

Our opportunity:

Realize the full potential of Vancouver Lake

“....Vancouver Lake represents perhaps this region’s signature asset, unduplicated but with its full potential yet unfulfilled.”

- E.D. Hovee & Company LLC, *Economic Impact of Vancouver Lake Recreation 2020*

Photo: Bob Berrigan



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“The lake’s recreational and aesthetic significance may then leverage private investment essential for multi-generational economic and ecosystem sustainability.”

- E.D. Hovee & Company LLC, *Economic Impact of Vancouver Lake Recreation 2020*

ECONOMIC IMPACT OF VANCOUVER LAKE RECREATION

Prepared for:

Friends of Vancouver Lake

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E. D. Hovee & Company, LLC

Economic and Development Services



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“The direct economic impact of rowing, sailing, paddling competitions drawing non-local spending is conservatively estimated at **\$3.9 million** annually – increased to **\$5.8 million** with multiplier impacts included.”

“The lake is a unique asset unmatched in the region.”

“Economic potential can be greatly expanded with lake improvements to enhance recreational appeal both locally and regionally, together with supportive shore-side economic development.”

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In summary

A successful strategy for revitalizing Vancouver Lake should serve to:

- Balance conservation and economic development values
- Lead with on-lake and shoreside recreation opportunities
- Incent area-wide economic development
- Leverage sustainable public and private investment

Project report: Oklahoma City MAPS

Mission: Revitalize downtown, improve Oklahoma City's national image and provide new and upgraded cultural, sports, recreation, entertainment and convention facilities.

Funding: By funding the projects with a limited term, one-cent sales tax, the projects were built debt-free.



Project report: Scottsdale, AZ waterfront

A mixed-use project built next to a concrete-lined canal, dubbed the “Scottsdale Waterfront” in the desert.

Funding: A public-private partnership.

