

Endorsement of Mt Hood Columbia River Gorge Tourism Alliance (MHCRGTA) Position – Do Not Collapse Oregon Tourism Commission (OTC) Region 7 (Mt Hood Columbia River Gorge) with Portland Metro Region

Background: Oregon Tourism Commission (OTC) divides the State of Oregon into 7 regions. The Villages at Mt Hood is in Region 7 – Mt Hood Columbia River Gorge. The organization that oversees the plan for marketing region 7 outside Oregon is MHCRGTA. This group plans the dispersal of region 7's share of the 1% state room tax.

Discussion:

1. Last spring a group of individuals explored the possibility of asking OTC to collapse the Mt Hood Columbia Gorge region with the Portland Metro Region.
2. Portland Metro representatives met with MHCRGTA in an attempt to convince the board that by collapsing the Mt Hood Gorge into the Portland Metro Region everyone would benefit.
3. MHCRGTA voted NOT to recommend a consolidation of the 2 regions.

Update:

1. Some in the tourism industry are working behind the scenes to try and collapse the Mt Hood Columbia Gorge Region into the Portland Metro Region?

Request:

1. A letter endorsing the MHCRGTA position should be sent to:
 - a. MHCRGTA board members
 - b. BOCC
 - c. Clackamas County TDC
 - d. Oregon Tourism Commission