

Letter in support of the amendment to HB 4031 to extend the sunset for the guest ranch provisions to April 15, 2020.



71105 Holmes Road  
Sisters, Oregon 97759  
February 1, 2018

House Committee on Agriculture and Natural Resources  
Oregon State Capitol, 900 Court St. NE,  
Salem, OR 97301.

Chair Clem and Committee Members:

We are writing in support of amendment to HB 4031 to extend the sunset for the guest ranch provisions to April 15, 2020.

Long Hollow Ranch opened the dude ranch operation in the spring 2000. Since that time we have hosted guests from 66 countries and most of the 50 US states on our historic cattle and hay ranch located in beautiful central Oregon.

Recently we have become aware of the need to expand our facilities in order to grow and accommodate a changing market for ranch vacations. We can currently accommodate only a small number of ranch vacation guests at one time and we would like to accommodate larger families.

When the guest ranch business was established our existing buildings were remodeled into guest facilities. We did not build new buildings. We have come to the point now where we would like to add additional facilities, which our current permit allowed. Unfortunately, the sunset clause on the guest ranch law eliminated the option for us.

Following is a response to my recent inquiry from the Executive Director of the Dude Rancher's Association, an organization that the public, the media and travel agents, have come to know and respect as the leading authority on dude ranch vacations. Membership in The Dude Ranchers' Association identifies a ranch as meeting the highest standards of the Dude Ranch Industry. They represent over 100 member ranches in 14 Western States and 2 Canadian Provinces. Long Hollow Ranch has been a member since 2002.

"The average DRA dude ranch has a capacity of 35 guests. It is important to note the industry is doing very well and bookings are up for almost all the ranches I have heard from. Multi-generational family travel is big this year so you will be missing out on most of that market segment if you do not expand. And, travel industry experts believe that market is just going to keep growing".

In 2017, Long Hollow Ranch earned 7<sup>th</sup> place in USA Today's "Readers Choice" of the 10 Best Dude Ranches in the US. That, in spite of the fact, we were easily the smallest of the 20 originally selected to be considered by the industry experts.

Portland-based media company MEDIAmerica, publishers of Oregon Business magazine have announced the second annual 100 Fan Favorite Destinations in Oregon for 2018. Long Hollow Ranch was awarded 3<sup>rd</sup> place out of the 100 Best Fan-Favorite Destinations in Oregon.

Long Hollow Ranch has a 5 star ranking on Trip Advisor and is ranked number one in Sisters in the B&B/Inns category. There is no guest ranch category on Trip Advisor.

Thanks again for considering our amendment to HB 4031. We love our ranch, and hope to continue sharing it with others going forward.

Sincerely,

Dick and Shirley Bloomfeldt  
Long Hollow Ranch