May 12, 2020

Connie Cummins

Forest Supervisor, Superior National Forest

c/o Michael Jimenez, Project Leader

8901 Grand Avenue Place

Duluth, MN 55808

Dear Ms. Cummins:

I am writing today in support of the Lutsen Mountains expansion. I serve as the Executive Director of Visit Cook County. We are an award winning destination marketing organization which represents the communities of Grand Portage, Grand Marais, the Gunflint Trail, Lutsen, Tofte and Schroeder. Our marketing outreach and expense is supported by the lodging tax collected from our visitors. In addition, our 13 member board of directors are leaders in the hospitality industry.

Winter has always been a challenging time for business in our County. We are a county heavily dependent on the tourism economy. While we promote the winter outdoor activities of cross country skiing and snowmobiling, one of the primary winter tourism drivers is alpine skiing at Lutsen Mountains. The expansion of the Lutsen Mountains onto a very small piece of public lands is supported by the Visit Cook County Board of Directors.

Lutsen Mountains has been a wonderful member of our community for decades. And as a destination marketing organization, we are also strong stewards of the national forests. The expansion of the ski terrain onto a very small portion of the forest will be accomplished thoughtfully and with care. We believe this project can attract additional visitation to our area and help our local economy – especially in the challenging winter months.

If I can be of any other support or provide voice around this project, I am happy to have a conversation. Thank you.

Warm regards,

