Dear Placer County Board of Supervisors:

We are local businesses and non-profit organizations writing to encourage responsible decision-making for Squaw Valley and the Tahoe-Truckee region.

Each of us shares a deep commitment to the natural resources, recreational opportunities, local businesses, and visitor experience that define life in North Lake Tahoe.

Those values, however, are at risk.

KSL Capital Partners is proposing development in Squaw Valley of a size, scale, and scope North Lake Tahoe has never seen.

Their application to Placer County asks for entitlements to develop more than 1,500 bedrooms and the equivalent of four city blocks of 100-foot tall buildings − as well as a 90,000 square foot indoor amusement park with fake rivers, waterslides, an arcade, indoor skydiving, and more.

All told, the project is so big, it would take 25 years to complete.

Squaw Valley is not an island; it's an integral part of the greater North Lake Tahoe community, economy, culture, and environment. And any development approved for Squaw Valley would impact the entire region:

- KSL's proposal would have unacceptable impacts on our natural resources, including Squaw Creek, Granite Chief Wilderness, our starry night sky, and even the clarity of Lake Tahoe itself.
- Proposed development seeks to funnel visitors *indoors* − to an indoor water park designed to "compete with the Lake", instead of celebrating and respecting the region's greatest asset: the *great outdoors*.
- Local businesses, many of which already struggle to survive slow winters and ongoing drought, would be eclipsed by 300,000 square feet of new commercial development.

- And the famed Tahoe visitor experience would diminish under the weight of new highrises and the estimated 8,000 new daily car trips they would add to our region's roads each summer Sunday.

Our opposition to KSL's proposal is echoed by hundreds of comment letters submitted to Placer County in response to the project's Draft Environmental Impact Report. Of the 338 comment letters submitted by local jurisdictions, regulatory agencies, private organizations, and individual citizens, nearly all − 97% − expressed either outright opposition to KSL's proposal, pointed out flaws in the environmental analysis, or both.

Those letters represent a widespread understanding of what's at stake here in North Lake Tahoe and, also, a deep commitment to securing a better outcome.

We do not oppose *all* development. But the question before us is: do we want *this* development? Our answer is no.

We urge the Placer County Board of Supervisors to reject KSL's proposed development and, instead, encourage landowners and the community to work together to create a blueprint that makes sense for Squaw, Tahoe, and beyond.

Sincerely,

Tahoe City

Dax Willard

Dan Hauserman

Willard's Sport Shop

Cobblestone Center

Robyn Sills, Ed Coleman

Fred Wickman

Christy Hill

Tahoe Furniture Company

Mike Akay

Tahoe City Chocolates

Stephen Silveira

Alpine Home

Candi Wickman

Cabin Fever

Jaclyn Woznicki

Trunk Show

Sandy Tibbles

Scraps Dog Bakery

Heather Solomon

Pass It On Thrift Shop

Susan Gray

Ruffles and Rednecks

Sara and Steven Hanson

Video Stop

Loren John Calhoun

SiPS

Sarah Thayer

Shredhead Printing

Dan Hauserman

Vicky Biggs

Hauserman Rental Group

Vicky's Cyber Cafe

Kings Beach

Bobby Habeger

Harry King

Tahoe Central Market

Tahoe Eco Sports

Carolyn Nixon

Greg Green

The Robin's Nest

Steamers Inc.

Don Hotaling

Virginia Zavala

Tahoe Bike and Ski

Jackpot Vintage and Second Hand Store

Sarah Hughes

Well Being

Richard Smith

Sierra Shirts and Shades

Jack Doran

Front Porch

Carol Piechocinski

Eddy Bowl

Nancy Burvid

Bervid Bookkeeping Services

Elena Starr

Magic Paint Brush

Steven Crosby

Steven Crosby Creative Tile

Deborah Crosby

Tahoe Cutting Company

Truckee

Herb Manning

Granite Chief

Christa Finn

The Spice Cafe

Paco Linsay

Paco's Truckee Bike & Ski

Paco's Truckee Bike & Ski

Dana Burley

The Original Totally Board Boardshop

Totally Board

Drew Taylor

Dark Horse Coffee

Kait Mally

Dressed Boutique

Lorraine Tarantino

Alpine Shipping & Packaging

Lindy Kramer

The Treehouse

Ariana Love

Mountain Kids

John Chapman

SOUL

The Soul House Project

Jake Zender

SPLIT ROCK MUSIC CO.

Split Rock Music Co.

Alli Schultz

NOMAD BOUTIQUE

Nomad Boutique

Leanne Atwater

Karan Vincent

Thrill Of The Find Thrift Shop
Thrift or Consignment Shop

Thrill of the Find Thrift Shop

Flower Power

Aurelie Martin-Chiari

Mike Preaseau

kitsch.

Kitsch

Cooking Gallery

Kait Mally

LUX HAIR

Lux Hair

Squaw Valley

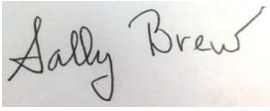
Judy Carini

Carini Construction Inc.

Carini Construction

Non-Profit Organizations

Tom Mooers



Sally Brew

Sierra Watch

Friends of Squaw Valley

Peter Van Zant

Susan Gearhart

Sierra Nevada Alliance

Friends of the West Shore

Cindy Ochoa

Alexis Ollar

Mother Lode Chapter, Sierra Club

Mountain Area Preservation

Ann Nichols

North Tahoe Preservation Alliance