



The Honorable Charlie Baker  
Governor of Massachusetts  
State House  
Room 360  
Boston, MA 02133

Dear Governor Baker,

The Outdoor Recreation Roundtable (ORR) – the nation’s leading coalition of outdoor recreation trade associations comprised of 35 members representing more than 110,000 American businesses – supports the creation of an Office of Outdoor Recreation (OREC) in Massachusetts. Establishing this office would help grow a vibrant industry that prior to the pandemic generated \$788 billion in gross output, accounted for 3.3 percent of all American employment, created 5.2 million jobs and was growing faster than the economy as a whole.

An OREC would harness Massachusetts’ existing strengths in outdoor recreation by coordinating efforts to expand the outdoor recreation economy across the state. Outdoor recreation is a prominent force in Massachusetts, generating \$10.5 billion, supporting 114,000 jobs, and accounting for 1.8 percent of the state’s economy. Additionally, outdoor recreation supports healthy, sustainable rural communities in every corner of the state. Many facets of state government already support and promote Massachusetts’ recreation opportunities, but an OREC would unify these efforts and ensure efficiency among the administration, legislators, and groups and companies that work in the outdoor space.

Eighteen other states have created ORECs or similar task forces to implement strategic plans to grow outdoor recreation through targeted policies, programs and initiatives. Massachusetts’ creation of such an office would represent a sincere commitment to leverage existing resources to diversify and grow the state’s economy, increase rural prosperity, build healthy communities, develop a next-generation workforce, and promote environmental stewardship and responsible resource development.

Resources are available to help launch these new offices. The National Governors Association’s new Outdoor Recreation Learning Network – of which ORR is a founding sponsor – exists to help states create their own ORECs by providing a peer-to-peer network of best practices regarding model legislation, structure, and more. Joining this network – already comprising over 30 members – is free and marks a good first step towards establishing an Office of Outdoor Recreation.

Outdoor recreation is an economic multiplier. It helps attract new business, recruit and retain employees, and improve urban and rural quality of life. Creating a Massachusetts OREC would help focus efforts already underway across multiple agencies and sustainably drive Massachusetts’ economy forward.

Through the recent announcement of \$100 million in federal relief funding directed towards parks and open spaces, as well as your past participation in programs like Great Outdoors Month® Capitol Campouts and holding signing ceremonies for Great Outdoors Month® proclamations, you have demonstrated your commitment to time outdoors as a safe, healthy form of recreation for people across the state.

**We would appreciate a meeting with you and your staff to further discuss the potential of this office and how we can work together to make it a reality.** ORR stands ready to help grow this essential part of the economy and contribute to the well-being of your residents and visitors alike.

Sincerely,

3A Marine Service, Inc. (Hingham, MA)  
Association of Marina Industries  
Boat Owners Association of the United States  
Crosby Yacht Yard, Inc. (Osterville, MA)  
Lakeview Marine, Inc. (Webster, MA)  
Marine Retailers Association of the Americas  
Massachusetts Association of Campground Owners  
Massachusetts Marine Trades Association  
National Marine Manufacturers Association  
New England RV Dealers Association  
On the Water (Falmouth, MA)  
Outdoor Industry Association  
Student Conservation Association  
The Corps Network