

**2018
ANNUAL REPORT**



MAINE
OUTDOOR BRANDS

WHAT A YEAR IT'S BEEN

From our humble beginnings in a basement bar in Salt Lake City, where a handful of Maine outdoor product companies had gathered after a long day on the Outdoor Retailer show floor, it's been an epic journey to arrive at our one year anniversary. On the following pages, we've attempted to capture the work of many individuals, companies, non-profit partners and supporters in helping to launch Maine Outdoor Brands.

And launch we did.

Today, MOB has 45 brand members, a dozen non-profit partners and a dozen supporters — far exceeding even our wildest expectations of what this alliance could ever become in five years, much less one. As I've become fond of saying when questioned about MOB's accelerated rate of growth, "When you put a bunch of high-achieving business owners and entrepreneurs in a room together, shit gets done."

While our first year was one of growth and success, our second is starting out in an equally exciting place. After many conversations with Maine's Department of Economic and Community Development, the state has named a director to explore the formation of an Office of Outdoor Recreation. Maine would be the 12th state in the country to establish such an office, which positions us well in attracting more outdoor product companies and outdoor enthusiasts to our state. We look forward to working with the DECD and strengthening Maine's growing outdoor recreation economy.

Thanks for a great year everyone!

Yours in the outdoors,



Jim Hauptman
Board President, Maine Outdoor Brands

MISSION

A grayscale, halftone-style photograph of a person kayaking on a calm lake. The kayaker is positioned in the middle ground, moving towards the right. The background features a dense line of evergreen trees along the shore under a cloudy sky. The overall image has a textured, dotted appearance.

Maine Outdoor Brands unites business leaders and entrepreneurs in raising awareness of Maine's outdoor recreation economy. MOB strengthens Maine's outdoor product companies through knowledge sharing, collaborative marketing efforts and access to professional resources.

MAINE'S OUTDOOR RECREATION ECONOMY: BY THE NUMBERS

Outdoor recreation is among Maine's largest economic sectors, representing the lifeblood of hundreds of Maine communities and providing livelihoods for tens of thousands of Maine workers.

OUTDOOR RECREATION ECONOMY

**76K
JOBS**

**CONSTRUCTION
30K JOBS**

**FINANCE +
INSURANCE
23K JOBS**

\$8.2 BILLION

**in consumer
spending annually**

76,000

**direct
jobs**

\$548 MILLION

**in state and local
tax revenue**

\$2.2 BILLION

**in wages
and salaries**

A YEAR IN THE LIFE OF MOB

NOVEMBER 20, 2017

MOB officially kicks off at the Press Hotel, in Portland. Speakers include Senator Angus King, Former DECD Commissioner George Gervais, L.L.Bean President and CEO Steve Smith and MOB President/Blaze Partners Managing Partner Jim Hauptman. Close to 100 people turned out for the event which was carried in statewide media and ultimately picked up by the Associated Press. In the ensuing three weeks, membership jumps from 18 to 35 brands and 10 in-kind supporters. MOB is on the map!

DECEMBER 2017

MOB hosts its first member meet up in Portland, and more than 50 people attend. To anyone's knowledge, this is the first meeting of outdoor product company leaders to be held in the state. Also in December, the Maine Outdoor Brands website is launched with a wide range of functionality to support MOB members. The MOB JOBS search board is an instant success with hundreds of site visitors clicking through to open positions at member companies.



JANUARY 2018

MOB debuts at Outdoor Retailer's Winter Market, the largest winter outdoor product show in North America. More than a dozen Maine brands are represented in the MOB booth — many of whom had never been to OR before. Sharing the booth makes the show more affordable to those able to attend and

introduce their products and services to a national and international audience. The MOB booth is one of the ten recipients awarded, "Best of Show" by *The Manual* — an essential gear and lifestyle guide for men. Consensus amongst attendees is that our first OR show is an enormous success.

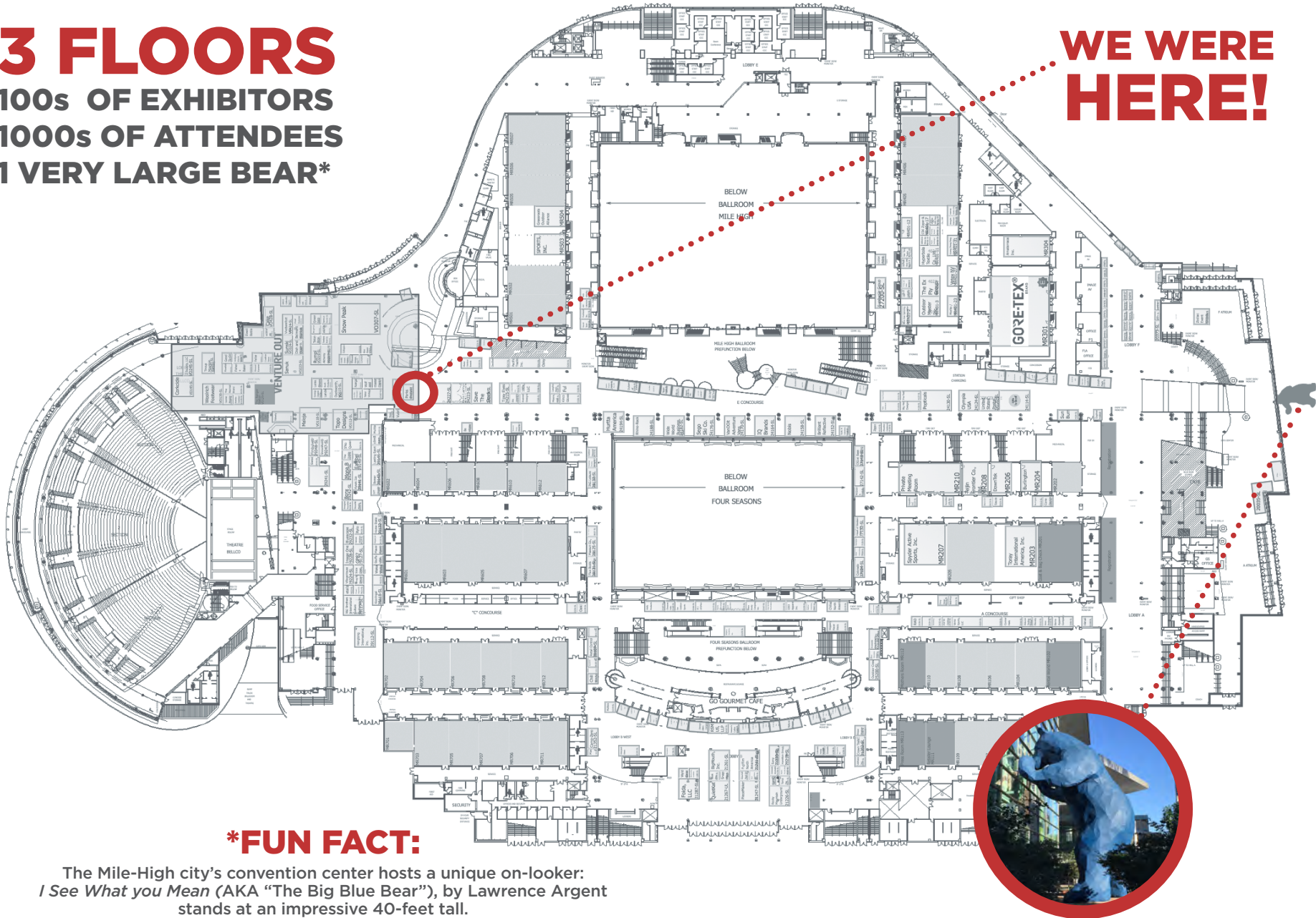
3 FLOORS

100s OF EXHIBITORS

1000s OF ATTENDEES

1 VERY LARGE BEAR*

WE WERE
HERE!



*FUN FACT:

The Mile-High city's convention center hosts a unique on-looker:
I See What you Mean (AKA "The Big Blue Bear"), by Lawrence Argent
stands at an impressive 40-foot tall.

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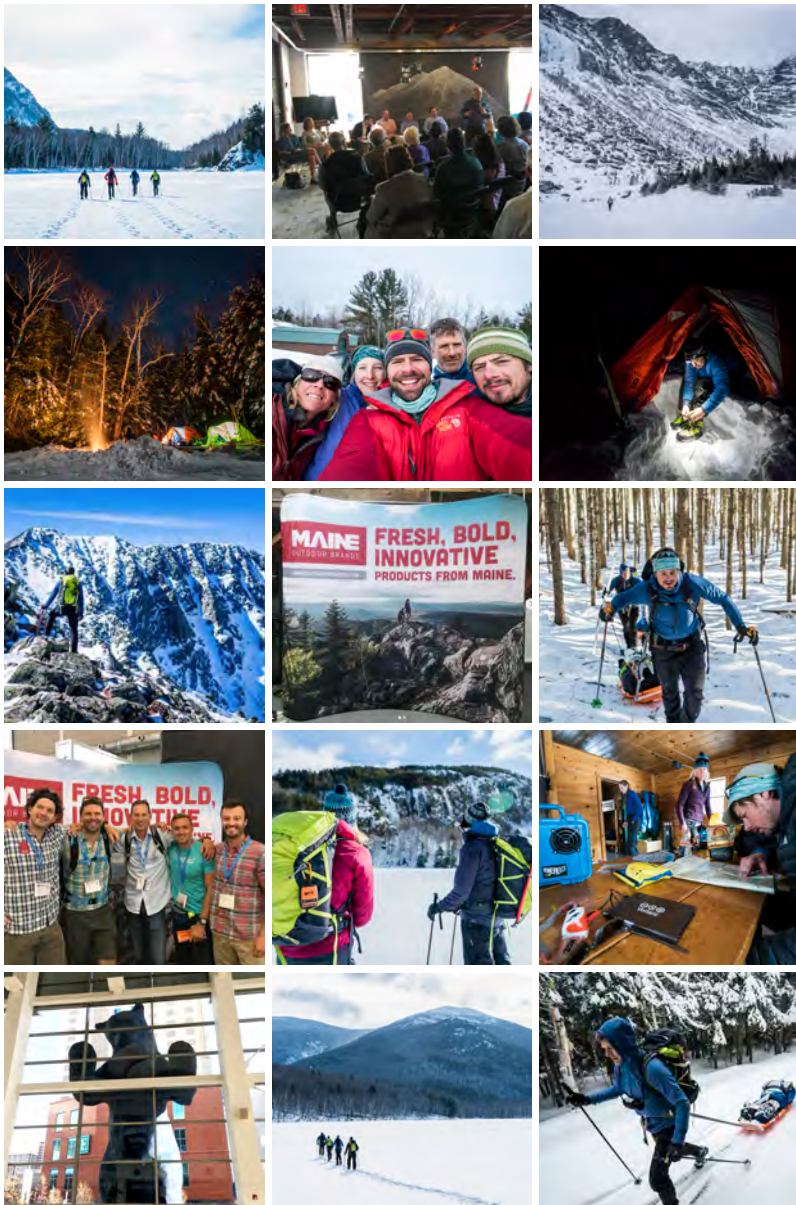
As a Maine-based start up, it's humbling to have a buyer from a huge national retailer show genuine interest in our product and story. THERE'S NO WAY I COULD HAVE ATTENDED OUTDOOR RETAILER WITHOUT THE HELP AND SUPPORT OF MAINE OUTDOOR BRANDS. The environment at the MOB booth felt supportive and authentic, perfect for a first time attendee and novice biz owner like myself. I'm truly thankful for this opportunity.

Brian Kennedy, founder of Foothill Fuels, on his first Outdoor Retailer experience.

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The MOB booth is one of the ten recipients awarded, “Best of Show” by *The Manual* — an essential gear and lifestyle guide for men.



FEBRUARY 2018

MOB holds its first breakfast briefing. Matt Powell, a widely respected 40-year veteran of the retail industry (with 25 years experience in the sporting goods industry), addresses a large group of members on retail and consumer trends in the outdoor market place. Matt's the vice president of industry analysis at NPD Group. (He also happens to be a Mainer!)



MARCH 2018

MOB greets members of Maine's House and Senate at the Hall of Flags in Augusta to share information and insights on Maine's outdoor recreation economy and the impact of our industry on the state. It's a great opportunity to get in front of our elected officials — many of whom had no idea of the dollars and lives we influence. One representative is overhead saying,

**“THE OUTDOOR INDUSTRY
IS INDEED THE ELEPHANT
IN THE ROOM!”**

APRIL 2018

MOB hosts its second breakfast briefing at the offices of Bernstein Shur, where two of the firm's attorneys speak to preparing your business for financial hardships or economic downturns. It's a helpful discussion for the 35 members who attend and a reminder of the importance of contracts and sound financial practices.

Also in April, MOB board president, Jim Hauptman, travels to Washington, DC with fellow Outdoor Industry Association representatives to meet with congressional leaders to discuss the importance of the outdoor industry and renewing the Land and Water Conservation Fund.

Later in the month, at the Governor's Conference on Tourism in Portland, it's reported that tourism in Maine grew 3.6% in 2017 and that outdoor recreation, a component of that number, grew 8.5% — bolstering MOB's assertion for the need to establish an office of outdoor recreation in Maine.

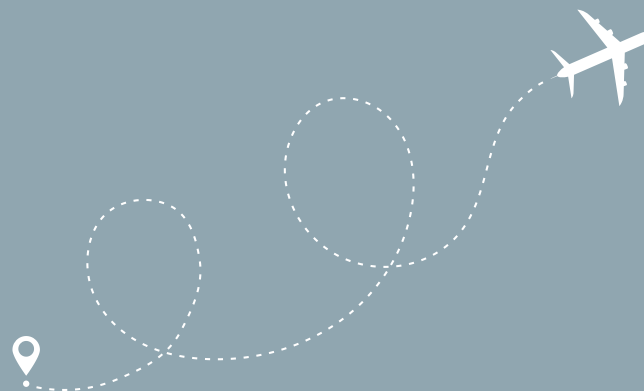


MAY 2018

MOB hosts its third breakfast briefing, assembling a panel of experts from Maine Angels, FAME, MTI and SCORE, to name just a few, addressing the subject of funding and consulting resources to fuel business growth. Close to 75 MOB members attend the 2½ hour event — our most popular to date.

JUNE 2018

MOB takes the show on the road in June, working with the Maine International Trade Center to provide significant underwriting grants to brands wishing to attend the OutDoor Show in Friedrichshafen, Germany. This show is the European equivalent of Outdoor Retailer and attracts buyers from across Europe and Asia. MOB has a modest booth and the five brands that attend gain significant insights into the European market.





Attending The OutDoor Show gave us the opportunity to meet with distributors, agents, and individual buyers from all over Europe, which would not have been possible without the support of Maine Outdoor Brands. As a result of the show, we met with one of our Japanese distributors (resulting in an expansion of our product offering there), closed a new account

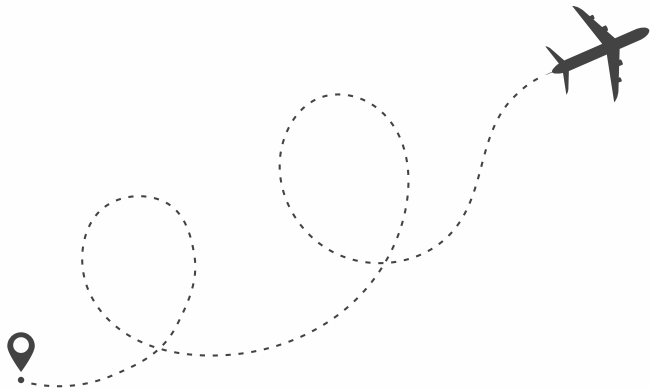
in Norway, and have promising leads with both distributors and agents in Europe, UK, and Scandinavia. MOB members coming together to support each other and lower the financial barriers of attending the show is the perfect example of what sort of collaborative efforts are possible within the Maine business community.

James Morin, COO of Flowfold, on his time at the OutDoor Show in Germany.



JULY 2018

MOB attends Outdoor Retailer's Summer Market Show in Denver. This show is the largest of its kind, anywhere in the world, attracting more than 30,000 attendees. MOB once again has a booth in a prominent location and helps nearly a dozen Maine brands introduce their products and services. Prior to the show, MOB reaches out to its members to compile a comprehensive list of show preparation tips and ideas — ensuring everyone who attends is able to maximize their time in Denver.



“Attending Outdoor Retailer this July provided the opportunity to meet and get to know people from Maine who are working for incredible companies and pioneering exciting new products. Moreover, I talked with folks from national and international economic development groups to learn about how they are proactively targeting and working to attract outdoor recreation companies to their regions. I also learned a lot about the outdoor recreation industry’s policy priorities and unique regional challenges. We have such bountiful outdoor recreation spaces that marketing those to the next generation can help attract youth and more diverse populations to our state. All in all, it was an incredible opportunity to build relationships, learn from others around the country, and generate new ideas.”

*Isabel Mullin, attorney at
Bernstein Shur (MOB Summit Supporter)*

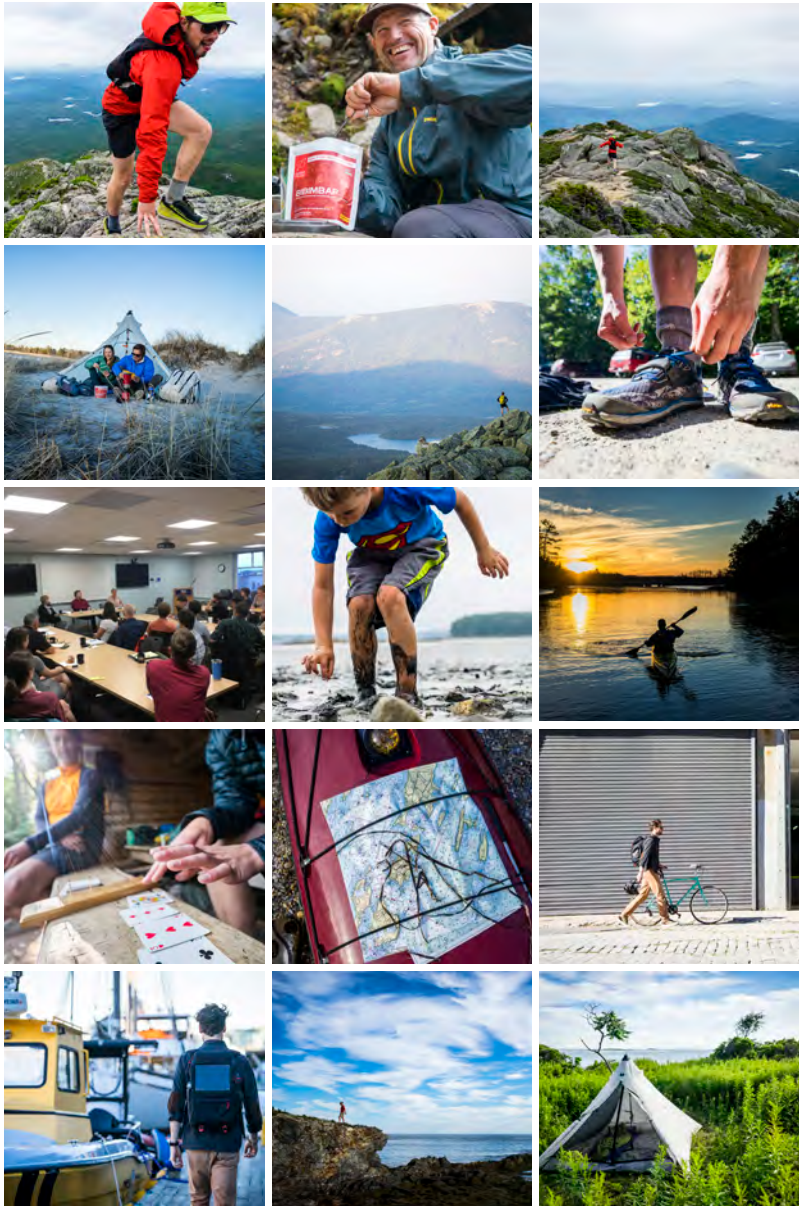


AUGUST 2018

MOB takes a bit of a breather in August — time to dive into the outdoors for ourselves. While we're out exploring, MOB's Instagram followers top 1,000 and Facebook followers exceeded 250.

SEPTEMBER 2018

MOB hosts its fourth breakfast briefing, this time on cultivating corporate cultures to find and retain employees in a tight labor market. More than 40 members attend and hear from a panel of HR and business experts on a wide range of best practices and common recruiting mistakes.



OCTOBER 2018



The state of Maine announces the creation of a new position within the Department of Economic and Community Development — Director of Office of Outdoor Recreation. The role is intended to explore the creation of a permanent outdoor recreation office. MOB is already working with the director, Carolann Ouellette, and looks forward to collaborating with the new administration after elections in November.

ADVISORY BOARD

David Koorits, Good To-Go
James Morin, FlowFold
Brain Threlkeld, Threlkeld Outdoor
Alicia MacLeay, Trailspace
Jessie Gilligan, Blaze Partners
John Milburn, Stabil
Isabel Friedman, Blaze Partners

BOARD OF DIRECTORS

Jim Hauptman, President, Blaze Partners
Jenna Klein Jonsson, Secretary, Blaze Partners
Don Oakes, Treasurer, Sea Bags
Sam Fratoni, Trustee, Maine Angels
Charlie Bruder, Trustee, L.L.Bean
Kay Henry, Trustee, Outdoorsense

MEMBERS

360 Media Ventures
Alpenglow Adventure Sports
American Wild Magazine
Activity Maine
Allspeed Cyclery & Snow
Amalgam Skis
American Roots
Angelrox
Atlas Guides
Back 40 Adventures
Baxter Outdoors
Brant & Cochran
EVO Rock & Fitness
Flowfold
Foothill Fuels
Good To-Go
Governor Baxter
Grain Surfboards
GrandyOats
Hyperlite Mountain Gear
L.L.Bean
Lucid Skis
Maine Outdoor Film Festival
Maine-Lee Technology Group
Malone Auto Racks
Northeast Whitewater
Northern Outdoors
Nor'easter Weather Consulting
Old Town / Ocean Kayak
OpBox
Outside Television
Planet Dog
Pyxie
Quoddy
R.E.D.D.
Rogue Wear
Sabattus Disc Golf
Sea Bags
Shaw & Tenney
Stabil
Sterling Rope
Summer Feet Cycling
Threlkeld Outdoor
Tick Me Off Maine
Trailspace
Untamed Mainer
Wallace James Clothing Co.
Winterstick Snowboards

2018

TRAILHEAD SUPPORTERS

50 Fish
Cairn Consulting
Fendler PR
Marshall Communications
Philbrook PR
Portland Design Co
SA Hutnak & Associates
Warren, Currier & Buchanan

TREELINE SUPPORTERS

Maine Outdoor Properties
Kingspøke

SUMMIT SUPPORTERS

Bernstein Shur
Blaze Partners
Machias Savings Bank

NON-PROFIT PARTNERS

Appalachian Mountain Club
Maine Adaptive Sports & Recreation
Maine Appalachian Trail Land Trust
Maine Cancer Foundation
Maine Huts & Trails
Maine Island Trail Association
Maine Professional Guides Association
Maine Sports Commission
Outdoor Sports Institute
Peak Pursuits
Rippleffect
Teens to Trails
The Trust for Public Land
Ski Maine
University of Maine at Farmington
WinterKids

Photo Credits: Big Blue Bear, Scott McLeod.
Instagram, Brian Threlkeld.

THE GREAT STATE OF MAINE

TALLEST MOUNTAIN:
KATAHDIN 5,267 FEET

LARGEST CITY:
PORTLAND 67K

STATE MOTTO:
DIRIGO

5.267 FEET

ALWAYS IN FASHION:
BEAN BOOTS + FLANNEL

MAINE-ISM:
YOU CAN'T GET
THERE FROM HERE

SEASONS:

WINTER MUD SEASON SPRING TOURIST SEASON
SUMMER FALL ALMOST WINTER

FAVORITE FOODS + DRINKS

POTATOES, LOBSTER, WHOOPIE PIES,
BLUEBERRIES, BROWN BREAD, MOXIE,
ALLEN'S COFFEE BRANDY, ICE CREAM,
SEAFOOD, CRAFT BEER, COFFEE MILK



HI/LO
TEMPS IN PORTLAND
OCTOBER 9-10, 2018

84°/53°
55°/46°

**DON'T LIKE
THE WEATHER?
WAIT A MINUTE**

**UNIQUE TO MAINE: CALLING YOUR
BUSINESS "MAINELY SOMETHING"**

MAINE
OUTDOOR BRANDS



INFO@MAINEOUTDOORBRANDS.COM

**30 DANFORTH STREET
SUITE 304
PORTLAND, ME 04101
207.200.8002**