

time executive director and a small staff operate the day-to-day activities of the association under the guidance of a 10-member executive committee of the board of directors.

To date, more than 500,000 brochures promoting the scenic, historic, and recreational attractions of the Alabama Mountain Lakes, as part of the U.S. Congress and the President's "discover America" program, have been distributed, with demand for still more.

Five attractively painted "Welcome!" billboards have been erected on the main highways leading into the region, with others planned.

The area has been featured in countless news articles and feature stories in newspapers and magazines throughout the country. Alabama mountain lakes, a region of rustic luxury, has been promoted free by exhibit, radio, commercial, and educational TV.

The Alabama Mountain Lakes Association is the agency through which the plans of participating communities are translated into action. So much for the commercials.

Sirs, we have reached the most critical point of our efforts to promote and advertise our communities * * * we must now deliver the products we have been selling.

Our community leaders have proved themselves as effective promoters. This is evidenced by the fact that in industrial plan facilities investment, the region has equaled more than the combined total of all the other States served by the Tennessee Valley Authority. Our recreational facilities investment, however, equaled less than any of our sister States served by the Tennessee Valley Authority, a situation which our community leaders are now working on to rectify.

In fact, sirs, we hereby let you and your colleagues know that you may expect an increase in requests for funds to develop the facilities which we so desperately need. This action, we believe, will spur the growth of commercially oriented recreation facilities investment.

Extremely valuable and desirable recreational sites are presently available near the growing areas of our State of Alabama. However, in our region, because of the advent of new industries, this condition is not expected to continue for more than a few years.

Immediate acquisition will not only result in substantial savings, but will permit the reservation of areas with outstanding recreational potential for development * * * areas not expected to be available in the future.

The Bucks Pocket Authority and the Alabama Mountain Lakes Association strongly endorses bill S. 1401, entitled, "To Amend Title I of the Land and Water Conservation Fund Act of 1965, and for other purposes." The board of commissioners of our respective council of government supports both the objectives of the bill and the methods it provides for obtaining the necessary funds for accomplishing the objectives.

We, therefore, recommend that additional revenue from Outer Continental Shelf oil receipts, as recommended by the Outdoor Recreation Resource Review Commission, be added to current revenue sources in order to make total input of \$200 million into the land and water conservation fund annually for the next 5 years. This legislation, to amend S. 1401 by providing a stabilized minimum annual sum for development, will be an essential step toward solving the problems of escalating land values in Alabama and the Alabama mountain lakes