

City of Westfir
47441 Westoak Road
Westfir, Oregon 97492
Attention: City of Westfir Planning Commission

Re: Support for Trans Cascadia Project and Crows Feet Commons

Dear Planning Commission Members:

I am writing to express Travel Oregon's support for the development of the Trans Cascadia Project and Crows Feet Commons in Westfir.

Travel Oregon's vision is a better life for all Oregonians through strong, sustainable local communities that welcome a diversity of explorers. This includes supporting communities in leveraging the state's \$6.5 billion tourism economy that employs thousands of Oregonians. Scenic beauty and outdoor recreation are primary motivators for people traveling to and around Oregon. These visitors spend significant amounts of dollars in local communities, especially if the appropriate services are available.

In 2016-17, Travel Oregon facilitated the community-driven East Lane County Bicycle Tourism Studio* with the goal of increasing cycling tourism and its benefits in East Lane County. Through the process the local steering committee and community members detailed out cost-effective strategies that apply to all cycling types, and that will provide the greatest return on investment. Core recommendations included:

- Create Bike Hubs that act as easily identifiable meeting points for visiting cyclists. Bike Hubs automatically enhance the bike culture by making riders feel like welcomed guests to a community.
- Develop food offerings that appeal to enthusiast cyclists.
- Develop and enhance fee-based guide services to ensure that visitors have a high-quality riding experience suited to their needs.
- Enhance existing and develop new bike rental fleets.

We believe that the Trans Cascadia Project and Crows Feet Commons would help meet these and other goals as established by the community. As a "bike hub," this project would provide a welcoming gathering point for cyclists and outdoor recreationalists, provide more opportunities for visitors to spend money in the community, and with the new camping amenities, keep people in-town longer, compounding the economic benefits for all businesses.

Travel Oregon is proud to be a partner to support Westfir and other communities to develop safe, sustainable and prosperous outdoor recreation opportunities that yield strong social and economic impacts.

Sincerely,



Todd Davidson
CEO, Travel Oregon

* <https://industry.traveloregon.com/opportunities/programs-initiatives/oregon-tourism-studios/willamette-valley/east-lane-county-bicycle-tourism-studio/>