

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"> <li>1. Leverage local knowledge by creating/enabling guide services businesses: Licensing?; Education?; Marketing?; Equipment subsidies? This will bring out of state users and can hold new in state to gain entry to recreation opportunities users</li> <li>2. How does a non-resort town like St. Albans attract visitors?</li> <li>3. Grant funding for Mountain bike trails utilizing existing clubs and resources to do it right e.g. Stowe , Killington all mountain towns- what about smaller areas? Get grant writing help.</li> <li>4. Build a good ATV trail system then ATV manufacturers donate money for trail maintenance.</li> <li>5. 8 months of year for ATV riding, 3 months for snowmobiling. Connectivity will increase business opportunities: lodging, gas sales and services etc.</li> <li>6. Give towns incentives to open Class III and IV Roads.</li> <li>7. Allow businesses to apply for funding expertise or to integrate access into their business plan. For example- on outdoor gear store. How to provide day trips to introduce people to sports.</li> <li>8. How do you enhance a reciprocal economic relationship? Bring people to town to use community recreational opportunities while also pushing business to say, a local bike shop, etc.</li> <li>9. Equal share of gas tax for VASA and not just VAST</li> <li>10. Increase marina/slips in Burlington and other places by easing regulatory process</li> </ol>

		<ol style="list-style-type: none"> <li>11. No red ATV plate. VASA trail access decals instead, one-stop registration shop.</li> <li>12. ATV access to state land and state highways: can be dog-legged in sections to access other trails.</li> <li>13. Rail Trail Access for ATVs.</li> <li>14. Reciprocal registration and permit agreements with NH&lt; ME, and NY.</li> <li>15. ATV access to State roads to get food, lodging and services</li> <li>16. Build a destination museum in the NEK featuring Vermont's rich outdoor heritage featuring hunting fishing, trapping, snowmobiling, sugaring etc.</li> </ol>
	<p>Collect data to create a baseline understanding of the outdoor recreation industry at present.</p>	<ol style="list-style-type: none"> <li>1. Map out trail and recreation with amenities ( Water, bathrooms, restaurants, creamee stands etc.)</li> <li>2. eBird online database -hotspots for where-</li> <li>3. identify and amplify existing resources: trails ( hiking, mtn biking, backcountry ski etc.), signage, mapping, instructions for access. Infrastructure-</li> <li>4. Also identify and amplify existing business offering outdoor oriented services.</li> <li>5. ATV rental locations</li> </ol>
	<p>Promote outdoor recreation as a career opportunity in Vermont and create pathways for future and new employees and entrepreneurs to get involved.</p>	<ol style="list-style-type: none"> <li>1. Doing trail work for community service while in high school</li> <li>2. Create a team of youth ambassadors to promote trail ethics</li> </ol>

	<p>Promote partnerships and efficiencies for non-profit and for-profit businesses</p>	<ol style="list-style-type: none"> <li>1. Create local “outdoor teams’ with schools/hospitals/users to identify health and outdoor opportunities.</li> <li>2. For B&amp;B and resorts: how to build upon the birding economy, what time of year and where...weekend packages.</li> <li>3. Corporate companies ( i.e. Green Mountain Power’s 180,000 parcels) tax incentive to open up their properties.</li> </ol>
	<p>Market businesses/residents through targeted campaigns which touch on the other three objectives</p>	<ol style="list-style-type: none"> <li>1. ATV Helmet Law</li> <li>2. ATV safe pursue policy</li> <li>3. Avoid over using infrastructure by marketing other lesser utilized areas. Eg. Kingdom trails vs Millstone Trails or Morrisville.</li> </ol>

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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"> <li>1. Access to funding through RTP programs is severely limited for volunteer organizations/groups due to layers of permitting, reimbursement process etc.</li> <li>2. Create “gateway” facilities for new, young, old, beginner, novice, lazy, nervous, distractible users. A novice/intermediate mountain bike system rather than an advanced/extreme offering.</li> <li>3. Using criteria such as economic and health needs in funding communities that behind the curve.</li> </ol>
	<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"> <li>1. More funding trail grants.</li> <li>2. Create community boating programs with free or cheap rentals of various watercraft</li> <li>3. Vermont not welcoming to out of state ATV users, need to be more welcoming</li> <li>4. Reciprocity with other states for motorized uses which will encourage more visitors and business opportunities.</li> <li>5. Embed outdoor equipment in the public libraries to borrow. EX: Franklin County libraries have snowshoes to borrow and try, as this may prompt purchase and lifelong habit. RiseVT led this initiative in our area.</li> <li>6. Champlain Valley National Heritage Program ( NPS) managed through Lake Champlain Basin Program has a grant program</li> <li>7. Need more connection to water by locals and kids. There is not a lot of use of Lake Champlain; paddleboarding, kiteboarding. Make equipment and</li> </ol>

		gear available in city park. Water quality a big challenge. At the end of summer there is no one on the lake.
	Improve coordination of recreation groups, programs and users.	
	Create use-specific improvements which will benefit overall participation.	<ol style="list-style-type: none"> <li>1. Use story walk to get people to trail or historic signs or natural features to attract interest. French signs on border.</li> <li>2. Support for the non-mountain towns for non-motorized recreation; xc ski, mountain bike etc. Access/grant support/identifying public lands and access.</li> <li>3. Use "Show up events" to help people experiment and learn healthy outdoor activities. Tap into local experts to teach intro sessions to boost healthy habits. Look at RiseVT in St. Albans as an example.</li> <li>4. Kayak Rental- canoes, like Edgewater Sports. Make water activities with equipment more available.</li> <li>5. Increase access to equipment ( Kayaks, bikes etc. in Swanton- near the Missisquoi River.</li> <li>6. Increase availability of safe and legal riding trails/areas for ATVs</li> <li>7. Lending program- skis= access to existing resources and places</li> <li>8. Safety: bike lanes for families and beginners. St. Albans has state designated bike routes along the lake, but they need shoulders/lanes/signage</li> </ol>
	Integrate outdoor recreation into educational experiences for children and youth of all ages	<ol style="list-style-type: none"> <li>1. Love the playground in St. Albans Bay Park. Was hoping that the swing set that was taken down at kilKove will be replaced with a play structure.</li> <li>2. Expand our definition of Physical Education to include a broader array of outdoor/ lifestyle recreational activities.</li> <li>3. Mentoring for teachers, parents, community members to build outdoor education programs. Build outreach, transportation, engagement/internship opportunities for teens.</li> </ol>

		<ol style="list-style-type: none"> <li>4. Working through supervisory unions to create programming/ways to meet teaching standards through collaboration with other town agencies, conservation organizations etc.</li> <li>5. All Schools increase access to outdoor recreation: skiing, xc skiing, skating, biking etc.</li> <li>6. Mentors, or get vouchers for mentors to get kids out there.</li> <li>7. Coordinate with schools ( buses) to utilize town forest.</li> <li>8. Work with schools for curriculum support and recreation projects through current supervisory unions. Kids can collect data from town forest.</li> <li>9. 89 schools have golf programs</li> </ol>
	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"> <li>1. Lyme Disease Awareness education</li> <li>2. IT: app to connect user with nature on train- could be a geo-cache type idea.</li> <li>3. Strengthen the number of ATV trails for responsible and regulated riders to enjoy their activity.</li> <li>4. Open some State lands or more lands to ATV access. Some rail trail that are open to public are not ATV friendly. WE pay DMV fees, carry insurance. Bicycler's do not.</li> <li>5. Create safer, designated larger parking areas for VT's more popular trailheads such as Sterling Pond. Try to minimize on road parking due to lack of spaces.</li> <li>6. Build upon All Trails App, more info and locations, photos, maps etc.</li> <li>7. Avoid over using infrastructure by marketing other lesser utilized areas. E.g. Kingdom Trails vs Millstone Trails or Morrisville.</li> <li>8. Opportunities for state employees to interface with hold-out landowners to legitimize trail projects</li> <li>9. Signage and mapping and search engine optimization to make existing resources easier to identify, find, and enjoy</li> </ol>

	<p>Focus on increasing and supporting public/private partnerships to identify resources.</p>	<ol style="list-style-type: none"> <li>1. Barriers to growth of recreational assets and facilities include the state red tape processes, regulations. It takes months to get a wetlands permit!! Even after the Army Corps permits their wetland permit.</li> <li>2. Spend resources outside of Chittenden County. People want to see the beauty of all Vermont, so invest in resources more distant from Burlington area</li> <li>3. Making it a priority to integrate individual recreational sports into school and provide as an option and alternative to team sports. Example Mountain biking is NICA who does this nationwide.</li> <li>4. National Wildlife Refuge- link with other recreational users- 7 miles of pedestrian trails and river access. Connect to other websites to market.</li> <li>5. Create a link between public and private land to create incentives for connected trail networks</li> <li>6. More funding for multi-use trail expansion at Hardwick for all year access.</li> <li>7. Recreational facilities grants.</li> <li>8. Look to other sources such as general fund or alternative tax</li> <li>9. PPP with Vail Resorts</li> <li>10. Schools need gear to access outdoors</li> <li>11. LVRT- Thanks for improving and extending this trail from St J to Swanton, I use the MVRT a lot and find parking excellent.</li> <li>12. Trails on Woods and Burton Islands are great. The Island Runner is a great</li> </ol>
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		<p>resource for this access as is the Bike Ferry and Island line trail.</p> <p>13. My #1 reason for coming to ask for improvement regarding safety of biking/walking on public roads. I live on Rte 36 ( Champlain Bikeway) but it is not safe to ride in my opinion, too narrow, too much traffic, aggressive drivers, population density too high for cars/peds/bikers together</p> <p>14. Lack of funding to maintain and improve existing trails, parks etc. Hard to convince select boards of the economic value, therefore public/private partnerships might help fill that gap.</p>
	<p>Volunteers as a public asset (see #2 above)</p>	<ol style="list-style-type: none"> <li>1. Create an APP for volunteer trail and recreation organizations, basically a VT-based "Wildfire"</li> <li>2. Statewide system for coordinating volunteers to maintain/build/mange trails is really good. As core groups fade, fresh blood is needed but helping maintain the core organization is key to sustainability.</li> </ol>

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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"> <li>1. Increasing capacity by having someone to organize, supervise and write grants, connect partners. Example: no funding to hire a supervisor/coordinator to increase stewardship activities at the Missisquoi NWR. No capacity at refuge to capitalize on volunteers.</li> <li>2. Allow public access to recreate/hunt/fish to be considered as a “Current-Use” status</li> <li>3. Corporate volunteer groups matched up to recreation groups needing volunteer activities. (pulling invasive plants, work on trails etc.)</li> <li>4. Water quality is biggest deterrent to recreation on this part of Lake Champlain</li> <li>5. Create a platform to link volunteers to organizations</li> <li>6. Grant money for operations of recreation based organizations to ensure long term viability and success.</li> <li>7. Look how other states give landowners a tax incentive for allowing public access.</li> <li>8. The rail trails are a great asset and an entrepreneur can start a rental shop and then tie to local places for eating/lodging.</li> <li>9. Leverage trail organizations and recreational groups to promote volunteerism (which most do well as is)</li> </ol>
	<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"> <li>1. Education of forest stewardship and proper outdoor recreation needs to start at the elementary school level. More experience in the outdoors leads to better understanding.</li> </ol>

		<ol style="list-style-type: none"> <li>2. Look at “Lookout Mountain Conservancy “paid internship program for at risk youth (Tennessee)</li> <li>3. A consolidated resource (website) for teachers, mentors, scouts, 4-H kids groups to engage in the outdoors and help create a stewardship of the land.</li> </ol>
	<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"> <li>1. How do we do rapid assessments of wildlife for properties with multiple recreational uses in order to provide baseline for decisions-where recreation and wildlife are in conflict.</li> <li>2. LAKE CHAMPLAIN WATER QUALITY!</li> <li>3. Quality of Lake Champlain. We must figure out a way to clean up the lake!! We need to “get tough” on this problem very soon.</li> <li>4. Single source for all Rec information</li> <li>5. Planning \$ or access to planners who can help with knowledge to develop sustainable facilities (more of need for smaller communities)</li> <li>6. Invite legislators to come out and ride on VAST and/or VASA trails so they can see the value of the activity</li> <li>7. Include law enforcement on VAST/VASA trails</li> </ol>