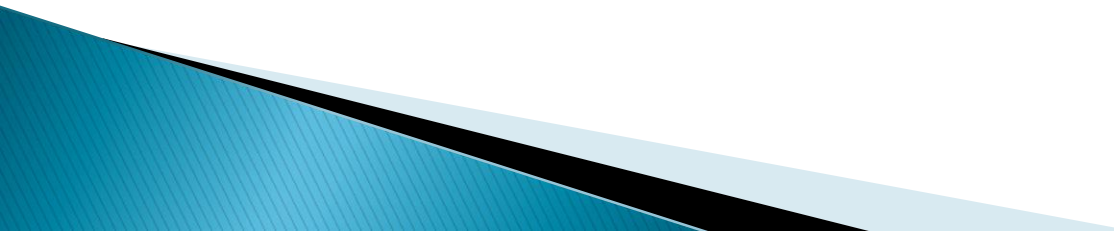



# A Gray Whale License Plate for Oregon

Oregon State University Marine Mammal Institute  
Chris Chandler, CEcD, Volunteer

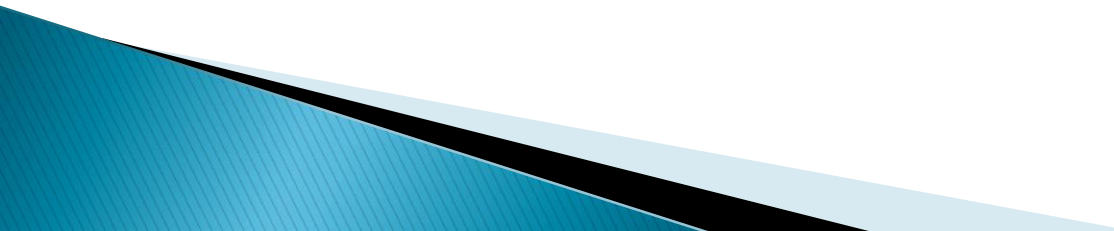
# Whale Plate Start-Up Costs

- ▶ Group plate route costs \$41,000 –ODOT
  - ▶ OSU's MMI has already raised these funds, and is ready to submit a check for the plate
  - ▶ COBAL programming is \$18,750
  - ▶ \$10,000 application fee, but if we sell 1,000 plates the first year, this will be refunded
  - ▶ Plate is designed; law enforcement involved in design
- 

# Oregonians and the Gray Whale Plate

- ▶ We propose \$20/biennial renewal
  - ▶ Many are \$15–\$16/biennial renewal
  - ▶ (Salmon, Cultural, Wine Country = \$30, Pacific Wonderland = \$100 one-time)
  - ▶ There are some 4 million plated vehicles in Oregon
  - ▶ Consumers often buy plates for aesthetic reasons
  - ▶ Our customer base is passionate as well
  - ▶ We'll get the word out
- 

# Economic Impact on OSU's MMI

- ▶ Presently OSU's MMI receives about \$60,000/year in state funding
  - ▶ Produces some \$3 million in grant and contract research
  - ▶ Federal funds are shrinking, state revenue will help leverage grants and contracts
  - ▶ Has 30 employees, planning for 80 in Oregon
- 





# Contact info

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