



COLUMBIA
RIVER GORGE
—VISITORS ASSOCIATION—

October 4th 2006

Jason Spadero
Broughton Lumber
P.O. Box 266
Bingen, WA 98605

RE: Broughton Development

Dear Jason,

The Columbia River Gorge Visitor's Association wishes to express our support for the Broughton Landing project currently under proposal.

The nature of your lodging facility (condo, cabin, etc...) as in your proposal will create extended visits to the Columbia River Gorge beyond current desire-ability. With every "extra day" spent in the gorge, visitors will be more likely to seek out the lesser know attractions giving positive impact to the smallest of tourism attractions, events and activities. The Columbia River Gorge Visitor's Association (100% volunteer force of 50 business') takes pride in providing exposure to not just the larger well know activities and events of the gorge, but also to the smallest of "micro-tourism" endeavors. The longer the visitor stays, the more likely they will visit the "micro-tourism" establishments. Your plan is a friend of the small business.

According to your architectural plan, the current eye-sore mill site will be upgraded into a very fashionable facility, enhancing the beauty of the Gorge. We applaud the choice of building styles and the extra effort & expense put forth to improve the community.

We wish you the very best in this endeavor.

Yours in tourism,

Mark A. Zoller
Board Chair
Columbia River Gorge Visitor's Association

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