



The Honorable Chuck Schumer
Majority Leader
United States Senate
Washington, D.C. 20510

The Honorable Nancy Pelosi
Speaker
United States House of Representatives
Washington, D.C. 20515

Dear Leader Schumer and Speaker Pelosi:

The Conservation Alliance is a coalition of more than 270 businesses in the outdoor recreation, craft brewing and beverage, finance, and clean energy industries. Since its inception in 1989, The Conservation Alliance has helped protect more than 73 million acres of wildlands; protect 3,576 miles of rivers; stop or remove 37 dams; designate five marine reserves; and purchase 18 climbing areas. Unfortunately, all of this progress is threatened by climate change.

The outdoor recreation sector alone generates well north of \$887 billion annually and employs 7.6 million people, while the brewing industry contributes \$331 billion and 2 million jobs.

From the Arctic National Wildlife Refuge to municipal hiking trails, our nation is knitted together by some of the most beautiful places on earth. These American landscapes also support businesses that depend on clear air, healthy lands and waters, and close to home recreational opportunities. As business leaders, there is no question that investments in outdoor recreation and land and water conservation earn compounding returns in the form of healthier communities, healthier economies, and healthier people.

We write today because all of this is at risk. Not because consumer demand for surfing, biking, hiking, fishing, or drinking craft beer are down, but because the natural resources that make our businesses successful and generate millions of American jobs are being pushed to the brink.

This summer, thick wildfire smoke blanketed the western United States along with other parts of the country, prompting warnings from experts about the unhealthy air quality and encouraging communities to stay indoors.¹ Millions of acres of public lands burned. Places with a history of mild summers found themselves living through extreme heat, forcing people to stay inside as temperatures rose to over 110 degrees. Waterways shrunk as drought and heat took hold of most of the country, putting hoot owl restrictions into place and leaving fishing guides without work in what would otherwise be a very busy summer.

As a group of companies focused on helping people conserve and explore the outdoors, this is bad for our businesses, bad for our bottom lines, and bad for our economy at a delicate time for our nation. We feel an unprecedented urgency and need to address these challenges with our partners in the government, NGOs and industry.

¹ <https://www.washingtonpost.com/nation/2021/08/26/wildfires-smoke-air-quality-pollution/>

We know that the climate and natural resource investments in the Build Back Better Act are good for business. These investments, including the proposed \$40 billion to the Forest Service, \$10 billion to the Department of Interior and \$3 billion to Fish and Wildlife will create new jobs and invest critically important resources in the federal agencies tasked with managing our federal lands and waters.

We believe we have a responsibility to protect the places that are important to our colleagues and customers. Our vision is to help create a planet where wild places, wildlife, and people thrive together.

We strongly encourage Congress to pass the Build Back Better Act to bring that vision to life.

Sincerely,

Shoren Brown,
Government Affairs and Advocacy Director
The Conservation Alliance
Bend, Oregon



Amy Beck
President
Oboz Footwear
Bozeman, Montana

Erik Burbank
VP, Global KEEN Effect
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Tom Champion
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David Egan
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