



February 6, 2020

House Committee on Economic Development  
Chair Rep. Lively, Co-Vice Chairs Rep. Fahey, Rep. Wilson, Members of the Committee  
900 Court Street NE  
Salem, Oregon 97301

**Re: Support for HB 4157**

Chair Lively, Vice-Chairs Bonham and Fahey, Rep. Wilson:

I am the President and co-founder of Oxbow Goods, a start-up based in Portland. We manufacture products that enable adventurers of all types to temporarily convert their cars into campers. We are part of a burgeoning sector in Oregon creating innovative products to get people outside.

The economic impact of outdoor recreation in Oregon is huge. It provides 172,000 direct jobs, \$16.4 B in consumer spending, and \$749 M in state and local tax revenue. In addition, people are increasingly disconnected from nature. This can have mental and physical health implications, and lead to general apathy about conserving the natural wonders that make Oregon so special. At Oxbow Goods, we are focused on providing safe opportunities that engage more people outdoors.

Oregon has an opportunity to lead in this sector. One important step is to support HB 4157. The bill would provide funding for the purposes of program development, program execution, business education, business mentoring, business advising, business plan development, regional outreach around this state, exposure opportunities and technical assistance in the outdoor gear and apparel industry. As an entrepreneur, I am challenged to find the expertise and resources I need to build a strong, sustainable business. The programs and resources supported by HB 4157 will be critical to my success.

Sincere Regards,

Brad Paymar  
President and Co-Founder  
Oxbow Goods