



Oregon Travel Experience
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November 6, 2014

10 BARREL BREWING CO
ACCOUNTS PAYABLE -
62970 NE 18th St
Bend, OR 97701

- Proposed Fee Change - this is *Not a Bill* -

Oregon Travel Experience (OTE) is the state agency responsible for administering the Oregon Highway Business Sign Program. OTE operates this program solely from sign fee revenues. Operational expenses funded by these fees include:

- state and federal law required sign engineering reviews,
- records retention and permit administration,
- steel and wood post materials, sign fabrication and installation,
- labor and contracting necessary to install, maintain and replace highway signs exposed to weather or accidental damage.

Responding to customer feedback from our first fee-change proposal, our governing Council has guided OTE staff in developing a revised fee structure proposal which we believe is both accurate and fair.

OTE knows that the value of your highway signs is directly related to how many motorists get to see them. Our fee structure is divided into "schedules", with high-traffic stretches of highway having higher fees and low-traffic stretches having lower fees. Our proposed changes use current ODOT traffic counts to more accurately determine which signs belong in which schedule. Every effort has been made to apply uniform fee differences between schedules and between sign types in each schedule. Although the yearly sum of OTE fees would change less than 1%, these changes would result in prices going up for some of our customers and down for others.

Our records show that you have 4 highway signs for your facility at:
10 BARREL BREWING CO
1135 NW Galveston
Bend, OR 97701

Your current annual fee for those signs equals \$572. Under the proposed schedule, your new annual total would be \$500, representing a 13% decrease in fees. Any proposed changes approved by Council following the public hearing on this subject will not take effect until the month that your annual sign permit comes up for renewal.

We invite your comments on the proposed permit fee schedule restructuring. To respond in writing, please send your comments by Friday, November 21, 2014 to:

Proposed Restructuring of Sign Permit Fees
Oregon Travel Experience
1500 Liberty St. SE, Suite 150
Salem, OR 97302

You are also invited to attend a public hearing about the proposed fee schedule revisions on Thursday, December 11, 2014, at OTE, 1500 Liberty St. SE, Suite 150, Salem, OR 97302. The meeting's time will be available on our website as soon as it is determined. If you wish to attend, please RSVP by Friday, November 21, 2014, to my email at dianec@oregonote.com. In lieu of attending this meeting, you may also email me your written response for Council consideration. Your statement will be included in the public comment section of the hearing.

Best regards,
Diane Cheyne
Sign Operations Director