

SUPPORT

CAÑON CITY'S WHITEWATER PARK AND ARKANSAS RIVER RESTORATION PROJECT

Businesses in Cañon City have an opportunity to benefit from the installation of a whitewater kayak and recreation park in conjunction with the beautification of the Arkansas River through town. The proposed location of the improvements is near Centennial Park, which has plenty of access and is conveniently located near the city's historic downtown area .

Our whitewater park will attract visitors to restaurants and shops throughout town, who will rent equipment, stay in lodging, enjoy other area attractions and fill up with gas. Increased sales tax revenue will benefit the town's infrastructure, real estate will rise in value, and jobs will be created by the influx of tourist dollars. A recent report by the Outdoor Industry Foundation shows that outdoor recreation produces \$7.6 billion annually in retail sales and services across Colorado accounting for 4% of the gross state product.



Eagle River at Avon Recreation Enhancements

We Need Your Help

The project will be funded by a combination of public funds, grants and donations from the community. The project is in the process of being qualified as an Enterprise Zone Community Development Project, which will provide state tax benefits to donors in addition to the Federal charitable donation deduction. If approved, state tax credits generally available will be 25% of cash donations and 12.5% for in-kind donations. You should verify your qualification for these credits with your tax professional.



Whitewater Kayak & Recreation Park

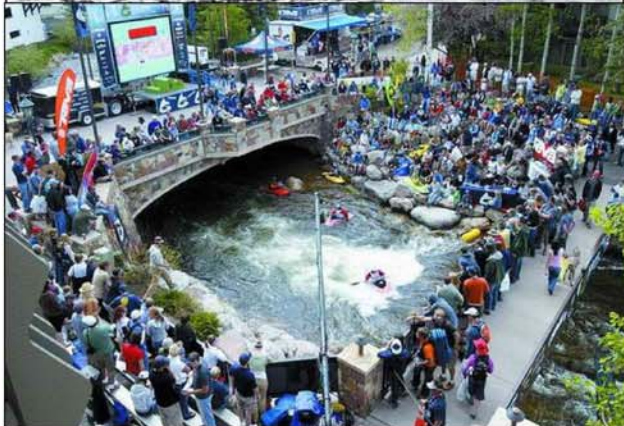
Make checks payable to:
Fremont Community Nonprofit Center
Send to WKRP Cañon City
c/o Cañon City Chamber of Commerce
403 Royal Gorge Blvd.
Cañon City, CO 81212
(719) 275-2331

Why a Whitewater Park?

- ◆ Creates enthusiasm by attracting locals and visitors to the park.
- ◆ Creates a venue for paddling competitions.
- ◆ Enhances the fish habitat in the river.
- ◆ Restores riparian vegetation along the banks of the river.
- ◆ Creates a family-friendly and easily accessible creek/river-side park.
- ◆ Improves the aesthetics of the site.
- ◆ Provides local economic stimulation.

Economic Stimulation

Whitewater parks have the ability to stimulate local economies. There are many success stories tied to existing parks. For example, Clear Creek Whitewater Park in Golden, CO was built for \$165,000 and now grosses between 1.4 and 2.1 million dollars annually for the city.



Who will be Using and Enjoying the Park?

The park design will be planned in accordance to the available hydrology to maximize use throughout the year.

Boaters

All enhancements made to the river will be for the public's enjoyment. The improvements should be designed to accommodate the entire spectrum of boating enthusiasts. Boating events such as slalom races and "rodeos" could also take place in the park. Youth programs could be held in the park to provide outdoor challenges and promote self-esteem for kids from the surrounding area.

Fishermen

The stream enhancements will attract fish to the area which will in-turn attract fishermen. Fishermen will be able to frequent the area both during the boating season and during the off-season.

Hikers, Bikers and Others

Hikers, bikers, walkers and spectators will also be able to enjoy the park. Increased access will allow for greater educational opportunities along the river as well.