

Dear Kristina,

I want to share my appreciation for you and for all that you are doing through Pollinator Project Rogue Valley. Your vision, persistence, and care for both community and ecosystem are deeply inspiring, and I am grateful for the way you continue to show up for Southern Oregon.

I understand that you will be attending the Phoenix City Council meeting this evening regarding a potential gift or leased use of City property behind your site. I am thinking of you as you prepare for that conversation, and I am hopeful that the Council will recognize the value and promise of your work. Please let me know the outcome of Council's decision on the property.

If you are granted the property, I would like to invite you to apply for funding from the Gordon Elwood Foundation during our Spring 2026 grant cycle, with a focus on this expansion effort and the related community engagement. While I cannot guarantee an award before our competitive process, I welcome an application from Pollinator Project Rogue Valley and look forward to learning more about your plans.

Thank you again for all that you are doing for pollinators, people, and place.

With warm appreciation,

Sincerely,

Angela Durant

Executive Director

Gordon Elwood Foundation

670 Superior Ct. Suite 108

Medford Oregon 97504

541 282-0643 office

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www.gordoneelwoodfoundation.org

12/3/25

Members of the Phoenix Urban Renewal Advisory Committee -

Growing up in Phoenix, one of the most impactful memories of my time at Phoenix Elementary was watching butterflies emerge from their cocoons in the library. I hope that children and adults alike get the opportunity to witness that same amazing moment.

I am pleased to send this letter of support for the proposal for an educational center on the .93 acres along Bear Creek Drive at 4th St. in Phoenix as envisioned by Pollinator Project Rogue Valley.

Situating this project on this property - adjacent to the 16-Spring Miracle Mile, the Greenway, Bear Creek, the Civic Center, and the downtown business district - is a brilliant way of linking together the features that make this town special and desirable. This is a perfect opportunity for Phoenix to make a difference for the future, to create a place for young people to grow and learn about the natural world in close proximity to where they live, work, and play.

A “campus”, with a butterfly house, large native plant demonstration gardens and interpretive signage, and an indoor-outdoor educational center, built for and with community members, students of all ages, and with agency and governmental support, is a phenomenal model that all cities would benefit from following. This concept will be a huge draw for tourists as well as locals who want to learn how to help save the butterflies - and all the other native pollinators. Southern Oregon is one of the most ecologically diverse regions in the country. Creating a place that brings together knowledge of the plants, pollinators, fish, birds, and more in a city setting will be amazing and beneficial to both property values and community spirit in both the short and long term.

There has long been a lack of safe and outdoor activities for young people and families in this area, and I am so happy that Phoenix is considering such a project. I look forward to visiting the EcoEducation Center and Butterfly House throughout the year.

Thank you for considering the future of our children, and the health and resilience of the Southern Oregon communities.

Joy Nelson
2973 Pioneer Rd
Medford, OR

Klamath Bird Observatory



Advancing bird and habitat conservation through science, education, and partnerships

December 3rd, 2025

PO Box 758
Ashland, OR 97520-0026

Dear Phoenix Advisory Committee,

Klamath Bird Observatory (KBO) is a non-advocacy, science-based nonprofit organization headquartered in Ashland, Oregon. For more than 25 years, we have worked throughout southern Oregon and northern California to advance bird conservation through science. Our work emphasizes the role of birds as indicators of ecosystem health, and we specialize in monitoring and research projects that inform natural resource management. We provide data-rich resources that support science-based approaches to management and restoration across protected area networks in this region. In addition, we have partnered with Pollinator Project Rogue Valley to co-organize educational events in Phoenix that highlight the importance of birds.

Birding also contributes significantly to local and national economies. In 2022 alone, birders spent \$107.6 billion on their activities—\$14 billion on trip-related costs such as food, lodging, and transportation, and \$93 billion on equipment including birdhouses, binoculars, cameras, and even land purchases. These expenditures generated \$7 billion in county tax revenue, \$9 billion in state tax revenue, and \$22 billion in federal tax revenue. Birding activity supported 1.4 million jobs, contributed \$90.2 billion in labor income, and produced a total economic output of \$279 billion. These figures underscore birding as both a cultural and economic driver.

Southern Oregon is recognized as one of the most bird-diverse regions in the United States. Many birders use tools such as eBird to identify new destinations, and Blue Heron Park—adjacent to the property under consideration—already has a list of 120 bird species, with new species added regularly. This richness makes the area a prime destination for birders and nature enthusiasts alike. This past summer, KBO, in partnership with Phoenix Park and Recreation, hosted a birding event at Blue Heron Park that engaged the local community and celebrated the area's biodiversity.

Scientific research has consistently shown that loss, degradation, and fragmentation of migratory bird habitat pose some of the greatest threats to bird populations. Birds rely on intact habitats for breeding, feeding, shelter, and survival, requiring access to food, water, and nesting sites. The size and connectivity of habitat are critical factors in determining whether birds' needs can be met.

As development accelerates nationwide to meet growing demands for food, space, and energy, the resulting habitat loss and fragmentation reduce the availability of essential resources for birds. It is therefore increasingly important to identify, conserve, and maintain habitats that support bird populations and the ecological services they provide.



Klamath Bird Observatory values opportunities to collaborate with community partners in ways that connect science, education, and stewardship. Our work with Pollinator Project Rogue Valley and local agencies demonstrates the importance of integrating bird conservation with broader ecological initiatives. By continuing to recognize and support habitats that sustain both birds and pollinators, we can ensure that southern Oregon remains a place where biodiversity thrives, and communities benefit from the ecological, cultural, and economic values these landscapes provide.

Respectfully,

A handwritten signature in black ink, appearing to read 'Elva Manquera-DeShields'. The signature is fluid and cursive, with a long horizontal stroke at the end.

Elva Manquera-DeShields

Science Communications, Outreach, and Partnerships Manager

Letter of Support for EcoEducation Center and Butterfly House

Dec. 3, 2025

G. Kliewer
Long Shadow Fields
Talent, OR 97540

Members of the Phoenix Urban Renewal Advisory Committee -

I am pleased to send this letter of support for the proposal for an educational center along Bear Creek Drive at 4th St. in Phoenix as envisioned by Pollinator Project Rogue Valley.

I operate at native-plant seed farm nearby in Talent. I feel blessed to participate in the diverse network of collaborators in our region who share complementary goals for environmental health, community engagement, and care for the natural world. The EcoEducation Center and Butterfly House proposed by PPRV is a visionary, innovative project that will engage visitors and school groups, put Phoenix on the ecotour map, showcase the city's commitment to environmentally responsible development, and promote land stewardship in our region.

I look forward to supporting the EcoEducation Center and Butterfly House with my plants and volunteer time. Thank you for considering the PPRV proposal; it can be the keystone development project for the Phoenix Urban Renewal Advisory Committee.
Sincerely,

G. Kliewer, owner
Long Shadow Fields

December 1, 2025



Members of the Phoenix Urban Renewal Advisory Committee:

I am writing to very strongly support the Pollinator Project Rogue Valley (PPRV) proposal for an Eco Educational Center and Butterfly House on the .93-acre site on the corner of Bear Creek Drive and 4th St. in Phoenix.

My lengthy experience as a habitat restoration biologist, working in a variety of aquatic and riparian/wetland restoration projects has taught me about the powerful connection between nature, education, and economic benefits. In the case of the restoration of Mono Lake in California, I was involved and witnessed firsthand how a large natural lake that was dying from its source streams being diverted to Los Angeles, can be restored through science, education, and concerned citizens. The community of Lee Vining, located along the shores of Mono Lake thrived, mainly from tourism but as the lake was slowly dying, so did the tourist-based economy. A group of local citizens had a vision and got together and worked with scientists and educators to find a way to restore the lake and revive the local economy. Their efforts were very successful, Mono Lake is recovering, and Lee Vining is once again visited by thousands of tourists that come from all over the planet to learn about this very special place.

The Mono Lake story is but one of many similar stories that illustrate the importance of environmental education and how education, coupled with vision and energy, can help a city rebuild after a major destructive event impacts the community. Phoenix Oregon is also a very special place! As an example, the devastating Alameda Fire and the resulting rebuilding of the Phoenix community is focused on not only the reconstruction of homes and business, but it is also about learning about our natural environment and how restoration of natural ecosystems can help guide the healthy recovery of fire damaged habitat as well as the local economy.

The proposed Education Center is perfectly located as the north bookend of the historic Bear Creek Channel/wetlands with easy access to a variety of existing and proposed pedestrian and birding paths, and viewpoints of wildlife, springs, wetlands, native riparian habitat, and a wetland mitigation project. The following are wonderful examples of recent and proposed restoration projects in Phoenix that illustrate connectivity and support for the PPRV Eco Educational Center and Butterfly House.

- Proposed Phoenix Springs Nature Complex.

- Proposed interpretive signage along completed restoration projects in Phoenix.
- Recent reconnection of Blue Heron Creek to Bear Creek.
- Recent removal of the rock berm and riparian restoration,
- Preliminary construction of 800 feet of pedestrian trail along Bear Cr.
- Restoration of Willow Springs in process.
- Wetland mitigation of north areas of the historic Bear Creek channel. (2016), soon to be named Beaver Creek.
- Mapping of 16 cold springs along the miracle mile.
- Recent and proposed riparian and wetland restoration and floodplain connectivity projects along the Bear Creek Greenway in Phoenix.

I think the proposed Eco Educational Center and Butterfly House are a brilliant fit for the community. The property is located right on the gateway/edge of the historic Bear Creek channel and wetland complex at the Civic Center and represents a golden opportunity for direct paths to observe and learn about juvenile native steelhead and their aquatic habitat that are part of the historic channel and learn about the fire recovery of this wetland/spring complex. The old Bear Creek channel is fed by 6 cold water springs that provide cold water refuge for young salmonids that seek this thermal protection from the sometime lethal hot water temperatures found in Bear Creek during the summer months. The outdoor learning opportunities at this place are abundant and would be perfect fit as a nature center and outdoor laboratory to explore and learn about the culture, natural history, habitat restoration, and biodiversity of this area.

Thank you for considering this remarkable PPRV proposal for Eco- Education, as well as biodiversity, community building, and thoughtful interaction with the natural environment. I think everyone wins if this proposal is selected.

It does take a village!

Sincerely

Scott English, PM & Restoration Biologist, Blue Heron Creek Reconnection Project,
STPW

December 2, 2025

Members of the Phoenix Urban Renewal Advisory Committee,

I am happy to send you this letter of support for the proposed ecological education center on the undeveloped acre at 4th Street and Bear Creek Drive in Phoenix as envisioned by the Pollinator Project Rogue Valley.

As a lifelong resident of the Bear Creek and Rogue River Valleys, I was born and reared in Medford and over the years have lived from Ashland to Gold Hill. I recently came across the plans for the proposed ecological education facility, gardens, native plant nursery, and butterfly house on the empty lot beside the Phoenix Civic Center and the downtown area and was just thrilled. What a marvelous idea and design to serve as an introduction or entrance to the redevelopment of a vibrant downtown Phoenix!

As envisioned by the Pollinator Project, the center will attract curious and interested visitors passing through our valley to stop and explore the downtown Phoenix area throughout the seasons. The center will be both a friendly & wonderful resource for children & adults to learn about the spectacular native flora & fauna of our region, as well as a gathering place for regional gardeners to learn about and buy native plants to benefit the beauty of their gardens and our wonderful pollinating butterflies, bees, & birds. In this capacity, the center will serve as a vital bridge to help people, especially young people, both local and from afar, to connect with the vibrant & sustaining natural world around them which will reward and enrich their lives and their communities enormously.

I am familiar with a similar venue in Elkton, Oregon along Hwy 138 in Douglas County, called the Elkton Community Education Center or ECEC, which has been such an outstanding resource for local schools and community members, as well as a huge draw for passing tourists who stop there and then go on to explore and visit the local shops and restaurants of the small town. If you have any questions regarding the ECEC's many benefits to the Elkton community and what a magnet this is for travelers to stop in Elkton and enjoy the community, I suggest you contact the mayor—and go visit yourself to understand the present & future possibilities of having Phoenix's own Ecological Education Center and Butterfly House helping transform & maintain a healthy & thriving downtown community.

As a lifelong valley resident who supports a vision of our local communities as vibrant, family-friendly, educational, & fun places to visit & wander & mingle & eat & drink & shop, I fully endorse the proposed Ecological Education Center to be constructed as envisioned by the Pollinator Project Rogue Valley on this empty lot, and I gladly urge the Members of the Phoenix Urban Renewal Advisory Committee to approve it.



Thank you,

Erich Reeder

Erich Reeder
41 Eastwood Drive
Medford, Oregon 97504



December 3, 2025

Letter of Support for EcoEducation Center and Butterfly House

Members of the Phoenix Urban Renewal Advisory Committee,

We are writing as both local business owners and engaged members of the Rogue Valley community to express our strong support for Pollinator Project Rogue Valley's proposal to acquire and transform the .93-acre property along Bear Creek Drive at 4th St. into a vibrant EcoEducation Center and Butterfly House.

As local Phoenix community members and business owners committed to sustainability and community enrichment, we believe this project represents the kind of forward-thinking investment that elevates an entire city. Phoenix has a unique opportunity to create a destination that not only highlights the biological richness of our region but also provides inclusive access to education, outdoor recreation, and environmental stewardship. The property's adjacency to the Greenway, Civic Center, Bear Creek, downtown businesses, and what could become the Phoenix Springs Nature Complex makes it an ideal hub — stitching together the natural and economic assets that already make Phoenix so special.

We are particularly excited about the hands-on, community-focused nature of this plan. The involvement of students of all ages in design, conservation, gardening, and habitat restoration offers a rare chance to cultivate environmental responsibility and pride in the next generation. At the same time, this project stands to increase tourism and generate greater foot traffic for local shops and restaurants — a welcome benefit for businesses throughout the city.

The Rogue Valley is one of the most ecologically diverse regions in the country, yet opportunities to meaningfully interact with and learn about that biodiversity can be limited, especially for families seeking safe outdoor experiences. This EcoEducation Center and Butterfly House would fill that gap year-round by providing beauty, curiosity, hands-on science, wellness through nature, and a sense of collective ownership in preserving pollinators and ecosystems that support us all.

We wholeheartedly support Pollinator Project Rogue Valley's vision and encourage the City of Phoenix to seize this moment to champion environmental education, youth engagement, and economic vitality. We look forward to seeing this remarkable community asset take root and to contributing however we can to its long-term success.

Thank you for your leadership and thoughtful consideration of this transformative project.

Sincerely,

Cody & Vanessa Henson
Local Business Owners – C3 Enterprise LLC
Phoenix/Rogue Valley Community Members

December 2, 2025

Members of the Phoenix Urban Renewal Advisory Committee,

I'm delighted to send this letter of support for the proposed education center and butterfly house on Bear Creek Drive on 4th Street as envisioned by the Pollinator Project Rogue Valley.

Here's a great opportunity to link together several features—the Greenway, Bear Creek, the 16-Spring Miracle Mile, the Civic Center and downtown business district—that make Phoenix special and desirable. It gives Phoenix a chance to be a leader in a growing field of interest to ecologists and gardeners worldwide: using native plants to restore the health of local citizens as well as the many denizens of the natural world. Our young people will benefit, too, as they'll find various opportunities to learn about their environment right where they live, work and play.

This could be a model showcase for other cities. Imagine the “campus”, with a butterfly house, large native plant demonstration gardens, and an indoor-outdoor educational center—all on this .93 acre plot. The concept should draw tourists as well as locals who want to learn how to help save the butterflies - and many other native pollinators.

Southern Oregon is one of the most ecologically diverse regions in the country; it's not unusual for new species to be discovered here. Creating a place that brings together our current knowledge of the plants, pollinators, fish, birds, and more in a city setting will boost both community spirit and property values.

There has long been a lack of safe and outdoor activities for young people in the Phoenix area, so I'm happy the committee is considering this proposal.

I look forward to visiting the EcoEducation Center and Butterfly House throughout the year—and bringing friends.

Thank you for considering this proposal, the health and future of our children, and the native plants and animals that increasingly depend on our help.

Virginia Morell, Ashland, Oregon

Author *Animal Wise: How We Know Animals Think and Feel*

Retired correspondent for *Science*; retired contributing writer for *National Geographic*

