

March 25th, 2019

House Committee on Economic Development
900 Court Street NBE, Room 333
Salem, OR 97301



CAIRN[®]

RE: Support for HB 3251 Outdoor Industry Competitiveness Fund

Dear Chair Lively, Vice-Chairs Bonham and Fahey,

My name is Rob Little, I grew up in Southern Oregon and now live in Bend, Oregon, with my family, where we have resided for the past five years. I moved to Bend to start a business in an industry I had been a consumer of my entire life: outdoor and recreation. At Cairn, we believe in inspiring discover. We do this by evolving the way in which brands and consumer connect through curation, storytelling, community, and insights. We provide creative commerce and data collection and analysis in the outdoor industry.

Cairn has been the recipient of many awards around the state and industry, including the 2014 Bend Venture Conference Firestarter Award, the 2015 Oregon Entrepreneurs Network "Entrepreneur of the Year", 2016 Bend Chamber of Commerce "New & Emerging Business of the Year", and 2017 Outside Magazine's "Top 100 Places to Work."

HB3251 would be a game changer for new and emerging businesses in this growing sector in Oregon. One of Oregon's greatest assets is our State's beauty and recreation. We need to embrace, support, and invest in the future of this industry and the business that help it grow.

Entities such as The Bend Outdoor Worx (which Cairn is a graduate of) and the Oregon Outdoor Alliance (which I am a former board member of) take the initial step of educating, inspiring, and developing young businesses in our industry from around the State. The missing piece of this puzzle is access to investments to grow, similar to what's seen in other clusters in the state. Please support this house bill, and invest in the future of Oregon's Outdoor Industry.

Rob Little
Co-Founder / Co-CEO Cairn