

February 16, 2018

As Portland's destination marketing organization, Travel Portland takes great interest in projects that will enhance our desirability as a tourism destination, especially initiatives that create competitive advantage for our region.

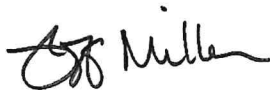
One of the many benefits of the tourism industry is its ability to bring in outside dollars to stimulate our local economy. In 2016, the tourism industry brought in \$5.2 billion dollars in direct spending equating to over \$250 million in state and local taxes and supporting over 37,000 jobs in the Portland area.

During our Tourism Master Plan process, a future looking plan for tourism in our region, stakeholders identified a tourism transportation strategy as one of the priorities for consideration. As the city and region continue to grow, we believe that the development of a transportation plan that incorporates alternative transportation options, including water taxis, could be a compelling approach to curbing congestion and increasing the quality of the visitor experience.

The Frog Ferry proposal for a Portland-Vancouver passenger water taxi service is that type of innovative initiative that seeks to mitigate congestion while also offering an appealing alternative way to experience the region.

Therefore, it is our pleasure to write in support of the proposed Frog Ferry initiative. While the primary beneficiaries of this project are Portland residents and commuters, we see the future advantage of a connected water transit system that links to key visitor attractions in the central city.

Sincerely,



Jeff Miller
President & CEO
Travel Portland