

Water Quality & Community Impact

Importance of Water to a Resort Town

Ottawa County Water Quality Forum 2014

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Grand Haven Area Convention & Visitors Bureau

Water Quality & Community Impact

How does water quality impact a community?

- Economically
- Socially
- Environmentally

NATURAL RESOURCES DEFENSE COUNCIL
INFO GRAPHIC



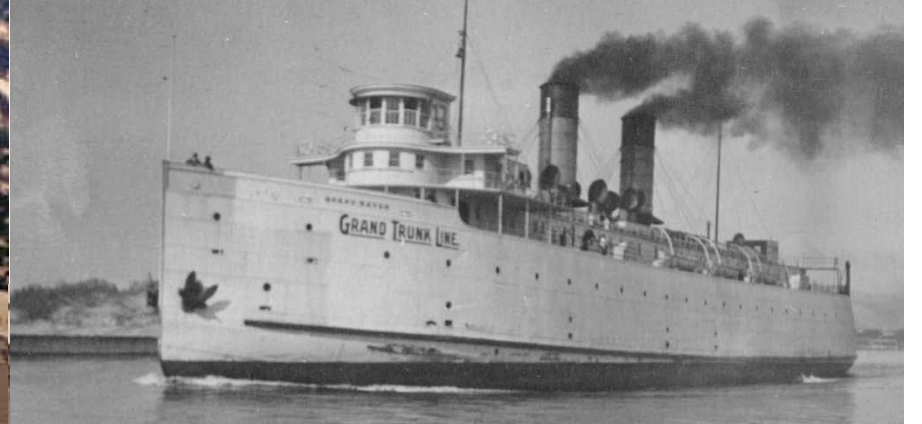
Economically



Economic Impact

- Water is an attractor for the business and industry sector – direct and indirect
- Residents seek to live in strong “quality of life” communities
- Visitors want to vacation where residents are proud to live & residents often choose to live/retire where they love to vacation
- Top vacation destinations are water based & include beaches
- Nationally visitors spend \$billions on coastal travel
- Locally visitor spending is \$50m + annually
- No Swimming Day = \$35 per day/per visitor (*NRDC – Testing the Waters 2014 Article*)
- Poor water quality ultimately impacts area businesses, community pride, and quality of life
 - Short term & long term

Socially



Social Impact

The Grand River

- The Plume
- Then & Now
- Perception vs Reality
- Active Participation

Lakeshore Earth Day Celebration – Passionate/Dedicated Volunteers

Grand River Green Up – WMEAC

Adopt A Beach Program – Alliance of the Great Lakes

Citizen Scientists

Knowledge is Power

Mainstream media reporting on local water quality, the ongoing research, issues resolved, issues created, efforts being made, science says (fact vs fiction), suggested actions residents/visitors can take to help improve area water quality. Etc.. Etc. (Good example Mlive / White Lake Area of Concern)

Managing the Media – National Accolades & Backlash

- Good Morning America – Top 5 Family Beaches
- Travel+Leisure – Best Secret Beaches on Earth
- Dr. Beach – 5 Great Lakes Beaches
- USA Today – Best Memorial Day Beaches

Environmentally



Environmental Impact

Grand River Watershed

Point & Nonpoint Source Pollution

- Point Source - ditch, well, pipe, vessel
- Nonpoint – fertilizers, livestock, septic systems, wildlife

Aquatics & Terrestrials

- Native vs Non-native
 - Die Offs / Take overs



State Branding

There is an importance placed on natural assets - water being the most important of all.

Efforts are being made locally and at the state level to develop an understanding, a consensus and a plan. The goal – to get citizens to be better about being good stewards of this state and its natural resources. The state of California is seeing first hand what an important asset water is to their economy, their society and the area environment. We need to be more mindful about protecting, preserving and sustaining our greatest asset.





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