



March 27, 2017

To: House Committee on Economic Development and Trade

Chair, the Honorable Ann Lininger  
 Vice-Chair, the Honorable Pam Marsh  
 Vice-Chair, the Honorable David Brock Smith  
 The Honorable Brian Clem  
 The Honorable David Gomberg  
 The Honorable Ken Helm  
 The Honorable Rick Lewis  
 The Honorable Bill Post  
 The Honorable E. Werner Reschke

Re: Support for HB 3350

**Investing in Oregon’s Recreation Industry**

HB 3350 creates an Office of Outdoor Recreation within the Oregon Parks and Recreation Department and forms an Advisory Council of industry members to provide input on topics impacting the outdoor recreation industry in Oregon.

Outdoor Industry Association and the coalition of Oregon businesses, nonprofits and programs whose names appear at the bottom of this letter are writing to express our support for this idea and convey the absolute need for this new office.

**Jobs and Revenue**

In Oregon, the outdoor industry generates **\$12.8 billion** in consumer spending, **\$955 million** in state and local tax revenue and directly supports **141,000** jobs. We believe that establishing a state-level office is a small investment with the potential for an unlimited return. Across the country, we have seen these offices strengthen the industry and capitalize on the significant benefits that outdoor recreation provides to local economies and communities. Creating this office marks an intentional effort on your part

to grow the industry and forge new opportunities for economic development and job creation. With the addition of an advisory council, Oregon has an opportunity to put forth policies that will establish new cross-sector partnerships and generate growth within the industry. Establishing clear policy priorities within Oregon Parks and Rec will drive the expansion of the recreation industry in a way can't currently be achieved.

### **An Unprecedented Base of Talent**

Across Oregon, the recreation industry is taking steps to draw talented entrepreneurs here and entice them with a work/life balance that only exists in Oregon. Embedded into the workday of some of our industry leaders such as KEEN, Dakine, Danner, Pistil, Poler, Snow Peak, Leatherman, Benchmade, Columbia, and Hydro Flask is an opportunity to explore the outdoors and blend their passions into their worklife.

Because of this, we see new businesses, new products, and a new workforce that didn't exist just five to ten years ago. The creation of an *Office of Outdoor Recreation* will capitalize on this movement and further demonstrate why talented people are relocating in Oregon.

### **Our Coalition**

Oregon's businesses stand together and ask for your support on HB 3350. In a unique way, you will see the brands listed on this letter representing a geographic diversity and cross-sector coalition asking for a policy outlet to support their collective growth.

Together, we encourage you to support HB 3350 to create an Office of Outdoor Recreation in Oregon and we pledge to work with you in support this effort.

Sincerely,

Marc Berejka - Director, Community Government Affairs, Recreational Equipment, Inc.

Austin Britts - Co-Founder, Zealios

Eric Brody - Founder & Principal, Shift Advantage

Meg Chun - CEO, KIALOA

Zachary Collier - Owner/Outfitter, Northwest Rafting Company & ECHO River Trips

Kristy Comstock - Vice President of Operations, Ozwest

David Cook - Head of Marketing, Bogs Footwear

Adam Cramer - Executive Director, Outdoor Alliance

Lee Davis - Executive Director, The Mazamas

Bernie Doering - Senior VP, Global Sales & Marketing, Stages Cycling

Mark Galbraith - General Manager, Nau International Inc.

Katie Goodwin - Public Lands Associate, Access Fund

Katherine Hollis - Conservation and Advocacy Director, The Mountaineers

Mitsu Iwasaki - Executive Director, Northwest Outward Bound School

Jared Kennedy, Co-Founder + COO - Outdoor Project

Patrick Kruse - Founder, Ruffwear

Tyler LaMotte - VP Global Marketing, Keen  
Rob Little - CEO, Cairn  
Ken Meidell - CEO, Dakine  
Mark Menlove - Executive Director, Winter Wildlands Alliance  
Louis F. Metzger - Public Policy Chief, American Canoe Association  
Roy Notowitz - President, Notogroup  
Emily Nuchols - Owner and Founder, Under Solen Media  
Thomas O'Keefe - Pacific Northwest Stewardship Director, American Whitewater  
Doug Phillips - President, Metolius Climbing  
Maria Povec - Policy Director, American Alpine Club  
Guy Trombley – General Manager, Mountain Shop  
Amy Roberts - Executive Director, Outdoor Industry Association  
Van Schoessler - President, Oregon Outdoor Alliance  
Chris Streight - National Sales Director, Bravos Sports Bike Division  
John Waller - Owner, Uncage the Soul Productions  
Dave Wiens - Executive Director, International Mountain Bicycling Association  
Graham Williams - Manager, CiloGear