

A message from Holland Lake Lodge, Inc.

We recently received a request from the U.S. Forest Service to provide more detail on our Master Development Plan. We very much look forward to doing that and continuing to work with the USFS, as well as the public, during the process.

Our intention from the beginning of this process was to upgrade the infrastructure of Holland Lake Lodge in a sustainable way that would preserve the integrity of the lodge and environment without sacrificing affordability for residents and others seeking to marvel at the grandeur of our natural spaces.

Our company was founded on the premise of providing broad access to the outdoors in a safe, sustainable manner that would create generations of nature lovers who, in turn, would join us in becoming advocates of ecological stewardship.

We plan to resubmit our plan for future investment and infrastructure improvements at Holland Lake Lodge that is very much in line with our previously submitted Master Development Plan. It will prioritize renewable energy and precautions to prevent negative water, air, or soil impacts. In our resubmittal, we will support the Forest Service's recommendation to conduct an Environmental Assessment.

While we believe there will not be adverse impact to the environment, the mechanism for how to evaluate the impacts against NEPA guidelines has always been less important to us than the conclusion. We are confident that any analysis, driven by data, science, and the experts at the Flathead Forest, will support our Master Development Plan going forward. We will share more information on the NEPA process when it's available.

Our plan will also incorporate several modifications that came from the previous public comment period - constructive ideas from those who want the best for the Lodge and the land. We will share more of those details in the coming weeks.

Our plan will not, however, compromise on scale as a smaller lodge with fewer, more expensive lodging options would not align with our mission of making the outdoors more accessible to a broader spectrum of customer.

We remain steadfast and optimistic to fulfill the vision for Holland Lake Lodge that many Montana residents, and other Americans support. Like so many others, we marveled at the beauty and realized immediately the uniqueness of Holland Lake, the Lodge, and the surrounding community. We see an opportunity to make needed improvements to the Lodge to ensure it's a place where the public is able to experience the area and be touched in the same way we are. The environment and ecosystems where we work and operate is our top priority and we have no desire to conduct business in a way that undermines that.

As always, we are grateful to the community and all those who have made comments and welcome their feedback regarding our plans at www.hollandlakefuture.com.

November 23, 2022