

Grand River Revitalization & Restoration Project

1.3 Economics Activity



Wenke Associates

The goal of this activity is to have students engage in identifying 1) the potential users of the restored rapids and 2) the project's contributions to the economics of Grand Rapids.

Estimated Time

1, 60-minute class period

Summary

In this activity, students look at the economic impact of the restoration. The focus is on the opportunities for businesses. Students are asked to propose a new business for the downtown area. The students will create either a poster or a presentation to sell their business idea, "Shark Tank" style. The class can vote on the best ideas based on: 1) feasibility (does the idea make sense, do they give evidence and reasoning for their choices) and 2) creativity (how will their business stand out from others?)

Each group will need to identify their target audience, location, and type of business. If students need assistance in thinking of business ideas, discuss as a class: 1) the four types of river users 2) the amount of money each is expected to spend, and 3) how they might spend that money.

The activity handout **(1.3a)** asks students to select a location based on an interactive proposed points of development map created by mlive. If students do not have access to the Internet, there are several maps that have been created in association with the Grand Rapids Revitalization project, which could be printed. Maps can be found at the following locations:

- Grand Rapids Bus Route Maps
<https://www.ridetherapid.org/schedules-maps>
- Economic Benefits of the Grand Rapids Whitewater Project
https://grandrapidswhitewater.org/wp-content/uploads/2013/04/GRWW_EconImpactReportJune112014.pdf
Pgs. B-2 to B-5 (overview of restoration sites, points of interest, and land use).
This report also contains other interesting information regarding the economics of the Grand Rapids revitalization project.