

September 30, 2014

City of Portland
Planning and Sustainability Commission
1900 SW 4th Avenue
Suite 7100
Portland, OR 97201

RE: Tourism Industry Endorsement and Feedback on the 2035 West Quadrant Plan

As Portland's destination marketing organization, Travel Portland is very interested in the region's planning and redevelopment goals, especially those elements that impact the visitor experience. One of the benefits of the tourism industry is its ability to bring in outside dollars to stimulate our local economy. In 2013, the tourism industry brought in \$4.2 billion dollars in direct spending and supported over 30,000 jobs for the greater Portland region.

As a member of the 2035 West Quadrant Plan Stakeholder Advisory Committee, we had the opportunity to identify areas where the tourism industry's relevance aligned with planning policy to support the economic growth of the region. Of the areas within the plan that highlight strategy for *tourism, retail and entertainment*, we are particularly supportive of the following:

- Central City district as critical to regional economic vitality
 - Policies and programs that enable business ventures to succeed, vibrant retail core, arts and cultural considerations in design and planning.
 - TR6: "Implement a Bike Share program with Downtown as its core that includes numerous rental locations and complements transit."
 - Transportation, Connectivity and Public Safety – We feel it is essential to highlight the importance of an integrated transportation system that connects the Central City in a seamless manner. The implementation process needs to factor in solutions to maximize public safety through intentional street design, zoning and connected pathways to key attractions (i.e. the "Green Loop" Concept and improvement of access points to the river).
- Revitalization and improved access of Waterfront Park- As one of our most vital but underdeveloped attractions, Waterfront Park and the Willamette River represent signature opportunities for economic development, recreational and human access.
 - Encourage a public/private management approach with Waterfront Park (i.e. similar to the model of the Holladay Park Partnership in the Lloyd District).
 - Expand commercial options on the waterfront that may include water transit, docking, and other retail options.
 - Integrate motor coach access areas and parking into the design and implementation plans of Waterfront Park to improve the visitor experience.

- Development of Old Town/China Town
 - Preserve the cultural and historical heritage of the district while expanding opportunities for entrepreneurial ventures.
 - RC21: “Create an Old Town Night Market and encourage a variety of evening cultural events to broaden the array of nighttime attractions in the district.”
 - Increase public safety considerations in development implementation priorities to ensure vibrancy and growth in the district.

Thank you for the opportunity to provide input and for your consideration of a plan that will enhance Portland’s attractiveness as a premier destination for visitors and residents alike.

Sincerely,

A handwritten signature in black ink, appearing to read "Jeff Miller". The signature is fluid and cursive, with a large initial "J" and "M".

Jeff Miller
President & CEO
Travel Portland