

ASHLAND PARKS & RECREATION COMMISSION

340 S PIONEER STREET • ASHLAND, OREGON 97520

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Michael A. Black, AICP
Director

541.488.5340
AshlandParksandRec.org
parksinfo@ashland.or.us

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To whom it may concern:

I'm writing to share how pleased I am with the relationship we have with Rogue Design Group. In August 2022, the Ashland Parks Foundation hired Eric Warren to design a logo, website, brochure, and event marketing for the newly renovated Ashland Japanese Garden in Lithia Park.

Here's how I describe working with Rogue Design Group:

They established a unique and identifiable brand for the Ashland Japanese Garden. Eric listened to what we wanted and delivered beautiful, well thought out, professional work—above and beyond our expectations.

Working with a government entity is not easy. There are multiple audiences that must be considered. Eric understood this from the beginning and was always diplomatic in his approach.

Eric is responsive. He offers a strong point of view, but when we weren't too keen on his first round of logo designs, Eric heard our feedback and returned with a new design that was a home run. He truly knocked it out of the park.

Eric has integrity. We had a hard deadline for the grand opening event. Given a very tight timeline, Eric led the team and deserves credit for keeping the project moving through every stage from copywriting through final approvals. Eric went the extra mile, and our team welcomed his guidance and respected his advice.

Most importantly, our marketing campaign was a huge success. Over 2000 people braved cold temperatures and driving rain on opening day, some from as far away as San Francisco.

All our public outreach and branding have set high marks which will have long lasting impact. I am looking forward to working with Rogue Design Group in the months and years ahead to create a financially self-sufficient, well cared-for Japanese garden with lots of ongoing community activities.

Please consider this letter a strong recommendation of Rogue Design Group. Eric and his team are top notch, and their product speaks for itself. Feel free to contact me with any questions.

Sincerely,

Michael A. Black, AICP
Director
Ashland Parks & Recreation Commission