

LARGE GRANT PROGRAM
LETTER OF INTENT

Title of Project: Crater Lake Zipline Public Relations
Funds Requested: \$25,000.00 _____
Organization Applying: Crater Lake Zipline LLC _____
Contact Person: Jenifer Roe _____
Phone Number: 541-892-1597 _____
Email Address: jenjenroe@gmail.com _____
Mailing Address: 9349 Highway 97 South, Klamath Falls Oregon ____
Web Site Address: www.craterlakezipline.com _____

Brief Description of Project including date, time and location: _____

Crater Lake Zipline is an ongoing attraction located near Rocky Point in Klamath County.
Crater Lake Zipline will operate from March – December each year. The tour will be ____
Open up to 7 days a week in peak season (May – September) and up to 7 days a week
On demand in March and April and October – December. Daily operations will be from_
Approximately 9am – 6pm.

Crater Lake Zipline is a 2.5 – 3 hour guided interpretive tour of the forest tree canopy
using a series of ziplines, walking bridges and rappels. _____

LARGE GRANT PROGRAM
TOURISM GRANT APPLICATION

Title of Project: Crater Lake Zipline Public Relations
Funds Requested: _____
Organization Applying: Crater Lake Zipline LLC _____
Contact Person: Jenifer Roe _____
Phone Number: 541-892-1597 _____
Email Address: jenjenroe@gmail.com _____
Mailing Address: 4849 Summers Lane, Klamath Falls OR 97603 ____
Web Site Address: www.craterlakezipline.com _____

Brief Description of Project including date, time and location: _____

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Crater Lake Zipline will operate from March – December each year. The tour will be

Open up to 7 days a week in peak season (May – September) and up to 7 days a week

On demand in March and April and October – December. Daily operations will be from_

Approximately 9am – 6pm. Crater Lake Zipline is a 2.5 – 3 hour guided interpretive tour of the forest tree canopy using a series of ziplines, walking bridges and rappels.

The undersigned, as proposer, declares that he/she has carefully examined the requirements of the Klamath County Tourism Grant Application packet and agrees, if the application is funded, that proposer will enter into an agreement with Klamath County to furnish the services as specified, in accordance with the grant application attached.

Signature of Applicant _____ Date _____

If the applicant is requesting funds on behalf of another organization, the application must be approved by that organization.

Signature of Board Chair _____ Date _____

PROJECT DESCRIPTION

1. Provide a detailed description of the project and activities, including a timeline. Note: Projects must be completed within 24 months of contract signature.

Crater Lake Zipline LLC - A 2.5 hour guided tree canopy tour including 9 zip lines, a walking bridge, two rappels as well as cultural and forest interpretive.

Tentative build start date of May 15. Approximately 60 days to complete phase one building.

Soft open date of July 15.

Public relations campaign to begin April 15, 2015 and carry on through 2016.

Familiarization Tours and Media/VIP days to begin upon opening and carry on through 2016.

This emerging market is a new development Darren and Jenifer Roe who also own ROE Outfitters LLC.

Crater Lake Zipline is unique in that it is an authentic tree based canopy zip line tour in the National Forest. In fact it will be the first ever on a National Forest in the nation! The views of the surrounding Cascade Mountains, forest and Upper Klamath Wetlands are stunning in every season. CRATER LAKE ZIPLINE LLC will have a total of nine zips and four of those will be over 1000 feet in length each. The tour will have over a mile of zip line to traverse!

CRATER LAKE ZIPLINE LLC is located off of a major highway in the region making access very easy for both individuals, groups and bus tours.

CRATER LAKE ZIPLINE LLC's closest competitor is RV Zipline (Rogue Valley Zipline). This zipline tour is open year round and offers a 5 zip guided course. RV Zipline also offers a zip sip and dip tour that has been well received. This zip boasts its gold mine town as part of the tour but does not appear to be a highlight of the tour. Their guides do a very good job and the entertainment value provided by the guides is one of the tours strong points. Challenges are their location is not convenient, they have several steep hikes in between zips and the scenery is not stunning.

There are currently 9 commercial zip line tours in Oregon, 10 in Washington and 21 in California. These tours offer a wide variety of styles and vary as much in quality, length and price.

In addition to competing against other zip lines, CRATER LAKE ZIPLINE LLC will be competing against other adventure choices. The accessibility and appeal across a broad demographic makes a zip line adventure a strong front runner in adventure tour choices. CRATER LAKE ZIPLINE LLC will be available to ages 7 and up as long as they meet tour requirements such as weighing between 70 and 250 pounds. Other tours such as rafting or kayaking require a different level of physical ability not required by a zip line adventure. The time required to participate is approximately 2.5 to 3 hours and easily accomplished in a morning or afternoon leaving time for other adventures, sightseeing, the national park or evening commitments to the theater.

Competitor's pricing for zip line tours run from approximately \$75 - \$145 for similar and shorter length tours. Whitewater adventure trips, horseback riding, bicycling, kayaking and golf adventures all fall in a similar price category.

2. How will you use the grant funds?

Grant funds will be used for the following:

- A. Crater Lake Zipline LLC will engage a public relations team to promote and manage media contacts, press releases and brand awareness. We plan to hire a team that are masters of compelling communication and have a proven pitching regimen. With compelling coverage on the zipline and region we plan to inspire visitors to travel to Klamath County as their vacation destination.
- B. Crater Lake Zipline LLC will host media and industry partners on familiarization trips to the Zipline and region in order to build brand awareness and industry and media buzz.
- C. Crater Lake Zipline will host celebrity/VIP figures to the zipline for media events.

The purpose is to create brand awareness and ultimately visitors. Through our PR we plan to generate coverage across all media including, online, print, television and radio. Familiarization tours are a great way to generate word of mouth and inspire tour operators, travel writers and industry leaders to write and talk about Crater Lake Zipline to their readers, friends, peers, create itineraries and packages that include the zipline and other basin amenities.

For an infrastructure project, describe how on-going maintenance will be sustained and paid-for.

N/A

PROJECT GOALS

3. How many out of county visitors do you expect to attract to the project?
Projecting 5000 visitors in our first season of operation.

How will you track the number of out of county visitors versus the number of locals?
Registration and payment information will require an address and zip code.

A zip code report can be generated for marketing purposes.

Online survey with booking.

PR reports showing media coverage attempts and in what markets we are successful.

Number of media placements.

Familiarization tour attendance.

Number of inclusions in Tour Operator itineraries.

4. How are you planning on extending the out of county visitor's length of stay?

A well executed public relations campaign should get people talking about Crater Lake Zipline and all it has to offer. Through our PR, we hope to help establish Klamath County as the destination for ziplining in Southern Oregon. If we can reach people as they are planning their adventure vacation through compelling story lines and informative or inspiring communications, they will be highly likely to plan more than one overnight stay in the area.

Of course there will be local PR efforts but the majority of our efforts will be on out of market areas. **With compelling coverage on the zipline and region we plan to inspire visitors to travel to Klamath County as their vacation destination.**

How will you encourage early arrival and late departure?

Crater Lake Zipline will be an ongoing attraction that operates from March – December. Our goal is not only to encourage early and late departure around area events, but to create a sense of destination for the region.

How will you track the number of extra days?

An online survey or booking survey may provide insight as to the number of days the visitor is staying and what activities they plan to do while here.

Tracking with partner hotels on their overnight stays in relation to zipline packages.

QUALIFICATIONS OF APPLICANT

5. Describe your organization/project management team. How are these individuals qualified to lead this project?

Darren Roe – Partner – Operations Management and Lead Guide.

Darren has worked for over 30 years as a guide and outfitter. He has owned and operated ROE Outfitters LLC since its inception in 1984 as a sole proprietorship. He continues to guide clients on each type of tour offered by the company. He hires and trains guide staff in operating procedures and manages their professional development. Darren is the primary buyer for the retail fly shop and operating equipment purchases. He negotiates land lease contracts and manages the companies public lands permits. Darren oversees daily guide operations and supervises guide staff. He works with Jenifer Roe on strategic planning and product development. Darren will continue in this role for Crater Lake Zipline LLC.

Jenifer Roe – Partner – Customer Service, Office Management, Financial Management and Marketing.

Jenifer has worked in event planning, marketing and sales in the hospitality industry since 1990. She is well respected in the state for her marketing efforts for the region and is a well-known advocate for Klamath County tourism. Jenifer has been a ROE partner since 1999. For ROE Outfitters she oversees the daily operations of customer service, sales, office management and marketing. She manages office and sales staff, payroll and staff scheduling. She is responsible for financial operations, budgeting, strategic planning, public relations, marketing and product development. Jenifer will continue in this role for Crater Lake Zipline LLC.

6. Describe your team's experience in operating past or similar projects.
The outdoor adventure industry has many traditional elements to it. Customer service, best practices, marketing, selling, equipment management, staff management, training and product development are all nuances that a successful adventure company must be proficient with. A zipline canopy tour certainly has its own unique set of requirements and challenges but Darren Roe and Jenifer Roe are well qualified to manage this adventure alongside their current adventure offerings. The team has also been participating and learning first hand and through industry conferences and seminars about best practices for the industry for the past four years.

PROJECT PLAN

7. How will you give credit to Klamath County for its support in our event or project?
We plan to work closely with Discover Klamath to align our PR campaign with their PR efforts and will promote the Klamath Basin as a visitor destination. When possible we will

recognize Klamath County for the support through the grant funds made available either by inclusion in media coverage as a part of the story, with logo presence or photos.

8. Who is the target market?

Our media target Market for PR will be largely identified by the PR team hired. Ultimately this will be driven by our consumer markets as outlined below.

TARGET MARKETS

PSYCHOGRAPHICALLY/LIFESTYLE: Our target market seeks an educational experience yet craves adventure and the possibility of a challenge. They seek to feel a sense of adrenaline filled accomplishment at the end of their vacation day. They hope to connect in a meaningful way with their friends or family by sharing a unique and exciting adventure.

GEOGRAPHIC: Our market will be coming from the region (Klamath, Ashland, Bend, Eugene, Medford), California, the Pacific Northwest, Nevada and Western Canada. Crater Lake National Park visitors will be a key target market in both FIT and in group travel. Packaged group travel will be targeted both nationally and in Western Canada.

AGE: Our target age group is 35 – 65. However, we anticipate a broad range of ages especially because of the family market. Age and weight requirements make the starting age at about age 7.

SEGMENT: Our market segments include locals, ecotourists, adventure seekers, family travel and group travel. Industry trends show that women age 35 - 65 are the primary purchaser for zip line tours - and then the family and friends come with that decision maker.

INCOME: Income levels will be mid to high income earners who spend \$1000 or more on travel each year.

In 2001 there were approximately 10 commercial zip lines in the United States. Now there are hundreds. Zip lines are growing in popularity and mirror the upswing in consumer demand for meaningful and accessible outdoor adventures.

What is your strategy for reaching the target market?

With the PR campaign, familiarization tours and media events the strategy is to build brand awareness of the zipline and subsequent media coverage both regionally and nationally. Messaging that creates a sense of need and speaks to the visitor's desire for adventure and opportunities to connect with friends and family in an unexpected way in an unexpected place.

9. Describe specifically how you will market the project to your target audience?

Bold and compelling messaging that inspires travel writers, other media and tour operators to share the stories surrounding the zipline and Klamath County. Through this coverage we will create visitors to act on their desire for adventure and the opportunity to connect with friends and family in an unexpected way in an unexpected place.

The PR piece of marketing is very much about building brand awareness and the credibility that a third party endorsement (achieved through media coverage) lends to giving visitors the sense of security that this is a valid and desirable vacation destination.

If yours is an infrastructure project, you still need a marketing component.

10. How will you measure the success of the project? (Be specific.)

Measurements:

1. Visitor volume to site (visitor volume is separate data then participant ticket sales)
2. Visitor exit surveys
3. Tracking of media placement.
4. Tour operator itinerary inclusion.
5. Media event attendance.

11. Describe any in-kind, barter, volunteer labor or discounted services you expect to receive in support of this project. Volunteer labor hours will be valued at \$10.00 per hour for purposes of completing the budget form.

I anticipate that some coop partners will invest their time in addition to their dollars in making a PR campaign work. I also anticipate that Discover Klamath staff will work alongside us as we craft the messaging and branding for the Public Relations efforts and Familiarization tours.

12. List your potential sponsors and partners and how they contribute to the event or project.

Discover Klamath VCB: Discover Klamath will help fine tune the location and strategy for signage and billboard placement and messaging for maximum exposure for the region. Discover Klamath may also be a financial partner in the signage and billboard efforts when they are on strategy with the organizations marketing plan. They may be a partner on the informational kiosk.

Running Y Resort: Running Y may be a coop partner in pursuing the way finding signage as well as the billboard signage. They may be a partner on the informational kiosk.

Harriman Springs Resort may be a coop partner in pursuing the way finding signage as well as the billboard signage. They may be a partner on the informational kiosk.

Rocky Point Resort may be a coop partner in pursuing the way finding signage as well as the billboard signage. They may be a partner on the informational kiosk.

Lake of the Woods Resort may be a coop partner in pursuing the way finding signage as well as the billboard signage. They may be a partner on the informational kiosk.

13. If this is a regular recurring event or ongoing project, identify your marketing network and how it contributes to or enhances your success.

Many members of the business community of Klamath County have expressed excitement for our project and the opportunities it will offer for their own growth. Many business people have expressed interest in coop marketing efforts. Others have graciously offered their support with their intellectual expertise and assistance in putting our project together.

The Discover Klamath Marketing Committee has offered their input and expertise time and again as we have developed our marketing plan and continues to offer their support as we move forward.

The Travel Oregon staff have been extremely helpful in guiding and advising us on marketing opportunities, public relations avenues. Their team is ready to promote our tour when it opens.

**Klamath County Tourism Grant Application
Project Budget**

	Committed	Pending	Total	Actual	Comments/Explanations
INCOME					
Tourism Grant Request		\$25,000.00			
Cash Revenues -					
Source: Discover Klamath	Discover K.	\$ 1,500.00			
Source: Industry Partners	Ind. Partners	\$ 2,500.00			
Source: Crater Lake Zipline	CLZip	\$ 3,500.00			
Total Cash Revenues	-	\$32,500.00	-	-	
In-Kind Revenues:					
Source: Lodging Partners		\$ 2,500.00			hotel expenses / media / travel writers & tour operators
Source: Amtrak / Airport		\$ 1,000.00			travel expenses to area. Travel writers & tour operators
Source: Local Restaurants		\$ 1,000.00			Travel writers and tour operators comped meals.
Total In-Kind Revenues	-	\$ 4,500.00	-	-	
Total Revenue	-		-	-	
EXPENSES					
Cash Expenses -					
Public Relations Firm		\$24,000.00			Public Relations Firm Retainer
Familiarization Tours		\$ 2,500.00			Research/ invitations/promotional materials/
Celebrity Expenses		\$ 6,000.00			related fees
	-		-	-	
Total Cash Expenses	-	\$32,500.00	-	-	
In-Kind Expenses					
Labor					
Marketing costs					
Lodging - press, travel writers/tour operators		\$ 2,500.00			Hotel Partners Coop
Travel Expense media/tour operator		\$ 1,000.00			Amtrak and other Partners
Meal Expense		\$ 1,000.00			tour operators , travel writers
Other:					
Total In-Kind Expenses	-	\$ 4,500.00	-	-	
Total Expenses	-	\$37,000.00	-	-	
Net Income<Expense>	-	\$ -	-	-	

NOTES

Crater Lake Zipline PR campaign Budget

- Be as specific as possible; provide explanation to help clarify budget items**
- Use the "Actual" column when preparing your final report; submit this form with the final report**
- Use additional space or lines if necessary to provide complete information**
- Value all volunteer labor at \$10.00 per hour for in-kind revenues and expenses.**

Jason Link

From: kaydoolittle@aol.com
Sent: Tuesday, February 24, 2015 1:44 AM
To: info@roeoutfitters.com
Subject: Klamath county commissioners

Dear Klamath County Commissioners,

We have known Jenifer & Darren Roe for several years. Despite some other downturns in our basin economy, we feel they have really worked hard & shown success in bringing business into Klamath Falls from outside sources. This sort of business path needs to continue if Klamath is to remain vital.

Please consider this a vote in support of funding a marketing grant or any other financial help available to further their promotion of the Klamath Basin.

We have lived here a total of 30years and would like to see the Basin recover some of the business resources it's lost. New ideas that appeal to people from outside Klamath are badly needed.

Sincerely,

Mark & Kay Doolittle

Sent from AOL Mobile Mail

February 24, 2015

Dear Klamath County Board of Commissioners:

I am writing this letter in support of Crater Lake Zipline's application for the Klamath County Tourism Large Grant.

When I think of worthy recipients of the Klamath County Tourism Large grant, three questions come to mind:

- What has Crater Lake Zipline invested in their project?
- What demographics does the project target?
- What is the impact on Klamath County's local economy?

In answering question #1, I want to know if sufficient DNA has been invested by a grant applicant to justify receiving the grant and to ensure there is a strong commitment to leverage the grant dollars effectively and efficiently. The Crater Lake Zipline has a build cost of over a half a million dollars and the company principals have invested over two years of effort and overcome many hurdles to make this project a reality. There is little doubt that the success of the zipline is at the forefront of their daily activities.

Another important question is what demographics does the Crater Lake Zipline serve? The Crater Lake Zipline is both a physical and a cultural feature that will attract visitors falling into a wide range of ages, both genders, and a solid cross pollination of races. Think about it—who doesn't want to ride an alpine zipline!?

Additionally, this is an attraction that will retain visitors for approximately one half of a day. During their "zipline" experience, visitors will be educated on several other Southern Oregon attractions: Crater Lake, Lake of the Woods, the Pacific Crest Trail, and a variety of hunting, fishing, rafting, hiking, and biking opportunities that abound in Klamath County—just to name a few. Clearly this is an excellent amortization of Klamath County's marketing dollars.

Lastly, I feel the impact on Klamath County's economy will be significant. The jobs created by the Crater Lake Zipline are an obvious direct impact on Klamath County's economy. While I am not an expert in economics, it is easy to see that, for every job created and every tourism dollar spent, there is a positive indirect multiplier effect that ripples through the entire community—lodging, food, retail, services, tax revenues, etc. These dollars are *especially* important in rural communities.

In summary, I feel that Crater Lake Zipline is the commensurate applicant for the Klamath County Tourism Large Grant award. The dollars will be effectively and efficiently spent on a project that will boost the economy of Klamath County and instill a sense of civic pride in the community.

If you have any questions, please feel free to contact me.

Sincerely,

Calvin Caldwell
541.891.1529
6307 Elder Way,
Klamath Falls, Or. 97603



February 26, 2015

Jenifer & Darren Roe
Crater Lake Zipline Adventures
9349 Highway 97 South
Klamath Falls, Oregon 97603

Dear Jenifer & Darren,

Discover Klamath understands you are submitting two large grant applications as part of the Klamath County tourism grant program. One grant is for signage and the other grant is for public relations.

Discover Klamath Visitor and Convention Bureau supports your efforts towards receiving both of these Klamath County Tourism Grants that will allow you to develop both road signage as well as establish a public relations presence, out of county, as you launch this new business, ***Crater Lake Zipline and Canopy Tours***, near Rocky Point, Oregon in July 2015.

As Klamath County's official tourism agency, Discover Klamath's goal is to generate incremental tourism to our region. Your initial organization, Roe Outfitters, LLC, has been – and continues to be - a leading edge partner, investor, and player over a period of many years in the development of impactful recreational programs to attract and grow tourism in the Klamath Basin.

Discover Klamath has been, and continues to be, a supporter of your zipline project. Based on other regional zipline operations, it is conservative to estimate that several thousand visitors will visit your operations in 2015. This would immediately establish this new business as one of the larger tourism attractions in our area.

Road Signage: We support the idea of establishing a number of permanent (ODOT type) road signs to make drivers aware of and provide directions to this attraction. We discussed investigating a number of locations along Hwy 140, coming east out of Medford, as ideal locations. We are also investigating other areas too, e.g. Hwy 97 North & South. While there are more details to sort out re: costs, locations, etc... we look forward to supporting these efforts. Additionally, some of these grant dollars would be used for a roadside billboard campaign. We have discussed Discover Klamath's goal of having billboards too. It makes sense for our organizations to partner on this billboard program to inform drivers of the new zipline operations, as well as make drivers aware of resources provided by the county tourism organization.

Public Relations: Having a strong launch is key to getting a good jump start in your business. Discover Klamath retains a PR firm and would be willing to discuss a partnership with you, similar to cooping on billboards, whereby our PR Agent is promoting both Klamath County tourism opportunities as well as the Crater Lake Zipline operation.

Good luck,

Jim Chadderdon

Jim Chadderdon



OFFICE: P.O. BOX 2207 RANCHO SANTA FE, CALIFORNIA 92067

February 24, 2015

Dear Board of County Commissioners,

As of September 3, 2014 we are the owners of the Running Y Ranch and Resort and would like to communicate our strong support for a marketing grant for Roe Outfitters.

As newcomers to Klamath Falls, we are very excited about the many attractions in the area and are very interested in increasing tourism and new residents.

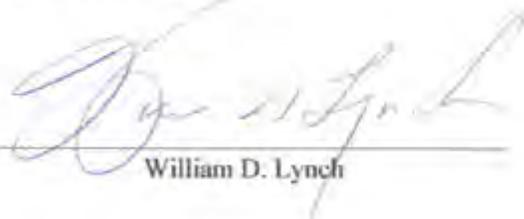
Of the many great attractions in Klamath Falls, the services offered by Roe Outfitters are some of the very best, especially with the addition of the zip-line opening in June. As you know, Roe Outfitters has a long and distinctive record of providing world class outdoor service and products including level 4 and 5 rafting and extraordinary expertise as fishing guides.

We strongly recommend a marketing grant for Roe Outfitters as a great investment in the growth of the Klamath Falls economy.

Sincerely,

CLV PROPERTIES, LLC

By:



William D. Lynch

February 25, 2015

Dear Board of County Commissioners,

I am writing to express my appreciation and support for Darren and Jennifer Roe as they work to benefit the businesses, organizations, and the citizens of our community with Roe Outfitters and other ventures that make *and will continue to make* a positive impact in the area.

It is my understanding that the Roe's are seeking a marketing grant that they will use to make a direct and positive impact on businesses and organizations in our community. As we begin to see other counties rise economically I don't want ours to be left behind once again. We all know and understand that the engine of economic vitality is charged by creative thinkers and entrepreneurs that have the courage to work hard, take risks, and build small businesses. It is vitally important that we support small business owners as they know our community the best.

Through many years of hard work and dedication the Roe's have come to know our community and are committed to sharing what is great about Klamath County through their volunteer service, business ventures and partnerships. They are the kind of people that we can depend on and the kind of people we need to enlist into our "Economic Army" as we all seek to make Klamath County a better place to live, to do business, and to play.

I trust Darren and Jennifer Roe will continue to put their time, talents, and treasure to the betterment of the citizens of Klamath County. I trust they will make the best use of any support that they receive from the Board of County Commissioners and I am excited about the economic future of Klamath County because we have folks like the Roe's and the Board of County Commissioners partnering to make it a better future for all of us.

If you have any questions for me please feel free to contact me at 541-281-7835. I also appreciate the thankless work and efforts that all of you put into making our community we can all be proud of.

Todd Moore

MEMORANDUM FOR KLAMATH COUNTY COMMISSIONERS

February 24, 2015

FROM: Lance P. McCuiston
19303 N. Poe Valley Rd.
Klamath Falls, OR 97603
Home #: 541-850-3361

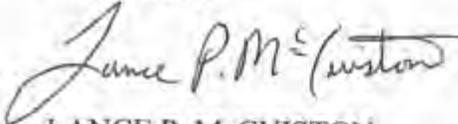
SUBJECT: Letter of Support, Advertising Grant for ROE Outfitters

This letter is to provide support for the ROE Outfitters marketing grant request and to voice the need for increased economic viability and business expansion in our County.

I have been informed that ROE Outfitters is seeking a grant from the County through a grant process that releases funds to support business growth and marketing in our community. I have spent many years in economic forums, business/government groups, and community programs, as well as I have seen first-hand what ROE Outfitters brings to our community. ROE Outfitters enhances diverse business opportunities in our community in addition to providing national and world-wide recognition and marketing through its clientele and media exposure. As they continue to expand their business in Klamath County with additional recreational and tourist activities and programs, we as a community need to find diverse ways to support advertising and marketing. This, in essence, will benefit Klamath County as a whole. Increased positive outside exposure for our homegrown businesses will bring more and increasingly needed outside dollars to our County. Klamath County is focused and has made it a goal to grow the tourism market for economic strength. ROE Outfitters is a epitome of this model. ROE Outfitters has growing exposure but we also need to assist and support its expansion in the new markets that it is trying to forge.

I fully support and ask for the commissioners board to support ROE Outfitters request for the County marketing grant within the bounds of the established laws and County guidelines for issuing those grant dollars. Please let me know if you need any further clarification or information on this letter of support. Thank you for your time and understanding, but more importantly thank you for serving our Klamath County citizens!

Respectfully,


LANCE P. McCUISTON

Date: February 24, 2015

Board of Klamath County Commissioners
305 Main Street
Klamath Falls, Oregon 97601

RE: Marketing Grant for Cascade Canopy and Zip-Line Tours

Dear Commissioners,

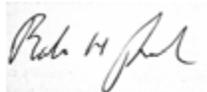
As a resident of Klamath County and a member of the Rocky Point Community I am writing in support of providing a marketing grant to Roe Outfitters to assist them in marketing their upcoming Zip-Line business in the area formerly known as the Tomahawk Ski Bowl.

My extended family and friends think this opportunity is worthy of investment. Darren and Jennifer Roe are smart and savvy business people and will use these funds effectively to promote this new business.

Their efforts will directly benefit many of the small businesses in the Rocky Point area including Rocky Point Resort, Point Comfort, and the recently renovated Harriman Springs Resort. It will also benefit those hotels and restaurants in Klamath Falls that service these visitors. It is a win/win!

I strongly recommend that the Klamath County Board of Commissioners award this marketing grant to Roe Outfitters and their efforts to bring a new and viable business to Klamath County.

Sincerely,



Rob Jellesed
27023 Dugout Lane
Klamath Falls, OR 97603



February 24, 2015

Klamath County Tourism Grant Committee
305 Main Street
Klamath Falls, OR 97601

RE: Roe Outfitter's Canopy Zip Line

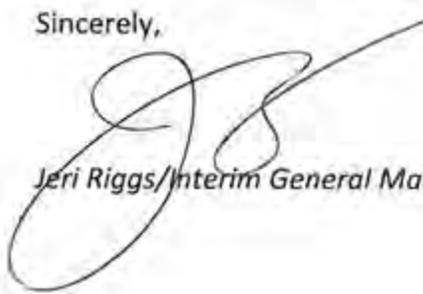
Dear Committee Members & Board of Commissioners:

I am writing this letter of support for Roe Outfitter's Canopy Zip Line which will provide a unique experience for tourists of all ages and demographics. The draw of this zip line will bring tens of thousands of dollars to our community directly impacting other business and organizations.

As a hotel, Running Y Ranch is always looking for activities to offer our guest both on an individual and group basis that might extend their length of stay by an additional night or two. We are really looking forward to offering this experience as one of our team building opportunities to groups and soft adventure for our guests.

We appreciate your consideration in providing the funds needed to help further this unique tourist experience.

Sincerely,



Jeri Riggs/Interim General Manager

Svend Hoyer-Nielsen
11938 Kestrel Rd, The Running Y Ranch,
Klamath Falls, OR 97601-8635
Home Ph.: [541-273-4234](tel:541-273-4234)
E-mail: SHoyer-Nielsen@Juno.com

February 23, 2015.

To: Klamath County Commissioners

Subject: Roe Outfitters Marketing Grant

I understand that the Klamath County Commissioners are considering issuing marketing grants to local businesses that promote our County and bring people and business to Klamath Falls. I am writing in support of giving such a marketing grant to Roe Outfitters.

As you know, Roe Outfitters have been in business for quite a few years here. They have proven themselves able to attract outdoor recreation enthusiasts to Klamath Falls from all over the country. When Roe Outfitter clients, such as hunters, fishermen, river rafters, canoe paddlers, hikers, back country campers, etc. come here and discover our area for the first time, they soon return with friends and family for additional visits. At each visit they spend recreational dollars here, and at each visit they spread the word about our area further and further. That was what happened in my case. I came here for the first time in 2000. In 2002 I bought a piece of land. In 2004 I purchased a home here. In 2005 I retired here. Now I invite my friends and family here, show them Crater Lake, Fort Klamath, Rocky Point, the Lava Fields, the Wild life Refuges, the Rogue River, and the area's rich history. My friends and family now spend money while here, then they go home and tell their friends about our area. Many of my Running Y neighbors first visited here under similar circumstances, then also settled or retired here, and now we all pay property taxes and income taxes, and contribute in other ways to the community.

Roe Outfitters have a special talent and a special opportunity to attract and introduce good people to our area. Roe Outfitters' success is only limited by their ability to tell their story to an ever larger market. If you Commissioners can assist Roe Outfitters by issuing them a marketing grant, I believe it will be money well spent, money that will generate returns for our County for years to come.

Sincerely,

Svend Hoyer-Nielsen