Outdoor Industry Association (OIA) unifies the voices of small and large companies — and their millions of consumers — across the United States to promote policies and programs that create jobs, invest in recreation infrastructure, expand outdoor access for all, support predictable and balanced trade, and foster a sense of stewardship for our natural resources and our environment. Together, the industry and the millions of current and future voters whose lives are enriched by outdoor recreation represent a shared vision and purpose that bolsters the American economy. We work in a bipartisan fashion with policymakers at the local, state, and federal levels to help the outdoors thrive.

CLIMATE CHANGE

Climate change is already causing disruption and financial harm to outdoor businesses – and the local, state, and national economies that rely on our industry’s job creation and tax revenue. Therefore, we urge Congress and the administration to:

- Incentivize businesses to take bold action to reverse the climate crisis.
- Preserve our nation’s lands and waters as natural climate solutions.
- Invest in parks and trails to help build low-carbon, climate resilient communities.
- Accelerate our nation’s transition to renewable energy.

To that end, we reiterate our industry’s support for and call on Congress to pass the groundbreaking climate provisions in the Build Back Better Act that will provide $550 billion in funding to:

- Establish a Civilian Climate Corps (CCC) to create jobs and spur economic growth while restoring outdoor spaces and supporting the $689 billion outdoor industry.
- Bolster climate resiliency and invest in natural climate solutions by helping farmers, ranchers, and landowners adopt climate-smart practices and reduce their emissions.
- Increase access to the outdoors for all Americans regardless of where they live and who they are.
- Make clean energy more accessible and widespread.
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 opportunities for everyone to experience the benefits of parks, trails, and open spaces. 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.

- Support new investments in recreation and green infrastructure and enhance access to public lands. This includes robust support for a package of recreation bills including:
  - The “Outdoor Recreation Act” to increase and enhance recreation opportunities across the country.
  - The Simplifying Outdoor Access for Recreation (SOAR) Act to improve the recreational permitting systems to make it easier for all Americans to experience public lands with the help of a guide, outfitter, or educational program.
  - The “Recreation Not Red Tape (RNR) Act to direct federal and managers to evaluate where recreational seasons could be extended.
  - The “Parks, Jobs, and Equity Act” to provide $500 million in funding for urban parks.
  - The “Outdoors for All Act” to codify the Outdoor Recreation Legacy Partnership and support recreational opportunities in underserved communities.

- Make the outdoors accessible, equitable, welcoming, and safe for everyone regardless of geography, income, or prior experience for all Americans.

- Protect core conservation laws and reverse regulatory rollbacks.

A stable and predictable federal trade policy is critical to helping outdoor companies lower costs, create U.S. jobs, and fuel innovation. Consistent with a balanced trade 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) and the addition of a select number of non-import sensitive performance footwear to that program.
  - 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.
  - A new process to exclude imports from the China 301 tariffs.
  - A level playing field for U.S. Foreign Trade Zones 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.
STATE & LOCAL GOVERNMENT AFFAIRS PRIORITIES

Recreation Funding and Access at the State and Local Levels

By prioritizing efforts that guarantee and increase access to green spaces and nature, we aspire to ensure that all Americans experience the joy and wonder of being outdoors.

- Continue and expand advocacy to protect public lands of all types and fund recreation amenities to meet increased consumer and participant need.
- Advocate for sustainable recreation funding prioritizing close-to-home access, as well as increased green infrastructure in nature-starved areas.

Outdoors for All

OIA’s vision for a healthy outdoor industry includes building an equitable and inclusive outdoors. Our team will expand advocacy on state and federal policies dedicating funding and developing programs that create an outdoors for all. Policies and efforts to break down barriers to the outdoors and nature-based experiences are pivotal for the survival of the industry, and these policies enable more diverse groups of outdoorists have reliable and sustained connection to nature.

- Bolster state advocacy efforts to support policies and increase funding for programs designed to expand access to the outdoors for all, including state-based outdoor equity funds and similar initiatives.
- Support the development of outdoor-focused education throughout the country to ensure that children and families of all backgrounds have early and continuous exposure to nature and outdoor recreation.
- Develop a durable and science-based platform utilizing existing research demonstrating the health and wellness impacts of time outdoors.

Climate and Conservation

OIA will advocate for climate, conservation, and natural climate solutions policy at the state level. These policies protect the spaces where recreationists connect to nature, and encourage participants to become responsible and engaged stewards.

- Advocate on climate and conservation and natural climate solutions policy at the state level.
- Work alongside local policymakers and governors to encourage state policy and regulatory actions in support of the “Conserving and Restoring America the Beautiful” initiative.

Outdoor Economies

Outdoor recreation is a growing economic force for states and communities across the country. In order to thrive, 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.

- Work to support continued development of robust urban and rural outdoor recreation economies.
- Continue to support the creation and growth of state-based outdoor recreation offices or state directors of outdoor recreation. These offices serve as a galvanizing point for the diverse stakeholders across the outdoor industry, public sector partners, and other collaborators.

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