



*P.O. Box 860592  
SHAWNEE, KANSAS 66286*

August 1, 2012

Dear Port Commissioners:

On behalf of Rixen Cableways USA, I'm writing to invite you to guided tour of the Rixen Cableways GmbH headquarters, factory and Rixen-constructed cable parks near Munich, Germany. In addition, I would be pleased to offer you a guided tour of Wake Nation, Ohio.

Rixen GmbH was founded in 1961, and has constructed over 200 parks worldwide. There are parks in Europe that have been in continuous operation for over 40 years.

Wake Nation Ohio was built in 2009 by a private investor on property that is located in a large city park. Since its opening, Wake Nation has been become a great local attraction as well as a destination for wakeboard enthusiasts from around the country. They have worked closely with Butler County to promote the park and the surrounding area.

Please call me if you have any questions or would like to schedule a visit. I plan to attend your meeting on August 7<sup>th</sup> and look forward to answering any questions you may have in person.

We, at Rixen Cableways, are very much looking forward to working with the Hood River community on this project.

Sincerely,

Mike Olson



207 Front Street • Hood River, OR 97031 • phone: 541-386-6086 • fax: 541-386-3713 • email: bigwinds@bigwinds.com • www.bigwinds.com

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Dear Port Commissioners and Staff,

Thanks for the opportunity to participate in the dialogue on the proposed cable park for Nichols Basin. As you noticed on the \_\_\_\_\_ agenda, I have been identified as "neutral", which is probably a fair assessment of my position.

My company, Big Winds, has been an active, continuous waterfront concessionaire of the Port of Hood River for 26 years. We have forged a strong working relationship and appreciate the Port's willingness and commitment to including full public consideration on making important decisions affecting our waterfront.

Though not fundamentally opposed to the concept of a cable park in the Basin, I do object to the scale of the project as proposed. It occupies too much of the basin and will displace too many current user groups. The past several years, the use of the Basin has exploded, from the occasional fisherman, borders, walkers and dogs to a buzz of activity. Hundreds use the Basin on a busy summer day, kayaking, paddle boarding, sailing, swimming, fishing, etc. Despite zero amenities, Slackwater Beach has become a happening, bustling place!

In addition to the huge increase in use from the public, there are currently three businesses, licensed by the Port, which operate in the Basin, Big Winds, Brian's Windsurfing and Gorge Kayak School. All three of us have worked hard and invested our resources in building viable small businesses and we depend on continued and liberal access to, and use of, the Basin to continue to operate. I believe the Port has an obligation to continue to support their existing concessionaires who have a proven track record and are important part of the fabric of our waterfront.

Thanks again for the opportunity to participate in this discussion.

Steve Gates  
Managing Partner  
Big Winds

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To: Hood River Port Commission.  
Economic viability and positive impact for the Hood River cable park.

My experience in wakeboarding and my understanding of cable parks stems from my participation in watersports. This includes waterskiing, wakeboarding, and wind sports as both a participant and entrepreneur for over 30 years.

The worldwide growth of cable parks, as a better alternative to the boat was a key factor with Slingshot's decision to enter into the wakeboard market. Since our 2005 entry in wakeboarding, we have developed a new technology that improves both the rider experience and board durability. We call this technology "Flex" technology. Slingshot Sports is now the worldwide leader in this category.

Over the past 5 years, Slingshot has been on an *insourcing* mission in our business model. We now locally own and operate a state-of-the-art factory which produces ~14000 boards per year and employs 30 skilled craftsman . I have extensively traveled worldwide to study the business model and demographic closely.

#### Wakeboarding current situation

1. Wakeboarding was born from water skiing and a culture of boating.
2. High fuel prices, environmental concerns, and high prices to buy and maintain a boat have stagnated wakeboarding.
3. The sport is reinventing itself and is de-leveraging from boating as a key component needed to wakeboard.
4. Wake parks offer a better alternative to wakeboarding behind a boat.
  - Family's no longer need a boat
  - Family's still enjoy recreating together.
  - Cost is lower.
  - Cable Parks offer more flexibility, which saves time, money and gas.
  - Positive environmental impact compared to boating.
5. New Cable Parks in North America now follow the European business model.
  - The development of cable parks in Europe is 18 years ahead of the US Market. This primarily due to the fact that there has been limited boat access, fuel is too expensive, and the boats are cost prohibitive.
  - Cable parks are developed in small communities and become an integral part of the community's economic viability.
  - Once developed, Cable parks average 18% growth annually.
  - The European cable park business model is a positive analogy to the Ski resort model.
  - The European cable park business model is a negative analogy to the amusement ride model.
  - Cable parks have been in operation successfully for over 25 years. This longevity is evidence that it is not a fad.
  - New Cable parks continue to be installed globally.
6. Wakeboarding Demographics
  - Diverse age range, active and affluent
  - Gender Male 84.2% Female 15.8%

- Married 54.9%
  - Age range of 15 to 70. Median age of 35.6
  - Household income \$148,500
  - Education
 

-Some High School	12.9%
-High School Graduate	19.3%
-Some College	23.0%
-College Graduate	29.4%
-Post Graduate Study	6.1%
-Masters or other advanced degree	5.4%
-Other Professional Degree	2.8%
  - The majority of riders are beginner to intermediate.
  - Cable Parks are found in areas where action sports are prevalent
  - Riders aspire to be better wakeboarders.
7. Cross over participation includes:
- Snowboarding
  - Ski Resort
  - Skateboarding (Community Skate Park)
  - Kiteboarding
  - Surfing
8. Jobs and key partnership opportunities.
- Direct Jobs with the park include but are not limited to: construction, accounting and administrative, managers, maintenance, operators, food services and retail (in the pro shop ), wakeboarding instructors and kite boarding instructors.
  - Indirect Jobs and residual annual revenue opportunities include manufacturing, farming, beer and wine, and local artisans.
9. PR opportunities
- The Short-term opportunity includes being **first!** The Hood River cable park will be the first full size park on the west coast. There will be positive media opportunity for the city and community on a global scale. The second park installed will not enjoy the same attention.
  - The Long Term PR opportunities include: nationally recognized contests (Historically, the Boat Basis has held successful nationally recognized wakeboard contests), video and photo shoots, travel stories such as “must do” activity published in regional and national travel guides. Positive word of mouth from well respected action sports key opinion leaders. Positive word of mouth from respected action sports business leaders.

Slingshot supports the Hood River Cable Park because it is a proven economically viable business model which

1. Creates **jobs**
2. Creates key partnerships that weave: commerce, cause, culture, and community in the Gorge.

Finally, I would like to invite you all to a wakeboard factory tour to see an example of the reach and positive impact that the **CABLE PARK** project can have on your local economy.

Sincerely,

Jeff D. Logosz  
CEO, Slingshot Sports LLC.

James Kimball  
CFO, Slingshot Sports LLC.