



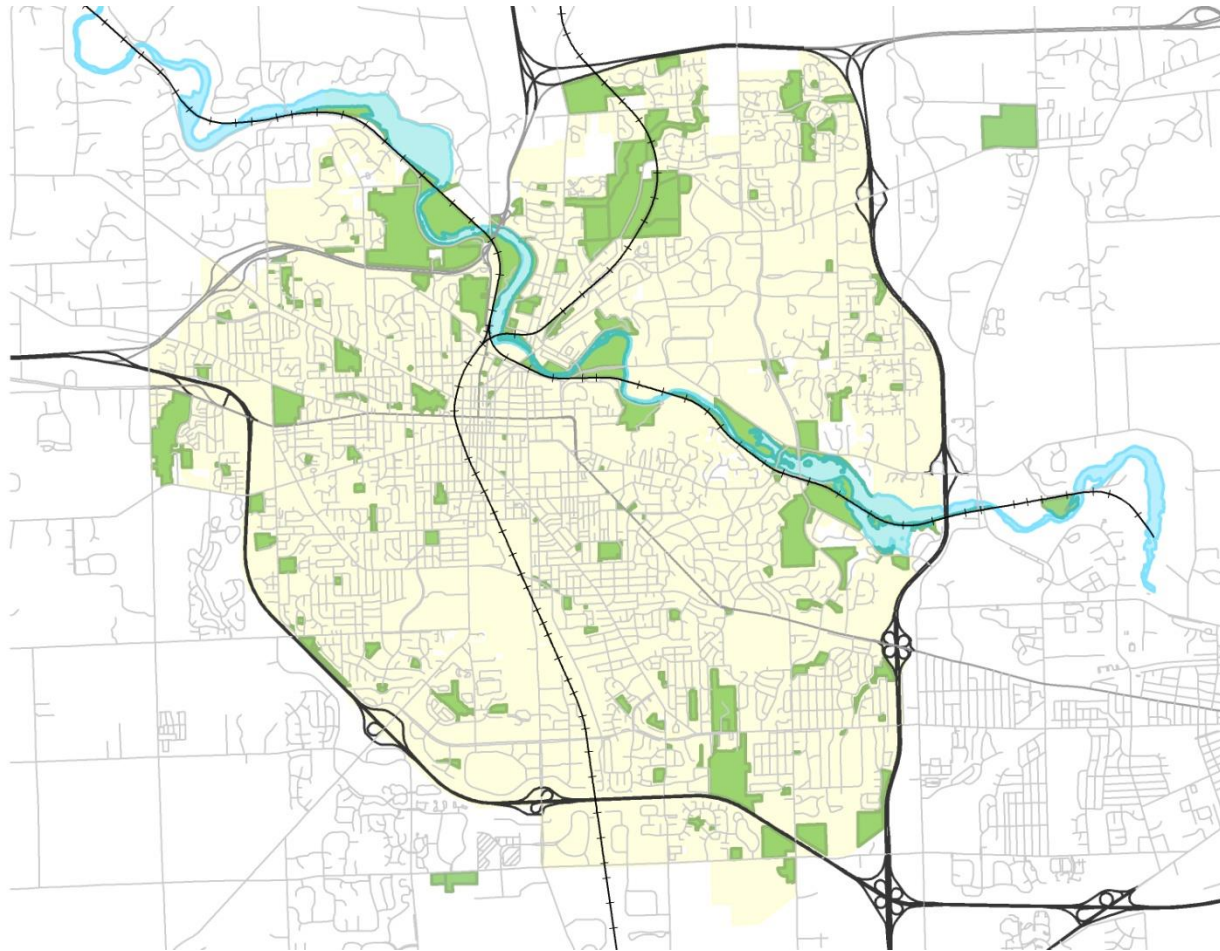
Parks & Recreation
CITY OF ANN ARBOR

CITY OF ANN ARBOR CANOE LIVERIES

Gallup Park Canoe Livery & Argo Park Canoe Livery



City of Ann Arbor



Paddlesports in Ann Arbor

- 1898 U of M Boat House constructed
- 1963 City purchased Edison land and dams
- 1970 City purchased privately owned canoe livery
- 1983 Gallup Canoe Livery constructed
- 2012 Argo Cascades opened



City of Ann Arbor Canoe Liveries

Largest canoe
livery
operation in
the State

Over 2000
customers on
a busy
weekend day

100,000
people
rented boats
FY2016



Gallup Park Canoe Livery



- River Trips
 - ▣ 5.7 mile Barton-to-Gallup River Trip
- Stillwater Paddles
 - ▣ 2 mile Gallup Pond
- River Camps & Programs
- Coffee shop and concessions
- Popular park

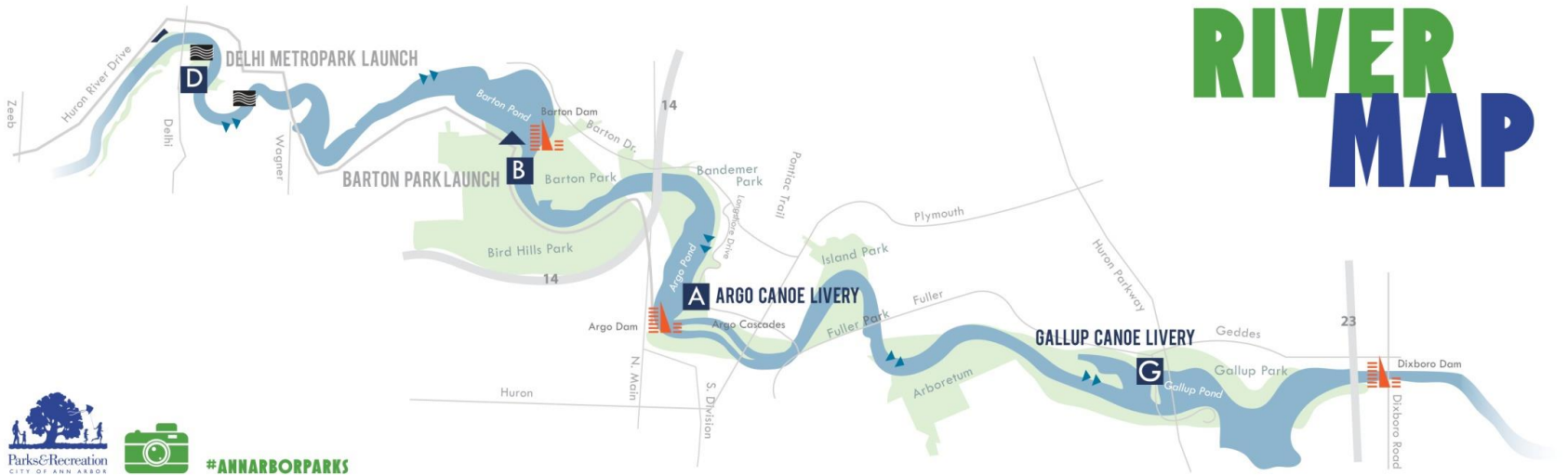


Argo Park Canoe Livery



- River Trips
 - ▣ 3.7 mile Argo-to-Gallup
 - ▣ 7.1 mile Delhi-to-Argo
- Stillwater Paddles
 - ▣ 2 mile Argo Pond
- Tube Rentals
 - ▣ Argo Cascades
- River Camps & Programs
- Concessions

River Trips in Ann Arbor



River trips

- River trips 52% of all boat rentals
 - ▣ Argo to Gallup
1.5 hr 84% of the river trips
 - ▣ Barton to Gallup
2.5 hr 16% of the river trips



Stillwater paddles

- Stillwater paddles 44% of all boat rentals
 - ▣ Novice paddlers
 - ▣ Less costly
 - ▣ Easy for us, easy for customer
 - ▣ Boats



Tubing the river

- Tubes 4% of our rentals
- Popularity of tubes



Livery operations

- ❑ Season April to October
- ❑ 9 a.m. to 8 p.m. daily
- ❑ 8 vans and trailers
- ❑ Parking
- ❑ Boats & equipment



580 Boats + 50 Tubes



Livery staff

- 90 seasonal employees
- Staff training
 - ▣ Customer service
 - ▣ Risk management
 - ▣ Knowledgeable



River Festivals & Programs



- 4,500 people/year
- 9% revenue
- Events/Festivals
 - ▣ Huron River Day
 - ▣ Moonlight Paddles
 - ▣ Trick or Treat Paddle





- Kayak & SUP courses
- SUP yoga
- Preschool River Kids
- River Women
- Fishing with kids



River Day Camps

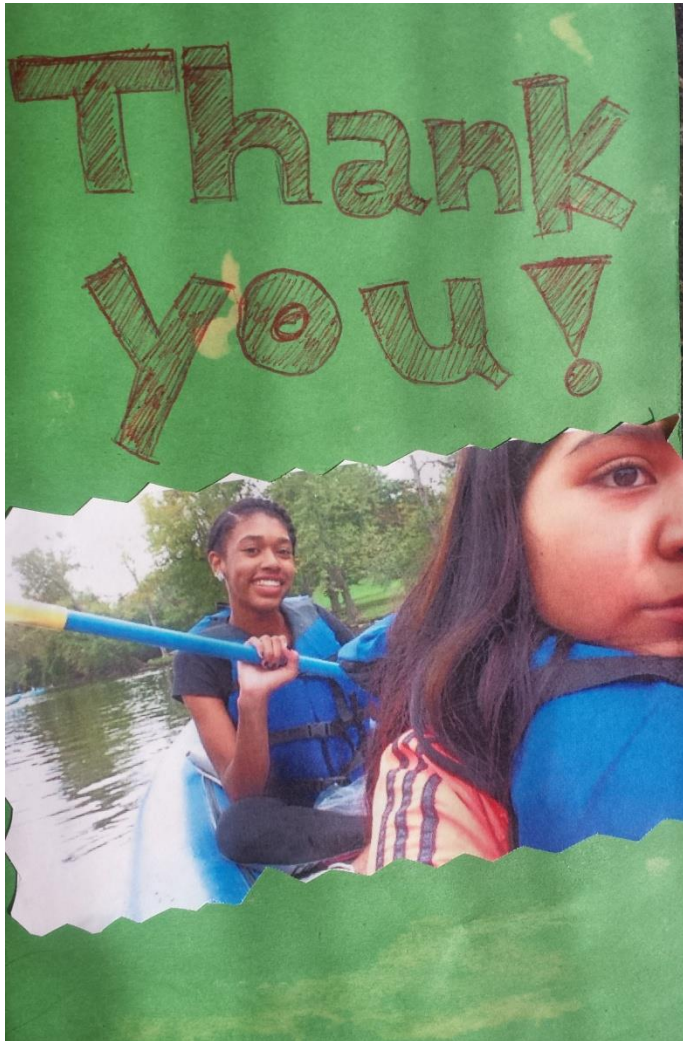
180 Argo campers 6th-8th grades



330 Gallup campers 1st-5th grades



Groups



Challenges

- ❑ Staff
- ❑ Boat maintenance
- ❑ Budget
- ❑ Infrastructure improvements
- ❑ Family friendly
- ❑ People



Crowds

- Weekend crowds
 - ▣ Parking
 - ▣ Queues
 - ▣ River
 - ▣ Police
- More people, more problems
- Facilities needed



Risk management

- ❑ Risks of boating
- ❑ Rental contracts
- ❑ Risk waivers
- ❑ Alcohol and drugs
- ❑ River hazards
- ❑ River briefings
- ❑ Vans/trailers
- ❑ Staff training



River management

- River cleanups
- Woody debris
- Harvesting aquatic plants



Capital improvements

- City of Ann Arbor Parks & Recreation Millage
- Argo & Gallup facility renovations
- Argo Dam & Cascades



Argo millrace & dam 2010

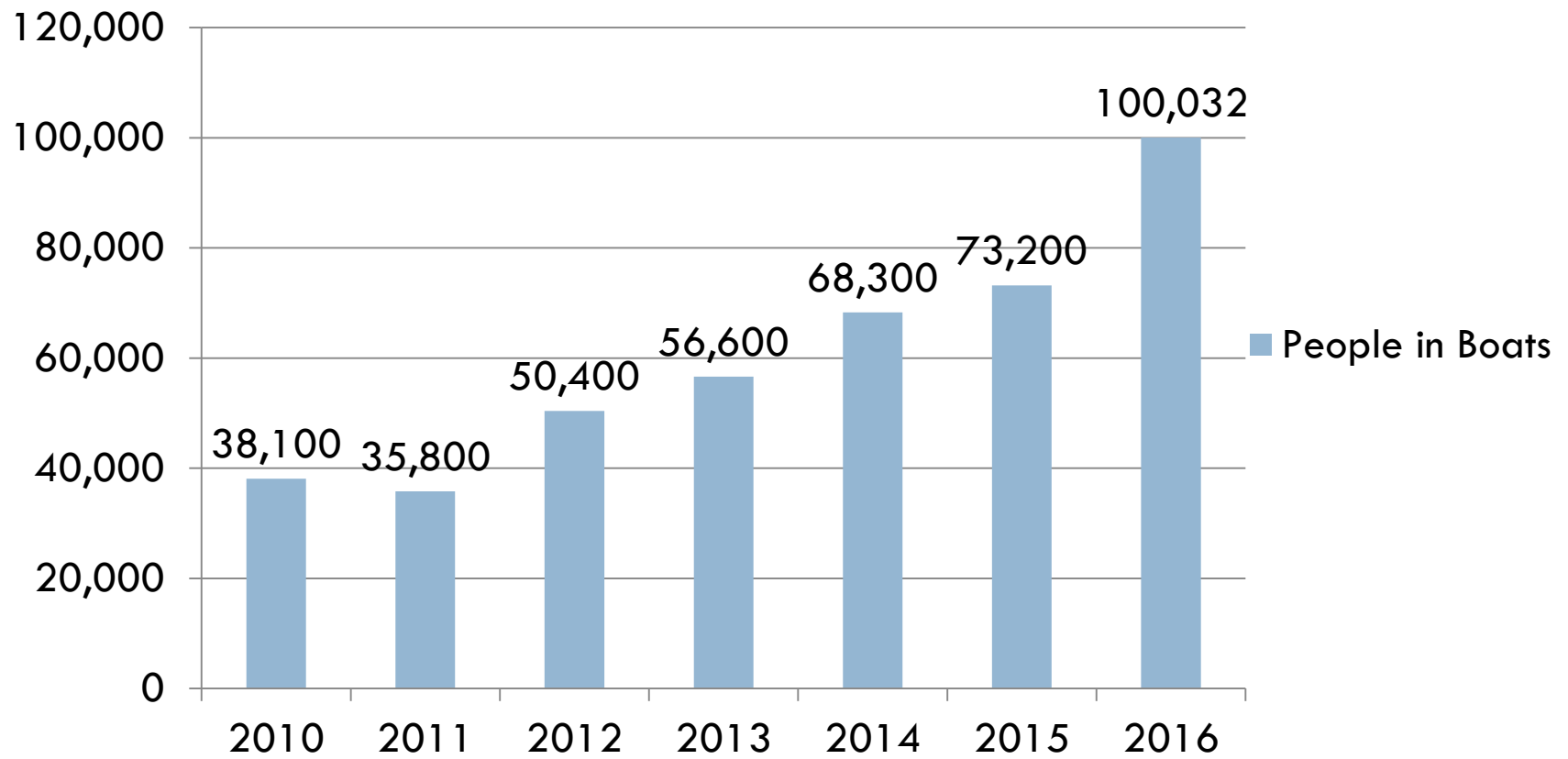




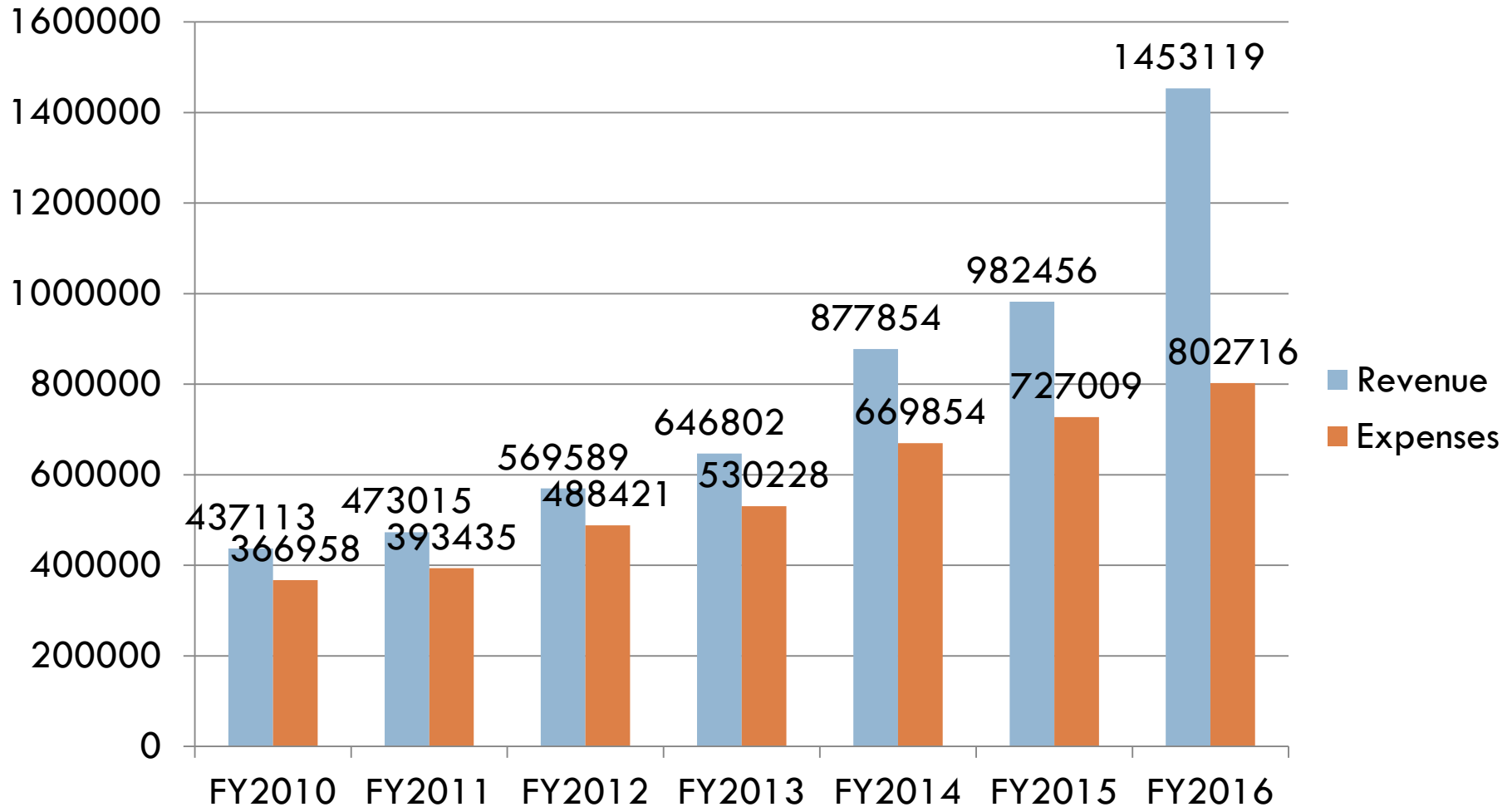
Expanded and improved recreation



Number of people renting boats



General fund revenue & expenses



Why paddlesport's popular in Ann Arbor?

- Clean beautiful river
- City of A2 Parks & Recreation Services
- Urban
- Easy and accessible
- River experience for all
- Programs
- Argo Cascades
- Growing popularity of paddlesports



Paddlesports Outdoor Foundation 2016

- Paddle sports continued to be a bright spot in outdoor participation.
- Over the past 3 years, stand up paddling was the top outdoor activity for growth, increasing participation an average of 26 percent from 2012 to 2015.
- Kayak fishing, white water kayaking and sea/tour kayaking also saw some of the biggest participation increases over the three-year period.



River recreation in your community

- River attractions and amenities
 - ▣ Huron River Water Trail
- Economic impact
- Marketing
- Paddlesport trends



Paddlesports & Parks

- ❑ Provides active outdoor experiences
- ❑ Nature makes people happier
- ❑ Promotes and supports parks
- ❑ Michigan's water resources

