

How Local Economies Can Benefit From Outdoor Recreation Trends - *Thinking Bigger For A Greater Economic Impact*

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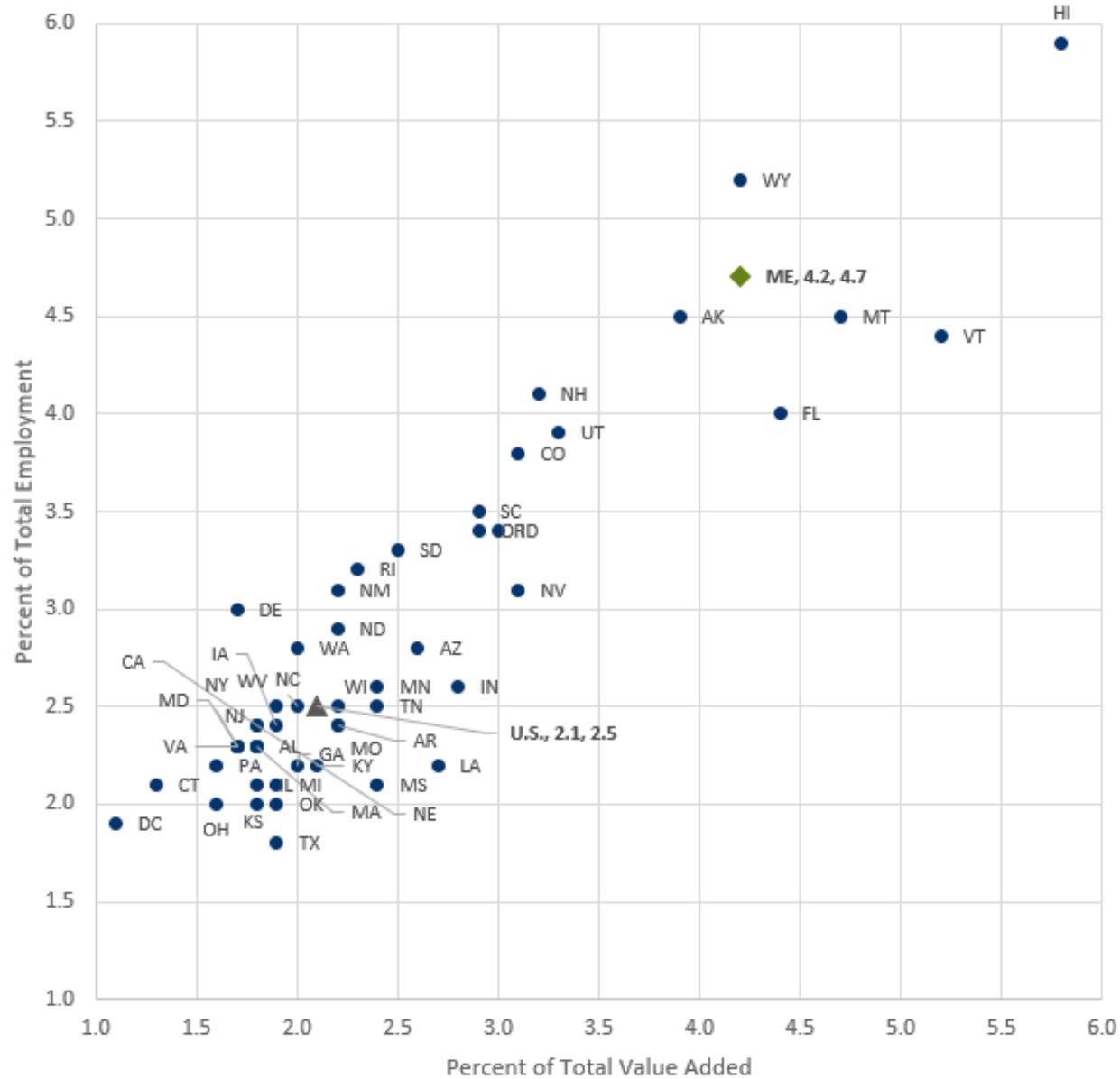


Agenda

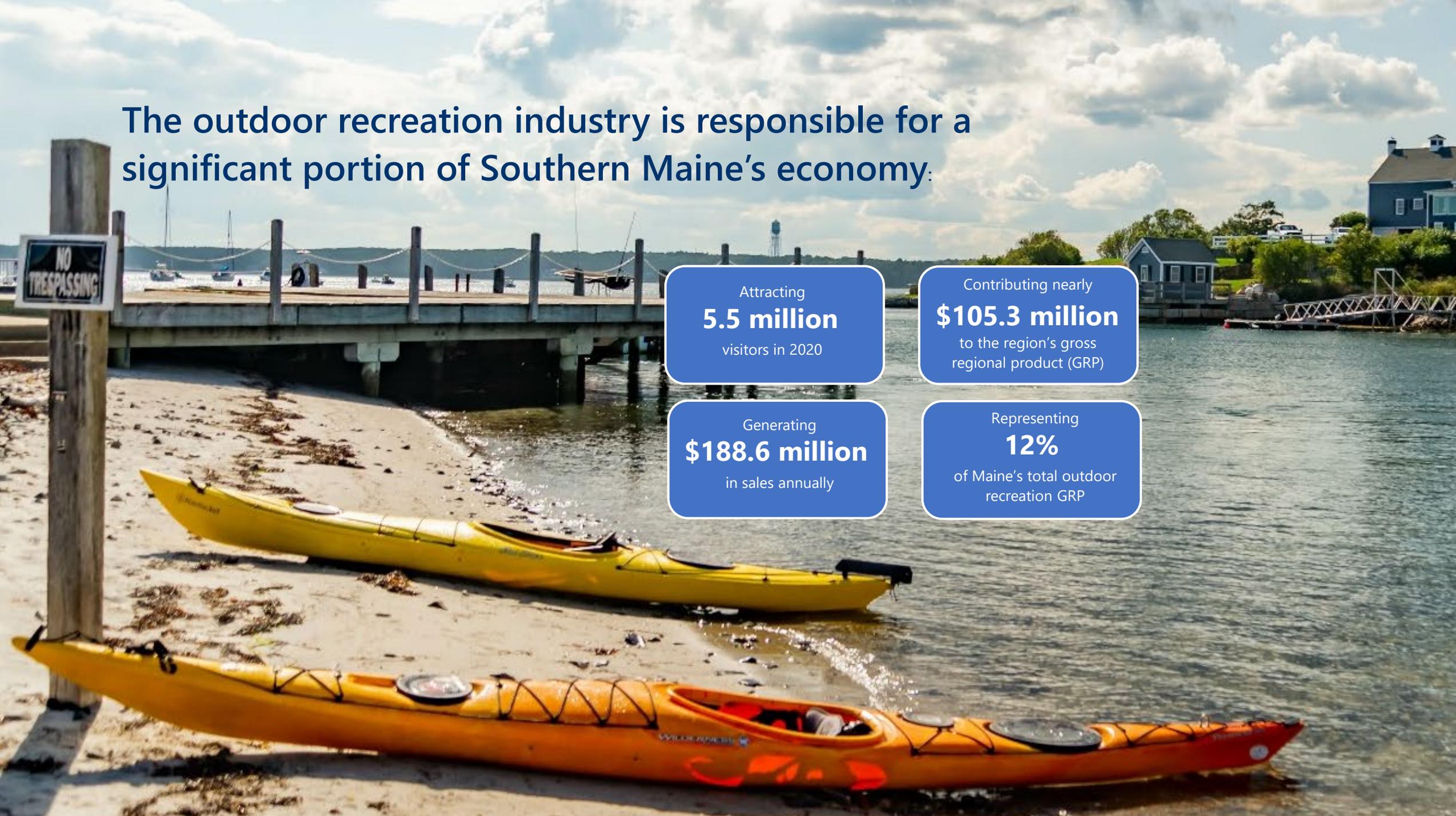
- ▶ Outdoor Recreation Industry Data and Report Findings
- ▶ Why Outdoor Recreation
- ▶ Recommendations for Increasing Benefit



Outdoor Recreation Percent of Total Value Added and Employment (2019)



Source: U.S. Bureau of Economic Analysis



The outdoor recreation industry is responsible for a significant portion of Southern Maine's economy:

Attracting
5.5 million
visitors in 2020

Contributing nearly
\$105.3 million
to the region's gross
regional product (GRP)

Generating
\$188.6 million
in sales annually

Representing
12%
of Maine's total outdoor
recreation GRP

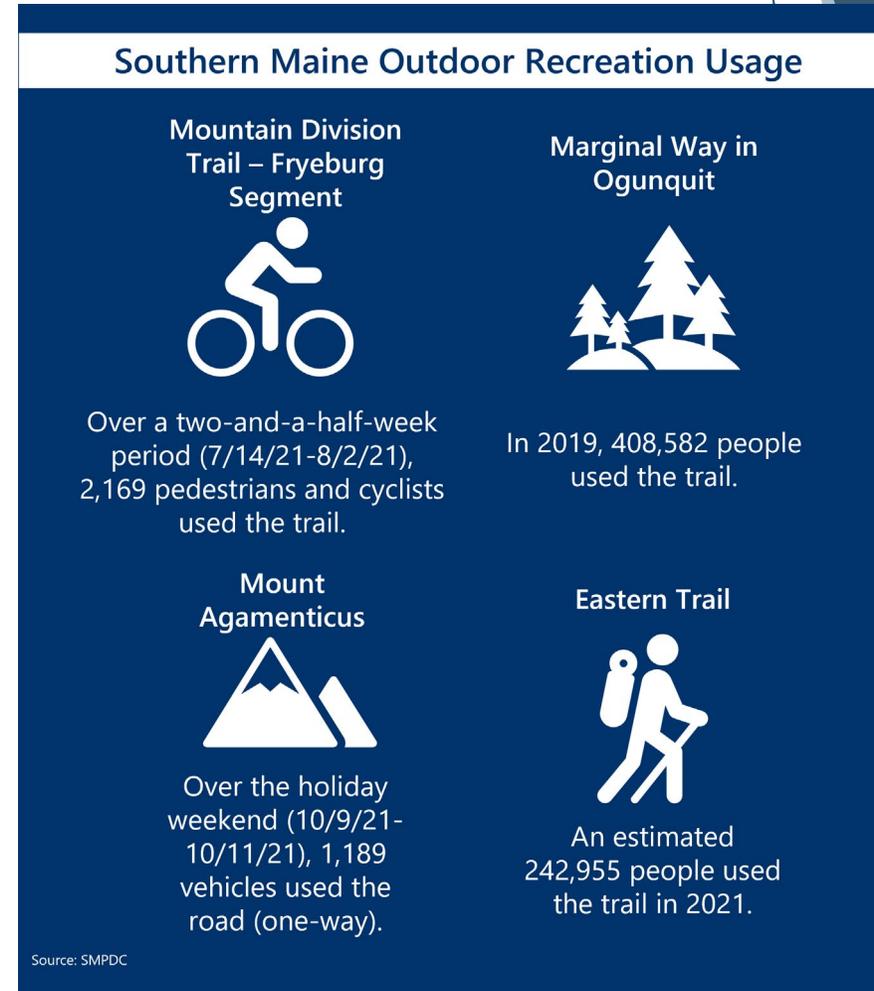
Southern Maine Outdoor Recreation Industry Analysis Research

Purpose

- ▶ Market of goods and services being produced and sold
- ▶ Use and demand for outdoor recreation amenities

Outcome

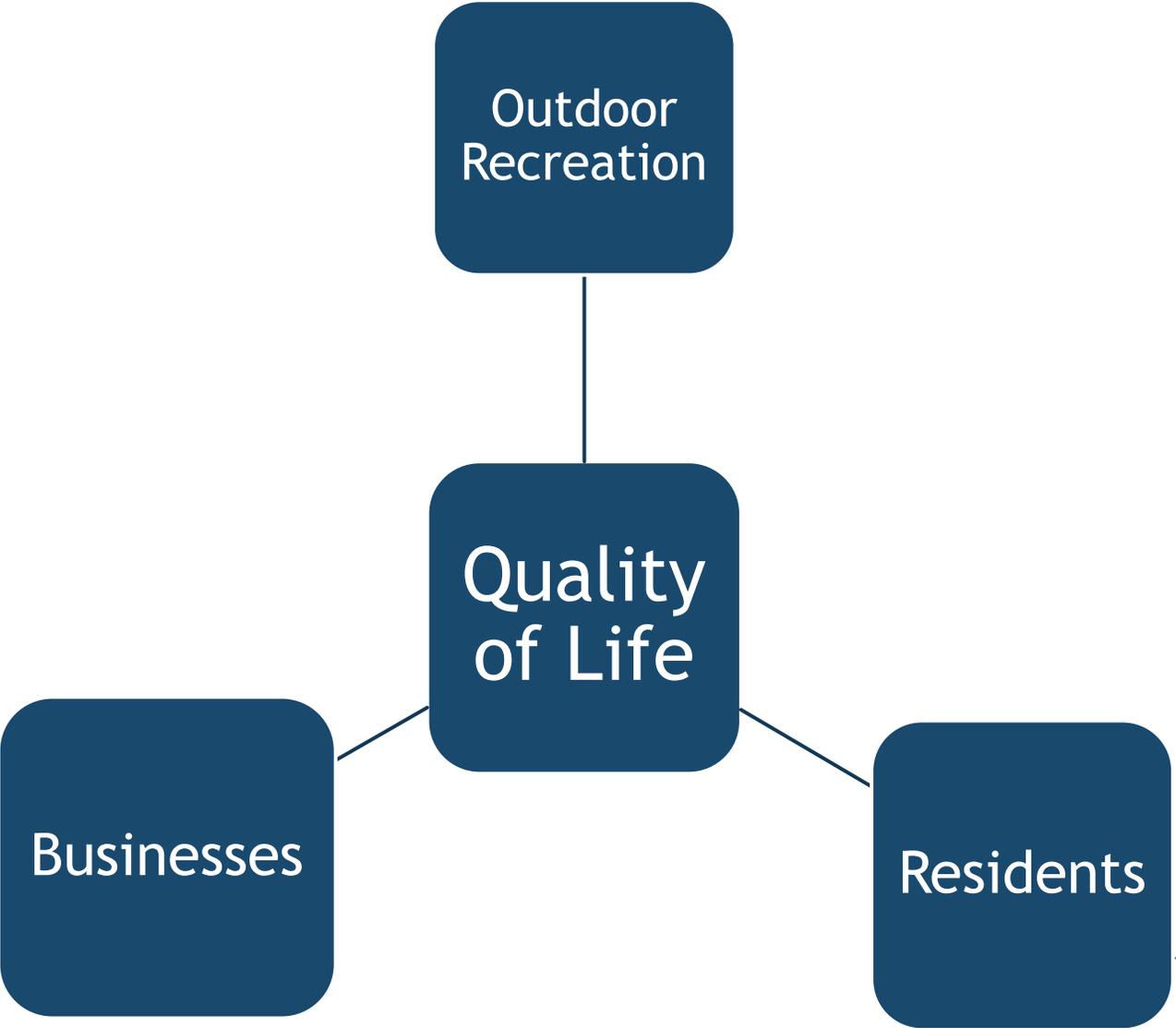
- ▶ Industry analysis
- ▶ Market analysis
- ▶ Strategy development



Themes



Why Outdoor Recreation



Economic Impacts of the Eastern Trail System

- ▶ Current impact of 242,955 annual visitors on Southern Maine
 - Jobs: 223
 - \$7.6 million in earnings
 - \$19.6 million in sales
 - \$598,000 property tax revenue
- ▶ Potential impact of \$1 million construction spending to expand trail
- ▶ Potential impact of 1,000 new users days

Strategy



Expand
Participation
in Outdoor
Recreation



Use the Strength
of Outdoor
Recreation in
Southern Maine
to Attract Talent



Protect Existing
Outdoor
Recreation Assets
and Identify
Opportunities for
Expansion



Support Existing
and Future
Outdoor
Recreation
Industry
Businesses

Highlighted Tactics

- ▶ Strengthen asset/town connections and experiential offerings
- ▶ Work with employers to promote lifestyle as part of their recruitment
- ▶ Maintain and protect assets and prioritize infrastructure investments
- ▶ Begin discussions for incubator space and/or small business support

Diversity and Equity

- Diversity in marketing imagery and channels
- Travel ambassadors and guide programs
- Regular training and opportunities for conversation



Questions?

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