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First name: David

Last name: Whitmore

Organization: Cedar Sports: Outdoor Gear and Rentals

Title: Owner

Comments: To Whom It May Concern,

My name is David Whitmore, and I am the owner of Cedar Sports, a ski and outdoor shop in Cedar City, Utah. I am writing in strong support of the proposed Brian Head Ski Resort Expansion as outlined in the Notice of Intent to prepare an Environmental Impact Statement.

As a local business owner serving families, visitors, and residents who recreate at Brian Head, I see firsthand the value this resort brings to our community. Expanding terrain and enhancing the resort's offerings will not only strengthen Brian Head's position as a regional destination but also directly support the local economy in southern Utah. Increased visitation means more opportunities for small businesses like mine and for the many people in Iron and Washington counties whose livelihoods are tied to tourism and recreation.

In addition to the economic benefits, the proposed expansion has the potential to improve the recreational experience by dispersing guests across more terrain, reducing congestion on existing runs, and offering new opportunities for a wide range of ability levels. This will create a safer, more enjoyable, and more sustainable guest experience.

I encourage the Forest Service to consider how this project supports both the local community and the broader recreation economy while carefully balancing environmental stewardship. The expansion of winter recreation opportunities in our area is vital for keeping Brian Head competitive with other western ski resorts and for ensuring continued growth that benefits our region.

Thank you for the opportunity to comment on this important project.

Sincerely,

David Whitmore

Cedar Sports - Cedar City, UT