



December 14, 2011

Willamette Falls Heritage Area Coalition  
Alice Norris, President of the Board  
1980 Willamette Falls Drive #120-189  
West Linn, OR 97068

Dear Ms. Norris:

On behalf of the Clackamas County Business Alliance (CCBA), I would like voice our support of the Willamette Falls Area Coalition and endorse your request to Congress for a National Heritage Area designation for the Willamette Falls and the Willamette River surrounding the falls.

The CCBA is an organization of Clackamas County businesses. We work to promote healthy economic growth throughout the county by advocating for public and private policy decisions that promote job creation and economic vitality.

The Willamette Falls has been essential to the success of business in our region for years. From the earliest days, the people that came to what is now known as Clackamas County recognized the power of the falls and the Willamette River in providing food, transportation and an energy source for industry.

A coordinated approach to managing and promoting this area as a local resource is good for local communities and our local economy. This is a unique opportunity to collaborate on cultural and heritage tourism and natural resource and recreation tourism.

As a voice of business in Clackamas County, we enthusiastically support your effort to gain National Heritage Area status for this resource.

Sincerely,

A handwritten signature in black ink that reads "Kim Parker". The signature is written in a cursive, flowing style.

Kim Parker  
Executive Director