



## Endorsement Statement

Our national parks, forests, wildlife refuges, wilderness, and monuments are essential to our industries, our way of life, and our bottom line. We support policies that protect Colorado's competitive advantage - our incredible public lands.

**National public lands cover more than one third of Colorado's area**, and include the most visited national forest and third most visited national park in the country.

**Colorado's public lands form the backbone of our powerful outdoor recreation economy, which employs more Coloradans than the energy industry.** Nationwide, consumer spending on outdoor recreation outpaces the auto industry by 50%.

**Colorado's public lands are Colorado's competitive advantage.** 84% of surveyed Colorado business leaders agree that access to national public lands helps businesses in the state attract and retain a high-quality workforce.

**Colorado's business leaders unequivocally recognize the value of the state's public lands and outdoor opportunities.** 94% of surveyed Colorado business leaders agree that protecting Colorado's public lands is good for the state economy.

**Our mission: To unite business leaders from across Colorado's outdoor recreation economy and emerging industries to conserve and protect access to our public lands.**

**Become a COBA member:** Join Colorado's leading manufacturers, retailers, outfitters, and entrepreneurs who understand that preserving our national public lands means protecting the Colorado economy.

"Protected public lands provide a competitive advantage for our local businesses to attract not only a customer base for the outdoor industry, but also to recruit the highest quality talent for all our industries. Public lands are good for all businesses." - Anna Peterson, Verde Brand Communications

"Our community is truly fortunate to have so many great opportunities for outdoor recreation on our local public lands. It is precisely because of these opportunities and the wild and natural beauty of our area that Osprey chose to locate our headquarters here, and for these same reasons chose to join the Colorado Outdoor Business Alliance. We value our public lands and everything they have to offer and take seriously the responsibility to steward these lands with a balanced approach for future generations." - Sam Mix, Osprey Packs