

VERMONT OUTDOOR INNOVATION COALITION



VOICe Charter VOICe partners develop advantageous business outcomes through thoughtfully partnering with trail-based nonprofits and their membership. We are united around a shared respect and appreciation for the role the Vermont's trail-based nonprofits, and their volunteers, play in Vermont's outdoor economy. Supporting this effort is responsible business.

History



The sponsors of the Vermont Mountain Bike Association inspired The Vermont Outdoor Innovation Coalition (VOICe) in 2016. A desire to better understand the organization quickly led to a team of business professionals eager to share expertise with the organization. The indelible link between trails and business outcomes inspired the creation of VOICe.

VOICe is a network of successful Vermont businesses that share an appreciation for the role that Vermont's outdoor recreation infrastructure plays in the vitality of the Vermont business community.

VOICe unites the effort and passion of Vermont's trail-based nonprofits with the insights of the outdoor-minded business community in an ongoing effort to innovate mutually beneficial support and opportunities.

OUR MISSION



The mission of VOICe is to deepen the connection between Vermont's businesses community and the essential network of nonprofits working to vision, create and maintain our outdoor recreation infrastructure.

OUR VISION



Our vision is to make Vermont a recognized leader in, "community-based trail economies" through aligning nonprofit and commercial innovation.

PREMISE & EXECUTION



VOICe operates under the premise that trails are great for businesses of all types. Trails have shown to augment entrepreneurial opportunities, embolden local tax bases and support numerous existing jobs. It is also acknowledged that trail-based nonprofits account for almost 25% of the state's population, and over 100,000 hours of volunteer time annually building and maintaining trails.

VOICe endeavors to:

- Coalesce advocacy power through synchronizing commercial and nonprofit expertise to lift up the value of volunteerism as critical and respected assets in Vermont
- Ignite a co-investment culture that measurably links VOICe participation to consumer choice and happier employees
- Build an intra-VOICe business benefits platform to create financial space for trail investment
- Provide an opportunity for VOICe partners to participate in key strategic planning and decision making operations
- Provide an incubator space for new businesses seeking growth opportunities through supporting trails and the people that build them

MEMBERSHIP



VOICe is made up of talented business professionals that understand the role that volunteerism plays in Vermont's business community and outdoor economy. To honor that effort, VOICe partners graciously extend their expertise and time to trail-based nonprofits to embolden operations and invest in trail projects.

Expectations

VOICe partners play many roles:

- Participate in quarterly meetings that are organized, focused and productive
- Commit to strengthening the alliance through business contacts
- Work in concert to promote the alliance among health oriented consumers and organizational members
- Plays meaningful role in an intra-VOICe partner benefits platform
- Be excited to invest in the trails community through in kind services or financial investment of no less than \$2000 annually
- Play an active role in incubating new businesses seeking traction in Vermont



Benefits

VOICe is intended to serve as an outdoor recreation co-investment strategy that unites advocacy and trail work with the active involvement of the business community that generates economic gains as a result of the outdoor community.

- The expertise in the room is incredible. Collectively, this is an effective sounding board for everyone
- Gain insight into how to leverage the VT outdoors as part of your talent recruitment strategies
- Develop strategies to inspire outdoor recreation participation to strengthen the bonds between employees
- Engage beginner programs that will encourage employee fitness
- Access to key decisions facing nonprofits - you help guide the direction of outdoor recreation in Vermont
- Have your perspectives shared in state level discussions
- VOICe partner employees will have access to photo shoots, videos, etc.
- Co-VOICe partner trail day mixers and BBQs
- VOICe exclusive guided rides and pre-party at the annual festival
- Membership hand delivered to your staff
- Booth space at VMBA's annual festival
- Access to VMBA "jobs board" on vmba.org

To learn more about VOICe and its members, please contact Tom Stuessy at the Vermont Mountain Bike Association.

