





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,

Jenny Kordick, Executive Director Kay Henry, Board President

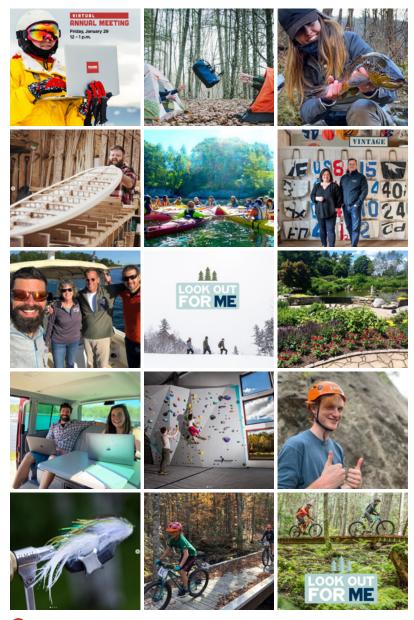
Kom Kay Henry

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:



Fishing & 27%



Biking **↑15**%



Manufacturing 18.5%











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

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

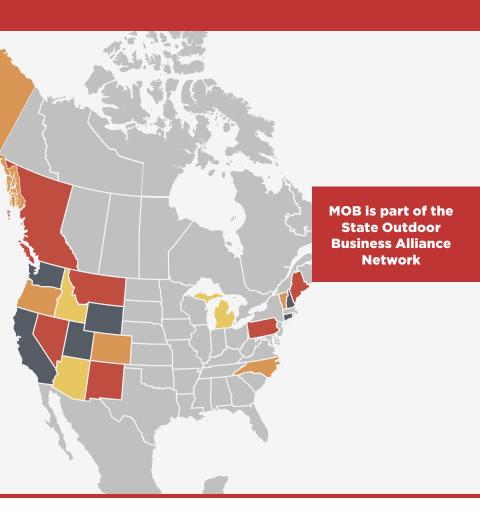
Big Tent Outdoor Recreation Coalition

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.



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







"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 Magazine

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 <u>MaineBiz</u>

For Maine's Outdoor Rec Companies, Last Year Offers Useful Lessons <u>MaineBiz</u>







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

Grew up on Matinicus Island.

MAINE GEAR SHARE

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."







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)





























































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

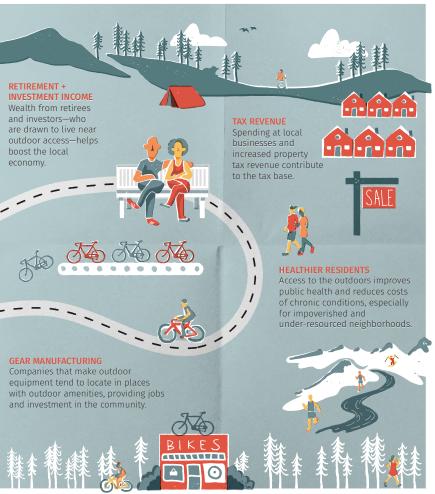
Learn more and apply at MaineOutdoorBrands.com/ Membership

Outdoor recreation contributes to economic success in



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.



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.

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.







LOOK OUT FOR ME

HELP PRESERVE TOMORROW TODAY.





LookOutForME.com











AVOID PEAK HOURS





KEEP IT CLEAN



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

National Park

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

National Monument 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.



OUTDOOR BRANDS



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