



MAINE

OUTDOOR BRANDS

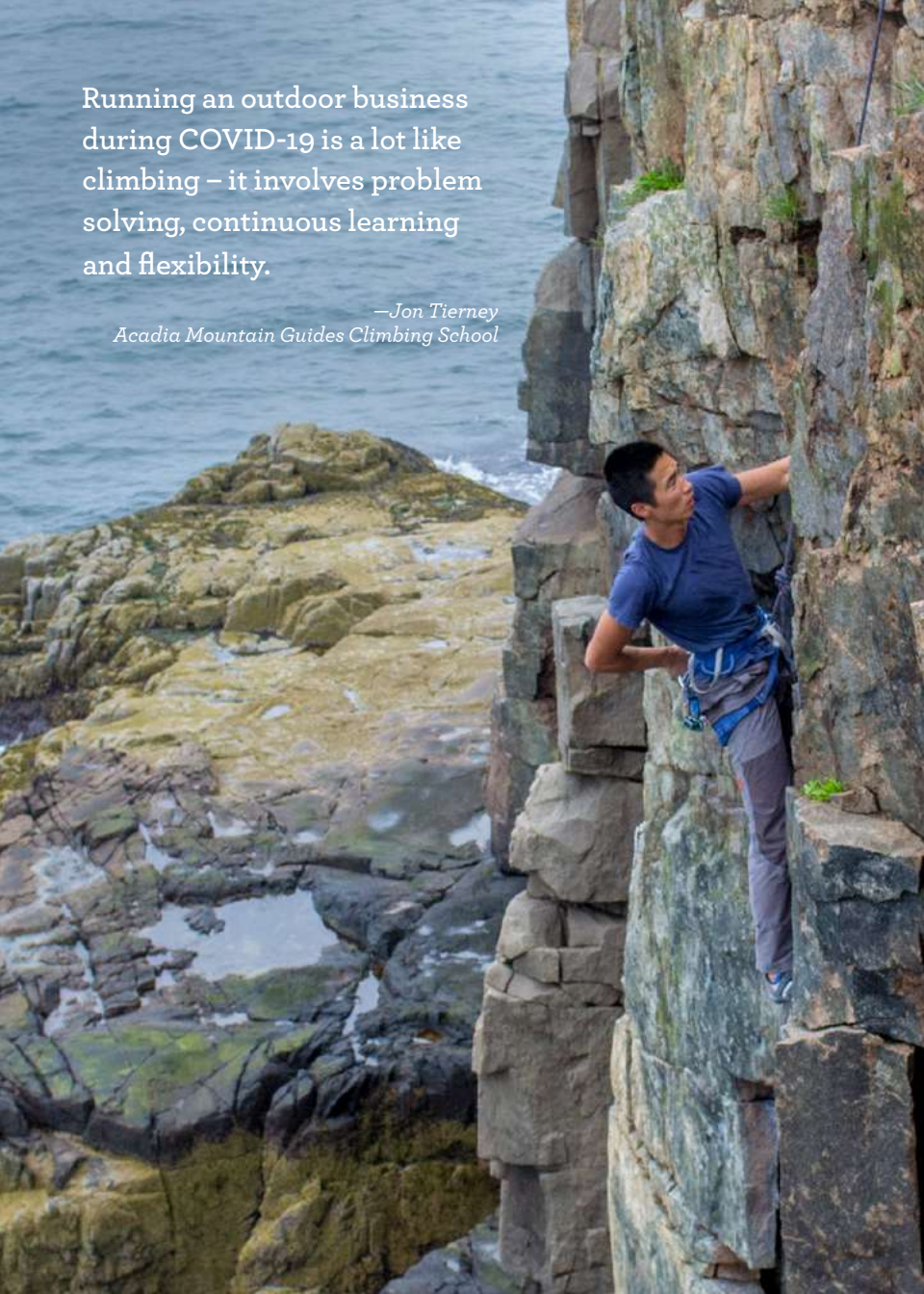
2020

ANNUAL REPORT

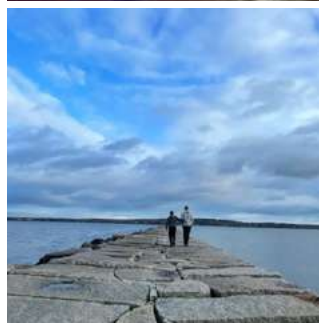
MAINE
OUTDOOR BRANDS

Running an outdoor business during COVID-19 is a lot like climbing – it involves problem solving, continuous learning and flexibility.

—Jon Tierney
Acadia Mountain Guides Climbing School

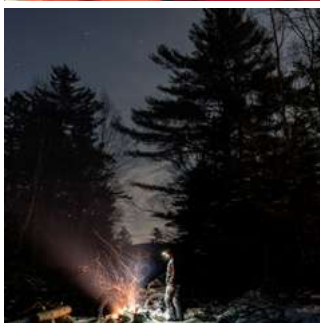


MISSION + VISION



Maine Outdoor Brands unites and provides a voice for Maine's outdoor product, service and retail companies.

We envision a connected and thriving outdoor recreation industry in Maine that innovates and collaborates to support a sustainable economy and works to get more people outside.



WHAT A YEAR IT'S BEEN

2020 was a year like no other. We saw sales of outdoor gear plummet, and events, reservations and trips cancelled. L.L.Bean closed their flagship store in Freeport for the first time in company history. Our state's \$3 billion outdoor recreation economy came to a screeching halt.

And then, just as quickly, a boom: people started biking, hiking, boating and spending more time outside than ever before. Maine Outdoor Brands and our members adapted and pivoted, embracing a growth mentality and renewed appreciation for the role our industry plays in connecting people to the restorative power of the outdoors.

We are pleased to share our 2020 annual report – be sure to check out our Making it in Maine video series, which we hope will inspire you to spend time outside and support the innovative and resilient brands and individuals that make up Maine's outdoor recreation industry.

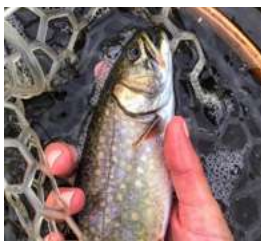
With Gratitude,



Jenny Kordick
Executive Director



Photo: Emily Drain Bruce



@maineoutdoorbrands

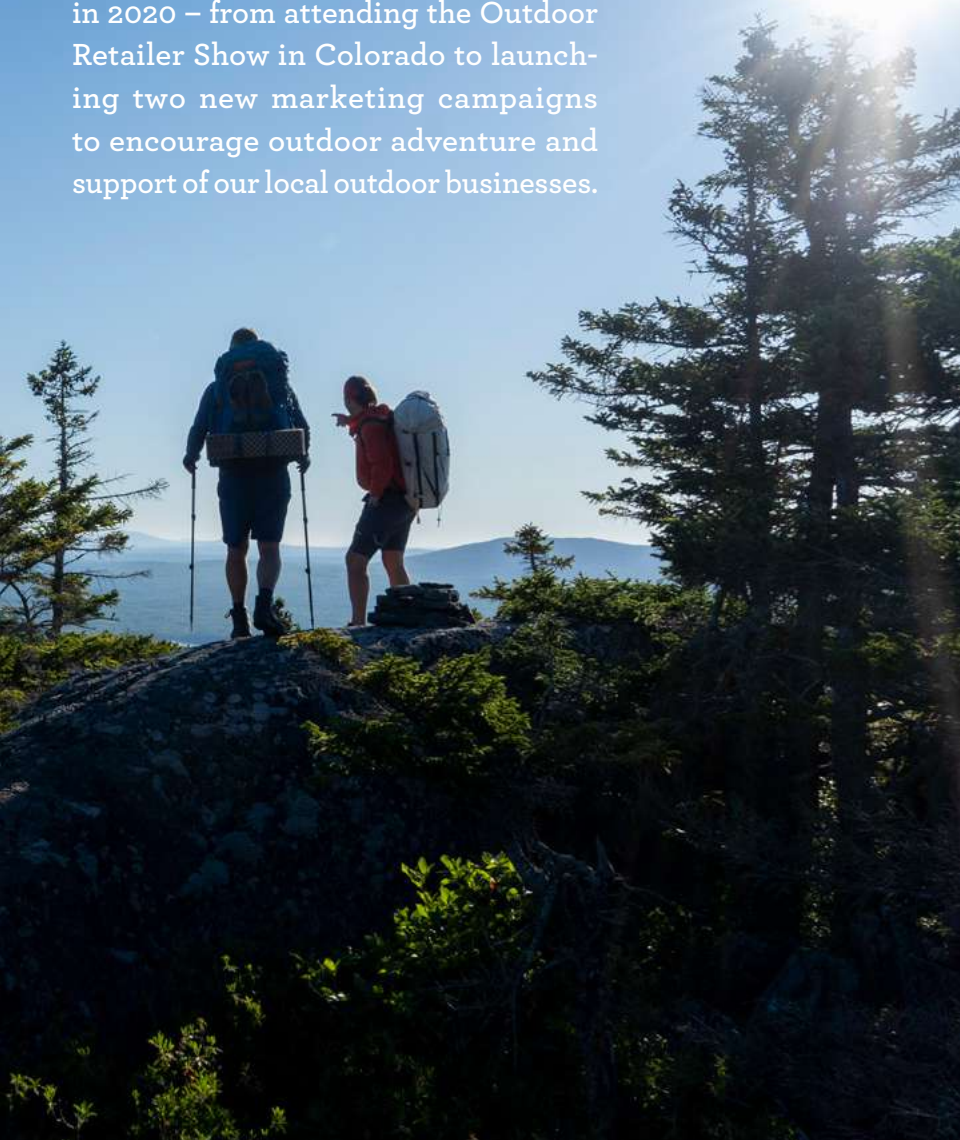
Thank you to our members and supporters
for their continued involvement, commitment to MOB and passion for growing
Maine's outdoor economy.

**THANK
YOU!**

COLLABORATION CONTINUES



Maine Outdoor Brands was founded on the premise that we are stronger together. We continued collaborating in 2020 – from attending the Outdoor Retailer Show in Colorado to launching two new marketing campaigns to encourage outdoor adventure and support of our local outdoor businesses.





MOB attended the Outdoor Retailer Winter Market in Denver, Colorado in January of 2020 – showcasing products from ten Maine brands: Amalgam Skis, Foothill

MAINE
OR BRANDS



Fuels, Good To-Go, Mainers, Pyxie, Rogue Industries, Sea Bags, Sterling Rope, Winterstick Snowboards and West Mountain Ski Company.

“

As a small Maine-based brand working through the rigors of bringing a new product to the market, attending Outdoor Retailer on our own was simply not an option. When MOB reached out with an opportunity to join their booth at the show we jumped on it.



”

The benefits we saw from attending were: face-to-face connections with industry media, meeting one-on-one with buyers of all types, growth of connections with other MOB brands, and great exposure to the Outdoor Industry.

*Jeff Faye, marketing director at Mainers,
based in Trenton, Maine*





MAINE

FALL IS FOR EXPLORING. STEP
INSIDE AND PLAN YOUR MAINE
ADVENTURE.

LOCAL ADVENTURES

SEALS & DISCOUNTS

ADVENTURE LOCAL MAINE


With out of state tourism at an all-time low, MOB launched the Adventure Local Maine marketing campaign to encourage Mainers to get outside and support our local outdoor recreation businesses and organizations.

 **Maine Outdoor Brands**
May 21, 2020 · 🌐


Calling all Mainers! Stay close to home and explore all that Maine has to offer this summer.

To help you start planning, we've compiled a list of Maine outdoor businesses offering adventures and locals discounts, plus tips on how to recreate responsibly. Have fun out there! 🏕️ 🚣 🧗 🏠



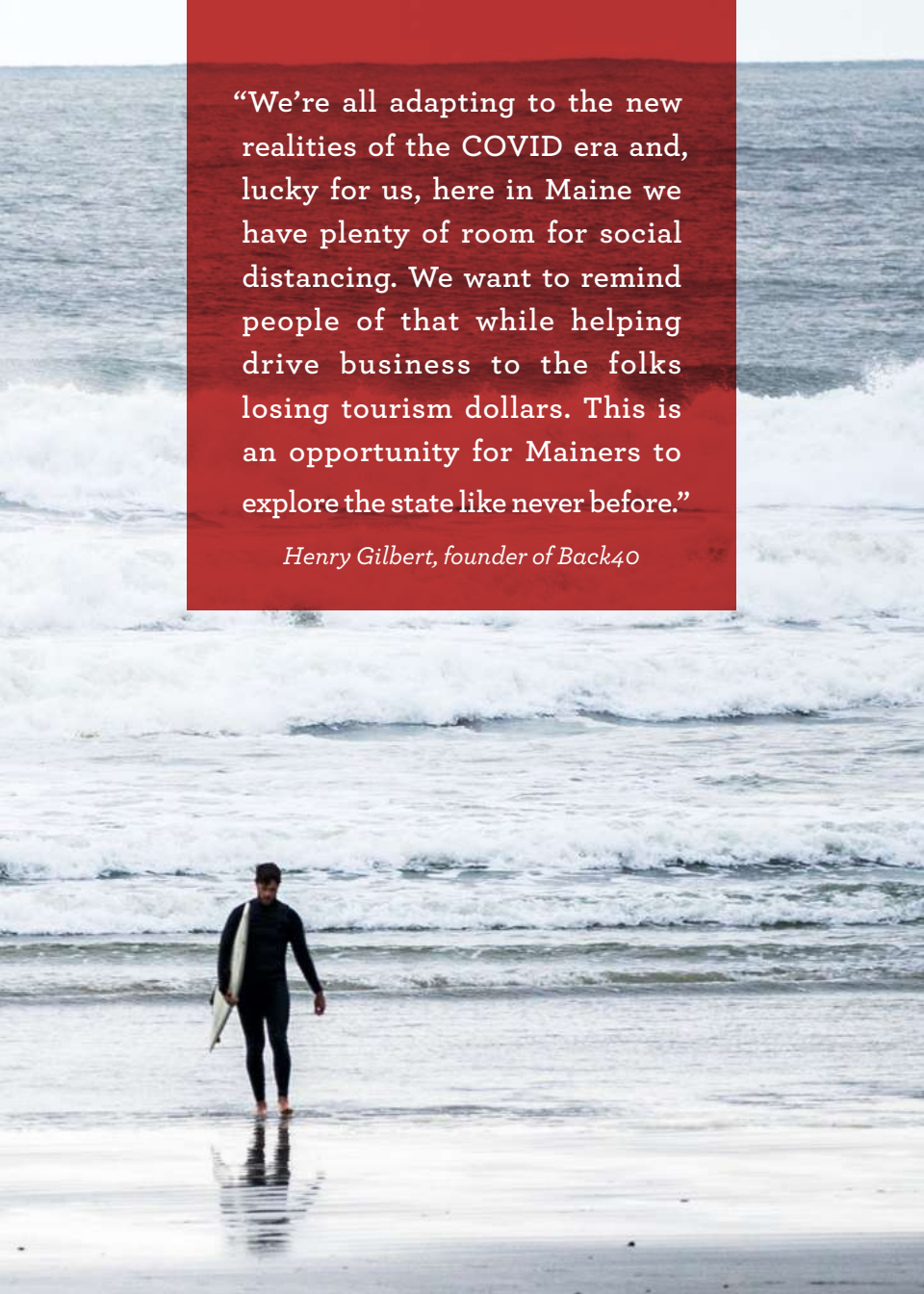
 **Maine Outdoor Brands**
June 19, 2020 · 🌐

Need help planning summer adventures? Maine's outdoor brands are offering locals discounts on paddling, climbing, rafting, camping and more.



[ADVENTURELOCALMAINE.COM](https://adventurelocalmaine.com)
Discounts on Maine Outdoor Experiences & Campgrounds — Adventure Local Maine
[Learn More](#)



A person in a black wetsuit is walking away from the camera into the ocean surf. They are carrying a white surfboard under their right arm. The water is shallow, and the person's reflection is visible in the wet sand. In the background, there are several waves breaking, creating white foam. The sky is overcast. A large red rectangular box is superimposed over the upper half of the image, containing white text.

“We’re all adapting to the new realities of the COVID era and, lucky for us, here in Maine we have plenty of room for social distancing. We want to remind people of that while helping drive business to the folks losing tourism dollars. This is an opportunity for Mainers to explore the state like never before.”

Henry Gilbert, founder of Back40

ECONOMIC IMPACT

For the second year, the Department of Commerce's Bureau of Economic Analysis (BEA) released statistics showing the role that outdoor recreation plays in each state's economy. According to the report, which focuses on 2019 data, Maine's outdoor recreation industry makes up a larger percentage of the state's economy than in almost any other state.



Maine ranks

5TH

In The Nation

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

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

Boating & Fishing

\$284M



Hunting/Shooting/
Trapping

\$53M



RVing

\$152M



Snow Activities

\$64M



Climbing/Hiking/
Tent Camping

\$30M



Outdoor recreation
contributes

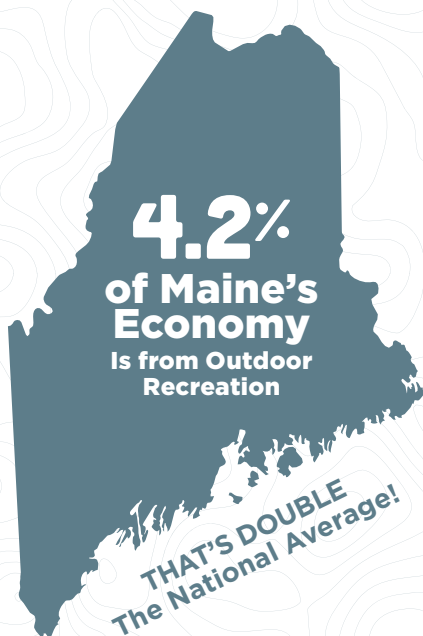
**\$3
BILLION**

to Maine's Economy

That is

32%

**Greater Than the
Construction Industry**



Maine's
OUTDOOR RECREATION
Economy

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

In Maine
OUTDOOR RECREATION:

Accounts for

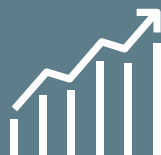
4.7%

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

Outdoor Experience
Providers Contributed

**\$1.1
BILLION**

to The State's Economy in
2019*



Manufacturing
Contributed

\$240

to The State's Economy
in 2019

Data sources: Bureau of Economic Analysis, ORSA and Headwaters
Economics and Outdoor Industry Association

*Includes recreation, Festivals/Sporting Events, accommodation and food service

MAINE'S OUTDOOR HOLIDAY GIFT GUIDE



MOB collaborated with the University of Maine at Farmington's Outdoor Recreation Business Administration program to launch our first holiday gift guide featuring Maine outdoor products and services.



- OUTDOOR EXPERIENCES
- STOCKING STUFFERS
- PADDLESPORTS
- SNOWSPORTS
- HIKING & CLIMBING
- HOME & LEISURE
- FOOD
- APPAREL
- UNDER \$50
- GIFTS THAT GIVE BACK

MOB's Board of Directors developed and approved the organization's inaugural strategic plan that will run through 2023.

BE THE BASE CAMP

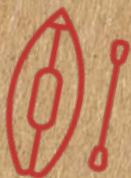
MOB will create an environment where outdoor industry business leaders and entrepreneurs can connect, learn and collaborate.



MARKET THE MAINE OUTDOOR BRAND

MOB will provide collaborative opportunities for companies to market their products and services, increasing exposure for individual businesses and Maine's outdoor industry as a whole.





GET LOUD

MOB will elevate the outdoor recreation industry as a key economic driver in the state of Maine and advocate for its long-term growth.

FILL THE PIPELINE

MOB will help create a stronger pipeline for employees and entrepreneurs into Maine's outdoor industry.



LEAD & THRIVE

MOB will establish ourselves as the leading voice for the outdoor recreation industry in Maine and strengthen our organization to better serve our members.

ADVOCATING FOR MAINE'S OUTDOOR ECONOMY

In 2020, MOB advocated for issues important to the long-term health of the outdoor industry, including the Great American Outdoors Act which was signed into law in August.

In January MOB members met with Governor Janet Mills and state legislators at our annual Hall of Flags day in Augusta.



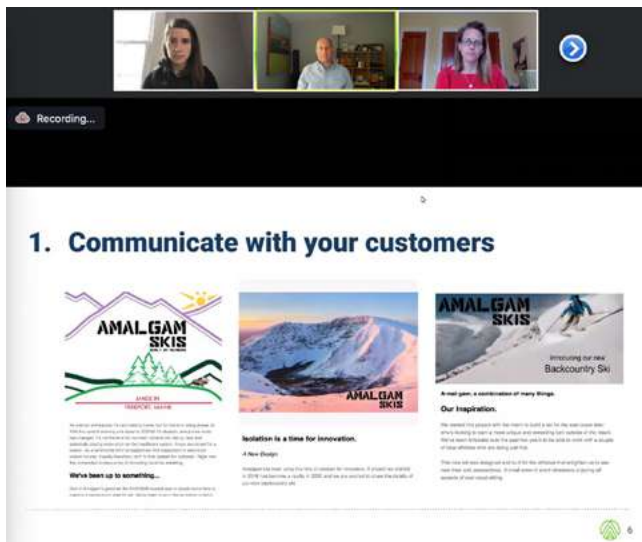
Watch now

TREND TALKS

MAINE OUTDOOR BRANDS


PRESENTED WITH

The University of Maine Graduate
& Professional Center



Recording...

1. Communicate with your customers




AMALGAM SKIS
MADE IN MAINE

We began producing Amalgam Skis in 2018 in Maine, and have since grown to produce and distribute our skis across the Northeast. Since then, we've been able to create a unique, high-quality ski that is both functional and aesthetically pleasing. We're proud to be a part of the outdoor community and to provide our customers with the best possible skiing experience.

We've been up to something...

Our goal is to provide the highest quality ski in the Northeast, and we're committed to providing our customers with the best possible skiing experience.




AMALGAM SKIS

Innovation is a time for innovation.

A New Design

Our new design is a result of our commitment to innovation. We've been able to create a unique, high-quality ski that is both functional and aesthetically pleasing. We're proud to be a part of the outdoor community and to provide our customers with the best possible skiing experience.



AMALGAM SKIS

Introducing our new Backcountry Ski

A real game, a combination of many things.

Our Inspiration

Our inspiration is a combination of many things. We've been able to create a unique, high-quality ski that is both functional and aesthetically pleasing. We're proud to be a part of the outdoor community and to provide our customers with the best possible skiing experience.

MOB GOES VIRTUAL

MOB went virtual in 2020 – hosting online briefings and webinars to keep members connected and informed. We launched a new series with the University of Maine Graduate & Professional Center called Trend Talks with experts digging into the latest outdoor industry trends from consumer spending to outdoor participation.



MOB launched the ADVENTURE specialty plate campaign to provide a way for vehicle owners to show their support for Maine's growing outdoor recreation industry. If approved, proceeds from the plate will be used to support entrepreneurship and workforce development for Maine's outdoor industry.

adventureplate.com

“Maine’s outdoor recreation economy is one of the strongest in the nation. What sets Maine apart is our wealth of outdoor assets, which support outdoor activities in all seasons and can be a growing source of sustainable job growth.”

*Jenny Kordick
Executive Director of Maine Outdoor Brands*



Maine is more than lobsters and lighthouses...you can bike, rock climb, kayak. Anything you want to do outdoors, you can do right here in Maine.”

Jim Darroch with Sandy Pines Campground



DID YOU KNOW?



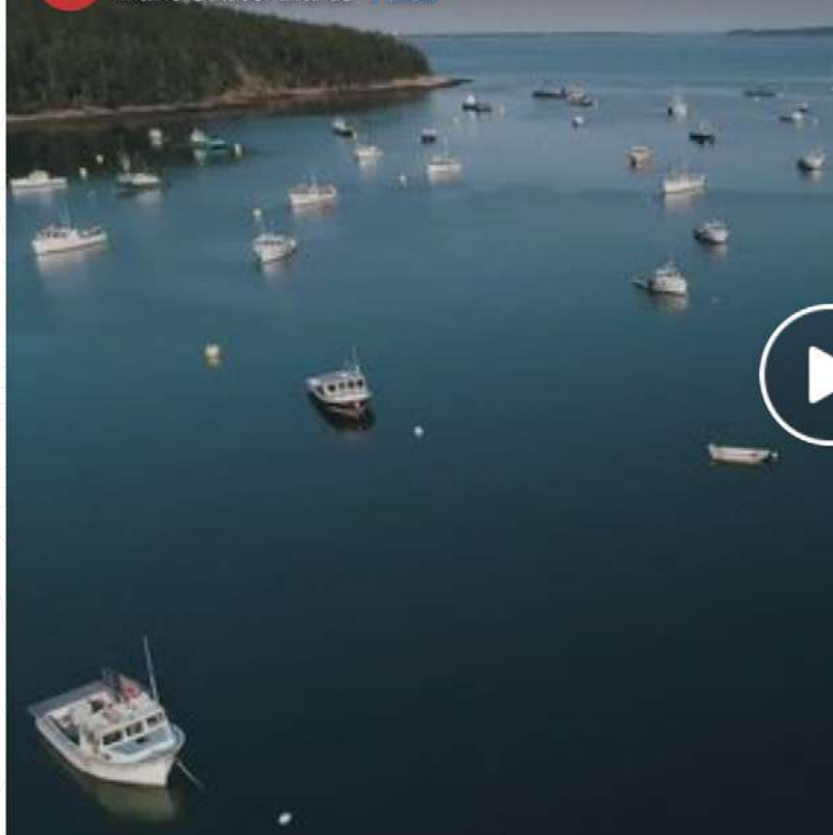
Maine Outdoor Brands manufacturing members quickly pivoted during the pandemic to produce face shields and masks for frontline workers using the same cutting and sewing equipment and techniques used to make outdoor gear. This included Hyperlite Mountain Gear, L.L.Bean, American Roots, Flowfold, Rogue Life Maine, Rogue Industries, Sea Bags and Angelrox.

MAKING IT IN



Making It in Maine: Resilience Through the Pandemic

Maine Outdoor Brands • [Follow](#)



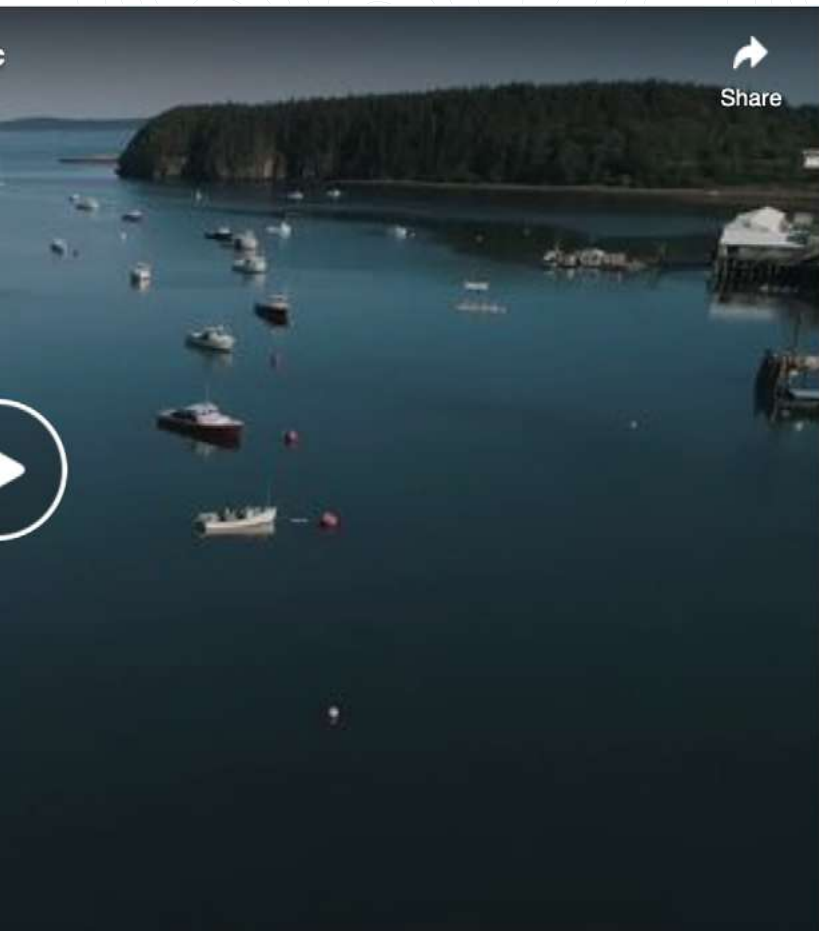
MOB worked with Portland-based 360 Media Ventures to create a series of videos about how the outdoor industry in Maine fared during the pandemic.



Watch now

MAINE

RESILIENCE THROUGH THE PANDEMIC



more >>>





“Whether you are a campground, a gear company, a guide service...the future is bright for our businesses in the state of Maine that have invested in outdoor pursuits.”

—Ryan Lilly from Old Town Canoes & Kayaks



2020

BOARD OF DIRECTORS

Jim Hauptman, President, Blaze Partners

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

WELCOME NEW MOB MEMBERS!

(membership increased by
over 30% in 2020)





Join the 120+ businesses and organizations committed to growing Maine's outdoor recreation economy.

Learn more and apply at MaineOutdoorBrands.com/Membership

THANK YOU

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

Maine Office of Outdoor Recreation

L.L.Bean

Blaze Partners

University of Maine Graduate
and Professional Center

Machias Savings Bank

Bernstein Shur

Yarmouth Payroll Plus

KMA Human Resources Consulting

S.A. Hutnak & Associates, LLC

Warren, Currier & Buchanan

Cairn Consulting

Backyard Concept, LLC

Nimlok Maine

Best of Maine

ShipRight



RECORD— BREAKING YEAR

for Maine's
State Parks



More than
3
MILLION

people visited
Maine State Parks in 2020,
despite pandemic-related
spring closures

280K
Camping Vistors

8%
increase
over 2019

MAINE

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