

February 6, 2018



House Committee on Agriculture and National Resources
Representative Brian Clem, Chair
900 Court Street, NE
Salem, Oregon 97301

Re: Support for House Bill 4015

Chair Clem, Vice-Chairs McLain and Sprenger and members of the Committee:

I write on behalf of KEEN, Inc. to express our support for House Bill 4015, establishing the Oregon Conservation and Recreation Fund. KEEN is based in Portland and employs over 230 people in the state of Oregon. As a brand born for life outside, we feel a responsibility to advocate for policies that protect and conserve the places where we live, work and play, especially in our own backyard.

Oregon is lucky to have diverse landscapes that host not only varied ecosystems and unique creatures, but boundless outdoor recreation opportunities, too. According to the Outdoor Industry Association, outdoor recreation contributes \$16.4 billion to Oregon's economy and supports 172,000 jobs.

A strong outdoor recreation economy creates lasting jobs and can help boost rural communities. But a strong outdoor recreation economy depends on healthy parks, forests, rivers, and wildlife habitats.

We support HB 4015 because it is a commitment to outdoor recreation, conservation, and outdoor education in Oregon. Without this dedicated funding, budget shortages could cause even the best intended conservation priorities to fall short, frustrating the state's conservation goals and jeopardizing the health of Oregon's outdoor recreation economy. We support any efforts to ensure that Oregonians can enjoy our great outdoors for generations to come.

KEEN encourages your support for HB 4015 to establish the Oregon Conservation and Recreation Fund.

Thank you for your consideration

Sincerely,

A handwritten signature in purple ink that reads "Erin Gaines". The signature is fluid and cursive, with the first name "Erin" being larger and more prominent than the last name "Gaines".

Erin Gaines
Advocacy Manager
Keen, Inc.