



July 27, 2015

Deschutes County Commission  
Attention: Commissioner Alan Unger  
1300 NW Wall Street  
Bend, OR 97701

Re: Letter of Support for Black Butte Trail

Dear Deschutes County Commission,

On behalf of the more than 500 business members of the Central Oregon Visitors Association (COVA), it is a privilege to submit this letter of support for the Black Butte Bike Trail to connect Black Butte Ranch with Sisters.

Cycling is an \$80 million industry for the state of Oregon and the development of safe, sustainable bike trails in Central Oregon will help to insure the viability of cycling tourism in west Deschutes County. As Central Oregon evolves as a sustainable destination, it is the perfect complement to our natural resources to offer a variety of mountain and road biking trail venues.

The cycling community is an excellent steward of the outdoors, practicing green and sustainable measures within the sport. Enhanced cycling venues make Central Oregon more competitive as a year-round destination and will help sustain a vital and vibrant tourism economy for Central Oregon. The Black Butte Trail project connects key communities and will further support a Central Oregon tourism industry with economic impacts of more than \$775 million annually.

The Central Oregon Visitors Association strongly supports the Black Butte Trail project, as the effort will provide new safe access, engagement and hospitality, all of which impact the region and elevate both the residential and guest experience.

Central Oregon has become renowned as a world-class destination for hiking, cycling, skiing, golf, fishing and rock climbing, and this project helps develop Central Oregon's footprint as a world-class, year-round destination.

Thank you for your consideration and support for the Black Butte Trail project.

Sincerely,

A handwritten signature in cursive script that reads "Alana Hughson".

Alana Hughson  
President / CEO