

Great Miami Riverway

Sarah Hippensteel Hall

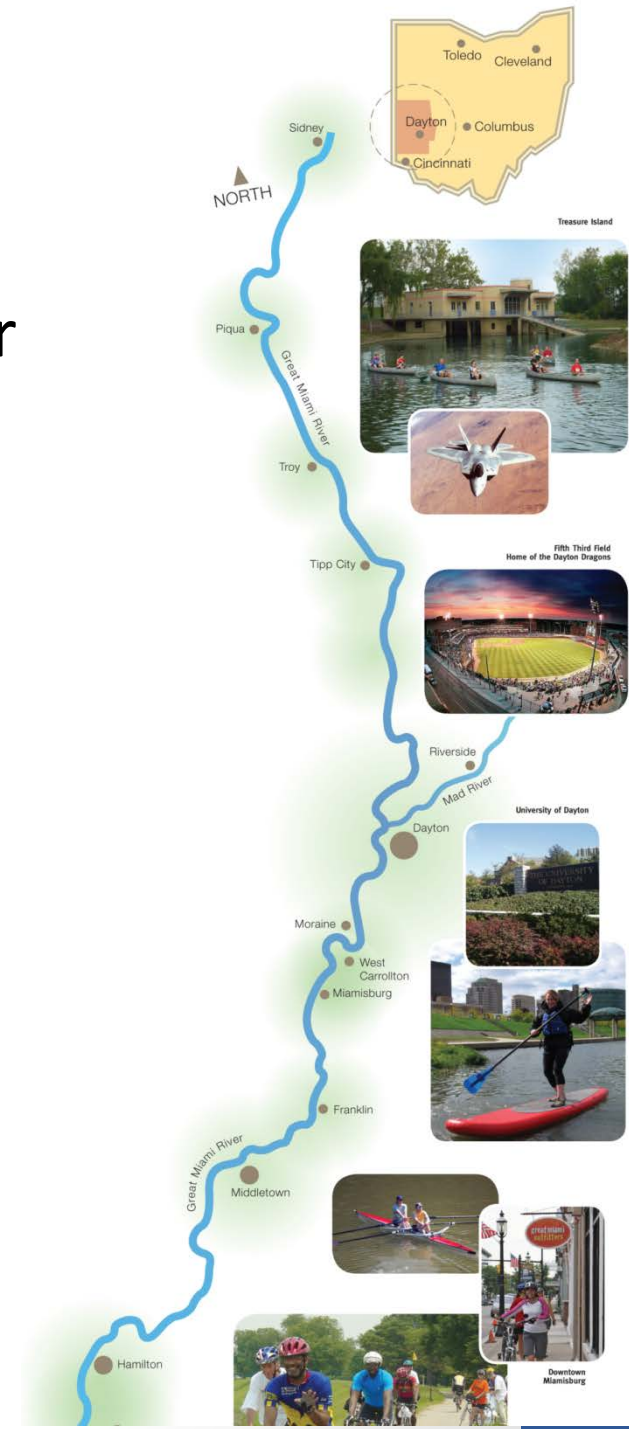
May 18, 2017





...and it's all here!

- Vibrant cities along 99 miles of river
- 800,000+ residents
- 200,000 college students
- Exciting destinations and events
- Employment centers
- World-class recreation trails
- Over 100 parks
- Unique arts, cultural, and historical amenities



How do we compete?



73% of consumers would rather spend money on an EXPERIENCE than material items.



WHAT IS THE GREAT MIAMI RIVERWAY?



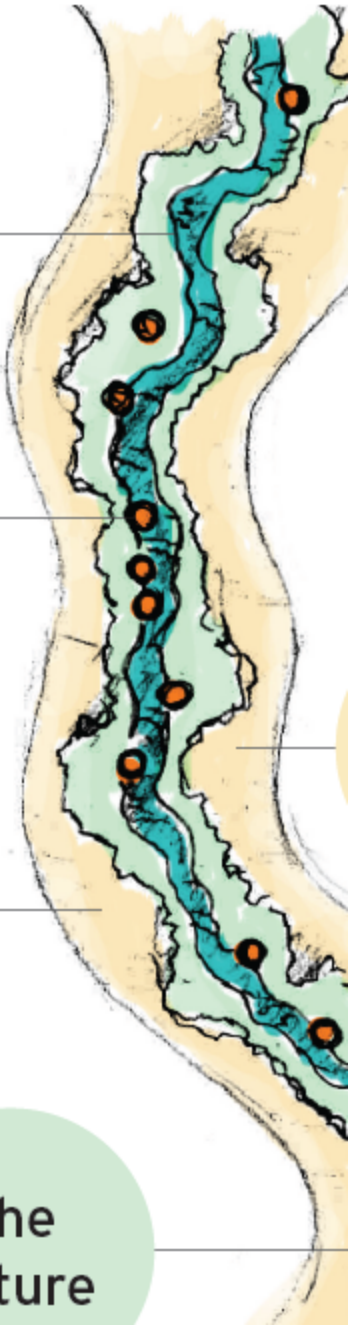
The Great Miami Riverway is more than just the River or the Trail, it is the entire Riverway region. This includes the towns and nature connected by the Riverway, and the activities and events that happen along the Riverway.

The River

The River Towns

The Trail

The Nature



The Rivers

- State and National Water Trails
- Community Olympic Development Program – Rowing
- 300% growth in canoe and kayak registrations in last 13 years
- World-class fishing
- Whitewater play areas



COMMUNITY OLYMPIC
DEVELOPMENT PROGRAM
DAYTON REGIONAL ROWING



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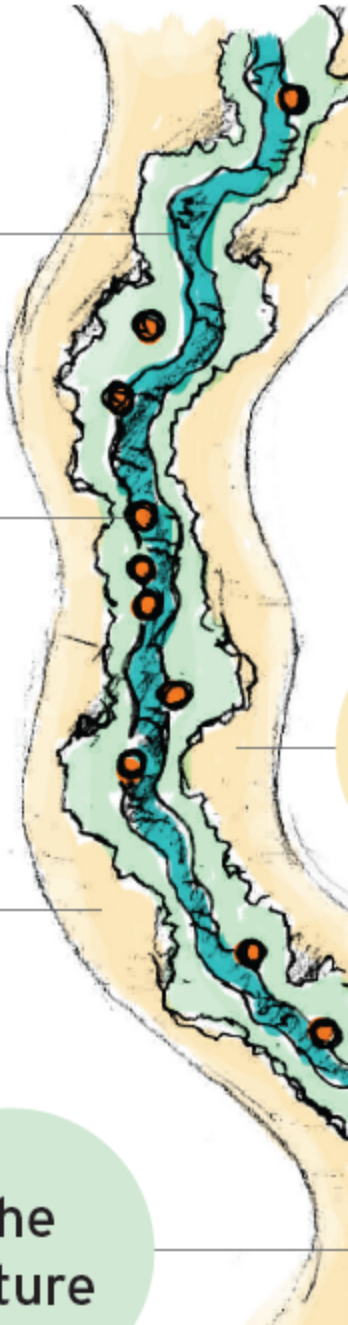
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The Trails

- *Largest Paved Trail Network in the Country*
- National Recreation Trail
- Buckeye Trail
- North Country National Scenic Trail
- USBR 50
- Underground Railroad trail alternate route
- Hosted 2017 International Trail Symposium



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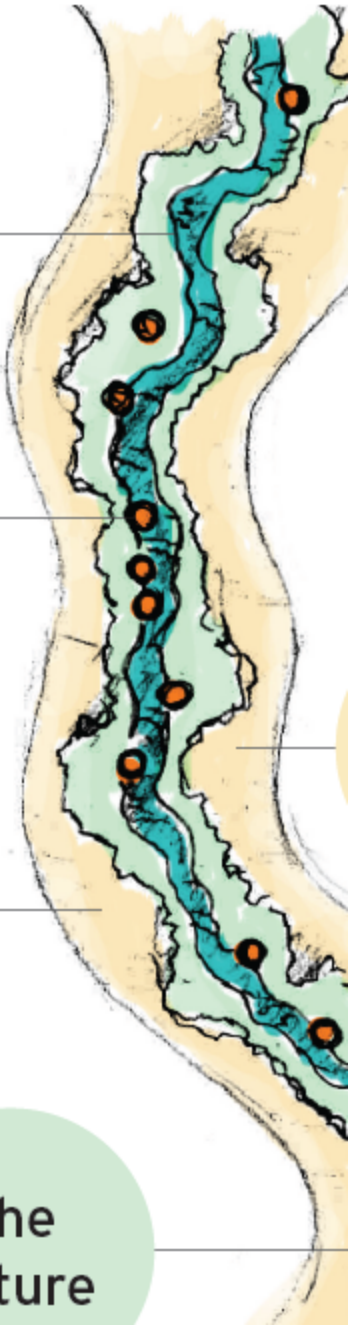
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The Nature

- 2015 Outside Magazine - *"Best Outdoor Towns"*
- Outdoor Adventure Capitol of the Midwest
- Healthy waterways
- Abundant greenspace
- Productive farmland



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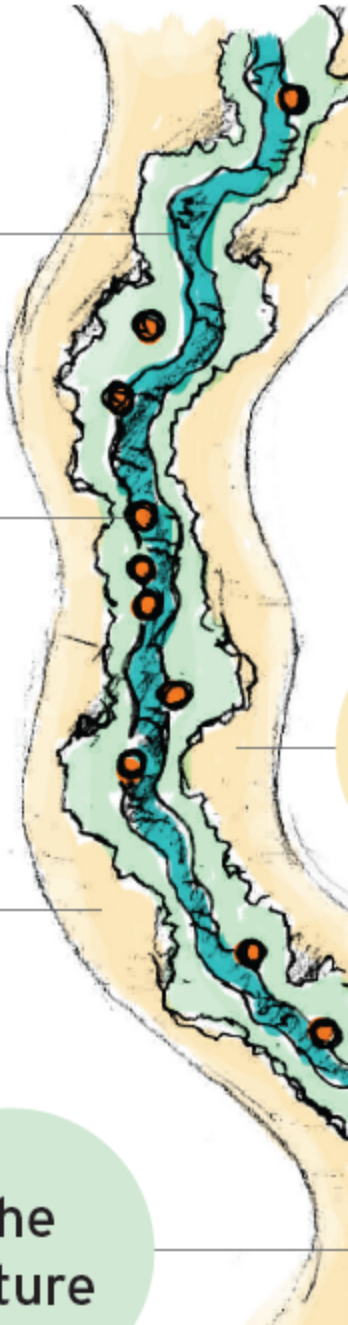
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The River Towns

- Recent investments – 100+ Million



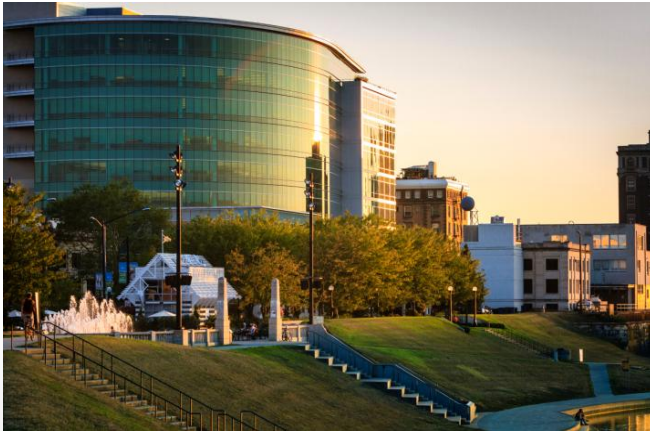
The River Towns

- Economic Benefit - \$500 Million



The River Towns

- Vibrant waterfront cities
- Unique character
- Significant history and culture
- Diverse retail, commercial, residential
- Fun activities and exciting events



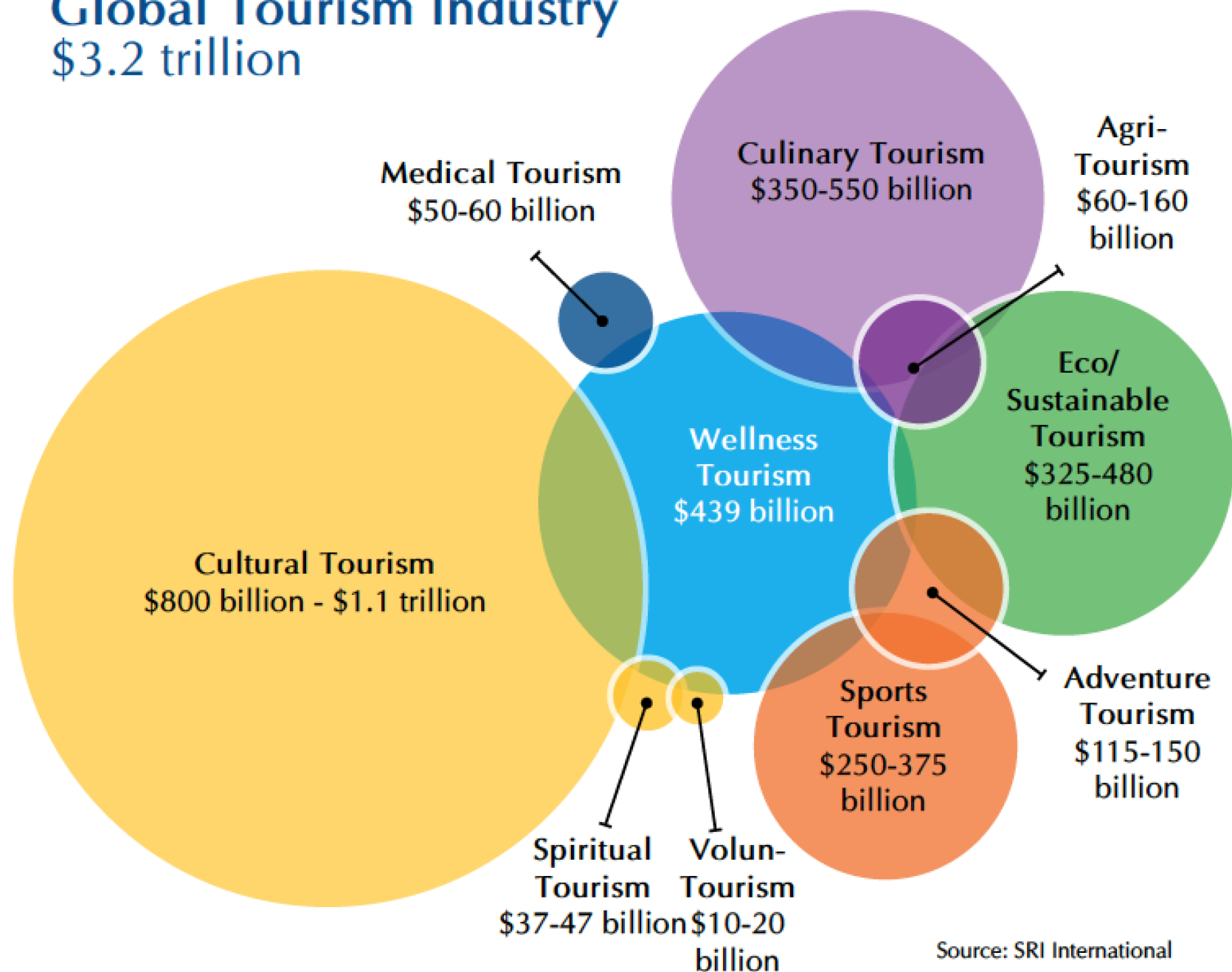
Economic Impact of Tourism

- Each year, more than **770,000 people** use the trail system and generate a **\$13 million** economic impact.



Global Tourism Industry

\$3.2 trillion



Source: SRI International



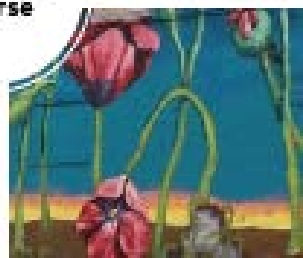
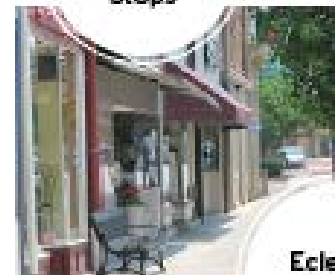
Making a Regional Impact

- Maximize the economic potential of the Great Miami River corridor
- Increase use of recreational, historical, and cultural assets
- Attract more day and overnight visitors
- Support business attraction and retention
- Draw new residents and strengthen river corridor neighborhoods



Partners

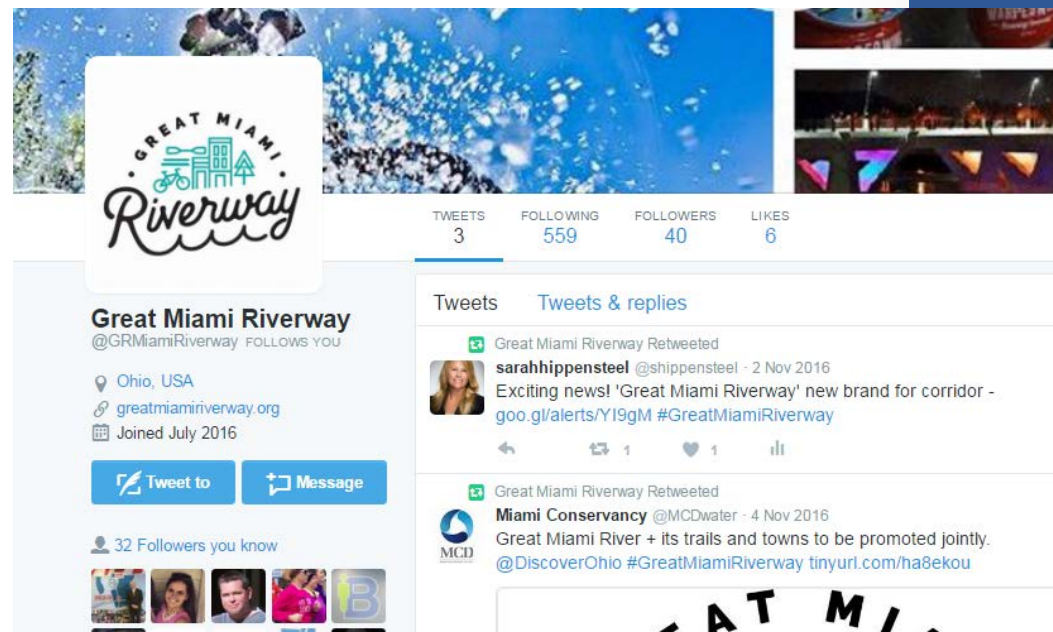
- City of Sidney
- Sidney Visitor's Bureau
- City of Piqua
- City of Troy
- Miami County Park District
- Miami County Board of Commissioners
- Miami County Visitor's Bureau
- City of Tipp City
- Five Rivers MetroParks
- City of Dayton
- Montgomery County Commissioners
- Miami Conservancy District
- Miami Valley Regional Planning Commission
- University of Dayton
- City of Miamisburg
- City of Middletown
- City of West Carrollton
- City of Franklin
- MetroParks of Butler County
- City of Hamilton



Eclectic;
Diverse

Follow us!

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Rivers make great cities...

“America is a great story and there is a river on every page of it”.

