Outdoor Industry Association (OIA) and its members are in a unique position to secure wins for the outdoors and the outdoor recreation economy in Washington, D.C. and in states across the country. We are an $862 billion economic engine, which accounts for 1.9 percent of U.S. GDP. Our industry supports 4.5 million American jobs in both rural and urban communities, making the outdoor sector a core contributor to vibrant economies across the nation. We have a growing user base, with our most recent participation data showing a record number of new and returning participants enjoying the physical and mental health benefits of outdoor recreation.

In other words, the outdoor industry has a voice that is affirmed by robust economic data, good jobs, and an expanding enthusiasm for the outdoors and outdoor recreation. Every member of Congress – Republican or Democrat – every congressional staffer, governor, state official or, yes, the president of the United States has a favorite haven in the outdoors, and a favorite outdoor activity that is enhanced by the apparel, footwear, and gear OIA members make. Because of our sizable economic and social power, outdoor companies can always start meaningful conversations on the issues that matter most to the outdoor industry.

OIA unifies the voices of small, medium, and large outdoor manufacturers, retailers and suppliers, and outdoor enthusiasts to support policies and programs that combat climate change, invest in recreation infrastructure, enhance access to the outdoors for all Americans, conserve our public lands and waters, promote sustainability and innovation, and support predictable and balanced trade. Regardless of the party in power, we can use our outdoor voice to make a difference on behalf of people, planet, and business.
CLIMATE

Climate change poses a significant threat to the outdoor industry. Climate-related weather events like droughts, floods, wildfires, and excessive heat have consequential impacts to the lands and water we use to recreate on. In addition, growing climate impacts increase supply chain instability, and make it harder for outdoor businesses to predict business cycles. For these reasons, OIA developed the Climate Action Corps – the outdoor industry's climate program that assists outdoor industry companies in taking direct action on climate-related business challenges to become the first climate positive industry by 2030. The work of the Climate Action Corps is only a small piece of the puzzle. In order to fight climate change and protect our beloved recreation areas, policy action at the federal level must also be taken. The passage of the historic Inflation Reduction Act in 2022 saw the largest investments in climate in the history of the United States. To continue the momentum in lowering emissions and protecting our land, air, and water for future generations, we urge Congress and the administration to:

• Protect the climate investments made in the Inflation Reduction Act (IRA) to allow for full implementation of the bill's goal to reduce U.S. greenhouse gas emissions by 40% by 2030, through the following provisions:
  » $369 billion in climate and clean energy investments, such as funding for the Greenhouse Gas Reduction Fund and amendments to the federal clean energy tax credit to allow for greater ease and adoption of clean energy.
  » Funding and tax credits for electric vehicle adoption for individuals and both public and private institutions, including $3 billion to improve transportation through climate positive initiatives, with 40% of funding going towards marginalized communities.
  » $20 billion for conservation efforts to mitigate the effects of climate change, such as funding to build climate resilience in coastal communities and grants for state and private forest owners to improve forest resilience and increase climate mitigation strategies.
  » $60 billion to aid disadvantaged communities impacted by climate change through implementation measures like urban and community forestry projects and programs to address public health concerns like pollution exposure.

• Trailblaze a path for new and innovative climate investments left out of IRA, such as:
  » The Clean Electricity Performance Program (CEPP), which would reduce greenhouse gas emissions in the electric power sector by issuing grants to utilities that achieve annual clean energy targets and penalties to those that do not.
  » The Civilian Climate Corps, a program similar to FDR's Civilian Conservation Corps, that would aim to create jobs and training opportunities for individuals while addressing climate-related challenges such as reforestation, wildfire prevention, and infrastructure improvement.
  » Improving bike infrastructure and providing incentives for e-bikes to support clean, decarbonized transportation across the U.S.

• Work with the administration on forthcoming executive action to reduce greenhouse gas emissions by 50% by 2030 to align with climate science.
CONSERVATION & RECREATION

The outdoor recreation economy depends on abundant, safe, and welcoming public lands and waters. The health of individuals, communities, and our economy is tied to the health of the public lands we use to recreate every day.

Intricately tied to conservation issues are policies that promote sustained, balanced access to our public lands for recreation. The success, health, and fortitude of the outdoor recreation economy depends on equitable access to the public lands and waters people around the country use to recreate every day. Outdoor recreation infrastructure—including trails, parks, visitor facilities, campgrounds, and more—requires support from our elected officials for all people in the U.S. to experience the physical and mental health benefits of time spent outside.

In order to promote both conservation and recreation across the nation, we urge Congress and the administration to:

• Conserve public lands and waters consistent with the goals of the “Conserving and Restoring America the Beautiful” initiative to conserve 30 percent of our lands and waters by 2030.

• Continue to support conservation measures that protect our natural spaces and support the outdoor recreation economy, such as the historic protections of the Boundary Waters Wilderness Area, Camp Hale, the Tongass National Forest, and the Bristol Bay watershed.

• Protect core conservation laws and reverse regulatory rollbacks.

• Support America’s Outdoor Recreation Act (AORA), which invests in recreation and green infrastructure to enhance access to public lands. This bill includes robust support for a package of recreation bills including, but not limited to:
  » The “Outdoor Recreation Act” to increase and enhance recreation opportunities across the country.
  » The “Simplifying Outdoor Access for Recreation Act” (SOAR) to improve the recreational permitting systems to make it easier for all people in the U.S. to experience public lands with the help of a guide, outfitter, or educational program.
  » The “Recreation Not Red Tape Act” (RNR) to direct federal land managers to evaluate where recreational seasons could be extended.
  » The “Outdoors for All Act” to codify the Outdoor Recreation Legacy Partnership (ORLP) and support recreational opportunities in underserved communities.
  » The “Gateway Community and Recreation Enhancement Act” to support rural economic development and recreation infrastructure in communities that are the gateways to our cherished public lands.

• Continue to support legislation that bolsters the $862 billion outdoor recreation economy and 4.5 million outdoor recreation jobs in the U.S.
  » We support the establishment of a federal office of outdoor recreation to help grow and support the outdoor recreation economy at the federal and state levels.

EQUITABLE ACCESS TO THE OUTDOORS

Safe, sustained, close-to-home access to the outdoors and nature is vital to people’s physical, mental, and spiritual wellbeing. However, not everyone has access to nature or outdoor experiences on a regular basis, and therefore cannot experience the scientifically-proven benefits of time outdoors. We urge policymakers at the local, state, and federal levels to:

• Prioritize expanding safe access to the outdoors to optimize individual and societal health, economic, and social outcomes through an initiative from Sen. Martin Heinrich (D-NM) and the Outdoor F.U.T.U.R.E. Initiative to create a federal outdoor access and opportunity fund to enable nature-deprived groups to experience the physical and mental health benefits of being outdoors.
  » This legislation would strengthen community-based organizations working to promote outdoor recreation, which in turn benefit the health and wellbeing of the wider community.

• Recognize and address barriers to outdoor access, such as time, proximity, financial resources, historical or cultural factors, and discrimination.

• Support the development of green spaces in traditionally nature-deprived communities enable nature-deprived groups to experience the benefits of being outdoors.
Every five years, Congress is obligated to reauthorize the farm bill—a massive piece of legislation that provides funding and direction to the United States Department of Agriculture (USDA) for numerous agricultural and food programs, as well as rural development, natural resource conservation, and forestry programs. Historically, outdoor recreation has generally benefitted from farm bill funding aimed at incentivizing better conservation practices on farms and ranches, as well as improved management of United States Forest Service (USFS) lands.

More recently in the farm bill, Congress has started to address the importance of outdoor recreation businesses in America’s rural economies through USDA Rural Development programs. There is a tremendous opportunity in the farm bill being written for passage this year to expand and improve programs that help rural economies better attract and retain outdoor recreation businesses. The full potential of USDA Rural Development programs to build up rural economies through better support for outdoor recreation has only just begun to be explored by the outdoor industry.

### RURAL DEVELOPMENT TITLE
- Update language in numerous rural development grant programs to give preference to projects that bolster the development of outdoor recreation infrastructure.
  - Grant programs include the Rural Innovation Stroger Economy Grants (RISE), Rural Business Development Grants (RBDG), and the Rural Community Facilities Program (RCFP).
- Leverage the Rural Housing and Community Development Service (RHCDS) and the Rural Communities Facilities Program (RCFP) to develop affordable housing in gateway communities employing people in outdoor recreation to help recruit and retain a skilled and stable workforce in underdeveloped rural areas.
- Establish an Outdoor Recreation Business Office in the Rural Development Office of USDA to aid rural communities in development of their recreation economies.
- Include the Rural Outdoor Investment Act to permanently authorize the Recreation Economy for Rural Communities program.

### CONSERVATION TITLE
- Authorize and fund a Civilian Climate Corps
- Increase or maintain funding for climate resiliency programs authorized in this title and being carried out by USDA, including the Conservation Reserve Program (CRP), Conservation Stewardship Program (CSP), Environmental Quality Incentives Program (EQUIP), Wetland Reserve Program (WRP), and others
- Maintain funding for the Voluntary Public Access and Habitat Incentive Program (VPA-HIP) to bolster public access to farmland and ranchland
- Include the Growing Climate Solutions Act to incentivize landowners to implement nature-based climate solutions on their land

### FORESTRY TITLE
- Require the USFS to develop a 10-year outdoor recreation strategy for national forests
- Require the USFS to audit the accessibility of trails and outdoor recreation sites
INTERNATIONAL TRADE

A stable and predictable U.S. federal trade policy is critical to helping outdoor companies lower costs, create U.S. jobs, and fuel the development of new, innovative outdoor apparel, footwear, and equipment. OIA’s advocacy on trade is guided by our balanced trade agenda:

• We support the elimination of import tariffs on outdoor products where there is no viable domestic production; and
• We support policies to help our "Made in USA" members compete in a global economy.

Consistent with policy that supports global value chains and domestic manufacturers, we urge Congress and the administration to:

• Support federal tariff reform and specific initiatives that relieve outdoor businesses of the disproportionately high and unnecessary import taxes that stifle innovation, suppress U.S. jobs and artificially inflate retail prices on outdoor products. These include:
  » Renewal of the Generalized System of Preferences (GSP), a refund of duties paid since January 1, 2021 and the addition of a select number of non-import sensitive performance footwear to that program. Since GSP expired at the end of 2020, outdoor companies have paid an estimated $1.65 billion in duties on eligible products.
  » An update to the GSP Competitive Needs Limitations (CNL) threshold by raising the dollar value limit for triggering a CNL review and making it easier to return a product to duty-free status if imports dip below the CNL threshold.
  » Passage of a package of miscellaneous tariff bills (MTBs) that will provide temporary duty relief on certain outdoor products and preserve finished products for future MTB rounds. Past MTBs have saved outdoor companies $40 million.
  » Reorienting China 301 tariffs away from consumer goods and supporting a new process to exclude imports from the China 301 tariffs and provide relief for small/medium sized businesses. Since the 301 tariffs were enacted in 2018, outdoor companies have paid $7.4 billion in punitive tariffs on top of normal duties, including an additional $2 billion in 2022 alone.
  » A level playing field for U.S. Foreign Trade Zones (FTZs) and de minimis shipments.
• Support outdoor businesses that manufacture their products in the United States and promote access to foreign markets and a level playing field in a global economy.
• Support policies that promote and incentivize sustainable outdoor products and supply chains.
• Support the development of new trade agreements that promote reciprocal market access, sustainability, and robust and enforceable labor and environmental provisions that match international standards.
STATE AND LOCAL

OUTDOOR ACCESS
A healthy and growing outdoor industry depends on continual outdoor access for those of all abilities, ages, and backgrounds. Policies to erode barriers to the outdoors and nature-based experiences enable more diverse populations to have reliable and sustained connection to nature. Supporting grassroots organizations and grass tops stakeholders in states and local communities that create opportunities for outdoor access is a fundamental component in providing all people a chance to experience the benefits of nature. OIA will work alongside members and other state-based allies to advocate for the following:

• The creation and funding of state-based outdoor equity funds and similar outdoor education programs.
• Increased funding for both new recreation infrastructure, and maintenance of existing recreational assets across states.
• State-by-state advocacy to encourage governors and lawmakers to prioritize outdoor access when considering options for surplus spending.
• Ad hoc ballot and legislative issues

OUTDOOR RECREATION ECONOMY
Outdoor recreation is a growing economic force for states and communities across the country. In order to thrive and reach their optimal potential, these economies must be supported in a range of ways including technical assistance for businesses and entrepreneurialism, continued access to resources and funding to develop and maintain recreation assets, and leadership and stewardship from strong local community builders. Alongside members and state-based partners, OIA will work on the following:

• Supporting the creation of new state-based offices of outdoor recreation.
• Developing networks and resources to strengthen already-existing offices and directors of outdoor recreation on an individual basis and through the Confluence of States.
• Partnering with state-based and regional outdoor business alliances to build their capacity in representing their constituent businesses in outdoor policy advocacy, as well as supporting efforts to capacity-build and strengthen grassroots industry partners.
• Keeping members apprised of pertinent regulatory legislation and policies across the U.S. (PFAS, green chemistry, ESG policies, etc). Provide opportunity for industry feedback and advocacy on pertinent policies.
• Continue report on opportunities for local communities and states to utilize Federal funding implementation for recreation, conservation, and climate mitigation (Bipartisan Infrastructure Law, Great American Outdoors Act, Inflation Reduction Act, etc).
• Ad hoc ballot and legislative issues

CLIMATE
OIA will advocate for innovative and meaningful sustainability and natural climate solutions policy at the state level. These policies protect the spaces where recreationists connect to nature, and encourage outdoor participants to become responsible and engaged stewards. At the state level, OIA will:

• Disseminate important updates on major municipal climate mitigation funding (ie: Denver Climate Protection Fund; Portland Clean Energy Community Benefits Fund).
• Monitor and influence state climate and sustainability laws that impact the industry.
• Ensure that OIA members are aware of state-by-state climate advocacy opportunities.
• When appropriate, advocate for further electrification, electric vehicle (EV) infrastructure, and e-bike infrastructure.
• Amplify members’ voices on policies promoting environmental justice.
• Ad hoc ballot and legislative issues

CONSERVATION
As lovers of the great outdoors, it is our responsibility to utilize our voices to push for policy that protects sensitive biodiversity, shields and connects habitat, stewards sensitive watersheds, safeguards important cultural and historical antiquities, and enshrines conservation of sensitive or unique lands and waters. These policies ensure that the outdoors (and the outdoor industry) can proliferate for generations to come. In partnership with members and partners, OIA will:

• Advocate for the development of new, sustainable mechanisms for conservation funding, and also for the renewal of previously-dedicated funds.
• Work with relevant national and local partners to engage in state-level advocacy for national monuments and other landscape-scale protections.
• Will advocate for policies and executive orders that contribute to the overall goals of Conserving and Restoring America the Beautiful, which calls to protect 30% of our lands and waters by 2030.
• Ad hoc ballot and legislative issues

To learn more about our policy priorities within these issue areas, visit outdoorindustry.org.