



**Overleaf Lodge
Fireside Motel**

**P.O. Box 291
Yachats, Oregon 97498
541-815-0045
drew@overleaf lodge.com**

June 5, 2017

Gerald Stanley, Mayor
City Council
City of Yachats
P.O. Box 345
Yachats, OR 97498

RE: Support for funding of the Cape Perpetua Foundation(CPF)/Discover Your NorthWest(DYNW) Project: Tourism and Conservation at the Cape Perpetua Visitor Center

Dear Mayor Stanley and City Council,

I write to you in support of the CPF/DYNW request for partial funding of a part-time Outreach and Communications Coordinator at Cape Perpetua. I have been a vocal advocate for using Visitor Amenity funds properly (truly supporting the enhancement of the visitor experience during their time in Yachats) for 20 years. Even though Cape Perpetua is outside the city limits, I am a proponent of supporting activities at Cape Perpetua that enhance the visitor experience in Yachats. Cape Perpetua and Yachats are symbiotic partners – there is so much more we can do together to enhance the visitor experience in this area.

As a board member of the Oregon Coast Visitor Association, I participated in the Regional Cooperative Tourism Plan creation over the past 8 months. Part of the planning process included a survey of tourism related partners along the entire coast. Out of this survey, six goals were established - these goals are:

- 1) Identify and Execute strategies to increase Off-peak season visitation
- 2) Identify and Execute Strategies to Increase Availability of Skilled Workforce
- 3) Develop New Tourism Product and Experiences
- 4) Enhance Sustainability Programs
- 5) Increase Frequency, Methods, and topics of Communication with Industry Partners
- 6) Increase Access to and Capacity to Accommodate International Visitation

Paul Engelmeyer's proposed project supports all six of the goals at varying degrees, but most directly supports goals 2, 3 and 4 (I will not go into detail on the support of these goals as I feel it is self-evident within Mr. Engelmeyer's Application). Also, he addresses how the program will support goal 1 to provide programs into the fall and winter season, and fulfills Goal 5 by fostering communications and describing how the Coordinator will work with Go Yachats and the Yachats Visitor's Center to support each other. Goal 6 will be indirectly supported in that it will provide enhanced experiences to all guests, including international visitors.

Tourism is all about the holistic visitor experience. This gives a reason for a visitor to return, again and again. I support Mr. Engelmeyer's request of \$10,000 to fund the coordinator through the 2017 season.

Sincerely,

A handwritten signature in dark ink, appearing to read "Drew Roslund". The signature is fluid and cursive, with a large initial "D" and "R".

Drew Roslund, President, Be Our Guest, Inc.
Representing the Overleaf Lodge and Fireside Motel