

Water Tourism Opportunities in Clackamas County

A presentation and discussion on
the development of water assets
in our local communities



Water Tourism Plan

Mt. Hood Territory initiated this comprehensive study to determine if our water recreation assets are being used to their greatest economic potential.



*Michael D. Crane, AICP
Founder/Principal*

Outline

- Methodology
- Key Findings
- Opportunities
- Recommendations
- Recap
- Discussion



Methodology

Created a detailed **inventory** of Clackamas County's ponds, lakes and rivers and compared Clackamas County's **water assets** and use to overall Oregon and national trends. This was the first study of its kind in Oregon.

1,700
Survey Respondents



Comparative
Research



Market Research



4 Months
On-the-Ground
Fieldwork



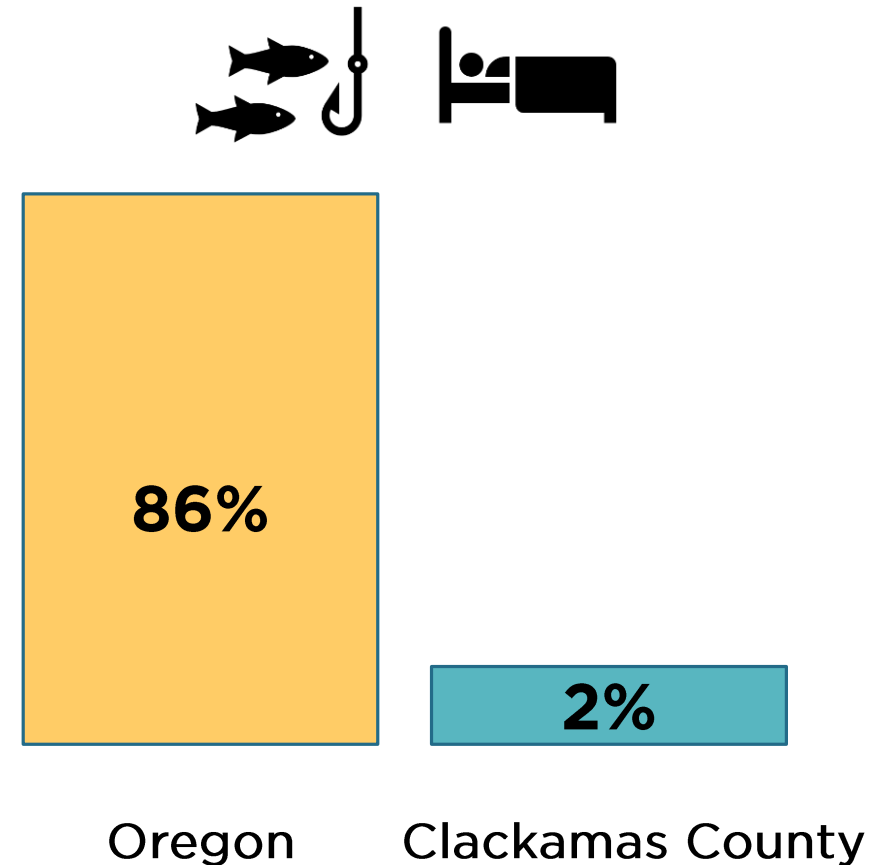
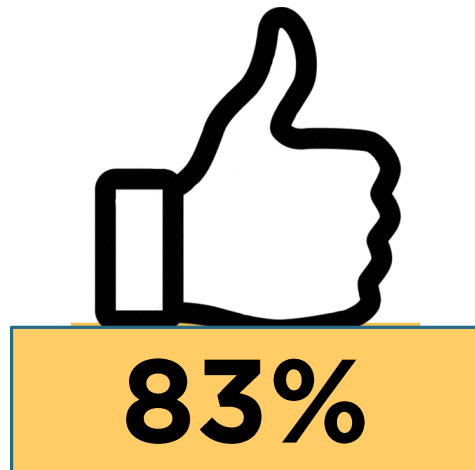
Strategy Sessions
with Stakeholders



- Local Experts
- Recreators
- One-on-one Interviews
- Focus Group Sessions

Key Findings: Quality is Excellent

Clackamas County's water bodies are **equally good or better than** the state average for recreational value.



Water Recreation Markets

Market Location

Non-Residential Market

Sport

% Non-Resident

Source



23%

National



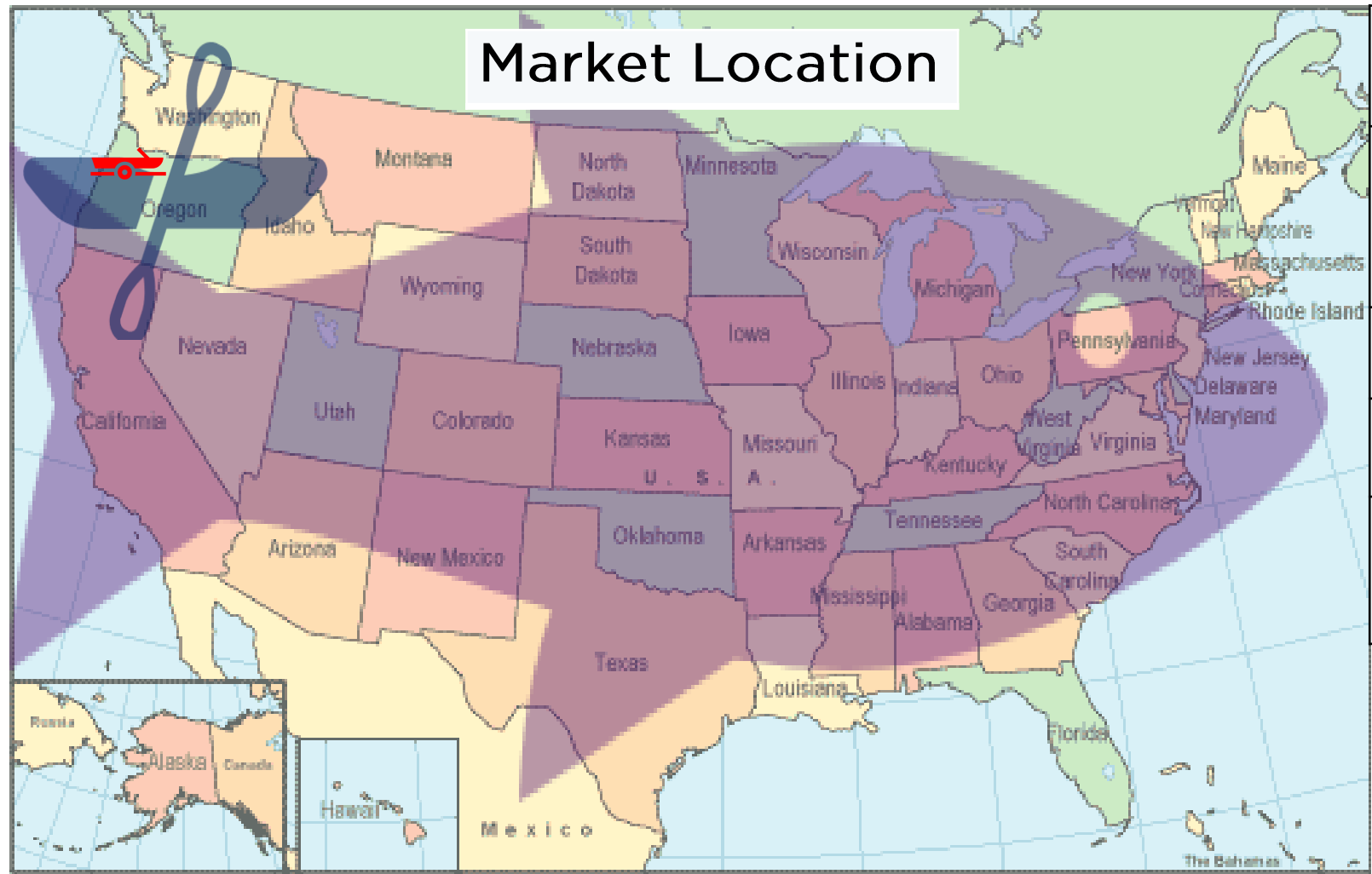
2%

Neighboring States



25%

Neighboring States





Anglers



Paddlers

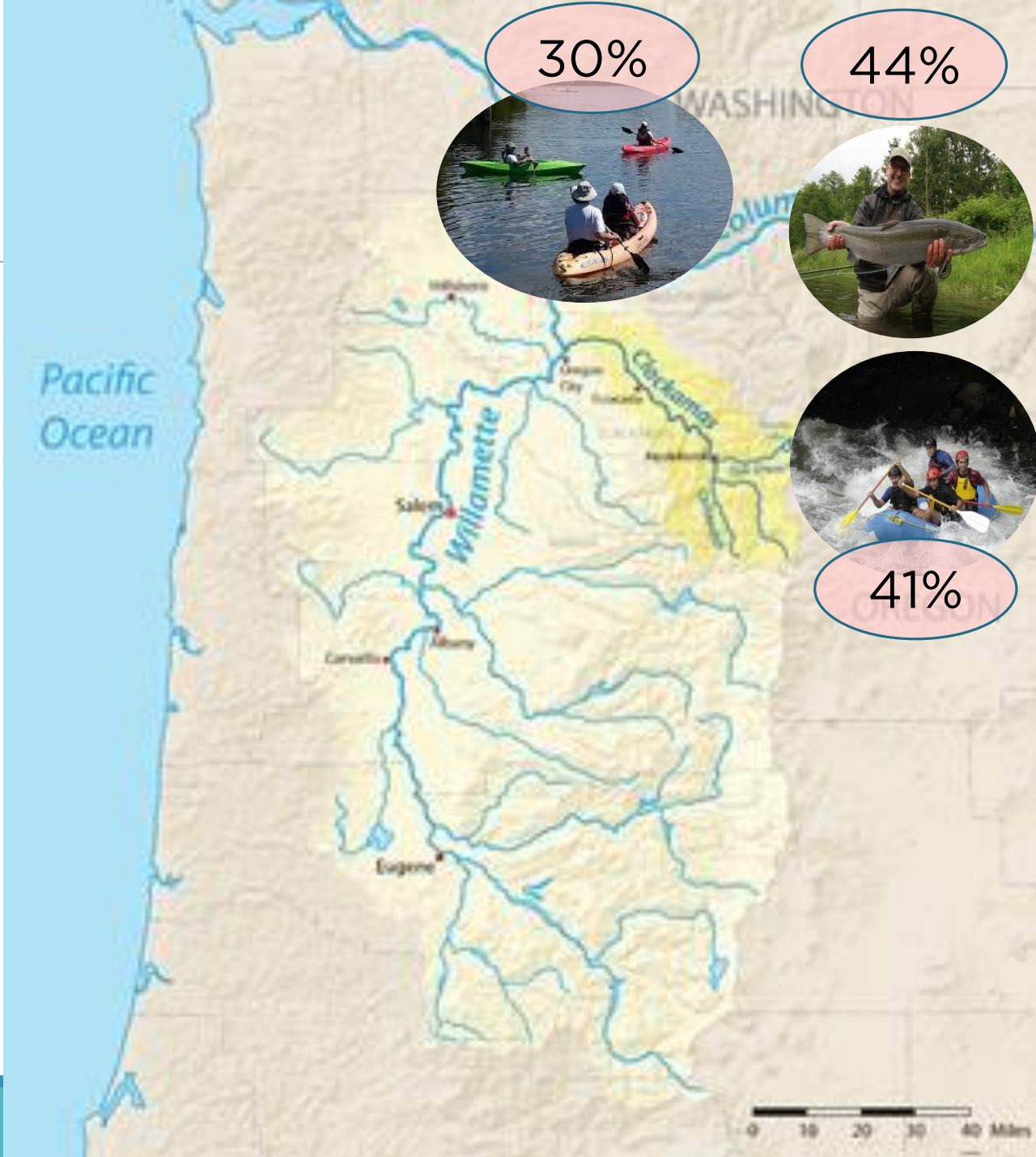


Motor Boaters

Water Recreation Markets

Where are Water Visitors Going ?

- The Columbia River attracts 30% of all flatwater paddlers. Clackamas County attracts 8.7%
- The Deschutes attracts 41% of whitewater market. Clackamas attracts 9%
- 44% of anglers are heading to the Deschutes and Columbia while any Clackamas County river is less than 5%



Key Findings: Economic Potential

Current Visitation

State	Non-Resident Anglers	% of USA	Non-Resident Angler Days	% of USA
Alaska	327,418	5%	1,287,096	2%
Wisconsin	336,753	5%	6,707,662	12%
Florida	1,197,279	17%	9,543,924	17%
Oregon	264,424	4%	1,262,784	2%
California	97,967	1%	486,605	1%
Washington	102,562	1%	341,327	1%
Idaho	208,418	3%	3,341,667	6%
Wyoming	193,076	3%	3,331,254	6%

1.5 mil
visitors

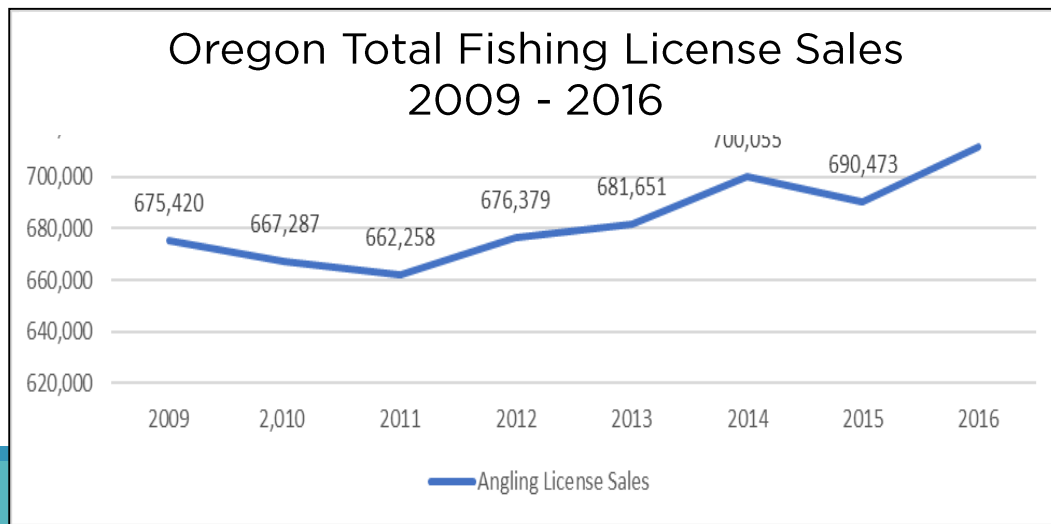


284,000
overnight stays

Economic Potential

**2 x current
visitation**

The Future of the Angler Market = Non Residents



- Resident annual fishing licenses purchases are NOT a good indicator of interest or participation because they are not purchased annually
- Daily fishing licenses purchases are good indicators for non-residents demand
- Increase in total fishing licenses sales is due to non-resident purchases

Willamette Falls



Willamette Falls Locks



Estimated Annual Lockage

Lower Bound Estimate
3,391

Final Estimate
15,708

Upper Bound Estimate
32,574

Estimated Annual Revenue from Recreational Boating

Lower Bound Estimate
\$162,870

Upper Bound Estimate
\$304,305

Opportunities

48 Total Recommendations in 5 Categories

Physical Improvements



Community Connections



Improving the Experience



Putting Clackamas "On the Map"



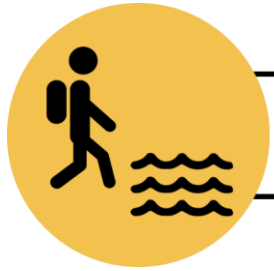
Institutional & Organizational



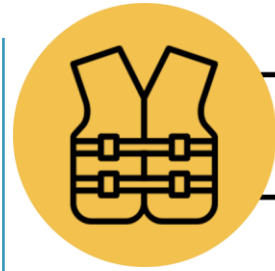
Steps in the Right Direction



Physical
Improvements



Connect People
to the Water



Improve the
Experience



Put Clackamas
County on the Map

WILLAMETTE RIVER



Water Trail

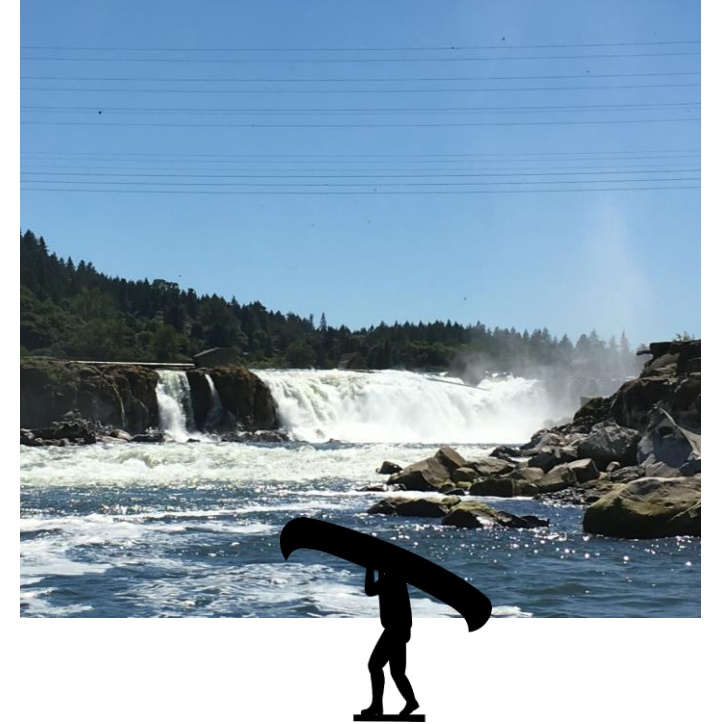
Market Potential for Increased Camping



Recommendations:
Physical Improvements

Improvements to Infrastructure

- Boat Portage at Willamette Falls
- Upgrade existing facilities



Recommendations:
Physical Improvements

Recommendations: Physical Improvements

Sandy River Corridor

Provide Access at
RM38 (Salmon
River)



Improve Day Use
Area & Access at
Marmot



Upgrade Ed
LaTourette Park



Provide Camping
at Ed LaTourette
Park



Improvements,
Parking and
Access at Sandy
River Park



Create Day Use
Area Sandy River
Park



Upgrade Camping
Facilities at Dodge
Park



Recommendations: Physical Improvements

Upper Clackamas River

Parking and
Facility
Improvements at



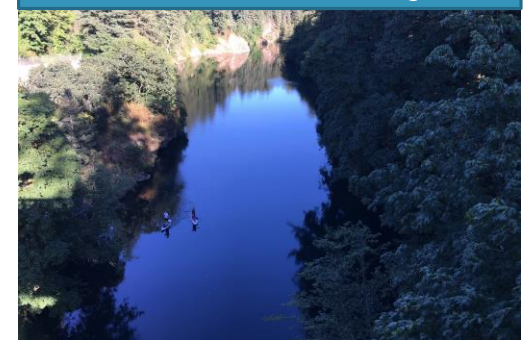
Expanding
Camping facilities
near Timothy Lake



Expanding
Camping facilities
near Estacada City



Connect Milo
McIver SP to
Estacada City



Recommendations: Physical Improvements

Lower Clackamas River

Improve
Feldhiemer Boat
Launch



Promote Mass
Transit/
Bus Stop at Carver
Park



Recommendations: Physical Improvements

Molalla River Corridor

Upgrades at Wagon Wheel Park



Increase Camping in Corridor



Improve River Safety



Recommendations: Physical Improvements

Willamette River

Wilsonville
Memorial Park
Improve day Use
Area & Access



Improve Boat
Ramp at Molalla
River SP Canby



Provide Camping
at Molalla River SP
Canby



Hiking Trails
connecting Canby
with the River



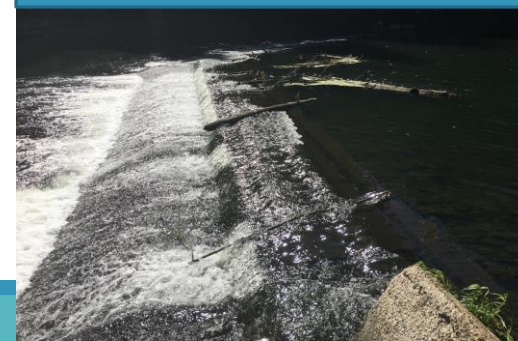
Connect West Linn
Downtown with
Willamette Park



Provide Camping
at Willamette Park,
West Linn



Improve Safety at
Low Head Dam on
Tualatin



Recommendations: Physical Improvements

Willamette River

Public Viewing For
Water Skiing, West
Linn



Upgrade
Clackamette Park,
Oregon City



Gladstone
Riverwalk



Primitive Camping
Trail From
Wilsonville to
Milwaukie



Improve Small
Boat Access at
Mary S. Young
Park, West Linn



Multiple
Improvements at
Willamette River
Greenway



Pedestrian
improvements
Riverfront Park,
Milwaukie



Connect Milo McIver State Park to
Estacada



Develop the “Urban-River Interface”



Recommendations:
Connect People to the Water

Rebrand the River Experience

- Expand tour products
- Gear rental/library
- Hotel + activity packages
- Family-friendly tours
- Experiences for various skill levels and budgets
- Nature photography
- Heritage tours
- River SCUBA/snorkel
- Niche markets



Recommendations:
Improve the Experience

Rebrand Fishing

“Promote the Experience Not the Kill”

CORE MOTIVATION

1. SPEND TIME WITH FAMILY
2. RELAX
3. IMPROVE SKILLS AND GET SOME EXERCISE



MARKETING MESSAGE



Not
This



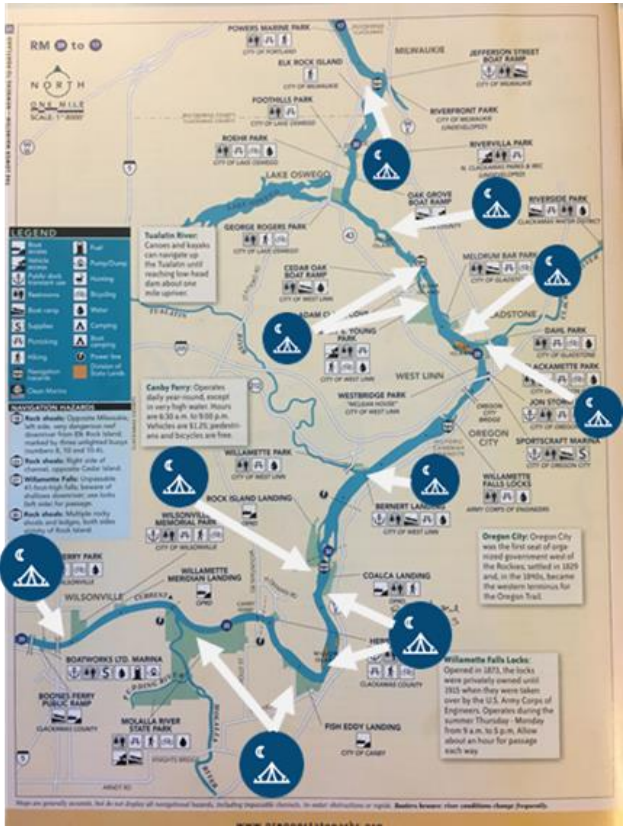
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Recommendation
Improving the Experience

Create Tools to Provide Information

- Willamette is a water trail
- Create Water Trail and map for Clackamas River



Develop a primitive camping/paddling trail on the Willamette River



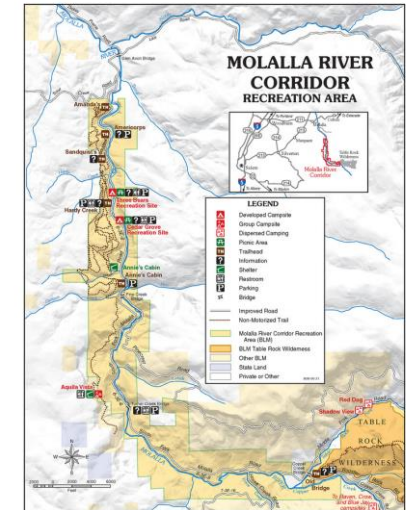
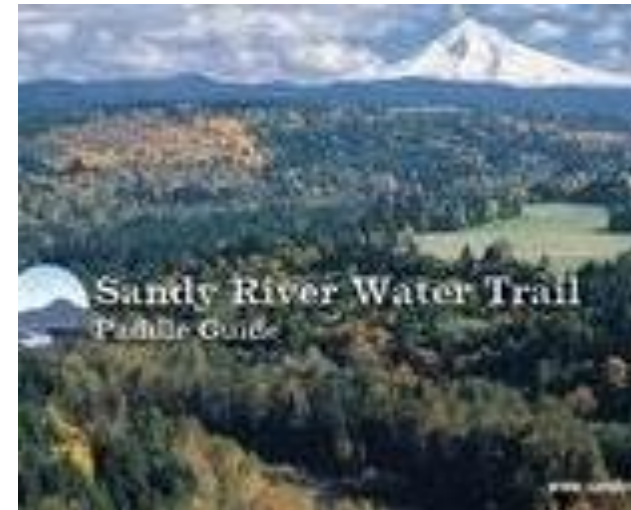
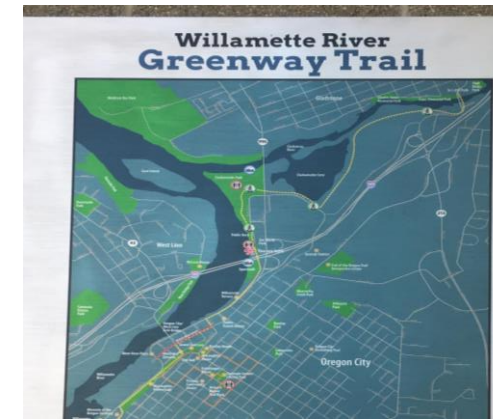
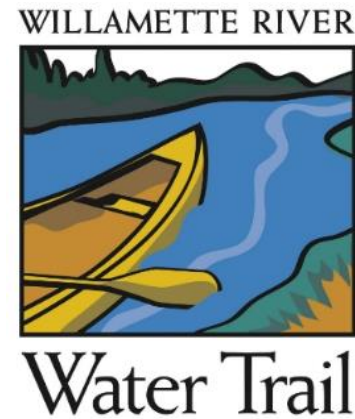
Recommendations:
Improving the Experience

Recommendations:

Putting Clackamas County “On the Map”

Clackamas River Water Trail Map and User Information

- Follow your excellent examples
- These are above national standards



Recommendations:

Develop Fishing Packages with Lodging Business

Target: Empty Nester
Angler Market



Marketable
Lodging/Fish
ing Package

Recommendations for Events:

Create Oregon's Largest River Celebration

Events:

- Cultural Demonstrations
- Industrial Tours Natural History tours
- Fishing and Boating Competitions
- Music and Nightly events

Key Partners:

- Tribal Nations
- Historical Societies & Museums
- Environmental Organizations
- Sports Clubs
- All levels of Government
- Corporate Sponsors



Hold Annual River Events

Work with Local Guides and Shops to Create Unique Events

Elite Fly Fishing Tournament



Paddling Competition



Recommendations

Put Clackamas County on the Map



Recommendations for Community Connections



Municipalities Hold the Key to Water Tourism

Build ownership and buy in for local water recreation improvement projects.

Integrate water tourism into your local planning efforts

Organizational and Institutional Recommendations

Interagency
Coordination and
Collaboration



Recap

- High quality and under utilized water assets
- Water based recreation can play a more important role in your economic development portfolio
- Road map of 48 recommendations



What is Your Role in Water Tourism?

Physical Improvements



Community Connections



Improving the Experience



Putting Clackamas "On the Map"



Institutional & Organizational



Discussion

THANK YOU!



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Feedback

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1. What are your initial thoughts or general comments on the information?
2. What priorities should be considered moving forward with this work?
3. What projects either existing or future are relevant to this work?
4. What needs additional clarification from the study and presentation? Questions?
5. Other - additional comments or questions you may have

Follow Up

Review the complete study:

www.mthoodterritory.com/water-tourism-strategic-plan

Fill out the online survey