

May 14, 2015

City of Portland
Portland Parks and Recreation

RE: Tourism Industry Support for Restore Forest Park

To whom it may concern:

As Portland's destination marketing organization, Travel Portland takes great interest in projects that enhance the desirability of our city to visitors. Portland is a beautiful city in large part because of progressive planning decisions that have protected our greenspaces and improved access to parks in the urban core, in particular Forest Park.

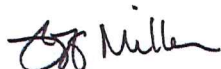
The tourism industry, welcoming over 8.7 million visitors to the greater Portland region this past year and \$4.3 billion in direct spending, celebrates the efforts of a renewed Forest Park. Not only does Forest Park provide a natural go to place for residents and visitors to escape to recreational trails and enjoy nature, it is the essence of what makes Portland an attractive green city.

We understand that the time is now to support the Renew Forest Park Initiative. The Renew Forest Park plan is a visionary initiative to clear the park of extensive invasive species, improve entry to and education about the park, and make long-needed repairs to trails, signage and access points. These aspects will appeal to residents and visitors alike. The proposed initiative provides a reasonable three pronged strategy, as funding allows, to:

- *Restore*: Habitat restoration and invasive species removal
- *Rebuild*: Repairs to trails, signage and access points
- *Reconnect*: Improving entry to and education about the park

Travel Portland has a strong commitment to sustainable tourism. We support the above proposed goals with a heightened visitor interest in the rebuild and reconnect aspects of Forest Park plan. Overall these strategies will have multiple stakeholder benefits that include: improved air quality, trail safety and accessibility and a recognizable entry point to guide visitors to park information and wayfinding throughout the park. A focus on this plan now will have long term benefits for generations to come.

Sincerely,



Jeff Miller
President & CEO
Travel Portland