



April 8, 2025

Dear Marshall County Commissioners,

On behalf of the Lake Texoma Association, we are submitting this letter in support of the proposed TIF project plan for the Pointe Vista and Hard Rock development.

As an organization dedicated to protecting, preserving and promoting the Lake Texoma region, we believe the Pointe Vista project aligns with our mission and presents a rare opportunity to enhance both the lake's vitality and the surrounding communities. This development has the potential to bring substantial long-term benefits to Marshall County through thoughtful, well-planned investment that honors the unique character and beauty of Lake Texoma.

The project promises to support our local businesses while investing in the infrastructure necessary to sustain that growth, all of which would be done without raising taxes. Through the construction of the Hard Rock Hotel, new visitors and tourists would bring a significant increase in spending to our local businesses surrounding the lake. The increment financing would not only support the growing infrastructure but would add noticeable funding to our schools and other services that benefit Marshall County.

With proper oversight and community input, this project can elevate the region's reputation as a premier destination while protecting the lake and enriching the quality of life for those who live and work here.

We were pleased to see the unanimous support of this project by the TIF Review Committee and ask you to support their recommendation.

Respectfully,

*Brandi Burkhalter*

Executive Director

Lake Texoma Association