Presented by:
Sarah Hippensteel Hall
and Elizabeth Connor
• **Protecting** people and property from flooding
  ✓ Locally managed and funded
  ✓ 1913 Flood + 40 percent
  ✓ Among the highest levels of flood protection in the world
• **Preserving** the quantity and quality of water
  ✓ Monitor & report on water conditions
  ✓ Sponsor local efforts
  ✓ Provide educational programs
• **Promoting** the enjoyment of waterways
  ✓ 3 National Water Trails
  ✓ National Recreation Trail
  ✓ North Country National Scenic Trail
  ✓ Largest Paved Trail Network in the Country
  ✓ Regional collaboration and promotion – Great Miami Riverway
How we got here

• UD convened the first River Summit – 2008
• Commissioners and other leaders formed the Ohio’s Great Corridor Association – 2010
• Montgomery County Commission attracted U.S. Army Corps of Engineers to conduct study – 2014
• DDC featured riverfront development at DC Fly-In – 2015
• Gathered input from many stakeholders; Engaged professional Branding Experts – 2016
• Communities formed Great Miami Riverway Coalition to implement placemaking – 2017
The Great Miami Riverway is more than 99 miles of river and paved trails – 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.
Our Purpose

**OUR CORE BELIEF**

We believe when our communities are connected to their natural resources and each other we can achieve vitality in experiences, economy and life.

**OUR KEY SUCCESS**

To convert the ‘indifferents’ into believers.
GREAT MIAMI RIVERWAY

Goals

- Increase use of recreational, historical, and cultural assets
- Attract more visitors
- Support economic development
- Strengthen river corridor neighborhoods
Making it happen

- Marketing and Public Relations
  - Local Ambassadors
  - Statewide Partnerships
  - Website
- Signage and Wayfinding
  - Kiosk Design and Placement
  - Medallions
  - Google Listings
- Placemaking and Physical Improvements
  - Community Assets
  - Riverfront Developments
  - Regional Coordination
$43 Billion

Visitor spending

*20% growth over 2012

IMPROVING OUR HOME ECONOMY

2016 OHIO TOURISM MARKET

427,000 Jobs

92%

Overnight visitors would recommend Ohio as a destination

Supported by state tourism economy

www.ohio.org
Riverway communities have invested over $500 MILLION in riverfront development.

We house nearly 200,000 higher education students every year in over 20 colleges and universities.

Our vibrant art scene supports 8,829 full-time equivalent cultural jobs and $24 MILLION in local/state government revenue.

Nationally, Main Street America communities led to a 27,462 net job gain in 2016.
Master Planning

- Piqua
- Troy
- Dayton
- West Carrollton
- Miamisburg
- Middletown
- Hamilton
Economic Vitality

LOCAL, REGIONAL, AND STATEWIDE

Partnerships with area businesses and organizations

Infrastructure and beautification initiatives

Larger buying power
Enjoy an active lifestyle.

**KAYAK**

**WALK/RUN**

**BIKE**
Connect with your region.

- National Water Trail
- U.S. Bicycle Route 50
- National Aviation Heritage Area
- National Recreation Trail
- North Country Trail
- National Scenic Trail
- National Main Street Communities
Experience the regional flavor.

- Dining
- Shopping
- Festivals
- Events
- Programming
- Museums
How you can help

- Share our story and become a brand champion
- Become a sponsor
- Join our Coalition
- Follow us on social media
Our Partners

- Montgomery County Commissioners
- City of Hamilton
- Miami Conservancy District
- Miami County Commissioners
- City of Miamisburg
- City of Middletown / Middletown Visitors Bureau
- City of Piqua
- City of Sidney
- City of Troy
- City of Dayton
- City of Franklin
- City of West Carrollton
- Five Rivers Metroparks
- MetroParks of Butler County
- Miami County Park District

Sponsors
- City of Tipp City
- Miami Valley Regional Planning Commission
- Miami County Convention and Visitors Bureau
- Sidney/Shelby County Visitors Bureau
Find your way.
#GreatMiamiRiverway