



November 27, 2019

Lara Henderson
TDML Program Manager
Department of Ecology
State of Washington

Dear Ms. Henderson,

I am writing on behalf of Visit Vancouver USA, the regional tourism office for Vancouver and Clark County Washington, to encourage the department of ecology to add Vancouver Lake to the priority list for water quality improvement and establish a TDML for the lake.

Vancouver Lake represents a significant regional tourism offering for attracting both events – such as rowing races and regattas – and leisure travelers. As the struggles with water quality have continued, we have seen events have to cancel, reschedule and even permanently relocate. Leisure travelers are hesitant to make plans to visit the lake, knowing that it may not be accessible, and this impacts the reputation of the entire destination.

Our local community is committed to supporting the lake. We have seen groups rally to raise funds and support improving the water quality here. However, we will need support at the state level to maintain this important aspect of our community and continue to grow the visitor potential of the lake.

Over the past year, Visit Vancouver USA has prioritized sports tourism into our community. The rowing regattas are an important part of this (with their economic impact to Vancouver), and with a healthy lake, there is the potential to grow and expand existing events and increase the presence of these events in our market.

For all these reasons and many more, we strongly advocate for the department of ecology to prioritize Vancouver Lake on the TDML list.

Sincerely,

A handwritten signature in black ink, appearing to read "Cliff Myers".

Cliff Myers
President & CEO
Visit Vancouver USA