

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. Better internet connectivity 2. Reduce regulatory issues 3. Bicycle rack manufacturer in Vermont (like Dero in MN): sold in VT by Local Motion, purchased in MA trail folks in Northampton. Shipping costs to VT from MN can be as much as the cost of the racks. 4. Increased public transport: local and regional, increase buses and routes 5. Inexpensive accommodations, campgrounds 6. E-bikes
	<p>Collect data to create a baseline understanding of the outdoor recreation industry at present.</p>	
	<p>Promote outdoor recreation as a career opportunity in Vermont and create pathways for future and new employees and entrepreneurs to get involved.</p>	
	<p>Promote partnerships and efficiencies for non-profit and for-profit businesses</p>	<ol style="list-style-type: none"> 1. Create an ice-grooming service: we (Retreat Farm) have a large ice area we'd like to groom for ice skating but we can't afford to purchase a Zamboni. If there was a service we could call (like plowing) that would be valuable.

		<ol style="list-style-type: none"> 2. On the Connecticut River, West River and all other whitewater rivers in Vermont, actively promote whitewater recreation through FERC and US Army Corps. State should be an ally rather than an obstacle to whitewater recreation and economic development 3. Weekend pass for out of staters (VAST) 4. Educate landowners about the benefits of trails on their land 5. Increase access to state lands and roads to allow ALL user groups to connect with and access local businesses
	Market businesses/residents through targeted campaigns which touch on the other three objectives	<ol style="list-style-type: none"> 1. Develop fact sheet for businesses about recreation opportunities in area in order to promote “trail-friendly communities” 2. Statewide maps of recreation assets 3. Have the tourism department set up trips or itineraries to direct people. It is easier to engage people with already built experiences, 4. State wide and regional marketing campaigns to folks outside of the state. 5. Marking bike “trails” on road 6. Route planning: directing people to businesses 7. Passport to stores/restaurants
	Other	<ol style="list-style-type: none"> 1. Wilmington to Dover (?) trail completion: give them a place to go 2. VAST snowmobile pass cost puts VT at an economic disadvantage. We are the most expensive state! People go to NH or NY to snowmobile = loss of registration revenue and big loss of restaurant etc revenue. 3. Lower cost of entry/registration/trail access decal/TMA etc 4. Affordable weekend pass

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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. Make marketing inclusive if all types of people to encourage broader participation at all economic levels- simple concept, but are we doing it?
	<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. Handholding is important to help people get engaged- personal connections/relationship are important for first timers. 2. Create easy access to already define experiences- more canoe/kayak liveries with guided tours etc. Volunteer led guided hiking/snowshoeing etc. tours 3. Increased education to break down barriers 4. Maps of local trails and greenways options. 5. Many User groups that aren’t being reached: Adventure Motorbikes, Jeep/overland, bikepacking, gravel grinding cycling 6. Identify opportunities in under-served communities to provide safe access, one tool is permanent conservation via conservation easements- permanent public access. 7. Afterschool programming= opportunity, (maintain trails like Putney School) 8. Teach traditional skills/recreation in schools: archery, fishing etc. 9. Connect with afterschool programs

		<ul style="list-style-type: none"> 10. Guide book for nature trails in each town like a 251 club with trails in each town that share something unique about that town. 11. Wine and brewery tours from one restaurant for lunch to another for dinner 12. History tours via snowmobiles 13. Better sidewalks and bike lanes 14. More ice skating rinks in towns 15. More business/public opportunities/events like Blue Cross Blue Shield days. 16. Electric assist bikes- increase accessibility and affordability 17. Improve sidewalks and bike lanes for safer school access.
	Improve coordination of recreation groups, programs and users.	<ul style="list-style-type: none"> 1. Resources to help towns develop their own trails organizations and trails: landowner liability information from VAST should be recreated for all trails and available in the state. How can we make it easier for towns to do this?
	Create use-specific improvements which will benefit overall participation.	<ul style="list-style-type: none"> 1. More accessible paved/rail trails: if you build it they will come. Examples in Springfield, VT and Turner Falls, MA. Not destination locations but trails get used and encourage participation.
	Integrate outdoor recreation into educational experiences for children and youth of all ages	
	Increase diversity in outdoor recreation participation.	
	Improve our ability to “tell the story” of outdoor	<ul style="list-style-type: none"> 1. Celebrate local athletes through community recreation. recreating their childhood experiences ie. Bill Koch trail in Guilford

	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. More toilets/ backcountry composting 2. Connectivity 3. Maximize the mitigation opportunities associated with FERC relicensing of Wilder, Bellows Falls Vernon Dams to fix and increase inventory. 4. Better market trails. 5. Electronic QRC trailheads 6. Make trails available/encourage on town websites 7. Standardized, consistent signage everywhere 8. \Increase multi-use trails and connect to other states
	<p>Focus on increasing and supporting public/private partnerships to identify resources.</p>	<ol style="list-style-type: none"> 1. Does the right hand of the government know or care what the left hand of Gov't is doing? Mandatory consultation by ANR when actions have an adverse impact on economics or recreation. Least restrictive alternatives should be explored 2. Remove barriers/threat of ACT 250, at least minor issues of environmental issues etc.) for better trail expansion and construction 3. Need a strong advocate in State government for River Recreation 4. More business but not too much! 5. Installation of toilets at Dutton Pines State Park on Route 5. 6. Assessment recognition (reduction) for granting permission to public use, town deal vs State. Withdraw permission? Return to 100% rights assessment "small carrot" 7. Connect public transportation to recreational assets.

		8. Create a centralized system for managing and requesting landowner permission for various user groups to aid in trail creation and maintenance.
	Volunteers as a public asset (see #2 above)	1.

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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. Encourage collaboration between VASA and VAST 2. Streamline access to public land e.g. parking, toilet facilities 3. Engage 2nd homeowners regarding access and stewardship 4. Inter and intra community opportunities to share experiences and building trails- create networking 5. Clearinghouse for outdoor rec info 6. Landowner Education and Information regarding VLT, current use, tax credits, legal rights. 7. Tax credits for private landowners that open their land for public use 8. Accountability...landowners should have organization(s) to contact RE: conditions, issues etc...an organization needs to be available to reassure and address. 9. Dover and Wilmington have 1% tax for trail construction and remediation. 10. Provide Landowner Information Handout brochure 11. Connect with historical societies to expand knowledge of forgotten resources/sites and trails that connect, go past etc. 12. Towns should purchase key properties for increased access, parking, trailhead etc. 13. Expand Current USE to include trail systems 14. Landowner incentives 15. More historical and natural interpretation information and signage
	<p>Increase awareness among all students in Vermont (K-12 and HE) of</p>	<ol style="list-style-type: none"> 1. School trail systems and programs to promote etiquette and use, stewardship and often

	<p>the importance of protecting public outdoor assets</p>	<p>school property has sufficient space for modern sustainability designed trails.</p> <ol style="list-style-type: none"> 2. Create curriculum to be used in schools that fit the mandated education curriculum 3. Get them out there out there at a young age 4. Proceeds from state registration should go to pay for trail creation and maintenance.
	<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. Nominal fee to register road bikes 2. Permanent protection of land by way of conservation easements/public access easements (in perpetuity), Protect the scenic beauty, intact forests, wildlife habitats that draw outdoor enthusiasts from far and near; protect rails, access points etc. in perpetuity on private lands guaranteeing access long into the future. 3. More trail signage 4. MTN Bike studies should be conducted to help sell sustainable design

Catch-All

Dummerston VOREC

High Taxes, not enough money for marketing, more coordinated efforts for statewide trails, more money for grants/loans for outdoor businesses

Re-publish landowner liability pamphlet

Sumner Falls: How to make recreation impact incorporated into permit?

Stewardship of Dutton Pines State Park by local and state

Better marketing of this forum, turnout low

Better signage and wayfinding, standardize signage and pattern language.

Need to incorporate marginalized communities (People of Color, LGBTQ, ethnic) who may be reluctant to use the outdoor facilities.