

Letter: Loop road would help businesses

To the community,

I arrived at Lake Tahoe in 1965 and purchased the then-existing Cecil's Market at the corner of Park Avenue and Lake Tahoe Boulevard.

Since 1965, there have been many lofty attempts at revitalizing portions of the city, especially along the Highway 50 corridor. Thanks to the persistence of forward thinkers in our community, the keystone project of these efforts resulted in the completion of the Heavenly Village-Marriott complex. This went a long way toward promoting the back bone of our economy: tourism.

These projects are only the beginning in enhancing our area, and addressing the traffic problems with the Loop Road is a must. The stalled convention center project will be finished one day, with others to come.

Please keep in mind that a sound and inviting infrastructure always attracts new businesses and positive tourist experiences. Lake Tahoe deserves no less.

Sincerely yours,

John P. Jovicich, Cecil's Fountain Plaza