



**Outdoor Recreation Economy Report:
Prosperous Communities Initiative
Congressional Briefing**

Learn about the growth of the outdoor recreation economy and help communities thrive by using the currency of the 21st Century: recreation assets.

Washington, DC – The Senate and House Outdoor Recreation Caucuses, Outdoor Industry Association, Public Land Solutions, and The North Face present the launch of the 2017 Outdoor Recreation Economy and the Prosperous Communities Initiative Congressional Forum:

Thursday April 27th from 12:00 to 1:30 pm in Room 485 of the Russell Senate Office Building.

This briefing is a unique opportunity for members of Congress from both houses to learn about the growth and success of the outdoor industry and communities across the country who are prospering from investment in recreation assets. Elected officials and business leaders from a variety of states will discuss the newly released economic data as well as on-the-ground best practices for using access to trails, rivers, and other natural attractions to promote economic development in their communities.

Learn more about the bi-partisan House and Senate Outdoor Recreation Caucuses.
Media availability to follow the event. Lunch will be provided.

Lunch and Introduction

12:00-12:20

- Introduction from The North Face, Ann Krcik, Senior Director
- Welcome from **Representative Jared Polis** (D-CO), Co-chair House Outdoor Recreation Caucus
- Rollout of Recreation Economy data, Amy Roberts, Executive Director, OIA

Part 1- Outdoor Recreation: Healthy Lands, Healthy Economies Panel

12:20-12:55

Moderator: Ashley Korenblat, Managing Director, Public Land Solutions

Moab, Utah: City Council Member Kalen Jones

How Moab transitioned from 100% dependence on uranium mining to the nation's Adventure Capital.

Bentonville, Arkansas: Walton Family Foundation, Home Region Director, Karen Minkel

The Walton Family Foundation's commitment to Northwest Arkansas includes downtown renewal and bike paths that lead to nearby trail systems, all of which make Bentonville, Arkansas great place to live and work.

Durango, Colorado: LaPlata County Commissioner, Gwen Lachelt

Durango has built a reputation for recreation and quality of life that began with a community trails group that has led to big business and strong relationships with oil and gas producers in the area.

Caliente, Nevada: Lincoln County: Mike Baughman Executive Director Lincoln County Regional Development Authority

Lincoln County Commissioners, Caliente City Council, Nevada State Parks and The Bureau of Land Management plan to invest over \$2 million in a bike trail plan in order to bolster their outdoor recreation economy.

Part 2 –Federal Policies for Economic Development via Outdoor Recreation

12:55-1:30

Moderator: Jessica Wahl, Government Affairs Manager, OIA

Senator Martin Heinrich (D-NM) Co-Chair of the Senate Outdoor Recreation Caucus

Glenn Casamassa Associate Deputy Chief, US Forest Service

Representative Mike Simpson (R-ID) Co-Chair of the House Outdoor Recreation Caucus

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