

Written Testimony in Support of the Oregon Recreation Commerce and Affordability Act of 2026 (SB 1593)

Date: February 6, 2026

To: Chair Meek and Members, Senate Committee on Commerce and General Government

Location: Oregon State Capitol, 900 Court Street NE, Room 453, Salem, OR 97301

Chair Meek and Members of the Committee:

My name is Gary Bracelin, and I am the Founder of Bend Outdoor Worx (BOW), the first outdoor industry accelerator in the nation based in Central Oregon. Since 2014, BOW has worked directly with dozens of early- and growth-stage outdoor product companies helping them launch, scale, and exit – all from across the nation, bringing economy and businesses to Oregon.

Through our work, we see firsthand how rising insurance costs and shrinking coverage options are impacting the viability of outdoor businesses across the state. These challenges disproportionately affect small operators and entrepreneurs who are critical to Oregon's outdoor economy and local employment and vitality. I've spent decades in the outdoor industry and am concerned that Oregon is jeopardizing its place in the industry and as a place for people to come for outdoor recreation.

Bend Outdoor Worx supports SB 1593, the Oregon Recreation Commerce and Affordability Act, as a necessary step toward restoring balance. Reasonable liability protections are essential for businesses to operate, innovate, and continue offering safe opportunities, while still preserving accountability in cases of gross negligence.

We also support Section 2 of HB 4071, which will help quantify the full economic impact of outdoor. Reliable data is critical for policymakers, entrepreneurs, investors, and community leaders working to strengthen this sector long-term.

Together, these measures help ensure that Oregon remains a place where outdoor businesses can responsibly operate, grow, and contribute to the state's economy and quality of life. Thank you for your time and consideration.

Sincerely,

Gary Bracelin

Founder, Bend Outdoor Worx (BOW)