

March 5, 2018

As the state of Oregon's destination marketing organization, Travel Oregon's vision is a better life for all Oregonians through strong, sustainable local economies. Therefore, Travel Oregon pays special attention to initiatives that enhance our tourism product and benefit our domestic and foreign visitors, as well our state's residents.

Alternative transportation options and congestion relief are topics often raised by our industry stakeholders and Travel Oregon is actively advocating for solutions. The proposed resource, the Frog Ferry, would utilize the Willamette and Columbia Rivers and deliver a unique visitor experience while driving economic development for the state.

Travel and tourism in Oregon is an \$11.3 billion industry supporting 109,000 jobs for Oregonians. This initiative aligns with Travel Oregon's 2017-2019 Strategic Plan by optimizing statewide economic impact. The city of Portland is often the gateway to greater Oregon, especially for international visitors. By facilitating the development of a world-class tourism product in Oregon's largest city, we can drive economic development and leave our visitors with more stories to share with the world.

The Frog Ferry proposal for a Portland-Vancouver passenger water taxi would provide an attraction to promote the state on a larger scale and provide an alternative transportation option.

It is my pleasure to write in support of the proposed Frog Ferry initiative.

Sincerely,



Todd Davidson
CEO