

About the Maine Office of Outdoor Recreation



In 2017, a group of Maine outdoor product companies came together to establish Maine Outdoor Brands (MOB), a non-profit alliance whose goal it is to help drive the success of its member brands. MOB worked with Maine's Department of Economic & Community Development to encourage creation of the Maine Office of Outdoor Recreation (MOOR) to advance Maine's outdoor recreation economy. MOOR was created in 2018 and became permanently established on July 1, 2019, at that time making it the 10th Office of Outdoor Recreation to be established and staffed in the U.S.

On Oct. 24, 2019 MOOR became a member of the [Confluence of States](#), a group of now 16 states developing a national platform to grow the outdoor industry, protect our wild places and transform conservation into a driver for economic prosperity following four pillars:

- **CONSERVATION AND STEWARDSHIP**
- **EDUCATION AND WORKFORCE TRAINING**
- **ECONOMIC DEVELOPMENT**
- **PUBLIC HEALTH AND WELLNESS**

As an office within the Department of Economic & Community Development, MOOR works closely with partners from the public and private sectors to leverage Maine's assets and outdoor heritage to grow the outdoor rec economy and brand. Areas of focus are:

- Strengthen and grow the outdoor recreation economy by developing strategies to create outdoor recreation employment, to enhance business growth and to coordinate with state economic development leaders to integrate the outdoor recreation industry into their efforts.
- Establish relationships between diverse industries that depend on natural resources to ensure recreation interests are included in policy decisions related to land use and management planning, including access, stewardship, conservation.
- Serve as a central point of contact for the outdoor recreation industry, monitor emerging trends and issues that may impact the outdoor assets and experiences in Maine.
- Facilitate coordination with [Maine Office of Tourism](#), [Department of Inland Fisheries & Wildlife](#), [Department of Agriculture, Conservation and Forestry](#), and [Department of Transportation](#) in promoting outdoor recreation opportunities. Coordinate market research on the impact of outdoor recreation to the state, including participation and consumer spending figures.
- Promote the health benefits of outdoor recreation by encouraging active lifestyles through collaboration with healthcare leaders and communities minimizing barriers to outdoor recreation.

Watch our overview video: [Maine's Outdoor Recreation - YouTube](#)