



The Lodge @ Granite Falls

Follow up to October 10, 2009 Meeting

**Next Meeting:
Saturday November 7, 2009
Granite Falls High School
Performing Arts Center**

Meeting will begin promptly @ 11:30 AM

Update — I want to thank everyone for your support over the past few weeks in my efforts to bring a Lodge to Granite Falls in the near future. Following the Saturday meeting, I have received many calls, e-mails and have had the opportunity to meet with several folks for personal input. I have received comments from every point of view that one would expect and others that I had never considered. Although I have created quite a controversy here in town, the support and input has been outstanding and I will promise to work with every Group to reach a plan that is supported by the majority of the townspeople of Granite Falls.

The one constant comment was that the meeting was too much about Ken. I have to tell you that I was aware that this would happen, but as a professional Sales Director, I know that when undertaking a project like this, Sales 101 tells me that I have to "sell myself first", then move onto the subject matter. This portion of the presentation will only be repeated at upcoming meetings that are focused on new attendees, then will disappear as I move forward. Venture Capitol presentations will subject me to an intense interview and reference check process, so the investors know my qualifications and understand that I am capable of managing a complex process to a successful conclusion. Thank you for your patience during this portion of the presentation, but it is necessary. You now know who I am, what my background is and my point of view on the subject matter at hand. There surely are people here in town that are much more qualified to bring a Lodge to town than I am and I would invite anyone interested to assume the leadership role moving forward. I will be happy to assist anyone who would like to assume this responsibility or step aside and allow them to continue. I have no interest in managing the Lodge, we will need a professional manager, and I have other business interests.

I realize that I have taken up a great deal of Chamber members time these past weeks and would ask that I be removed from the agenda going forward so the Chamber can focus on current matters of priority. I intend to continue my efforts to seek capitol to fund the building of the Lodge and at the same time, proceed to set up my planned business as an Outdoor Outfitter for the recreation opportunities in our outdoor wonderland in the Mountain Loop area. To answer a key concern that was communicated to me this week, I have no intention of "exploiting" our natural resource. I intend to work with the Forest Service to secure proper use permits and commit a significant portion of profits to the Forest Service for much needed work in the Mountain Loop area, as they will allow. I intend to follow all laws to the letter and cause no damage to our National Forest area. There are many people who are not physically able to hike, climb or visit many of our forest destinations, who would love to have the opportunity to visit these areas. They are my

potential customers. I am not seeking to take your customers, but to bring in new customers into Granite Falls. That is why I am proceeding to set up the holding company for the hotel. It will be completed within the next 30 days.

Since there are several potential locations of the Lodge, each with its own set of advantages and disadvantages, I have tried to reach a point where we set our sites on one site and proceed to work with the owners to reach an agreement to proceed. I will never be able to make everyone happy, but would like to take the "best" plan forward as I proceed with the process of vetting the plans and creating the conceptual drawings and models that will be needed for the financial backers. The presentation will be completely reworked another dozen times until we reach a presentation that has the potential for success. Again, I will make a bold statement here, you will be very surprised and delighted when you see how we change our towns image and gain the \$10MM in funding that I am seeking. I would not undertake this project if I did not believe I will succeed.

To assist me in a successful search for funding, it would be best if I have the support of the Chamber, the City, the Museum and any other interested groups in our area. It is clear that almost everyone agrees that we need to build sufficient lodging for our future guests but there is no agreement as to where it should be located. . To resolve the site decision, I would like to make a suggestion that would be of immense help to me in my search for backers. At Revlon, my charge was to implement a plan that was developed by the company. In my current search for financial backing/property/materials, I have had to start from scratch a month ago, present my ideas to the Chamber and the town, then hope for the much needed feedback that I am now getting. I could have had a myriad of meetings over the winter, gathered data for months and started to bring my plans to the public next spring. That would have delayed this process by about a year, given the seasonality of significant tourist business to our forest. I chose to go now, get feedback and then proceed with a plan by January 2010.

To demonstrate my potential greatest obstacle, I would ask that the interested parties noted above, discuss this project over the next 60 days and then come together with an agreement as to how you all would like me to proceed. The locations could be prioritized from 1 to 5, with a decision to be agreed to by all. Then I can proceed with a priority list and have support from the townspeople as I meet with financial backers. My chances of success will be much greater with confirmed support from the above noted groups.

The sites that we have considered are as follows:

Rebuild the Big 4 Lodge – By far the first choice, but there is no electricity and the area will have problems with a sufficient foundation, due to the marshy soil in the area.

The 60 acre parcel that adjoins the Mt. Loop Highway at the road to Mt Pilchuck. Premium Location, but not near town and won't increase business in town.

Across the Street from the Falls/Fish ladder - Premium location/Best case scenario

Across from IGA – Premium location - Keeps customers in town at night for local business's to service – As of today, has **by far the best opportunity of financial backing** due to investor information that I am not at liberty to disclose. Potential for 100% funding for the project.

Property north of City Hall- Keeps customers in town at night for local business's to service - By far the lowest overall costs. Would use underground parking.

Across from Rite-Aid - Acceptable location, but not right in town for evening entertainment of guests.

The Granite Falls Thoroughbred Farm - Premium Location, not right in town, but would offer a potential for a golf course and also has a natural outdoor amphitheater to support an ongoing music venue. Big profit potential here. Would be the largest project.

The entire Riverwalk subdivision - Premium location - not right in town. Beautiful setting and view.

Paradise Lane/Pilchuck Riverfront - Premium Location/Best case scenario – Potential for beautiful pristine river recreation area. Upstream from GF Sewer input into the river. Google San Antonio Riverwalk to see possibilities. My second choice.

I am hoping for continued feedback from any interested party and will promise to consider and include any suggestions that are compatible with our objectives of building the business to increase tourist spending in our town. Being close to town is key to building our economic base in Granite Falls.

I am planning to hold another meeting on November 7th, 11:00 AM, at the PAC, New High School, but would like to change the agenda. I would like to have an "open microphone" meeting, so that anyone with input can present to the interested attendees. I will rent the PAC again as we are going to use the room to role play out several other portions of the presentation, that were not included in the October meeting. We need about an hour of "closed set" time before the meeting, then would open the meeting room to anyone who is interested. I need more stage time to get accustomed to presenting from a stage, as this will surely happen as I seek funding, outside of the local area. Practice makes perfect. I would like to offer a 15 minute update to start the meeting then have anyone who wants to present ideas, objections, points of view, presentation suggestions, photo's etc. I

prefer to have townspeople tell me what you want, then I can go forth with the confidence that I have a majority of the town behind me. None of my ideas are set in stone except to build the Lodge, but **I would much prefer to sell what the townspeople of Granite Falls want, to the financial backers.**

Continued support and technical assistance from Randy and Edith (About the Wow) is absolutely critical to my success. I want to thank both of you for your help and support.

Thank you all again for your time and your input. I cannot tell you how much I appreciate hearing both the good and the opportunities for improvement to our plan to gain support of the local organizations and townspeople. Please tell me where I am making mistakes and let me know when I am on the right track. I need your help to succeed.

Best Regards ~ Ken Oakes

I am at the Whistle-stop Cafe at the Robins Nest Building in beautiful downtown Granite Falls, weekday mornings, around 10 AM, if anyone wants to meet and talk in person. I will be at the Granite Falls High School on November 7th, at 11:30 AM in the PAC.

Agenda for November 7th, 2009

- 10:00 AM Closed Session Role Play
- 11:00 AM Doors Open for audience feedback
Review of Video Presentations -What works –
Changes Needed – New Intro
Music Session – What backgrounds to use
- 11:30 AM Doors Close – Session Begins promptly at
- 11:30 AM Granite Falls - the Brand
Open Microphone – Let your voice be heard
as we plan for the future of our town.

I would ask any groups that want to review their Organizations Point of View on the Lodge with the townspeople of Granite Falls to attend. Please structure your conversation to include the following as best you can.

- Organization Name
- Organization Mission Statement or Objectives
- Your vision of Granite Falls in 2020 and why you see this as our future
- Comments on the Lodge with a priority list for locations
- Any other comments that you wish to share

Individuals are encouraged to attend and give us your feedback. We need your help to bring **The Lodge at Granite Falls** to our town as soon as we can.