



Hydro Flask®



February 10, 2020

House Committee on Economic Development
900 Court Street NE, Room H-333
Salem, Oregon 97301

Re: Statewide Support for House Bill 4157, Outdoor Products Manufacturing

Chair Lively, Vice-Chairs Fahey and Wilson, and Members of the Committee:

We write today with strong support for House Bill 4157. HB 4157 is a slightly refined version of HB 3251, which received unanimous support and do-pass recommendation from the House Committee on Economic Development during the 2019 legislative session.

HB 4157 would provide Business Oregon with \$250,000 in Lottery Funds for the remainder of the 2019-2021 biennium to support Oregon's outdoor products manufacturing sector. The funds would be allocated via Business Oregon's Industry Competitiveness Fund, require a 1:1 (or better) match, and provide support for start-up and early-stage outdoor products manufacturing companies throughout the state.

As executives of established outdoor companies, we're not in need of this assistance. And we wouldn't be eligible for it. But our companies were once start-ups and early-stage companies too. Without critical early stage funding, we never would have succeeded.

Many of us are actively engaged in helping the next generation of outdoor products succeed. We know that for every company that does, many more do not. In most cases, it's not a lack of good ideas, innovative products, expertise, or effort that's to blame. Most often it's a lack of resources and access to capital.

HB 4157 would change that. It would allow established companies like ours to partner with the state in helping the next generation succeed. With groups like the Oregon Outdoor Alliance and Bend Outdoor Worx, we have in place world-class resources and expertise. They've already proven their value, helping companies in communities around the state grow and succeed. But here as well, access to capital has limited their reach.

Outdoor products manufacturing has been identified as a priority economic sector by the State of Oregon. Yet no meaningful support has been provided. And competition amongst states is steadily increasing. HB 4157 would help ensure that Oregon is investing in its outdoor products future, and not just keeping pace with other states, but leading the pack.

Thank you for your consideration,

Scott Allan
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Keen, Inc.

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