

# MAINE'S OUTDOOR RECREATION ECONOMY ROADMAP GROUP ANNOUNCES TRAILBLAZER STATEWIDE ROADSHOW - INTERACTIVE WORKSHOPS

*Stakeholder Engagement Sessions to Shape Maine Outdoor Economy Roadmap Ahead of Fall Launch*

(Portland, Maine - April 10, 2024 ) According to the U.S. Bureau of Economic Analysis, outdoor recreation contributes \$3.3 billion to Maine's economy — nearly 4% of the state's Gross Domestic Product (GDP). In an effort to grow Maine's outdoor recreation economy over the next 10 years, a collaboration of industry, communities, government, and higher education organizations joined forces to develop the Maine Outdoor Economy Roadmap or Trailblazer Roadmap.

Guiding this initiative are Maine Outdoor Brands, the University of Maine, and the Maine Office of Outdoor Recreation, with a goal of defining Maine's outdoor economy and its potential, producing a baseline analysis of the value of Maine's outdoor economy, identifying key strategies to fuel growth of the state's outdoor economy for the next ten years, and forming partnerships and collaborations for investment in Maine's future.

The Roadmap's journey began with an extensive stakeholder engagement process at the Maine Outdoor Economy Summit last fall with over hundreds of people engaging. Since then the group has engaged Mainers from a diverse range of sectors, regions, and communities across the state through conducting 60 interviews, hosting 8 focus groups, and facilitating 115 leaders in working sessions. All participants were asked for their input on the assets and challenges of the outdoor recreation economy in Maine, as well as ideas on how to grow and diversify the sector over the next 10 years.

The next engagement phase of the project is a series of in-person workshops around specific topics that have emerged through data analysis and interviews. The sessions are facilitated, action-oriented workshops that will help build ideas into concrete strategies to support the Roadmap. They will take place on the following dates and at the following locations.

- Monday, April 22
  - [Houlton](#), 10:00 - 11:30 at Houlton Higher Education Center
  - [UMaine Machias](#), 4:30 - 6:00 PM.
- Tuesday, April 23
  - [Bangor 9:00-10:30](#) at Rangely Hall, Eastern Maine Community College

- Waterville 2:00-3:30, Bricks, Hathaway Creative Center
  
- Wednesday, April 24
  - Rockport 9:00-10:30 The Farmstead
  - Portland 2:00-3:00, Holiday Inn by the Bay, Governor's Conference on Tourism
  
- Thursday, April 25
  - Yarmouth 4:00-5:00, Maine Fly Company
  
- Friday, April 26
  - Bethel 9:00-10:30, Ketchum Room at the Grand Summit Hotel & Conference Center at Sunday River.

Mainers unable to attend these workshops are still encouraged to contribute their thoughts and ideas via an online survey at [trailblazerroadmap.com/get-involved](https://trailblazerroadmap.com/get-involved)

"We're extremely encouraged by the level of enthusiasm for and participation in this Roadmap initiative," said Jenny Kordick, Executive Director of Maine Outdoor Brands. "This effort has been collaborative from the start, and once completed and launched later this year, it will be instrumental in propelling Maine's outdoor economy to new heights, and fostering job creation, economic resilience, and an enhanced quality of life for residents and visitors alike."

Funding for the Roadmap initiative is being provided by the American Rescue Plan Act Travel, Tourism, and Outdoor Recreation grant program administered by the U.S. Economic Development Administration. This funding is specifically aimed at addressing the challenges posed by the pandemic on Maine's travel, tourism, and outdoor recreation industries. As a result, the Roadmap is dedicated to enhancing the synergy between Maine's unique natural resources and the state's long-term economic strength.

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For further information on the Trailblazer Roadmap, please visit [trailblazerroadmap.com](https://trailblazerroadmap.com)

For press information, images or to speak with representatives from the Maine Outdoor Recreation Economy Roadmap group, please email Mary Beltrante at [mbeltrante@blaze-partners.com](mailto:mbeltrante@blaze-partners.com) or call (207) 807-0212.