

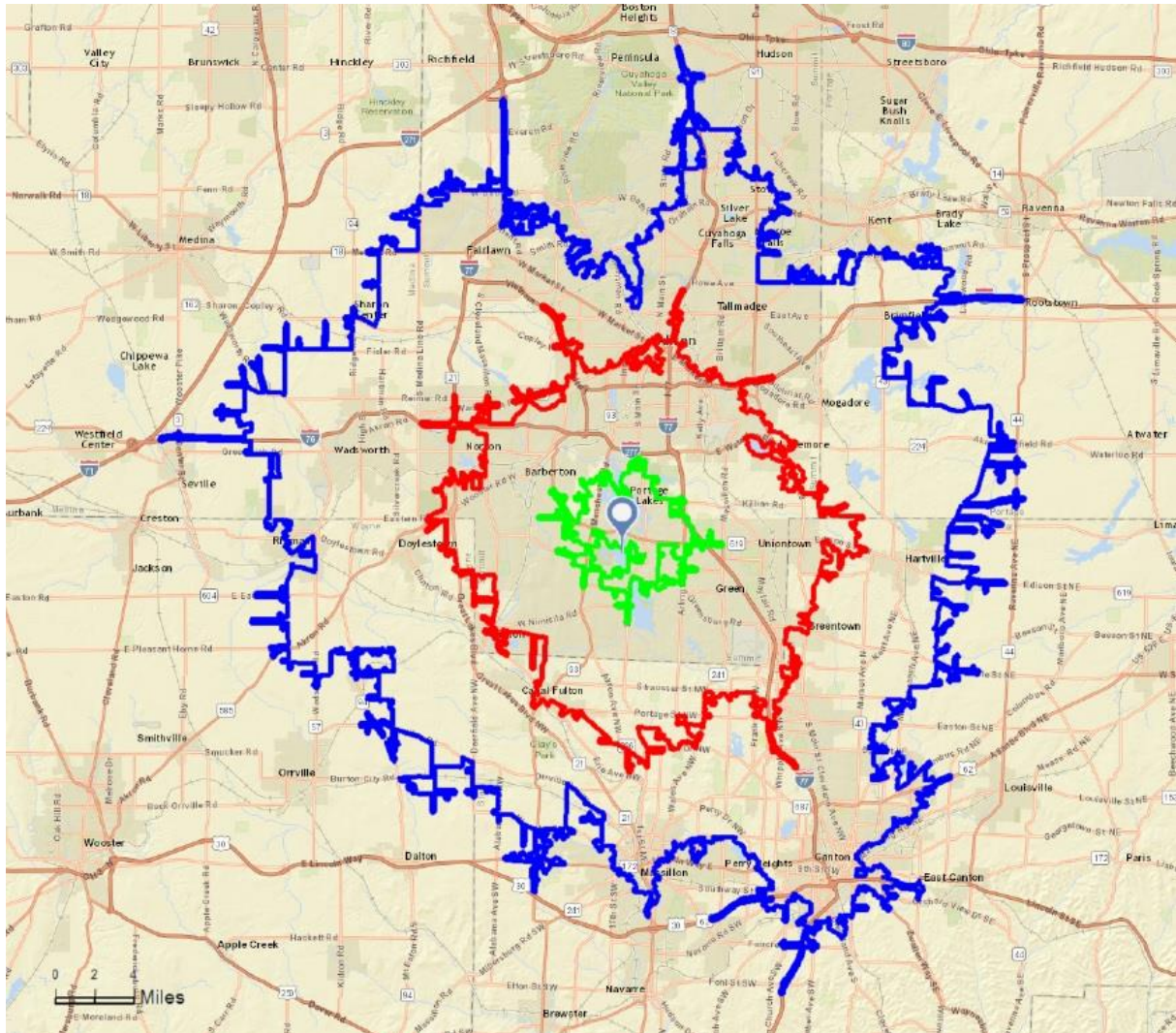
# **APPENDIX D**

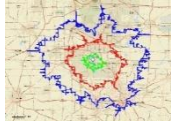
## **Economics of Boating**

## Appendix D Economics of Boating

To determine who might be using the Portage Lakes, drive time from the Portage Lakes was calculated by actual street network drive distance to determine the population within a 10, 20, and 30 minute drive to the lakes. Census data and forecasts were calculated for each drive time.

*Map 33 Drive Time*





## Table 4: Portage Lakes Community Profile

40.96915, -81.53879

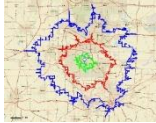
Drive Times: 10, 20, 30 minute radii

Prepared by NEFCO

Latitude: 40.96915

Longitude: -81.53879

|                                | 10 minutes | 20 minutes | 30 minutes |
|--------------------------------|------------|------------|------------|
| <b>Population Summary</b>      |            |            |            |
| 2016 Total Population          | 15,858     | 209,498    | 695,808    |
| 2016 Group Quarters            | 163        | 4,331      | 14,327     |
| 2021 Total Population          | 15,909     | 210,202    | 700,217    |
| 2016-2021 Annual Rate          | 0.06%      | 0.07%      | 0.13%      |
| <b>Household Summary</b>       |            |            |            |
| 2016 Households                | 6,960      | 83,877     | 288,102    |
| 2016 Average Household Size    | 2.26       | 2.45       | 2.37       |
| 2021 Households                | 6,999      | 84,296     | 290,623    |
| 2021 Average Household Size    | 2.25       | 2.44       | 2.36       |
| 2016-2021 Annual Rate          | 0.11%      | 0.10%      | 0.17%      |
| 2016 Families                  | 4,278      | 53,724     | 179,316    |
| 2016 Average Family Size       | 2.83       | 3.00       | 2.96       |
| 2021 Families                  | 4,264      | 53,604     | 179,499    |
| 2021 Average Family Size       | 2.83       | 3.00       | 2.97       |
| 2016-2021 Annual Rate          | -0.07%     | -0.04%     | 0.02%      |
| <b>Housing Unit Summary</b>    |            |            |            |
| 2016 Housing Units             | 7,671      | 94,172     | 319,026    |
| Owner Occupied Housing Units   | 64.5%      | 56.3%      | 57.2%      |
| Renter Occupied Housing Units  | 26.3%      | 32.8%      | 33.2%      |
| Vacant Housing Units           | 9.3%       | 10.9%      | 9.7%       |
| 2021 Housing Units             | 7,717      | 95,023     | 322,441    |
| Owner Occupied Housing Units   | 64.6%      | 56.1%      | 56.9%      |
| Renter Occupied Housing Units  | 26.1%      | 32.6%      | 33.2%      |
| Vacant Housing Units           | 9.3%       | 11.3%      | 9.9%       |
| <b>Median Household Income</b> |            |            |            |
| 2016                           | \$54,733   | \$43,109   | \$46,256   |
| 2021                           | \$61,604   | \$50,148   | \$52,564   |
| <b>Median Home Value</b>       |            |            |            |
| 2016                           | \$161,720  | \$118,059  | \$131,466  |
| 2021                           | \$189,934  | \$151,280  | \$160,598  |
| <b>Per Capita Income</b>       |            |            |            |
| 2016                           | \$30,976   | \$23,269   | \$26,402   |
| 2021                           | \$34,710   | \$25,620   | \$29,091   |
| <b>Median Age</b>              |            |            |            |
| 2016                           | 46.6       | 39.6       | 41.0       |
| 2021                           | 47.7       | 40.3       | 41.6       |



## Table 4: Portage Lakes Community Profile Cont.

40.96915, -81.53879

Drive Times: 10, 20, 30 minute radii

Prepared by NEFCO

Latitude: 40.96915

Longitude: -81.53879

|   | 10 minutes | 20 minutes | 30 minutes |
|---|------------|------------|------------|
| <b>2016 Households by Income</b>                  |            |            |            |
| Household Income Base                             | 6,960      | 83,877     | 288,102    |
| <\$15,000   | 10.4%      | 17.5%      | 14.7%      |
| \$15,000 - \$24,999                               | 7.8%       | 11.7%      | 11.6%      |
| \$25,000 - \$34,999                               | 10.2%      | 11.5%      | 11.6%      |
| \$35,000 - \$49,999                               | 15.4%      | 15.0%      | 15.0%      |
| \$50,000 - \$74,999                               | 23.0%      | 18.6%      | 18.5%      |
| \$75,000 - \$99,999                               | 13.9%      | 10.7%      | 11.4%      |
| \$100,000 - \$149,999                             | 11.3%      | 9.9%       | 10.8%      |
| \$150,000 - \$199,999                             | 4.6%       | 3.0%       | 3.3%       |
| \$200,000+  | 3.4%       | 2.1%       | 3.0%       |
| Average Household Income                          | \$70,581   | \$57,642   | \$63,068   |
| <b>2021 Households by Income</b>                  |            |            |            |
| Household Income Base                             | 6,999      | 84,296     | 290,623    |
| <\$15,000   | 10.2%      | 17.6%      | 14.7%      |
| \$15,000 - \$24,999                               | 7.3%       | 11.1%      | 11.0%      |
| \$25,000 - \$34,999                               | 10.7%      | 11.8%      | 12.0%      |
| \$35,000 - \$49,999                               | 8.5%       | 9.3%       | 9.3%       |
| \$50,000 - \$74,999                               | 23.3%      | 20.1%      | 19.7%      |
| \$75,000 - \$99,999                               | 16.5%      | 12.2%      | 13.0%      |
| \$100,000 - \$149,999                             | 13.7%      | 11.9%      | 12.8%      |
| \$150,000 - \$199,999                             | 5.8%       | 3.7%       | 4.0%       |
| \$200,000+  | 4.0%       | 2.3%       | 3.4%       |
| Average Household Income                          | \$78,978   | \$63,435   | \$69,416   |
| <b>2016 Owner Occupied Housing Units by Value</b> |            |            |            |
| Total   | 4,944      | 52,998     | 182,319    |
| <\$50,000   | 6.8%       | 11.1%      | 8.8%       |
| \$50,000 - \$99,999                               | 18.1%      | 31.3%      | 26.0%      |
| \$100,000 - \$149,999                             | 19.7%      | 20.9%      | 24.2%      |
| \$150,000 - \$199,999                             | 22.7%      | 16.1%      | 17.0%      |
| \$200,000 - \$249,999                             | 12.0%      | 8.8%       | 9.4%       |
| \$250,000 - \$299,999                             | 6.9%       | 4.5%       | 4.8%       |
| \$300,000 - \$399,999                             | 6.6%       | 3.9%       | 5.0%       |
| \$400,000 - \$499,999                             | 4.2%       | 1.6%       | 2.8%       |
| \$500,000 - \$749,999                             | 2.3%       | 1.1%       | 1.5%       |
| \$750,000 - \$999,999                             | 0.2%       | 0.2%       | 0.3%       |
| \$1,000,000 +                                     | 0.4%       | 0.3%       | 0.3%       |
| Average Home Value                                | \$189,229  | \$146,614  | \$161,101  |
| <b>2021 Owner Occupied Housing Units by Value</b> |            |            |            |
| Total   | 4,985      | 53,306     | 183,528    |
| <\$50,000   | 4.0%       | 8.6%       | 6.5%       |
| \$50,000 - \$99,999                               | 10.5%      | 25.9%      | 21.1%      |
| \$100,000 - \$149,999                             | 12.5%      | 14.9%      | 17.7%      |
| \$150,000 - \$199,999                             | 28.8%      | 21.1%      | 22.2%      |
| \$200,000 - \$249,999                             | 17.6%      | 14.2%      | 14.5%      |
| \$250,000 - \$299,999                             | 10.0%      | 6.8%       | 7.1%       |
| \$300,000 - \$399,999                             | 7.7%       | 4.5%       | 5.3%       |
| \$400,000 - \$499,999                             | 5.5%       | 2.1%       | 3.3%       |
| \$500,000 - \$749,999                             | 2.7%       | 1.4%       | 1.7%       |
| \$750,000 - \$999,999                             | 0.4%       | 0.3%       | 0.3%       |
| \$1,000,000 +                                     | 0.3%       | 0.3%       | 0.2%       |

Average Home Value

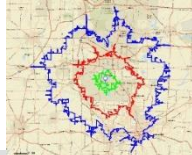
\$217,869

\$166,951

\$180,300

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.



## Table 4: Portage Lakes Community Profile Cont.

40.96915, -81.53879

Drive Times: 10, 20, 30 minute radii

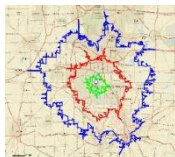
Prepared by NEFCO

Latitude: 40.96915

Longitude: -81.53879

|                               | 10 minutes | 20 minutes | 30 minutes |
|-------------------------------|------------|------------|------------|
| <b>2016 Population by Age</b> |            |            |            |
| Total                         | 15,858     | 209,498    | 695,807    |
| 0 - 4                         | 4.1%       | 5.9%       | 5.7%       |
| 5 - 9                         | 4.9%       | 6.0%       | 5.8%       |
| 10 - 14                       | 5.4%       | 6.2%       | 6.1%       |
| 15 - 24                       | 10.3%      | 14.2%      | 12.9%      |
| 25 - 34                       | 11.6%      | 12.4%      | 12.5%      |
| 35 - 44                       | 11.6%      | 11.8%      | 11.9%      |
| 45 - 54                       | 14.1%      | 13.5%      | 13.5%      |
| 55 - 64                       | 16.7%      | 14.0%      | 14.3%      |
| 65 - 74                       | 12.4%      | 9.4%       | 9.7%       |
| 75 - 84                       | 6.0%       | 4.6%       | 5.1%       |
| 85 +                          | 2.9%       | 2.0%       | 2.6%       |
| 18 +                          | 82.5%      | 78.2%      | 78.8%      |
| <b>2021 Population by Age</b> |            |            |            |
| Total                         | 15,909     | 210,202    | 700,216    |
| 0 - 4                         | 4.0%       | 5.9%       | 5.6%       |
| 5 - 9                         | 4.6%       | 5.8%       | 5.7%       |
| 10 - 14                       | 5.4%       | 6.1%       | 6.0%       |
| 15 - 24                       | 9.5%       | 13.3%      | 12.1%      |
| 25 - 34                       | 11.0%      | 12.6%      | 12.6%      |
| 35 - 44                       | 12.3%      | 11.9%      | 12.1%      |
| 45 - 54                       | 12.7%      | 12.3%      | 12.3%      |
| 55 - 64                       | 15.5%      | 13.7%      | 13.9%      |
| 65 - 74                       | 14.9%      | 11.1%      | 11.5%      |
| 75 - 84                       | 7.1%       | 5.2%       | 5.8%       |
| 85 +                          | 3.0%       | 2.0%       | 2.6%       |
| 18 +                          | 82.9%      | 78.6%      | 79.3%      |

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.



**Table 4: Portage Lakes Community Profile Cont.**

40.96915, -81.53879

Drive Times: 10, 20, 30 minute radii

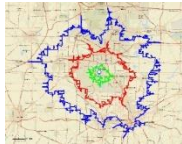
Prepared by NEFCO

Latitude: 40.96915

Longitude: -81.53879

|  | 10 minutes | 20 minutes | 30 minutes |
|--|------------|------------|------------|
| <b>2016 Population by Race/Ethnicity</b> |            |            |            |
| Total                                    | 15,857     | 209,498    | 695,808    |
| White Alone                              | 95.8%      | 79.7%      | 81.5%      |
| Black Alone                              | 1.4%       | 14.7%      | 13.0%      |
| American Indian Alone                    | 0.2%       | 0.3%       | 0.2%       |
| Asian Alone                              | 0.9%       | 2.0%       | 2.0%       |
| Pacific Islander Alone                   | 0.0%       | 0.0%       | 0.0%       |
| Some Other Race Alone                    | 0.2%       | 0.5%       | 0.6%       |
| Two or More Races                        | 1.4%       | 2.8%       | 2.7%       |
| Hispanic Origin                          | 1.2%       | 1.9%       | 2.2%       |
| Diversity Index                          | 10.4       | 36.8       | 34.8       |
| <b>2021 Population by Race/Ethnicity</b> |            |            |            |
| Total                                    | 15,908     | 210,201    | 700,218    |
| White Alone                              | 95.0%      | 78.4%      | 80.2%      |
| Black Alone                              | 1.6%       | 14.9%      | 13.2%      |
| American Indian Alone                    | 0.2%       | 0.3%       | 0.2%       |
| Asian Alone                              | 1.2%       | 2.5%       | 2.5%       |
| Pacific Islander Alone                   | 0.0%       | 0.0%       | 0.0%       |
| Some Other Race Alone                    | 0.3%       | 0.6%       | 0.7%       |
| Two or More Races                        | 1.7%       | 3.3%       | 3.2%       |
| Hispanic Origin                          | 1.5%       | 2.4%       | 2.7%       |
| Diversity Index                          | 12.4       | 39.2       | 37.4       |

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.



## Table 4: Portage Lakes Community Profile Cont.

40.96915, -81.53879

Drive Times: 10, 20, 30 minute radii

Prepared by NEFCO

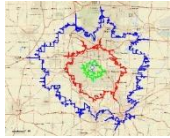
Latitude: 40.96915

Longitude: -81.53879

|  | 10 minutes | 20 minutes | 30 minutes |
|--|------------|------------|------------|
| <b>2016 Population 25+ by Educational Attainment</b> |            |            |            |
| Total  | 11,945     | 141,643    | 483,731    |
| Less than 9th Grade                                  | 1.7%       | 2.4%       | 2.3%       |
| 9th - 12th Grade, No Diploma                         | 5.7%       | 8.6%       | 6.8%       |
| High School Graduate                                 | 30.9%      | 34.4%      | 31.0%      |
| GED/Alternative Credential                           | 3.6%       | 4.0%       | 3.1%       |
| Some College, No Degree                              | 19.8%      | 20.3%      | 20.7%      |
| Associate Degree                                     | 7.9%       | 8.9%       | 8.9%       |
| Bachelor's Degree                                    | 21.3%      | 14.5%      | 17.9%      |
| Graduate/Professional Degree                         | 9.2%       | 6.8%       | 9.3%       |
| <b>2016 Population 15+ by Marital Status</b>         |            |            |            |
| Total  | 13,576     | 171,490    | 573,416    |
| Never Married  | 30.0%      | 35.5%      | 33.1%      |
| Married  | 48.7%      | 44.7%      | 47.1%      |
| Widowed  | 7.7%       | 6.8%       | 6.7%       |
| Divorced   | 13.6%      | 13.0%      | 13.1%      |
| <b>2016 Civilian Population 16+ in Labor Force</b>   |            |            |            |
| Civilian Employed                                    | 95.1%      | 92.6%      | 93.5%      |
| Civilian Unemployed                                  | 4.9%       | 7.4%       | 6.5%       |
| <b>2016 Employed Population 16+ by Industry</b>      |            |            |            |
| Total  | 8,560      | 96,879     | 332,836    |
| Agriculture/Mining                                   | 0.1%       | 0.3%       | 0.5%       |
| Construction   | 8.8%       | 6.8%       | 5.7%       |
| Manufacturing  | 16.6%      | 15.4%      | 15.5%      |
| Wholesale Trade                                      | 4.4%       | 3.2%       | 3.1%       |
| Retail Trade   | 9.8%       | 12.2%      | 12.3%      |
| Transportation/Utilities                             | 6.5%       | 5.5%       | 4.6%       |
| Information  | 1.2%       | 1.2%       | 1.4%       |
| Finance/Insurance/Real Estate                        | 6.2%       | 5.0%       | 5.5%       |
| Services   | 43.8%      | 47.6%      | 48.6%      |
| Public Administration                                | 2.6%       | 2.8%       | 2.9%       |
| <b>2016 Employed Population 16+ by Occupation</b>    |            |            |            |
| Total  | 8,559      | 96,879     | 332,834    |
| White Collar   | 57.3%      | 55.6%      | 59.5%      |
| Management/Business/Financial                        | 13.0%      | 11.5%      | 13.0%      |
| Professional   | 19.4%      | 19.3%      | 21.5%      |
| Sales  | 10.4%      | 10.9%      | 11.3%      |
| Administrative Support                               | 14.5%      | 13.9%      | 13.7%      |
| Services   | 17.3%      | 19.1%      | 18.3%      |
| Blue Collar  | 25.3%      | 25.3%      | 22.2%      |
| Farming/Forestry/Fishing                             | 0.0%       | 0.1%       | 0.2%       |
| Construction/Extraction                              | 6.3%       | 5.4%       | 4.3%       |
| Installation/Maintenance/Repair                      | 4.4%       | 3.7%       | 3.3%       |
| Production   | 9.1%       | 8.8%       | 8.0%       |
| Transportation/Material Moving                       | 5.5%       | 7.4%       | 6.4%       |

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.





**Table 4: Portage Lakes Community Profile Cont.**

40.96915, -81.53879

Drive Times: 10, 20, 30 minute radii

Prepared by NEFCO

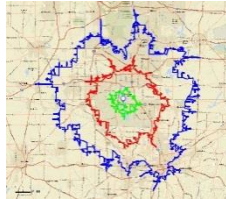
Latitude: 40.96915

Longitude: -81.53879

|   | 10 minutes   | 20 minutes    | 30 minutes      |
|---|--------------|---------------|-----------------|
| <b>2016 Consumer Spending</b>                               |              |               |                 |
| Apparel & Services: Total \$                                | \$12,445,724 | \$125,235,461 | \$468,949,713   |
| Average Spent   | \$1,788.18   | \$1,493.08    | \$1,627.72      |
| Spending Potential Index                                    | 89           | 74            | 81              |
| Education: Total \$   | \$8,642,805  | \$89,808,089  | \$333,802,322   |
| Average Spent   | \$1,241.78   | \$1,070.71    | \$1,158.63      |
| Spending Potential Index                                    | 88           | 76            | 82              |
| Entertainment/Recreation: Total \$                          | \$18,719,899 | \$183,601,127 | \$688,694,109   |
| Average Spent   | \$2,689.64   | \$2,188.93    | \$2,390.45      |
| Spending Potential Index                                    | 92           | 75            | 82              |
| Food at Home: Total \$                                      | \$32,046,779 | \$323,280,511 | \$1,201,732,712 |
| Average Spent   | \$4,604.42   | \$3,854.22    | \$4,171.21      |
| Spending Potential Index                                    | 92           | 77            | 84              |
| Food Away from Home: Total \$                               | \$19,371,428 | \$194,033,338 | \$726,448,277   |
| Average Spent   | \$2,783.25   | \$2,313.31    | \$2,521.50      |
| Spending Potential Index                                    | 90           | 75            | 82              |
| Health Care: Total \$                                       | \$35,860,048 | \$343,718,575 | \$1,288,235,164 |
| Average Spent   | \$5,152.31   | \$4,097.89    | \$4,471.46      |
| Spending Potential Index                                    | 97           | 77            | 84              |
| HH Furnishings & Equipment: Total \$                        | \$11,325,784 | \$111,353,409 | \$418,496,565   |
| Average Spent   | \$1,627.27   | \$1,327.58    | \$1,452.60      |
| Spending Potential Index                                    | 92           | 75            | 82              |
| Personal Care Products & Services: Total \$                 | \$4,654,741  | \$45,370,386  | \$171,433,997   |
| Average Spent   | \$668.78     | \$540.92      | \$595.05        |
| Spending Potential Index                                    | 91           | 74            | 81              |
| Shelter: Total \$   | \$96,164,258 | \$966,694,918 | \$3,645,233,870 |
| Average Spent   | \$13,816.70  | \$11,525.15   | \$12,652.58     |
| Spending Potential Index                                    | 89           | 74            | 81              |
| Support Payments/Cash Contributions/Gifts in Kind: Total \$ | \$15,729,072 | \$149,914,535 | \$566,043,375   |
| Average Spent   | \$2,259.92   | \$1,787.31    | \$1,964.73      |
| Spending Potential Index                                    | 97           | 77            | 85              |
| Travel: Total \$  | \$11,887,581 | \$113,247,961 | \$430,985,424   |
| Average Spent   | \$1,707.99   | \$1,350.17    | \$1,495.95      |
| Spending Potential Index                                    | 92           | 73            | 80              |
| Vehicle Maintenance & Repairs: Total \$                     | \$6,743,709  | \$66,195,945  | \$247,321,949   |
| Average Spent   | \$968.92     | \$789.20      | \$858.45        |
| Spending Potential Index                                    | 94           | 76            | 83              |

**Source:** Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.





## Table 5: Portage Lakes Recreation Expenditures

40.96915, -81.53879

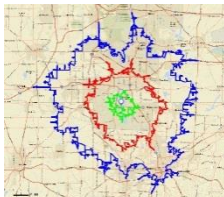
Drive Time: 10 minute radius

Prepared by NEFCO

Latitude: 40.96915

Longitude: -81.53879

| Demographic Summary                                    |                          | 2016                 | 2021        |
|--|--------------------------|----------------------|-------------|
| Population   |                          | 15,858               | 15,909      |
| Households   |                          | 6,960                | 6,999       |
| Families   |                          | 4,278                | 4,264       |
| Median Age   |                          | 46.6                 | 47.7        |
| Median Household Income                                |                          | \$54,733             | \$61,604    |
|  | Spending Potential Index | Average Amount Spent | Total       |
| <b>Recreational Vehicles and Fees</b>                  | 96                       | \$103.75             | \$722,075   |
| Docking and Landing Fees for Boats and Planes          | 100                      | \$7.73               | \$53,771    |
| Camp Fees  | 104                      | \$37.54              | \$261,273   |
| Payments on Boats/Trailers/Campers/RVs                 | 93                       | \$44.55              | \$310,041   |
| Rental of RVs or Boats                                 | 88                       | \$13.94              | \$96,991    |
| <b>Sports, Recreation and Exercise Equipment</b>       | 88                       | \$145.57             | \$1,013,192 |
| Exercise Equipment and Gear, Game Tables               | 94                       | \$50.98              | \$354,828   |
| Bicycles   | 79                       | \$20.50              | \$142,671   |
| Camping Equipment                                      | 88                       | \$13.11              | \$91,216    |
| Hunting and Fishing Equipment                          | 87                       | \$41.02              | \$285,467   |
| Winter Sports Equipment                                | 80                       | \$4.03               | \$28,021    |
| Water Sports Equipment                                 | 80                       | \$4.24               | \$29,533    |
| Other Sports Equipment                                 | 97                       | \$9.23               | \$64,207    |
| Rental/Repair of Sports/Recreation/Exercise Equipment  | 85                       | \$2.48               | \$17,252    |
| <b>Photographic Equipment and Supplies</b>             | 92                       | \$50.64              | \$352,439   |
| Film   | 91                       | \$0.84               | \$5,858     |
| Film Processing  | 98                       | \$7.37               | \$51,278    |
| Photographic Equipment                                 | 89                       | \$21.21              | \$147,652   |
| Photographer Fees/Other Supplies & Equip Rental/Repair | 93                       | \$21.21              | \$147,652   |



## Table 5: Portage Lakes Recreation Expenditures Cont.

40.96915, -81.53879

Drive Time: 20 minute radius

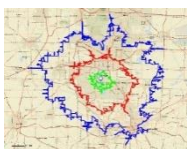
Prepared by NEFCO

Latitude: 40.96915

Longitude: -81.53879

| Demographic Summary                              |                          | 2016                 | 2021        |
|--|--------------------------|----------------------|-------------|
| Population                                       |                          | 209,498              | 210,202     |
| Households                                       |                          | 83,877               | 84,296      |
| Families   |                          | 53,724               | 53,604      |
| Median Age                                       |                          | 39.6                 | 40.3        |
| Median Household Income                          |                          | \$43,109             | \$50,148    |
|  | Spending Potential Index | Average Amount Spent | Total       |
| <b>Recreational Vehicles and Fees</b>            | 75                       | \$81.07              | \$6,799,494 |
| Docking and Landing Fees for Boats and Planes    | 77                       | \$5.93               | \$497,379   |
| Camp Fees  | 84                       | \$30.43              | \$2,552,510 |
| Payments on Boats/Trailers/Campers/RVs           | 70                       | \$33.61              | \$2,818,856 |
| Rental of RVs or Boats                           | 70                       | \$11.10              | \$930,749   |
| <b>Sports, Recreation and Exercise Equipment</b> | 69                       | \$114.66             | \$9,617,629 |
| Exercise Equipment and Gear, Game Tables         | 72                       | \$39.29              | \$3,295,620 |
| Bicycles   | 66                       | \$17.19              | \$1,441,575 |
| Camping Equipment                                | 76                       | \$11.39              | \$955,631   |

|  |    |         |             |
|--|----|---------|-------------|
| Hunting and Fishing Equipment                          | 65 | \$30.99 | \$2,599,415 |
| Winter Sports Equipment                                | 62 | \$3.12  | \$261,954   |
| Water Sports Equipment                                 | 62 | \$3.27  | \$274,080   |
| Other Sports Equipment                                 | 78 | \$7.42  | \$622,310   |
| Rental/Repair of Sports/Recreation/Exercise Equipment  | 68 | \$1.99  | \$167,045   |
| <b>Photographic Equipment and Supplies</b>             | 75 | \$41.39 | \$3,471,489 |
| Film   | 72 | \$0.66  | \$55,599    |
| Film Processing  | 79 | \$5.93  | \$497,037   |
| Photographic Equipment                                 | 73 | \$17.42 | \$1,460,771 |
| Photographer Fees/Other Supplies & Equip Rental/Repair | 76 | \$17.38 | \$1,458,083 |



**Table 5: Portage Lakes Recreation Expenditures Cont.**

40.96915, -81.53879  
Drive Time: 30 minute radius

Prepared by NEFCO  
Latitude: 40.96915  
Longitude: -81.53879

| <b>Demographic Summary</b>                             |              | <b>2016</b>                 | <b>2021</b>  |
|--|--------------|-----------------------------|--------------|
| Population   |              | 695,808                     | 700,217      |
| Households   |              | 288,102                     | 290,623      |
| Families   |              | 179,316                     | 179,499      |
| Median Age   |              | 41.0                        | 41.6         |
| Median Household Income                                |              | \$46,256                    | \$52,564     |
| <b>Spending Potential</b>                              |              | <b>Average Amount Spent</b> | <b>Total</b> |
|  | <b>Index</b> |                             |              |
| <b>Recreational Vehicles and Fees</b>                  | 82           | \$88.39                     | \$25,465,449 |
| Docking and Landing Fees for Boats and Planes          | 86           | \$6.59                      | \$1,898,611  |
| Camp Fees  | 91           | \$32.73                     | \$9,429,908  |
| Payments on Boats/Trailers/Campers/RVs                 | 76           | \$36.69                     | \$10,570,573 |
| Rental of RVs or Boats                                 | 78           | \$12.38                     | \$3,566,357  |
| <b>Sports, Recreation and Exercise Equipment</b>       | 76           | \$125.75                    | \$36,229,803 |
| Exercise Equipment and Gear, Game Tables               | 78           | \$42.72                     | \$12,307,499 |
| Bicycles   | 74           | \$19.20                     | \$5,530,467  |
| Camping Equipment                                      | 83           | \$12.41                     | \$3,576,496  |
| Hunting and Fishing Equipment                          | 72           | \$34.01                     | \$9,797,200  |
| Winter Sports Equipment                                | 70           | \$3.51                      | \$1,011,985  |
| Water Sports Equipment                                 | 70           | \$3.71                      | \$1,067,466  |
| Other Sports Equipment                                 | 84           | \$7.98                      | \$2,298,281  |
| Rental/Repair of Sports/Recreation/Exercise Equipment  | 76           | \$2.22                      | \$640,410    |
| <b>Photographic Equipment and Supplies</b>             | 82           | \$45.38                     | \$13,072,704 |
| Film   | 79           | \$0.73                      | \$211,020    |
| Film Processing  | 85           | \$6.42                      | \$1,850,115  |
| Photographic Equipment                                 | 81           | \$19.16                     | \$5,519,385  |
| Photographer Fees/Other Supplies & Equip Rental/Repair | 83           | \$19.06                     | \$5,492,183  |

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Lakers enjoy the lakes from their boats. There are around 2,000 private docks along the lakes. Many others keep their boats at marinas or clubs. Roughly 700,000 people live within a one hour drive of the Portage Lakes. According to a 1999 Ohio Division of Watercraft study, it is estimated that one in four own boats (63% powerboats, 19% canoes/kayaks, 10% personal watercrafts, and 1% sailboats) are making an average of 15.6 trips to Ohio boating sites. They come to the lakes for fishing, cruising, and a growing number will be canoeing and kayaking on the Portage Lakes Water Trail. Seventy percent of boat owners do not dock their vessels and launch. The average boater travels 38 miles one-way to their boating sites. The average expenditure per boater is \$3,600 per year and the trip expenditures benefit the local economy. So the water quality of the lakes is important to the three local communities' economies.

According to a Michigan State University's Regional Marine Research Center's National Boater Panel in 2003, boat owners spend an average of \$3,600 per year on their boats. This includes \$1,400 on craft related expenses, \$2,200 on trip-related expenses over an average of 23 boating days per season. These averages are heavily weighted toward the high percentage of mostly smaller watercraft. Owners of larger boats over 41 feet spend \$20,000 per year. The average spending per boat per day trip varied from \$76 for boats less than 16 feet in length to \$275 per day for boats larger than 40 feet. The greatest trip expenses were for fuel (22%) restaurants and bars (17%), and groceries (14%). The majority of annual craft expenses are for equipment (39%), maintenance and repairs (29%) and insurance (14%).

**Table 3: Percentage Trip Expenses**

|                         |    |
|-------------------------|----|
| Fuel                    | 22 |
| Restaurants and bars    | 17 |
| Groceries               | 14 |
| Equipment               | 39 |
| Maintenance and repairs | 29 |
| Insurance               | 14 |

Source: Michigan State University's Regional Marine Research Center's National Boater Panel in 2003

The boat slip count is the most significant item in estimating marina value. Another indicator is services. The number, length, rental and vacancy rates of slips affect value. Income sources include slip rentals, winter wet and dry storage, temporary dockage, rack storage, boat washing and repairs, launching fees, gasoline sales, bait and tackle sales, and boat sales. Other indicators may include gasoline sales, restaurant receipts, and boat sales and repairs. Repair operations can increase the demand for slips, because of the convenience of having a repair facility on site. Equipment may include travel cranes, forklifts, saddle lift trucks, stationary lifts, and stacking cranes.

**Table 4: Performance of Marina Product Lines as of the 2002 Census**

|   | Percent |
|---|---------|
| Pleasure boat dockage, slip rental, launch fees, \$ storage | 39.02   |
| Merchandise sales   | 24.22   |
| Personal & household goods, gas, repair, & maintenance      | 14.54   |
| Sales of food & beverages                                   | 8.09    |
| Membership dues   | 5.66    |
| Other   | 8.48    |

According to national data, the age of marinas is around 40 years. The average marina has between three and ten employees and annual revenues of \$400,000. Today's marinas are generally freestanding and dockage is considered the main profit center of the business. Marina dockage rates are generally charged on a daily, monthly, seasonal and annual basis and dockage rates are normally calculated by a per ft charge based on the length of the boat. Rent varies according to the length of slip a boat needs. Guest slip rates are usually between \$2 to \$3 per foot per day. Marinas slip rates averaged \$120 to \$250 per month depending on the length. Dry stack storage costs are also based on per ft rate and can range from \$2,500 to \$4, 500 per year for a 25' boat

**Table 5: Length and Types of Boats in Ohio (2009)**

|  |                       |    |
|--|-----------------------|----|
| <b>Length of Powerboats in Ohio</b>          |                       |    |
| Under 16 Feet                                | 84,532                | 31 |
| 16 to Less than 26 Feet                      | 166,431               | 62 |
| 26 to Less than 40 Feet                      | 16,850                | 6  |
| 40 to 65 Feet                                | 1,432                 | 1  |
| Over 65 Feet                                 | 23                    | <1 |
| <i>All Powerboats</i>                        | <i>269,268</i>        |    |
| <b>Length of Sailboats in Ohio</b>           |                       |    |
| Under 16 Feet                                | 138                   | 4  |
| 16 to Less than 26 Feet                      | 881                   | 29 |
| 26 to Less than 40 Feet                      | 1,897                 | 62 |
| 40 to 65 Feet                                | 156                   | 5  |
| Over 65 Feet                                 | 0                     |    |
| <i>All Sailboats (auxiliary sail)</i>        | <i>3,072</i>          |    |
| <b>Other Craft</b>                           |                       |    |
| Rowboats                                     | 11,702                |    |
| Sailboats (no power auxiliary)               | 7,306                 |    |
| Canoes/Kayaks                                | 82,670                |    |
| Personal Watercraft                          | 43,391                |    |
| Other Boats                                  | 1,574                 |    |
| Commercial Vessels                           | 381                   |    |
| <b><i>TOTAL (not including liveries)</i></b> | <b><i>419,364</i></b> |    |
| Total Liveries                               | 52                    |    |
| Livery Boats                                 | 5,894                 |    |
| <b><i>TOTAL (including liveries)</i></b>     | <b><i>425,258</i></b> |    |

In 1999, the Ohio Division of Watercraft conducted a random sample of 5,544 boating households from the 407,688 registered boats in 1998 to evaluate spending by recreational boaters and how that spending affected the state of the economy and Ohio business, from marine-related firms such as marinas and boat dealers to restaurants, hotels, and other services. Responses were received from 2,339 for a response rate of 42 percent. The typical boating household owned 1.7 boats; the primary boat was 16-21 feet long with a book value of \$8,900. The average respondent made 15.6 trips to Ohio boating sites which 4.3 were to Lake Erie sites. The largest portion of time was spend fishing (50%) followed by cruising (17%) and canoeing-kayaking-rowing (8%). 31% kept their boats at private docks, marinas, or clubs.

**Table 6: Expenditures by Boat-Ownning Households**

|                                   |         |
|-----------------------------------|---------|
| Total trip related expenditures   | \$2,104 |
| Typical trip related expenditures | \$134   |
| Food and lodging per trip         | \$55    |
| Fuel, transient docking, etc.     | \$37    |
| Other                             | \$42    |
| Annual Maintenance, fees, repairs | \$920   |
| Equipment purchases               | \$293   |

Source: Ohio Division of Watercraft, 1999.