

March 30, 2013



Sen. Richard Devlin, Co-Chair, Joint Way and Means Committee
Rep. Peter Buckley, Co-Chair, Joint Ways and Means Committee
Sen. Chris Edwards, Co-Chair, Ways and Means Subcommittee on Natural Resources
Rep. Ben Unger, Co-Chair, Ways and Means Subcommittee on Natural Resources

Re: Support for funding Willamette Falls Legacy Project

The Clackamas County Business Alliance enthusiastically supports the proposed \$5 million budget allocation for the Willamette Falls Legacy Project in House Bill 5034. The 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.

The Willamette Falls project provides an opportunity of a lifetime. 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 supporting this project with the proposed \$5 million investment from the State of Oregon. 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 "Kim Parker". The signature is written in a cursive, flowing style.

Kim Parker
Executive Director

cc: Clackamas County legislators