



**Southern Oregon Regional
Economic Development, Inc.**

February 11, 2026

Joint Committee on Ways and Means
Subcommittee on Capital Construction

RE: Support – Mt. Ashland Windsor Chairlift Replacement Project

Dear Co-Chairs and Members of the Committee:

Southern Oregon Regional Economic Development, Inc. (SOREDI) supports Mt. Ashland Ski Area's request for state lottery funds to replace the Windsor Chairlift, a core piece of operational infrastructure at Mt. Ashland.

This is not an amenity upgrade. Windsor is the mid-mountain lift that connects terrain and supports lessons, youth programs, patrol response, and overall circulation. Its reliability is central to Mt. Ashland's ability to function as an integrated ski area.

Installed in 1978, the lift has reached the end of its useful life. Recent inspections have identified critical components requiring seven-figure repair costs, with limited assurance of long-term reliability and increasing difficulty sourcing replacement parts.

From an economic development perspective, reliability is the key issue. Mt. Ashland has indicated that an in-season failure of Windsor would significantly disrupt operations, with an estimated financial impact that could exceed \$1 million per year, in addition to emergency repair or replacement costs.

Mt. Ashland is an important winter tourism driver for Southern Oregon, supporting jobs and business activity across the Rogue Valley. Planned replacement on a controlled timeline helps protect this economic activity while avoiding the far greater costs and disruption of an unplanned failure.

Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink, appearing to read "Blair Sundell", is written over a horizontal line.

Blair Sundell

Executive Director

Southern Oregon Regional Economic Development, Inc. (SOREDI)