

From: [Jan Atwell Holan](#)
To: [Comments](#)
Cc: [Robb Etnyre](#); [Jeff Menasco](#)
Subject: AOB Lift Lease Public Comment for July 22 Meeting - bcc Board
Date: Monday, July 20, 2026 5:56:44 PM

Dear Truckee Tahoe Airport Board and Staff Members,

The Lift has served this community for thirteen years through a pandemic and a recession. With our expansion into the Airport Office Building, the Lift has grown into a community asset serving more than 300 members and hundreds of businesses, nonprofits, entrepreneurs and community-serving programs and organizations.

We appreciate staff's efforts to provide a clear picture of projected lease costs and to phase in those increases over time. Lease and CAM costs are projected to increase by 38% (\$111K) over the next 2.5 years and 48% (\$140K) over the next 4.5 years.

Although The Lift has been consistently cash-flow positive over the past year, and despite recent membership growth and member price increases, **the proposed cost structure is not financially sustainable.**

We understand why TTAD has chosen not to offer a discount for public benefit because it could be perceived as an inappropriate gift of public funds to a for-profit entity. At the same time, a private property owner responding to market realities would likely have negotiated a more favorable lease for a large building with a limited tenant market.

We have always operated the Lift as stewards of a community asset. If profit was our motive, we would close in August and sell, donate, or dispose of the approximately \$750,000 of physical assets in the building.

We believe there is a better outcome for our community.

For more than a year, we have been working to transfer operations to the Lift Truckee Foundation, a community-owned 501(c)(3) nonprofit. The uncertainty surrounding the lease renewal and the RFP process postponed that transition.

We are prepared to donate more than a decade of investment to the Foundation so the Lift can belong to the community.

With this donation, the Foundation will have a strong balance sheet and no debt. If TTAD approved a modest community-benefit discount below the proposed lease structure, the Lift would also have a solid earned-income financial model. I would remain actively involved and help the organization evolve into a self-sustaining nonprofit.

We respectfully request the Board approve a 2-month lease extension and schedule

time in an August public meeting for the Lift Truckee Foundation to present a plan to operate the Lift as a nonprofit to continue serving the community for at least the next decade.

If, by the end of September, we are unable to identify a mutually beneficial path forward as a Community Partner, our members will receive three months' notice before the Lift closes.

Thank you for your consideration and your service to our community.

With gratitude,

Jan Atwell Holan (he/him)
Community Builder



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