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**Sent:** Wednesday, May 8, 2024 7:42 AM  
**To:** Jeff Adams <[jeff.adams@ci.roslyn.wa.us](mailto:jeff.adams@ci.roslyn.wa.us)>; [mlundh@cleelum.gov](mailto:mlundh@cleelum.gov)  
**Subject:** Summer Media Series

Mayor Adams and Mayor Lundh,

Yesterday I finalized a partnership with an Emmy award winning videographer and producer from Seattle with well over 1 million followers (primarily in the PNW) to produce and air a series about life in Cle Elum, Roslyn, and the surrounding area. While I am not necessarily looking for any partnership from either of you (I am prepared to cover the cost and all resources), I would like to ask a few questions from both of you that I may incorporate into the content as appropriate. (Feel free to reply separately or reply all)

In no particular order (and answers can be brief):

- What do you feel are the best qualities about your town?
- Why have you chosen to live here, and what led you to become Mayors?
- What are your town's core values and heritage?
- What are some interesting and not well known facts that you wish you could share with the audience about your town?
- How has COVID and "urban sprawl" affected your town, good and bad?
- With our region being somewhat of a bedroom community of Seattle, and with remote work becoming more prevalent, are there particular advantages or disadvantages to your town that you see coming in the future as a result?
- What change in population do you anticipate in the coming 5-10 years?
- What kind of commerce/industry are you hoping to expand, and what are you looking to avoid? Why?
- If you could change one thing about your town, what would it be?
- Other information you would like to share?

I have identified some key residents that will be interviewed. We will be taking video and photos around the entire area, including drone footage. My daughter, Emerson, who works for Suncadia and has some marketing/production roles there will be assisting with this as well.

If either or both of you would like to participate, we can certainly have further dialogue, but it is fine too if you would rather not. This will be purposefully told from my perspective as a Seattleite moving here before/around COVID, which I know is not altogether your favorite type of people. I will be fair, but honest. My intent is to provide content that will drive the right kind of interest, people, industry, and revenue to our area, but I understand that we might not all agree on what that looks like.

If you would like to discuss further, I would be happy to make time available. I would love to get any feedback from you in the next week or two if possible, as this project will commence in the coming weeks, and will be aired this summer on various platforms. This is being done in partnership with one of my companies [Preserve.Inc](#) (specifically [Preserve.Town](#) and/or [Preserve.City](#)), and a Social Purpose Corporation that I established in 2021, WeHeartCleElumRoslyn, SPC. We will utilize various social media platforms and domains such as [WeHeartCleElumRoslyn.com](#) to post and build future content. Some will be developed/deployed in partnership with MIT's Social Media Strategy department where I am an current and active participant looking to use this as a current case study to demonstrate local network effects influence on "The Hype Machine" of social media.

I am also collaborating on a separate seven part docuseries project ([TheReligionBusiness](#)) that is addressing financial mismanagement in the non-profit/church space that has an expected targeted audience of 250 million people and will air this fall. Government, Pharma, and Education are three of the next silos that will be covered, and I'd love to be able to share some success stories from this project and other future endeavors demonstrating how local/small town governments can thrive.

My passion is to bring and create solutions that meet needs. This may be a bit down the "tech" road, but I am also the permanent and soul owner of the Top Level Domains (TLDs) of .roslyn, .cleelum and .kittitas (for the county). There will be future internet functionality that will enable residents/businesses to establish their own domains using these, and it is set up so that 50% of the proceeds (initial and annual renewals) will go to the corresponding jurisdictions via my SPC and [Curate.Inc](#). Just rough and hypothetical numbers, but if 3,000 residents/businesses from our area registered, it would generate \$35,000-\$67,500 annually with zero cost.

There are many ways to bring healthy and sustainable growth and revenue to our area. I would ask that you please keep an open mind and line of communication so that we may attempt to work collaboratively towards a common goal. I will be forwarding this communication to Amy McGuffin (Kittitas Chamber of Commerce CEO) and Jamee Smith (Suncadia CMO) as they or their teams may like a voice in this conversation as well.

If you do not wish to provide feedback to the above questions, that is ok – but please let me know sooner than later so that I may proceed accordingly. I know that I am a vocal individual and sometimes quite sharp, but the root is passion. I hope to hear from you, and appreciate your support in advance.

Kind Regards,  
Karl Ohlemann

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Karl Ohlemann  
Co-Founder | CEO



[Preserve.Inc](#)

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