



Boater & Waterfront Outreach Summary

Butch Spyridon, President and CEO of the Nashville Convention & Visitors Corp, stated that each boating visitor to downtown Nashville represents at least \$100 per person for the day. If they spend the evening enjoying the nightlife, they easily will generate \$250 per person. If the boater decides to dock their boat and spend the night in a hotel, this revenue easily doubles, according to Spyridon's estimates.

On the evening of June 9, the Perkins Eastman project team met with the boating community and those with active interests in the waterfront in the East Bank project area. Fifty-five area residents attended the meeting and gave their feedback.

The following morning of June 10 through the morning of June 21, a brief survey targeting this audience was offered online through SurveyMonkey. Over the ten days, the survey generated responses and comments from 441 individuals.

A summary of information gathered, as well as the survey questions and the breakdown of responses to each question are located below.





MEMO

FROM: Mark C. Valenti, PE
SUBJECT: Nashville Private Boat Survey
DATE: August 6, 2021 rev1

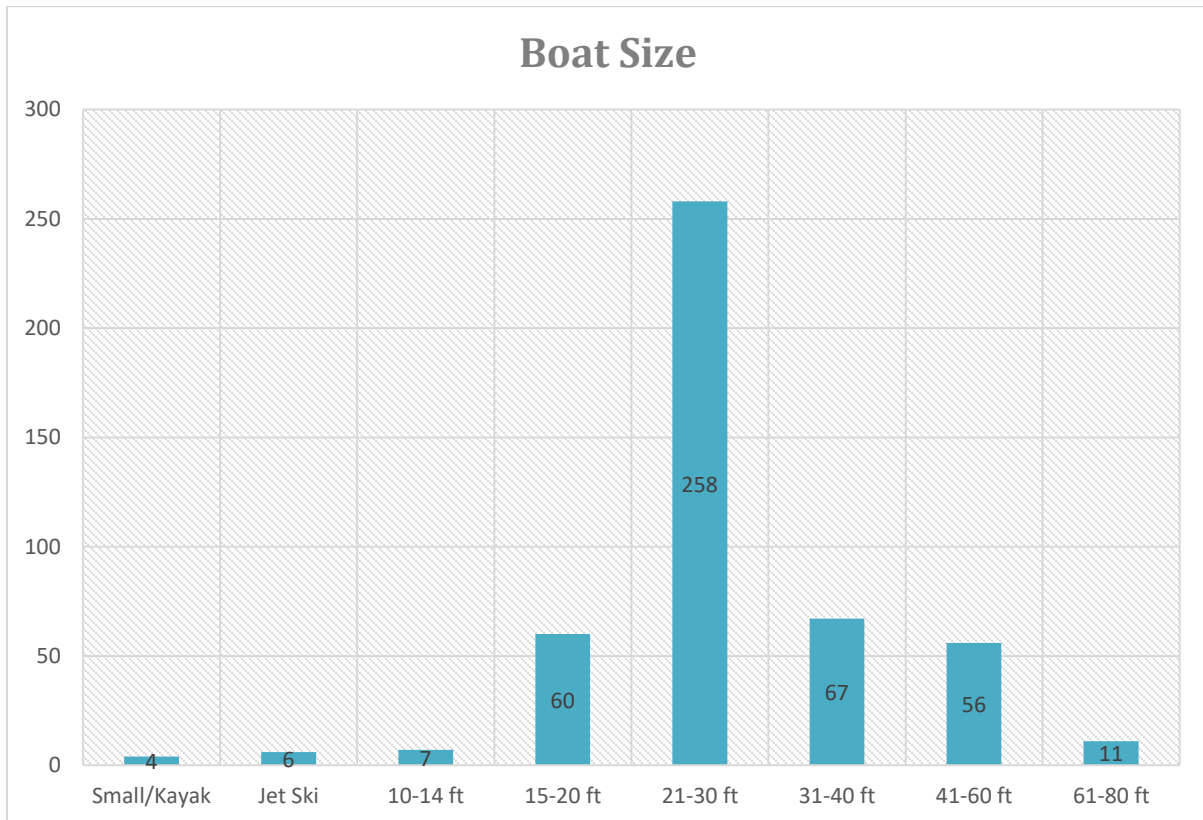
Takeaways from the Boat Survey:

1. Boat Sizes (94% summarized below)
 - a. 13% 15 to 20 feet
 - b. 55% 21 to 30 feet
 - c. 14% 31 to 40 feet
 - d. 12% 41 to 60 feet
2. Priorities of Boat Owners (in order of importance)
 - a. Transient Dockage versus long term marina
 - b. Fuel and Security equal
 - c. Electricity
 - d. Water hook-up
3. Boat Ramp and trailer storage not high priority based on initial question, however later questions and comments may indicate a greater need.
4. Using the lower utilization of boat usage multiplied by the number of respondents there could be 2400 boats that want to use the facility per year which compounds since the usage would likely want to occur at the same time (i.e. boaters would likely want to use on the weekend and events and the boat season is not 100% year round due to cold weather).
5. Restaurants and Titan games are the two primary reasons to come to the East Bank.
6. 80% of users would be 1 day or 1 overnight (44.5% Day and 36.3% Overnight). So longer stays not as important.
7. 92.5% of the boats come from upriver.
8. Fuel-Dock-Security make up 53.5% of importance. Other amenities are low percentage needs.
9. From General Comments:
 - a. Free dockage
 - b. Titan games
 - c. Security
 - d. Use of Locks is a pain and commercial vessels have priority over recreational boaters.

Recreational Boater Survey: Question and answer break-down

1. What is the size of your boat?

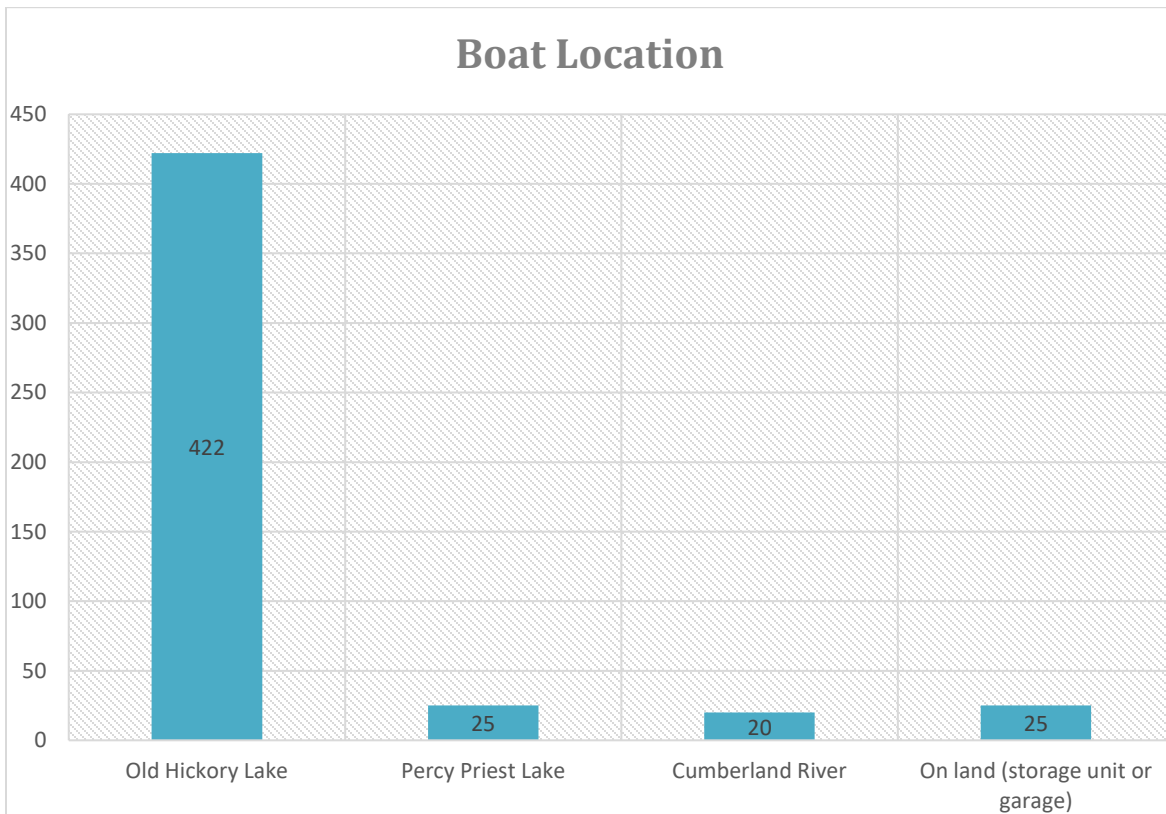
Small/Kayak	4
Jet Ski	6
10-14 ft	7
15-20 ft	60
21-30 ft	258
31-40 ft	67
41-60 ft	56
61-80 ft	11



Recreational Boater Survey: Question and answer break-down

Location where you keep your boat:

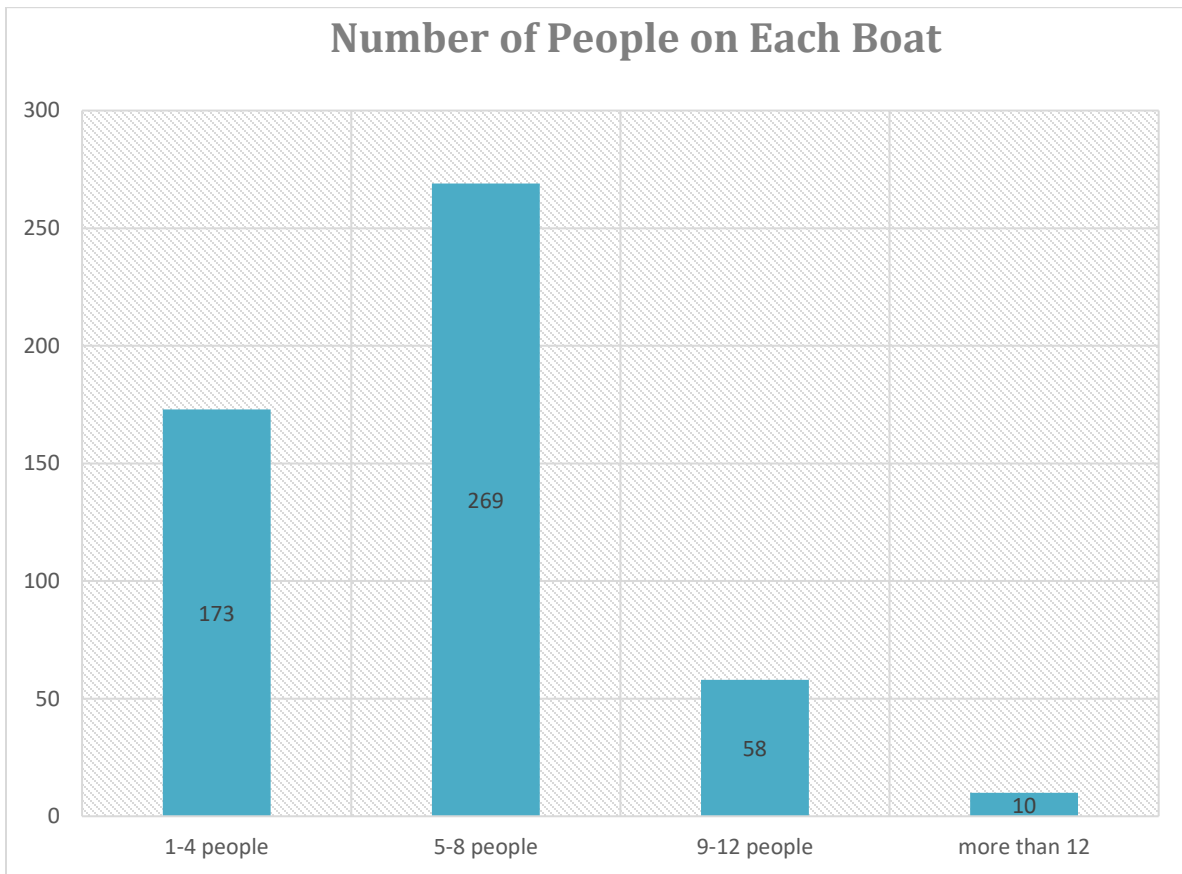
Old Hickory Lake	422
Percy Priest Lake	25
Cumberland River	20
On land (storage unit or garage)	25



Recreational Boater Survey: Question and answer break-down

How many people normally travel with you?

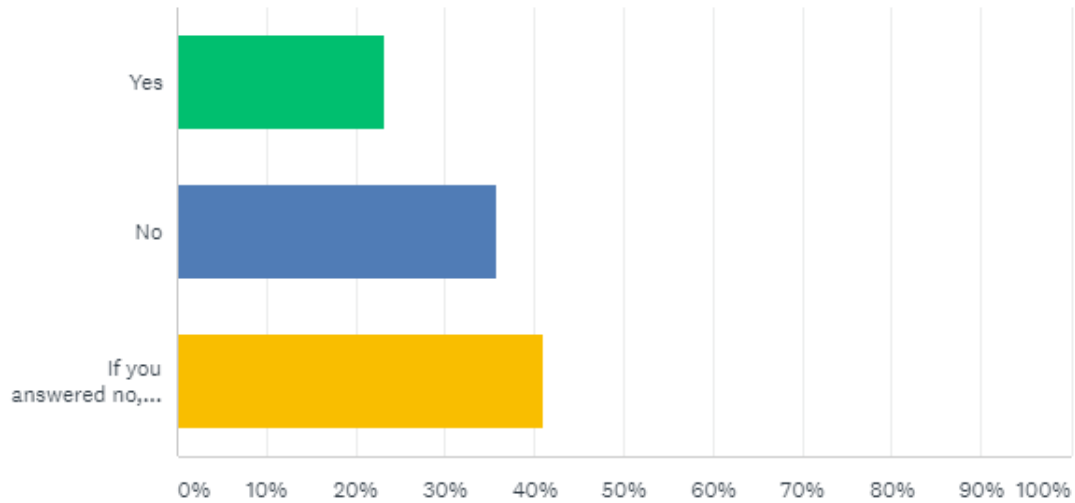
1-4 people	173
5-8 people	269
9-12 people	58
more than 12	10



Recreational Boater Survey: Question and answer break-down

Do you currently use the Nashville downtown waterfront docks?

Answered: 441 Skipped: 0

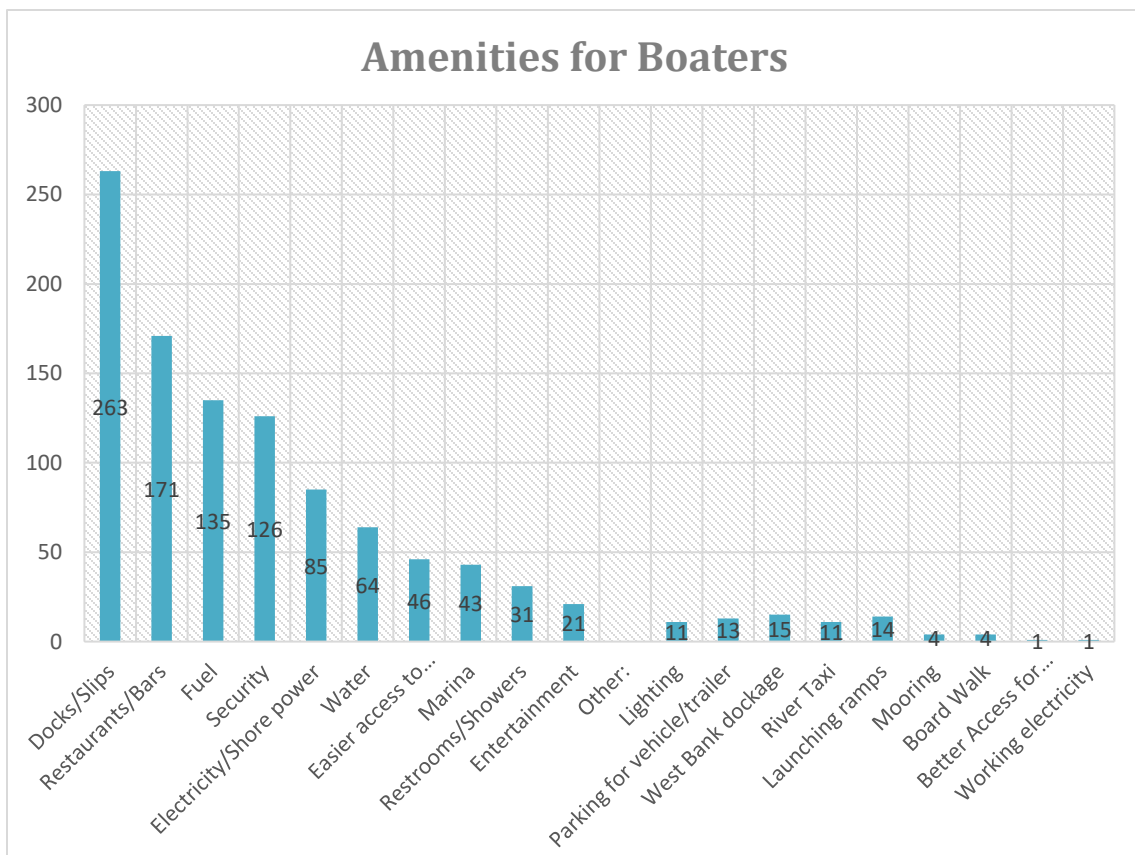


ANSWER CHOICES	RESPONSES	
Yes	23.13%	102
No	35.83%	158
If you answered no, why not?	Responses 41.04%	181
TOTAL		441

Recreational Boater Survey: Question and answer break-down

Desired Amenities for Boaters

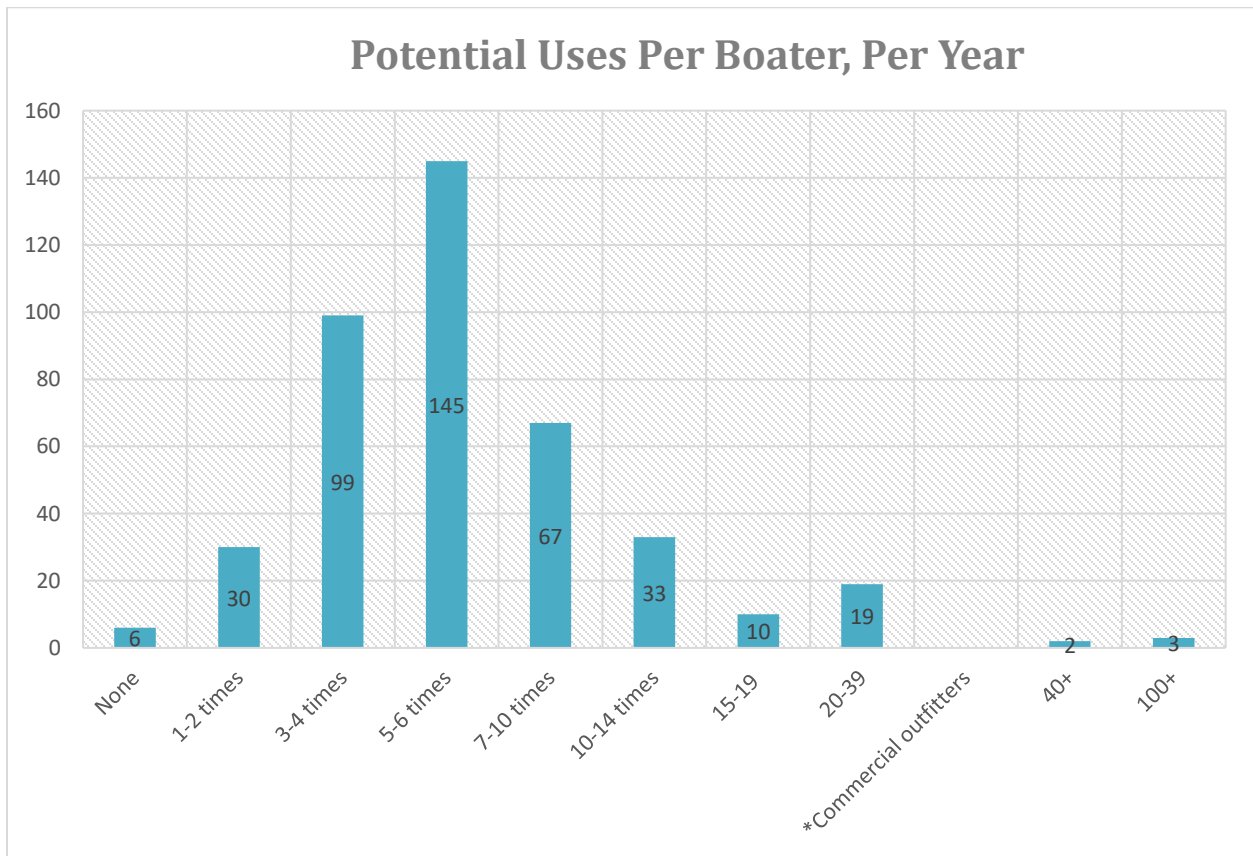
Docks/Slips	263
Restaurants/Bars	171
Fuel	135
Security	126
Electricity/Shore power	85
Water	64
Easier access to downtown	46
Marina	43
Restrooms>Showers	31
Entertainment	21
<i>Other:</i>	
Lighting	11
Parking for vehicle/trailer	13
West Bank dockage	15
River Taxi	11
Launching ramps	14
Mooring	4
Board Walk	4
Better Access for Kayakers	1
Working electricity	1



Recreational Boater Survey: Question and answer break-down

How many times per year would you use downtown docks if facilities were available?

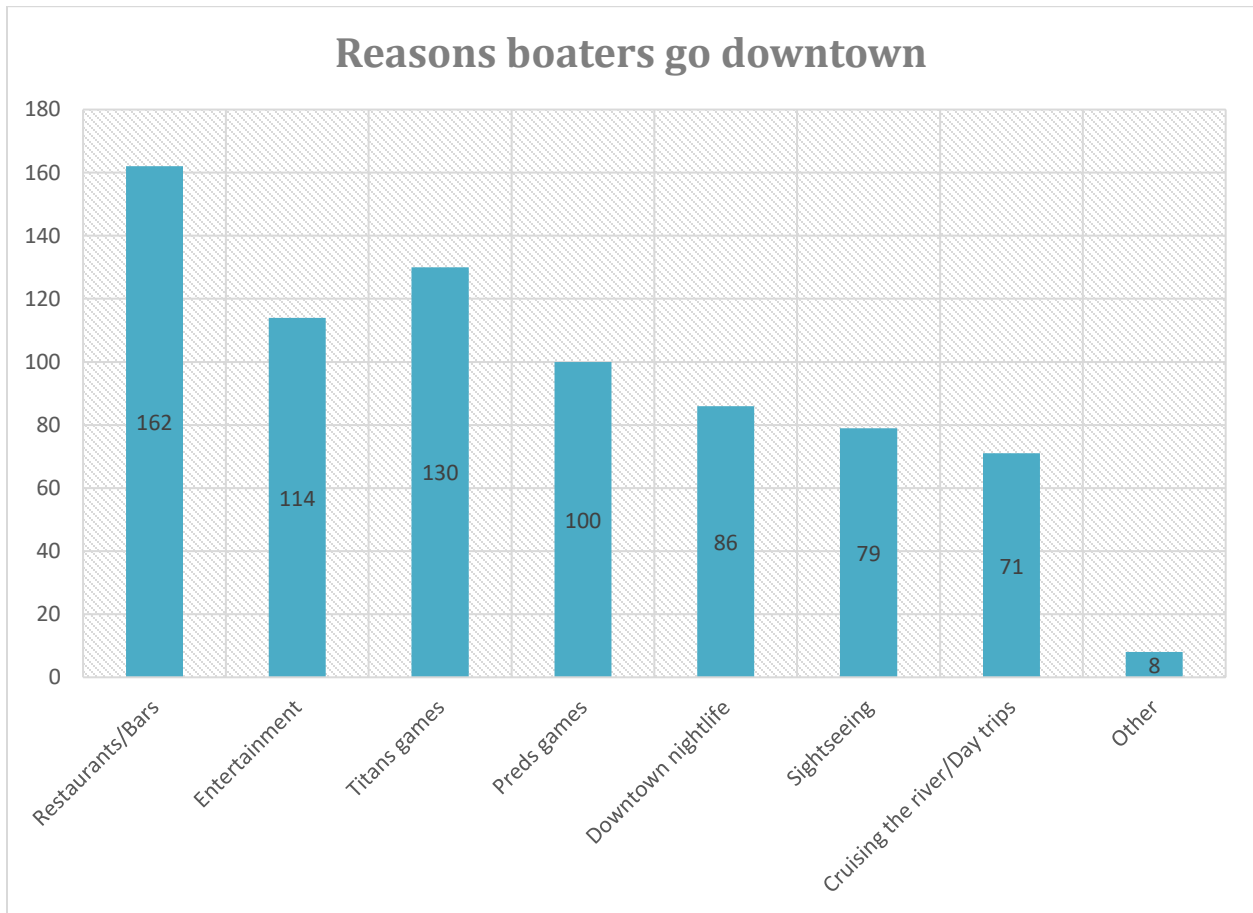
None	6
1-2 times	30
3-4 times	99
5-6 times	145
7-10 times	67
10-14 times	33
15-19	10
20-39	19
*Commercial outfitters	
40+	2
100+	3



Recreational Boater Survey: Question and answer break-down

Why would you be downtown at the waterfront dock?

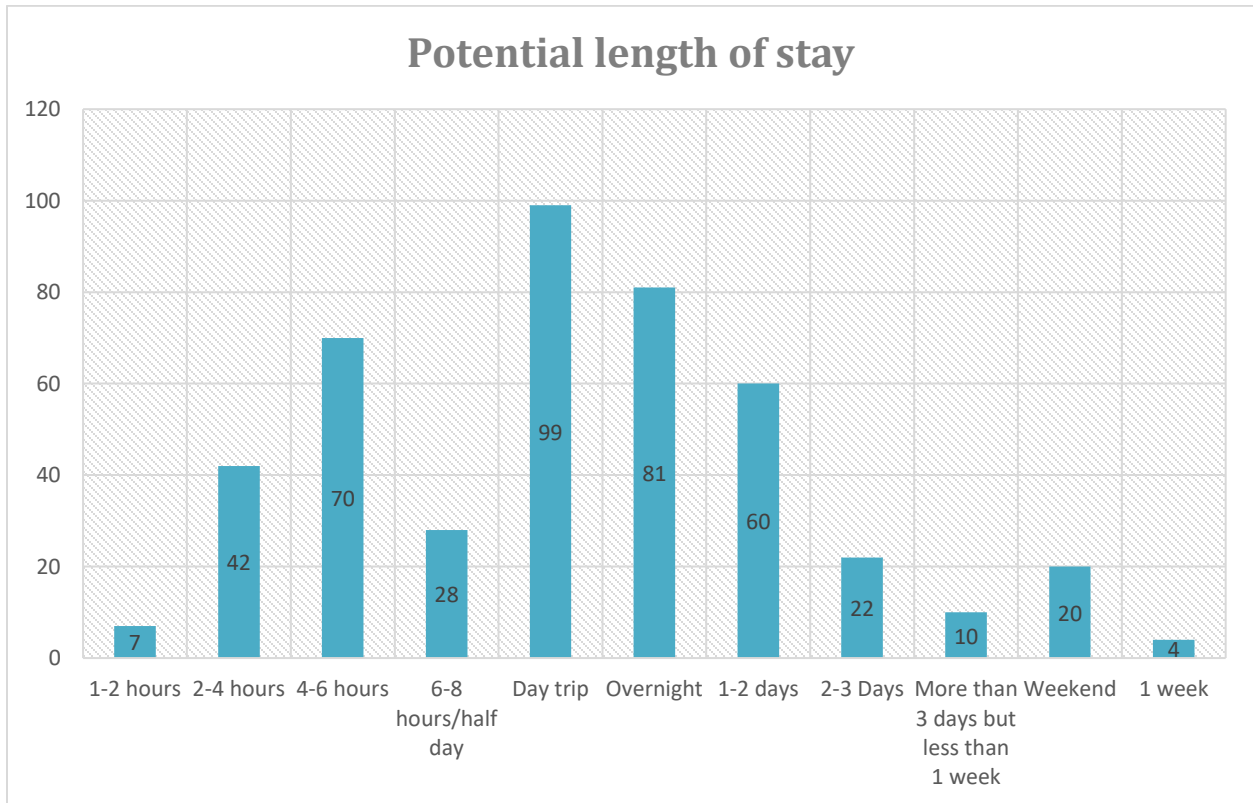
Restaurants/Bars	162
Entertainment	114
Titans games	130
Preds games	100
Downtown nightlife	86
Sightseeing	79
Cruising the river/Day trips	71
Other	8



Recreational Boater Survey: Question and answer break-down

How long would you stay downtown if facilities existed?

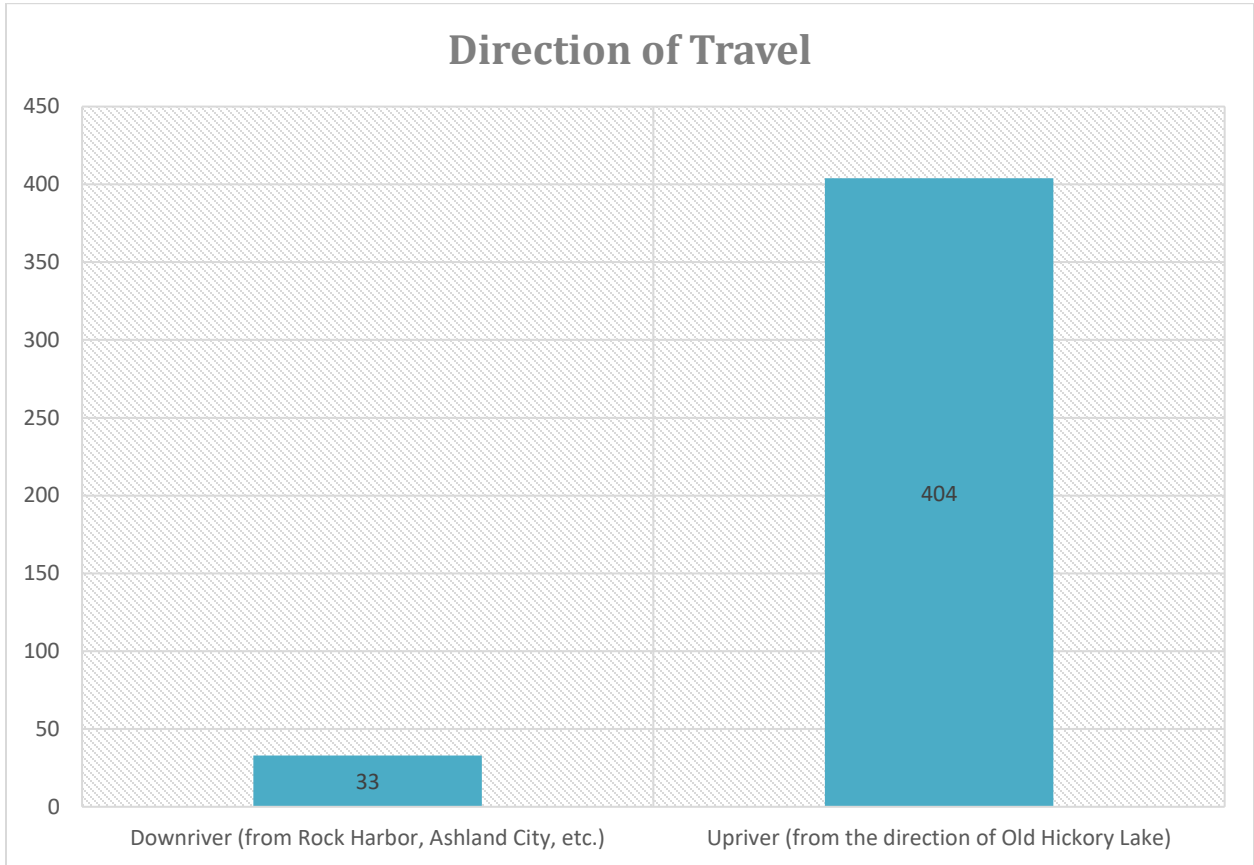
1-2 hours	7
2-4 hours	42
4-6 hours	70
6-8 hours/half day	28
Day trip	99
Overnight	81
1-2 days	60
2-3 Days	22
More than 3 days but less than 1 week	10
Weekend	20
1 week	4



Recreational Boater Survey: Question and answer break-down

From what direction would you come from when you come downtown?

Downriver (from Rock Harbor, Ashland City, etc.)	33
Upriver (from the direction of Old Hickory Lake)	404



Recreational Boater Survey: Question and answer break-down

Other limitations to traveling to downtown by boat?

Dam/Lock	102
Lack of fuel	86
Docking issues	82
Lack of security	39
Lack of launch/ramp	22
Barge traffic	18
Markers/Bouys out of place	11
Debris/Driftwood	11
Lack of supplies	9
Lack of restaurants/entertainment	7

