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Comments: My opposition to the proposed W.C./POWDR "update" project for HLL principally involves its scale and more importantly, its unintended consequences. Having read a good sample of prior comments, I'll try to avoid too much redundancy and focus on issues that only a few others have brought up. Totally aside from the project plan involving the primary 10-15 acres widely discussed, my concern is the spin-out impacts encouraged or caused by the main project, e.g. an acceleration of the sort of vicinity "condo play" and proliferation of summer-season occupied trophy homes up every canyon (e.g. Moonlight Basin next to Big Sky, or any consider the same pattern in literally every other "destination" style development complex in the intermountain states or California). These follow-on impacts represent the durable cultural, wildlife, (and lack of service-worker housing), and water use impacts involving not just the project itself, but all those that are subsequently, inexorably drawn into proximity of types of projects, however "humble" they begin as. And this one is arguably not particularly "humble" in its marketing goal emphasizing affluent markets, e.g. the most profitable of course. Access and units set aside for "local/regional" middle or lower-middle class 'customers' seem to be considered, but only as a kind of regrettable, unfortunate afterthought. Given the finite nature of land proximal to a beautiful lake and public USFS land like HLL, the desire to exploit every aspect of its profitability appears both natural and inevitable. Almost no one within our system of unregulated capitalism can seem to resist these sort of projects -- and their tendency towards "big scale" - when they reek of profit; we all seem to understand that.

In particular, any project like this that involves real estate transactions seem to be routinely and exhaustively milked for every last ounce of profit, due in no small part to the finite nature of the commodity at hand. The same principle, contributing to insufficient supplies of affordable rentals in urban areas, is not surprisingly at play in these recreation-oriented projects, except more so; the recreation lands market appears to be able to bear much higher prices/costs. And so the unapologetic milking occurs at each and every level of the finite-land oriented businesses: buyer, seller, real estate agent brokers, corporate developers, etc. Our country over the decades has raised this to an exquisite art form. Nowhere does it seem to be more evident than in the popularity of top-of-the-cream land such as Holland Lake Lodge, adjacent to a clean mountain lake. Ultimately, apart from the direct impacts of this proposed upscale (overly exuberant?) "update/repair, maintenance" treatment for HLL that so many others have already commented on, I believe the most enduring negative impacts will largely come from the accompanying ever denser trophy homes, condos, AirBnB's up every nearby draw and canyon, along with the traffic, congestion, competition for all tourist accommodations that will collectively turn it into exactly the over-subscribed jam up that our National Parks have become - perhaps a victim of their own success.

Least anyone conclude these comments are "against tourism and its associated business revenue" as enjoyed by local businesses or anyone else, I would point out that no, I'm all in favor of tourism and its associated economy - as long as its implemented at a scale the land and its local (let alone Native American) inhabitants can abide by without undue displacement. And there's the rub. As our intoxication with land driven profits takes precedence over just about everything else, we shouldn't be surprised when the result in a few short years is a visible diminishment of exactly the qualities touted in the slick glossy brochures of just about any "destination" development. It's a short term "play", almost by design, yet relatively few seem to understand or acknowledge this. I've lived in Montana only close to 50 years, was married at Holland Lake Lodge some 33 years ago, and my family and I have been fortunate to have visited and camped at Holland Lake quite frequently in this time. So yes, I certainly understand the inevitability of "change" as much as anyone else here; what can make it ever so much more palatable is to keep an eye on the scale and rate of change, and occasionally sacrifice the drop-dead easy profits, scale back projects like these (and include more provisions for less-rich folks, and perhaps only double the current occupancy?) to achieve a little more longevity of that real Montana environment. Let's do an update if we absolutely must, but as my cousin Mike Stevenson says, let's keep it simple.