

April 9, 2025

The Honorable Doug Burgum
Secretary
U.S. Department of the Interior
1849 C Street NW
Washington, D.C. 20240

Dear Secretary Burgum:

Responsibly managed federal public lands are the backbone of our nation's \$1.2 trillion outdoor economy and conserving nature is essential to American businesses, their employees, and their customers. As businesses that rely on public lands to generate sustainable economic vitality, we strongly urge the Trump administration and Secretary Burgum to adhere to the long-established precedent of soliciting and considering public input before making any significant decisions about the management of our federal public lands. Of particular concern are Executive and Secretarial Orders around the rollback of protections on key landscapes such as National Monuments, mineral withdrawals on iconic landscapes, and staffing and resourcing to effectively manage our public lands and waters.

We represent the manufacturers of apparel, vehicles, and provisions that outdoor outfitters and enthusiasts depend on for outdoor recreation. We are extremely troubled by the lack of transparency into the Trump administration's decisions regarding how our public lands will be used and managed. Decisions made today will impact generations to come and businesses, communities, and individuals deserve an opportunity to weigh in.

Healthy Public Lands Are Important to Americans

These lands, conserved for their tribal, ecological, and recreational purposes are extremely popular across the country, regardless of demographic and political ideology. The annual "Conservation in the West" poll carried out by Colorado College showed that 72% of respondents across eight Western states included in the poll preferred that their Member of Congress supported "ensuring we protect sources of clean water, our air quality and wildlife habitat while providing opportunities to visit and recreate on our national public lands." Lawmakers across the West consistently emphasize the importance of listening to local voices when it comes to public lands management, and these local voices show strong support for public lands protections.

Conserved Public Lands Drive a Robust Economy

The outdoor recreation industry is an economic engine, generating over \$1.2 trillion annually to contribute to the nation's Gross Domestic Product. At the community level, outdoor recreation is





an economic driver, creating direct and indirect jobs for local residents, and oftentimes is seen as a sustainable alternative for communities who have previously struggled.

From the unique perspective of the business community, we see first-hand as our customers visit public lands and drive economic growth that is reliant on consistent and safe access to protected public lands and waters. In addition, as employers, we have seen the incredible benefits of access to public lands and recreation as a key recruitment and retention tool for not only the outdoor industry, but for companies of all sizes in technology, finance, and more. We rely on the outdoors to attract employees to come work at our companies, and even to test our product.

The future of our public lands is critical to our businesses and the outdoor recreation economy, and our industry represents a critical voice that must be heard and considered when making decisions about our public lands.

We recognize the multiple-use mandate of the Department of the Interior and strongly urge the administration to properly consult all stakeholders who use these lands before making decisions that would have vast ramifications for our economy and the jobs we create. As owners of our public lands, as users of public lands services for recreation and respite alike, and as business owners and employers whose revenue and jobs rely on the health of public lands, we urge robust and consistent consultation and transparency on significant decisions that directly impact our communities and our livelihoods.

Respectfully,

Paul Hendricks
Executive Director
The Conservation Alliance

In partnership with the following businesses and organizations:

Alpenglowsports
Tahoma, California

Backbone Media
Carbondale, Colorado

American Outdoor Products
Boulder, Colorado

Backcountry Essentials
Bellingham, Washington



Backcountry North
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Bedrock Sandals LLC
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Big Agnes, Inc.
Steamboat Springs, Colorado

Black Diamond Equipment
Salt Lake City, Utah

CGPR
Marblehead, Massachusetts

Cocona, Inc
Boulder, Colorado

D.D. Bullwinkel's Outdoors
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Emerger Strategies
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Great Outdoor Store
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Sanitas Sales Group

Lakewood, Colorado

Saratoga Outdoors

Saratoga Springs, New York

Shār Snacks

Austin, Texas

SRAM, LLC

Chicago, Illinois

Swen Products/Sven-Saw

Minneapolis, Minnesota

The Forest Group

Lotus, California

Toad&Co

Santa Barbara, California

TripOutside

Durango, Colorado

Verde Brand Communications

Durango, Colorado

Walkabout Outfitter

Lexington, Virginia

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