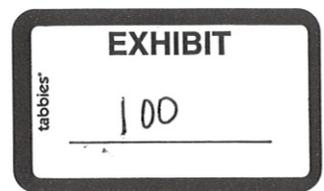


Feb 21, 2012



As you drive down valley to Costco or the Eagle County airport, the last beautiful thing you see before getting to Eagle is about 150-200 acres of pristine land, alive with horses and cattle, sometimes a coyote or fox. And in summer, it is green and beautiful, being irrigated and hayed. It has been designated a "blighted area" by the Eagle Town fathers. Soon, if the Town Board has its way, it could be four big boxes and a huge parking lot.

The file on Eagle River Station is overwhelming. But there are some important issues that the developer and the Trustees refuse to acknowledge or question. In a report on demographics done for the developer by Jeff Green Partners, it states that "the Primary Trade (customer) area for Eagle River station extends:

North to Steamboat, 27 miles (**actually 82.4 mi**)

East to the Continental Divide, 32 miles (**actually 68 mi**)

South to Eagle/ Pitkin County Line and Basalt, 20 miles (**actually 54 mi**)

West to Rifle, 50 miles (**58 mi.**)

The secondary trade area extends further:

East to Silverthorne, 50 miles (**actually 60 mi**)

South to Aspen, 45 miles (**actually 72.8**)

And West to just east of GrandJunction, 107 miles (**actually 118 to G. J.**)

Red's team says it was a typo. **SIX** times?

The reason these incorrect and deceptive numbers are important is that the projected sales tax revenue for ERS is based on the population coming from a wide circle of neighboring counties to generate sales tax for the developer and Town. If in fact people come from Steamboat, it probably won't be very often. Between rising gas prices and the economy, people are not shopping far from their homes. The sales tax revenue figures are clearly unrealistic. These reports are available in the file at the TOE offices for your information. Look at the facts, and check out the yestoeagle.com web site which looks at the view of ERS from people who are not trying to profit from the project.

And if RED Development is using these mileage numbers to attract businesses to come to ERS, there will be a lot of disappointed merchants.

What an ideal property for the county Open Space program! Locals and tourists alike would benefit from that acquisition as much as others being considered. The TOE already has several pleasant shopping areas that could attract stores and generate sales tax without paving 90 acres of a very important visual gem. Business owners are waiting to see what will happen with the property before committing to Eagle.

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