

March 4, 2020

Governor Gary Herbert Utah Governor's Office 350 N. State St., Suite 200 PO Box 142220 Salt Lake City, Utah 84114

Speaker Brad Wilson Utah House of Representatives 350 N. State St., Suite 350 PO Box 145030 Salt Lake City, Utah 84114

President Stuart Adams Utah State Senate 350 N. State St., Suite 320 PO Box 145115 Salt Lake City, Utah 84114

Dear Governor Herbert, Speaker Wilson, President Adams, and Members of the Utah Legislature:

Thank you for your efforts to improve air quality and reduce carbon emissions in Utah. Public support for addressing these issues has never been greater, and through your collective leadership, millions of dollars have been invested in new air quality measures and identifying ways to address the challenges of Utah's changing climate.

Our companies represent significant and growing sectors of Utah's thriving economy. We are calling upon the Utah Legislature to approve H.C.R. 11, the "Concurrent Resolution Supporting the Utah Roadmap for Positive Solutions and Leadership on Climate and Air Quality," during this year's legislative session.

As companies that see a need for innovative solutions to maintain Utah's quality of life and economic growth, we recognize and endorse the importance of the Utah Roadmap's recommendations for improving Utah's air quality and reducing emissions.

Utah's unhealthy air quality and changing climate hinder our ability to recruit and retain employees and grow our businesses in the state. Climate change and its impacts, including reduced snowpack, more intense wildfires, and diminished water resources, are already causing significant challenges for Utah's \$12.3 billion outdoor recreation economy that supports over 110,000 jobs in the state.

Those outdoor assets also are important for businesses in other sectors, including technology companies, as they seek to keep employees and contemplate whether to relocate or expand their presence here. At the same time, we recognize that clean, renewable energy is now the most cost-effective form of electricity generation across the West, and policies to increase its use will economically benefit our companies and the state.

The Legislature's commitment to the Utah Roadmap's seven recommended mileposts for improving Utah's air quality and addressing a changing climate would put the state on an important path toward ensuring Utah continues to have a thriving economy and bright future, for ourselves and generations to come.

We urge your approval of the resolution supporting the Utah Roadmap and thank you for your commitment to its principles.

Respectfully,



Snowsports Industries America









































