



Joint Standing Committee on Agriculture, Conservation and Forestry  
LD 593, "An Act to Extend Funding for the Land for Maine's Future Program"  
March 13, 2025

Senator Talbot Ross, Representative Pluecker, and members of the Joint Standing Committee on Agriculture, Conservation and Forestry: My name is Jenny Kordick, and I currently serve as Executive Director of Maine Outdoor Brands (MOB). Founded in 2017, MOB is an alliance of more than 180 outdoor product and service companies working to strengthen Maine's \$3.4 billion outdoor recreation economy. Our members are outdoor gear manufacturers, retailers, guides, and service providers who depend on accessible outdoor spaces to build and sustain their businesses.

I am here today in support of LD 593, which would provide continued investment in the **Land for Maine's Future (LMF) program**. Investing in LMF is an investment in Maine's economy, workforce, and quality of life. At 3.7% of GDP, outdoor recreation comprises a larger share of Maine's economy than in almost any other state. More than 30,000 Mainers work in the outdoor industry, designing and building high-quality outdoor gear, guiding outdoor experiences, and supporting the infrastructure that allows residents and visitors alike to enjoy Maine's incredible natural assets. Our industry is growing, but to sustain this momentum, we need to ensure continued investment in public access to outdoor recreation.

Land for Maine's Future has a proven track record of protecting critical lands for outdoor recreation, conserving working farms and forests, and securing access to Maine's coast, lakes, and rivers. Since its inception more than 30 years ago, LMF has helped establish hundreds of miles of trails, made Maine's coastline more accessible, and ensured public land is available in all 16 counties. With the current funds projected to be committed by the end of 2025, it is essential that we continue this investment.

Recent data reinforces the importance of outdoor recreation to Maine's economy and workforce. The new study from the Dept of Economic and Community Development on why people move to Maine highlights that access to the outdoors is the top driver attracting new residents. Maine's ability to recruit and retain a talented workforce depends on preserving and expanding public access to outdoor spaces. Trails, parks, and other outdoor recreation infrastructure not only support tourism but also help make our communities more desirable places to live and work. This is critical as Maine faces workforce shortages across multiple sectors.

Additionally, the Maine Outdoor Recreation Economy Roadmap launched earlier this year outlines a vision for strengthening Maine's outdoor industry, with public lands and access as a foundation of our success. As more people seek outdoor experiences, Maine must invest in its outdoor infrastructure to sustain this economic growth and maintain our reputation as a premier outdoor recreation destination.

Outdoor recreation is not just a pastime in Maine—it is a pillar of our economy and a competitive advantage in workforce attraction and business development. The LMF program plays a critical role in sustaining this advantage, and we urge the committee to advance LD 593 to continue this vital investment in Maine's future.

Thank you for your consideration,

A handwritten signature in black ink, appearing to read "Jenny Kordick". The signature is fluid and cursive, with the first name "Jenny" written in a larger, more prominent script than the last name "Kordick".

Jenny Kordick  
Executive Director  
Maine Outdoor Brands