The Mississippi House of Representatives passed HB 1231, creating the MS Outdoor Stewardship Fund by a vote of 117-2.

**WHAT WILL THIS DO?**

- Provide clean drinking water through watershed conservation
- Support working farms and forests
- Provide and improve recreation areas in urban and rural communities
- Protect, restore, and enhance public and private lands and waters
- Improve fish and wildlife habitat

**MISSISSIPPI’S ECONOMY**

- **AGRICULTURE INDUSTRY¹**
  - $7.45 BILLION in industry revenue (largest in the state)
  - 34,700 FARMS covering 10.4 million acres

- **OUTDOOR RECREATION²**
  - $8.0 BILLION in consumer spending
  - 79,000 direct jobs
  - $2.1 BILLION in wages and salaries
  - $620 MILLION in state and local tax revenue

¹ Attribution: MDAC ² Attribution: Outdoor Industry Association
$1 million investment in conservation equates to 59 jobs created

Investing in outdoor infrastructure attracts employers and active workforces, ensuring those communities thrive economically and socially.

Attribution: University of Massachusetts Political Economy and Research Institute

LEVERAGING OPPORTUNITIES

Georgia turned $20 million into $100 million with federal and private matching funds through Farm Bill conservation practices

$5 Billion in leveraging opportunities

DEDICATED FUNDING IN SURROUNDING STATES

NO NEW TAXES

Allocate a percentage of the EXISTING sporting goods sales tax towards conservation.

Three-quarters of Mississippians support allocating a percentage of the EXISTING sporting goods sales tax towards dedicated conservation funding.

Dedicated conservation funding is supported across political parties, gender, race, and age.

Attribution: 2019 New Bridge Strategy Poll