

# MATANUSKA-SUSITNA

CONVENTION & VISITORS BUREAU

January 14, 1997

Borough Planning Commissioners  
c/o Mr. John Duffy  
Mat-Su Borough  
350 East Dahlia Ave.  
Palmer, AK 99645-6488

Re: Homestead Resort Development proposal

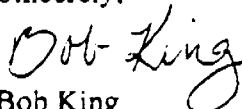
This letter is in support of the proposed Homestead Resort Development located in the Butte area, near Palmer, Alaska. This development is slated to provide the borough with a outstanding resort development that includes a golf course, a lodge and large residential lots.

The Mat-Su Convention & Visitors Bureau supports the development of new tourism attractions and facilities throughout the borough. Our attraction base must be developed in order to increase the number of visitors to the Mat-Su Borough. Other communities in Alaska are working hard to develop their attractions, and infrastructure must be one of our top priorities if we wish to remain competitive.

The Mat-Su Borough has little manufacturing or industry to bring dollars and jobs to our local economy. Tourism is our main "export" in the Mat-Su Borough. Nearly every business benefits from tourism, either directly or indirectly. Visitors will pass us by if we don't form a united front and deliberately set out to create an unbeatable, compelling world-class visitor destination in the Mat-Su Borough. This can only be achieved by developing a wide range of activities and attractions throughout the Valley that gives visitors the impression that there is so much to do in this area, it will take more than one trip to experience everything.

Victor Trygstad is asking the local government and Mat-Su residents to support his vision of a resort development. We urge the Borough Planning Commissioners to consider the needs of the Mat-Su visitor industry and the local economy when deciding to support his project. If you choose not to support Mr. Trygstad's vision, what would you replace it with? Where will jobs and a healthy economy come from in the future? The Mat-Su Convention & Visitors Bureau calls for all sectors of our community – government, private and non-profit organizations – to pull together for tourism. It's an industry we can all live with.

Sincerely,



Bob King  
President