

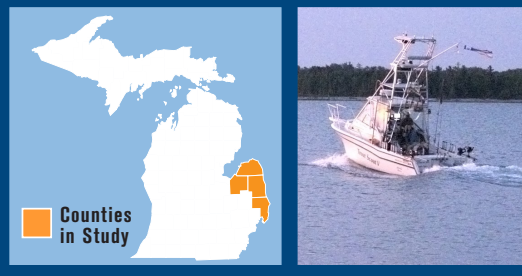
Economic Opportunities for Southern Lake Huron Communities

INTEGRATED ASSESSMENT



BACKGROUND

The declining recreational Chinook salmon fishery has negatively impacted the coastal economies of communities located in Michigan's "Thumb" area, from Tuscola county to Port Huron in St. Clair county. Historically, individual port towns and coastal businesses in the thumb area have worked in isolation. However, a regional assessment could help communities work collaboratively to adapt to these changes and challenges.



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Project Objectives

- Identify and evaluate creative and effective strategies that could help southern Lake Huron's coastal communities and fishing industry adapt to the changing economy and changing Chinook salmon fishery.
- Bring together researchers, town officials, and community and business leaders to assess current conditions and identify possible opportunities for the coastal region. Stakeholder workshops will guide a multidisciplinary scientific and socioeconomic assessment of the possible responses to the declining fishery, ultimately improving decision making and promoting collaboration.

Expected Outcomes

Depending on the needs identified during the workshops, this collaborative project may provide an assessment of the following:

- Changing fishery and the economic impacts on coastal businesses
- Expectations of visitors and anglers
- Current resources for tourists in the region
- New economic opportunities for the region

The overall goal of this project is to help identify ways to diversify and expand sustainable tourism activities in this region. Possible outcomes of this assessment include:

- New ideas for marketing charter boat trips
- New strategies for attracting visitors to the region, such as coordinated programs, infrastructure, marketing, or online tools for visitors
- An innovative vision for the region's economy and environment

Participate in Upcoming Workshops

The project kick-off workshop is scheduled for November 2009, in Bad Axe, Michigan.

For more information about the project and upcoming public meetings, contact Michigan Sea Grant.



Michigan Sea Grant enhances the sustainability of Michigan's coastal communities, residents, and businesses through research, outreach and education.

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