

May 18, 2015

Attn: Transportation Secretary Anthony Fox
U.S. Department of Transportation
1200 New Jersey Avenue SE
Washington DC 20590



RE: City of Springfield TIGER Grant Application

Dear Secretary Fox:

On behalf of Travel Lane County, the destination marketing organization for Lane County, Oregon, I strongly encourage you to fund the request by the City of Springfield and the Oregon Department of Transportation for a Transportation Investment Generating Economic Recovery (TIGER) grant for improvements to Franklin Boulevard in the Glenwood area of Springfield, Oregon. This project and redevelopment in the Glenwood area is a high priority within the region.

Travel Lane County's mission is to increase visitor trips and overnight stays within the region. The Glenwood redevelopment area is truly a prime opportunity location for travel and tourism destination development, with a proposed hotel and conference center and visions of vibrant shopping, dining and employment. Franklin Boulevard serves as a front door to this envisioned development, and the City of Springfield overall.

This area has the potential to be a thriving economic engine for the Eugene-Springfield tourism industry. To reach that potential, Franklin Boulevard, its primary street, must be upgraded significantly. This project would create a multi-way boulevard, an innovative concept which allows for convenient movement of through traffic while also creating a high level of access to adjacent businesses and the envisioned redevelopment areas. This proposed corridor would be seen by not only Eugene-Springfield residents, but also regional, national, and international travelers visiting the riverfront area. The safety and ambiance of this corridor is of the utmost importance.

This TIGER grant application is strongly supported by Travel Lane County. Please support this important collaborative transportation project and award this TIGER grant to the City of Springfield for Franklin Boulevard.

Sincerely,

Kari Westlund
President & CEO