



# R-Ranch

Moving forward and growing!

# Big Wins for 2024!



- Fun events
- Good times with great friends
- Planted new trees
- Cleaned up and hauled away a lot of trash
- Painting and repairs
- Keep reading for more!

## New Logo Merchandise Available



Landscaping around  
the pool





4 new places for Owners to stay!  
Red trailer on the outside, cabin on the  
inside. Microwave, mini-fridge, sink,  
toilet, queen size bed, and futon.





New washers and dryers at  
Cottonwood

New water heater at  
Klamath



## Founded in 1971, Klamathon Fire in 2018

We've had a lot of ups and downs since our founding by Jeff Dennis in 1971. Our biggest setback occurred in 2018 when we lost several of our beloved buildings to the Klamathon Fire. Since then we have had other challenges including Covid-19, rising costs of construction, aging ownership base, and the removal of the dams on the Klamath River, but we are R-Ranch Strong and we have steadily been working to overcome all of these challenges. With this new year we look back at just how far we have come since 2018.

# Communications

## 2018

- Quarterly newsletters
- Printed election materials
- Annual invoices mailed out
- Meetings held in-person only
- Minimal information on the website
- Some postings on social media
- Some emails sent out

## Now

- Quarterly Newsletters, plus monthly updates sent out via email
- Election materials available in print, online, and via email.
- Full annual Owner's packets mailed out with lots of info
- Meetings held via Zoom to allow Owners living at a distance to attend
- Robust website with regular updates and lots of information
- Regular posts on social media, and fully integrated social media platforms
- Regular email communications sent out

# Board Meetings

## 2018

- Board meetings held quarterly
- Many decisions made in executive sessions or by email
- Board meetings held in-person only



## Now

- Open Board meetings occur almost monthly
- Most decisions made in open session except if they pertain to contract, legal, personnel, or confidential owner decisions
- Meetings held via Zoom to allow Owners living at a distance to attend
- Reports of executive sessions provided at each open session



# Fire Recovery

2018

- Klamathon fire destroyed the bunkhouse, cook shack, one line shack, irrigation systems, fencing, and the Cottonwood pool and lodge
- Hired attorney to get the insurance company to pay more

Now

- Swimming pool was rebuilt
- Small pool lodge with bathrooms and owner kitchen has been built
- Landscaping added around pool area in 2024
- Line shacks had insulation and wallboard added to the interior, windows have been ordered for installation in February 2025
- Building pad for clubhouse has been completed
- Engineer has been secured to do the plans and permitting for a rebuild in the former bunkhouse area. Plans are to build a clubhouse with cabins surrounding it for Owners to stay in.
- Refundable deposit has been paid for 10 Tuff Shed cabins, expected construction in spring 2025
- 4 Red Trailers with kitchenette and half bath have been purchased to serve as cabins with ½ bath. Available now for Owners to stay in.

# Marketing

2018

- Mostly word-of-mouth
- Brochures
- Website
- Some social media
- No paid advertising

Now

- Marketing Committee working hard to promote R-Ranch
- Booths at outdoor sportsman's shows
- Paid advertising on social media, online, and TV
- Updated brochures
- Frequent marketing posts on social media
- Frequent updates on website to attract new Owners
- Annual sales tripled
- Dedicated marketing and sales staff

# Marketing Events



# Insurance Costs

## 2018

- Insurance premiums increased dramatically between 2018 and 2021

## Now

- Insurance premiums currently at over \$400,000 per year
- Board selected a new Insurance Broker in December 2024
- Staff currently working hard to update our safety procedures to save us big on insurance premiums
- Board exploring options for how to insure our properties for less



# Financials

## 2018

- Only one page budget provided to Owners
- No full audits of the books
- No reserve studies
- Financial information not readily available for Owners

## Now

- Detailed budgets reviewed and available on the website
- Full audit of the books conducted annually
- Reserve study completed annually
- Audits, reserve studies, and budgets available on website

# Management

2018

- One General Manager responsible for everything. Marketing, sales, and hospitality pushed to the back burner.



Now

- 2 manager system. One manager oversees operations and relations with outside agencies. The other manager oversees hospitality, marketing and sales. Managers are able to focus on their areas of responsibility.

# Governing Documents

## 2018

- Outdated Owner Handbook (Brown Book) with several policies that were contrary to our CC&Rs and By-laws
- CC&Rs and By-laws with several typos and outdated requirements

## Now

- Owner Handbook completely overhauled to be in alignment with the CC&Rs and By-laws
- Work has commenced on bringing our CC&Rs and By-laws into compliance with modern standards

# Priorities

1. Retain the current Owners
2. Recruit new Owners
3. Develop new revenue streams
4. Have fun!



## New Motto: Green and Clean!

We're greening up the campsites and cleaning up R-Ranch



# 2025 is going to be great!

- Under new management
- Renewed excitement to get things done
- Fun line-up of activities and events
- Marketing and sales plan set for each month of the year
- The river is recovering
- Rental houses are deep cleaned and ready for your stay
- Monthly staff trainings
- New safety procedures to reduce our insurance premiums and enhance your experiences at R-Ranch
- Cleaning up and greening up

It's going to be awesome! We can't wait to see you next season. :)