



The Nevada Outdoors Business Coalition recognizes the importance of protecting the resources upon which our businesses depend. Our members share a solutions-based approach as well as the common goal of supporting public lands funding and initiatives that benefit the outdoor economy. We support appropriate conservation measures including roadless areas, wild and scenic rivers, and public lands management efforts that expand and improve opportunities for hiking, biking, paddling, climbing, backcountry skiing and snowshoeing, camping, hunting, fishing, wildlife viewing and other forms of both backcountry and close-to-home outdoor recreation.

Nevada needs an Office of Outdoor Recreation

As Nevada moves to diversify our economy and draw more employers to the state, attention is turning to our many and varied outdoor recreation opportunities. Residents and visitors can hike, fish, climb, camp, hunt, ski, bike, and sail next to world-class amenities and entertainment, exploring Western and Native heritage and history and witnessing rare wildlife and plants. Nevada's outdoors offers it all. Small and large businesses in the hospitality, service, food and beverage, insurance, and recreation industry cater to these uses, employing thousands and helping grow local economies.

Nevada's decision makers have an opportunity to put Nevada on the map with an Office of Outdoor Recreation and be champions for our beloved public lands, protecting the economic growth, recreation opportunities, and American beauty these places represent. The time to lead is now.

Nevada Office of Outdoor Recreation Would:

- Promote the growth of a sustainable outdoor recreation economy in Nevada that supports economic growth alongside stewardship and conservation of the resource
- Market, advertise and secure earned media opportunities that reflect the outdoor recreation opportunities in the state
- Advocate for and coordinate outdoor recreation policy, management, and promotion among state and federal agencies and local government entities in the state
- Recommend policies and initiatives to enhance recreational amenities and experiences in the state and help implement those policies and initiatives
- Create and maintain a statewide list of lands to be conserved, enhanced and publicized for outdoor recreation
- Develop data regarding the impacts of outdoor recreation in the state
- Promote economic development by working with the Governor's Office of Economic Development to attract outdoor recreation industries to the state and to develop the growth of new business opportunities within the state
- Advocate on behalf of the state for federal funding such as the Land & Water Conservation Fund
- Promote the health and social benefits of outdoor recreation for quality of life
- Promote the engagement of diverse communities in outdoor recreation

Outdoor Recreation Means Business

A 2018 survey of Western state residents' views of public lands, "Conservation in the West," found that an overwhelming majority of Nevadans (86%) believe that outdoor recreation will be important to the economic future of Nevada, with 56% saying it will be very important. Nearly two-thirds of Nevadans (72%) think that Western states' public lands and outdoor recreation opportunities give our region an advantage over other parts of the country. Significant majorities (higher than 70%) also agree that public lands help nearby economies, conserve national treasures for future generations, and must be protected so their children and grandchildren can experience them one day.

A 2018 Outdoor Industry Association (OIA) analysis found Nevadans are right that our outdoors should give us an advantage as a state. The OIA found that Nevada's outdoor recreation economy generates:

- 87,000 direct jobs,
- \$4 billion in wage and salaries,
- \$12.6 billion in consumer spending, and
- \$1.1 billion in state and local tax revenue.

Nevada boasts significant public land and remarkable natural features. Our landscapes position us as a real force in the outdoor recreation industry. Unlike our Western neighbors, Nevadans enjoy remarkably wild and rural vistas AND cities such as Las Vegas, one of the most visited cities in the world, complete with affordable airfare and incredible lodging. At the same time, Nevada's outdoor recreation industry is currently undervalued and largely untapped. Earlier this year, a federal government analysis of the economic impact of outdoor recreation confirmed what conservationists have argued for decades: outdoor recreation is big business and growing. **That is why a growing number of voices are calling for Nevada to establish a state Office of Outdoor Recreation.**

Our business members took note of the cautionary tale illustrated by our neighbor Utah, who lost the biannual Outdoor Retailer Show to Colorado (which has an Office of Outdoor Recreation). This happened after state officials repeatedly, for years, rejected the pleas of the outdoor recreation industry by continuing to call for the sale or transfer of federal lands to the states, attempted to nullify the Antiquities Act, requesting the rescission of two National Monument designations. In losing the OR show, Utah lost 40,000 annual visitors and \$45 billion in consumer spending, benefits they had relied on for more than 20 years. Colorado now reaps the profits.

Eight states have demonstrated that they truly value the role of outdoor recreation in their economies by establishing Offices of Outdoor Recreation: Colorado, Maine, Montana, North Carolina, Oregon, Utah, Washington, and Wyoming. Three have similar task forces (Maryland, Michigan, and Vermont). These state advocates differ slightly by state, but in general, act as high-level officials devoted to the health and growth of the outdoor industry.

Nevada's outdoor industry would strongly benefit from a state Office of Outdoor Recreation; outdoor businesses, sportsmen, conservationists and tourism interests all strongly urge legislative or administrative action in 2019 to open such an office in the Battle Born State.

For more information please go to: <https://getoutdoorsnevada.org/nvobc-issues>