

# The Economic Impact of Water Trails: A Business Perspective

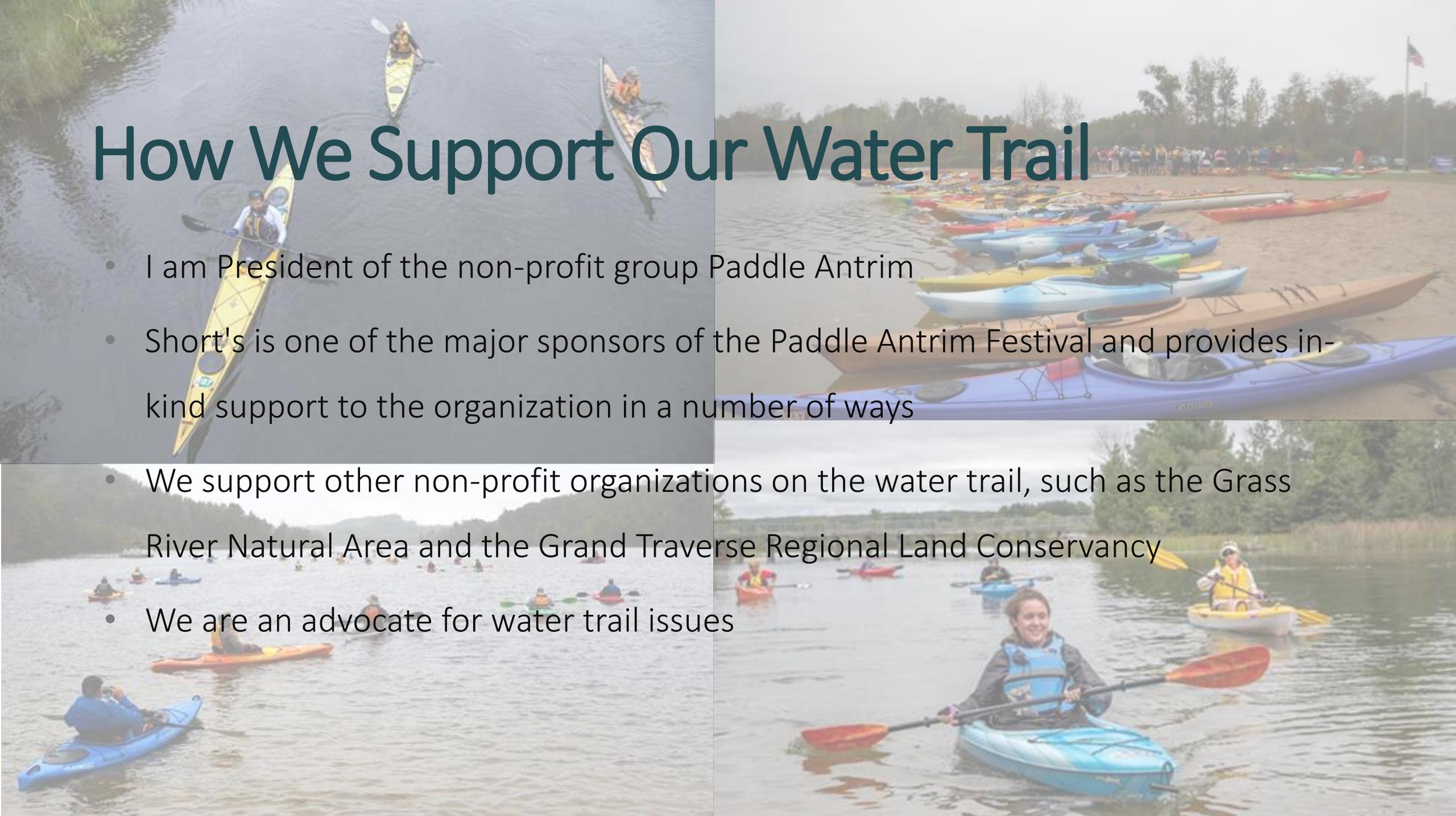
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President

# Why We Support Our Local Water Trail

- We work and live along the Chain of Lakes and enjoy paddling. Recreation on the Chain of Lakes is important to nearly all of our staff members and their families. It is a recruiting tool.
- A vibrant water trail will be good for business on many levels.
- Support for this cause resonates with our patrons regardless of whether they actually use the water trail.





# How We Support Our Water Trail

- I am President of the non-profit group Paddle Antrim
- Short's is one of the major sponsors of the Paddle Antrim Festival and provides in-kind support to the organization in a number of ways
- We support other non-profit organizations on the water trail, such as the Grass River Natural Area and the Grand Traverse Regional Land Conservancy
- We are an advocate for water trail issues

# Advice for Approaching A Potential Business Partner

- Know what is important to the business and the owners. Don't make assumptions.
- Do your homework in advance of the meeting. Know who you are meeting with. Know whether they are on any non-profit boards and what causes they are already publicly supporting.
- Explain the strong vision you have for what your organization seeks to accomplish. Come to the meeting armed with your business case.
- Don't try to make the business case for the business' potential support for your organization.
- Be prepared to build the relationship over time