

# Huron River Water Trail

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## Economic Impact Analysis

For the HURON RIVER WATERSHED COUNCIL

Prepared by the Washtenaw County Office of Community and Economic Development (OCED)

December 2013



Huron River  
WATER TRAIL



Huron  
River  
Watershed  
Council

**RiverUp!**

The Huron River Water Trail is a consortium of interested groups and communities, and is a project of the Huron River Watershed Council and RiverUp!

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# Executive Summary

The [Huron River Water Trail \(HRWT\)](#) is a 104-mile inland paddling trail that runs through Oakland, Livingston, Washtenaw, Monroe and Wayne counties, following the course of the Huron River for the entirety of its length. The paddling trail crosses through 26 different municipalities.

The HRWT serves the approximately half million residents of the watershed, the larger community of southeast Michigan, and tourists to the Great Lakes Region. All ages and all abilities will be able to enjoy the river through a water trail, and the river will be more accessible to all socio-economic groups through fishing, paddling, walking, viewing, swimming, and educational opportunities.

Outdoor recreation literature suggests that local communities with strong outdoor recreation economies also benefit through job creation and tax revenue. Cities and towns are increasingly recognizing that outdoor recreation and open spaces, such as the Huron River Water Trail, are key ingredients to healthy communities, contribute to a high quality of life, and most importantly, attract and sustain businesses and families.

Using a 2006 economic impact study prepared for the Outdoor Industry Foundation and a 2009 Michigan State University use study of the Border-to-Border Trail (B2B) in Washtenaw County, this report offers a rough estimate of 103,000 annual visitors to the Huron River Water Trail, which translates to almost \$50 million in regional economic growth. Through multiple access points in high density population centers, Washtenaw County currently realizes the majority of the river's recreation economy, generating \$33 million in revenue.

As the [Huron River Watershed Council \(HRWC\)](#) and other partners driving the vision of a vibrant Huron River look to maximize their efforts, this report recommends that they continue to develop the regional outdoor recreation tourism infrastructure. Rather than creating new markets, the Huron River Water Trail can better benefit existing businesses by presenting them with an opportunity to provide additional food, lodging, and outfitting services to paddlers drawn to the area from as far away as Fort Wayne, Indiana and Akron, Ohio.

# About the Huron River Water Trail

The Huron River Water Trail is 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. In several parts of the Huron River watershed, people are talking about improving recreational access to the river, adding interpretive, way-finding, and historical signage, creating linkages from city to village, and creative economic development opportunities. These ideas are at the heart of a "Water Trail."

To coordinate these efforts and extend the idea to the entire navigable portion of the river, the Huron River Watershed Council (HRWC) is facilitating an effort to develop the Huron River Water Trail (HRWT). The HRWC's aim is to reconnect communities in Oakland, Livingston, Washtenaw, Monroe and Wayne counties to the Huron River and its recreational, economic, historic, and cultural values.

The HRWT will directly serve the approximately half million residents of the watershed, the larger community of southeast Michigan, and tourists to the Great Lakes Region. All ages and all abilities will be able to enjoy the river through a water trail. The trail will improve access and mobility. The river will be more accessible to all socio-economic groups through fishing, paddling, walking, viewing, swimming, and educational opportunities.

# Historical Background

Historically, the Huron River was used primarily for transportation, industry and waste disposal, forcing many communities to turn away from it. This outlook began to change in the early 2000s as people connected to the river and its communities, such as Congressman John Dingell, started to see the economic and recreational opportunities that the river system presented for the communities along its banks. These advocates challenged local business and environmental leaders to restore the river.

Congressman Dingell called for the development and implementation of a substantive plan for the Huron River's future – a plan that would reestablish it as the indispensable and irreplaceable center of the communities it traversed. A core group of community and business leaders heeded the Congressman's call and formulated a strategy called RiverUp!.

The goal of RiverUp! is the renaissance of the 104-mile Huron River healthy and restored, a destination for both residents and tourists on vacation. The long-term plan encompasses three broad objectives: investment in river-based recreation infrastructure; improvement of the ecological health of the river; and transformation of the Huron River corridor by turning the face of its communities toward the river and making the Huron River a premier destination for people throughout Michigan, the Great Lakes, and across the country.

So far, RiverUp! is well on its way to completing phase one of its long-term plan. The initiative has cleaned up and restored a coal gasification site just below Argo Dam near downtown Ann Arbor and is advocating for a post-cleanup concept for the area that will orient Ann Arbor toward the Huron River through river-based recreation, cultural events and local commerce. In Ypsilanti, RiverUp! is working with community, business and public leaders to revitalize the riverfront parks in the City through improvements at Peninsular Dam Park, Riverside Park, Frog Island Park and Waterworks Park. Many other projects are also underway.

# Management

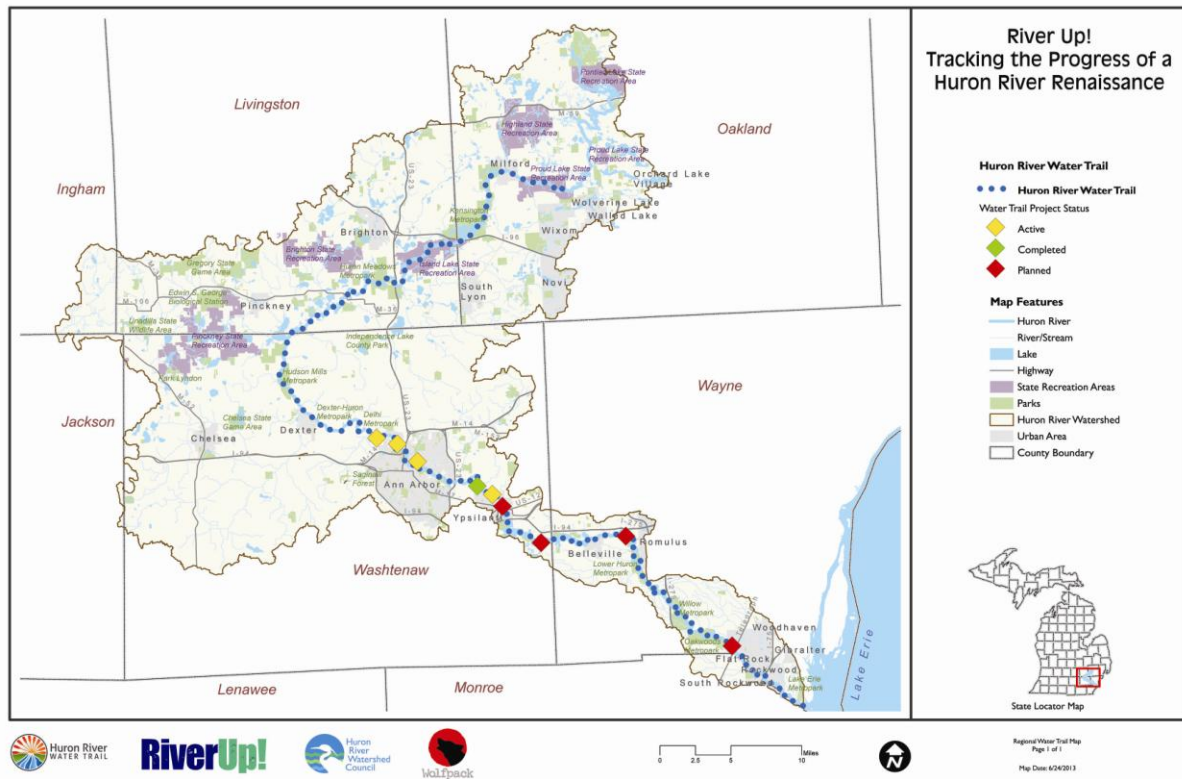
The Huron River Water Trail (HRWT) runs through Oakland, Livingston, Washtenaw, Monroe and Wayne counties, following the course of the Huron River for the entirety of its length. The paddling trail crosses through 26 different municipalities.

The Huron River Watershed Council (HRWC), in partnership with the National Wildlife Federation's Great Lakes Office (NWF), the Michigan League of Conservation Voters and the Wolfpack, lead RiverUp!. Together, they formed RiverUp!, a plan for the Huron River's future – a strategy to realize the goal of a vibrant, robust and fully restored river as a destination for residents and tourists.

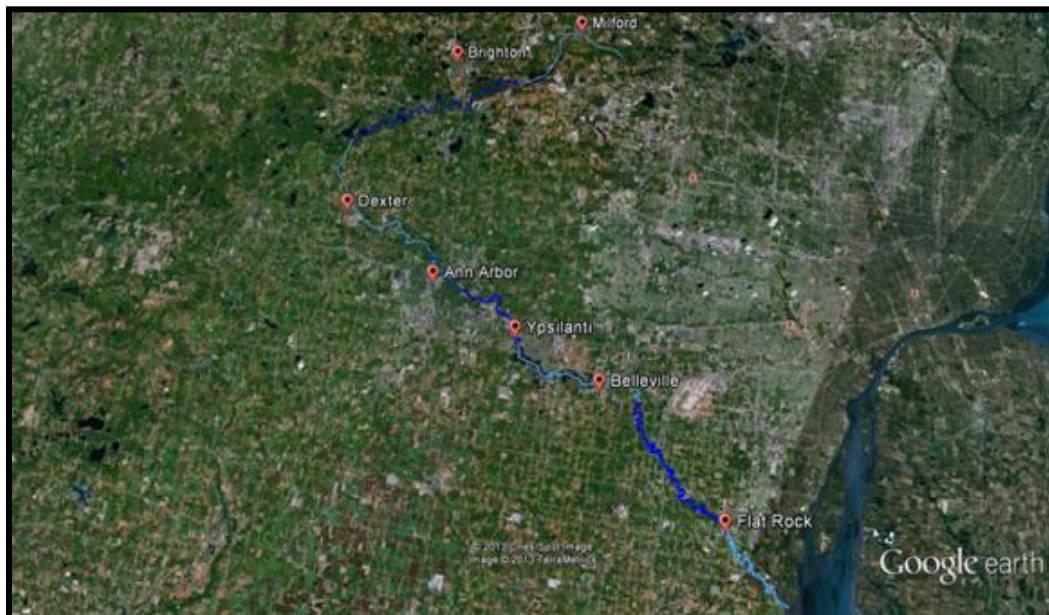
HRWC monitors the Huron River, its tributaries, lakes and groundwater, and directs multiple programs addressing pollution prevention and abatement, wetland and floodplain protection, citizen education, and natural resource and land use planning. The Michigan League of Conservation Voters works to influence better legislation at the state level and NWF provides the context for the issues and the impact on the Great Lakes. NWF also brings a coalition of 60 business and community leaders and organizations to the project, the Wolfpack.

The Huron River itself is a shared public resource for the citizens of Michigan. Many different entities own the land on either side of the river with various state and local laws determining the spatial extent of the ownership.

# Huron River Water Trail Maps



Courtesy of Washtenaw County Parks and Recreation Department



Courtesy of Washtenaw County Office of Community and Economic Development

## Location Analysis

In southeastern Michigan, the Huron River watershed spans a land area of more than 900 square miles and drains water to the Huron River through hundreds of tributary creeks and streams. The river itself flows more than 125 miles from its headwaters at Big Lake, near Pontiac, to its mouth at Lake Erie. The river's drainage area includes seven Michigan counties (Oakland, Livingston, Ingham, Jackson, Washtenaw, Wayne, Monroe), 63 municipal governments, and one half million residents.

The spectrum of land use and water environments ranges across remote natural preserves, cultivated farmland, urban and industrial centers, suburban sprawl, and an equal diversity of lakes, ponds, wetlands, creeks, and streams. The river is primarily flatwater, making it accessible to beginner and intermediate paddlers, and offers fishing of smallmouth bass, bluegill, perch, northern pike and walleye.

The Huron River Water Trail (HRWT) is the vision of the Huron River Watershed Council, which works to inspire attitudes, behaviors, and economies to protect, rehabilitate, and sustain the Huron River System. The Huron River Water Trail reconnects individuals, families and communities to the river and to the river's recreational, economic, ecological, historic and cultural values. The water trail is a focal point for recreational activities while boosting local economies and adding a richness and breadth to historical and cultural events along the river.

For much of its length, the trail runs adjacent to the Huron River, traversing downtown Ann Arbor and the University of Michigan Hospital campus, a vast portion of the Huron-Clinton Metroparks, residential areas and industrial environments alike, two state recreation areas, and the intimate hamlets of Milford and Dexter.

The Huron River Water Trail flows for 104 river miles from Proud Lake State Recreation Area in Oakland County to the river's confluence with the Great Lake Erie. Proud Lake Recreation Area is the most upstream put-in spot on the Upper Huron, because above that point, access is limited by private property and shallow waters, making paddling difficult. In total, there are 36 access points along the Huron River Water Trail (for more detail, see Appendix).

# Huron River Water Trail Mileage

The Huron River Water Trail is 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. See the table below for approximate mileage between communities and Metroparks along the Huron River Water Trail. The City of Ann Arbor is the approximate mid-point of the trail.

	Proud Lake														
Milford	5	Milford													
Kensington Metropark	9	4	Kensington Metropark												
Brighton	19	14	10	Brighton											
Huron Meadows Metropark	24	19	15	5	Huron Meadows Metropark										
Hudson Mills Metropark	37	32	28	18	13	Hudson Mills Metropark									
Dexter	42	37	33	23	18	5	Dexter								
Delhi Metropark	46	41	37	27	22	9	4	Delhi Metropark							
Ann Arbor	52	47	43	33	28	15	10	6	Ann Arbor						
Ypsilanti	64	59	55	45	40	27	22	18	12	Ypsilanti					
Belleville	74	69	65	55	50	37	32	28	22	10	Belleville				
Lower Huron Metropark	77	72	68	58	53	40	35	31	25	13	3	Lower Huron Metropark			
Willow Metropark	88	83	79	69	64	51	46	42	36	24	14	11	Willow Metropark		
Oakwoods Metropark	90	85	81	71	66	53	48	44	38	26	16	13	2	Oakwoods Metropark	
Flat Rock	95	90	86	76	71	58	53	49	43	31	21	18	7	5	Flat Rock
Lake Erie	104	99	95	85	80	67	62	58	52	40	30	27	16	14	9

Courtesy of Greenway Collaborative

# Huron River Water Trail Area Demographics

The Huron River Water Trail is located in a five-county area west of the Detroit metropolitan region. The most populous municipalities along the trail are Ann Arbor, Ypsilanti, and Flat Rock.

## Huron River Water Trail Region Demographic Profile\* (by county)

	Oakland	Livingston	Washtenaw	Wayne
Population (2012 est.)	1,220,657	182,838	350,946	1,792,365
Median Household Income (2011 est.)	\$66,456	\$71,694	\$59,737	\$41,886
Households (2011 est.)	481,449	67,397	134,165	681,674
Persons per household (2011 est.)	2.47	2.67	2.41	2.67
Persons per square mile (2010 est.)	1,386	320	488	2,974

## Huron River Water Trail Region Population Growth\*\* (projected by county)

	Oakland	Livingston	Washtenaw	Wayne
2020	1,218,449	192,116	354,116	1,700,779
2030	1,230,755	204,704	368,262	1,664,635
2040	1,246,863	214,323	386,235	1,656,931
2012 – 2040 Percent Change	+2.15%	+17.22%	+10.06%	-7.56%

## Huron River Water Trail Region Demographic Profile\* (by municipality)

	Milford	Brighton	Dexter~	Ann Arbor	Ypsilanti	Belleville~	Flat Rock
Population	6,214	7,475	6,042	114,925	19,596	3,991	9,778
Median Household Income	\$67,260	\$47,147	\$84,969^	\$53,377	\$33,699	\$44,141^	\$54,452
Households	2,476	3,678	2,225	45,457	7,668	1,755	3,537
Persons per household	2.49	2.01	2.72	2.23	2.07	2.27	2.74
Persons per sq. mi.	2,544	2,093	199	4,094	4,490	3,501	1,512

## Huron River Water Trail Region Population Growth\*\* (projected by municipality)

	Milford	Brighton	Dexter	Ann Arbor	Ypsilanti	Belleville	Flat Rock
2020	6,546	8,136	6,741	116,827	19,071	3,841	10,012
2030	6,446	8,794	6,787	119,113	20,003	3,813	10,048
2040	6,550	9,628	6,855	123,786	19,937	3,743	9,702
2012 – 2040 Percent Change	+5.41%	+28.80%	+13.46%	+7.71%	+1.74%	-6.21%	-0.78%

\* Source: U.S. Census Quick Facts; \*\* Source: SEMCOG; ~ Source: U.S. Census American FactFinder (2010 data);

^ Source: U.S. Census American FactFinder (2011 estimate)

# Huron River Water Trail User Estimate

From 2010 to 2012, nearly 120,000 boats (including canoes, kayaks, paddleboats and rowboats) were rented from Huron-Clinton Metroparks and canoe liveries along the Huron River, an annual average of almost 40,000 boat rentals (see Table 1). The number of boat users increased by 33 percent over the 3-year time period, aided by renovations to Ann Arbor's Argo Dam in 2011.

Location	Daily Average	Annual Average	2012	2011	2010
Kensington Metropark	123	13,174	13,253	13,288	12,982
Hudson Mills Metropark	53	5,633	5,928	5,225	5,745
Heavner Canoe Rental	Unavailable	Unavailable	Unavailable	Unavailable	Unavailable
Village Canoe Rental	Unavailable	Unavailable	Unavailable	Unavailable	Unavailable
Argo Canoe Livery	93	9,966	15,314	5,858	8,727
Gallup Canoe Livery	103	11,014	13,392	12,010	7,639
<b>Total</b>	<b>372</b>	<b>39,787</b>	<b>47,887</b>	<b>36,381</b>	<b>35,093</b>

Courtesy of Huron-Clinton Metroparks  
and the City of Ann Arbor Parks and Recreation Department

However, these user figures only represent a fraction of the total number of paddlesport enthusiasts who frequent the Huron River each year. Many visitors use their own boats and equipment to travel throughout the river system, but these uses have not yet been quantified for the Huron River Water Trail. Weather also plays a significant role, creating river conditions that either encourage or discourage paddlesport enthusiasts from taking to the water.

A [2009 Michigan State University use study of the current 15-mile Border-to-Border Trail \(B2B\)](#), a multi-use trail that travels through Ann Arbor and Ypsilanti along the Huron River, found that there were 114,405 estimated uses for a six-month spring and fall period. Projecting increased use in the three summer months and decreased use in the three winter months, the B2B experiences an estimated 228,810 uses over the course of a year.

According to a [2006 economic impact study prepared for the Outdoor Industry Foundation](#), paddlers in the East North Central region of the United States, which includes Illinois, Indiana, Michigan, Ohio and Wisconsin, represented roughly one quarter of the total number of trail and bicycle participants in the same region. By using this ratio of paddlers to trail and bicycle users, the portion of the Huron River Water Trail that follows the B2B would experience approximately 54,316 paddlesport users annually. Based on the data shared by the Argo and Gallup Canoe Liveries (see Table 1), showing 20,980 paddle visitors, a vast majority of these paddlers must use their own boats and equipment.

If similar ratios hold for the other boat rental areas along the Huron River Water Trail, this portion of the river system experiences approximately 103,006 total paddle visitors each year.

## 103,006

Estimated Huron River Water Trail Users Annually

# Economic Impact of Outdoor Recreation

According to a [2012 report by the Outdoor Industry Association](#), “outdoor recreation is a growing and diverse economic super sector that is a vital cornerstone of successful communities that cannot be ignored.”

In terms of annual consumer spending, outdoor recreation is the third largest industry in the United States, only surpassed by financial services and insurance and outpatient healthcare, and it is the largest industry when comparing the number of people employed. Between 2005 and 2011, including the Great Recession, the outdoor recreation industry grew approximately 5 percent annually.

The Huron River Water Trail would attract paddlesport enthusiasts, including people who canoe, kayak and raft. Water sports (which include deep sea and powerboat recreation) create over 800,000 jobs and result in over \$85 billion. They are two of the largest outdoor recreation activities nationally.

The outdoor recreation economy is comprised of two forms of spending: the purchase of gear and vehicles, and dollars spent on trips and travel. Gear purchases include outdoor apparel and footwear, bicycles, fishing equipment, and backpacks. Vehicle purchases include boats, motorcycles, and all-terrain vehicles. Trip and travel purchases include rental cars, lodging, restaurants, groceries, gasoline, souvenirs, lessons, river guides and any other expenses incurred during an outdoor recreation trip. Water sports result in gear and vehicle purchases totaling nearly \$20 billion and trip-related sales totaling over \$65 billion annually.

Local communities with strong outdoor recreation economies benefit through job creation and tax revenue. The outdoor recreation economy generates \$80 billion per year in national, state and local tax revenues. Cities and towns are increasingly recognizing that outdoor recreation and open spaces, such as the Huron River Water Trail, are key ingredients to healthy communities, contribute to a high quality of life, and most importantly, attract and sustain businesses and families. Water sports generate over \$4.8 billion in state and local taxes.

Courtesy of the Outdoor Industry Association

# Economic Impact Analysis

Boat rentals along the Huron River Water Trail generated at least \$2,692,994 in revenue between 2010 and 2012, an annual average of roughly \$900,000 (see Table 3). Revenue grew by 29 percent over the 3-year period.

Table 3. 2010-2012 Boat Rental Revenue				
Location	Annual Average	2012	2011	2010
Kensington Metropark	\$143,277	\$158,430	\$151,300	\$120,100
Hudson Mills Metropark	\$26,626	\$26,864	\$23,531	\$29,483
Heavner Canoe Rental	\$348,375	\$356,582	\$330,945	\$357,599
Village Canoe Rental	Unavailable	Unavailable	Unavailable	Unavailable
Argo Canoe Livery	\$200,245	\$282,983	\$119,777	\$197,974
Gallup Canoe Livery	\$179,142	\$238,877	\$182,114	\$116,435
<b>Total</b>	<b>\$897,665</b>	<b>\$1,063,736</b>	<b>\$807,667</b>	<b>\$821,591</b>

Courtesy of Huron-Clinton Metroparks, Heavner Canoe & XC Ski Rental Inc., and the City of Ann Arbor Parks and Recreation Department

Unfortunately, there is no data on the local revenue generated by visitors who use their own paddle equipment. This study encourages local investment in a user survey that would help the region better understand paddlesport usage (by all types of visitors) along the Huron River Water Trail and estimate increased usage from additional access points and remediation. For the purposes of this study, recent paddlesport economic impact literature provides a guide for the types and amount of economic impact that the average paddler would likely bring to the local economies along the Huron River Water Trail.

According to a [2006 economic impact study prepared for the Outdoor Industry Foundation](#), paddlers in the East North Central region of the United States, which includes Illinois, Indiana, Michigan, Ohio and Wisconsin, spend an average of \$126 per day trip (see Table 4). This per trip expenditure is 22 percent higher than the national average.

Table 4. Per Trip Expenditures							
Region	Trip Type	Food and Drink	Transportation	Recreation/ Entertainment	Souvenirs and Gifts	Lodging	Total
East North Central	Day	\$41	\$35	\$39	\$11	N/A	\$126
United States	Day	\$32	\$31	\$33	\$7	N/A	\$103
East North Central	Overnight	\$87	\$52	\$45	\$18	\$66	\$268
United States	Overnight	\$75	\$61	\$40	\$12	\$67	\$255

Paddlers in the East North Central region spend an average of \$268 per overnight trip, 5 percent higher than the national average. However, the average East North Central overnight paddler spends less on transportation and lodging than other paddlers from around the country. The standard business mileage rate for 2006 was \$0.445 (as determined by the Internal Revenue Service), meaning the average East North Central paddler travels roughly 79 miles for a day trip and 117 miles for an overnight trip.

Figure 2. Average Day Trip Radius (to Proud Lake, Dexter and Lake Erie sections of Huron River Water Trail)

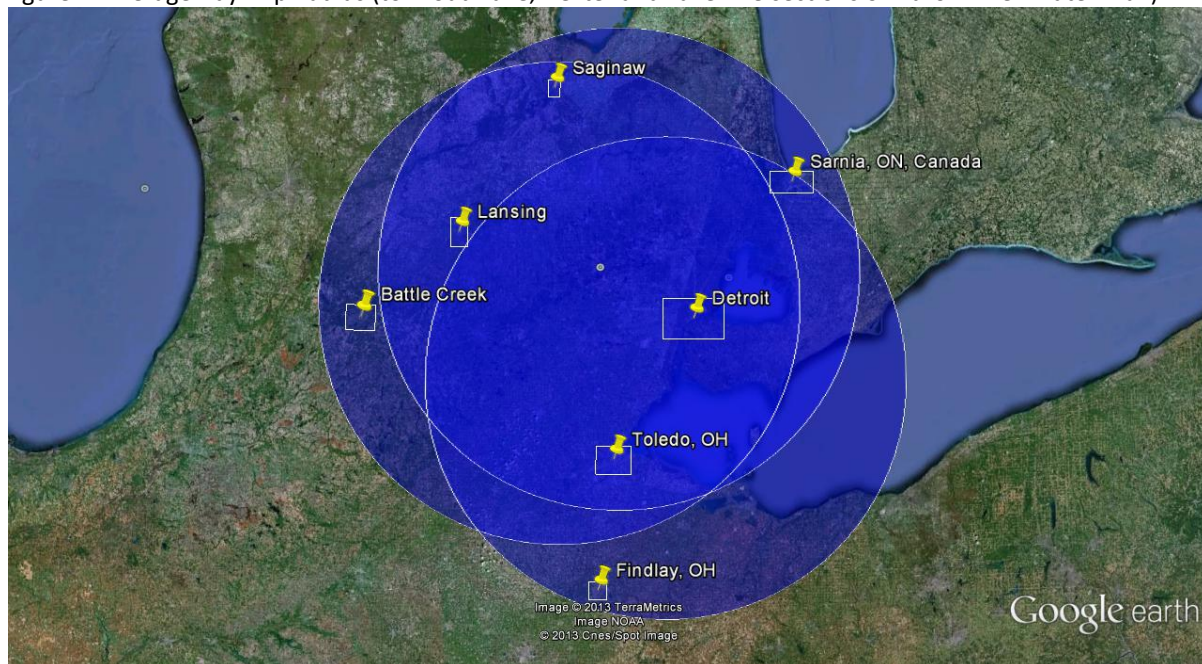
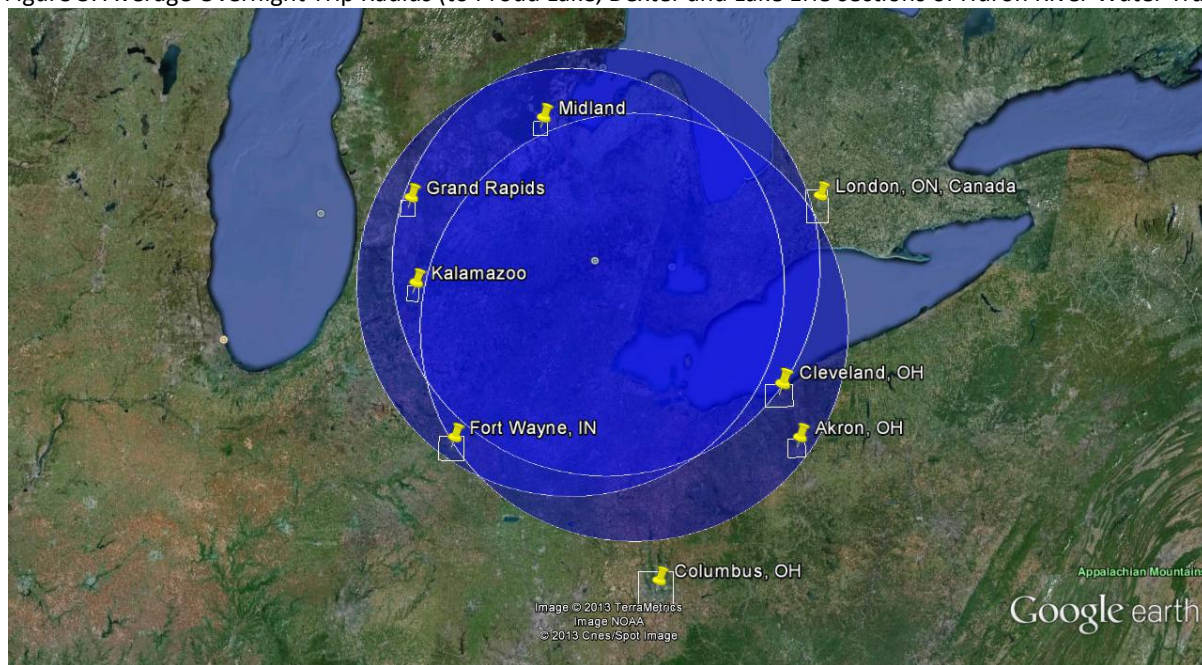


Figure 3. Average Overnight Trip Radius (to Proud Lake, Dexter and Lake Erie sections of Huron River Water Trail)



Therefore, the average day-trip paddler on the Huron River Water Trail will travel from as far as Saginaw to the north and Battle Creek to the west, encompassing all of southeast Michigan and parts of northern Indiana and Ohio and western Ontario (see Figure 2).

The outdoor recreation literature cites communities with developed tourism infrastructure have the most success at attracting visitor dollars. According to a [2007 report by the University of Vermont](#), water trails have potential as a tool for diversifying local economies. Rather than creating new markets,

water trails will better benefit existing businesses by presenting them with an opportunity to provide additional food, lodging, and outfitting services to paddlers drawn to the area.

In the case of Washtenaw County's Border-to-Border Trail, however, only 3 percent of visitors learned of the trail through tourism marketing, offering at least a partial explanation of why the vast majority of visitors (95 percent) came from inside the county (see Table 5). To attract day-trip visitors from outside southeast Michigan, economic development of the Huron River Water Trail must include investment in a strong tourism campaign focused on paddlers from within the blue-highlighted area in Figure 2.

Table 5. Border-to-Border Trail Discovery	
Method of Discovery	Percentage of Users
By seeing the trail	39%
From living in the area	29%
From friends or relatives	12%
Visitor did not know they were on the B2B Trail	11%
From state or local maps	6%
From the media	2%
From trail signs	1%
BY other means (including the Internet and trail-related organizations)	1%

Courtesy of Michigan State University

Annually, paddlers in the East North Central region take 13,900,000 total trips, a combination of 7,630,000 day trips and 6,240,000 overnight trips. They spend an average of \$481 (trip expenditures and equipment and services combined), meaning that paddlers take, on average, nearly 2.1 day trips per year and 0.81 overnight trips per year. Even though the majority of Huron River Water Trail users will come for day trips, day-trip marketing campaigns may have diminishing results if they target visitors from outside the blue-highlighted area in Figure 2.

The average overnight-trip paddler will travel from as far as northern areas in the Lower Peninsula and Lake Michigan to the west, encompassing most of Michigan to the south and east and extended parts of northern Indiana and Ohio and western Ontario (see Figure 3). Economic development of the Huron River Water Trail should include a tourism campaign focused on overnight-trip paddlers from within the blue-highlighted area, but the data show that, in general, paddlers from this region are less likely to make overnight paddling trips than day trips. Therefore, overnight-trip marketing campaigns will likely have diminishing results if they target visitors from outside this area.

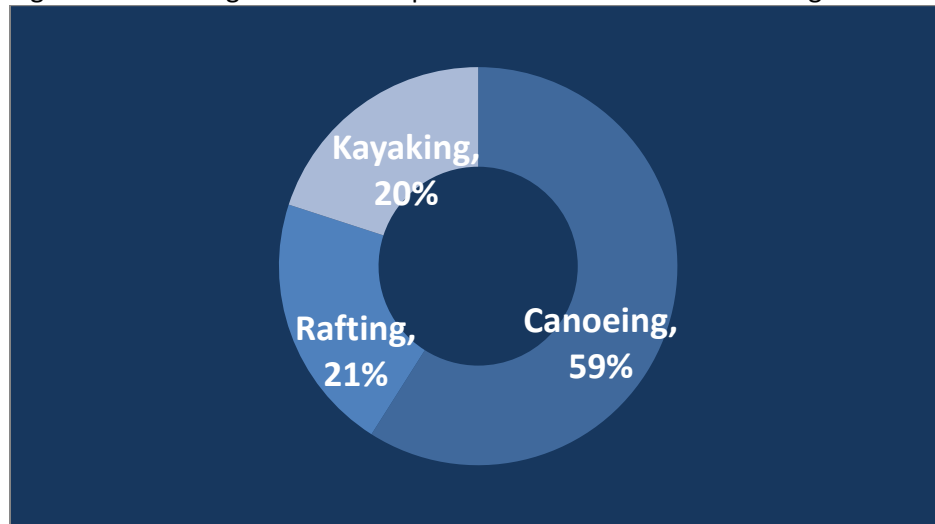
Paddlers in the East North Central region spend almost \$50 less per year on equipment and services than paddlers from around the country (see Table 6). However, paddlers from this region consistently spend more on apparel, equipment, accessories and services for children, suggesting that paddlesports may be more of a family endeavor in this part of the country. Economic development strategies should incorporate businesses that support family recreation, such as restaurants, children's apparel and other types of recreation.

Table 6. Annual Paddler Equipment and Services Expenditures		
Expenditure Category	East North Central Region	National Average
Apparel, Self	\$42	\$57
Apparel, Children	\$11	\$7
Equipment, Self	\$61	\$82
Equipment, Children	\$9	\$7
Accessories, Self	\$28	\$41
Accessories, Children	\$7	\$4
Services, Self	\$31	\$40
Services, Children	\$7	\$5
Total	\$196	\$243

According to the Outdoor Industry Foundation study, a dollar spent for trip-related items, such as a hotel night or a restaurant meal, typically exchanges hands more often and generates greater economic activity. Dollars spent on equipment tend to exit the economy, often to overseas manufacturers. Based on the results of the study's primary research, salaries increase by 25 percent more, business earnings by 15.3 percent more, employment by 13.7 percent more, state tax revenues by 8 percent more and federal tax revenues by 12.1 percent more for the average trip-related dollar spent by an outdoor recreationist compared to the average equipment dollar. Simply put, economic development of the Huron River Water Trail should focus on attracting more frequent trips rather than the purchase of newer, more expensive equipment.

In the East North Central region, canoeing is the dominant paddlesport. Almost 60 percent of paddle trips in this region are by canoe, compared to 20 percent by kayak and raft, respectively (see Figure 4).

Figure 4. Percentage of Paddle Trips Taken in East North Central Region



If the Outdoor Industry Foundation's 2006 estimate of \$481 spent annually by the average East North Central paddler holds true for current paddlers of the Huron River Water Trail, the trail generates an estimated \$49,545,886 annually from current users. With additional investments in tourism campaigns, interpretive signs and boat access points, the region can increase its share of the growing outdoor recreation economy.

# Impact on Washtenaw County

Washtenaw County has a special relationship with the Huron River. The river runs through the heart of the county seat, Ann Arbor, providing a picturesque backdrop to the University of Michigan and residential and commercial properties along the way. Arguably nowhere else in Michigan does a river provide such a breathtaking opportunity for natural, scenic fun and relaxation within an urban landscape as the Huron River does in Ann Arbor. In addition, the river provides other sightseeing opportunities in Washtenaw County as it meanders through the growing country hamlet of Dexter, the hip downtown of Ypsilanti and Eastern Michigan's beautiful campus.

Table 7. 2010-2012 Washtenaw County Boat Rentals

Location	Daily Average	Annual Average	2012	2011	2010
Hudson Mills Metropark	53	5,633	5,928	5,225	5,745
Argo Canoe Livery	93	9,966	15,314	5,858	8,727
Gallup Canoe Livery	103	11,014	13,392	12,010	7,639
<b>Total</b>	<b>249</b>	<b>26,613</b>	<b>34,634</b>	<b>23,093</b>	<b>22,111</b>

Table 8. 2010-2012 Washtenaw County Boat Rental Revenue

Location	Annual Average	2012	2011	2010
Hudson Mills Metropark	\$26,626	\$26,864	\$23,531	\$29,483
Argo Canoe Livery	\$200,245	\$282,983	\$119,777	\$197,974
Gallup Canoe Livery	\$179,142	\$238,877	\$182,114	\$116,435
<b>Total</b>	<b>\$406,013</b>	<b>\$548,724</b>	<b>\$325,422</b>	<b>\$343,892</b>

Courtesy of Huron-Clinton Metropolitan Authority  
and the City of Ann Arbor Parks and Recreation Department

Paddlesports, such as canoeing and kayaking, are becoming increasingly popular on Washtenaw County's portion of the Huron River. Between 2010 and 2012, boat rentals at the three canoe liveries that operate within the county increased by 57 percent (see Table 7), while rental revenues increased by 60 percent over that same time span (see Table 8). While such growth may be tempered by periods of poor weather, improvements to the river's cleanliness and increased access to paddleboats have helped drive new interest in river sports in and around Ann Arbor.

Based on user estimation ratios described in the User Estimate portion of this report, Washtenaw County experiences roughly 68,900 paddlers along its segment of the Huron River Water Trail. Given this estimate, and if the Outdoor Industry Foundation's 2006 estimate of \$481 spent annually by the average East North Central paddler holds true for current paddlers of Washtenaw County's portion of the Huron River Water Trail, then the county generates an estimated \$33,140,664 annually from current users of the trail. With additional investments in tourism campaigns, interpretive signs, boat access points and riverfront business, Washtenaw County can increase its share of the growing outdoor recreation economy.

## \$33 Million

Estimated Economic Impact of Huron River Water Trail in Washtenaw County

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# Appendix

Huron River Water Trail Access Points	
Access Point	Float Distance to Next Access Point (mi)
Proud Lake, southeast shore	3
Proud Lake Recreation Area, Wixom Road	6
Kensington Metropark Canoe Camp	1
Dawson Road Bridge	3
Kent Lake, east boat launch	1
Kent Lake, west boat launch	2
Island Lake Recreation Area	2
Island Lake Canoe Camp	2
Island Lake Bridge Picnic Area	5
Huron Meadows Metropark	10
Portage Lake	2
Hudson Mills Canoe Camp	1
Hudson Mills Metropark, Rapids View	4
Warrior Park, Dexter (Mill Creek)	2
Dexter-Huron Metropark	3
Delhi Metropark	5
Barton Park	2
Argo Park	1
Island Park	3
Gallup Park	1
Dixboro Launch	6
Riverside Park	1
Spring Street Launch	1
Ford Lake Boathouse	3
Hydro Park	1
MDNR Launch	2
Van Buren Park	5
Lower Huron Metropark	2
Lower Huron Canoe Camp	2
Lower Huron, East Bend	6
Willow Metropark	1
Willow Metropark	4
Oakwoods Metropark	5
Huroc Park	5
Labo Park	4
Pointe Mouillee State Game Area/Lake Erie Metropark	---

Courtesy of Huron River Water Trail Paddler's Companion

## Huron River Water Trail Outfitters

**Heavner Canoe & Kayak Rental**  
Proud Lake State Recreation Area

Phone: 248-685-2379  
Website: <http://www.heavnercanoe.com/proud-lake>

**Heavner Canoe & Kayak Rental**  
Island Lake State Recreation Area

Phone: 248-685-2379  
Website: <http://www.heavnercanoe.com/island-lake>

**Village Canoe Rental**  
Milford

Phone: 734-769-0209  
Website: <http://villagecanoerental.com/>

**Skip's Huron River Canoe Livery**  
Delhi Metropark

Phone: 734-769-8686  
Website: <http://skipshuronrivercanoeliveryllc.com/>

**Argo Canoe Livery**  
City of Ann Arbor

Phone: 734-794-6240  
Website: <http://www.a2gov.org/government/communityservices/ParksandRecreation/CanoeLiveries/Pages/ArgoCanoeLivery.aspx>

**Gallup Canoe Livery**  
City of Ann Arbor

Phone: 734-794-6240  
Website: <http://www.a2gov.org/government/communityservices/ParksandRecreation/CanoeLiveries/Pages/GallupPark.aspx>

**Riverside Kayak Connection**  
Wyandotte

Phone: 734-285-2925  
Website: <http://riversidekayak.com/>

**Detroit City Outfitters**  
Howell

Phone: 517-304-1504  
Website: <http://www.detroitcityoutfitters.com/>

**Urban Wave**  
Oak Park

Phone: 248-330-3519  
Website: <http://urbanwavesup.com/index.php>

**Huron River Watershed Council**

1100 N. Main Street, Suite 210  
Ann Arbor, MI 48104

Tel 734.769.5123

[www.hrwc.org](http://www.hrwc.org)

**Washtenaw County Office of Community and Economic Development (OCED)**

110 N. Fourth Avenue, Suite 300  
Ann Arbor, MI 48107

Tel 734.622.9025

[www.ewashtenaw.org/oced](http://www.ewashtenaw.org/oced)



**Huron River**  
WATER TRAIL



**Huron**  
River  
Watershed  
Council

**RiverUp!**

**The Huron River Water Trail is a consortium of interested groups and communities, and is a project of the Huron River Watershed Council and RiverUp!**