

# Mt Hood Roasters Coffee Company

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## **CHAIR MCKEOWN, VICE-CHAIRS GORSEK AND DAVIS, AND MEMBERS OF THE TRANSPORTATION AND ECONOMIC DEVELOPMENT COMMITTEE**

Thank you for your consideration on **HB 3027**.

Mt. Hood is truly an Oregon icon both to our people, to the nation and is one of the most visited destinations in our state. This mountain showcases our state's unlimited natural beauty, our commitment to a pure and pristine environment, and the pure power of nature. This is why I am asking you to support the creation of a Mt Hood specialty license plate. I am asking you to do so in a way that also supports Oregon's tourism which is an important component of Oregon's economic engine.

The Mt. Hood region hosts numerous world class recreation activities. With the longest ski year in North America (year-round), Mt. Hood is also the 2<sup>nd</sup> most climbed mountain in the world. Mt. Hood has several federally designated wild and scenic rivers, unlimited hiking, cycling and mountain biking opportunities. Whether we fish, hike, climb, ride, ski, gather, camp, or participate in numerous other "life enhancing activities"...we all make our voyage to Mt. Hood with some frequency.

Nationally, Mt. Hood's importance is recognized on our currency. The mountain's Bull Run Watershed Management Unit (BRWMU) is one of the most protected parcels of land in the world. Additionally, the Crag Rats who hail from this mountain and Cloud Cap Inn are the oldest search and rescue organization in the United States. These are only a few of the many examples.

**HB 3027** directs monies from license plate sales to support bicycle/pedestrian tourism in the Mt. Hood region. With this funding, communities across the region will be able to improve bicycle/pedestrian safety and infrastructure, and also support local economic growth and development.

Please support **HB 3027** – a bill that has received widespread support throughout the region and the state.



Rick Applegate, Owner

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