

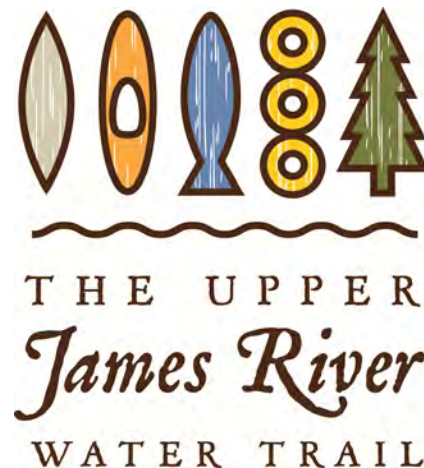
Upper James River Water Trail Economic Impact To Date

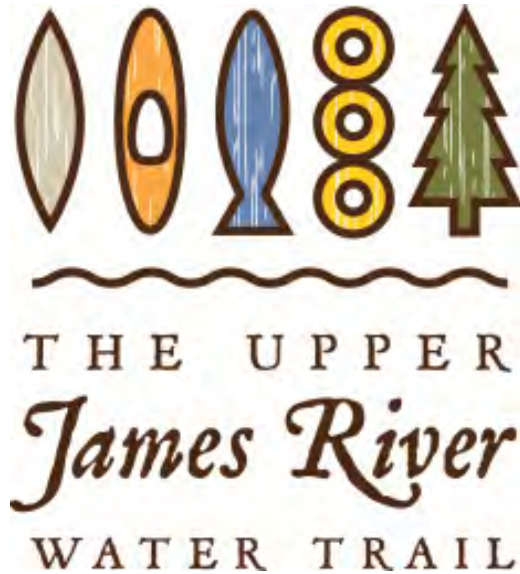
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September 18, 2014





Upper James River Water Trail
marketing initiative launched Spring
2010.

Initially Botetourt County had 6 DGIF
boat landings over 45 miles of the
Upper James River in Botetourt
County, VA.



The goal was to promote river
recreation with in our County both
to local residents and tourists.

Upper James River Water Trail Development

- Initial Water Trail campaign included new website, brochure, and targeted marketing campaign.
- In subsequent years, signage was added at all boat landings and two new river access points were constructed.
- Two private commercial river front campgrounds have also opened.
- Navigation Signage and additional access sites are under development.
- Neighboring counties have also added / improved access points on up and down stream allowing for even more trip options.



Economic Impact



- The Upper James River Water Trail initiative was designed to stimulate river based tourism and to enhance quality of life of County residents by promoting and improving local recreational paddling opportunities.



- Measuring economic impacts have been difficult to accurately quantify.
- Paddling has continued to increase each year since launch of UJRWT. Boat landings are now full, out of town license plate counts and car roof racks loaded with boats can be seen all summer long throughout the County.

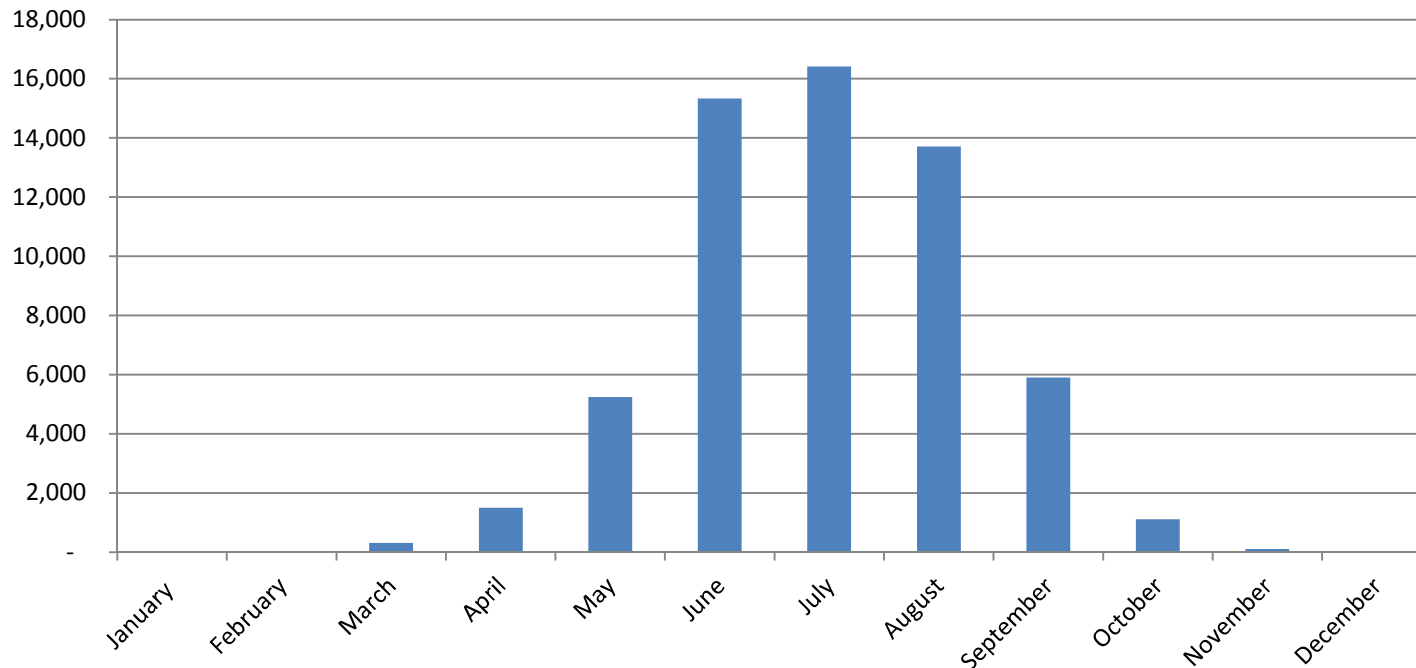


- New efforts are underway to attempt to quantify economic impacts are underway.

Botetourt County River Related Business Since 2010

Business Type	2010	2014
Retail Outfitters	2	2
B & Bs	2	5
Cabins / Vacation Homes	3	9
Fishing Guide/Service	1	5
Campgrounds	2	4
Rental Outfitters (in Botetourt)	3 (1)	3 (1)

2014 Preliminary Estimated Traffic Count = 59,600 Paddlers



Note: Estimate based on traffic counts placed at boat landings for approximately 2 week periods (8 % of paddling season), annualized and extrapolated based on Twin River Outfitters sales data. Attempted to use conservative so as not to over state traffic counts. Margin of error estimated at + or – 15%.





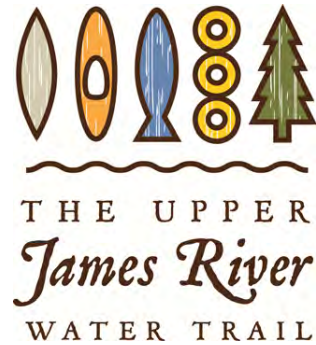
Economic Impact Study

- Fall 2014 the Upper James River Water Trail has been chosen for a case study project by Virginia Tech Graduate Students to measure the economic impact of the trail on the local community.
- Will incorporate input from a variety of stake holders to estimate economic benefit of the UJRWT.
- Report Due out February 2015.
- Hope to learn an estimated dollar impact as a result of the trail initiative on the region.

Summary

- All agree the Upper James River Water Trail has had a positive economic impact and has substantially increased river traffic and river related business growth.
- Boat landing counters seem to be best way to measure traffic.
- Given the relative low cost to the County to implement a Water Trail , this tourism initiative has had great positive return on investment .
- Successes of UJRWT has lead to expanding outdoor culture and growing community and political support.
- Has resulting in new outdoor related infrastructure and asset development , including trails, greenways and wayside parks.
- More study / research needed to quantify financial benefits of the trail.

QUESTIONS, COMMENTS, SUGGESTIONS



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