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First name: Linda

Last name: Jurek

Organization: Visit Cook County

Title: Executive Director

Comments: October 2021

USDA Forest Service

Superior National Forest

RE: Lutsen Mountains Ski Area Expansion Project #52440

To Whom It May Concern,

The Visit Cook County Board of Directors would like to formally submit their support of granting a Special Use Permit to Lutsen Mountains Corporation for their proposed expansion project.

Visit Cook County membership and board is composed of business owners and management from lodging, dining, and retail businesses from all over Cook County, Minnesota. Each of these businesses is deeply committed to the success of one of the number one recreational draws to our community.

Visit Cook County has strong relational ties with Lutsen Mountains as an integral driver of destination travel to the North Shore of Lake Superior. The board believes the expansion will enhance the competitiveness of the ski area and the health of our county's winter tourism economy. An increase in the health of winter tourism is a step toward a less volatile and single-season driven tourism economy, which the board recognizes is the current trend in visitorship. Getting more visitors here consistently in the winter months means no longer having to cut staff down and being able to offer the same level of year-round service to customers and stability and security for our workforce.

Sincerely,

Linda Jurek

Executive Director, Visit Cook County