

Economic and Community Impact of Water Trails



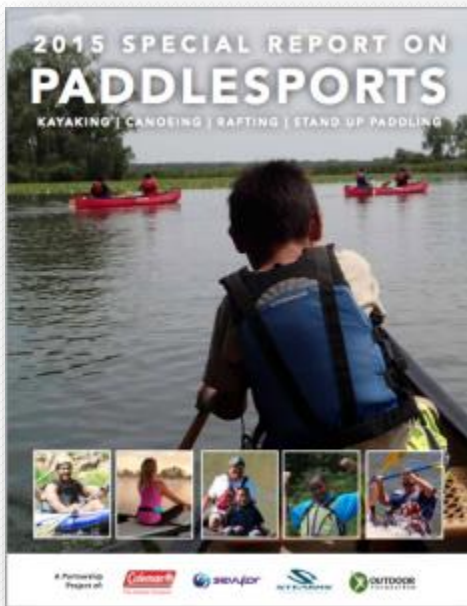
A project of



TRAILS . . .

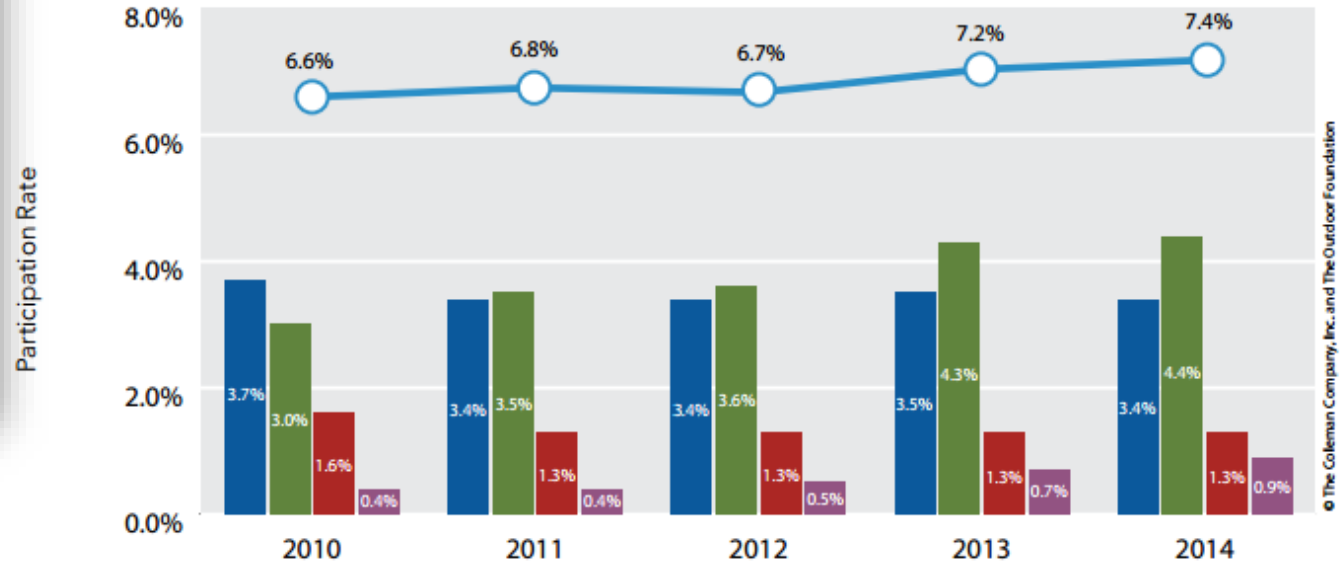
- Build strong, economically vital communities
 - #1 amenity for potential homeowners
- Provide communities with a valuable amenity
 - increase housing values
- Revitalize neighborhoods
 - spur development in adjacent sites
- Build local businesses
 - trail users spend money

A boon for communities



Participation in Paddlesports

All Participants, Ages 6+



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2014 Participants

■ Paddling (Any Type)	21.7 Million	■ Rafting	3.8 Million
■ Canoeing	10.0 Million	■ Stand Up Paddling	2.8 Million
■ Kayaking (Any Type)	13.0 Million		

River recreation pays

- 
- **Stimulate local economies**
 - Improve recreational access and opportunities
 - Encourage physical activity
 - Improve community pride and encourage partnerships
 - Make river and communities healthier
 - Highlight cultural and historical significance

Huron River Water Trail Goals

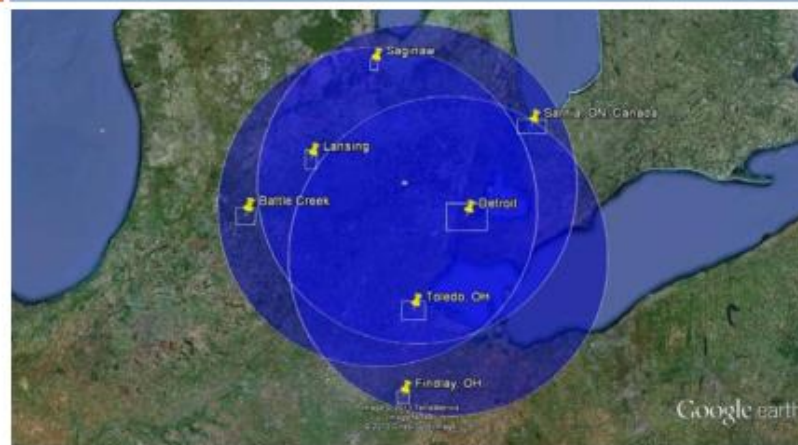
Washtenaw County Study (2013)

- Prepared by the Washtenaw County Office of Community and Economic Development
- User estimate
- Boat rental revenue
- Economic impact estimate
- Day trip and overnight trip distances

Benefit to Washtenaw County:
\$33 million, annually



Day Trip Radius



Measuring Impact

GVSU Study, Spring – Summer 2016



Components:

1. Housing Values
2. Economic Impact
 - a. Recreational users surveyed
 - b. Business surveyed
 - c. # of users data being tabulated
3. Value of Recreation
4. Ecosystem Services



Measuring Impact

Preliminary Findings



1. **Housing Values** – amenity value per mile for 5-county region \$678M
2. **Economic Impact** – total summer users on river 1.5-2M
3. **Value of Recreation** – \$200 per visit per individual user
4. **Ecosystem Services** – wetlands services, for example. Huron River wetlands offer flood mitigation value of \$15.6M, annually

Measuring Impact



Trail Infrastructure

104 miles of river, plus
Trail Towns to welcome you...

Milford, Dexter, Ann Arbor, Ypsilanti, Flat Rock



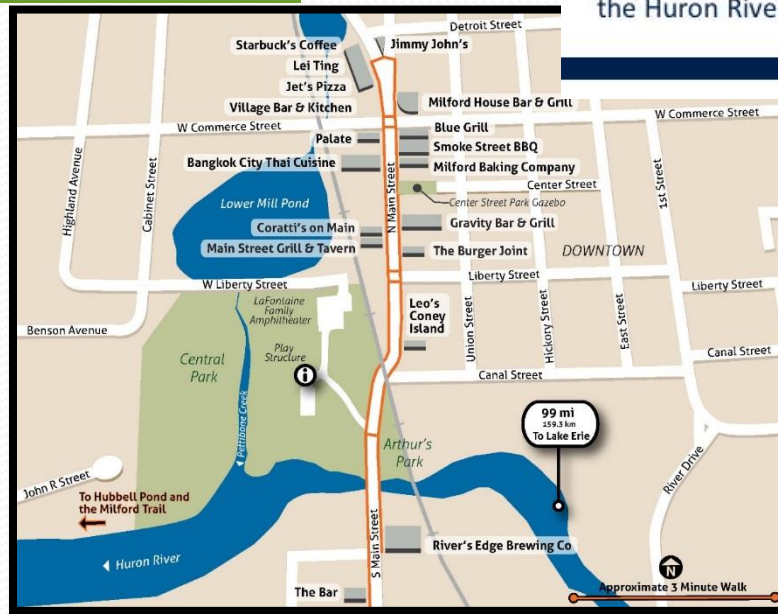
Huron River
WATER TRAIL

Plan your trip at huronriverwatertrail.org.

TRAIL TOWNS

- Milford** 734.233.0200
- Dexter** 313.485.0345
- Ann Arbor** 734.261.5545
- Ypsilanti** 734.482.2333
- Flat Rock** 734.885.1111

Plan your trip with our
Waterproof Paddler's Companion
or at huronriverwatertrail.org.



Doing Life Different

Fox Cleveland Morning Show



Feature about the
Ann Arbor area as a
vacation destination.

Included a 4-minute
segment dedicated to
the Huron River.



www.VisitAnnArbor.org

Marketing & Advertising

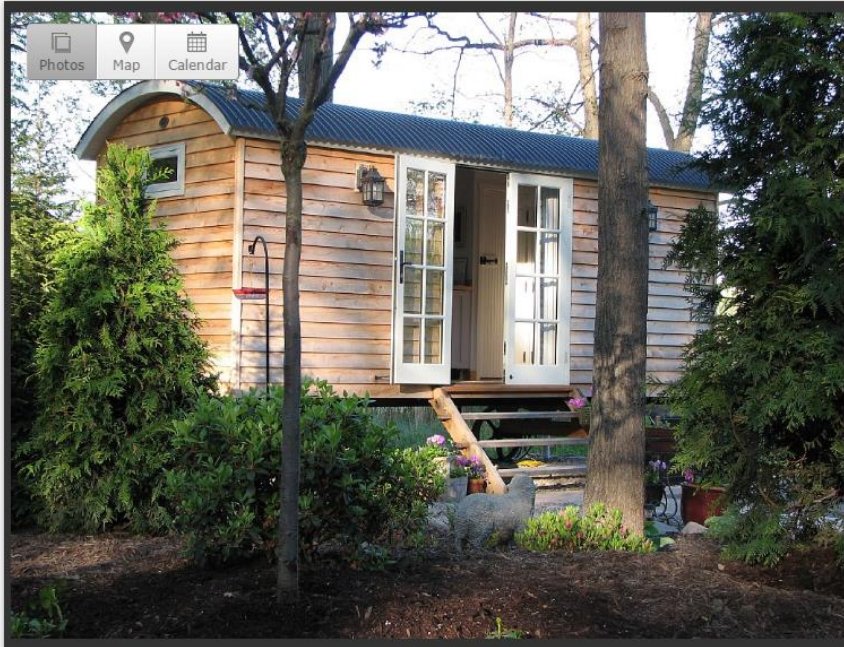


Trail Towns grow businesses

Camp Buttercup

← Browse properties Home Dexter, MI, USA VRBO Listing #814033

Luxury English-Style Glamping Retreat



AREA ACTIVITIES *snip*

Biking, fishing, bird watching, shopping, boat rentals, picnics, horseback riding, canoe and kayak rentals, shopping, dining, golf, fun festivals all year long, and beer tasting rooms. Dexter boasts a newly constructed river-front park that features sculptures and beautiful native landscaping with a boardwalk and miles of pathway for biking, walking and picnics. Mill Creek is regularly stocked with trout and fly fishing is a popular sport along Mill Creek and the nearby Huron River. Dexter has a wonderful fly shop, The Painted Trout, which is located downtown for all of your fly fishing needs. It is expertly staffed and offers lessons and guided day trips.

Trail Towns grow businesses



In the next 3 years:

- Strive for all portages to be safe and accessible with more universal access locations
- Pursue river recreation programming that reaches the “future majority” with focus on diversity and inclusiveness (e.g., ability, age, socioeconomic, culture)

Room for greater impact