

# MAINE

## OUTDOOR BRANDS

**2021**  
ANNUAL  
REPORT

**MAINE**  
**OUTDOOR BRANDS**

# 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.



## A BIG YEAR FOR MOB

The ongoing pandemic has continued to show us how important outdoor recreation is to Maine and its future. Demand for outdoor gear and services soared this year, and our members rose to meet the moment – navigating supply chain challenges, workforce shortages, and continued uncertainty – to connect more people to the outdoors than ever before. In the process, we proved our industry is a significant economic driver in the state.

MOB in turn, also stepped up, increasing our capacity, member offerings, and advocacy to ensure the outdoor industry has a louder voice. This year we added our second full time staff person, Brian Threlkeld as Membership and Marketing Director. With Brian in place, our membership grew almost 30% and we were able to host more member events than ever before.

This year MOB also dug into issues important to the long-term health of the outdoor industry. We successfully advocated for increased funding for the Land for Maine's Future program to increase recreational access. We promoted responsible recreation through the Look Out for ME campaign. We identified the most in demand jobs and skill sets in the outdoor industry to help inform workforce development strategies. And we're just getting started. We look forward to building on this important work in 2022.

If we could have one resolution for the year ahead it would be to spend a little more time outside and a little less time online. We hope the year will bring more in-person networking events, service days, and time spent together outdoors.

Onward,

Handwritten signatures of Jenny Kordick and Kay Henry in black ink.

Jenny Kordick, Executive Director

Kay Henry, Board President

# WHAT WE DO

- Provide opportunities for outdoor industry business leaders and entrepreneurs to **connect, learn, and collaborate**
- Elevate the outdoor recreation industry as a **key economic driver** in the state of Maine
- **Market the Maine Outdoor Brand** nationally and internationally and provide collaborative marketing opportunities for member brands
- Collaborate with the Maine Office of Outdoor Recreation to **strengthen Maine's outdoor economy**
- Support career exposure and recruitment to ensure Maine's outdoor industry has the workforce it needs to thrive



**FOLLOWERS ON  
SOCIAL MEDIA**





**CHRIS KEELER**  
**ALTERNATIVE CHANNEL MANAGER**  
**AT GRANDY OATS**

Moved to Maine from Telluride, Colorado.

Found his job after searching for outdoor focused companies on Maine Outdoor Brands website.

Avid fly fisher, snowboarder, and mountain biker.

His advice for other job seekers?

**“Network with like-minded people who are passionate about the same things you are.”**



# ECONOMIC IMPACT

For the third 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 2020 data, Maine's outdoor recreation industry makes up a larger percentage of the state's economy than in almost any other state.

**We've seen increases in:**



**Boating & Fishing**  
↑ **27%**

**Biking**  
↑ **15%**



**Manufacturing**  
↑ **8.5%**





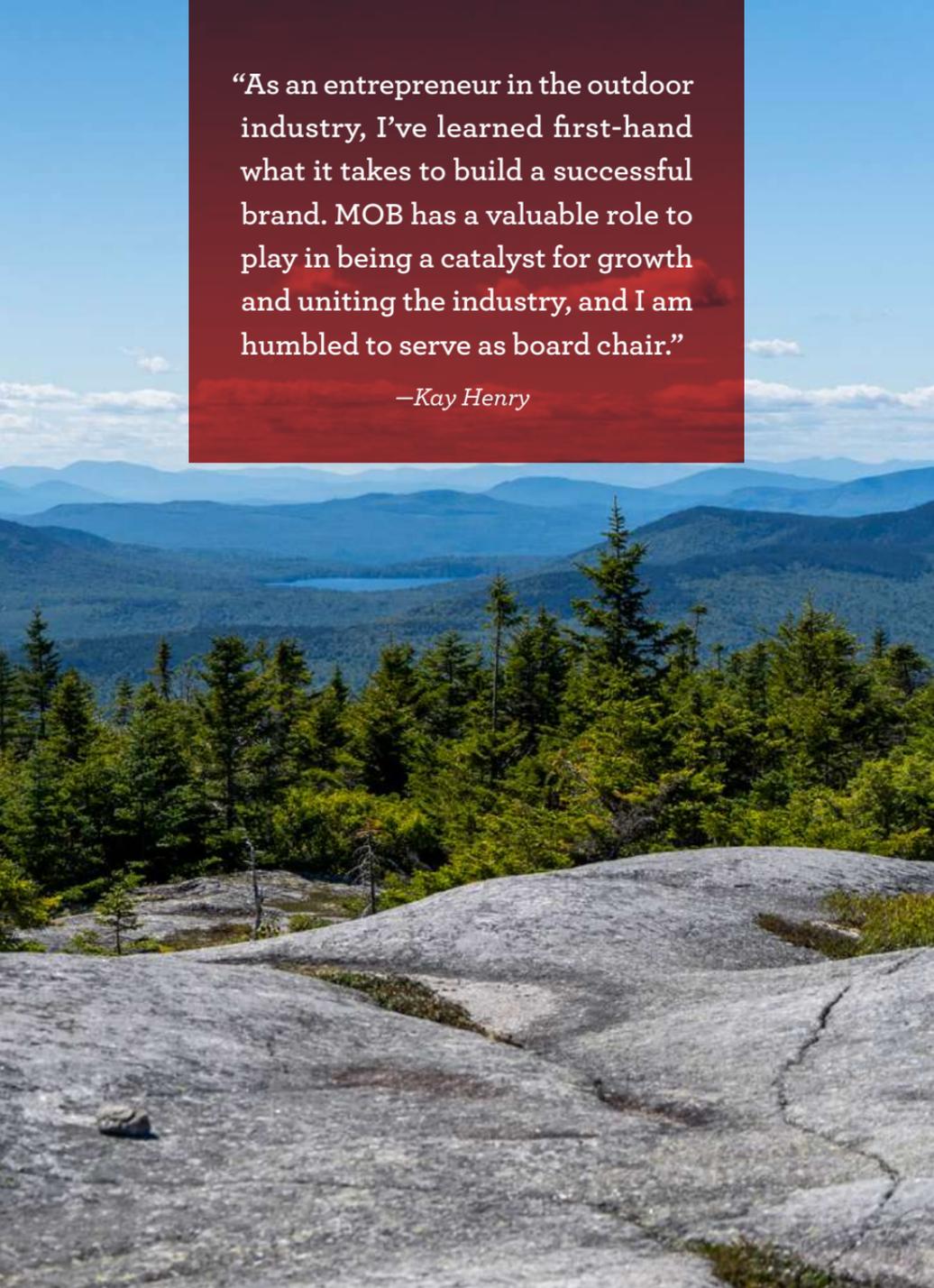
**Maine ranks**

**5TH**

**In The Nation**

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





“As an entrepreneur in the outdoor industry, I’ve learned first-hand what it takes to build a successful brand. MOB has a valuable role to play in being a catalyst for growth and uniting the industry, and I am humbled to serve as board chair.”

—*Kay Henry*

# DID YOU KNOW?

## ALASKA

Alaska Outdoor Alliance

## ARIZONA

Get Outdoors Arizona

## BRITISH COLUMBIA

BC Apparel and Gear Association

Kootenay Outdoor Recreation

Enterprise Initiative

## CALIFORNIA

California Outdoor Recreation Partnership

Outdoor Embassy

## COLORADO

Colorado Outdoor Business Alliance

Pikes Peak Outdoor Recreation Alliance

## CONNECTICUT

Connecticut Outdoor Recreation Alliance

## IDAHO

Idaho Business for the Outdoors

## MAINE

Maine Outdoor Brands

## MICHIGAN

Land of Outsiders

## MONTANA

Business for Montana's Outdoors

## NORTH CAROLINA

Growing Outdoors Partnership

North Carolina

Outdoor Recreation Coalition

Outdoor Gear

Builders of WNC

## NEW HAMPSHIRE

Granite Outdoor Alliance

## NEW MEXICO

endeavOR New Mexico

## NEVADA

Nevada Outdoor Business Coalition

## OREGON

Oregon Outdoor Alliance

## PENNSYLVANIA

Pennsylvania Environmental Council

## UTAH

Utah Outdoor Association

## VERMONT

Vermont Outdoor Business Alliance

## WASHINGTON

Big Tent Outdoor Recreation Coalition

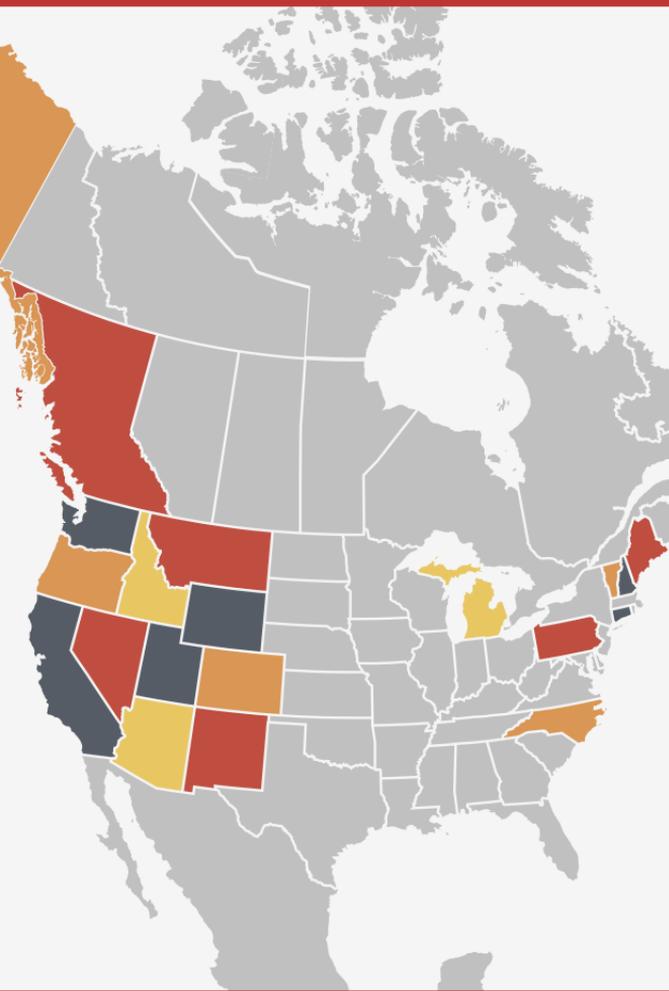
Recreation Northwest

## WYOMING

Wyoming Outdoor Business Alliance



Outdoor business alliances from Alaska to New Mexico, North Carolina to Maine, Michigan to Idaho have joined forces to elevate the vital importance of a thriving outdoor industry.



**MOB is part of the  
State Outdoor  
Business Alliance  
Network**

Outdoor business alliances share knowledge, opportunities, and best practices, working alongside national industry partners and state offices of outdoor recreation.



## **ERIN O'TOOLE**

### **FOUNDER, OTERRA DESIGNS BIDDEFORD, MAINE**

Earned a business degree from University of Maine Farmington.

Learned to sew at Hyperlite Mountain Gear, where she was one of the first employees. Eventually led their R&D department.

Her passions? Climbing and supporting fellow female business owners.

Collaborating with Sterling Rope to create a chalk bag line for their sponsored athletes after a connection made through MOB.



# MOB IN THE NEWS

**Outside**  
BUSINESS JOURNAL



 NEWS CENTER  
**MAINE**

“Maine’s outdoor industry has proven to be resilient throughout the pandemic. Our manufacturing brands quickly pivoted from making outdoor gear to making PPE for healthcare workers. And our outdoor experience providers managed a surge of new outdoor participation.”

—Jenny Kordick, MOB’s Executive Director

“...groups such as the Roux Institute and Maine Outdoor Brands continue working to put Maine on the map by growing and promoting the companies and the industry as a whole.”

—Hanna LeClaire, *Portland Press Herald*

**Campaign Teaches Newbies How to Take Full Advantage of Maine Outdoors**  
[News Center Maine](#)

**Maine Outdoor Brands Appoints Kay Henry as New Board President**  
[Outdoor Business Journal](#)

**Maine Conservation Voters hosts online Lunch & Learn event ‘Invest in Land, Water, and Parks’**  
[Bangor Daily News](#)

**A Map of Maine Can Fool You**  
[Outdoor Retailer](#)

**Love Letters to Maine**  
[Maine Magazine](#)

# Portland Press Herald

Outdoor

**RETAILER**

Magazine

maine.

**Mainebiz**

MAINE'S BUSINESS NEWS SOURCE

“If I fast-forward 10 years, I think we have the opportunity to be the premier state for outdoor-minded people.”

—Charlie Brudar

Vice President of Merchandising at L.L.Bean and  
MOB Board Member

“Maine is a great place to build products because of the culture here, but Maine’s just a small market. You have to think from the start, how does the product I’m building work from a national perspective?”

—Kerry Gallivan, Founder, Chimani

Maine Conservation Voters hosts online  
Lunch & Learn event ‘Invest in Land, Water,  
and Parks’

[Bangor Daily News](#)

Maine Tech Startups Arise from Increased  
Interest in Great Outdoors

[Portland Press Herald](#)

Maine’s Outdoor Recreation Industry  
Ranks Near the Top in Driving US State  
Economies

[MaineBiz](#)

For Maine’s Outdoor Rec Companies, Last  
Year Offers Useful Lessons

[MaineBiz](#)

“Our business has seen an uptick through the years of working with Maine Outdoor Brands and it will be an integral part of our business going forward.”

- Noah Kleiner  
Owner/Lead Guide  
Equinox Guiding Service LLC







MOB partnered with the Maine Office of Outdoor Recreation and the Muskie School of Public Service at the University of Southern Maine to conduct a survey of 80+ outdoor businesses in Maine to gain a better understanding of workforce needs of the industry over the next five years.

The study found that while employers in Maine's outdoor industry are attracting a younger workforce, it remains difficult to fill open positions.

“This survey pinpoints the most in demand jobs across the industry and helps us identify the best opportunities to collectively recruit and train future employees,”

—Jenny Kordick, Executive Director of Maine Outdoor Brands.

[LEARN MORE](#)



**EMILY MACKEOWN**  
**REGISTERED MAINE GUIDE AND**  
**OUTREACH COORDINATOR FOR**  
**MAINE GEAR SHARE**

Grew up on Matinicus Island.

Spent 5 seasons guiding day trips and overnight adventures with L.L.Bean's Outdoor Discovery Program.

Working to start an innovative outdoor gear library for Maine's trip leaders and outdoor educators.

Best thing about her job?

**“Getting the opportunity to meet leaders and innovators in the outdoor industry, and hear about the passion that drives them in their work to get more people outside.”**



A scenic landscape featuring a rocky foreground, dense green trees, and a clear blue sky. The foreground is filled with numerous large, grey, rounded rocks. In the middle ground, there is a dense forest of green trees, including some evergreens and deciduous trees. The sky is a clear, light blue. A red horizontal band is overlaid across the middle of the image, containing white text.

**MEMBERS + SUPPORTERS  
WHO SPOKE AT MOB EVENTS  
IN 2021**

Michelle Boyer, Arctic Lynx  
Maternity

Charlie Bruder, L.L.Bean

Tim Cahill, L.L.Bean

Chris Carleton, Allspeed

Michael Collin,  
Pale Morning Media

Mark Ferguson, Brant &  
Cochran

Drew Graham, ShipRight

Eliza Hill, Blaze Partners

Heather Johnson, Dept. of  
Economic and Community  
Development

Jenna Klein Jonsson, Blaze  
Partners

David Koorits, Good To-Go

Devin McNeill, Flowfold

Tracy Michaud, University of  
Southern Maine

Carolann Ouellette,  
Maine Office of Outdoor  
Recreation

Tom Rainey, Maine Center  
for Entrepreneurs

Jen Scism, Good To-Go

Adam Shepherd, Rippleffect

Lou Simms, Maine  
Technology Institute

Steve Smith, L.L. Bean

Dan St. Pierre, Hyperlite  
Mountain Gear

Taylor Strout, Rugged Seas

Cindy Talbot, Maine Center  
for Entrepreneurs

**THANK YOU!**



“MOB continues to provide invaluable learning and collaboration opportunities for our constantly evolving industry and did not let up during the pandemic. Each new year I have great anticipation for what Maine Outdoor Brands might bring to the table!”

*—Cathy Streifel  
Founder, Pyxie*





# 2021 BY THE NUMBERS



**+1 L.L.BEAN RECHARGEABLE LANTERN “TORCH”**  
passed from Jim Hauptman to Kay Henry as Board President



**+1 NEW STAFF PERSON**  
Brian Threlkeld joined  
MOB as Membership &  
Marketing Director



**+2 NEW BOARD MEMBERS**  
Jen Brophy and  
Ponch Membreño



**+36 NEW  
MEMBERS**

**50%**

**+HALF OF NEW HIRES**  
reported by outdoor  
industry employers  
**ARE UNDER THE  
AGE OF 35**

**+7 BRIEFINGS HELD FOR MEMBERS**  
topics included trends in the outdoor industry  
and how to access funding for business growth

**2021**

## **BOARD OF DIRECTORS**

Kay Henry, President

David Koorits, Vice President

Jenna Klein Jonsson, Secretary

Don Oakes, Treasurer

Sam Fratoni, Trustee

Charlie Bruder, Trustee

Jim Hauptman, Trustee

Jen Brophy, Trustee

Ponch Membreño, Trustee

## **MEMBERSHIP COMMITTEE**

David Koorits, Good To-Go (Chair)

Sheila Brennan Nee, Maine Sports Commission

John Milburn, Implus

Jen Brophy, Red River Camps

# WELCOME NEW MOB MEMBERS!

(membership increased by  
over 28% in 2021)



Opolis.



COASTAL MAINE  
BOTANICAL  
GARDENS



ADAPTIVE OUTDOOR  
EDUCATION CENTER



SailMaine



SUGARLOAF



Join the 150+ businesses and organizations committed to growing Maine's outdoor recreation economy.

Learn more and apply at [MaineOutdoorBrands.com/Membership](http://MaineOutdoorBrands.com/Membership)

# Outdoor recreation contributes to economic success in



## **TOURISM**

Visitors who come to enjoy the outdoors spend money on lodging, restaurants, and other services, creating jobs and putting money into the community.

## **ENTREPRENEURS + TALENT**

Access to the outdoors and a high quality of life attracts and retains new businesses and skilled workers.

## **NEW RESIDENTS**

Places with recreation amenities on federal public lands have higher rates of in-migration, helping fuel jobs for teachers, doctors, construction workers, and more.

## **MAIN STREET BUSINESSES**

Restaurants, grocery stores, gear stores, and other local retailers benefit from visitors and new residents.

Outdoor recreation contributes to economic success in many ways and will help lead recovery from the pandemic. Maine Outdoor Brands worked with other members of the State Outdoor Business Alliance Network to release a report in 2021 describing pathways to

n many ways.

### RETIREMENT + INVESTMENT INCOME

Wealth from retirees and investors—who are drawn to live near outdoor access—helps boost the local economy.

### TAX REVENUE

Spending at local businesses and increased property tax revenue contribute to the tax base.

### HEALTHIER RESIDENTS

Access to the outdoors improves public health and reduces costs of chronic conditions, especially for impoverished and under-resourced neighborhoods.

### GEAR MANUFACTURING

Companies that make outdoor equipment tend to locate in places with outdoor amenities, providing jobs and investment in the community.



robust businesses, thriving outdoor places and equitable recreation opportunities that result from investments in the outdoor economy. The report was produced by Headwaters Economics and can be found at [soban.org](http://soban.org).

# LOOK OUT FOR ME

The COVID-19 pandemic has inspired more people than ever before to explore all the forests, mountains and coastlines that make Maine uniquely Maine.

That's why we supported the Maine Office of Outdoor Recreation and Maine Office of Tourism in launching the Look Out for ME initiative. Our goal is to ensure that visitors and residents alike venture out safely and responsibly, with a great respect for the land we all love and cherish.

Help us spread the word about how we can all do our part to protect Maine's natural resources for generations to come.



[LOOKOUTFORME.COM](http://LOOKOUTFORME.COM)

# LOOK OUT FOR ME

HELP PRESERVE TOMORROW TODAY.

Learn more at



[LookOutForME.com](http://LookOutForME.com)

**MAINE**  
OUTDOOR BRANDS



STICK TO ESTABLISHED  
TRAILS & ROADS

LOOK OUT  
FOR ME



AVOID PEAK HOURS

LOOK OUT  
FOR ME



KEEP IT CLEAN

LOOK OUT  
FOR ME

partner logo placement  
opportunity

# THANK YOU TO OUR 2021 SUPPORTERS

## **Summit:**

Maine Technology Institute  
University of Maine Graduate & Professional Center  
Blaze Partners  
Bernstein Shur

## **Treeline:**

ShipRight  
Machias Savings Bank  
Best of Maine  
Cross Insurance

## **Trailhead:**

Backyard Concept, LLC  
Portland Design Co.  
Consigli Construction  
New England Ocean Cluster  
Nimlok  
CurrierBuchanan  
S.A. Hutnak & Associates  
Cairn Consulting  
Maine Center for Entrepreneurs  
Yarmouth Payroll Plus  
KMA Human Resources Consulting  
Acadia Benefits

# SEE YOU OUTSIDE!

---

**32**

**State Parks**

**1**

**National Park**

---

Did you know? About 94% of Maine's forest land is privately owned - but more than half is open to public recreation.

---

**1**

**National  
Monument**

**8**

**National Wildlife  
Refuges**

---

Did you know? The Appalachian Mountain Club's Maine Woods property in the 100-Mile Wilderness between Moosehead Lake and Baxter State Park was designated as the first International Dark Sky Park in New England.

---



# MAINE

OUTDOOR BRANDS



[INFO@MAINEOUTDOORBRANDS.COM](mailto:INFO@MAINEOUTDOORBRANDS.COM)

PO BOX 513  
PORTLAND, MAINE 04112  
207.464.0017