

March 13, 2019

House Committee on National Resources  
Representative Brad Witt, Chair  
900 Court Street, NE  
Salem, Oregon 97301



Re: Support for House Bill 2829

Chair Witt, Vice-Chairs Gorsek and Sprenger and members of the Committee:

I write on behalf of KEEN, Inc. to express our support for House Bill 2829, establishing the Oregon Conservation and Recreation Fund. KEEN is based in Portland and employs over 300 people in the state of Oregon. As a values-based brand born for life outside we are committed to advocating for the conservation and stewardship of the places where we live, work and play, especially in our own backyard.

Oregon is steeped from desert to ocean with unique landscapes and sustainable outdoor recreation opportunities around every corner. According to the Outdoor Industry Association, outdoor recreation contributes \$16.4 billion to Oregon's economy and supports 172,000 jobs.

The growing outdoor recreation industry in Oregon creates new economic opportunities and lasting jobs, especially in rural communities. Oregonians and visitors alike are getting out into Oregon's wild places every day to hike, bike, fish, bird watch, paddle, and take in the wonders of Oregon. These boundless outdoor recreation opportunities support a strong outdoor recreation economy, which depends on healthy parks, forests, rivers, and wildlife habitats.

We support HB 2829 because it is a commitment to outdoor recreation, conservation, stewardship and outdoor education in Oregon. We strongly support investments that increase the engagement of diverse and underserved communities in the outdoors and introduce new people to outdoor recreation opportunities. We believe that access to a broad array of outdoor recreation opportunities directly contributes to the health and wellness of communities. We strongly support the stewardship of Oregon's lands and waters. And we believe that if we do not do everything we can to nurture these landscapes and the fish and wildlife that also call Oregon home, we rob future generations of the outdoor recreation opportunities we enjoy today.

As the legislature considers this important bill, KEEN encourages members of this Committee to ensure that the investments made with the Oregon Conservation and Recreation Fund are equitably distributed to support a broad array of responsible and sustainable outdoor recreation activities. We also support the creation of the Oregon Conservation and Recreation Advisory Committee and strongly urge you and your colleagues to ensure Advisory Committee members represent broad outdoor recreation interests representative of the wide-ranging wildlife and conservation related outdoor recreation activities that Oregonians participate in every day.

Finally, we encourage the Advisory Committee to engage with local communities and receive input from a variety of interested stakeholders prior to making recommendations to the commission about the best use of funds. We strongly believe that collaboration and open communication are key to ensuring the best conservation and recreation outcomes for Oregon.

Investing in the state's conservation and recreation priorities now ensures that Oregonians can enjoy our great outdoors for generations to come.

Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Erik Burbank', with a long horizontal flourish extending to the right.

Erik Burbank  
Global GM for Outdoor, Kids & Lifestyle  
Keen, Inc.