

McCLOUD WATERSHED COUNCIL

Supporting a sustainable community and protecting natural resources
by providing advocacy and stewardship for the greater McCloud River watershed.



An Open Letter from the McCloud Watershed Council:

As part of our mission, the McCloud Watershed Council is working to bring resource stewardship principles into McCloud's economic development strategies. We have commissioned ECONorthwest, an independent firm with 30 years experience specializing in economic and financial analysis of public policy, to conduct an analysis of the potential economic impacts of the proposed Nestle water-bottling project in McCloud, California.

Among the findings are the following:

- McCloud is not getting fair market value for their resource. (1 cent on today's dollar with no opportunity to adjust for 50 years).
- The majority of jobs will be low wage, entry-level positions that are unlikely to attract new families to McCloud.
- The costs, both direct and indirect, are likely to outweigh the benefits.
- The size, nature and exclusivity of the project preclude other opportunities for economic growth.

Many of us are small business owners in McCloud. We believe that a healthy, stable economy is comprised of a diversity of industrial and commercial enterprises with a large locally owned component. History shows that single industry resource extractive economies are subject to inevitable cycles of boom and bust. McCloud has been down this path before. We are committed to optimal economic growth in the town of McCloud and the surrounding area. The Nestle proposal is a bad deal for our community. We deserve better.

Sincerely,

The McCloud Watershed Council, Board of Directors