Revitalizing the Huron River



A Michigan Working River



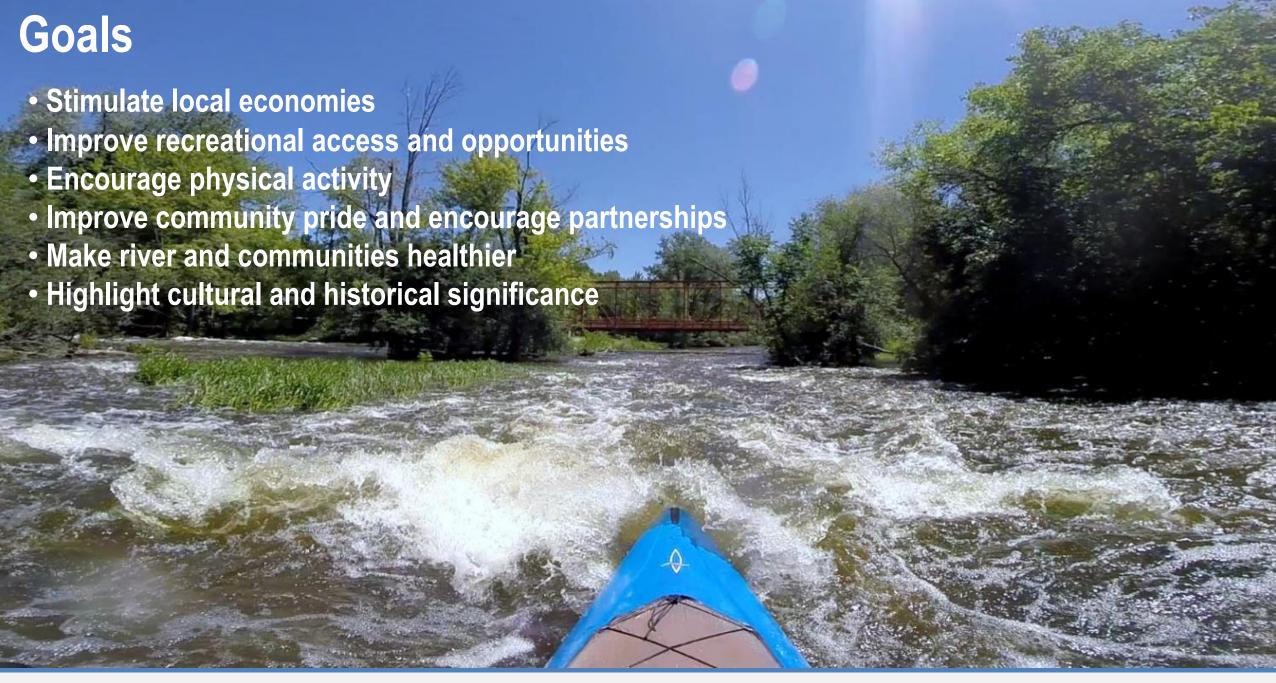
River Up!

A Huron River Renaissance

Turning our communities toward the river to transform the Huron River corridor into a premier destination in Michigan and the Great Lakes.







Three-Part Strategy



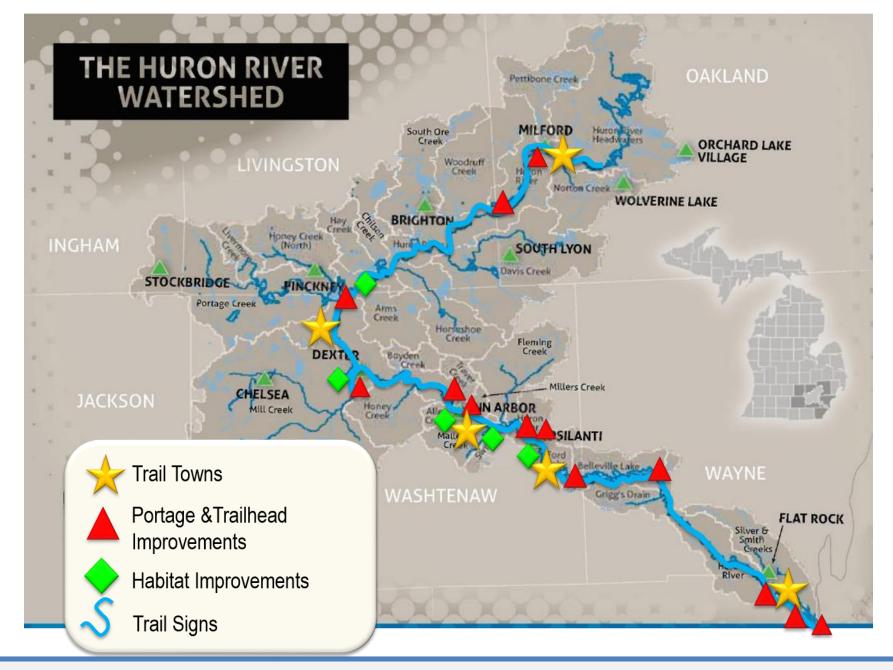


Invest in River Recreation

Improve River Health

Transform the River Corridor

Project Overview



Improve River Health

- Fishery habitat restoration
- River clean-ups
- Woody debris management
- Osprey nesting habitat
- River flows management



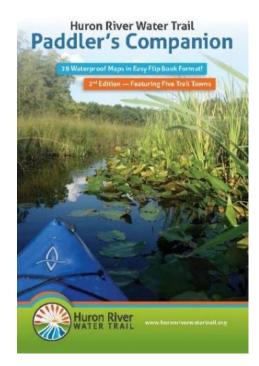




Invest in River Recreation

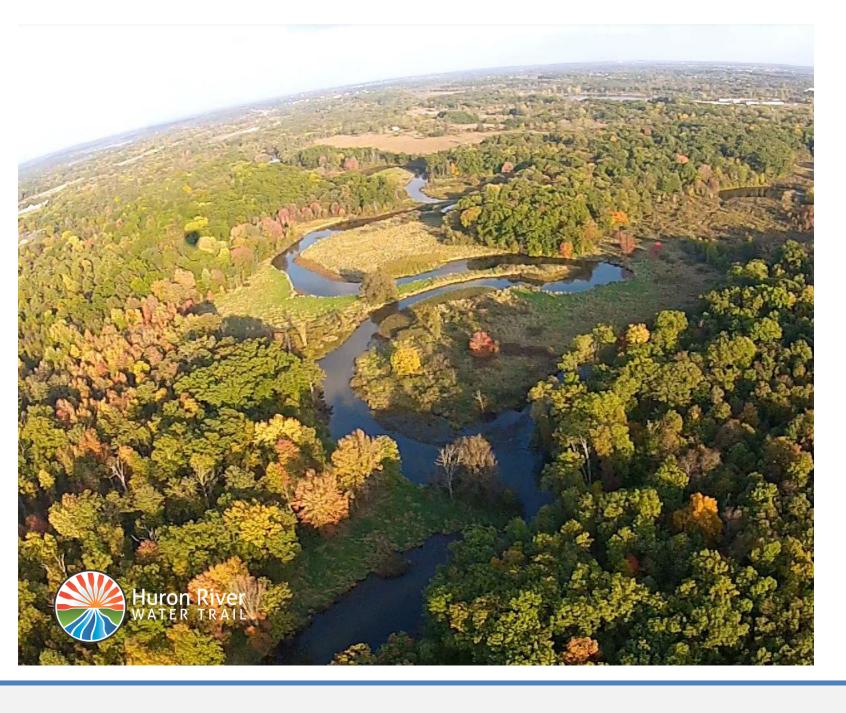
- Improve river access
- Paddler's Companion, 2nd edition
- 18th National Water Trail











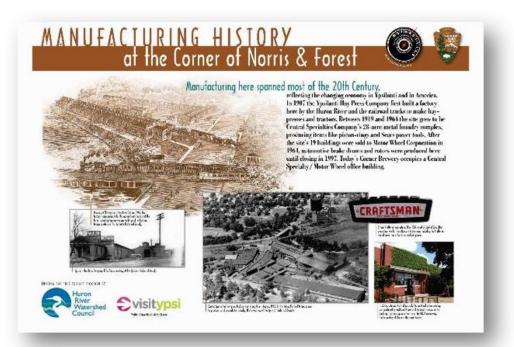
A 104-mile inland paddling trail connecting people to the river's natural environment, its history, and the communities it touches in Michigan's Lower Peninsula.

Transform the River Corridor

- Land + water trails connectivity
- Reclaim blighted riverfront properties
- Inspired design
- Heritage interpretation





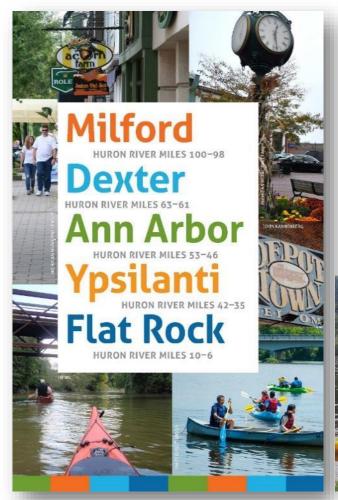




Transform the River Corridor

Trail Towns

A destination along a long distance trail where trail users can venture off the trail to enjoy the scenery, services, heritage and character of a nearby community.







Marketing & Advertising









Trail Towns Grow Businesses











You Tube

Trails Build Communities

- 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

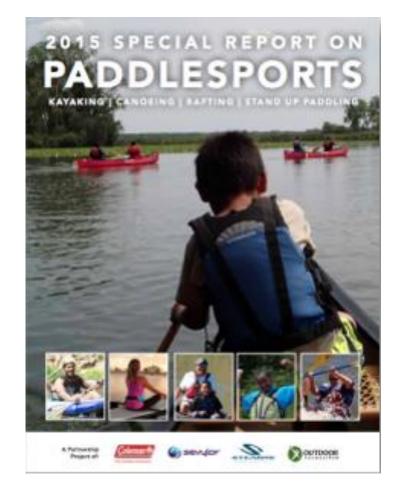


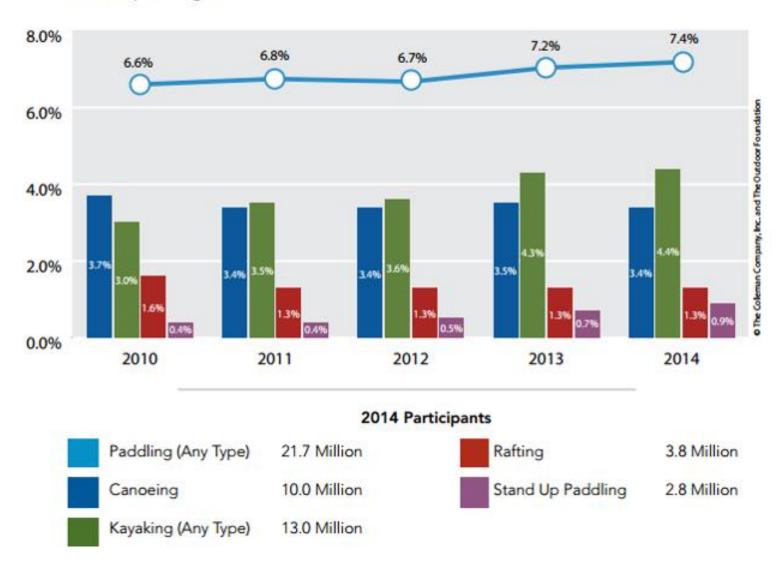
River Recreation Pays

Participation in Paddlesports

All Participants, Ages 6+

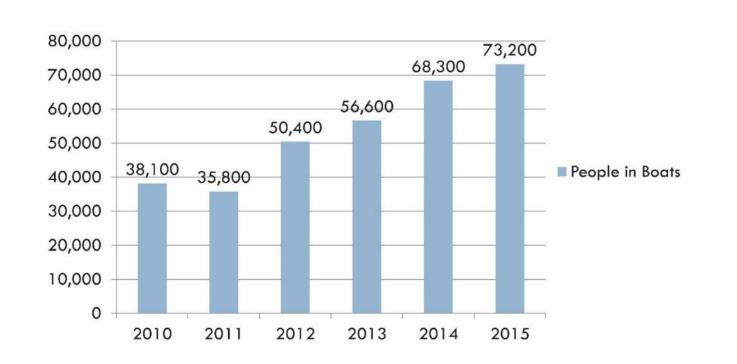
Participation Rate





River Recreation Pays

Number of people renting boats



From 2015 to 2016: 34% increase

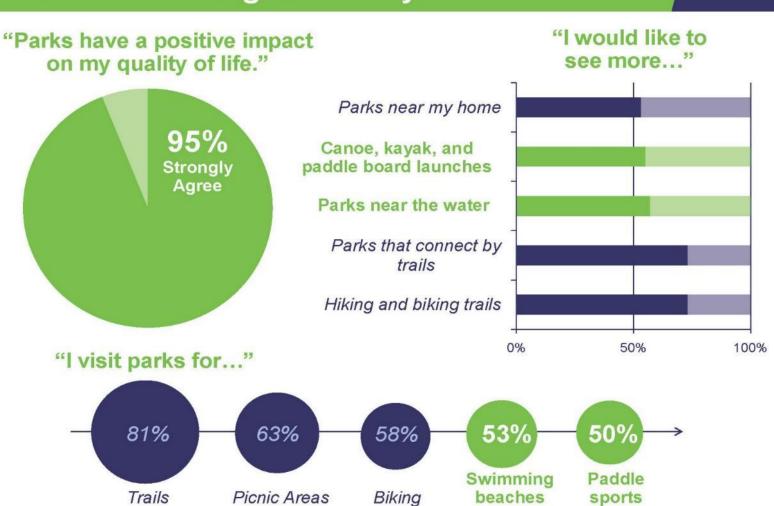
99,270 people

Revenue FY2016:

> \$1 million

Strong Regional Support

Pulse of the Region Survey on Parks



Source: Southeast Michigan Council of Governments

Measuring Impact



The Economic Impact of the Huron River and the Huron River Water Trail, 2017

Methods:

- Surveys, used to estimate the economic impact of recreation on the Huron River and validate the recreational value of the users
- ii. Hedonic valuation, used to estimate the river's effect on property values along the Huron River
- iii. Benefit function transfer, used to value biodiversity, flood management, and, in conjunction with the surveys, the recreational value of the users.

Measuring Impact

Findings

The Huron River and Huron River National Water Trail are estimated to have the following economic impact on the five-county region in which they are located:

- \$53.5M in economic output (\$29.9M direct + \$23.6M indirect) annually
- \$628M in added property value
- 2.6M visitor days annually
- 641 local jobs added to the region
- \$150M annual economic value of services provided by the Huron River corridor*
- \$3.8B total economic value of services provided by the Huron River corridor*

^{*} Conservative estimation

Public + Private Partnership



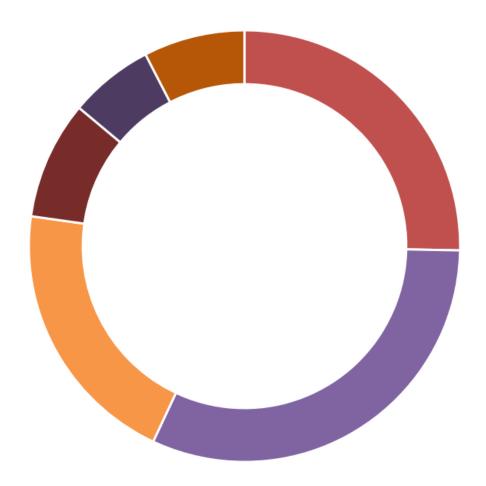


Gathering the Resources

Substantial fundraising, leveraging \$35-40M in partner investments

Capital Campaigns, I & II (2012-2018)

- ✓ Grants
- ✓ Private Foundations
- ✓ Community Foundations
- ✓ Businesses
- ✓ Individual Donors/Campaign Cabinet
- ✓ Municipal and Federal Contributions



Lessons & Trends

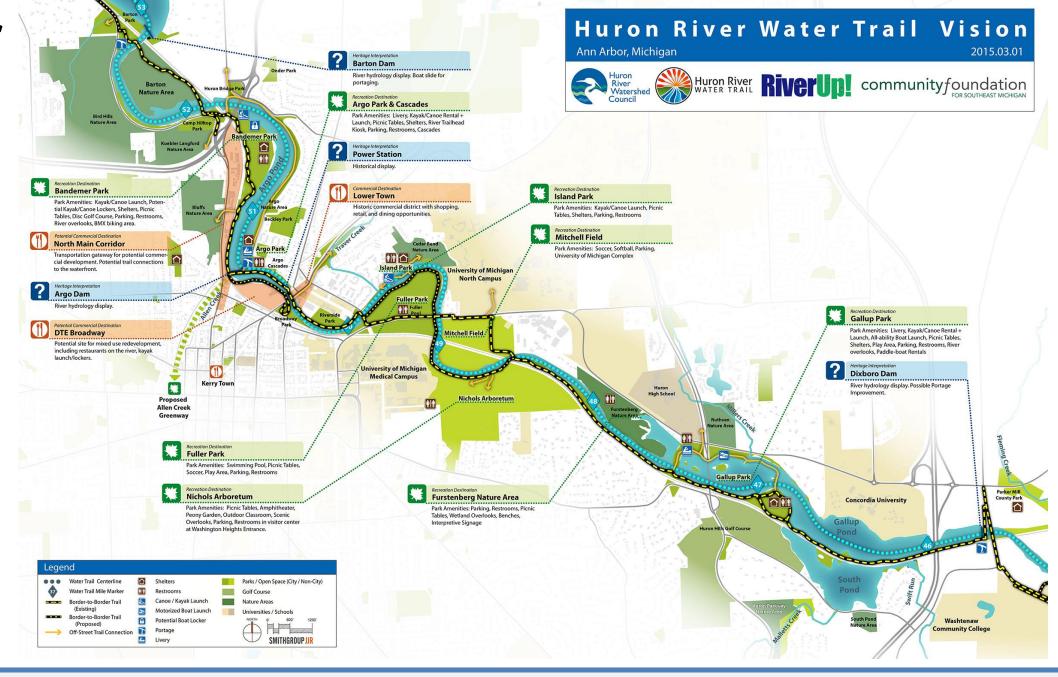
- Get creative
- Share the vision again and again, and again
- Achieve short-term successes and be persistent
- Plan for trail maintenance
- Program to reach the future majority
- Placemaking via trails and economic development = nonpartisan



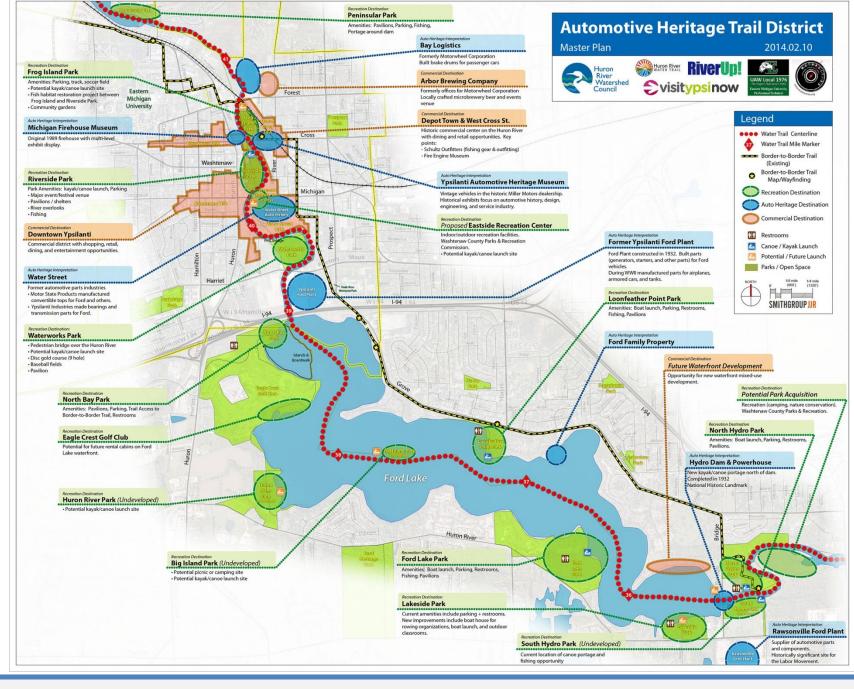
Regional Planning

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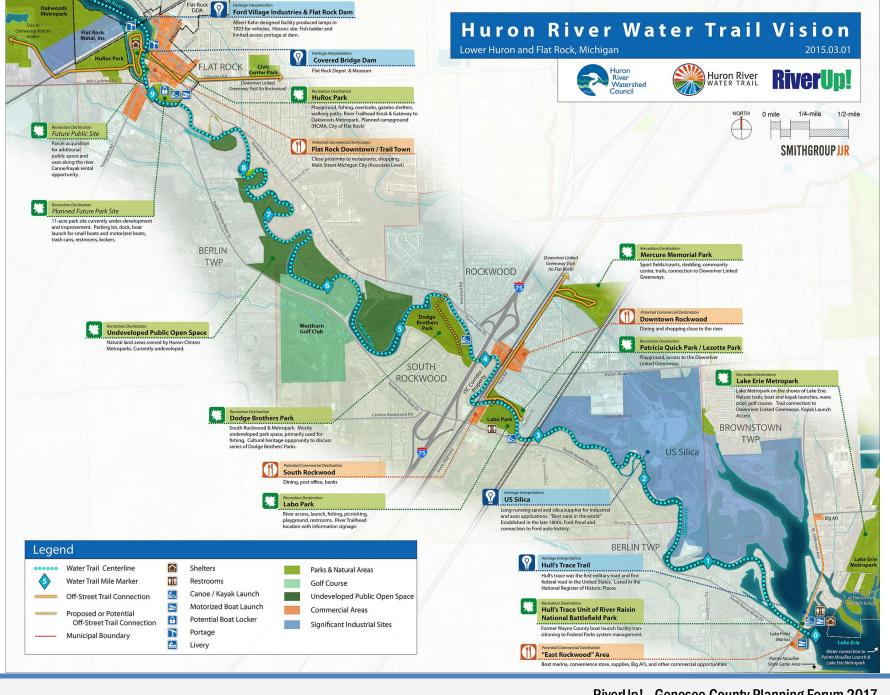
Ann Arbor Region



Ypsilanti Region



Lower Huron Region



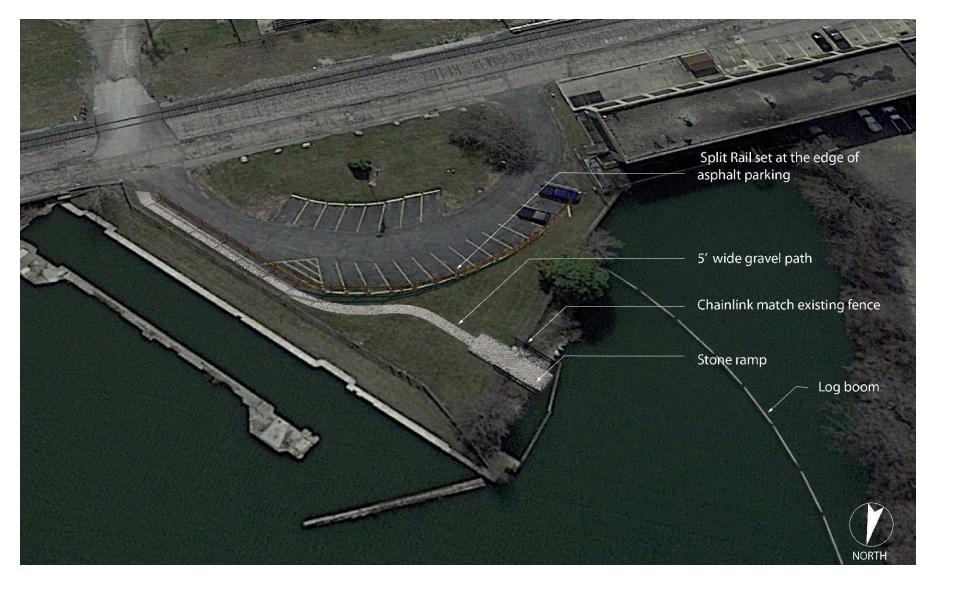
Implementation Case Studies

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Flat Rock Riverfront [Flat Rock]



Flat Rock Riverfront [Flat Rock]







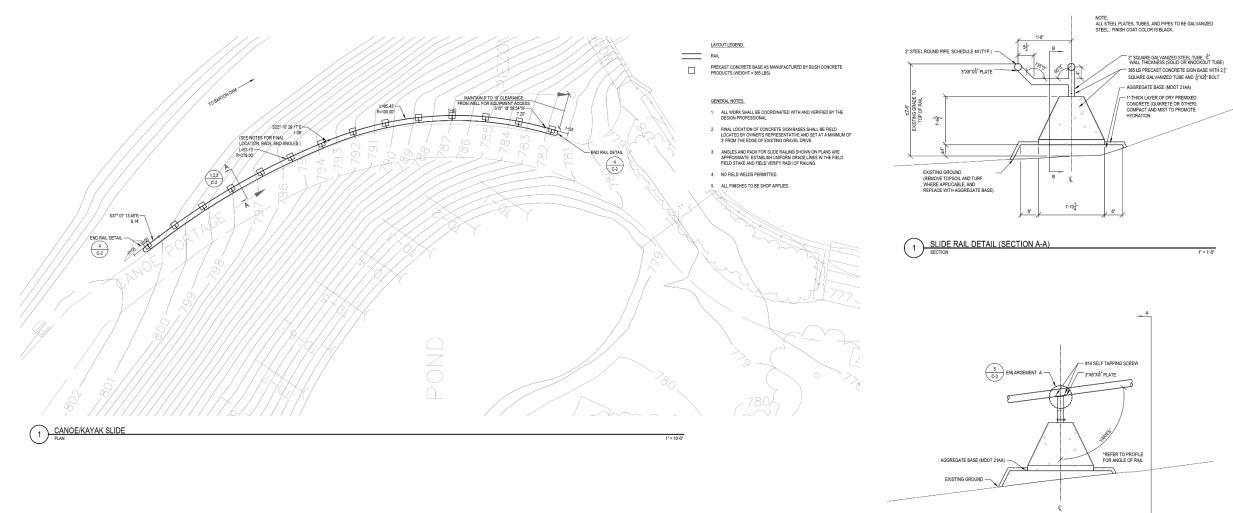
Hydro Park Dam [Ypsilanti]







Hydro Park Dam [Ypsilanti]



Barton Boat Slide [Ann Arbor]





Barton Boat Slide [Ann Arbor]





Amphitheater



Pinic Shelter



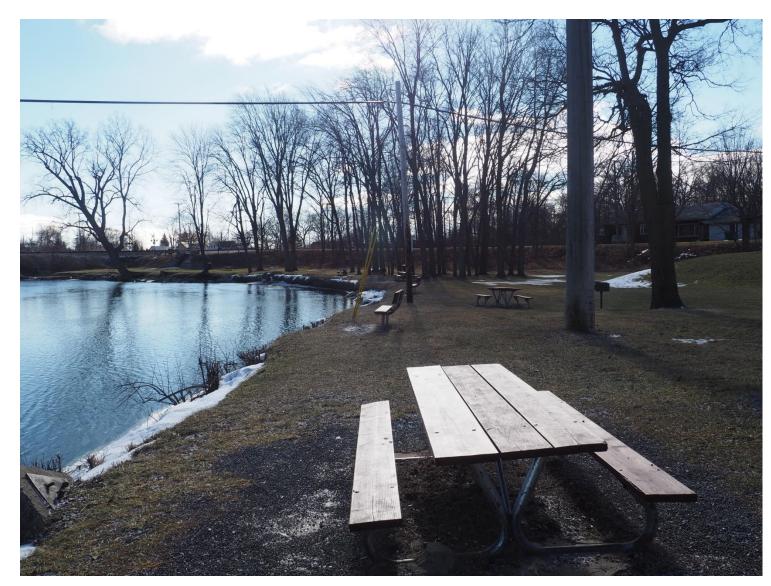
Information Kiosk



Universally Accessible Canoe/ Kayak Launch



Flat Rock Riverfront [Flat Rock]



Labo Park [South Rockwood]







Labo Park [South Rockwood]

Discussion

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