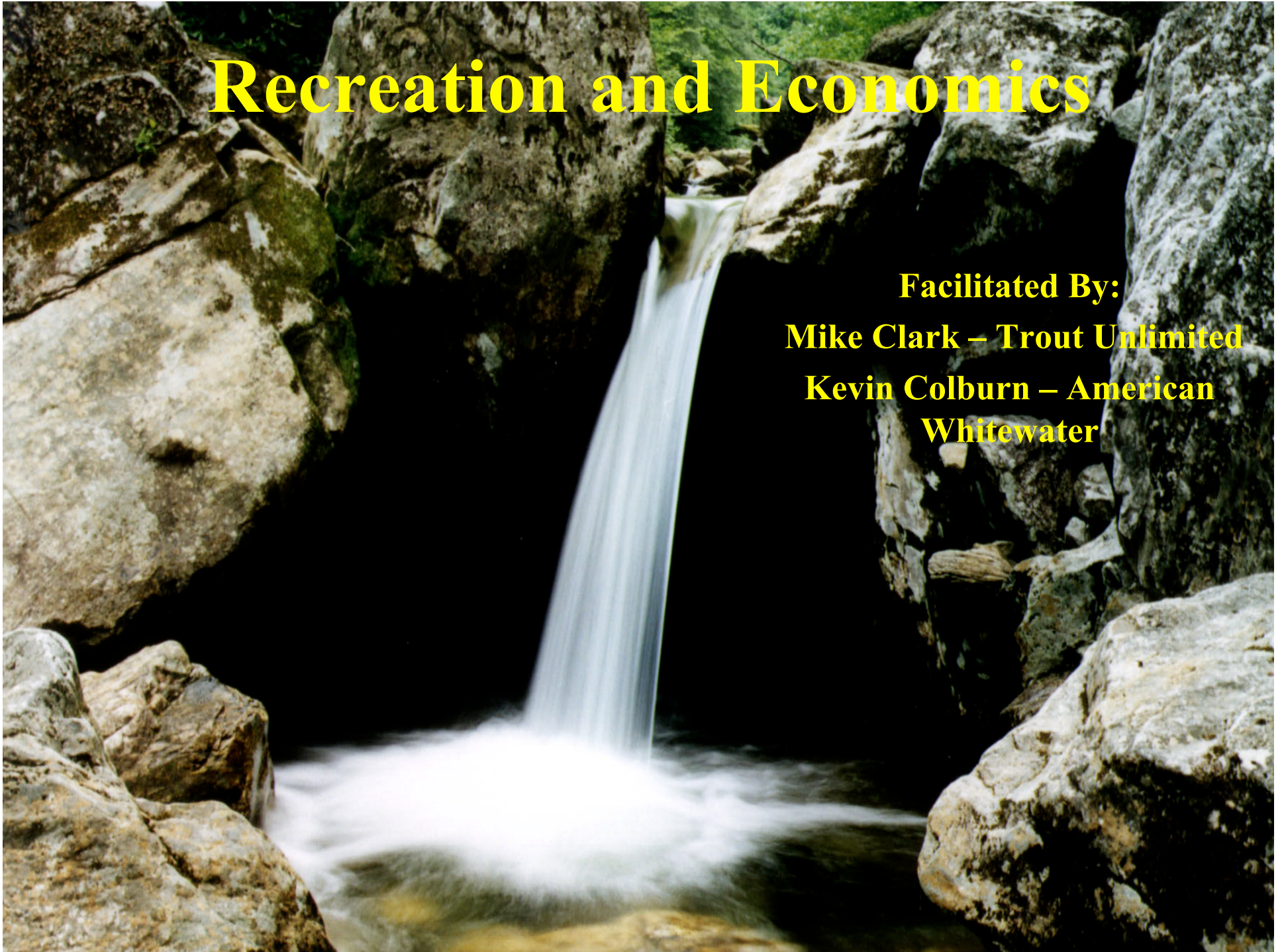


# **Recreation and Economics**

**Facilitated By:**

**Mike Clark – Trout Unlimited**

**Kevin Colburn – American  
Whitewater**



Trout Unlimited's mission is to conserve, protect and restore North America's trout and salmon fisheries and their watersheds.



American Whitewater's mission is to protect and restore our Nation's whitewater resources while enhancing opportunities to enjoy them safely.

## Total Economic Output and Number of Jobs Associated with Whitewater Boating.

| <b>River</b>                | <b># of People</b> | <b>Econ Output (\$)</b> | <b>Jobs</b>   |
|-----------------------------|--------------------|-------------------------|---------------|
| <b>Upper Delaware</b>       | <b>232,000</b>     | <b>13,351,000</b>       | <b>291.93</b> |
| <b>Delaware Water Gap</b>   | <b>135,400</b>     | <b>6,929,000</b>        | <b>156.37</b> |
| <b>New River Gorge</b>      | <b>100,000</b>     | <b>2,567,600</b>        | <b>57.93</b>  |
| <b><i>Upper Klamath</i></b> | <b>3,000-5,000</b> | <b>490,500-817,400</b>  | <b>16-26</b>  |
| <b>Chattooga</b>            | <b>39,000</b>      | <b>4,350,000</b>        | <b>97.07</b>  |
| <b><i>Gauley</i></b>        | <b>45,000</b>      | <b>8,490,000</b>        | <b>208.17</b> |
| <b><i>Kennebec</i></b>      | <b>36,000</b>      | <b>10,650,000</b>       | <b>271.32</b> |
| <b>Middle Fork Salmon</b>   | <b>4,500</b>       | <b>9,700,000</b>        | <b>237.70</b> |
| <b><i>Nantahala</i></b>     | <b>213,000</b>     | <b>14,370,000</b>       | <b>334.62</b> |
| <b><i>Gauley</i></b>        | <b>232,000</b>     | <b>23,095,000</b>       | <b>556.7</b>  |
| <b>New</b>                  | <b>135,400</b>     | <b>33,924,000</b>       | <b>805.4</b>  |
| <b>Cheat</b>                | <b>100,000</b>     | <b>2,251,000</b>        | <b>53.5</b>   |
| <b>Chattooga</b>            | <b>43,000</b>      | <b>2,700,000</b>        |               |

# Oh Yeah, One More...



West River, VT

\$292,000 per day

# Predictive Studies



- Upper Ocoee River (TN): \$210,000 per day.
- Cheoah (NC): \$155,000 per day

# 5 Tenants of Improving the Economic Effects of Recreation

# 1. Protect The River



- Water Quality
- Water Quantity
- Riparian Integrity
- Biodiversity
- Habitat Quality

## 2. Provide Public Access



- Convenient
- Safe
- Legal
- Environmentally Responsible



### 3. Provide Multiple Recreational Opportunities

**Percentage of 2005 American Whitewater members that regularly participate in the following activities in addition to whitewater paddling.**

|                                    |               |
|------------------------------------|---------------|
| <b>Hiking / Backpacking</b>        | <b>68.10%</b> |
| <b>Cycling (Road and Mountain)</b> | <b>57.50%</b> |
| <b>Skiing / Snowboarding</b>       | <b>55.10%</b> |
| <b>Fishing</b>                     | <b>21.70%</b> |
| <b>Camping</b>                     | <b>69.60%</b> |
| <b>Climbing</b>                    | <b>19.40%</b> |

## 4. Enhance or Create Recreational Opportunities if Socially and Ecologically Appropriate



- Whitewater Parks
- Flow Regulation
- Game Fish Habitat Enhancement
- Stocking
- Commercial Use
- Trails, Climbing Walls, Playgrounds, etc

**There are roughly 35 whitewater parks in the US and more are being built all the time.**



**The Golden Whitewater Park was estimated to contribute 1.4 to 2.0 million dollars each year to the local economy.**

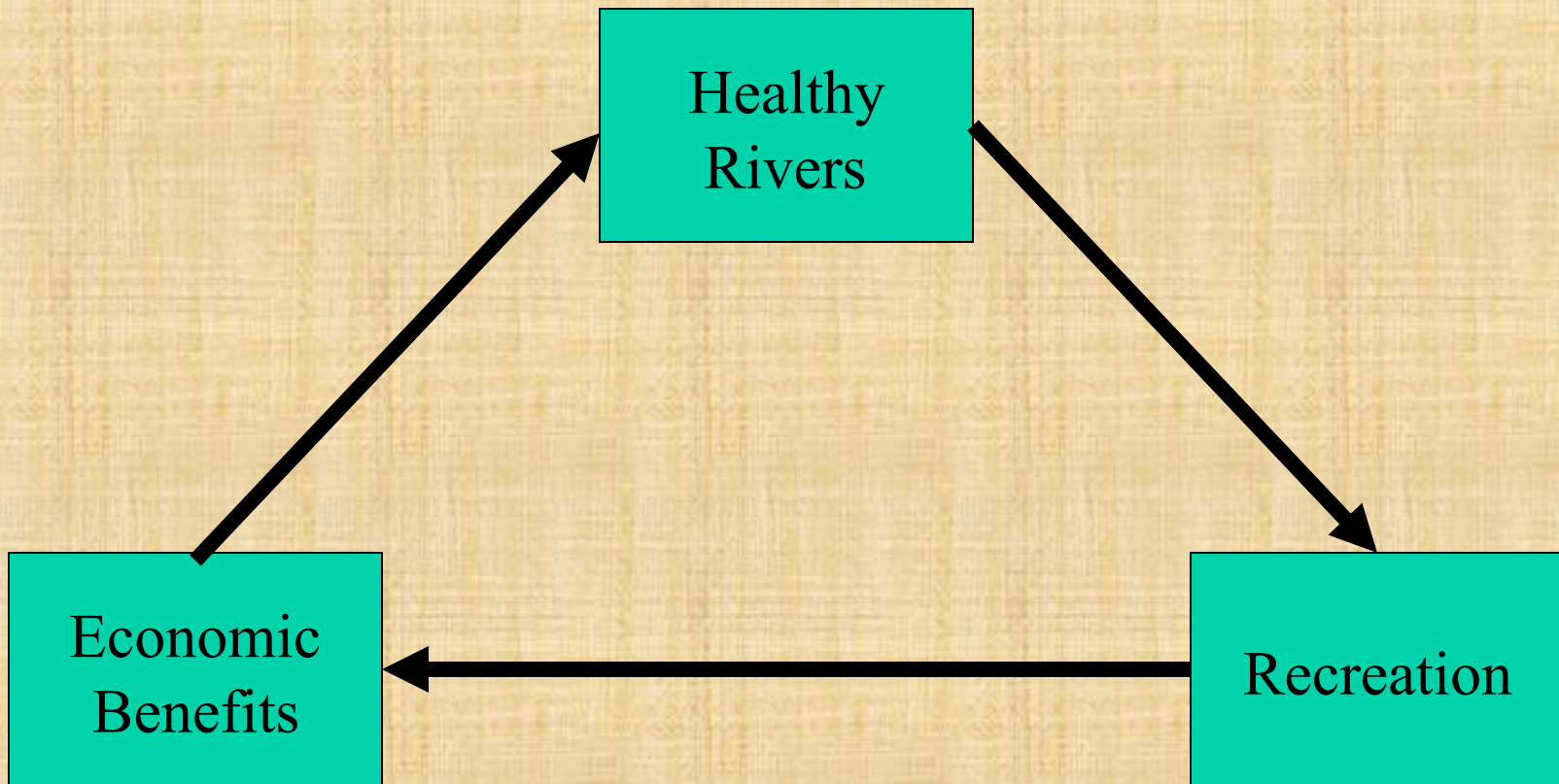
| <u>Location</u>          | <u>State</u>   | <u>River</u>          |
|--------------------------|----------------|-----------------------|
| Aspen, CO                | Colorado       |                       |
| Boulder, CO              | Colorado       | Boulder Creek         |
| Breckenridge, CO         | Colorado       | Blue River            |
| Buena Vista, CO          | Colorado       | Arkansas River        |
| Canon City, CO           | Colorado       | Arkansas River        |
| Denver (Confluence Park) | Colorado       | South Platte River    |
| Denver (Union Chutes)    | Colorado       | South Platte River    |
| Durango, CO              | Colorado       | Animas River          |
| Englewood, CO            | Colorado       | South Platte River    |
| Estes Park, CO           | Colorado       | Fall River            |
| Golden, CO               | Colorado       | Clear Creek           |
| Gunnison, CO             | Colorado       | Gunnison River        |
| Lyons, CO                | Colorado       | Saint Vrain River     |
| Pagosa Springs, CO       | Colorado       | San Juan River        |
| Pueblo, CO               | Colorado       | Arkansas River        |
| Salida, CO               | Colorado       | Arkansas River        |
| Steamboat Springs, CO    | Colorado       | Yampa River           |
| Vail, CO                 | Colorado       | Gore Creek            |
| Boise, ID                | Idaho          | Boise River           |
| South Bend, IN           | Indiana        | Saint Joseph River    |
| Williamston, MI          | Michigan       | Red Cedar River       |
| Dickerson, MD            | Maryland       | Potomac River         |
| Wisp, MD                 | Maryland       | "Recirculating" River |
| Charlotte, NC            | North Carolina | "Recirculating" River |
| Reno, NV                 | Nevada         | Truckee River         |
| Farmington, NM           | New Mexico     | Animas River          |
| Rochester, NY (\$15/day) | New York       | Erie Canal            |
| Ducktown, TN             | Tennessee      | Ocoee River           |
| Fort Worth, TX           | Texas          | Trinity River         |
| Ogden, UT                | Utah           | Weber River           |
| Wausau, WI               | Wisconsin      | Wisconsin River       |
| Green River, WY          | Wyoming        | Green River           |
| Casper, WY               | Wyoming        | North Platte River    |
| Evanston, WY             | Wyoming        | Bear River            |

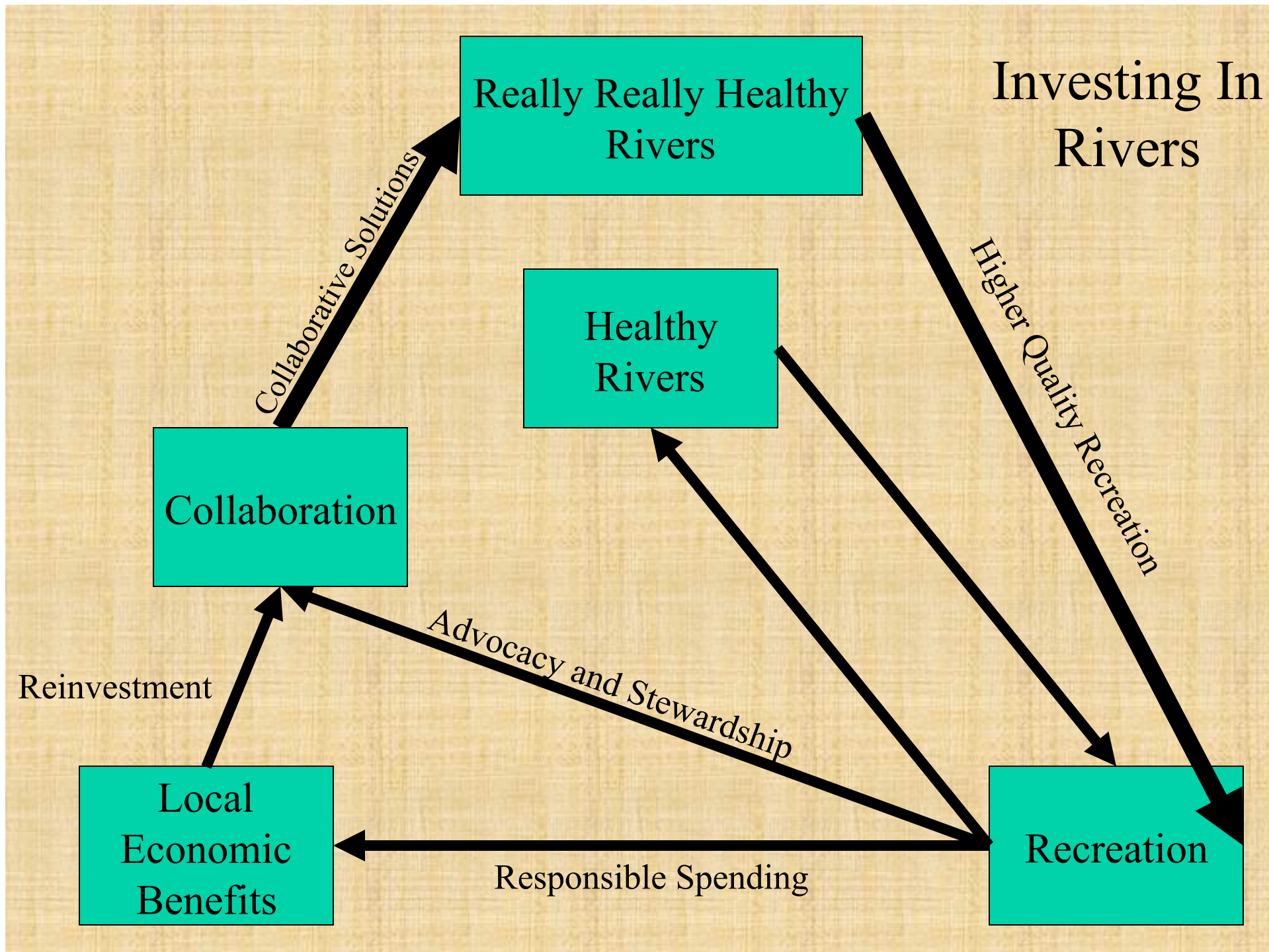
## 5. Use Free Marketing



- Use recreation group websites and newsletters.
- Encourage or organize recreational events
- Collaborate with clubs and organizations – buy local!
- Target recreationists with signage

# Investing In Rivers





Clean Water



\$



Healthy Communities



Big Fun



Big Fish

