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Testimony in Support of LD 210

An Act Making Unified Appropriations and Allocations from the General Fund and Other Funds for the Expenditures of State Government and Changing Certain Provisions of the Law Necessary to the Proper Operations of State Government for the Fiscal Years Ending June 30, 2025, June 30, 2026 and June 30, 2027

Joint Standing Committee on Appropriations and Financial Affairs Joint Standing Committee on Housing & Economic Development

February 5, 2025

Good morning, Senator Rotundo, Representative Gattine and members of the Joint Standing Committee on Appropriations and Financial Affairs; Senator Curry, Representative Gere and members of the Joint Standing Committee on Housing and Economic Development.

My name is Jenny Kordick, and I currently serve as Executive Director of Maine Outdoor Brands. I'm here today in support of the Governor's proposed budget as it relates to **continuation of the Domestic Trade Program** within the Department of Economic and Community Development and for a **limited period deputy director position in the Office of Outdoor Recreation** funded by the Northern Border Regional Commission.

Maine Outdoor Brands (MOB) is an alliance local outdoor companies united in their desire to strengthen our state's \$3.4 billion outdoor recreation economy. MOB is committed to seeing Maine-based outdoor product, service, and retail brands thrive, and today has over 180 member brands that are a part of the mission, the majority of which are small businesses.

Domestic Trade Grant Program

Since its founding in 2017, MOB has worked in partnership with the Maine Office of Outdoor Recreation, providing collaborative marketing opportunities for outdoor product manufacturers, utilizing the Maine outdoor brand to enhance sales and visibility locally and nationally. MOB, along with some of our members like Grain Surfboards, Maine Fly Company, and Guided Makers, received a Domestic Trade Grant from DECD to pilot new trade shows, expand sales channels, and promote outdoor gear and equipment made in Maine. We have been able to use this funding to help small businesses access new wholesale accounts with retailers, including REI, and promote Maine and local brands at outdoor specific trade shows around the country. Continuation of this program will help Maine brands continue to gain a foothold nationally and strengthen our state's reputation as one that produces high quality outdoor products and services.



Office of Outdoor Recreation

The Office of Outdoor Recreation within DECD has provided a critical focus on growing and strengthening our state's outdoor industry and \$3.4 billion outdoor recreation economy. A limited period Deputy Director position funded by the Northern Border Regional Commission will provide support to leverage Maine's assets and outdoor recreation heritage to grow the outdoor recreation economy and build Maine's outdoor recreation brand as part of a coordinated effort with partners from the public and private sectors.

Thank you for your work and commitment to our state. Please let me know if you have any questions.

A handwritten signature in black ink, appearing to read "Jenny Kordick".

Jenny Kordick
Executive Director
Maine Outdoor Brands