

AGENDA ITEM FOR ADMINISTRATIVE MEETING () Discussion only
(X) Action

FROM (DEPT/ DIVISION): County Counsel

SUBJECT: Grant Letter of Support

<p>Background:</p> <p>Approval is sought for letter of support for the Rural Tourism Studio project. The project would be to develop a West Umatilla County destination development plan.</p>	<p>Requested Action:</p> <p>Approve and sign Letter of Support</p>
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ATTACHMENTS: Proposed Letter

*****For Internal Use Only*****

Checkoffs:

- () Dept. Heard (copy)
- () Human Resources (copy)
- () Fiscal
- (X) Legal (copy)
- () (Other - List:)

To be notified of Meeting:
Gail Nelson

Needed at Meeting:

Scheduled for meeting on: October 25, 2018

Action taken:

Follow-up:

Umatilla County

Board of Commissioners

Courthouse: 216 SE 4th St., Pendleton, Oregon 97801



George L. Murdock, Chairman
541-278-6202

William J. Elfering, Vice-Chairman
541-278-6201

W. Lawrence Givens, Commissioner
541-278-6203

October 25, 2018

RE: Travel Oregon Rural Tourism Studio

Dear RTS Application Review Committee:

Please accept this letter of support for the Rural Tourism Studio for the West Umatilla County Grant Application.

The Umatilla County Board of Commissioners supports the West Umatilla County Tourism application to develop a West Umatilla County destination development plan that enhancing tourism in and economic vitality to the greater Eastern Oregon region. The proposed studio project would provide a critical link in coordinating and sustaining existing and future tourism efforts in our region, particularly in West Umatilla County.

The timing for this project is ideal because of the significant population and industry growth being experienced in West Umatilla County. With new jobs, temporary and permanent workers are flooding our region creating an opportunity to showcase tourism assets such as special events, seasonal activities, restaurants, trails, fishing and overnight stays. Many individual communities have worked to develop public and private assets; however, a coordinated effort to market and showcase them is lacking. The Rural Tourism Studio aligns perfectly with a need to develop destination-based products and events furthering and extending the visitor experience in the West Umatilla County.

Cities in the region that will benefit most directly include Umatilla, Hermiston, Stanfield and Echo. However, the value will extend to neighboring communities throughout all of Umatilla County and Eastern Oregon. A Rural Tourism Studio will help the region realize a common economic development goal of increasing the number of people who stay, play and enjoy the great and abundant resources in our region.

When selected, we look forward to a collaborative partnership with and for the stakeholders on this project.

Best regards,

George Murdock

William J. Elfering

W. Lawrence Givens