

Debbie Evans

From: Jeff Olson [jeffjp@comcast.net]
Sent: Tuesday, November 13, 2007 1:50 AM
To: Debbie Evans
Subject: Jeff Olson comments (Bitterroot economic impact analysis)
Attachments: Jeff Olson_Bitterroot Resort Public Comment Form.doc

See comments below and/or attached...

Remarks (Jeff Olson):

My inputs to the Bitterroot Resort economic impact analysis are qualitative distinctions to the quantitative data reported. My insight into mountain resorts extends over twenty years. As two-time Olympian in alpine skiing (born in Missoula, raised in Montana) I have experienced hundreds of mountain resort and ski communities around the world.

Park City, Vail, Whistler, Chamonix, Squaw Valley, Kitzbuhel, St. Moritz, Cortina, Garmisch, Val D'Sere, Big Sky, Sun Valley, Portillo, Jackson Hole, etc., are all year round mountain resort communities. Their ski resorts are the economic anchor from which other economic "net" inputs are generated. Beyond the obvious "net" economic impacts, however, it is very important to distinguish the "net" social impacts of mountain resort communities. As an example, mountain resort communities produce healthy, active lifestyle communities.

Healthy, active lifestyle communities speak to stewardship on many levels. Stewardship of the mind, body, spirit, environment and community, all reside in healthy, active mountain resort cultures.

The main objection to the larger public Bitterroot Resort is the "environment". To offer a point, counter-point to this objection, Sundance Resort in UT, is owned and operated by one of the most outspoken and well known environmental activists in our country. The publicly traded Vail Resorts derives one hundred percent of all its energy requirements from wind power. A secondary objection is growth. Knowing growth will occur, regardless, the economic impact of the larger public Bitterroot Resort creates the necessary financial capital for a community to truly design growth effectively.

Mountain/ski resorts offer some of the most effective economic development risk/return scenarios available to mountain communities today. They also deliver some of the country's greatest health and wellness data. Combined, the positive economic, social and environmental data of mountain resorts confirms its brand promise all over the world. The citizens of Missoula, Lolo and the surrounding wildlife and environment would be well served by this kind of future.

Regards,
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