



May 16, 2023

Assemblywoman Daniele Monroe-Moreno, Chair  
Assemblywoman Shea Backus, Vice Chair  
Assembly Ways and Means  
401 S. Carson St.  
Carson City, NV 89701

Dear Chair Monroe-Moreno and Vice Chair Backus:

On behalf of Outdoor Industry Association (OIA) and the Nevada Outdoor Business Coalition (NVOBC), we are writing in support of the passage of Assembly Bill 128, sponsored by Assemblywoman Sandra Jauregui. We believe that funding the Outdoor Education and Recreation Grant Program at the proposed appropriation of \$500,000 for fiscal years 2023 and 2024 will create an opportunity for the Nevada Division of Outdoor Recreation to simultaneously increase outdoor access and grow the state's lucrative outdoor economy.

As the leading trade association for outdoor businesses for more than 30 years, OIA has served as the voice of the outdoor industry. We unite and serve manufacturers, suppliers, sales representatives, and retailer members through OIA's focus on recreation policy, outdoor participation, and more. OIA works closely with NVOBC, the business voice of the outdoor industry in Nevada, to demonstrate our support for policies that reflect our industry's core values to promote thriving business, thriving people, and a thriving planet.

The outdoor industry is an economic force. We represent \$862 billion worth of the country's gross domestic product (GDP), which is larger than the nation's oil and gas extraction industry. Nevada has been successful in securing much of the economic opportunity that comes along with a healthy outdoor sector. According to the U.S. Bureau of Economic Analysis, the industry sustains over 50,500 jobs across Nevada, and brings in \$4.9 billion in GDP annually for The Silver State. The state is home to an ample swath of public lands and is well known amongst lovers of the outdoors from across the United States for its numerous first-class recreation amenities.

In Nevada and throughout the nation, there are still major barriers to participation in outdoor recreation or nature-based education and experiences. As a society, we are beginning to better understand the impacts of closing the nature gap, which also validates the return on investment spent on programs like the Outdoor Education and Recreation Grant Program. According to the Children and Nature Network, nature can improve health and wellbeing across different user groups, with specific benefits in children such as reductions in stress, improved relationship skills, and boosts in academic performance. We believe that AB128 is a meaningful step to erode existing barriers to nature while also stimulating the economy.

OIA and NVOBC believe that a strong outdoor business ecosystem and programs and policies that increase and sustain outdoor participation are the keys to unlocking further economic vibrancy for states across both rural and urban communities. **We are confident that \$1 million to fund the Outdoor Education and Recreation Grant Program will close the nature gap across a diverse spectrum of users throughout the state and strengthen the outdoor sector across Nevada.** We appreciate Governor Lombardo's recommendation of \$250,000 in his



administration's proposed budget and hope to expand the numerous benefits of this program – and reach all Nevadans – with increased funding.

We appreciate your support and look forward to being available to answer any questions you have about the importance of the bill to the state's productive outdoor sector.

Respectfully,  
Rebecca Gillis  
State and Local Government Affairs Manager  
Outdoor Industry Association

Zoë Houghton  
Administrator  
Nevada Outdoor Business Coalition

Aktivly	Gear Hut	North American Embroidery
American Alpine Institute	Get Outdoors Nevada	Patagonia
Ann Scarff Co.	Girl Friday Virtual Assistant Services	Peaks and Pedals Gear Exchange
Artemis Adventure Tours	Glacier Outdoor Inc,	RE Editorial Services
Big Jim Sage Jr.	Guest Services, Inc.	REI Co-Op
Bindlestiff Tours	Imbib Custom Brews	Sierra Nevada Journeys
Bird and Hike	Knit	Silver Sage Center for Family Medicine
Cinamarron Campware	KRICO Productions	Spirit of Nevada
Bubala Law	Lee Canyon	Tahoe Timber
Coalition Snow	LGA Architecture	Take a Hike Vegas
Commence Studio	Listening Forward Consulting	Tom Clark Solutions
Cowboy Trail Rides	Laughing Planet	Vegas Hike Life
Elite Custom Adventures	Mt. Rose – Ski Tahoe	Yogo
Emergency Room Collective	Nevada Outdoor School	
Escape Adventures		
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