

SC Publishing Inc

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Dear Santa Clarita Planning Board Commissioners, Neighbors & Friends:

Today, I'm writing you in support of the Sand Canyon Resort with high hopes that this project will be fully greenlighted at the first opportunity.

I don't often pen letters like this because I don't often feel this passionately for a project to move forward - but I am very confident that Sand Canyon Resort would quickly become a jewel in our community's crown.

Every single day, I talk to residents and business owners who are struggling to keep their homes and businesses afloat. Moving forward on this project would mean moving forward on keeping our neighbors working in well-paying jobs. It would mean bringing more tourist dollars to our restaurants, who desperately need help getting back on their feet today and for years to come. It would mean more walk-in clients for our retail establishments that give Santa Clarita the charm lacking in other towns our size. It means more tax dollars for programs our community deserves.

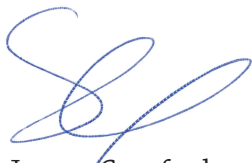
As a resident of Sand Canyon, I can say with special clarity that this side of town is sorely lacking the prestige and resources Sand Canyon Resort would bring. High-end cuisine, a massive public park and quality lodging for our guests are just some of the immediate benefits to residents like me.

For many years, I chaired sold-out nonprofit events. Every year, without fail, we bemoaned the lack of availability, variety and elevated resources when it came to venue selection. While we do have several lovely facilities in Santa Clarita, the lack of more than a few options means that many organizations have had to look to nearby towns for facility space. With a town as committed as ours to supporting nonprofits, we are exporting dozens of major events a year. We don't just lose time on the freeway by doing this - we lose the opportunity to support Santa Clarita florists, bakeries, chefs, event specialists and more. With the costs of these events going up every year, we are missing out on a major economic boon to our small businesses.

As the publisher of Inside SCV Magazine, it's literally my job to advocate on behalf of Santa Clarita's small- and medium-sized businesses. Even before the pandemic, many were struggling. Now, it's ugly out there. I realize fully that once this project is given "the go," it could be years before the results so many of us pray for are realized - but the longer we wait, the longer local vendors, contractors, event coordinators, culinary companies and more wait for another meaningful opportunity to keep their business alive.

I will always side with small businesses - and for what's best for my beloved hometown of Santa Clarita. That's why I so strongly encourage you to provide Sand Canyon Resort with the necessary permissions to begin bringing this dream so many of us share into reality.

Sincerely,



Jeanna Crawford
Publisher/President
SC Publishing Inc.
Inside SCV Magazine