

## **ECONorthwest Report Synopsis**

- 1. The Nestle proposal claims to offer good jobs and numerous benefits but these come at a high price for our community.**
  - Low paying bottling plant productions jobs go advertised and unfilled every week in Siskiyou County. (pages 35-40)
  - Nestles' business practices show that the higher paying positions will likely be filled from out of the area (pages 35-40)
  - Large industrial facilities tend to push out existing businesses in the area and thus the likely net job increase is about 70 jobs. (pages 42-43)
  - Nestle's \$1 million dollars in local taxes will be offset by the resultant loss of taxes when local travel and tourist based businesses suffer. (pages 51-52)
  - There are hidden costs to the community; in increased traffic accidents, congestion, air pollution, health effects from diesel trucks, increased road maintenance and possibly the need for additional law enforcement. Nestle does not propose to pay for any of this. (pages 54-57)
- 2. The natural amenities in our town, clean air and water, scenic vistas, and a friendlier pace attract visitors and wealth to our community.**
  - Recent growth in McCloud indicates that the natural amenities of the area are important economic assets, as they attract people, both retirees and tourists. (page 18)
- 3. The value of water is increasing, yet the contract locks McCloud into a 100-year deal with Nestle paying well below current market value.**
  - Nestle is paying \$2,183 per acre foot at their Pure Mountain Spring plant yet proposes to pay just \$26 per acre foot here in McCloud.(page 28-33)
  - With population growth, climate change, and so many competing uses—municipal, industrial, agricultural and environmental, McCloud's most economically viable asset, spring water, will only increase in value (pages 10-13 and 17-22)
- 4. The future of the water bottling industry is uncertain**
  - Current market trends show many bottlers moving towards purified tap water. Consumers have concerns about chemicals in the plastic bottles, the high oil cost of bottled water and the environmental cost of un-recycled packaging. (pages 23-27)

**Nestle's claim that they will generate 100 years of prosperity for McCloud is unsupported by the facts!**