



## Rivers of Life Center

Dear OCCIT Board Members,

We appreciate the opportunity to submit to you the first river cruise tour program focused on Oregon City as both the destination and embarking point for guests. Our partners include the who's who of tourism including Travel Oregon, Oregon Tour and Travel Alliance, and charter members of the National Tour Association.

We have enlisted the superior marketing, sales and ticketing capabilities of the Portland Spirit organization to promote and sell Oregon City-Willamette Falls through this project. Our Board of Directors represents a broad range of professions, skills and community involvement(See Board List). They are a capable group to oversee the execution of this proposal with excellence and insure the promotion of this region to those who have not experienced its beauty. We believe that these tours will raise the awareness of Oregon City in real tangible ways and benefit all involved.

Thank you for considering this proposal, we look forward to serving you.

Sincerely,

Board of Directors

An IRS tax exempt non-profit education and training organization.



● Vernon Wease  
Non-profit organization training and consulting

Major Doug Thomas Ret.  
Oregon City School District

Hon. David Kirby  
Undersherriff Clackamas County

Bill Kennemer  
State Representative

Steven Jordan  
Historian, Top Notch Productions

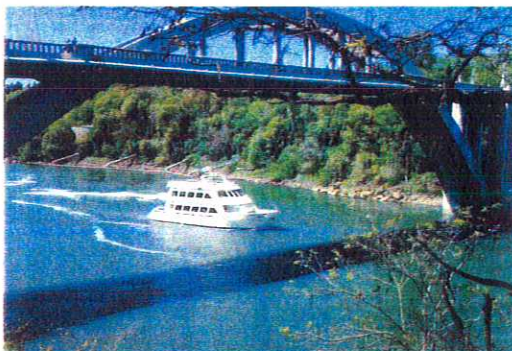
Gerald Herrmann  
President, Earth Crusaders

Hon. Russ Hall  
Wilderness International

Sherry Hall  
Clackamas County Clerk

Susan Ferris  
Government affairs consultant

Bryon Boyce  
Chair, Clackamas River Basin Council  
Computer consultant, database development





# OREGON CITY

625 Center Street | PO Box 3040 | Oregon City OR 97045

Ph: (503) 657-0891 | Fax (503) 657-7892

## OCCIT Tourism Grant Application for Funds July 1, 2014 through June 30, 2015

Before filling out this form, please read the OCCIT Grant Application Information for complete submittal instructions and to be sure that your proposal qualifies for funding. Applications must be received by 5:00 pm on Friday, February 28, 2014 to be considered for funding. Applications received after the deadline will not be accepted. Liability insurance coverage may be required. Limit answers to the space provided.

Project Title Historic Willamette/ Oregon City Tour Ambassadors

Organization Rivers of Life Center

Is this a Non-Profit Organization? Yes ☒ No ☐

Non-Profit Federal tax exempt ID Number 46-4703589

Address PO Box 124

City, State, Zip West Linn, Or 97068

Project Coordinator Jerry Herrmann Phone (503) 260-3432

Email jerry.herrmann@birdlink.net

Chairperson of Governing Board (If Applicable) Vernon Weiss

Phone (503) 333-3127

Signature 

(The person authorized to represent the organization must sign the application with a digital signature or actual signature on a hard copy.)

**\*\*\*Complete the budget sheet on page 7 first.**

**Column totals from that sheet will auto fill into this table\*\*\***

Grant Amount Requested: \$ 28,000.00

+Matching Funds (Cash): \$ 6,500.00

+In-Kind Matching Funds: \$ 11,000.00

= Total Cost of Project: \$ 45,500.00

OCCIT Tourism Application

1. Is this your first grant application to the Oregon City Civic Improvement Trust (OCCIT)?

Yes ☒ No ☐

2. Have you received an OCCIT grant in the last 3 years?

Yes ☐ No ☒

If yes, please describe the projects/programs for which you received funding.

3. If you received an OCCIT grant last year, what is the status of the project?

4. Will this grant funding request be used for the first phase of a project, with possible grant requests for future phases?

Yes ☐ No ☒

If yes, please explain.

5. Project Description: a detailed description of the proposed event or project.

- Our project unites riverboats from the Portland Spirit organization and their nationwide management company with trained local youth and adult interpreters and trolley cars owned and operated by the Portland Trolley – organization to produce regular river and overland tours featuring Oregon City for residents, local hotel guests and seasonal travelers. American Waterways, (the parent company of Portland Spirit) and Portland Trolley – (an Oak Grove based tour provider) will aggressively market these discovery tours at National Tour Association events in the western US and Canada Oregon Tour and Travel Alliance venues (statewide marketing), Travel Portland, Travel Oregon and they will secure regular print media advertising. After pilot testing (summer 2014) bi-monthly tours will bring over 2000 visitors to local museums and attractions during spring and summer of 2015. Both trolleys and 100+ passenger cruise vessels will be staffed with trained interpreters presenting the unique history of Oregon City and Willamette River Valley and Falls legacy. We intend to establish Oregon City and Willamette Falls as BOTH a point of embarkation for commercial riverboat/trolley tours of the Willamette Valley and destination for tourists in NW Oregon and SW Washington seeking local attractions



6. Project Objective: How would this project help promote tourism in Oregon City? Who is the target audience?

1. Support Oregon City's TOURISM ACTION PLAN OF 2013 in advancing "Tourism Positioning" by "Showcasing astounding natural setting", its "nationally ranked 2<sup>nd</sup> largest waterfall", and "celebrating its many Western continent and municipal firsts."
  - By re-establishing historically accurate trolleys to Oregon City that will serve in combined riverboat/trolley tours that will bring ticketed patrons from both Portland and Oregon City to natural and cultural heritage sites IN Oregon City
  - These bimonthly tours will serve local hotel guests as well as citizens of Oregon City with a unique tour package that will **embark/disembark in Oregon City**
2. Train local youth to serve as tour guides and historical interpreters in a **Tourism Youth Corps** with adult mentors for both luxury coach trolleys and river vessels bound from Portland to Oregon City and vice versa
3. Revitalize the classic trolley image through modern coach-like trolleys that will serve tourists and citizens of Oregon City through "Historic Homes drive-by tours"
4. Guide **up to 2000** tourists to Oregon City businesses, museums and other attractions via riverboats/trolleys
5. Utilize highly qualified riverboat operators and owners and their sophisticated national marketing through print and online media to advance Oregon City as a fun and rewarding destination served by riverboat/trolley tours

## 7.Organization Description: a detailed description of your organization.

- Rivers of Life Center is a new 501 (c) benevolent organization established in 2013 that provides educational training and work experience to youth and adults as tour guides and hosts. Organization founders and members have nearly a century of combined experience as guides and historical interpreters on riverboat vessels, tour buses and coaches. Founders Jerry Herrmann and Vernon Weiss have combined their many years of non-profit organizational management and their work as educators and counselors to present a new way to experience heritage, culture, and natural history discovery tours, treks, and classes for people of all ages.

## 8.Project Personnel: List the primary people involved, their positions and qualifications. Briefly describe prior experience managing similar projects.

**Vernon Weiss** is a Master Degreed expert in non-profit organizational management, radio host of "The Portland Forum" and establisher and manager of programs for Salvation Army and social service agencies in Portland. He will direct the Rivers of Life Center board in finalizing details of this project and their implementation.

**Jerry Herrmann** has over 25 years experience in planning and executing tours, treks and in particular, "discovery river tours". He is a "step on guide" on Columbia and Willamette River commercial tour vessels and has served as primary guide/interpreter for the stern wheeler Queen of the West that runs between Astoria and Lewiston. He will manage interface with the Portland Spirit and parent company, Twilight Limousine, and Portland Trolley as well as train all and adult interpreters.

**Dennis Corwin** is general manager for the Portland Spirit company and has been in the restaurant/hospitality industry for over 25 years. Besides running the day to day operations for the Portland Spirit and Columbia Gorge Stern wheeler, Dennis is also the Company Security Officer, the ADA Compliance Officer, the Director of Entertainment, Director of Merchandising and President of The Oregon Tour and Travel Alliance and as such is the best choice to do all marketing for these combined river vessel/trolley tours. He will promote this project at National Tour Association, Oregon Tour and Travel Alliance, magazine and print media "buys" and all venues that he is associated with. Dennis will manage and coordinate his five person marketing and ticketing staff to assure bookings.

9. Project timeline: Describe the timeline for the project. List anticipated project milestones and dates (e.g. volunteer meetings, public meetings, planning activities and event activities).

- **March-May 2014**

Create training materials for guides, establish detailed marketing with Dennis Corwin and "Historic Oregon City", create detailed itineraries for riverboat/trolley applications

- **June-September 2014**

Finalize summer season marketing materials for Aug-Sept preliminary tours, market offering at Rivershore Hotel and partnering Oregon City venues (MOOT, EOT, CHAMBER, REGIONAL VISITORS CTR, CLACKAMAS COUNTY TDC)

- **Oct 2014-Feb 2015**

Attend National Tour Association events (2) **NOTE This money is in-kind support to this Oregon City effort by Portland Spirit**

- **Spring-Summer 2015**

Conduct bi-monthly riverboat/trolley tours of Oregon City, deliver up to 2000 tourist to Oregon City businesses and attractions, maintain zip code registry of all guests for final report to OCCIT and Oregon City Tourism Team

10. What community resources will be used as support for this project (i.e. community, city-owned property, city departments, transportation services or other civic groups)?

- Jon Storm Park dock and parking areas will be required for embarking and disembarking guests from Rivershore Hotel and river vessels/trolleys. **Dock has an approved commercial vessel use area of 150ft;** existing adjoining parking for up to 60 cars

NOTE: These 12 "Discovery Tours" will be mid-week (Tuesday or Wednesday)

We will coordinate our schedule needs with Oregon City Community Services/Parks Department

11. An exit report will be included as part of the OCCIT agreement. Describe the measurements you will use to assess the program/project effectiveness. In other words, how will the effectiveness of the program/project be tracked and evaluated (i.e. number of tourists; number of people served; number of volunteers attracted, etc.)? Be sure to describe project goals, changes and noticeable benefits that will come about as a result.

- The Portland Spirit organization (18 years in operation) routinely polls guests as to service quality, program content, and hospitality provided. They will sell all tickets and interact with patrons via their 5 person marketing team and our trained interpreters to :

- \***Maintain** a "point of origin" data base for all ticketed patrons

- \***Create** a mail and email database regarding all ticketed patrons

- \***Provide** OCCIT and Oregon City Tourism Team with a report detailing patron acceptance, comments/suggestions (from voluntary exit surveys) for future long-term river vessel/trolley offerings



12. List sources of support for in-kind matching support (e.g. volunteer hours and donations). In order to estimate the value of donated volunteer hours use \$22.14 (the value of volunteer labor time as of 1/12/14, according to the Independent Sector and The Bureau of Labor Statistics).

Item	Source of Support	Estimated Value (\$)
Travel, booth, sales/Natl. Tour Ass.	Portland Spirit organization	\$4,500.00
Promo video/DVD	Clack. Cty TDC&Earth Crusaders	\$2,500.00
Trolley planning, testing	Twilight Limousine/Portland Trolley	\$1,000.00
Training Facility guides/interpreter	Rivershore Hotel/River Res. Mus.	\$1,800.00
Adult Guide Training Mentors	J. Herrmann, T. Haggemiller	\$1,200.00

13. List all grants applied for in support of this project and commitments confirmed to date.

The Weston Fund-Oregon Community Foundation-\$3000 confirmed  
Oregon Youth Conservation Corps -\$1000 confirmed  
Earth Crusaders/River Resource Museum -\$2500 confirmed  
TOTAL CONFIRMED  
\$6500

14. What is the percentage of OC Tourism Grant funds to be used for personnel services or administrative costs? 14 %

15. Will the administrator be a paid position? Yes ☐ No ☒ (River of Life uses a CPA firm)

A BOOKKEEPING SERVICE (Sherman & Young-Oregon City) will maintain all records, accounting and payroll required for guides, etc.

16. Proposed Budget—on the following page please complete the proposed budget. Modify line items as needed to reflect proposed expenses.

- Column A: Show grant monies needed for the program/project.
- Column B: Show cash matching funds.
- Column C: Show donations or in-kind volunteer labor (from question 12).

• Column D: Totals for each category.  
OCCIT Tourism Application

### Proposed Budget

Suggested List (not inclusive)	(A) OC Tourism Grant Dollars	(B) Matching Funds (Cash)	(C) In-Kind Matching	(D) Total
Personnel Services (salaries, administration)	\$ 4,000.00	\$ 2,500.00	\$	\$ 6,500.00
Project Administration costs (clerical, advertising, graphics, printing, postage) PROMO MATERIALS & VIDEO	\$ 3,000.00	\$	\$ 2,500.00	\$ 5,500.00
Materials	\$ 3,500.00	\$ 1,000.00	\$ 1,200.00	\$ 5,700.00
Equipment/Supplies	\$	\$	\$	\$ 0.00
Construction Costs	\$	\$	\$	\$ 0.00
Event Costs PRELIM. TEST OF ROUTE	\$ 1,000.00	\$	\$ 1,000.00	\$ 2,000.00
Transportation Costs	\$	\$	\$	\$ 0.00
Insurance Costs (if needed) 12 EVENTS COMP LIABILITY	\$ 2,500.00	\$	\$	\$ 2,500.00
Additional Expenses (list) 12 ADVERTISING BUYS IN 2014-15 ONLINE& IN PRINT @PREFERRED CUSTOMER RATE	\$ 7,500.00	\$	\$ 4,500.00	\$ 12,000.00
12 DISCOVERY TOURS				0.00
				0.00
12 DISCOVERY TOURS				0.00
TRAIN ADULT MENTORS/YOUTH GUIDES/INTERPRETERS +STIPENDS FOR 12 GUIDES	6,500.00	3,000.00	1,800.00	11,300.00
				0.00
				0.00
Totals	\$ 28,000.00	\$ 6,500.00	\$ 11,000.00	\$ 45,500.00

# ITINERARY

# Discovery Tours

## Vessels – Trolleys – Guides – Attractions

### 9:30 AM Weekdays

Trolley and vessel departures, Caruthers Historic Landing by OMSI (free parking for 150)

Vessel loads and departs with trained guide.

Two trolleys depart with trained guides.

Interpretation covers:

- History of river cities and their old steamboat ports
- Geology
- Economic development
- Natural History

### 10 AM to Noon

**Vessel** visits Milwaukie, Lake Oswego and Oak Grove, and points of interest such as Risley, Naef Creek and Meldrum Slough.

Willamette Falls and Lock.

Historic Abernethy Landing and Jon Storm Park

**Trolleys** visit Oregon City Downtown / Main Street

Historic homes tour in Oregon City

Stops at End of the Oregon Trail Interpretive Center and Museum of the Oregon Territory.

**Deliverable income** to OC attractions of \$20,000.

**Deliverable tours** 12, every other week combined boat and trolley tours.

### Noon to 1:00 PM

Plated luncheon aboard Spirit vessel. Trolleys join vessel at Jon Storm Park.

### 1:00 PM

Vessel guests transfer to trolleys and vice-versa.

Both tours continue in reverse with plated luncheon served aboard vessel.

### 3:30 PM

Both tours arrive at historic Caruthers Landing.

### 4:00 PM

Trolleys return to Rivershore Hotel / Jon Storm Park with Hotel and citizen participants.



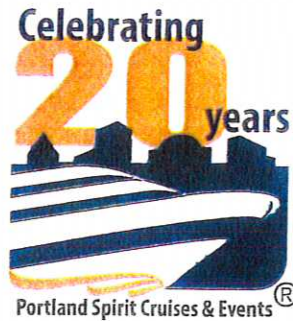
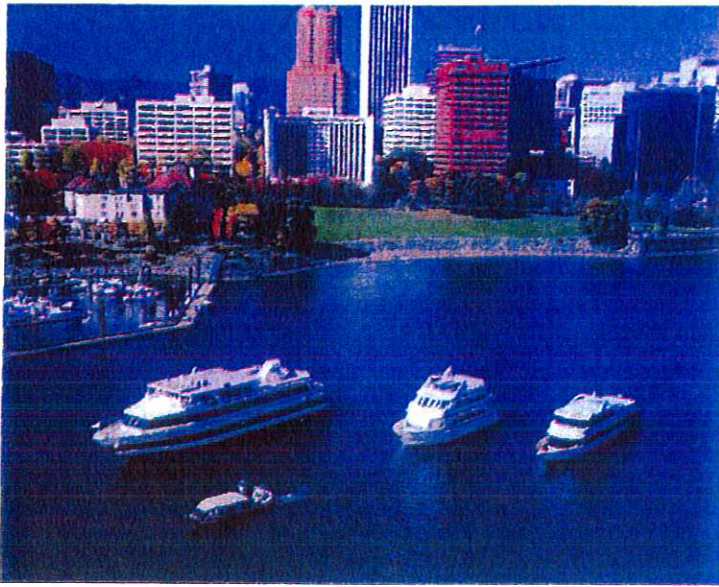
## Portland Vessels





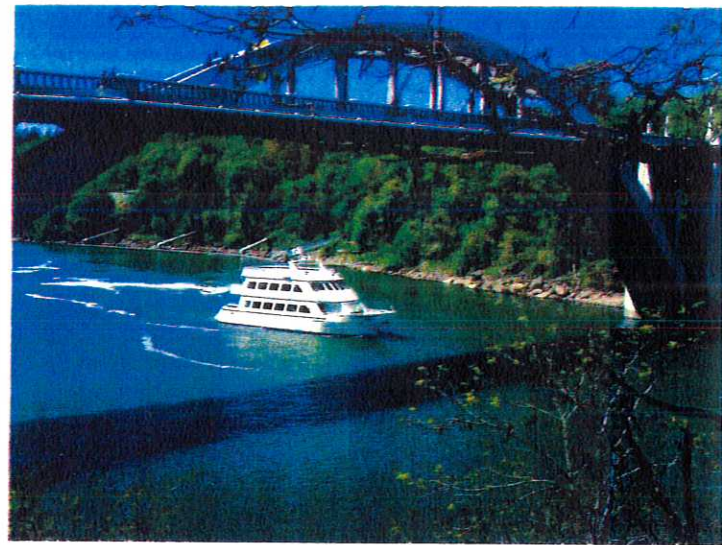
# 2014 - NTA Convention Los Angeles

Willamette & Columbia River Cruises



## Portland Vessels

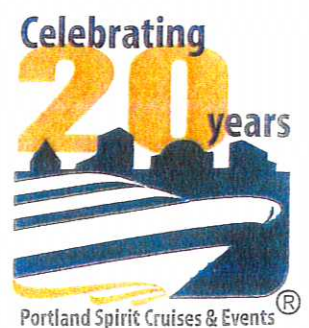
Portland Spirit - Seating Capacity 340; Reception Capacity 450  
Crystal Dolphin - Seating Capacity 50; Reception Capacity 120  
Willamette Star - Seating Capacity 120; Reception Capacity 144  
Explorer - Seating Capacity 34



## Vessel & Venues

Columbia Gorge Sternwheeler - Seating Capacity 200; Reception Capacity 300  
Columbia Gorge Riverside Pavilion - Seating Capacity 225; Reception Capacity 325  
Terrace at Thunder Island - Seating Capacity 200  
Locks Waterfront Grill - Seating Capacity 100; Reception Capacity 150

Dennis Corwin - General Manager  
503-224-3900 - [sales@portlandspirit.com](mailto:sales@portlandspirit.com)  
[www.portlandspirit.com](http://www.portlandspirit.com)





# Rivers of Life Center

## Board of Directors

An IRS tax exempt non-profit education and training organization.

Vernon Wease  
Non-profit organization training and consulting

Major Doug Thomas Ret.  
Oregon City School District

Hon. David Kirby  
Undersherriff Clackamas County

Bill Kennemer  
State Representative

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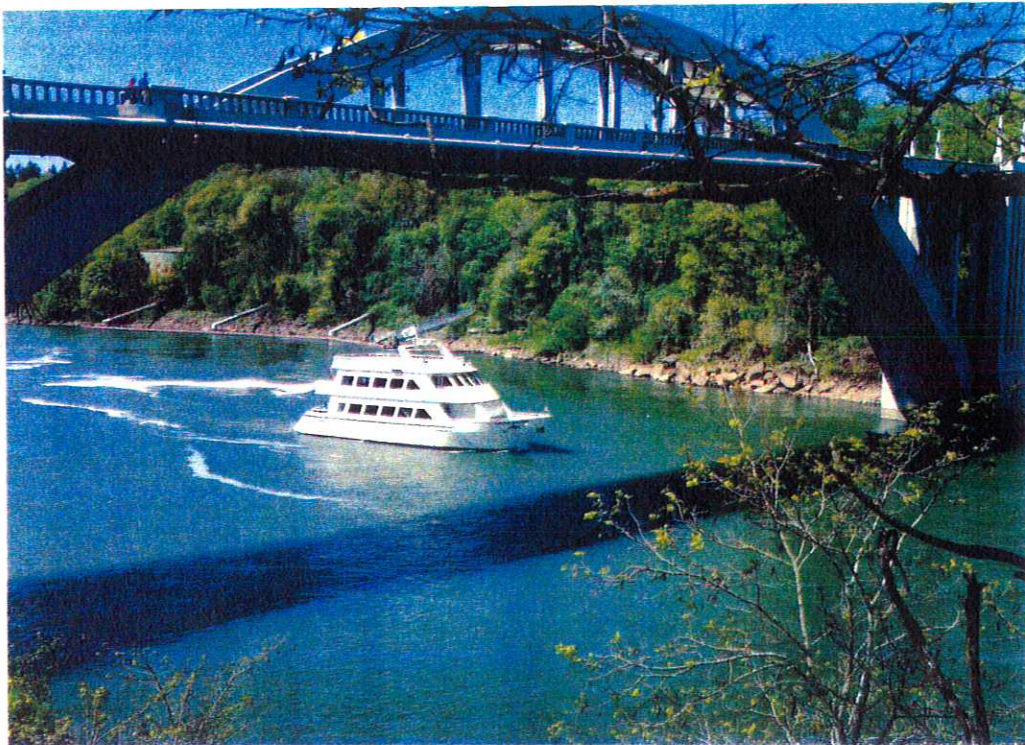
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Sherry Hall  
Clackamas County Clerk

Susan Ferris  
Government affairs consultant

Bryon Boyce  
Chair, Clackamas River Basin Council  
Computer consultant, database development



Our mission is to provide youth and adults with practical experience and training in environmental stewardship and tourism guiding and hosting through hands-on real-life projects, and to further advance Oregon communities as destinations for tourism through quality training, interpretation and mobilization of citizenry.

# **LETTERS OF SUPPORT**



February 27, 2014

Oregon City Civic Improvement Trust  
PO Box 3040  
Oregon City OR 97045

Trust Members:

Clackamas Heritage Partners, End of the Oregon Trail Interpretive and Visitor Information Center wish to express their strong support of the "Historic Oregon City – Willamette River Ambassadors". We endorse this proposal that for the first time will combine commercial all-season large capacity tour vessels with commercially operated vintage trolleys to serve Oregon City.

With the current growing interest in Willamette Falls and the Legacy Project, it is prudent and timely to establish Oregon City as a tourist destination and embarking for combined vessel – trolley tours.

This partnership joins several organizations: the Portland Spirit Group with long experience in river tourism and with nationwide marketing reach, with Jerry Herrmann's Earth Crusaders with experience both with river tours and vintage trolleys and buses often centered on Oregon City.

Their intention is to deliver up to 2000 persons to our museums with the admission price built in for our museums and other attractions as part of the tours. These twelve Discovery Tours for 2014-15 will make a difference for us and our city's museums, attractions and downtown businesses.

Sincerely:

Gail Yazzolino  
Administrative Director  
503-657-9336 ext. 107  
gail@historicoregoncity.org



# Rolla and Marge Harding

Living Historians and Guides

OCCIT Tourism Grant Committee  
Oregon City, Oregon

OCCIT Committee Members,

Marge and I are writing this letter supporting the concept of Jerry Herrmann's proposed river tours of the Willamette River and Falls and tours of Oregon City heritage sites.

The idea of boat tours of the river and falls area is a goal many of us have had for years. The focusing on the history and heritage of the Willamette River and how it influenced the early growth and development as well as shaping the destiny of Oregon City, is a piece of the "story" that, we feel, enhances tourism. The more exposure our heritage produces, hopefully, will be a major influence for future visits to our area.

We wish Jerry well with his project as the accomplishment of his goals will be beneficial to us all.

Thank you,  
Rolla and Marge Harding



2895 S. Beavercreek Road, Ste 103  
Oregon City, OR 97045  
503-656-1619  
F: 503-656-2274  
[www.oregoncity.org](http://www.oregoncity.org)



February 27, 2014

To the Members of the Oregon City Civic Improvement Trust:

The Willamette River is a wonderful resource for Oregon City and other communities like ours. However, for several years Oregon City has been unable to make a strong connection to the leisure tourism on the river. An effort is well underway to do just that.

With the cooperation of Rivers of Live Center, Earth Crusaders and the Portland Spirit they are creating an opportunity to engage local and regional citizens on the Willamette River and into Oregon City's heritage homes and museums. This project called Historic Willamette/Oregon City Tour Ambassadors is designed to combine the resources commercial passenger vessels and the heritage attractions right here in Oregon City.

This tourism effort will go beyond the passive and become more experiential and expose more people to what Oregon City has to offer. I am hopeful that over the course of this 2014-15 program that the projected 2000 visitors will be introduced to the Museum of the Oregon Territory and End of the Oregon Trail Interpretive Center. Oregon City can then be primed to roll out the red carpet to seek return trips from these visitors in order to expose them to more!

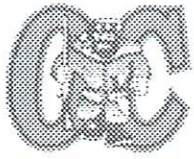
The project leaders are passionate about the Historic Willamette/Oregon City Tour Ambassadors and have many years of experience from which to draw. Thank you for your consideration and support of this innovative example of tourism for Oregon City!

Sincerely,

A handwritten signature in blue ink, appearing to read 'Amber Holveck', with a long horizontal flourish extending to the right.

Amber Holveck  
Executive Director





# Army Junior Reserve Officer Training Corps

## PIONEER BATTALION

Oregon City High School · 19761 S. Beavercreek Road  
Oregon City, Oregon 97045  
(503) 785-8995



25 February 2014

Oregon City Civic Improvement Trust  
625 Center St.  
Oregon City, OR 97045

RE: Grant Historic Oregon City – Willamette River Tour Ambassadors

Dear Board Members,

I am the Senior Instructor for the Oregon City JROTC Program. I am excited about the opportunity to again partner with the Earth Crusaders. We are always looking for opportunities to provide our Cadets with enriching activities that support our mission of motivating young people to be better citizens.

Our Cadets have worked with Mr. Jerry Herrmann and his Earth Crusader's Project on river side clean-ups and downtown city revitalization projects. These projects give our cadets opportunities to serve their community, develop valuable skills and to implement their leadership skills while working in crews or teams. We forward to again serving the Oregon City community.

Mr. Herrmann approached us again recently with an idea to partner on a project that connects our Cadets with knowledgeable mentors that will teach and coach them on how to be tour guides on vessels and trolleys that connect with this history of the Willamette River. Several of our core learning objectives incorporates personal assertion and self advocacy skills. Having the opportunity to develop and deliver historic presentations as a tour guide could be a tremendous opportunity for growth in these areas.

If you have any questions, please feel free to contact me by email [douglas.thomas@orecity.k12.or.us](mailto:douglas.thomas@orecity.k12.or.us) or by phone (503)785-8995.

DOUGLAS D. THOMAS  
Major (Retired)  
Senior Army Instructor



## Oregon Tour & Travel Alliance

PO Box 2248, Lebanon Oregon 97355

Phone: 1-800-451-3644 fax: 541-451-5268

Email: [info@oregonpackagedtravel.com](mailto:info@oregonpackagedtravel.com)

Web: [www.oregonpackagedtravel.com](http://www.oregonpackagedtravel.com)

*"...Working to increase the packaged travel business throughout the state"*

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From The Oregon Tour and Travel Alliance:

Oregon City Civic Improvement Trust

PO Box 3040

Oregon City, OR97045

Dear Board Members:

The Oregon Tour and Travel Task Force is an 80 member organization of professionals from all aspects of tour, resort and destination services. We have national and international representation.

We pride ourselves in assisting our members from all regions of Oregon in marketing their distinctive offerings.

We see this partnership with qualified tour vessel operators and the dramatic heritage trolleys as special in the state and probably the Northwest area.

We are aware of the "Tourism Guiding and Hosting" training sponsored and produced by Earth Crusaders and the Oregon Youth Conservation Corps. This is a most commendable way of training and equipping your community. The adult mentored "Historic Oregon City Ambassadors Corp" that will result from your support of this proposal will allow Oregon City and its legacy interests at Willamette Falls to respond to your new "tourism economy", much like Astoria has. Their ambassador program is a model for the nation for involving youth and adults.

We urge your strongest support for these startup efforts for professional tourism promotion involving sophisticated partners with this proposal.



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[www.portlandspirit.com](http://www.portlandspirit.com)  
[email:sales@portlandspirit.com](mailto:sales@portlandspirit.com)

Willamette Star • Portland Spirit  
Crystal Dolphin

February 14, 2014

Oregon City Civic Improvement Trust  
P.O. Box 3040  
Oregon City, Or. 97045

Dear Grant Review Members,

Portland Spirit wishes to partner and lend our strongest support for the Historic Willamette/Oregon City Ambassadors project. We have been in operation for 20yrs and employee over 200 persons. For many years we have offered cruises from Portland to Willamette Falls but had no way to actually stop in Oregon City to embark or disembark guests for tours of this historic area. In recent years we have had the opportunity to work with Jerry Herrmann in the capacity of a step-on guide and as the director of the New History Minstrels. We are aware of past efforts led by Mr. Herrmann to create a community led dynamic that will support tourism of both visitors and residents of the history and scenic beauty of Oregon City and the surrounding area. These efforts were most recently realized with the guided jet boat tours of the upper Willamette River.

Our organization is very interested in the opportunity this project offers. Our all weather, high capacity yacht style vessels would be able to make frequent runs to Willamette Falls and historic Oregon City with the ability for our guests to tour shoreside. The cruise would highlighted by a plated lunch prepared on board by our chef and a fully narrated tour. Combining our cruise with the beautiful heritage trolleys will allow us to carry two groups per day and showcase all of the attributes of this historic area.

We are able to support this venture though our marketing efforts locally, as well as, on the national level. We annually attend NTA Travel Exchange, IPW, Go West, Oregon Governors's Conference for Tourism and are actively involved with Oregon Tour and Travel Alliance, Travel Portland and Travel Oregon. This is a very unique product that many tour companies and visitors are looking for.

I thank you for you consideration of the Historic Willamette/Oregon City Ambassadors project. Please feel free to contact me with you have an further questions.

Sincerely,  
Dennis Corwin  
General Manager



February 27, 2014

Oregon City Civic Improvement Trust  
PO Box 3040  
Oregon City, OR 97045

RE: Rivers of Life Center Willamette Boat and Trolley Tours

Dear OCCIT:

MSOC, Inc.  
816 Main Street  
Oregon City, OR 97045

971-202-1604  
info@downtownoc.org

**2014 Board**

**President**  
David Nash

**Vice President**  
Barbara Orton

**Treasurer**  
Ron Yost

**Secretary**  
Carol Pauli

**Board Members**  
Paul Culp  
Jared Justice  
Roger Nickerson  
Tim Tofte  
Amber Holveck

**Executive Director**  
Jonathan Stone

Main Street Oregon City  
is a 501c3 non-profit that  
leads revitalization efforts  
of Oregon City's 170-  
year-old downtown.

Downtown Oregon City benefits from increased tourism activities. As the primary marketplace in historic Oregon City, downtown merchants and restaurants host tourists more frequently than any other part of the city. Programs that deliver tourists to downtown and introduce them to our heritage story help us put our best foot forward. River tours showcase the Willamette and the falls, both important downtown assets. Any program that tells the heritage story in an entertaining way provides an opportunity to put Oregon City and by extension downtown "on the map."

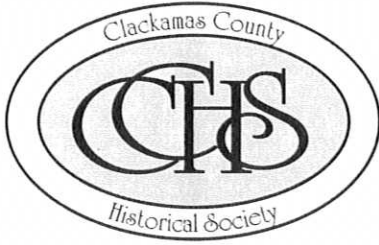
The proposal by Rivers of Life Center is certainly innovative pairing trolleys with dinner cruises. MSOC looks forward to working with Rivers of Life Center, Portland Spirit, and the Portland Trolley Association on strategies to harness the most possible tourism dollars in the district. We also look forward to the day when boats, buses, trolleys are the norm.

Sincerely,

Jonathan Stone

*Executive Director*  
*Main Street Oregon City, Inc.*





## Clackamas County Historical Society

PO BOX 2211 • Oregon City, OR 97045 • (503) 655-5574  
[www.clackamas-history.org](http://www.clackamas-history.org)

Oregon City Civic Improvement Trust  
PO Box 3040  
Oregon City OR 97045

Dear Trust Members:

The Clackamas County Historical Society is an Oregon City heritage destination that welcomes visitors to enjoy exhibits and programs designed to present the intriguing human history and impressive geology of our region.

We would certainly benefit from organized waterway tourism endeavors along the lines of the proposed "Historic Oregon City - Willamette River Ambassadors" plan that Mr. Jerry Herman and his colleagues have envisioned. We are optimistic that the City of Oregon City could benefit as a whole from tourist packages incorporating both passenger vessels and historic trolleys that pledge to connect our heritage sites and draw Portland Metro sightseers during the peak travel season.

Oregon City is most enchantingly accessed from the waterways, and we will be glad to support and accommodate guests from this or any other project that proves to be a sustainable and prudent use of City, County, and/or private funding - to the best of our ability - thus enhancing Oregon City's reputation as a cultural tourism destination.

As the Program Director for CCHS, I am grateful that The Museum of the Oregon Territory has been identified as a focal point for heritage experience in a proposal to bring large-vessel tours to Oregon City.

Sincerely,

*R.E. Pennington*

Program Director  
Museum of the Oregon Territory

**MUSEUM OF THE OREGON TERRITORY • STEVENS-CRAWFORD HERITAGE HOUSE**

*Our mission is to enrich the lives of current and future generations through collecting, preserving and interpreting  
the history and culture of Historic Clackamas County ~ 501c(3) Tax ID # 93-6024919*