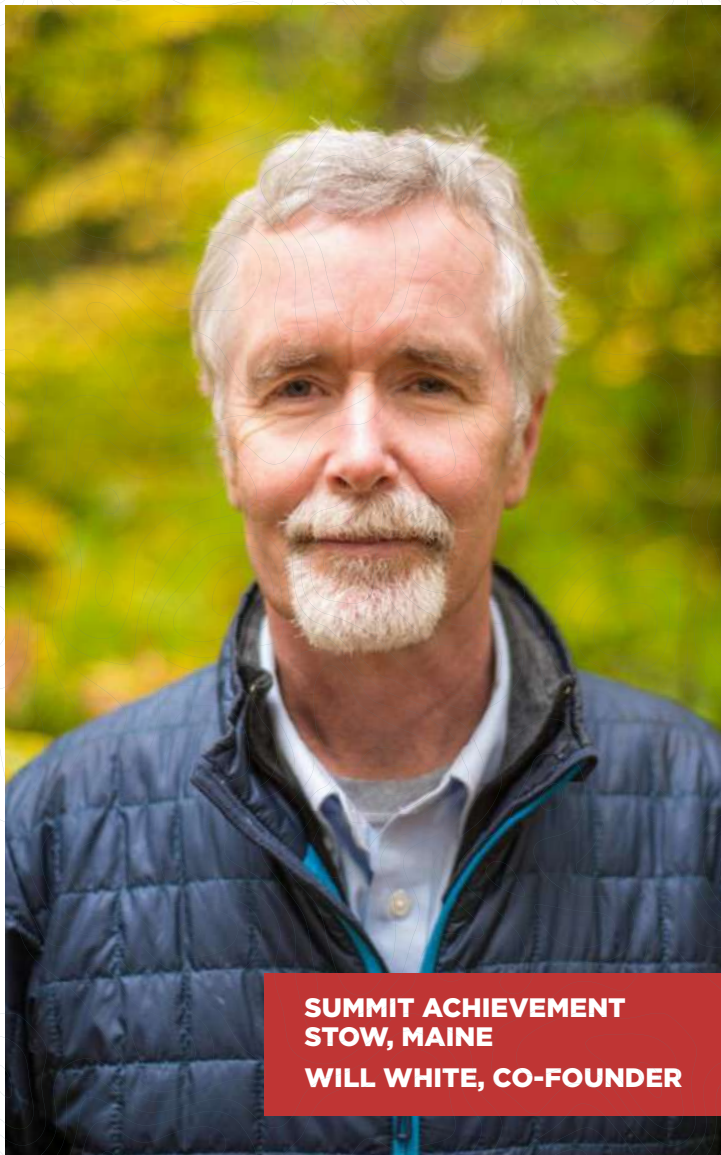


A close-up photograph of a person's hands holding a large, silvery fish with a prominent scale pattern. The fish is being held horizontally, with its head to the left and tail to the right. The background shows a calm river with a grassy bank in the distance under a clear sky. The text is overlaid on the upper half of the image.

“By being present at the booth throughout the week, I lucked into a feature in The Daily - all because MOB was on OR’s radar and knew we were a place to look for entrepreneurial voices in the industry, and female entrepreneurship. MOB should be immensely proud of the notoriety they’ve achieved within industry, and I can only be thankful for the support I’ve gotten by joining *the MOB*.”

—Bri Dostie, founder of the Confluence Collective, which focuses on creating inclusive access to the outdoors through fly fishing, building on Maine’s strong heritage of female angling.

MEET THE MEMBERS



**SUMMIT ACHIEVEMENT
STOW, MAINE
WILL WHITE, CO-FOUNDER**

WHAT'S YOUR CLAIM TO FAME?

Summit Achievement is one of the oldest wilderness therapy programs in the country and our longevity is due to our unique hybrid model. Our students go to school three days a week on our fifty-five-acre campus which includes an academic building, main lodge, and four small dorms. The other four days students are hiking, backpacking, canoeing, and climbing in different locations in Maine.

HIGHLIGHT OF 2019

This year we helped 100 young people and their families create positive change for themselves through a combination of wilderness experiences, classroom academics and evidenced based psychotherapy.

We employ over 45 young people in rural Maine and, for the most part, have done so since 1996. We provide full-time good-paying jobs, benefits and a great community of outdoor-oriented people.

WHY DO YOU RUN YOUR BUSINESS IN MAINE?

Maine is known throughout the country for its unspoiled wilderness, access to the outdoors and self-reliant people and that is why we ended up here.

WHY MAINE OUTDOOR BRANDS?

We joined Maine Outdoor Brands because we were inspired by the mission of the organization and want to help educate those in Maine and others in the country about all that the outdoors does for people.

MAINE'S OUTDOOR RECREATION ECONOMY: BY THE NUMBERS

A new report in 2019 finds Maine is one of the top states in the country in the value outdoor recreation adds to our state's economy.



Maine ranks

3RD

In The Nation

for the Value Outdoor
Recreation Provides to
the State's Economy

Outdoor recreation
contributes

\$3 BILLION

to Maine's Economy

70%

of Maine Residents
Participate In
Outdoor Recreation
Each Year

NATURE-BASED ACTIVITIES THAT ADD THE MOST VALUE TO MAINE'S OUTDOOR RECREATION ECONOMY:

Boating & Fishing

\$266M



Purchase of
Apparel &
Accessories

\$187M



RVing

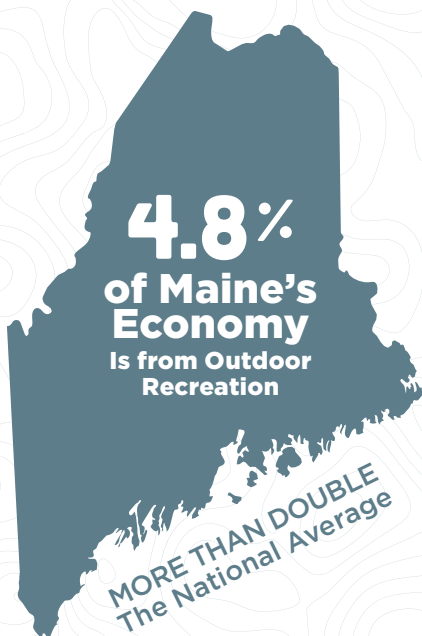
\$147M



Snow Activities

\$80M





**Maine's
OUTDOOR
RECREATION
Economy**

**IS GROWING FASTER
THAN THE
STATE'S ECONOMY!**

In Maine
OUTDOOR RECREATION:

Accounts for

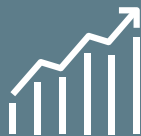
6.4%

of All Jobs in the State—
Supporting More Than
40,000 Total

Manufacturing Contributed

**\$328
MILLION**

to The State's Economy in 2017



Up 47% in 5 years

Manufacturing
Jobs Are Up

23%

In the Last 5 Years

WHAT'S YOUR CLAIM TO FAME?

Our organic products are still made in small batches in Maine, because after 40 years, we've learned that the purest pleasures are found off the beaten path. Distributed nationwide, GrandyOats is proud to stay true to our roots, while balancing a growing business.

HIGHLIGHT OF 2019

GrandyOats is celebrating 40 years of organic growth in Maine!! Since 1979, we have been committed to creating delicious organic foods and advocating for the environment. This is highlighted through always using organic ingredients, keeping artificial ingredients out of our recipes, and investing in our solar powered bakery.

WHY DO YOU RUN YOUR BUSINESS IN MAINE?

We choose to be in Maine because its wild, beautiful and family friendly. The rivers and mountains of Maine have shaped the spirit of our company and the products we make. Our rural location provides a wholesome and beautiful place to live, to make organic products and to adventure. Located in Hiram, Maine, we are proud to be our town's largest employer. Our community is also home to local business partners who make our combined efforts so much greater than the sum of its parts.

WHY MAINE OUTDOOR BRANDS?

The Maine Outdoor Brand community is a group of REAL GRANOLAS. We know that GRANOLA is commonly understood as a breakfast cereal, but REAL GRANOLAS are also a certain group of people who are committed to living a natural, healthy, and intentional lifestyle. Our values as a company represent an intentional way of life that we believe can and should nourish people, the planet, and our communities.

MEET THE MEMBERS



GRANDYOATS
HIRAM, MAINE
ZOE CROFT, BRAND MANAGER

In 2019, Maine Outdoor Brands was featured in the Portland Press Herald, MaineBiz, SNEWS and Maine Public touting the importance of Maine's outdoor recreation economy.

“Outdoor recreation is vital to Maine’s economy — from outdoor guides, to retail, to the manufacturing of outdoor products and apparel. With the right support, promotion and investment, outdoor recreation has the opportunity to play an even bigger role in attracting businesses and creating jobs across the state.”

—Jenny Kordick,
MOB’s Executive Director in MaineBiz

“Old Town was founded over 120 years ago here in Maine and that’s by no mistake. Maine features some of the most storied waterways and has attracted paddlers and sportsman alike for decades. We are proud to manufacture our watercrafts in Maine, and we’re doubly proud to call Maine home.”

—Ryan Lilly,
Brand Manager for Old Town Canoes
in MaineBiz

MOB IN THE NEWS

Two products from Maine Outdoor Brand member companies, Hyperlite Mountain Gear and Foothill Fuels, were included on **SNEWS' 25 COOLEST PRODUCTS AT OUTDOOR RETAILER LIST.**



Q&A

between Jenny Kordick, MOB's Executive Director and Carolann Ouellette, Director of Maine's Office of Outdoor Recreation:



You've been Director of Maine's Outdoor Recreation Office for over a year now! What has been the best part?

Getting to know the remarkable people that make up the outdoor recreation industry in Maine – people who have incredible passion for Maine, their communities, the environment, their own recreational pursuits and sharing those with others.

In your role you have been involved in national conversations around outdoor recreation. Where do you see Maine fitting in? What makes us unique?

Maine can play a key role in the East, particularly the Northeast, to help elevate the awareness of the importance of the outdoor recreation economy in the region.

We have a lot to offer as we have been at this for a long time. Over 150 years ago, the Rangeley Lakes region of western Maine was an outdoor recreation paradise and continues that tradition today. The nation's oldest private fishing club, the Oquossoc Angling Association was the organization for which the first Rangeley Boats were built in 1869. Thoreau's hike & canoe exploration with Penobscot Nation Guides captured in *The Maine Woods* which was published in 1864.

Maine's deep-rooted heritage of connecting people to place in the outdoors is a part of all of us that live, work and play here.

What would you tell a national brand that was undecided as to whether they should locate their new HQ in Maine?

Maine has unparalleled natural resources, and aside from our people, they are our biggest asset and have always been an integral part of our economy. We continue to marry tradition with innovation in the outdoor recreation space. Maine is close to key markets domestic & international, has a solid suite of business resources and support, and a growing and impactful network of outdoor recreation businesses in Maine Outdoor Brands.

What role do you see MOB playing in helping achieve the vision of your office to grow Maine's outdoor recreation economy?

MOB is a key private sector partner in our efforts to grow the outdoor economy and build Maine's outdoor recreation brand. Two other areas of

direction for my office, in which MOB can play a critical role, include developing strategies to create outdoor recreation employment, to enhance business growth and to coordinate with state economic development leaders to integrate the outdoor recreation industry into their efforts. MOB can also be helpful in efforts to monitor, analyze, develop and coordinate outdoor recreation policies at the federal, state and local levels.

Where's your favorite "outdoor" place in Maine and why?

Maine has so many amazing places to recreate, it's hard to have a favorite!



See the full interview at maineoutdoorbrands.com

WHAT'S YOUR CLAIM TO FAME?

Founded by my great-grandfather, Leon Leonwood Bean in 1912, L.L.Bean began as a one-room operation selling a single product, the Maine Hunting Shoe, a revolutionary boot that transformed how people enjoyed the outdoors. From this one innovative product, we became a global brand, and one of the most-beloved and successful family-owned businesses in the outdoor industry.

HIGHLIGHT OF 2019

I was flattered to be asked to serve on the Outdoor Industry Association's Board of Directors, focusing on issues facing our industry from recreation and trade policy to sustainability and increasing outdoor participation. OIA has been represented predominantly by companies located west of the Mississippi, so it feels great to have more East Coast brands joining the conversation. Serving on the Board allows me to share L.L.Bean's (and Maine's) perspective on key issues, creating more regional balance and helping to further highlight our state's outdoor recreation relevance.

WHY DO YOU RUN YOUR BUSINESS IN MAINE?

Since 1912, L.L.Bean has called Maine home. Maine is part of our roots, our history, heritage and our DNA. With its rugged beauty and boundless opportunities for outdoor recreation, there couldn't have been a better birthplace for L.L.Bean. Maine's values and L.L.Bean's values are one and the same – integrity, respect, and a strong work ethic – something we call “perseverance”.

WHY MAINE OUTDOOR BRANDS?

We're proud to support Maine Outdoor Brands and their members. The work we all do – in our respective businesses and together through the work of MOB – is critical to continuing to highlight Maine as a preeminent outdoor destination and growing our outdoor recreation economy.

MEET THE MEMBERS



L.L.BEAN
FREEMPORT, MAINE

**SHAWN GORMAN, EXECUTIVE
CHAIRMAN OF THE BOARD**





MOB hosted a panel discussion with L.L.Bean, Blaze Partners and Flowfold on the power of collaborations. We discussed how large established brands and small emerging brands can leverage one another's strengths in innovating new products, attracting new customers and ultimately driving sales.

MEET THE MEMBERS



ARCTIC LYNX MATERNITY
CAPE ELIZABETH, MAINE
MICHELLE BOYER, FOUNDER

WHAT'S YOUR CLAIM TO FAME?

Arctic Lynx Maternity is creating technical baselayers for women to wear while they are pregnant.

HIGHLIGHT OF 2019

This is our first full season, so in some ways, everything feels like a big accomplishment. We made GearJunkie.com's list of "The Best Maternity Workout Clothes of 2019" and launched a new product, a maternity performance T-shirt.

WHY DO YOU RUN YOUR BUSINESS IN MAINE?

I run my business in Maine because Maine was a huge part of the creation of my business. I had recently moved to Maine when I became pregnant with my second daughter. It was all of the amazing outdoor opportunities that Maine provides, which had me longing to be outside more during my pregnancy. But I also found, while pregnant, that there were no products available to pregnant women that would keep them warm (much needed in Maine) but also no products that were focused on performance and encouraging outdoor activity. After my husband offered to let me wear his way too big for me baselayers, I was determined to create something myself that would be durable, high quality, performance based, fit well AND also look good!

WHY MAINE OUTDOOR BRANDS?

For Arctic Lynx as a business, MOB has provided so much value in opportunities, whether its attending Outdoor Retailer or participating in MOB events. Also, I love the mission of supporting outdoor recreation and the brands that are working in the outdoor space.

“Maine people and visitors have enjoyed our vast natural resources for generations. From hunting to fishing to hiking and many other activities in between, experiencing and protecting the outdoors is an integral part of our heritage, it is who we are as a people, and it is a cornerstone of our state’s economy. By joining this partnership of states, Maine will continue to build on its strong outdoor recreation tradition to attract new businesses, encourage healthy lifestyles, create jobs, and strengthen our rural economy.”

—Governor Janet Mills on Maine joining the Confluence Accords, a commitment to advance four outdoor recreation pillars including conservation and stewardship, education and workforce training, economic development, and public health and wellness.

2019

ADVISORY BOARD

James Morin, Flowfold

Sheila Brennan-Nee, Maine Sports Commission

Kaitlyn Bernard, The Nature Conservancy

David Koorits, Good To-Go

John Milburn, Stabil

Isabel Friedman, Blaze Partners

Adam Shepherd and Leland DeWalt, Rippleffect

Sarah Stanley, Kennebunk Land Trust

BOARD OF DIRECTORS

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Don Oakes, Treasurer, Sea Bags

Jenna Klein Jonsson, Secretary, Blaze Partners

Kay Henry, Trustee, Outdoorsense

Sam Fratoni, Trustee, Maine Angels

Charlie Bruder, Trustee, L.L.Bean

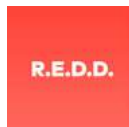
David Koorits, Trustee, Good To-Go

2019 MEMBER BRANDS



rogue industries





THANK YOU

**to the supporters who helped set
MOB up for success this year:**

Blaze Partners

Machias Savings Bank

Bernstein Shur

Yarmouth Payroll Plus

KMA Human Resources Consulting

S.A. Hutnak & Associates, LLC

Warren, Currier & Buchanan

Dirigo Collective

Cairn Consulting

Backyard Concept, LLC

Maine Mariners

Nimlok Maine

Kingspøke

SEE YOU ON THE TRAIL!



MAINE
BEER TRAIL

+100
craft breweries
inland and on the coast

THE OYSTER TRAIL OF MAINE



+50
restaurants

highlight multiple varieties of Maine oysters, have a partnership with a local oyster farm, or regularly have Maine oysters on the menu.

281 MILES
OF THE APPALACHIAN TRAIL

run through Maine. Maine is the A.T.'s most challenging, rugged and remote state, and it has the wildest feel of any area of the Trail.

374 MILES **OF THE NORTHERN
FOREST CANOE TRAIL**
(more than any other state)

THE MAINE ISLAND TRAIL
375 MILES

of water trails connecting over 200 wild islands and mainland sites open for day use or over-night camping.



MAINE

OUTDOOR BRANDS



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