

March 28, 2019

RE: Support of a Minnesota Outdoor Recreation Office

Dear Chairman Hansen:

We are writing to support House File 2220 and the effort to establish a Minnesota Outdoor Recreation Office.

In Minnesota, the outdoor recreation industry generates nearly \$16.7 billion in consumer spending, contributes \$1.4 billion in state and local tax revenue, and directly supports 140,000 Minnesotan jobs. Creating a new Outdoor Recreation Office is an investment to strengthen this important and significant portion of Minnesota's economy and will shine a spotlight on the state's outdoor heritage, build new opportunities to engage a new and diverse generation of Minnesotans with the outdoors, and focus on growing and supporting recreation tourism and businesses. It will also work in-step with and coordinate amongst agencies who currently work to ensure an accessible, safe, and vibrant Minnesota outdoor industry for all types of outdoor enthusiasts.

State-level offices of outdoor recreation represent a growing national movement and serve as an important tool to strengthen the outdoor industry and its partners across the country by capitalizing on the significant benefits that outdoor recreation provides to local economies and to the health and well-being of our children and communities. They help businesses utilize state programs, services, and incentives aimed at the success of mid-sized businesses. They connect the business community with nonprofit partners and conservation agencies. They also help support equity and access to the outdoors for all from rural, suburban, and urban communities. To date, twelve other states have such offices or executive-level efforts, commissions, or task forces dedicated to supporting and growing their outdoor economies.

We appreciate your consideration of these efforts to increase and improve this growing sector of Minnesota's economy and ask you to support HF 2220, creating the Minnesota Outdoor Recreation Office.

Sincerely,

Alumacraft Boat Co.
American Alpine Club
Askov Finlayson
Gear Junkie
Hilltop Camper and RV
Midwest Water Sports
Outdoor Alliance
Outdoor Industry Association
PeopleForBikes

Piragis Northwoods Co, Inc.
REI Co-op
The Conservation Alliance
Vista Outdoor
XTERRA

CC:
Minnesota House Environment and Natural Resources Finance Division