

Data Submitted (UTC 11): 9/30/2026 8:29:54 PM

First name: Tricia

Last name: Harris

Organization:

Title:

Comments: Parowan & Brian Head Area Chamber of Commerce

Public Comment - Support for Alternative 2

On behalf of the Parowan & Brian Head Area Chamber of Commerce, I am writing to express our support for Alternative 2 in the Environmental Impact Statement for the proposed Brian Head Resort expansion.

Our Chamber represents businesses and community partners throughout the Parowan and Brian Head area, and we recognize the important role Brian Head Resort plays in the economic vitality of our region. The resort draws visitors to Southern Utah who not only recreate at Brian Head, but also stay in local lodging, dine at area restaurants, purchase fuel and supplies, shop with local businesses, and explore communities and attractions throughout Iron County.

We believe Alternative 2 provides an important opportunity to thoughtfully expand recreational opportunities while supporting the long-term economic health of our communities. Additional lift-served terrain, new and improved infrastructure, expanded snowmaking capabilities, and other proposed improvements would help Brian Head remain competitive as a destination and better accommodate the continued growth of Southern Utah and surrounding areas.

The economic impact of this project extends well beyond the resort itself. Increased visitation supports small businesses, creates and sustains jobs, generates tourism spending, and strengthens opportunities for future investment throughout Brian Head, Parowan, Iron County, and the greater Southern Utah region. For many of our businesses, a strong and vibrant tourism economy directly contributes to their ability to operate, grow, and employ local residents.

We also appreciate that Alternative 2 incorporates forest health work in areas affected by the 2017 Brian Head Fire, including hazard-tree removal and post-fire vegetation treatment. Responsible recreation development, infrastructure planning, and continued stewardship of our surrounding public lands are all important to the long-term success of our area.

This proposal has been years in the making and has involved coordination and review among Brian Head Resort, the U.S. Forest Service, the Utah Division of Wildlife Resources, and members of the community. We appreciate the opportunity for continued public involvement through the Draft Environmental Impact Statement process.

The Parowan & Brian Head Area Chamber of Commerce supports Alternative 2 and believes the proposed expansion represents a meaningful investment in the future of recreation, tourism, economic development, and our local communities.

Thank you for considering our comments.

Tricia Harris

Executive Director

Parowan & Brian Head Area Chamber of Commerce