



BITTERROOT RESORT

NEWS RELEASE

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BITTERROOT RESORT STEERING COMMITTEE CALLS FOR RECREATION PRIORITY IN FOREST PLANNING PROCESS

MISSOULA – A group of Missoula and Ravalli County community leaders and recreationalists have stepped forward to show their support for a forest plan revision process that takes economic and recreational opportunities into strong consideration.

Members of the Bitterroot Resort Steering Committee, a group of volunteers who advise the resort team on community recreation priorities, sent an open letter to Missoula and Ravalli County Commissioners and the Lolo National Forest Supervisor to request priority consideration of the recreational opportunities presented by the proposed resort outside of Missoula.

With an emphasis on public involvement in the entire process of the resort design, the group letter requested,

“...that you work with the resort proponents and other interested groups and individuals to establish a public process for considering the public interest in this project and assuring that the economic, aesthetic, ecological, and recreational goals for this mountain are met. We believe Bitterroot Resort presents a rare and remarkable opportunity for our community. We urge your support for a public process, and request that we go forward with the sensitivity and forethought that this special place and its people deserve.”

Research from the Missoula Convention and Visitors Bureau and the Institute for Tourism and Recreation Research supports the positive economic impact of tourism on the state.

- **Tourism generates more than \$135 million in State and local tax revenue - 8% of Montana’s total tax collection.**
- **In Montana the tourism industry generates nearly 37,000 jobs and more than \$739 million in personal income.**

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The next Forest Service public meeting at which the Bitterroot Resort proposal will be discussed is Thursday, July 21 at 7pm at the Doubletree Riverside in Missoula.

About Bitterroot Resort

Bitterroot Resort is a proposed all-season destination resort in the Bitterroot Valley of Western Montana that would utilize land on the private Maclay Ranch and on the National Forest lands of Carlton Ridge and Lolo Peak, adjacent to the Selway/Bitterroot wilderness. With the greatest vertical descent in North America, Bitterroot Resort proposes a world-class alpine, snowboard and cross-country ski venue complete with a four-season resort village and residential community. The goal of the Bitterroot Resort team is to create a development that blends into the landscape. The resort will also incorporate a village replete with cultural and recreational opportunities for both the local and visiting public. For more information on the proposed resort, visit www.broot.us

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