

Dear Honorable Mayor and City Council,

I apologize that I am missing a portion of tonight's meeting, but it is the birthday of an organization that changed my life in positive ways that I could not have imagined all those years ago as I stood on the yellow footprints at MCRD San Diego... and I intend to celebrate a bit. The Marines were born 10 November 1775 in Tun Tavern Philadelphia and us Marines honor those roots annually.

The City has been approached by our regional tourism partner, Mt. Hood Territory, to help recruit and facilitate a committee from the Molalla Community to participate in a destination assessment of the Molalla River Corridor.

City staff believes one of you would be a crucial part of this committee and I have reserved one space for you if you would like to participate. This is very time sensitive, Please give me a call or shoot me an email to let me know if you are or are not interested (503 759-0219; mcorthell@cityofmolalla.com).

What is this all about?

- Travel Oregon is awarding 12 grants to perform a destination assessment that will identify key destination experiences, and projects that will bolster assets central to the experience with the ultimate goal of aiding destination recovery and resiliency.
- Our regional tourism partners at Mt. Hood Territory (Clackamas County) have selected the Molalla River Corridor as a destination that would benefit from this work, and a community committee is central to identifying the experiences and projects.

What is the commitment of the community committee?

- Participate in a Travel Oregon hosted kickoff meeting in January;
- Two – Three, 90 minute meetings between January and the end of March to work through the destination assessment process;
- Collaborating with Travel Oregon to complete the assessment and help identify key projects that could advance the destination in the coming year.

What happens after the assessment process?

- The team would take the identified opportunities to proposal development and receive direct support from Travel Oregon to develop competitive funding proposals... those that receive funding will receive direct project support from Travel Oregon to complete.

In a nut shell...

- Mt. Hood Territory applies for the Travel Oregon Grant to have the destination assessment/project identification completed by the committee and Travel Oregon;
- If the grant is awarded Travel Oregon facilitates the items in the community committee commitment above to complete assessment/identification of projects;
- Once identified, Travel Oregon assists the committee in preparing funding proposals for priority projects;
- Those projects awarded funding are completed by direct support from Travel Oregon.

Sincerely,

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