



Fred Ferguson  
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April 25, 2017

The Honorable Bob Latta  
Chairman  
Subcommittee on Digital Commerce and Consumer Protection  
2125 Rayburn House Office Building  
Washington, D.C.  
20515

Dear Chairman Latta:

Vista Outdoor strongly supports the upcoming Subcommittee hearing on *Outdoor Recreation: Vast Impact of the Great Outdoors*. The hearing will elevate the importance of outdoor recreation and inform Members of Congress as legislation that impacts outdoor recreation and outdoor policy is considered.

The outdoor recreation economy is rapidly expanding. According to the latest report from the Outdoor Industry Association, the outdoor economy generates \$887 billion in annual consumer spending and employs 7.6 million Americans. The National Park Service continues to set attendance records as more people seek a unique outdoor adventure. And Congress – led by the Energy and Commerce Committee – recognized the importance of outdoor recreation with enactment of the Outdoor Recreation Jobs and Economic Impact Act (P.L. 114-249) during the 114<sup>th</sup> Congress.

The 115<sup>th</sup> Congress also has an opportunity to positively support the outdoor recreation economy. There are a variety of bipartisan bills that would increase access to federal lands, enhance federal land management, and support the health, integrity, and beauty of some of the nation's most scenic landscapes. While many of these bills fall outside of the jurisdiction of this Subcommittee, we implore the members to support advancement of these bipartisan measures as they are considered by the full House of Representatives.

As a leading designer, manufacturer, and marketer of outdoor sports and recreation products, Vista Outdoor understands first-hand the positive impacts of outdoor recreation. Our products help facilitate outdoor adventures through a range of products that include sporting ammunition and firearms, outdoor products, outdoor cooking solutions, outdoor sports optics, hydration systems, golf rangefinders, performance eyewear, action sports helmets and goggles, footwear and a variety of cycling accessories, stand up paddle boards and accessories.

Thank you for the opportunity to provide feedback for this important hearing. Vista Outdoor looks forward to working with the Subcommittee on crafting policies that enhance outdoor recreation and get more people into the great outdoors.

Sincerely,

A handwritten signature in black ink, appearing to read "Fred Ferguson", with a long horizontal flourish extending to the right.

Fred Ferguson  
VP, Government and Industry Relations  
Vista Outdoor

CC: The Honorable Janice Schakowsky, Ranking Member, Subcommittee on Digital  
Commerce and Consumer Protection  
The Honorable Rob Bishop, Chairman, House Natural Resources Committee  
The Honorable Raúl M. Grijalva, Ranking Member, House Natural Resources Committee