

MEASURE: HB 3027
EXHIBIT: 14
HOUSE TRANS & ECON DEVEL.
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SUBMITTED BY: Chris Lyons



March 18, 2015

**Clackamas County Board of Commissioners
Policy Position
HB 3027: Relating to the Mt. Hood registration plate program**

Clackamas County supports HB 3027 and the Dash-1 Amendments: The Board of County Commissioners supports HB 3027 with the dash-1 amendments. Combined, they would establish a new Mt. Hood license plate program with proceeds going to the Oregon Tourism Commission to fund promotion of bike and pedestrian tourism in the Mt. Hood area.

Most of Mt. Hood and much of the Mt. Hood National Forest resides in Clackamas County. At 11,250 ft., Mt. Hood is Oregon's highest peak and one of the most recognized geological features. While it is sometimes referred to as Portland's Playground, Mt. Hood and the surrounding area draw visitors from around the world because of the broad array of recreational opportunities that are offered. These include year-round skiing, hiking, climbing, camping, fishing, mountain biking and road cycling, and golfing.

Tourism promotion dollars are generated by state and local transient lodging taxes. While the Mt. Hood/Gorge Region is lucky enough to attract visitors "naturally," it does not contain a great number of lodging properties. This translates into relatively little tourism promotion funding.

The additional promotional dollars generated by this new plate program will help local/regional destination marketing organizations change "I'd like to" visitors into "We're going" visitors. We urge a "yes" vote on HB 3027 with the dash-1 amendments.

Please contact Chris Lyons at clyons@clackamas.us for more information.