

## Unlocking the Economic Potential of the Auburn State Recreation Area

The Auburn community has been unable to fully develop the economic potential of the Auburn State Recreation Area for 47 years (since 1965) while anticipating the building of a dam which can no longer be economically justified. Designation of a 16 mile segment of the North Fork American River that flows through the Auburn State Recreation Area as a California Wild and Scenic River is a key step toward realizing the full economic and recreational potential of our local canyons.

Wild and Scenic River designation is reserved for those select rivers possessing truly remarkable scenic and recreational features. The stunningly beautiful North Fork American River is richly deserving of Wild and Scenic designation, and such recognition will bring welcome publicity to the entire Auburn State Recreation Area. It will also help trigger additional investment in Auburn's recreational economy by signaling that the long-term future of the Auburn State Recreation Area lies in its continued existence as a river-based recreation destination.

The State designation of Wild and Scenic does only one thing – it protects the river in its free-flowing state. It does not affect land use, property rights, fire protection capabilities, water rights, or access to recreation on or along the river.

It is time to officially recognize that what may have seemed like a good idea in 1965 is no longer economically feasible or desirable in 2012. Together let us unlock the economic potential of the Auburn State Recreation Area and in so doing strengthen our local economy.

