



## **CLEAN LAKE, DIRTY LAKE ? BUSINESS ALLIANCE FOR A CLEAN LAKE**

Lake Champlain has a powerful effect on the businesses around the northern Lake. A clean Lake attracts people from surrounding towns, from other states and from other countries. A dirty Lake will keep people away from the area and from local businesses. Even the reputation of being a dirty Lake will keep people away. This has been a good year for the northern Lake, with very few algae blooms, but last year was a bad year. So how does that affect the Lake's reputation? Not well.

Most every business of any size that is anywhere near the Lake is impacted by the Lake to some extent--lumber yards, building contractors, landscapers, house cleaners, restaurants, drug stores, quick-stops, bait shops, boutiques, bars, etc. Every extra customer that is in the area helps businesses to prosper. Businesses can't afford a dirty Lake.

Our organization, Friends of Northern Lake Champlain, wants to have a clean Lake as well, and we are working with three regional Chambers of Commerce, business groups, environmental groups and others to create the Business Alliance for a Clean Lake. Together we will be able to exert more clean-Lake pressure upon the Administration, the Legislature and the media.

Northern Lake Champlain is a vital economic, social and natural resource, but over time it has been allowed to become too polluted, and it is up to all of us to make it clean again. Businesses have an important role to play, as do the citizen-led environmental groups. Business Alliance for a Clean Lake is working to bring greater focus to the effort to clean up Lake Champlain, with the intent of having businesses become more involved in the work to clean up this economic engine.

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