

**Accommodating Wildlife and Wild Lands
In the Master Plans for
Point of the Mountain Area**

Why Name and Charter Wild Lands or a Park?

Great Cities have great parks. The Point of the Mountain and the Traverse Mountains ecosystem has all of the natural makings of a great central park for urban Utah. This area personifies Utah in one condensed space: world-class paragliding and hi-tech companies, horseback riding and rock climbing, golfing and retail, wild lands and elk hunting. All these attractions in the center of Utah's two most populated counties - the balance of cultural and natural attractions is a gem.

However, the value of the land here in the center of urban Utah can not be fully realized without a name and a charter with a balanced branding and management plan. The name must make known the area's internal value and the charter must ensure the balanced development and use of the land.

Economic Impact:

Naming and chartering these Draper wild lands as a park significantly impacts the area economy. According to an economic study by the Trust for Public Land, funded by the US Forest Service, properties near quality parks gain a 5-15% increase in property value. Put differently, by naming, chartering and managing the area as a park, the City of Draper can achieve a substantial residential and business tax base increase.

Sustaining the Serengeti-like migration of the elk into current wild lands maximizes the park's positive economic impact without any required infrastructure development. The elk also provide a strong branding element and give theming based on the area's historic, natural value. In different terms, naming, chartering, and managing the wild lands and ecosystem in balance with development and recreation is the best way of maximizing the overall value of the Point of the Mountain and Traverse Mountain area.

About:

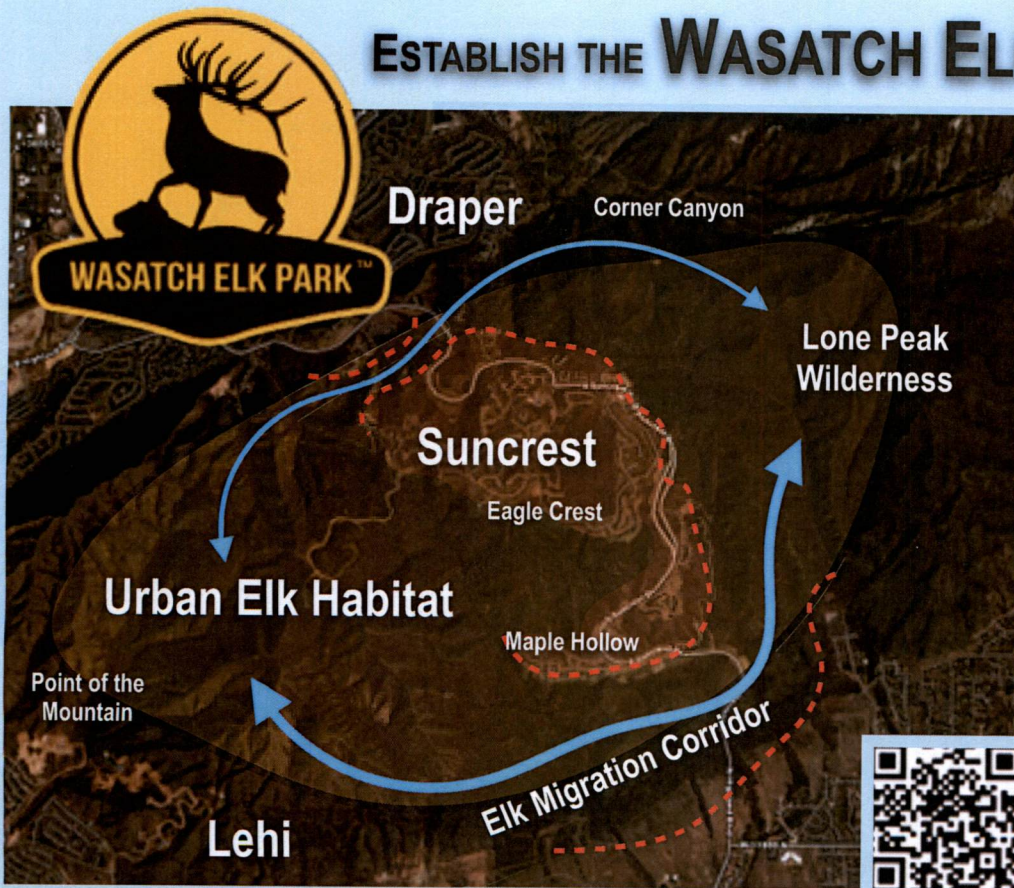
See Website and Videos: www.WasatchElkPark.org

- Note – View video on home page for condensed overview

See KSL Outdoor Show: <http://www.ksl.com/?sid=32876454&nid=1112&title=ksl-outdoors-winter-fishing>

- Note – View segment beginning just after 15:30

ESTABLISH THE WASATCH ELK PARK



WHY ESTABLISH

- ❑ 5% to 15% property value increase according to studies
- ❑ Balance development, recreation, & nature
- ❑ Distinguish the area by its Serengeti-like migration of Elk, Utah's State Animal.

HOW TO SUPPORT

❑ *Sign* the petition at WASATCHELKPARK.ORG

❑ *Like Us* on FaceBook



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