



March 24, 2017

Assemblymember Eduardo Garcia
Capitol Office
Room 4162
P.O. Box 942849
Sacramento, CA 94249-0056

RE: Assembly Bill 907 (SUPPORT)

Dear Assemblymember Garcia:

On behalf of the Outdoor Industry Association, PeopleForBikes, the undersigned organizations and our members and supporters, we are writing to support your Assembly Bill 907 and the efforts to create an Office of Outdoor Recreation (OREC) for California. We greatly appreciate your dedication to protecting parks and public spaces and making them available for public use and recreation. Creating a new Office of Outdoor Recreation is important to supporting and growing businesses in the outdoor industry that make California their home.

Outdoor Industry Association (OIA) is the national trade association for suppliers, manufacturers and retailers in the \$646 billion outdoor recreation industry, with more than 1200 members nationwide and 200 in California. PeopleForBikes is an industry coalition for bicycle manufacturers, distributors, and retailers, including more than 250 member businesses in the state of California.

In California, the outdoor industry generates \$85.4 billion in consumer spending, \$6.7 billion in state and local tax revenue and directly supports 732,000 jobs. Creating an

office with innovative, dedicated staff that will coordinate with the outdoor recreation industry in California, collaborate with state tourism experts, work with the state's economic development professionals, and partner with existing recreation and land management agencies will allow the state to capture and grow this significant area of economic activity.

Nationally, the outdoor industry supports more than 6.1 million American jobs and makes other significant contributions toward the goal of healthy communities and healthy economies across the United States. State-level offices of outdoor recreation are a growing trend and an important tool to strengthen the industry across the country and to capitalize on the significant benefits that outdoor recreation provides to local economies.

California already houses industry leaders in the outdoor recreation economy. Some of the premier manufacturers of outdoor products and apparel are headquartered in the state and are effective ambassadors for highlighting the benefits of locating in the Golden State. While large manufacturers and brands are often recognizable in this space, they are also supported by a strong base of local and regional retailers that understand and can promote the benefits of starting a small business in California.

Offices of outdoor recreation are an important step for states to take to recognize and expand the recreation component of their economies. To date, Colorado, Washington, and Utah have such offices or executive-level leadership, and three other states are considering similar actions in 2017. We appreciate your leadership and efforts to create such an office in California, and we are eager to work with you to support AB 907.

Sincerely,

Russ Koza
Brand Director
100%

Joe Rand
ACA California Public Policy Liaison
American Canoe Association

Katie Goodwin
California Regional Director
Access Fund

Theresa Simsiman
California Stewardship Director
American Whitewater

Clay Haller
President
Advanced Elements, Inc.

Tracy Twist
President
BearVault

Maria Povec
Policy Director
American Alpine Club

Dan Opalacz
Co-Founder
Bedrock Sandals

Adam Micklin
President
Bicycle Product Suppliers Association

Todd Jackson
CEO
Big Blue Adventure

Ron Durgin
Managing Partner
Bike and Park Santa Monica LLC

Barney Franco
Assistant Manager
Bulls Bikes USA

Tom Kattus
General Manager and COO
Campagnolo North America, Inc.

Keely Wachs
Director of Communications
Clif Bar & Company

Todd Vogel and Chris Iversen
Owners
Eastside Sports, Inc

Bill Duehring
President & CEO
Felt Bicycles

Tyler Sickmeyer
CEO
Fidelitas Development

John Thompson
General Manager
Giant Bicycles USA

Alyssa Ravasio
Founder & CEO
HipCamp

Leigh Donovan
Owner
ichoosebikes

Justin Gottlieb
Director of Communications & PR
Interbike

Dave Wiens
Executive Director
International Mountain Bicycling
Association

Steve Munn
Global President
Jansport

Tom Tolhurst
Technical Manager
Linus Bike

Joe Flannery
SVP & GM of Technical Apparel
Marmot/Ex Officio

Rainer Zaechelein
Owner
Menlo Velo Bicycles

Joe Witherspoon
President
Motostrano

Roberto Gutierrez
CCO, Co-founder
Oru Kayak

Adam Cramer
Executive Director
Outdoor Alliance

Amy Roberts
Executive Director
Outdoor Industry Association

Laurel King
Owner/Founder
OutdoorIndustryJobs.com

Gordon Wright
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Activism
Patagonia, Inc.

Jenn Dice
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PeopleForBikes

Michael Fishman
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Marc Berejka
Director, community & government
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Jeff McGuane
Global Sales & Market Development
Director
Specialized Bicycle Components

Kevin Hickey
Owner/Director
Tahoe Adventure Company

David Polivy
Owner
Tahoe Mountain Sports

Steve Boyd
General Manager
Tern North America

Gordon Seabury
CEO; Chairman
Toad&Co; Outdoor Industry Association

Scott Baxter
Group President
VF Outdoor & Action Sports

Andrew Davidge
Founder and CIO
Vintage Electric Bikes

Steve Barker
Founder
Wild Places

cc: Members, Assembly Water, Parks and Wildlife Committee