

Macomb County
Lake St. Clair
Our Freshwater Advantage
2023 Lake St Clair Coastal Study



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Macomb County Blue Economy:

Goal

To promote economic development, social inclusion and environmental stewardship of our Lake St. Clair coastal assets in a manner that ensures sustainability, long-term resilience and robust investment.





Macomb County Blue Economy:

Objectives

- Encourage and support sustainable development of coastal businesses and communities
- Restore Lake St. Clair lakeshore where feasible
- Increase physical and visual access to the lake
- Diversify year-round tourism, recreation and entertainment opportunities
- Provide a healthy living environment for coastal zone residents



Macomb County Blue Economy:

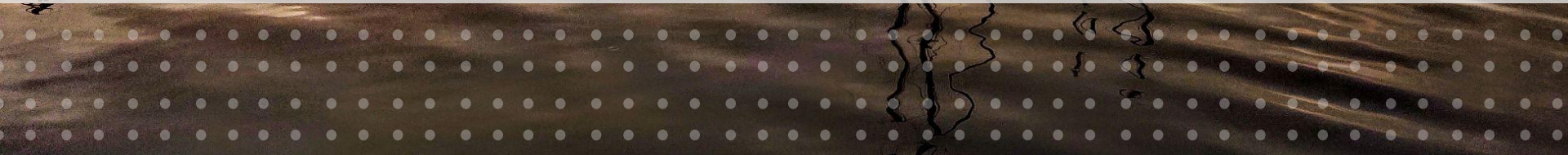
Requirements

- An ecosystem approach, which factors in restoration of biodiversity and proper scientific management of natural resources
- Public understanding and engagement
- A special collaboration with federal/state governmental agencies, county government, local communities, and public/private/non-profit sectors





2023 Lake St. Clair Coastal Study



Lake St. Clair Coastal Study

PURPOSE

- Establish a baseline of the current water assets and quality of life amenities in Macomb County along Lake St. Clair
- Develop strategies to market and grow assets
- Create a replicable study
- Identify deficiencies and opportunities
- Aid in securing additional funding

Lake St. Clair Coastal Study

SECTORS STUDIED

- **Real estate and land values**
- **Blue Economy industries**
- **Hotel/lodging/campgrounds**
- **Fishing/angling**
- **Boating/marinas**
- **Beaches, parks and boat launches**
- **Ecological restoration efforts**



Lake St. Clair

Coastal Study Area

30 miles

The CSA is approx. 30
miles long

160 miles
of coastline

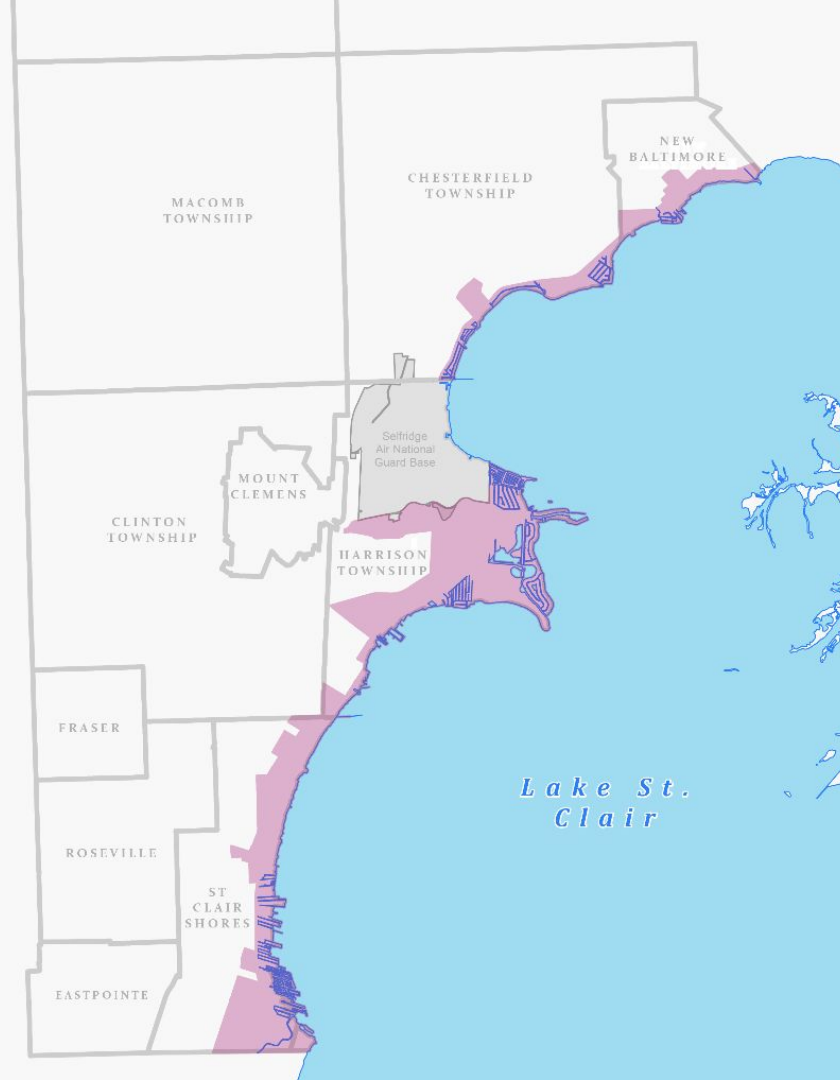
1,009
existing businesses

12.1

square miles

41,885
population

17M+
visits in 2022

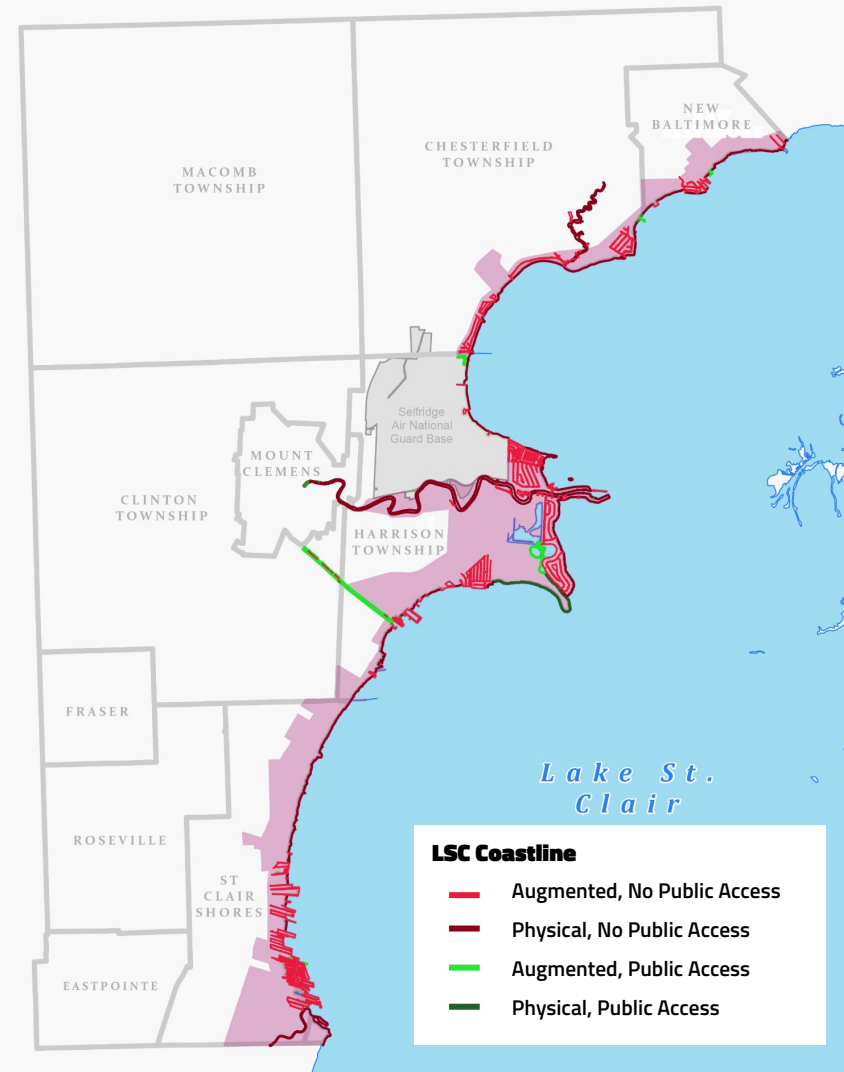


Coastal Study Area

By the Numbers

160.3 miles of Lake St. Clair Coastline

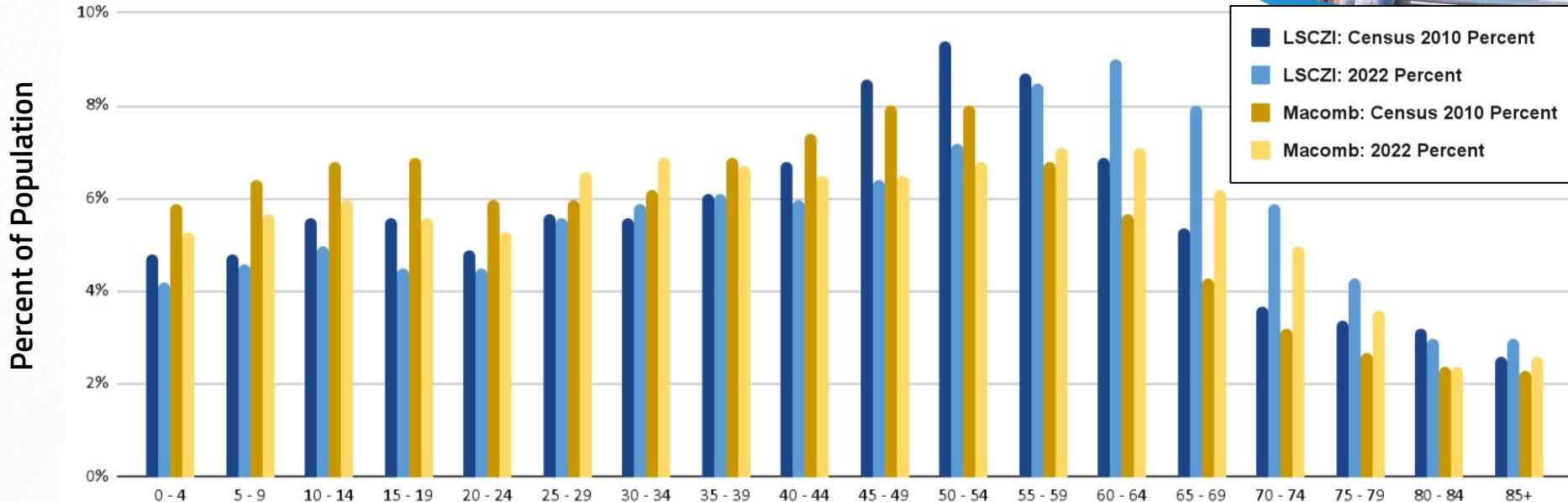
- *51.4 miles of physical coastline*
- *108.9 miles of augmented coastline*
- *311% coastline increase with augmentation*
- *Augmented coastline more than doubled the publicly accessible coastline within the County*



Coastal Study Area Age Distribution and Trends



Percent Age Cohort



ESRI Tapestry Life Modes Segmentation of the County and Coastal Study Area

**Almost 72.5% of Coastal Area residents
fall into one of 3 Life Modes**

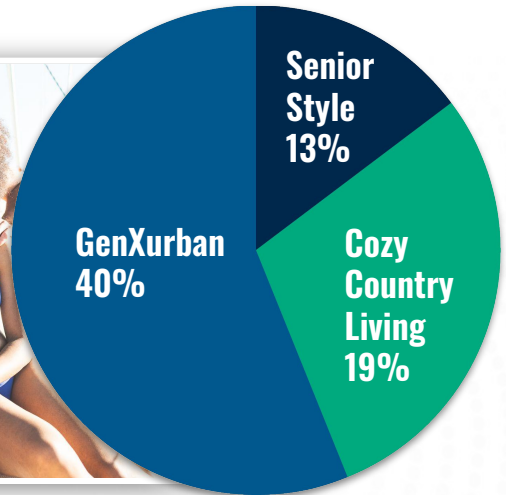
Compared to 48.9% of the County as a whole

Categories include:

- **GenXurban**
- **Cozy Country Living**
- **Senior Style**



**Top 3 CSA Resident
Life Modes**



Coastal Study Area **Population**

When compared to Macomb County as a whole, the Coastal Study Area has a higher proportion of:

- **Baby boomers**
- **Residents with some college or college degrees**

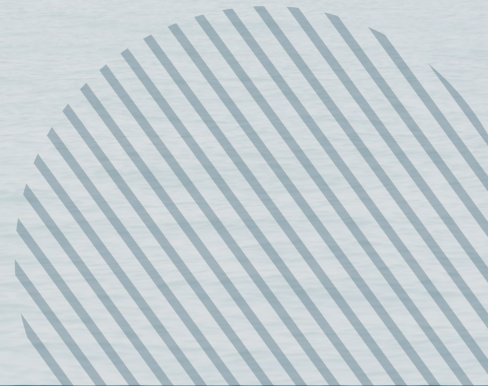


Per capita income is 27% higher in the CSA than the rest of Macomb County

Coastal Study Area **Real Estate Values**



- The Coastal Study Area has **4,711** residential direct waterfront properties
- **381** of these properties are vacant land, with an average price premium of **\$92,823**



Coastal Study Area **Real Estate Values**

- Lake St. Clair proximity draws **\$898.3M to \$975.9M** in social value
- There is **\$44.9M to \$48.8M** in estimated value per year through residential property capitalization
 - These figures represent the non-transactional value that residents place on residing in the Coastal Study Area



Coastal Study Area Economy

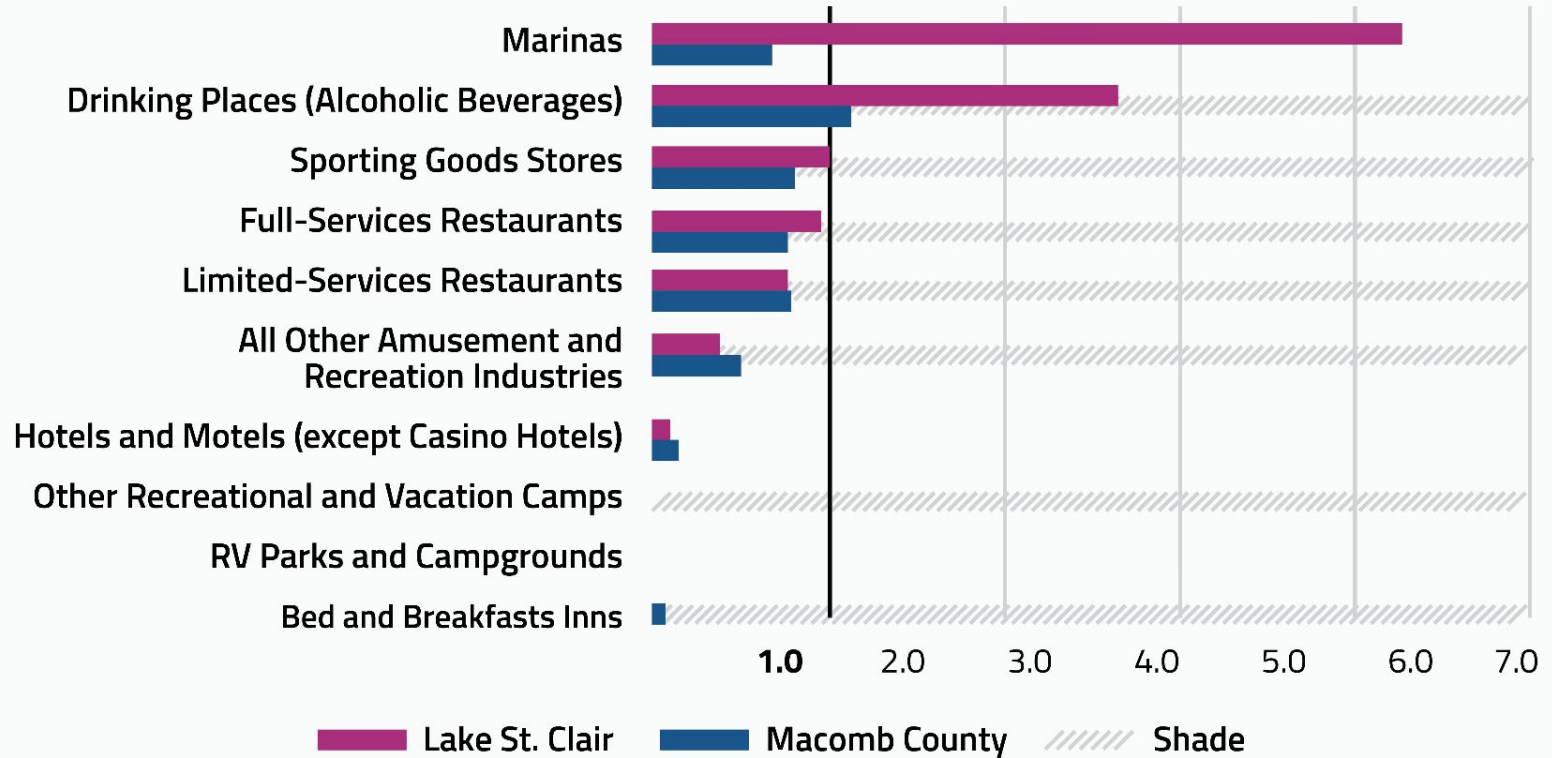
- Recreation, tourism businesses produce the most sales volume
- **27%** of Coastal Study Area employment is engaged in recreational industries compared with **12%** for the County
- Hotel sales volume in Coastal Study Area is relatively low
- Many of the recreation expenditures in the Coastal Study Area are seasonal



CSA employment



Comparison of Key Location Quotients



Macomb County Lodging

- 59 hotels/lodging
- 7,616 rooms
- 62.8% average occupancy
- 1.68 million occupied room nights in Macomb County per year
- 863,184 estimated Coastal Study Area overnight stays, including at homes, on boats and in marinas



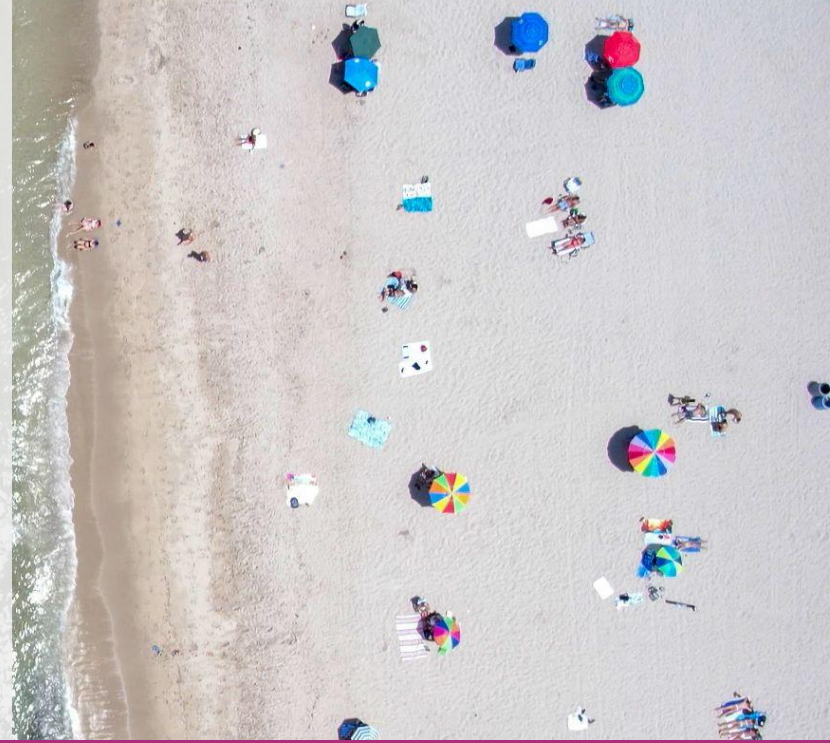
Macomb County Lodging

- No destination hotels/motels; only two older motels.
- Limited lodging capacity within the Coastal Study Area.
- Limited capacity to host conventions or large meetings at Macomb County lodging establishments, and none within the Coastal Study Area.
- A follow up study is being initiated to attract a destination hotel and convention facility near the water.



Waterfront Hotel: Estimated Economic Impact

- 470 regional jobs with earnings of \$16.03 million
- \$27.03 million in new income, including wages, profits and taxes
- Food and beverage, recreation and retail trade would be **most impacted**



TOP 10 IMPACTED INDUSTRIES

- Food & Beverage
- Other Food Services
- Rec. & Entertainment
- Retail Trade
- Lodging
- Fin. Ins. & Real Estate
- Other Transport
- Gasoline Stations
- Personal Services
- Other Real Estate

Coastal Study Area Fishing

- **583,000 hours** spent by recreational anglers on Lake St. Clair/Lake Erie totaling **112,000 trips**
- **334,026 angler hours** and **208,164 fish in creel survey** for Michigan's Lake Erie/LSC non-charter recreational boat fishery
- **126% increase** in number of state licensed charter fishing boats
++Approximately 100 fishing charters operated in Macomb County



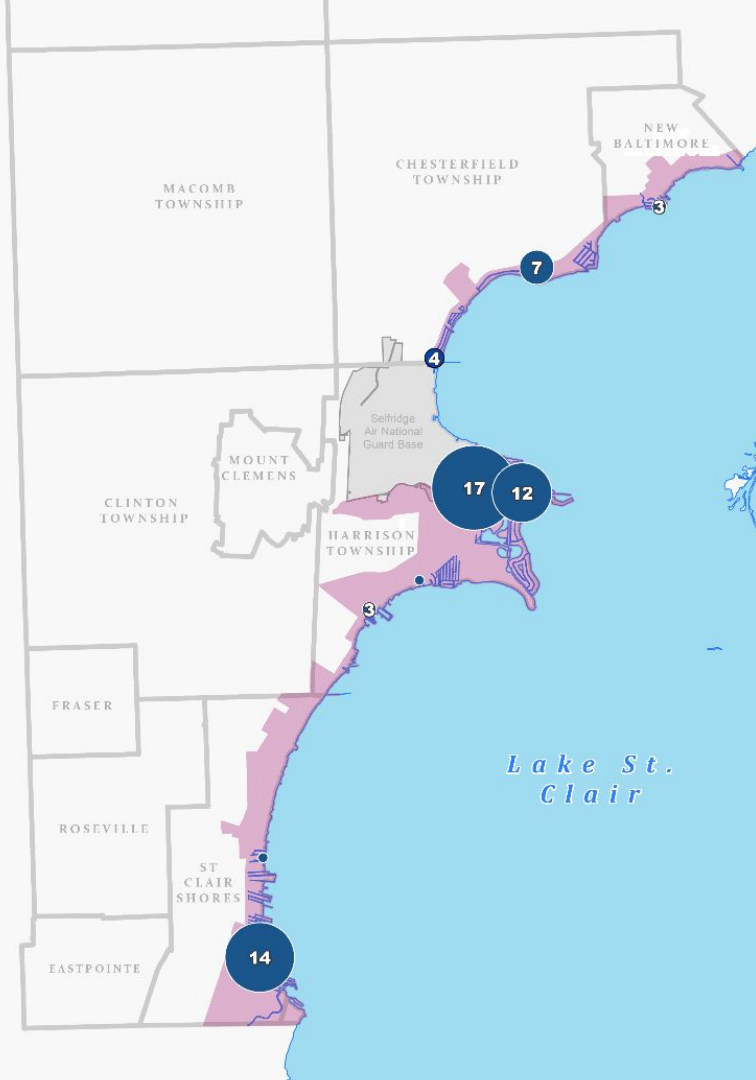
| Years | Number of trips | Number of boats |
|-------|-----------------|-----------------|
| 2012 | 612 | 32 |
| 2013 | 749 | 33 |
| 2014 | 808 | 43 |
| 2015 | 1007 | 56 |
| 2016 | 1048 | 57 |
| 2017 | 1030 | 55 |
| 2018 | 1172 | 63 |
| 2019 | 1512 | 75 |
| 2020 | 2233 | 66 |
| 2021 | 2944 | 79 |
| 2022 | 3329 | 77 |

620% increase in LSC licensed charter boats since 2012

Coastal Study Area

Boating

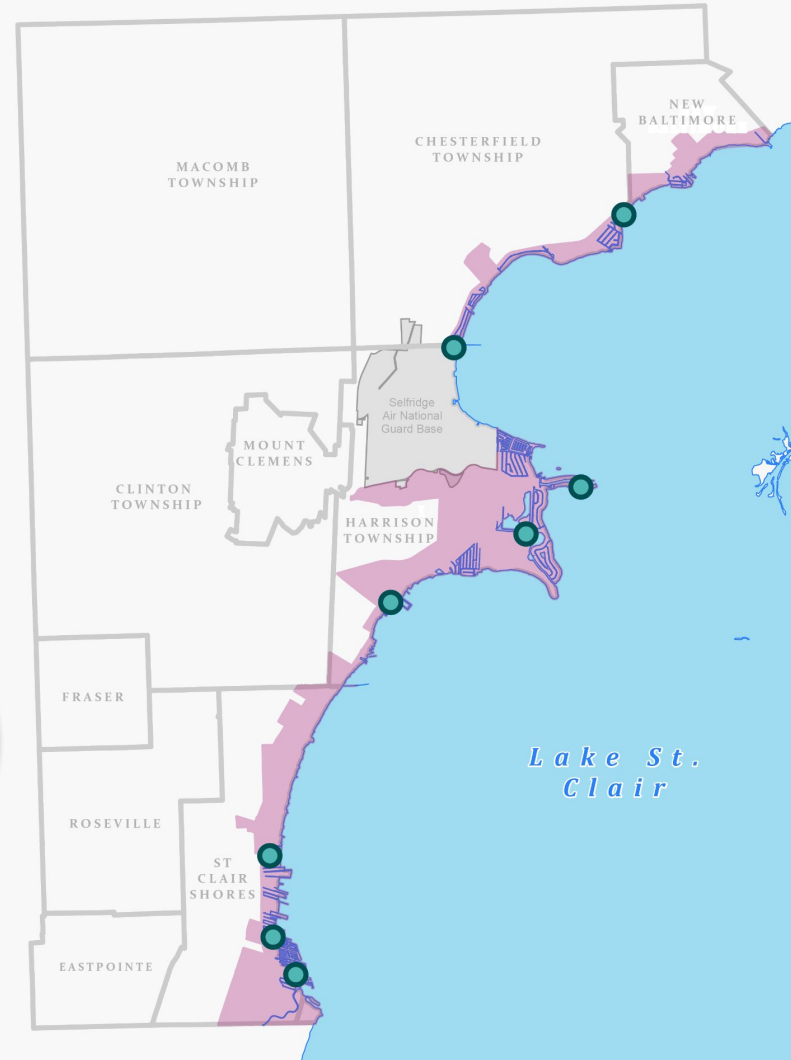
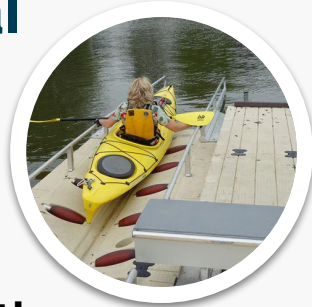
- **62 marinas**
 - Many offer indoor and outdoor dry stack storage, winter storage, haul out and repairs
- **20,696 total boat slips**
 - **6,840 slips** available in marinas
 - **Approximately 14,000** residential slips
- **Nearly 1.5M visits to marinas in 2022**
 - **44%** were from outside of Macomb County
 - Most Coastal Study Area marinas are at **100% occupancy** and have waiting lists



Coastal Study Area

Boat Launches

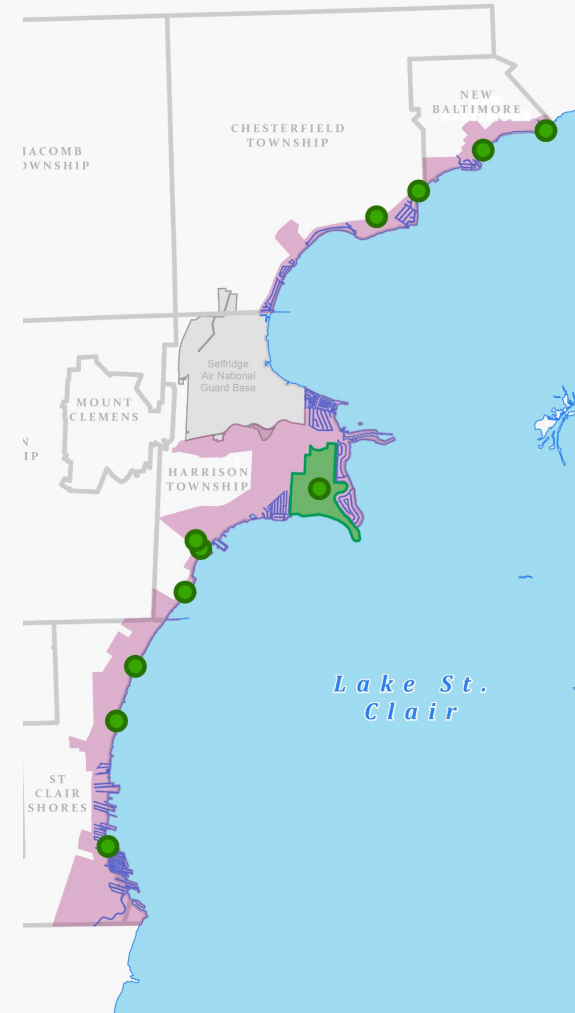
- **8 Lake St. Clair boat launches**
- **3 operated by the DNR**
which provides more than
50 launch ramps in total
- **500,000 boat trips**
via DNR launches
- **LSC offers paddling opportunities,**
including LSC coastal and Clinton River
water trails



Coastal Study Area

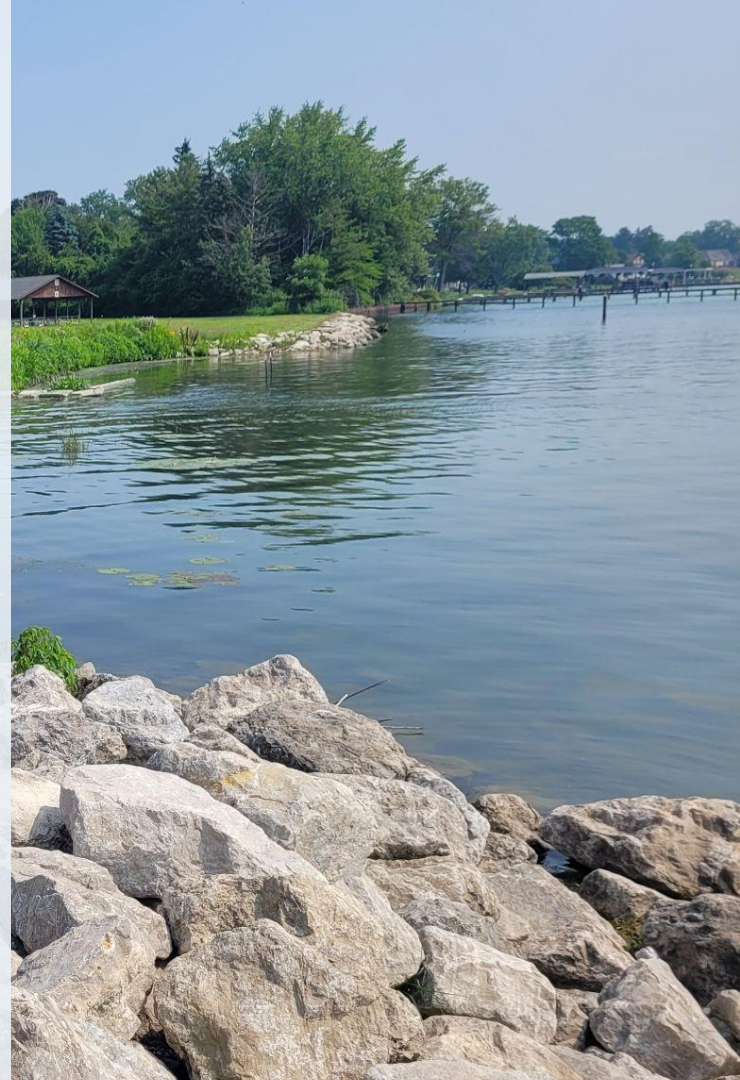
Public Parks

- **10 lakeshore parks (965 acres)** operated by local communities or the HCMA
- **1.5 million combined visitors in 2022**, of which **37%** of those visits originated from outside Macomb County
- Recent park improvements:
 - **Habitat restoration and shoreline stabilization at Brandenburg Park**
 - **Universally accessible kayak launch at LSC Metropark, Spillway, and Webber Paddle Park**
 - **New pier at Blossom Heath in Nautical Mile**
 - **New playground at Walter and Mary Burke Park**



Shoreline and Ecological Enhancement Projects

- **\$50M:** Great Lakes Restoration Initiative (U.S. Congress), state, regional and philanthropic since 2010
- **\$132M:** Public investment in Public Works stormwater projects in Macomb County
- **5 GLRI projects** at Lake St. Clair Metropark
- **\$1.3M:** Brandenburg Park coastal restoration
- **\$1.4M:** Ruedisale Park shoreline, Anchor Bay Woods
- Recently announced, **\$7.5M:** Public investment in Lake St. Clair fish habitat at Ford Cove



County Economic Impact of Recreational Boating and Charter Fishing

| | Direct Spending | Total Employment Effect ⁹ | Total Labor Income Effect ⁹ | Total Output Effect ¹⁰ | State and Local Tax Revenue Support ¹¹ |
|---|-----------------|--------------------------------------|--|-----------------------------------|---|
| New and Used Boat Purchases ¹ | \$170 Million | 420 | \$27 Million | \$65.8 Million | \$6.9 Million |
| Boat Trip Spending ² | \$342.6 Million | 2,527 | \$89.8 Million | \$262 Million | \$17.0 Million |
| Annual Craft Spending for Registered Boats ³ | \$284.3 Million | 1,819 | \$110.7 Million | \$367.4 Million | \$11.9 Million |
| Marina Spending (winter and summer storage, repairs) ⁴ | \$51.9 Million | 1,259 | \$27.8 Million | \$84.5 Million | \$7.6 Million |
| Overnight Marina Stay Spending ⁵ | \$21.8 Million | 269 | \$9.3 Million | \$29.6 Million | \$2.0 Million |
| Lake St. Clair Charter Fishing ⁶ | \$3.5 Million | 132 | \$3.5 Million | \$10.1 Million | \$798,000 |
| All Boat and Charter Fishing Spending ⁷ | \$874.1 Million | 6,426 | \$268.1 Million | \$819.4 Million | \$46.2 Million |

Lake St. Clair Coastal Study

IN SUMMARY

With focused development objectives and actions, Macomb County's Blue Economy can easily expand to take full advantage of the economic development potential of the region's water resources while protecting both the built and natural resources for future generations.

- **Macomb County's combined Blue Economy is valued conservatively as a \$1.6B annual contribution to our local economy.** (Professors say it actually is accrued at over \$2B annually, but not fully measurable).
- Resources to package and market Macomb County's coastal tourism, hospitality and recreational opportunities are limited,
- A large scaled chamber needs to be a champion of our valuable waterfront assets



Lake St. Clair Coastal Study

NEXT STEPS

- **Implement a multilateral Blue Economy strategy that includes the Chamber of Commerce**
- **Improve access by purchasing waterfront properties and developing structures that expand the shoreline**
- **Develop facilities that help residents age-in-place**
- **Promote business, events and amenities that support year-round recreation and tourism**
- **Encourage development of a lake-side resort or mixed-use hotel**
- **Continue expanding walking, biking and water trails**

