

February 13, 2017

Mr. David Loechner
President and CEO
Emerald Expositions
31910 Del Obispo, Suite 200
San Juan Capistrano, CA 92675

Dear Mr. Loechner:

As you solicit proposals for a new venue to host the Outdoor Retailer trade show, I would urge you to give strong consideration to the state of New Mexico. New Mexico's vibrant and vast public lands are a vital part of the state's culture and economy, and New Mexico has a tradition of stakeholders coming together to support conservation and the outdoor recreation industry.

In recent years, New Mexico has seen new public lands designations that would not have been possible without the support of local business owners, tribes, sportsmen, acequia associations, ranchers, conservationists, veterans, and many other partners. This kind of cooperation and commitment to our public lands follows a long history of conservation leadership in New Mexico, with stewards like Aldo Leopold paving the way for modern land conservation policies with his vision to preserve the Gila Wilderness in the 1920s.

New Mexicans' livelihoods are rooted in our open spaces. Families have long histories of using our public lands for hiking, hunting, fishing, and other outdoor traditions, both new and old. New Mexicans also share my unwavering commitment to protecting our natural heritage for our children and for generations to come, and know firsthand that conservation and growing the economy are inextricably linked. Importantly, the outdoor recreation industry is one of the largest sources of economic growth in our state, directly supporting 68,000 jobs and providing more than \$450 million in tax revenue and \$6.1 billion in consumer spending annually.

I hope the outdoor recreation industry will join us in New Mexico as we work to improve access, reauthorize key conservation programs, and stand firm against any effort to seize our lands. As Outdoor Retailer stated, one of the criteria that must be considered when choosing a host for your trade show is "the degree to which host states are in sync with outdoor industry values." I can assure you, the enjoyment and protection of our great outdoors is among the pillars of New Mexico values.

Sincerely,



MARTIN HEINRICH
United States Senator