



September 13, 2022

Amy Allison
Outdoor Recreation Industry Office
Economic Development Partnership of North Carolina
State of North Carolina

Dear Amy,

On behalf of the outdoor recreation community, we want to share our heartfelt thanks for your service to the outdoor recreation economy and its wide benefits for the people of North Carolina. High-quality outdoor recreation infrastructure and access ensure fulfilling and healthy lives for all Americans, and your work exemplifies this relationship. North Carolina's outdoor recreation economy, which accounts for \$10 billion (1.7%) of the state's GDP and 123,647 jobs, is in a great position thanks to your leadership.

We want to highlight a few of your accomplishments in particular:

- Underscored the importance of outdoor recreation in buoying the state's economy throughout the COVID-19 pandemic
- Welcomed White River Marine Group to Craven County, NC for a boat manufacturing facility that will support 500 jobs and Triple Aught Designs to McDowell County to support 40+ jobs in new manufacturing facility
- Led the formation of the North Carolina Recreate Responsibly state chapter, and worked to recruit state agencies, municipalities, non-profits and businesses that benefit from the outdoor recreation economy
- Developed the OutdoorNC statewide stewardship initiative in partnership with Visit NC and Leave No Trace to build a statewide stewardship program that equips participants with sustainable recreation knowledge
- Assisted in convening of the annual Outdoor Economy Conference in partnership with the Growing Outdoors Partnership with an attendance from 30+ states and 4 countries
- Provide recommendations and support of the NC Growth Blueways Guide, a guide for planners and stakeholders to create blueways or paddle trails in their communities
- Helped launch Made by Mountains brand to showcase Western North Carolina as the place to be for outdoor manufacturing
- Helped develop Statewide Outdoor Recreation Industry Network Program, which will foster the outdoor recreation industry by promoting, connecting, and supporting businesses within this sector, with a specific focus on increasing outdoor recreation gear manufacturing within the state

As evidenced by the work above, your impact on outdoor recreation will be appreciated by North Carolina's residents and visitors alike for years to come, and we will miss your leadership in the role. Thank you again for your commitment to promoting outdoor recreation and its benefits, and we wish you the best in your next endeavors.

With gratitude,

Outdoor Recreation Roundtable
Outdoor Industry Association
VF Corporation
REI
RV Industry Association

People For Bikes
National Marine Manufacturers Association
American Sportfishing Association
Marine Retailers Association of the Americas