

**Editorial Page**



**THE SUN GAZETTE CO.**

Founded: Sun, 1870 - Gazette, 1801

Bernard A. Oravec . . . Publisher

David F. Troisi . . . Editor

L. Lee Janssen . . . News Editor

A-4 Williamsport Sun-Gazette, Wednesday, October 3, 2012

## Jersey Shore's River Town designation may pay dividends

**A**t ceremonies designating Jersey Shore as a River Town recently, Bill Kelly, deputy director of the Lycoming County Planning Commission, called the area "a world-class recreational destination."

That's a pretty accurate moniker.

Jersey Shore sits at the trailhead for the Rail Trail pathway. From the borough, people can walk or bike a 65-mile trail northward to the New York state line.

The location and the development of the Rail Trail has earned the borough designation as one of only two River Towns among the state's 70 towns that sit on a river.

Mayor Dennis Buttorff calls Jersey Shore a "major gateway."

That hopefully carries with it some economic fruit. While people are getting their much-needed recreational fix, the hope is they will be eating and purchasing items in Jersey Shore.

In a time when economic growth is tough to come by, the municipalities and areas that are successful usually have a hook that distinguish a place from others.

The hook for the Jersey Shore area is a uniquely special recreation portfolio of hiking, biking, hunting and fishing that is at the fingertips of anyone who wants to experience it.

A designation is just a label.

But in this case, the label is legitimate and valuable.