



November 4, 2019

To whom it may concern:

Downtown Oregon City Association is writing to support the initiative to include 615 High St. in the SDC discount zone.

One major 2019-2023 strategic initiative for DOCA is connecting and engaging adjacent neighborhoods with the downtown to further expand the diversity of offerings for both visitors and community. Adding retail and/or restaurant to the promenade area would increase the potential for the "linger longer" effect and visitors spending money in our community.

The inclusion of this property in the discount zone will help to connect the downtown and midtown districts. Between 400 and 800 people ride the elevator daily and the development of this property provides a stopping point along the promenade.

We often use the analogy of a frog to talk about economic development because in order for people to continue on to the next location in your community, they need to take little hops. The development of this property would provide another little hop and connect the downtown to the 7th Street corridor.

By having a continuous path of development along this important route, we may see greater economic stability, prosperity, and a stronger community as a result.

We sincerely appreciate your consideration on this matter.

Sincerely,
Downtown Oregon City Association

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