

An aerial photograph of a river valley in South Carolina. The river flows through a lush, forested landscape. In the foreground, a dam is visible, creating a reservoir. The surrounding hills are densely wooded, and a small town or village is nestled in the valley. The overall scene is serene and scenic, highlighting the natural beauty of the area.

Great Falls, SC: Paddle Tourism Development

Glinda Coleman, Great Falls Home Town Association

Lauren Duffy, Clemson University





Tourism officials developing master plan for SC's newest park at 200-year-old military arsenal

OCTOBER 18, 2017 BY **MATT LONG**

The ruins sit overgrown on an island in the dammed-up Catawba River, long forgotten by all but the most ardent historian.

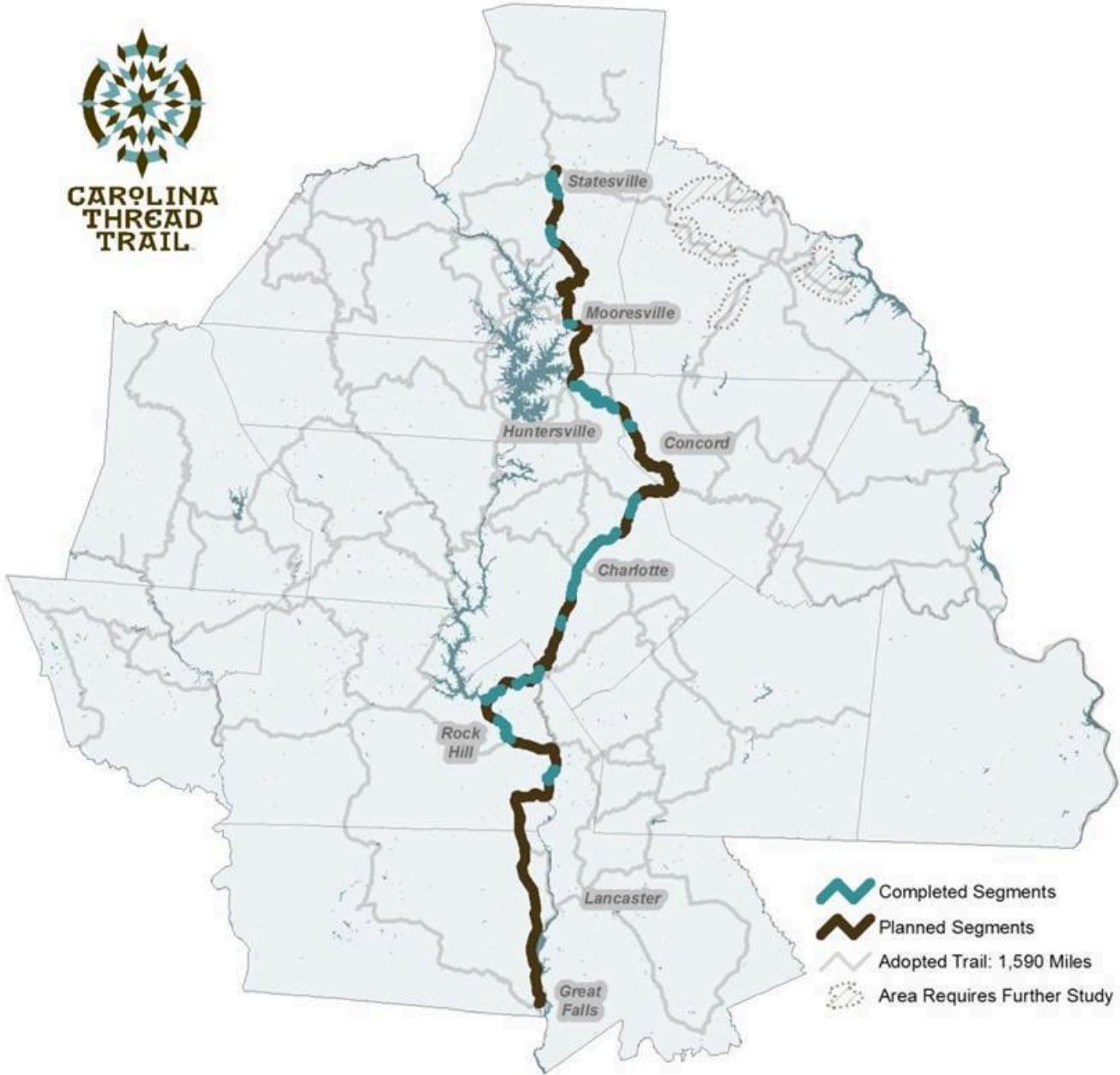
It seems almost unbelievable now, but the area known as "Big Island" or "Mount Dearborn," (depending on which local you ask) was once a United States arsenal 200 years ago and was even briefly considered as a potential military academy on par with West Point in New York.

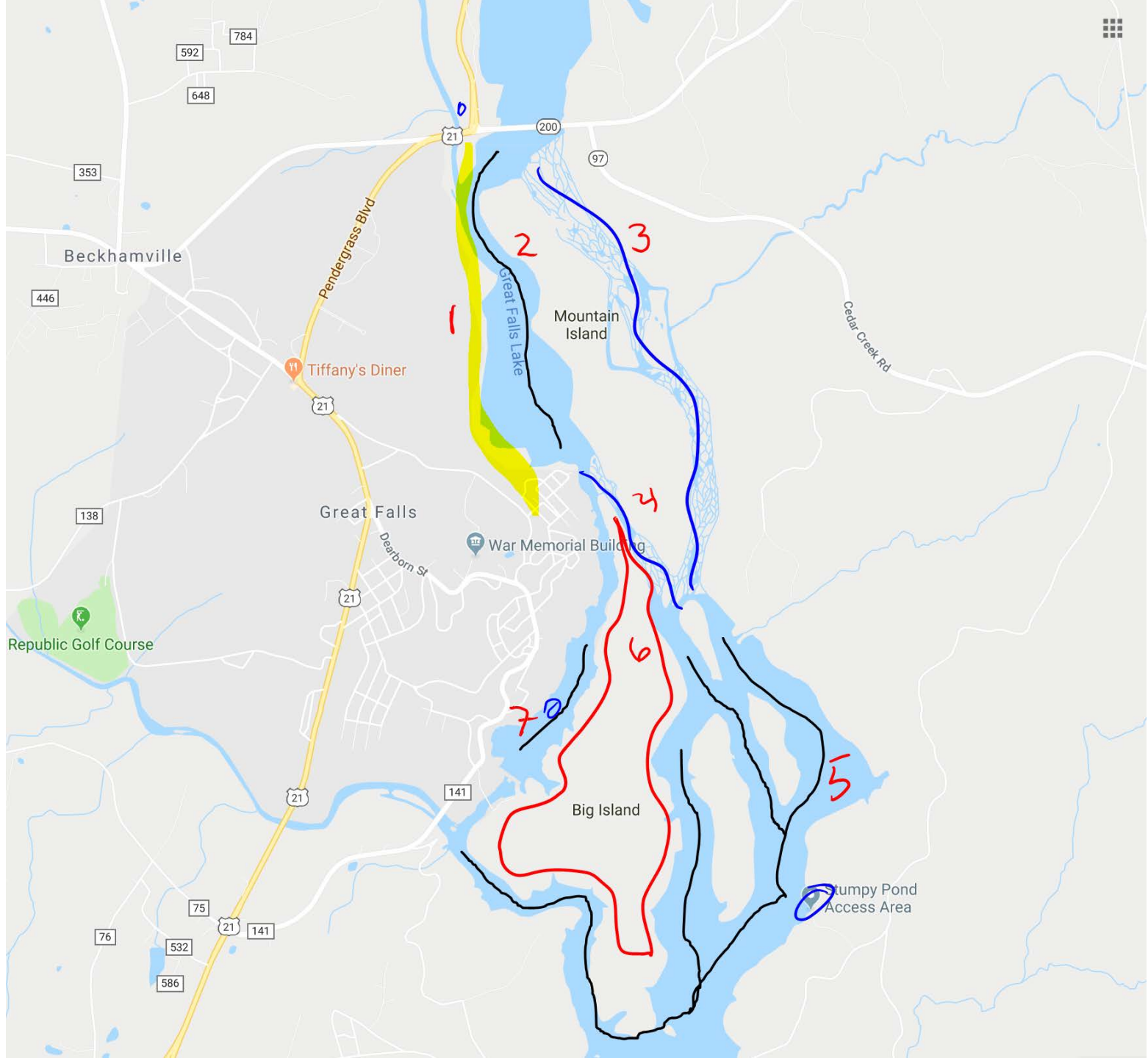


Rocky Creek hydroelectric plant, located just downriver from the future park (Image: Duke Energy)



CAROLINA
THREAD
TRAIL



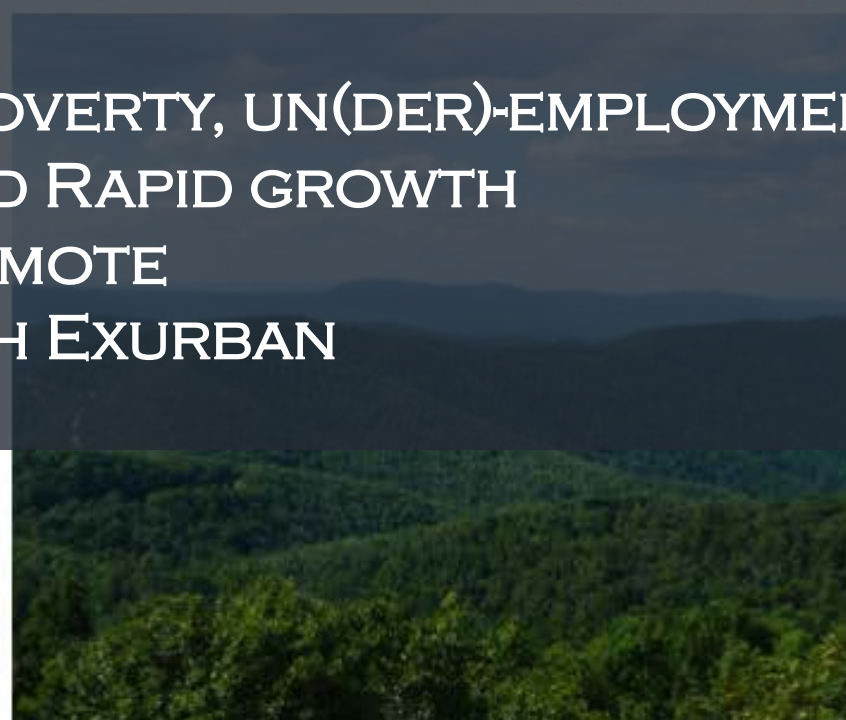




HOW ARE RURAL COMMUNITIES CHANGING?

- THEY ARE NEITHER AS ISOLATED NOR AS HOMOGENOUS AS THEY ONCE WERE.

- PERSISTENT POVERTY, UN(DER)-EMPLOYMENT
- AMENITY-BASED RAPID GROWTH
- RURAL AND REMOTE
- RAPID GROWTH EXURBAN



Key Challenges experienced in GF

- Timeline and expectation management
- Diverse stakeholder interests in three parallel projects
- The multiple hats of Glinda Coleman
- Community capacity building
- Tourism education
- Transitioning to tourism and recreation economies in a post-industrial landscape
- Re-visioning the use of natural resources and socialization of activities
- Delaying *any* development for the *right* development
- Funding for marketing vs. product development
- Rural tourism product on the periphery of county and regional marketing efforts (e.g., SCATR regions)





Evidence to Inform

- Intercept survey data at festivals
 - LilyFest (N = 74)
 - Flopeye Fish Festival – Resident (N = 158)
 - Flopeye Fish Festival – Visitor (N = 96)
- FAM tour
- Consumer focus group with paddlers
- Analysis of secondary reports
- Observations

For each of the scenarios of activities and attractions below, please rate how likely it would be that, if available, you would visit Chester County take part.

		A state park located on an island that offers opportunities for hiking, camping, and appreciated nature	Whitewater paddling intended for beginners or novice paddlers	Whitewater paddling intended for advanced or expert paddlers	A hiking and biking trail that goes through local communities and links with other regionally significant trails and attractions	A visitor center showcasing local history, arts, crafts, foods, and beverages
N	Valid	74	74	72	74	74
	Missing	0	0	2	0	0
	Mean	3.42	2.95	2.38	3.05	3.41
	Median	4.00	3.00	2.00	3.00	4.00
	Mode	4	3	2 ^a	3	4
	Std. Deviation	.776	.905	1.013	.842	.681

For each of the scenarios of activities and attractions below, please rate how likely it would be that, if available, you would visit Great Falls to take part.

		A state park located on an island that offers opportunities for hiking, camping, and appreciated nature	Whitewater paddling intended for beginners or novice paddlers	Whitewater paddling intended for advanced or expert paddlers	A hiking and biking trail that goes through local communities and links with other regionally significant trails and attractions	A visitor center showcasing local history, arts, crafts, foods, and beverages
N	Valid	95	93	91	92	95
	Missing	1	3	5	4	1
Mean		3.48	3.06	2.63	3.10	3.39
Median		4.00	3.00	3.00	3.00	4.00
Mode		4	3 ^a	4	4	4
Std. Deviation		.784	1.019	1.112	.961	.748

How likely would you or the members of your household be to visit the following types of attractions in Great Falls?

		A state park located on an island that offers opportunities for hiking, camping, and appreciating nature	Whitewater paddling intended for beginners or novice paddlers	Whitewater paddling intended for advanced or expert paddlers	A hiking and biking trail that goes through Great Falls, SC and links with other regionally significant trails and attractions	A visitor center showcasing local history, arts, crafts, foods, and beverages
N	Valid	157	156	155	158	159
	Missing	2	3	4	1	0
Mean		3.6624	3.3013	2.9742	3.3797	3.4465
Median		4.0000	4.0000	3.0000	4.0000	4.0000
Mode		4.00	4.00	4.00	4.00	4.00
Std. Deviation		.68457	.96667	1.15628	.92803	.89051

Have you (GF resident) visited the Carolina Thread Trail in the last three years?

Carolina Thread Trail

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	115	72.3	72.3	72.3
	Yes	44	27.7	27.7	100.0
	Total	159	100.0	100.0	

An aerial photograph of a lush, forested landscape. A river flows through the center, with a dam visible in the lower-left quadrant. The surrounding area is densely wooded, with some residential buildings and roads visible in the lower-right corner. The entire image is in grayscale.

Thanks!

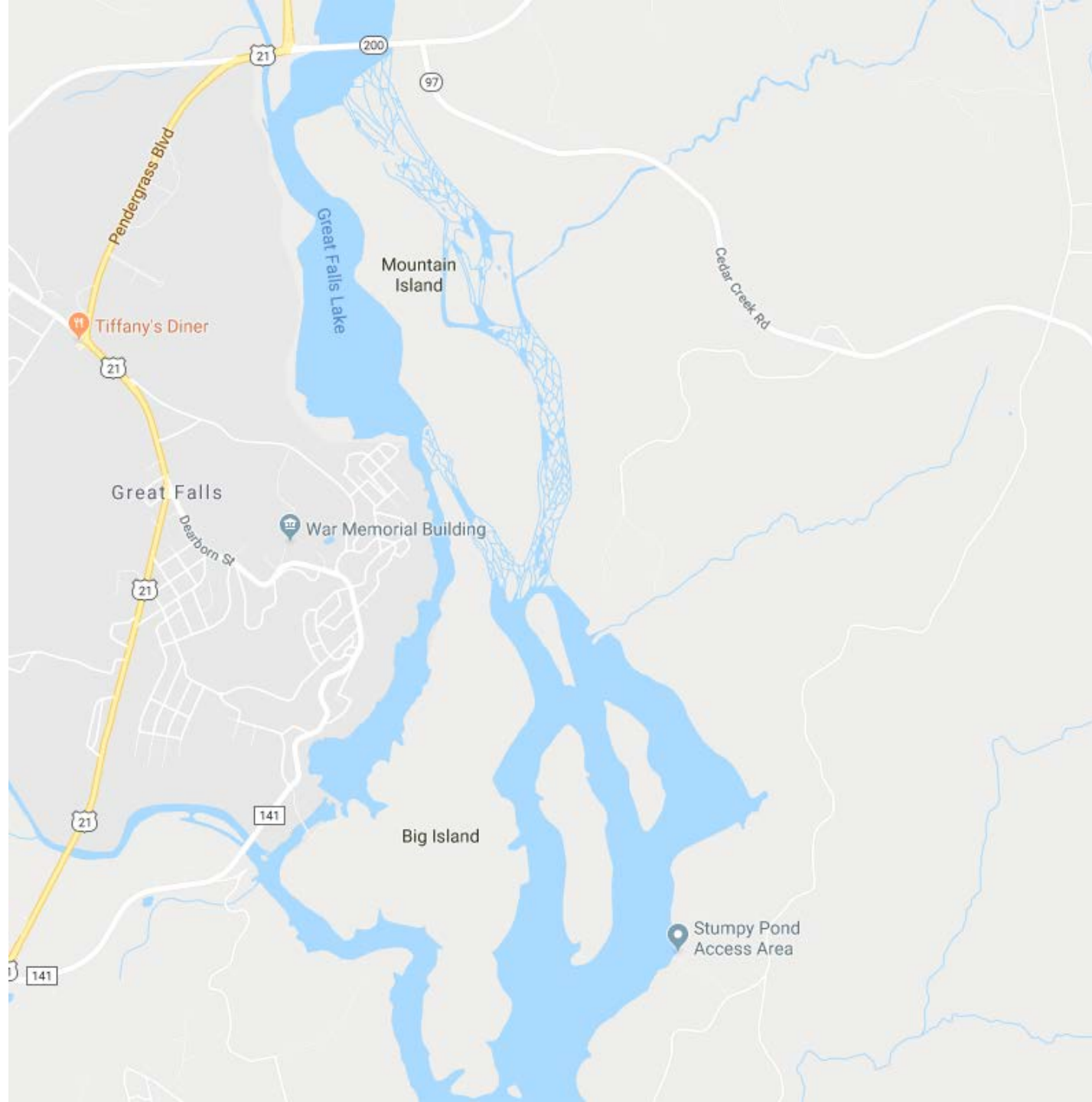
Clemson University

Great Falls Hometown Association

Take-aways

- Complexity





Pendergrass Blvd

Tiffany's Diner

21

21

21

141

141

21

200

97

Great Falls Lake

Mountain Island

Cedar Creek Rd

Great Falls

Dearborn St

War Memorial Building

Big Island

Stumpy Pond Access Area