



Oregon Tourism Commission
317 S.W. Alder Street,
Suite 200
Portland, OR 97204

April 7, 2014

To Whom It May Concern,

It is our collective pleasure at the Oregon Tourism Commission (dba Travel Oregon) to fully endorse and support the Medford District's BLM Office regarding their collective efforts on the Mountain of the Rogue Trail Project. Travel Oregon, the State of Oregon's Tourism Development and Marketing Agency, has worked extensively to establish Oregon as a top tier destination for outdoor recreationists; once developed, the Mountain of the Rogue Trail Project will undoubtedly add to that allure.

The state of Oregon is quickly developing world-class infrastructure in terms of connected mountain bike networks and trails. From a tourism perspective, the BLM's work at the Sandy Ridge Trail system has been instrumental in developing a bicycle tourism strategy for the Portland area, and a boon for local tourism and economic development in the Southwest corridor of Mount Hood, previously a sparsely visited area. Given the proximity to I-5 there is no doubt that the Mountain of the Rogue Trails will generate a large amount of mountain bike tourists to the region.

Economic diversification and economic development are core values of Travel Oregon, and the Mountain of the Rogue Trail Project holds great economic promise for areas that have been economically depressed due to decreased forest production. Once fully actualized; the Mountain of the Rogue Trail Project will deliver cyclists, hikers and other non-motorized users, to rural areas that need the local spending to sustain and further develop their economic vitality.

Travel Oregon will fully support the development and resulting work that comes from Mountain of the Rogue Trail Project concept plans. Examples of involvement could include: delivering capacity building workshops in communities adjacent the corridor, and targeted marketing initiatives and campaigns.

The Oregon Tourism Commission is in full support of the Medford District BLM Office in their pursuit of developing their trail concept plan. The BLM's outstanding track record at the Sandy Ridge Trail System only bolsters our support.

Please contact us if you have any questions.

Much Obligated,

The Destination Development Team at Travel Oregon