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Organization:

Title:

Comments: As the official destination marketing organization for Iron County, the Visit Cedar City · Brian Head Tourism Bureau fully supports the proposed expansion project at Brian Head Resort. This project represents a strategic investment not only in the resort's infrastructure but also in the long-term sustainability and quality of the visitor experience in our region.

Brian Head Resort is a vital tourism asset and economic driver for our community, attracting more than 300,000 visitors annually. The proposal reflects a thoughtful and responsible approach to environmental stewardship and recreation management. By utilizing existing lift corridors and modernizing infrastructure, the resort is minimizing new environmental disturbance while enhancing capacity within its current footprint.

This project is critical to maintaining Brian Head's competitive position among western ski destinations, and its completion will help sustain local businesses that rely on tourism during both the winter and summer seasons. We appreciate the Forest Service's consideration of this project and encourage its timely approval.

Sincerely,

Maria Twitchell

Executive Director

Visit Cedar City · Brian Head Tourism Bureau