



- **150 miles** of waterways, encompassing Beaver Creek, the Des Moines River, Four Mile Creek, the Middle River, the North River, Mud Creek, the Raccoon River, the Skunk River, Chichaqua Bottoms and Walnut Creek.
- **86** overall access points.
  - All 86 regional sites include elements of environmental conservation including enhanced water quality.
  - Other elements include enhanced recreation opportunities, enhanced in-stream habitat, fishing nodes, connection to existing amenities and land-based trails, safety improvements and public art.
- **3 low-head dam mitigation projects** will make the rivers much safer (Center St., Scott Ave. and Fleur Dr.)
  - 12 deaths are directly attributed to the Center Street Dam
  - 4 deaths are directly attributed to the Scott Avenue Dam
  - The dams are likely to have been responsible for additional deaths, though the bodies may not have been found or discovered downstream.
- **\$117 million:** Total investment for all projects throughout the region.
- **\$104.4 million:** Amount in direct spending, including lodging, food and beverage, retail purchases, transportation, sightseeing and entertainment, that the Downtown adventure park is expected to generate within the first five years of opening. (*Johnson Consulting*)
- **\$26 – 32 million:** Annual direct spending the Downtown adventure park is expected to generate once the venue matures. (*Johnson Consulting*)
- **151 full-time equivalent positions** in year 1 resulting from Downtown adventure park. (*Johnson Consulting*)
  - **\$8.3 million** in total wages.
- **202 full-time equivalent positions** by year 5 resulting from Downtown adventure park. (*Johnson Consulting*)
  - **\$12.6 million** in total wages.
- **1.26 million** – Estimated total annual site visitation including spectators in year 1. (*McLaughlin Whitewater Design Group*)
- **158,000** – Estimated market share for purposes of estimated revenues in year 1. (*McLaughlin Whitewater Design Group*)
  - **78,000** will be out-of-market visitors.
  - For every **one person** who uses the water, we expect **eight people** to be watching on the shoreline.
  - Once built, the whitewater venue can self-sustain its operations.
- The project is being designed with extensive input and broad demographics in mind and there will be something for everyone, including fishing, birding, camping, rafting, surfing and spectating.
- This project helps address major safety issues and environmental conservation, including water quality, with a common ground approach.