

February 23, 2017
House Committee on Higher Education and Workforce
Representative Jeff Reardon, Chair
900 Court Street NE, Room 431
Salem, Oregon 97301

RE: Support for HB 2782 – Full Funding of OSU-Cascades Expansion

Chair Reardon and Members of the Committee:

My name is Van Schoessler – I am the president of the Oregon Outdoor Alliance based in Bend. Our mission is to “Connect and Cultivate the Outdoor Industry”.

Our organization is made up of 400+ members representing the outdoor industry in Central Oregon. Membership jobs range from: manufacturers, retailers, designers, sales reps, marketing, PR. We work closely with local and state entities such as EDCO, SBDC, Business Oregon, and Bend Outdoor Worx Incubator to help members and companies to start and thrive. This group makes up over 500 jobs and \$25 million in wages.

OSU-Cascades is an important part of our partnership because the outdoor industry is growing in Central Oregon and statewide. The statewide revenue for the outdoor industry is \$12.6 billion, generating 141,000 jobs. This important growing industry needs to have qualified students coming out of great universities like OSU-Cascades in order to fill new jobs.

In fact one of our local OOA member companies – Hydro Flask has funded a study to develop an Outdoor Product curriculum for OSU-Cascades. This major will provide skills to students looking for a career in this exciting field.

It is with this background that our organization is asking you to pass **Bill 2782** calling for the Legislature to award OSU-Cascades the \$69.5 million it is seeking to fully develop the campus to it's most important potential.

Thank you for your consideration,
Van Schoessler
President Oregon Outdoor Alliance



www.Oregonoutdooralliance.org