



# The Conservation Alliance

Outdoor Business Giving Back to the Outdoors

December 5, 2014

Honorable Barack Obama  
President of the United States  
The White House  
1600 Pennsylvania Avenue  
Washington, DC 20500

## **Re: Protecting Colorado's Browns Canyon as a National Monument**

Dear President Obama:

On behalf of the Conservation Alliance and the undersigned member businesses, we are writing to convey our strong support for the protection of Browns Canyon located in Chaffee County, Colorado. Unfortunately, the gridlock in Congress has yet again stymied the effort to protect this iconic landscape and the time to act is now.

Browns Canyon is one of the most popular unprotected landscapes on public land in the West – providing outstanding opportunities for fishing, whitewater boating, hiking and many other outdoor activities. In fact, it is home to our state's largest stretch of gold medal fishing waters and one of the most popular whitewater destinations in the country – attracting roughly 150,000 visitors annually who participate in commercial rafting trips through the canyon. Furthermore, the area provides critical habitat for numerous animals including bighorn sheep, elk, mule deer and mountain lions.

Protecting Browns Canyon will reap benefits for the nation's outdoor recreation economy. Each year, the outdoor industry supports more than six million American jobs, generates \$64.6 billion in direct consumer spending and contributes \$80 billion in federal, state and local taxes. Designating Browns Canyon a national monument would help strengthen the local economy and further bolster Colorado's active outdoor recreation economy that contributes over \$10 billion annually to our state economy and supports more than 100,000 jobs.

There is a long history of bi-partisan support for protecting Browns Canyon, locally and statewide. Recent polling that shows 77% of Coloradans support designating Browns Canyon as a National Monument. After more than fifteen years of attempts to protect Browns Canyon via legislation, we are asking that you use your authority under the Antiquities Act to designate Browns Canyon as a National Monument.

Sincerely,

cc:

Senator Mark Udall

Senator Michael Bennet

Tom Vilsack, Secretary, U.S. Department of Agriculture

Sally Jewell, Secretary, U.S. Department of the Interior

Michael Boots, Acting Chair, White House Council on Environmental Quality