



MEASURE: HB 3027  
EXHIBIT: 7  
HOUSE TRANS & ECON DEVEL  
DATE: 3/23/15 PAGES: 1  
SUBMITTED BY: Jim Austin

March 23, 2015

Oregon House Committee on  
Transportation & Economic Development  
900 Court St., NE  
Salem, OR 97301

RE: Support for HB 3027

Chair McKeown & Committee Members,

I write to ask for your support of HB 3027 with the – 1 amendments.

Oregon's Mt. Hood Territory (OMHT) is the destination marketing organization responsible for tourism promotion and development within Clackamas County. Our operating revenues are derived from a voter approved, county-wide transient lodging tax.

The Mt. Hood National Forest occupies a large portion of OMHT's area. Hiking and biking – both on and off-road - are popular activities for many visitors. A great many events that take place in "The Territory" are organized around these activities. In fact, recreation factors so prominently into our efforts that it is one of the three pillars on which our Tourism Master Plan is based.

In addition to promoting our own assets and attractions, OMHT works collaboratively with state and local partners to promote the three Travel Oregon regions in which we operate; the Greater Portland, Willamette Valley, and the Mt. Hood/Gorge regions. Of the three, the Mt. Hood/Gorge Region receives relatively little in the way of financial support. This is because allocations are based on transient lodging activity and there are relatively few lodging operators within the region.

With its stunning views and diverse and challenging terrain, the Mt. Hood/Gorge Region is blessed with an organic ability to attract people. OMHT believes that the additional resources generated by a Mt. Hood Plate Program, as called for in HB 3027 and the – 1 amendments, could help bring even more visitors and recreators to the area. This would benefit not only the tourism partners within the Mt. Hood Gorge Region but in the surrounding regions as well.

I urge you support of HB 3027 with the - 1 amendments.

Sincerely,

Jim Austin  
Community Relations Coordinator  
Oregon's Mt. Hood Territory  
[jim@mthoodterritory.com](mailto:jim@mthoodterritory.com)  
503-742-5901