



March 19, 2015

Representative Mark Johnson
900 Court St. NE, H-489
Salem, OR 97301

OneGorge Coalition
c/o Port of Hood River
1000 E. Port Marina Drive
Hood River, OR 97031

RE: HB 3027 – Mount Hood License Plate

Dear Representative Johnson:

The OneGorge Coalition is a network comprised of private businesses, public agencies, and non-profit organizations in the Columbia River Gorge, working to facilitate collaborative advocacy of regional priorities. The following participants of the OneGorge Coalition support Oregon House Bill 3027 establishing a new Mount Hood registration plate program to fund a new grant program administered by the Oregon Tourism Commission (Travel Oregon) that would support bicycle and pedestrian tourism enhancements in the Mount Hood area.

The Columbia River Gorge and Mount Hood are, as you know, closely tied experiences for Oregon's visitors. Together, they are key drivers of Oregon's tourism economy. Development and enhancement of multi-modal access to such world-class destinations, so close to Portland, not only benefits the mountain communities of Clackamas, Hood River, and east Multnomah counties, but the entire state. These are destinations inherently suited to getting outdoors and experiencing nature first-hand.

Mount Hood is already directly visible from a large area of the state. Its image should be on the license plates of vehicles traveling all over the region. We thank and congratulate you and your colleagues for developing the Mt. Hood Registration Plate measure.

Sincerely,

The Undersigned, facilitated by OneGorge

GORDON ZIMMERMAN



Gordon Zimmerman, City Administrator
City of Cascade Locks



Paul Koch, Interim General Manager
Port of Cascade Locks



Michael S. McElwee, Executive Director
Port of Hood River