

Objective	Strategy	Action/Initiatives
<p>Promote entrepreneurial and business opportunities in both outdoor recreation and other businesses, including for-profit and nonprofit pursuits. Develop infrastructure to support these endeavors.</p>	<p>Create statewide/local programs to support entrepreneurs and current businesses in the outdoor recreation industry.</p>	<ol style="list-style-type: none"> 1. Reform ACT 250 to be friendlier to small businesses creation. Reform Current Use since tax burden is shared by all property owners, public use should be applied as a credit 2. Create or identify local tax incentive for start up business near Outdoor recreation "Zone" (i.e Ascutney) 3. Change current use program to include recreation trail network as a eligible factor and /or require public access as part of current use 4. Make Vermont Life Magazine part of the Vermont Tourism and Marketing department 5. Create better boat landings on Champlain and recruit big fishing derbies (NY gets most of them) 6. Protect and promote the Class IV road network as a public resource. Support the integrity of the connectivity and networks. 7. Catch and release ONLY Fly-fishing sections of White and Connecticut Rivers. 8. Tiered tax rebate for landowners who allow recreation 9. Campaign to educate landowners, town leaders on Class IV roads access and assets 10. Connect Multi-Use Trails 11. Buffer zones along rivers are impeding access to rivers for recreation. 12. Open Current Use to public outdoor programs for tax break 13. Maintain a complete recreation-based asset Map.

		<ul style="list-style-type: none"> 14. Allow ATVs to ride on State and town roads 15. Current Use status should mandate public access 16. Sign Class IV roads to promote inter-town connectivity 17. Streamlining application and permitting process to make it easier to build/expand trail networks by interdepartmental communication and have those depts. that oversee certain aspects approve applications 18. Create an incentive for people NOT to post their land 19. Protect and value vernacular architecture for Vermont Authenticity by giving tax incentives to those willing to renovate vernacular architecture for business
	<p>Collect data to create a baseline understanding of the outdoor recreation industry at present.</p>	<ul style="list-style-type: none"> 1. Get Regional Development Corps to inventory and then encourage/incentivize business to develop in areas near trails.
	<p>Promote outdoor recreation as a career opportunity in Vermont and create pathways for future and new employees and entrepreneurs to get involved.</p>	<ul style="list-style-type: none"> 1. Create a "State Mountain Bike Guide Service" that would offer guided tours with local VMBA Chapters 2. Create a Youth Corps for young Vermonters to build trails, spread stewardship and fund via grants and public/private partnerships

	<p>Promote partnerships and efficiencies for non-profit and for-profit businesses</p>	<ol style="list-style-type: none"> 1. Multi-use race with VAST (i.e. Fatbike, xc skier) Look up Iditarod Invitational as example http://iditarodtrailinvitational.com/ 2. Reduce Corporate tax baser for companies that support local Conservation/ trail/outdoor rec nonprofits. 3. Delegate funds from lottery to outdoor groups.
	<p>Market businesses/residents through targeted campaigns which touch on the other three objectives</p>	<ol style="list-style-type: none"> 1. Create “navigators” to assist small towns identify and secure funds and/or incentives for economic development 2. Increase economic development toolbox, TIF districts, tax incentives, low interest loans etc. 3. Place signage at Class IV road junctions to indicate as open thoroughfare 4. Make permitting easier and more affordable for small businesses to startup 5. Create a passport book for Vermont Outdoor Retailer shops” (bikes, resorts, etc.) 6. Create statewide video video/outdoor competition or fun fest

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<p>(2) Increase opportunities for diverse individuals and groups to participate in, lead, and “own” Vermont’s recreation industry and culture</p>	<p>Improve our understanding of the value of volunteers in supporting, promoting, and participating in outdoor recreation.</p> <p>Increase opportunities for volunteer participation as a “gateway” to long-term involvement in the outdoor rec industry and/or relocation (or retention) of individuals and families to Vermont.</p>	<ol style="list-style-type: none"> 1. Encourage businesses to match/pay for memberships in outdoor or conservation organizations where they volunteer. Tax write off
	<p>Create easy “portals” for individuals and groups to find and participate in outdoor recreation programs.</p> <p>Improve physical and online information and access to recreational assets</p>	<ol style="list-style-type: none"> 1. Create a list of resources and asserts where businesses and groups can do team building by going to do outdoor activities or conservation work 2. Have folks donate skis and equipment to rec centers or libraries to better organize activities and make more accessible to a more diverse set of folks. 3. Enhance Eco-tourism opportunities based on scientific and natural history lead tours 4. Create, promote, inventory more outdoor events, races, or challenges. Target out of state participants. 5. Connect local events and festivals to the outdoor recreation, (hold a race, hike, bike etc.) 6. Map and connect towns via trails and class IV roads 7. Bring or mark trails into villages for greater accessibility 8. State dollars for rental gear 9. Create blog for physical activity

		<ul style="list-style-type: none"> 10. Promote Trail Finder or similar apps 11. Better parking at trailheads and facilities 12. More funds to build trails and connectors
	<p>Improve coordination of recreation groups, programs and users.</p>	<ul style="list-style-type: none"> 1. Volunteer groups could organize a trail Corps if they had more tools and training. 2. Someone should promote the Cross-Vermont Trail, no one knows about it.
	<p>Create use-specific improvements which will benefit overall participation.</p>	<ul style="list-style-type: none"> 1. Review accessibility of existing and new VAST trail for all abilities and interests 2. Educate landowners about benefits of opening their land and then create incentives to keep them. 3. Bike lanes need to be installed or make roads wider for use 4. Statewide promotion of trail networks for one stop shopping for information 5. Better and updated information so people are aware of all the recreation outlets near them and in state. 6. More Kids Pumptracks in villages, near schools, playgrounds.
	<p>Integrate outdoor recreation into educational experiences for children and youth of all ages</p>	<ul style="list-style-type: none"> 1. Schools can do some classroom training on how to read a trail map, use a compass so they are more comfortable in the woods 2. Work with schools to promote volunteerism and to enjoy the outdoors 3. Scavenger hunt for kids that have a reward with multi-faceted activities including trail work, and year round outdoor activities 4. Teacher/parent workshops for Pre K/ Kindergarten and Early education classrooms about placed based learning and develop curriculums to be installed into classroom teachings.

	Increase diversity in outdoor recreation participation.	
	Improve our ability to “tell the story” of outdoor recreation participation in Vermont.	

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<p>(3) Strengthen the quality and extent of recreational resources in Vermont (venues, products, services);</p>	<p>Asset mapping: what are our current resources? Where are there opportunities or need for growth?</p>	<ol style="list-style-type: none"> 1. VTRANS needs to build bike lanes and shoulders wide enough for bike travel especially in all new projects 2. ANR and ACT 250 too stringent and time consuming regarding trail/ ped/bike paths along river buffers. 3. Make infrastructure that supports equestrian tourism 4. Do a better job of promoting and developing all types of Outdoor rec. 5. Training, education, multi-use trail use (Horses, bikes and ATV's) 6. ATV's will work with anyone 7. Firewood Program: allow for ATV for hauling, then go back to plant trees 8. If a skidder is allowed, why not ATVs 9. Off season (hunting) corridor use? ATV or horse 10. Class IV roads are huge asset, publish a map signs in town 11. Trail Finder and Trail Hub should publish Class IV roads 12. Taxes and act 250 deterrents to small businesses 13. Recreation linear projects need to be regulated differently- See NH's policy 14. Create "Bucket list" opportunities in Vermont to promote that's here 15. Current Use- Recreational trails-tax incentive = contiguous trails 16. Open State fire roads to ATV use 17. Ancient Roads should be identified 18. Develop a reciprocity program for snowmobiling with other states 19. Provide an incentive for Class IV road upkeep 20. Better signage on Class IV roads

		21. Allow any type of wheeled vehicle on State and Federal land.
	Focus on increasing and supporting public/private partnerships to identify resources.	<ol style="list-style-type: none"> 1. Users can pay a fee for trail use and therefore have maintenance \$ 2. More ATV infrastructure 3. Leave a few State parks open longer 4. WMA, develop for camping, ATV use, trails, develop land we already have 5. More funding and support to planning commissions and get more people out there 6. Demand a higher level of macro-thinking about how to manage natural space relative to regulation
	Volunteers as a public asset (see #2 above)	<ol style="list-style-type: none"> 1. Cross work projects between skier, fatbiker, and snowmobile 2. Motorized groups have aging population and volunteers diminishing 3. Educate businesses and individuals about Adopt-a-trail programs that already exist

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<p>(4) Strengthen the stewardship of Vermont’s recreational resources, both public and private, such that recreational use of them is sustainable and environmentally responsible.</p>	<p>Increase # of individuals and groups who are involved in volunteer activities supporting outdoor recreation stewardship.</p>	<ol style="list-style-type: none"> 1. Have hotel lodging/inn owners create a voluntary surcharge that would support the VT State Parks Foundation 2. Require Current Use land to be open to recreation 3. Tiered system to public access, more to provide access to private land., particularly if ties to permanent conservation easement 4. Reduce current use benefit for those who post 5. Give town conservation commissions better access to mapping/ soil types etc. 6. Make Current Use include recreation Trails 7. Proceed cautiously with ATVs, learn from NH BUT definitely need to accommodate 8. More public funding to purchase conservation/trail easements (maybe an income tax credit) 9. What land is open for what uses, need a map and inventory
	<p>Increase awareness among all students in Vermont (K-12 and HE) of the importance of protecting public outdoor assets</p>	<ol style="list-style-type: none"> 1. Fund afterschool programs and summer programs to outdoor recreation to engage kids that don’t otherwise have access 2.
	<p>Focus outreach and marketing on the “Vermont Ethos” that combines a love for outdoor recreation with respect for the land, water, etc. in which you are recreating</p>	<ol style="list-style-type: none"> 1. Forest Fragmentation Versus Expanded ATV use: Collision Course 2. Not every area or trail surface appropriate for multi-use 3. More DOG education, Dogs should be leashed at all times and picked up after. 4.

Objective	Strategy	Action/Initiative
Catch All		<ol style="list-style-type: none"> 1. Improve public transit opportunities so people can get places without having to drive 2. Improve bicycle infrastructure so it's safer and more pleasant for people to bicycle throughout Vermont 3. Pay for success model: private investment dollars to support stewardship 4. Checkout Damascus and Abingdon VA. (Trails are their economy) 5. Streamline ANR/Act 250 regulations to boost stewardship through responsible trail building 6. Expand/use roadside firewood program to benefit other groups! Clear-cut 2 acres, replant with clover and apple trees. Allow ATV use so a trail could be cut from connected firewood lots to benefit ATV, horse, xc ski snowmobile. In this state cutting firewood itself is outdoor recreation, Fund a way to expand it.