

April 9, 2014

Members of the Review Committee
Oregon Watershed Enhancement Board
Technical Assistance Grant Review Committee
775 Summer Street NE Ste 360
Salem, OR 97301-1290



Re: OWEB Technical Assistance Grant

Dear Review Committee,

The Clackamas County Business Alliance enthusiastically supports Metro's application for an OWEB technical assistance grant for the Willamette Falls Legacy Project. The regional and statewide significance of this project cannot be overstated. This 23-acre industrial site along the Willamette River in Oregon City provides an opportunity to reconnect Oregonians with the second-largest waterfall in North America, while creating an economic engine, a waterfront destination, a unique habitat and a window into Oregon's past. Willamette Falls has the potential to become one of Oregon's marquis visitor attractions, and a sterling example of economic redevelopment.

The Clackamas County Business Alliance (CCBA) is a business advocacy organization with employers spanning nine sectors and representing over 15,000 employees throughout the county. We work to promote healthy economic growth throughout the county and entire metro area by advocating for public and private policy decisions that promote job creation and economic vitality. We support the expansion of existing businesses and welcome new companies to the area.

As advocates for the local and regional economy, we see this type of economic development as critical for the health of the entire community. With the closure of Blue Heron Paper Co., Oregon City lost 175 jobs. The Willamette Falls Legacy Project provides an opportunity to not only restore those jobs at the same location, but to use this project as a demonstration on how a thoughtful and environmentally sustainable redevelopment can positively impact our economy. Like Multnomah Falls, Crater Lake and other outdoor destinations across Oregon, Willamette Falls could be a driving economic force in the area. Here in Clackamas County, we are keenly aware of the jobs and economic activity that would come along with that tourism. A study of the Willamette Falls opportunity suggests that the site would draw some 660,000 visitors every year. They would spend money at local businesses and fuel the local economy, creating about 600 jobs in our community. That's on top of the construction, office and retail jobs supported directly by the redevelopment of the former Blue Heron Paper Company site.

Thank you for considering the grant application for this project. We look forward to working with partners to ensure that the Willamette Falls Legacy Project is a success for Oregon City, Clackamas County, the greater Portland metropolitan region, the State of Oregon – and all Oregonians. Please don't hesitate to contact me if you have any questions or if I can provide further information. Thank you.

Sincerely,

A handwritten signature in blue ink that reads "Jerry Turner". The signature is fluid and cursive, with the first name "Jerry" being more prominent than the last name "Turner".

Jerry Turner
CCBA President