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

Thank you!
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
Expanded and improved recreation
Number of people renting boats
General fund revenue & expenses

FY2010: Revenue = 437,113
FY2010: Expenses = 366,958
FY2011: Revenue = 473,015
FY2011: Expenses = 393,435
FY2012: Revenue = 569,589
FY2012: Expenses = 488,421
FY2013: Revenue = 646,802
FY2013: Expenses = 530,228
FY2014: Revenue = 877,854
FY2014: Expenses = 669,854
FY2015: Revenue = 982,456
FY2015: Expenses = 727,009
FY2016: Revenue = 1,453,119
FY2016: Expenses = 802,716
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 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