



THE ZIDELL COMPANIES

March 22, 2018

Susan Bladholm,
The Frog Ferry
4430 SW Selling Court
Portland, OR 97221

Dear Susan,

I am writing to express enthusiastic support for the concept of a passenger ferry service in the Portland/Vancouver metropolitan area.

For nearly a century, the Zidell family has been intricately tied to the Willamette River with our ship dismantling and barge building businesses. Now we are evolving our company to develop this 33-acre riverfront land into a vibrant mixed-use neighborhood with residential, retail and open spaces. We envision expanding the Greenway along the Willamette River, creating new parks, and opening access to the river for people to enjoy. We celebrate other efforts to do the same.

Many major river cities around the world already have a ferry or water taxi system in place. We applaud the Frog Ferry's proposal to add a much-needed new mode of transportation to benefit both commuters and tourists. Any additional access to the Willamette River will further Portland's position as a hub for creativity and innovation, helping to bolster the quality of life we all value so deeply.

We encourage the City Council to support the Frog Ferry's proposal to kick off this effort.

Best regards,

Charlene Zidell
Director of Corporate Relations and Communications