

TASTE NEWBERG

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Oregon Department of Transportation
555 13th Street NE
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To whom it may concern,

On behalf of Visit Newberg (dba Taste Newberg), I would like to enthusiastically endorse Chehalem Park & Recreation District's grant request to seek funding assistance for Phase 1 of the Newberg-Dundee Bypass Trail.

Taste Newberg's business plan embraces brand values which include Outdoor Recreation as well as River Exploration and Discovery. Trail development in Newberg and to/from Dundee are important elements for two of Taste Newberg's strategic imperatives of promoting our region's recreational assets, and marketing Newberg as a four-seasons destination known for outdoor recreation, river exploration and eco-tourism -- one of our destination marketing organization's primary brand values.

Visitors, who travel from all over the country to Newberg, are drawn to the area because of its diversity of tourist attractions, including wine/beer/spirits tasting, culinary options, arts & culture, shopping, agri-tourism, historical sites, as well as outdoor recreation including trails for walking, running, hiking and safe cycling. City and County roads are not well designed for safe cycling options, and diverting cyclists to a non-motorized pathway would be an added draw for visitors to our area.

Addition of the Phase 1 Newberg-Dundee Bypass Trail would further enhance our ability to promote Newberg as the destination of choice for visitors seeking a variety of things to do, with trail interconnectivity between our main streets, city parks, the Willamette River waterfront, nearby tourist draws in Dundee and much more.

Taste Newberg looks forward to partnering with Chehalem Parks & Recreation District to advance the goals of encouraging participation in outdoor recreation pursuits, in this case increased use of Newberg-Dundee area trails to include the Newberg-Dundee Bypass Trail, resulting in inviting and repeatable visitor experiences.

Sincerely,

Leslie Caldwell
Executive Director