

Adaptive Sports & Equity In Access to Economic Data

MAY 5-7, 2025

DISABILITY INCLUSION: CATALYZING CHANGE THROUGH SPORT

📍 PARK CITY, UTAH



HOSTED BY





CRO Planning & Design

Communities | Recreation | Open Space

Presented by Drew Pollak-Bruce, Allie Kaye & Jeff Alexander

Vermont Adaptive Ski & Sports

Vermont Adaptive Ski & Sports is New England's largest adaptive sports organization, focused on:

- empowering people of all abilities through inclusive sports and recreational programming regardless of ability to pay
- Adapts a client centered focus to programming
- Grown over 350% in the last 10 years
- Provided 5,327 individual recreational outings in 2024
- Provided 3,746 winter outings so far in 2025



2024 A Year In Review



5,327
Total Outings

1,224
Total Unique Participants

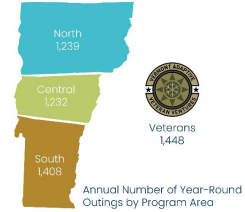
\$217,442
Provided in Scholarships (Including scholarships for Veterans)

453
Total Volunteers

22
Total Interns

80
Volunteers who
dedicated 10+ days to
our programs

75% Adults
25% Kids
The ratio of those who participate
in our programs



Veterans
1,448

**Every Trail,
Every Skill,
EveryBODY.
Advancing
Accessibility in
2024**

- Vermont Adaptive conducted 21 water entryway assessments and 9 mountain bike trail network assessments throughout the state. These assessments allowed us to identify how to make these outdoor spaces accessible for all. The locations will now be reconfigured to ensure everyBODY has access to recreate.
- Volunteer training remains a critical piece to the success of the lessons and outings Vermont Adaptive provides. In 2024, we offered 63 trainings, both in-house and with sport-specific professionals for a total of 476 hours of training. This level of training will continue to increase in order to ensure we offer the safest and most current teaching techniques and education.
- Helping curate the next generation of adaptive sports programs is an integral part of Vermont Adaptive's operations. Vermont Adaptive worked with 32 full- and part-time interns this past year including some who worked on their Capstone projects or graduate studies. Collectively, they contributed 7,270 hours to programs, lessons and more. Hands-on, in-the-field experience is important for these up and coming professionals.

Disabilities of the People We Served in 2024



24.18% Veterans (Miscellaneous impairments)	2.67% Cerebral Palsy
18.4% Cognitive/Intellectual Impairment	1.13% Quadriplegia
16.02% Autism Spectrum Disorder	1.09% Traumatic Brain Injury
8.79% Other PTSD/PTIS/MST/Other Trauma	0.84% Stroke
7.55% Emotional Trauma/Emotional Behavioral Disability	0.58% Limb Amputations
3.38% Blindness/Visual Impairment	0.53% Spina Bifida
3.17% Paraplegia	0.64% Deaf or Hearing Impairment
3.0% Veterans (No Impairment Identified)	6.05% Other

CRO Planning & Design

Communities | Recreation | Open Space

We are a planning & design consultancy focused in three core areas:

COMMUNITIES

RECREATION

OPEN SPACE



Our firm was founded to help build better connections between recreation questions and planning & design solutions.

Visit us at www.CROplanning.com to learn more!

About SORP

The Society of Outdoor Recreation Professionals has been serving the outdoor recreation profession since 1983. It is the nation's leading association of outdoor recreation and related professionals who strive to protect our natural and cultural resources while providing sustainable recreation access.

Our Mission

SORP provides leadership for the outdoor recreation profession through skill development, networking, and technical guidance

National Outdoor Recreation Conference

We are excited to be heading to Duluth, Minnesota in 2026. NORC will be hosted May 11-14, 2026!



AGENDA

**The Outdoor Recreation
Economy in Vermont**

Winter Program Analysis

**The (Dismal) State of
Adaptive Economic
Impact Data**

**The Vermont Adaptive
Ski & Sports Economic
Impact Analysis**

**Next Steps & Modeling a
Year in the Life of
Vermont Adaptive**



THE STATE OF ADAPTIVE ECONOMIC IMPACT DATA



BACKGROUND & NEED

Economic impacts are increasingly common data point to advocate for outdoor rec investments.

There is now data available for almost every kind of recreation user out there, and outdoor recreation advocates across the US have gotten pretty good at using this data to bring more people into the “tent” of supporting investment in the trails, parks, and active transportation facilities that support our favorite recreation activities.



BACKGROUND & NEED

However, in Vermont and many other states, there is very little or no economic impact data for people with disabilities and adaptive sports recreators, placing them at a disadvantage when competing for funding and leaving decision-makers unaware of the significant economic impacts that this group and their families and traveling parties produce.



BACKGROUND & NEED

Our industry has made incredible strides over the past few years in expanding equitable access to adaptive recreation experiences, but it's time we moved beyond talking about increasing physical access alone. We also need to advocate for equitable access to information.



PROJECT OVERVIEW

**Tennessee State Parks
Tourism-Oriented Mountain Biking &
Adaptive Recreation Impact Study**

- Reviews implications and impacts of developing an adaptive, tourism-oriented mountain bike trail system within one of Tennessee's state parks
- Evaluated different ranges of development to understand costs, maintenance needs, and associated economic benefits to the local community and park itself to identify the optimal path forward
- Parks to host the trail systems are currently being evaluated – Fall Creek Falls State Park was used as a “case study” test site for the analysis
- Performed interviews with a broad range of stakeholders to understand partnership potential, adaptive considerations, and mountain bike trail development models

What is a *Tourism-Oriented* MTB System?



20+ Miles

Of dynamic trail with
varying difficulty



Infrastructure

To support bikers (rentals, pump
track, repair station, food/drinks)



Optimized

For fun mountain biking
experiences, events, and
races



Designed

To promote tourism
and multi-day stays

ACCESS 2030

New Access Program

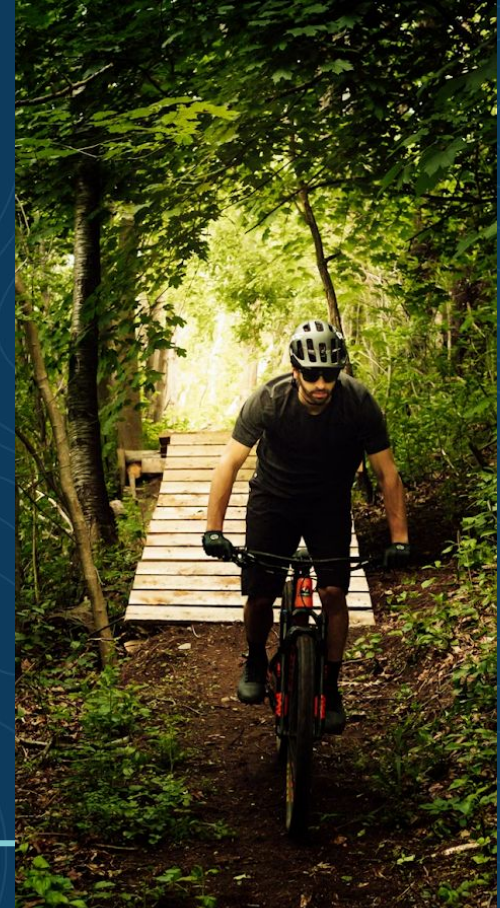
TSP just launched the new Access 2030 program with the goal of Tennessee having the most accessible state park system in the nation by 2030.

Investing In Spaces

Amidst lodge, campsite, pool, and asset investments in accessibility across the system.

Trails Without Limits

Expressed they would like these new MTB trail systems to also support adaptive recreation—and not just aMTB!



ACCESSIBLE & ADAPTIVE TRAILS

ADA Accessible Trail

ADA-specific design criteria with wide, hard surfaces. Typically provide developed recreation experiences.



Adaptive Mountain Bike Trail

Natural surface trail with fun, rolling features of varying difficulty. Provides mountain biking experiences.

The mountain bike trail system they envisioned would support both adaptive hiking and mountain biking.



Adaptive Hiking Trail

Natural surface trail that provides remote hiking experiences and accommodates off-road wheelchairs & handcycles.



ECONOMIC IMPACT SUMMARY



Tourism-Oriented Mountain Biking

Up to \$5.3 million in total economic impact (sales), Up to 78 jobs created, Up to \$725,000 in local, state, and fed tax revenue, Per trail system, each year!



Adaptive Recreation Tourism

Up to \$20.9 million in total economic impact (sales), Up to 307 jobs created, Up to \$2.9 million in local, state, and fed tax revenue, Per trail system, each year!



TN State Park Operational Benefits

Investments bring enhanced trail maintenance & support for all trails & users. Up to \$90,000 in surplus revenue (profit) from camping, lodging, rental, & retail even after additional maintenance & operational costs are applied.



Return on Investment

For every dollar spent on capital improvement up to \$4.70 is realized in economic impacts to local communities. For all development models, park revenue produced through increased visitation will outweigh annual maintenance costs.

Investing in high-quality & accessible tourism-oriented mountain bike trail systems pays off!

ADAPTIVE RECREATION IMPACTS (FCFSP)

Development Model	Non-Local Visits	Economic Impact (Sales)	Jobs Supported (FTE)	Tax Revenue (Fed, State, Local)
Current Adaptive Recreation Impacts	104,171	\$17,413,000	255	\$2,399,000
Potential Impacts - Adaptive Improvements	125,006	\$20,896,000	307	\$2,879,000

This analysis attempts to communicate adaptive recreation's often-overlooked but significant impact on local and regional economies

Following TN Tourism data, these impacts assume 17% of visitors either possess or traveled with someone possessing a disability

More adaptive recreation research is needed! These figures rely on many assumptions because there are minimal to no data related to adaptive recreation participation, spending, and tourism

SUMMARY OF ACADEMIC RESEARCH ON THE POWER OF ADAPTIVE SPORTS

7 in 10 individuals with disabilities are not aware of organizations that can support them.

Three million children in the United States have a disability.

4 in 10 individuals with disabilities that do not play sports want to play sports.

Physical activity levels are 4.5 times lower for youth with a disability, and the obesity rate is 38% higher for these children.

76% of children and adolescents with disabilities do not meet the 60 minutes or more of physical activity daily recommendation.

1.5 million students in public primary and secondary schools with a physical impairment are excluded from having access to participate in athletic competitions.

Individuals with disabilities face far greater obstacles to healthy living than the general population. According to the CDC and BLS, individuals with disabilities are more likely to be unemployed, poor, inactive, and obese.



**MOVE
UNITED**

MOVE UNITED ECONOMIC IMPACT STUDY OF THE ADAPTED SPORT INDUSTRY

2020 First
(only)-of-its-kind
economic impact study
of the adapted sport
industry in the United
States

Move United & All in
Sport Consulting, Stitch
Marketing Research, and
Huddle Up Group
collected expenditure
and budget data from a
sampling of U.S.-based
adapted sport entities as
a first step to better
understand and project
economic trends for the
overall market.

Based on the data, the
report estimates that the
total economic impact of
adapted and para
sport-related tourism
events nationwide likely
ranges from
approximately \$80.5 to
\$134.2 million annually.





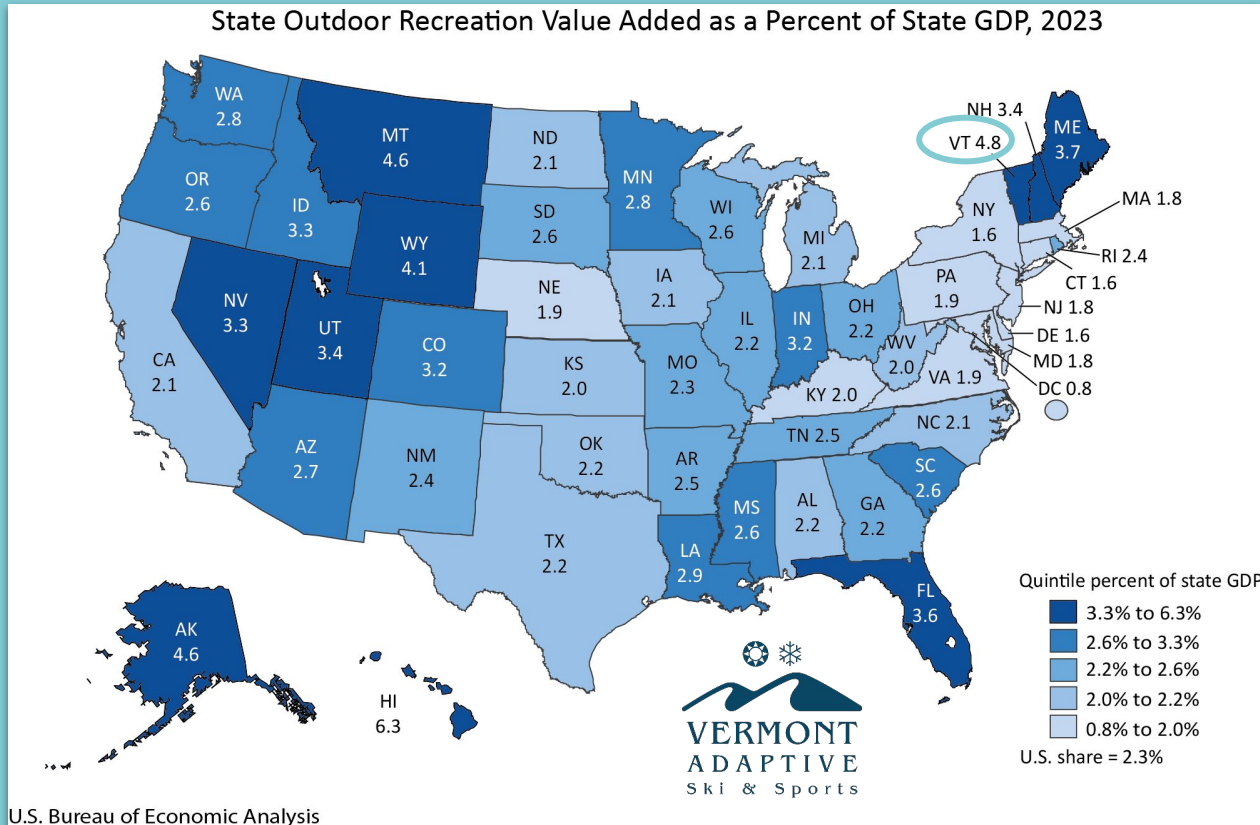
THE OUTDOOR RECREATION ECONOMY IN VERMONT



RECREATION AS AN ECONOMIC DRIVER IN VERMONT

Outdoor recreation
makes up **4.8%** of
Vermont's GDP

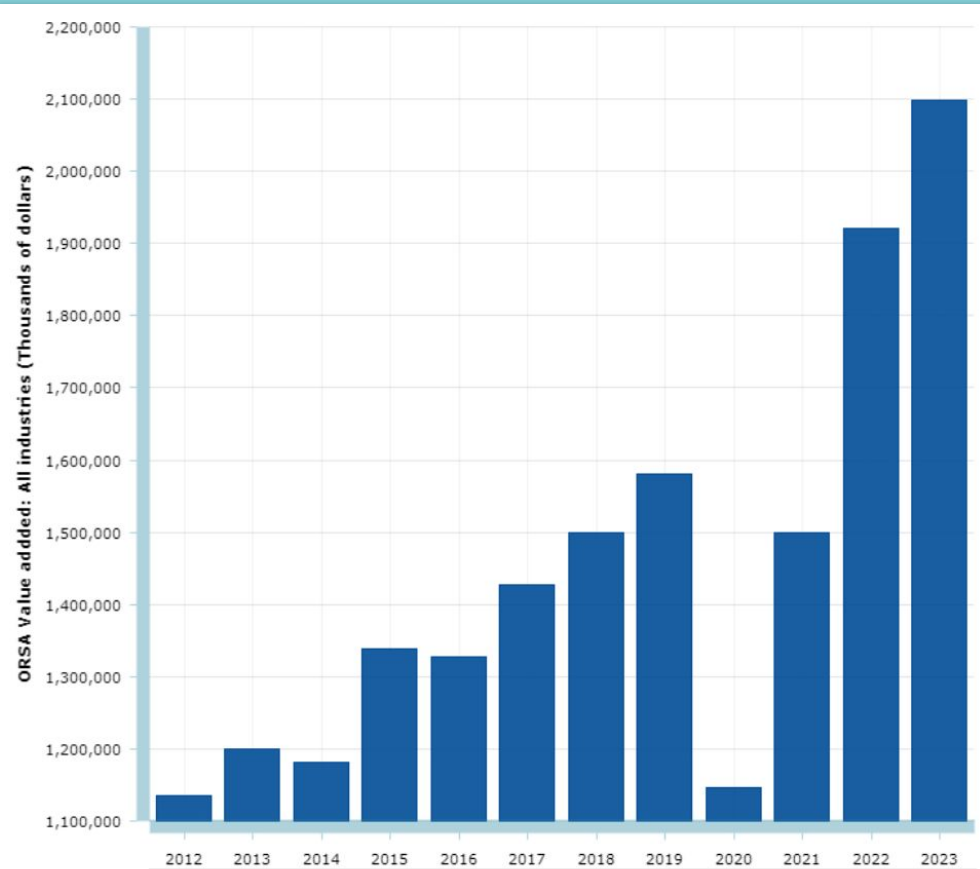
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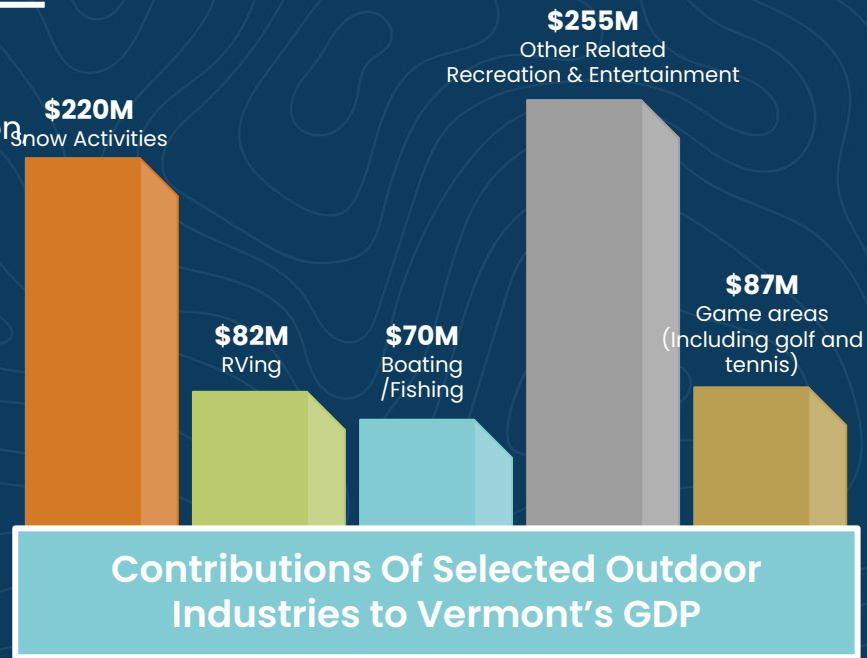
OUTDOOR RECREATION: A GROWING ECONOMY IN VERMONT



2023 OUTDOOR RECREATION BY THE NUMBERS

Outdoor recreation made up \$2.1 Billion or 4.8% of Vermont's economy in 2023 – maintaining Vermont as second in the Country for highest contribution for outdoor recreation to state GDP.

- Over 16,000 people work in Vermont outdoor industry.
- Accommodations and food services group to \$733.5 million, a significant increase of 9%.
- Manufacturing of outdoor goods grew to \$135 million, an increase of 15% and the number of employees grew significantly by 12%.
- Retail sales grew to under \$412.8 million and increase of 4.5%.
- Snow activities, including skiing, snowboarding and snowmobiling continues to be Vermont's top industry, increasing by 29% from 2022.
- Significant growth reflected in contributions from climbing/hiking camping and hunting/shooting/Trapping.



Vermont Saw 15 Million Visitor Visits in 2024

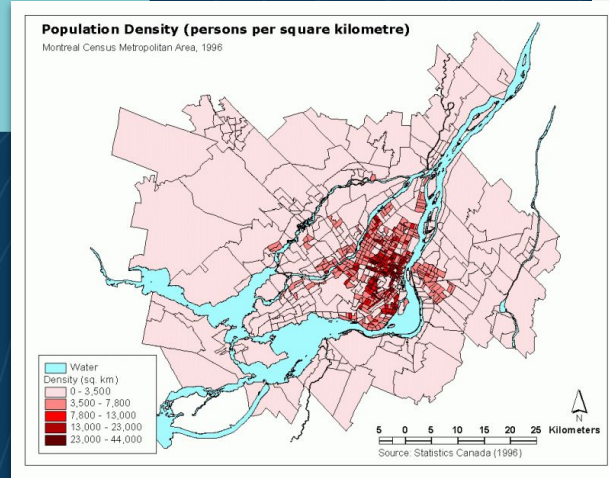
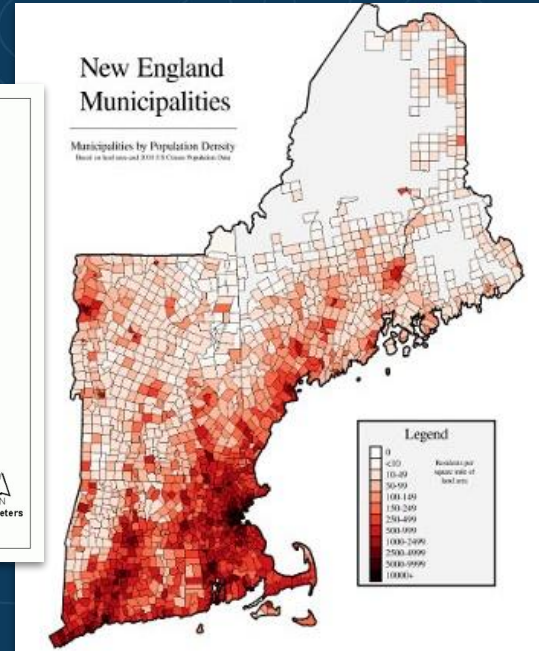


Photo Credit: Modern Survival Blog



Vermont is within a 5 hour drive of over 80 million people from the US and Canada

MOVING FORWARD TOGETHER VERMONT

Move Forward Together Vermont

A Vision for our Outdoor Recreation Future

VISION

**FOSTER HEALTHY AND VIBRANT COMMUNITIES
THROUGH OUTDOOR RECREATION**

GUIDING
PRINCIPLES

Collaborative

Inclusive

Data-Driven

COMMON
OBJECTIVES

Equity

Climate Resilience

THEMES

Stewardship

PROTECT MAINTAIN CONSERVE

Wellness

LEARN CREATE CONNECT

**Economic
Development**

CULTIVATE INVEST BUILD

FIVE YEAR
PRIORITY
ACTIONS

Invest in stewarding and upgrading existing recreational infrastructure

Strengthen guidance and education about climate resilient strategies that help communities interact with their rivers and water bodies

Cultivate and promote a stewardship ethic among Vermonters and visitors

Identify and support regional outdoor recreation planning and partnerships

Create and promote a suite of technical assistance resources to strengthen the skills and expertise of non-profits, municipalities and businesses who manage recreation

Reinforce and sustain public recreation on private lands

Create and enhance in-community outdoor recreation opportunities that directly connect to where people live, learn, and work

Develop recreational opportunities and conserve open spaces that strategically fill gaps in experiences and distribution across the state

Create safe, welcoming, and environmentally sustainable entry spaces into the outdoors

Centralize, improve, and make more accessible informational resources about outdoor recreation opportunities and events

Support programs that reduce the costs of outdoor recreation

Strengthen connections between people working in health and wellness, people working in education, and people working in outdoor recreation

Strengthen community awareness about improved health and wellness outcomes through outdoor recreation

Develop information and resources to demonstrate how outdoor recreation resources and vibrant local economies are connected

Strengthen the capacity of municipalities to engage in Vermont's outdoor recreation economy

Strengthen workforce opportunities in Vermont's outdoor sector

Foster resilience and flexibility in outdoor recreation communities, organizations, and businesses to withstand major weather events and a variable climate

Invest in organizations and businesses led by marginalized communities

Support innovation in Vermont's outdoor sector by supporting entrepreneurship, providing resources to businesses, and seeking solutions to challenges



Nick Bennette Executive Director, Vermont Mountain Bike Association (VMBA)

As we strengthen our outdoor recreation economy we must steward our existing outdoor recreation assets. The priorities in Move Forward Together Vermont will help us align and coordinate the diverse network of trail organizations, municipalities, and land managers who ensure opportunities to connect with the outdoors remain open.

Move Forward Together Vermont

bit.ly/MoveTogetherVT



Jeff Alexander Director, Strategic Partnerships & Business Development, Vermont Adaptive

It's important to Vermont Adaptive that everyBody is able to get outside. Vermont is quickly becoming a leading destination for accessible outdoor recreation experiences and the priorities in Move Forward Together Vermont will help us continue to strengthen the quality and availability of these experiences for many years to come.

Move Forward Together Vermont

bit.ly/MoveTogetherVT



Stewardship — Fast Facts



Vermont has over 11,000 miles of trails

6,200 miles
for non-motorized

5,200 miles
for motorized

150 miles
of accessible rail trails

Agency of Natural Resources

375,000 acres of state land
55 developed state parks
~1,000 miles of trails
190+ developed fishing access areas

Green Mountain National Forest

411,000 acres
500 miles of hiking
220 miles of biking trails
478 miles of cross-country ski trails.

Municipalities

387 sites containing park assets
536 sites containing sports assets
133 aquatic assets for boating and swimming

70% of trail

miles in Vermont
are on private land

*Data Source: Move Forward Together Vermont

Wellness ————— Fast Facts



93% of people in Vermont participate in outdoor recreation each year.

Top reasons people participate in outdoor recreation:



Enhance their mental well-being



Relax and Recharge



Appreciate the scenic beauty

Vermonters consider a **30-minute drive** to access outdoor recreation to be within their local area.

1 out of 5 Vermonters live more than a 10-minute drive from a protected publicly accessible space for outdoor recreation.

43% of k-12 schools in Vermont **lack walkable access** to off campus parks or open spaces.

70% of people in Vermont recreate outside with their family.

The **most common group size** for recreating outdoors is **2 people**.

Most popular activities that people participate in:

Walking



Hiking



Swimming



Flatwater paddling



Gardening



Economic Development Fast Facts

Vermont's outdoor recreation economy generates \$2.1 billion



16,283

people employed in outdoor recreation jobs

Rooted in **small businesses** from **gear manufacturers** to **rental and repair shops**, to **four-season resorts**, **guide services**, **retail stores**, and **lodging providers**

\$733.5 million is generated by **Accommodation** and **food services**.

Over \$11M

in state grants have funded projects in all 14 counties

Tourism is an **integral part** of outdoor recreation in Vermont.

People move **to Vermont** because of outdoor recreation.

Economic Development

60% of the outdoor businesses surveyed shared that the top barrier for their workforce is cost of living.

TOP CHALLENGES towns face when investing in outdoor recreation economy include

- Applying for grants
- Maintenance of outdoor spaces
- Adequate emergency response services

Among the top activities that outdoor businesses support:

Bicycling



Hiking/
walking



Snowshoeing



Alpine skiing



Snowboarding



Cross-Country /
Backcountry
skiing



Towns need better data and examples to help them visualize and describe what an outdoor recreation economy means for them.

Word of mouth is a major way businesses promote their products and services.

58% of outdoor businesses surveyed do not have a plan, program, or initiative to increase workforce diversity.

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Insights



VERMONT MOUNTAIN BIKE ASSOC.
SINCE 1997

TRAIL USER SURVEY

OVERVIEW

In summer 2023 the Vermont Mountain Bike Association (VMBA) administered a survey to gauge visitor travel and recreation experiences at seven different mountain biking trailheads throughout the State. In total, 250 responses were collected.



VISITOR PROFILE

Visitors originated from 99 different cities ranging from Vermont (65%), other states (23%), and Canada (12%). A mix of male (67%), female (32%), and non-binary (0.4%) recreators visited the trails and were generally in their upper 30's.

ACTIVITY DETAILS

97% of recreators visited the trailhead with the intent to mountain bike. During peak season (May-Oct), visitors recreated on Vermont's non-paved trails 11 times per month and spent 2 hours and 20 minutes recreating for the day.



TRAVEL

51% of visitors traveled to the trailhead alone, with 98% using a car/truck to travel to their trailhead. Visitors spent 1 hour and 12 minutes traveling one-way to a trailhead.

VMBA MEMBERSHIP

47% of visitors were current VMBA members belonging to WATA (24%), FOTW (19%), RMT (13%), STP (9%), MRR (5%), UVMBA (4%), BRMB (4%), CTC (4%), Grateful Treads (4%), MAMBA (4%), ATA (3%), BK (1%), Catamount (1%), FCMTBC (1%), Millstone (1%), and VT Bikepackers (1%).



SPENDING

Visitors spent an average of \$126.59 locally during their visit with \$39.65 being spent on food, \$20.42 spent on fuel, and \$66.52 on lodging.

TRAIL EXPERIENCE

Overall, visitors had pleasurable experiences on the trails and thought they were well-maintained. Visitors ranked both their experience and trail maintenance 4.6 out of 5.



GROWTH OF MOUNTAIN BIKING IN VERMONT

Vermont has over 1,000 miles of MTB-optimized trails

- >17% (~100,000) Vermonters mountain-biked in 2022
- Over 100 Miles have been assessed for aMTB
- VMBA Membership has nearly doubled since 2019
- Vermont has the highest trails per capita in the U.S
- Trailforks check-ins have grown exponentially
- Estimated economic impact of \$127 per MTB visit.

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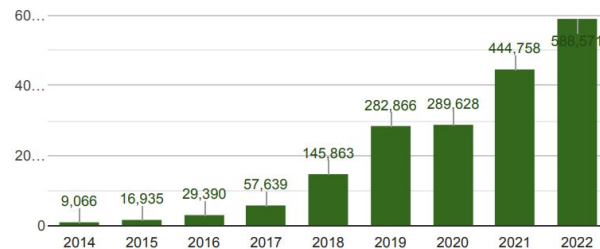
Home > Cycling > Research Reveals Best States for Mountain Biking

Research Reveals Best States for Mountain Biking

By Bruce Christian - February 22, 2023

New research reveals that Vermont is the best state for mountain biking. The research by bike experts icebike.org analyzed the 50 states based on a review of multiple factors related to mountain biking to establish the best state. The study looked at the number of trails, the percentage of hilly terrain, the number of national parks, the state's "bikeability" score — a rating from the League of American Bicyclists that includes factors such as safety, infrastructure and policies — relating to cycling, and the number of top destinations per state.

Trail Check-Ins Per Year



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STATE OF SKIING / SNOWBOARDING IN VERMONT

Vermont is the top ski state in the eastern US, and 4th in the country (CO, CA, UT, VT) (as measured in skier visits)

Average 4 million skier visits each winter

20% of visits from VT; 80% from out of state



24 alpine ski areas

\$975M in visitor spending

Estimated economic impact \$244 per visit

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VERMONT
ADAPTIVE
Ski & Sports

SKI
VERMONT



THE VERMONT ADAPTIVE SKI & SPORTS ECONOMIC IMPACT ANALYSIS



PROJECT OVERVIEW

- Funded by a Vermont Outdoor Recreation Economic Collaborative (VOREC) Equity Grant

- Studying a year in the life of Vermont Adaptive Ski & Sports

- Modeling Winter & Summer Programs, Staff, Events, Facilities, Equipment, Operations, Donations, & Volunteers

- Modeling adaptive recreation activities outside Vermont Adaptive programs

PROJECT COMPONENTS & TIMELINE

Kickoff:

- Project Kickoff
- Steering Committee Formation

Survey Development & Design:

- Question Development
- Survey Design

Operational Analysis:

- Budget & Operational Data Analysis
- Economic Impact Analysis

Final Report Writing:

- Economic Impact
- Study Report

Jul-Aug
24'

Aug-Sept
24'

Sept-Nov
24'

Nov 24' -
May 25'

Apr 25' -
Jul 25'

May-Sept
25'

Sept-Nov
25'

Sept-
Dec 25
(and ongoing, now!)

Survey Pre-Work:

- Stakeholder & Participant Outreach
- Visioning and Goal Setting
- Sampling Strategy

Winter Program Survey & Analysis:

- Survey Distribution and Sampling
- Data Cleaning & Analysis
- Economic Impact Analysis

Summer Winter Program Survey & Analysis:

- Survey Distribution and Sampling
- Data Cleaning & Analysis
- Economic Impact Analysis

Result Sharing & Outreach:

- Conference attendance/ presentations
- Partner communication toolkit

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METHOD OF DISTRIBUTION

- Reach and survey all of Vermont Adaptive open enrollment athletes and volunteers across all three of program locations.
 - *Open enrollment- athletes who came on their own and not with a school or group*
- Reports were created through our reservation system that supplied information about who, when, which location and what an athlete participated in.
- Unique URL links with the survey were created and sent to those athletes via email.
 - Having unique URLs allowed the CRO team to keep track of who had and had not filled out the survey
 - Surveys were separated into sport disciplines (Ski, snowboard, etc.)



METHOD OF DISTRIBUTION

- Weekly attendance reports were categorized by newly attended and returning athletes to programs.
- Personalized links are distributed on a weekly basis by email.
 - Push and reminder emails are sent weekly to those who have not yet filled out the survey.
- Second method of distribution: QR codes
 - More opportunities for more responses
 - Easily accessible to all locations
 - Downside- URL is not personalized

Alpine Skiing Program Spending Survey

Your feedback is needed!

Tell us about your program experience!



Scan the QR code take an important survey that will communicate the importance of adaptive recreation in Vermont!



VERMONT
ADAPTIVE
Ski & Sports

Snowboard Program Spending Survey

Your feedback is needed!

Tell us about your program experience!



Scan the QR code take an important survey that will communicate the importance of adaptive recreation in Vermont!



VERMONT
ADAPTIVE
Ski & Sports

Nordic Ski Program Spending Survey

Your feedback is needed!

Tell us about your program experience!



Scan the QR code take an important survey that will communicate the importance of adaptive recreation in Vermont!



VERMONT
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Ski & Sports

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Next, we would like to learn more about your **most recent trip** to attend Vermont Adaptive's Alpine Skiing Program. **For this study, your "trip" begins the moment you leave your residence and ends the moment you arrive back at your residence.** This also includes everything you did while attending your most recent Alpine Skiing Program. As you answer these questions, please keep this in mind.

Including yourself, how many people did you *travel with* on your **most recent trip** to attend the Alpine Skiing program? If you traveled alone, enter '1' *

Person(s)

Including yourself, how many people are you *paying/did you pay for* on your **most recent trip**? This is for expenditures on your trip and does not include the general program fee. If you are only paying for yourself, enter '1' *

Person(s)

What form of transportation did you use to get to the Alpine Skiing program for your **most recent visit**? Select all that apply.

☒ Personal vehicle

☐ Taxi service/public transportation (e.g., Uber/Lyft, shuttles, park & ride, public transportation)

How many nights did you stay **in Vermont** while traveling to attend the Alpine Skiing program on your **most recent trip**? If you live in Vermont, please only count nights where you are staying/stayed in accommodations other than your primary home. *

Did you do any of the following **in Vermont** while on your **most recent visit** to attend Vermont Adaptive's Alpine Skiing program? This includes activities that occurred while traveling to/from the area. Select all that apply.

☐ Purchased food and/or drinks

☒ Shopped at retail stores

☐ Spent money on entertainment (e.g., Visiting museums, parks, gyms, country clubs, bowling alleys, taking guided tours, instructional classes, massage therapy)

☐ Purchased ski lift tickets

What **retail stores** did you shop at on **your most recent trip**? Select all that apply.

☒ Sporting goods, hobby shops, and/or book stores

☒ Other non-food retail stores (i.e., Walmart, Target)

SURVEY SNIPPET

In this section, you will be asked about your expenditures **in Vermont** while on your **most recent trip** to attend Vermont Adaptive's Alpine Skiing program. Please answer the following questions with only your **Vermont-based** expenditures in mind.

[Back](#)

[Next](#)

Expenditures made in Vermont

Gasoline	<input type="text" value="\$30"/>
Motel/hotel/lodge	<input type="text" value="\$240"/>
Sporting goods/hobby shops (including gear rentals)	<input type="text" value="\$84"/>
Full-service restaurants	<input type="text" value="\$85"/>
Bars/breweries/taprooms	<input type="text" value="\$20"/>
Food trucks	<input type="text" value="\$15"/>



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IMPLEMENTATION ACROSS RESORT LOCATIONS

Program staff and volunteers across locations (Bolton Valley, Sugarbush-Mt. Ellen, Pico Mountain, Killington Resort, Sakadana Six Ski Area), prompt families and athletes who have participated in a lesson to complete this survey.

Each location has the QR code posted in an accessible location for people to scan and then fill out.

Personable aspect of having staff and volunteers communicate to survey takers the importance and impact that this survey will have on Vermont Adaptive and the state as a whole.



SUMMER PROGRAM PROCESS

- Summer programming brings in new and returning athletes
- There are more variety of sports and activities in the summer compared to winter.
 - Mountain biking, path biking, paddling, climbing, hiking and more!
- Summer programs officially start June 9th
- Survey will be categorized by sport and activity
- Same process from winter will carry over to the summer
- Weekly program reports will be sent to CRO team, from there surveys will be sent out to athlete and/or family to complete.



EVENT SPECIFIC SURVEY



Vermont Adaptive holds several events and camps throughout the year that bring athletes and their families from all over the United States and beyond to the state of Vermont.

- Some events include: Visually Impaired and Blind Winter Festival, Collaboration with High Fives Foundation, Spaulding Rehab and other non-profit organizations.



Largest events to be surveyed: Vermont 100 and Vermont 50 Endurance Races

- These two events are Vermont Adaptive Ski and Sport's largest fundraisers of the year.
- Economic Impact Surveys will be distributed to those who participate and volunteer in these events.
- Partnering with Kelly Brush Foundation Ride for 3rd event survey



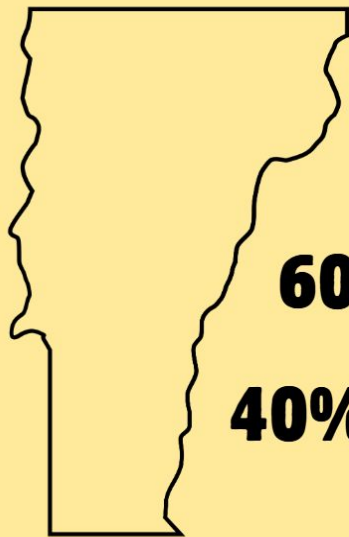
Events and camps allow us to survey a larger population of visitors outside of our normal day to day programming.



WINTER PROGRAM ANALYSIS



WINTER PROGRAM SURVEY DATA OVERVIEW



Where are Respondents From?

60% Respondents from Vermont

40% Respondents from Outside Vermont

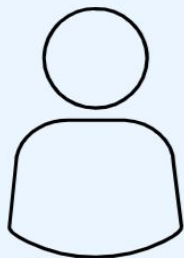
Methods of Distribution

- Direct post-attendance survey invites
- QR codes/postcard survey invites at programs
- Follow-up reminder emails



12 weeks Survey Run Time

158 Complete Responses



Who Has Participated?

2.5% are friends of the program

23% are program participants

27% are program participant travel party members

47% are program volunteers



TRIP CHARACTERISTICS

Average Group Size

- Participants: 3.1
- Volunteers: 1.4

Average Length of Stay

- Day Users – 1 day
(definition of day user!)
- Overnight Users– 3.5
nights



Total Participants Calcs

3,746 Outings \times 3.1
Average Travel
Party Size = 11,613
Total Outings &
Travel Party
Members

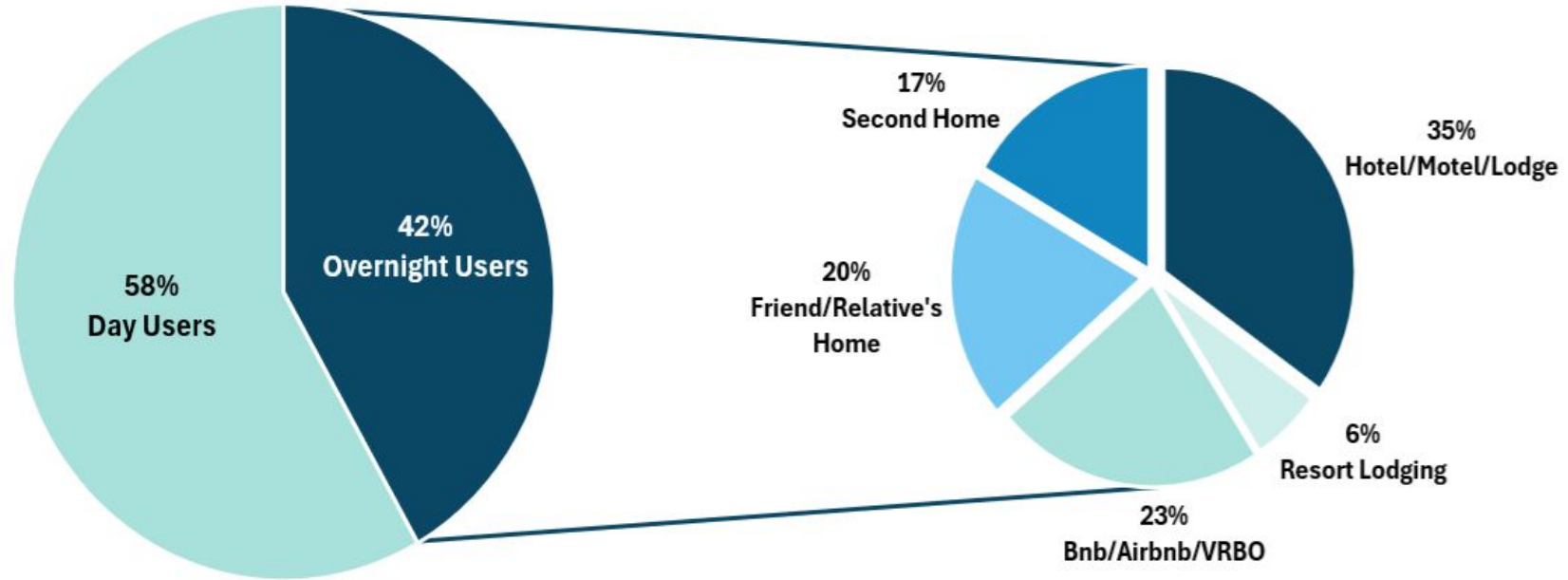
4,285 Total
Volunteers & Friends
of the Program
Outings \times 1.4
Average Travel Party
Size = 5,999 Total
Volunteers, Friends
of the Program, &
Travel Party
Members

$11,613 + 5,999 = 17,612$
Total Outings,
Volunteers, Friends
of the Program, &
Travel Party
Members

$17,612$ Total Outings
 \div 2 Outings per Day
average = 8,806
Total Participant,
Volunteer & Travel
Party Days

WINTER PROGRAM PARTICIPANTS

DESCRIPTIVE STATS



TOTAL AVERAGE SPENDING



Overnight User:
\$677 per trip / 3.5
days = **\$193.43**
per day



Day User:
\$76 per day

SPENDING CONSISTED OF...



Spending Category	Day User Spending Proportion	Overnight User Spending Proportion
Transportation (Gas, train tickets, plane tickets, etc.)	23%	10%
Lodging (Hotels, motels, Airbnb, resort lodging, etc.)	0%	46%
Retail (Sporting goods, ski shops, etc.)	15%	6%
Resort Tickets & Entertainment (Instructional classes, museums, lift tickets, etc.)	10%	15%
Dining (Restaurants, fast food, convenience stores, food trucks, etc.)	27%	14%
Bars, Breweries, & Taprooms	7%	3%
Groceries	19%	5%

ECONOMIC IMPACT OF WINTER PROGRAMS

DAY USER



5,125 total participant,
volunteer, friends of the
program, and other
travel party member
days



\$392,263 Total
Economic Impact
(sales & labor income
in VT Economy)



3 Total jobs
supported



\$72,919 Total tax
impacts (Federal,
State, and Local)

ECONOMIC IMPACT OF WINTER PROGRAMS OVERNIGHT USER



3,681 total participant, volunteer, friends of the program, and other travel party member days



\$3,196,585 Total Economic Impact (sales & labor income in VT Economy)



22 Total jobs supported



\$681,380 Total tax impacts (Federal, State, and Local)

ECONOMIC IMPACT OF WINTER PROGRAMS

TOTAL IMPACT



8,806 total participant, volunteer, friends of the program, and other travel party member days



\$3,588,848 Total Economic Impact (sales & labor income in VT Economy)



25 Total jobs supported



\$754,299 Total tax impacts (Federal, State, and Local)

TOP 10 INDUSTRIES IMPACTED BY WINTER PROGRAMS

Industry	Impact Output from Winter Programs	Percentage of Total Industry Output (State)
1. Other accommodations (e.g., Airbnb, Bed & Breakfasts, VRBO)	\$687,535	0.41%
2. Other amusement & recreation (e.g., resorts, bowling alleys, spas, event space)	\$369,010	0.17%
3. Hotels & motels	\$516,440	0.04%
4. Full-service restaurants	\$369,065	0.03%
5. Retail - sporting goods	\$45,161	0.02%
6. All other food & drinking places	\$165,105	0.02%
7. Retail - miscellaneous	\$68,822	0.02%
8. Retail - gasoline stores	\$64,832	0.02%
9. Limited-service restaurants (e.g., fast food)	\$76,678	0.01%
10. Retail - food & beverage stores	\$72,907	0.01%



VISITORS BECAME NEW NEIGHBORS

"Every time I would come up to Vermont to do one of their programs, I would leave thinking 'gosh... the stuff they do there and the support that they have is incredible.' And I'm a person who has been part of many successful adaptive sports programs."

– Shannon Franks, from Washington, D.C. who moved to Vermont to be able to participate in our programs regularly, year-round.





NEXT STEPS & MODELING A YEAR IN THE LIFE OF VERMONT ADAPTIVE



WHAT ELSE ARE WE MODELING?

Summer Programs

Salaries & Admin

Facilities

Equipment

**Adaptive recreationalists trip spending
outside of Vermont Adaptive Programs.**

Donations

Volunteers

Outdoors for EveryBODY

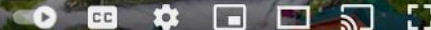
Summer in the Killington Region

Play (k)



0:18 / 4:34

(gentle music)



CRO Planning & Design

Communities | Recreation | Open Space

Questions & Discussion



Please Reach Out! Drew@CROplanning.com

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Thanks!