

West Columbia Gorge Chamber of Commerce
107 East Historic Columbia River Highway
P.O. Box 245
Troutdale, OR 97060

The Honorable Mark Johnson
State Representative
State Capitol H-489
Salem, Oregon 97301

Subject: HB 3207

Dear Representative Johnson

The West Columbia Gorge Chamber of Commerce (WCGCC) is the primary regional voice for business interests in our multiple City environment spanning from Fairview to Cascade Locks and the unincorporated areas in between. Expanding the opportunities for our local business community can be significantly enhanced by attracting visitors to our communities. The WCGCC actively supports facilities, programs, events, and activities that add to the visitor experience in our region.

In partnership with the Gresham Area Chamber of Commerce, the WCGCC actively promotes bicycle tourism in East Multnomah County and adjacent areas. We help visitors discover ways to stay and play in our area, to enjoy our trails, scenic beauty and local businesses. A "Gorge Hubs" network of cycling support facilities is being developed to unite the Historic Columbia River Highway trail, the Springwater trail through Gresham, and the 40-Mile Loop from Portland. Both Chambers host Visitor Centers with cycling maps and guides to Bicycle Friendly Businesses, trails, routes and other amenities to enhance the traveler's experience. We continue to seek funding to support these efforts.

The WCGCC is in support of HB 3207 to create a specialty license plate generating funds administered through a grant program, outlined by Travel Oregon, to support bicycle and pedestrian tourism opportunities in the Mt. Hood and Columbia River Gorge region. We believe that a single plate design can be created to highlight the two of Travel Oregon's "Seven Wonders of Oregon" that we are fortunate enough to live near: Mt. Hood, and the Columbia River Gorge. We hope that our Legislature will see fit to recognize and support these two closely-linked "jewels" of our beautiful State.

Sincerely

A handwritten signature in black ink, appearing to read "Chris Holden", with a stylized flourish at the end.

Chris Holden
President