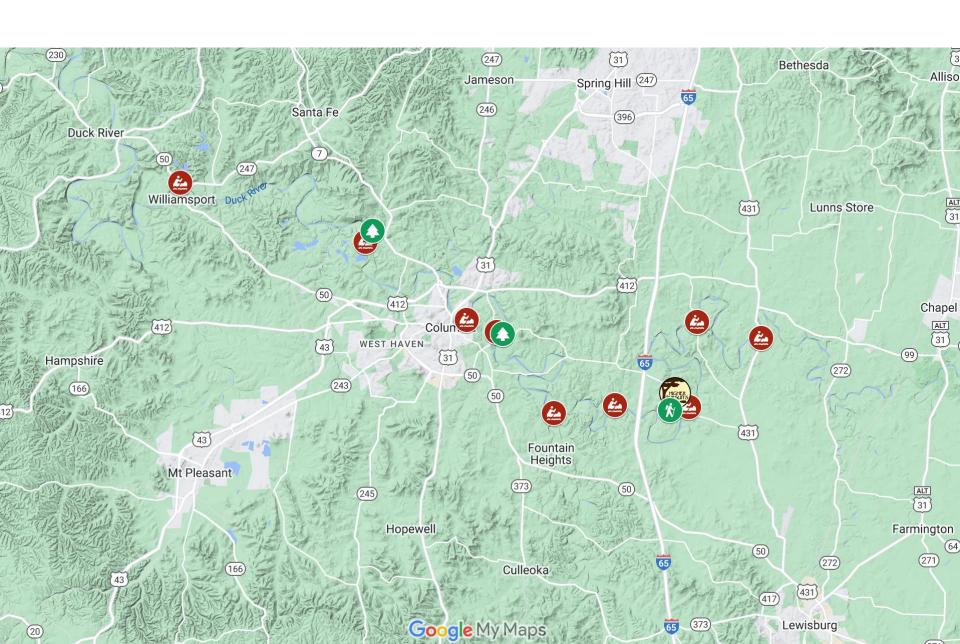


Why are paddlers drawn to the Duck River?

Plentiful Access Points













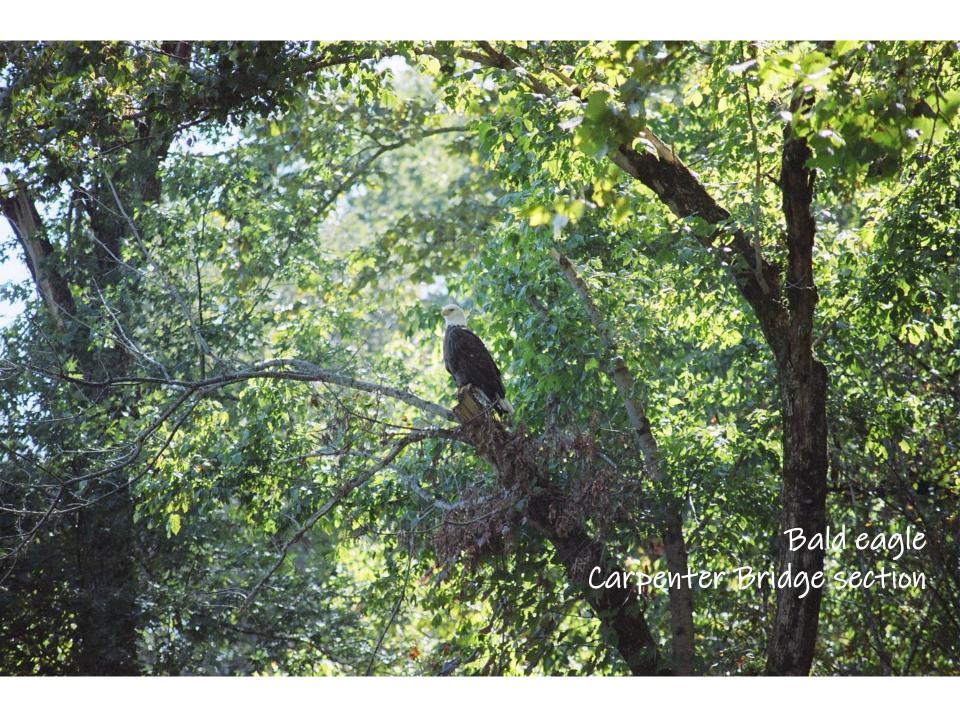


The Duck River is the most biologically diverse river in North America

Paddlers enjoy seeing plentiful and diverse wildlife





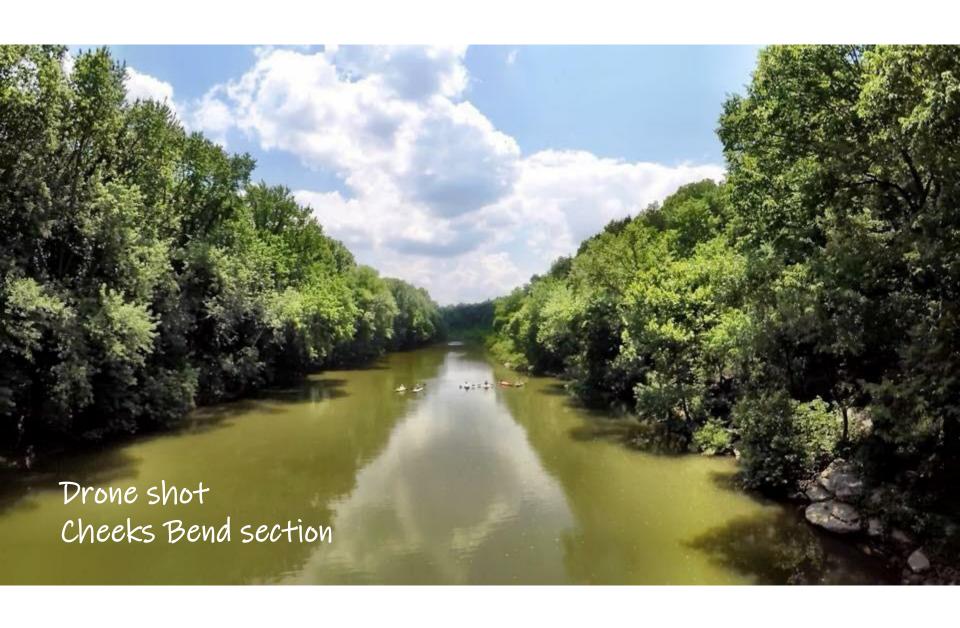












Paddling is a sport that can be enjoyed across generations



Dawn's Nephew in 2004 Learning to Kayak Dawn's Nephew in 2023 Paddling with his son



Jan's Niece at age 8 First time in a kayak Jan's Niece 14 years later Paddling on a multi-day trip Suwannee River, FL





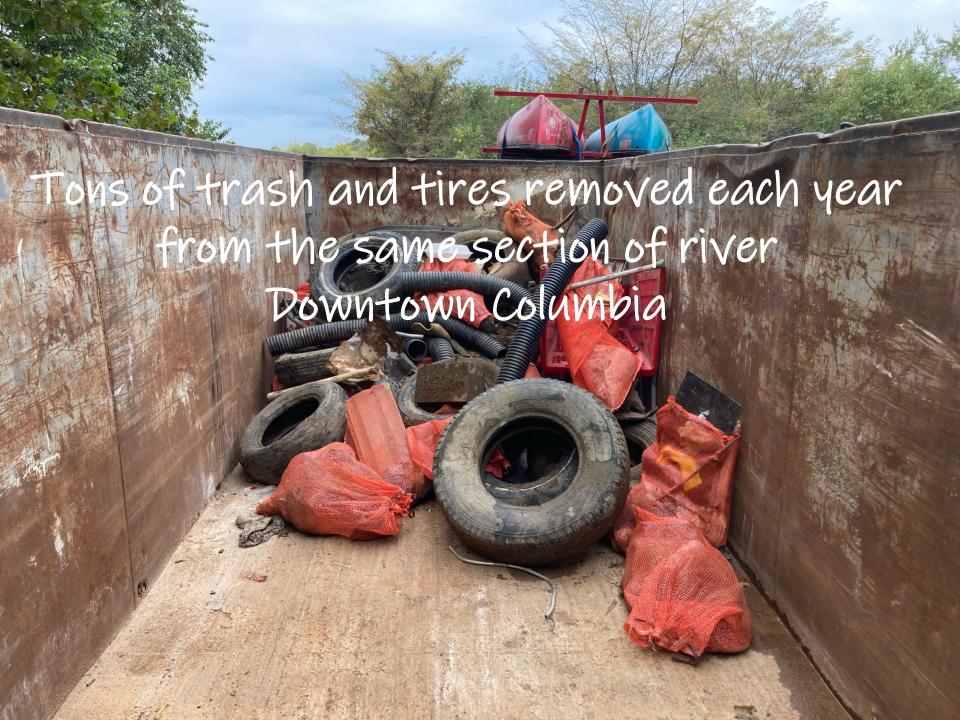


Duck River Agency Paddle Cheeks Bend section of the Duck River

These access points allow nonprofit groups, churches, youth group, scouts and others enjoy the river and grow to love and appreciate its beauty.

Paddlers are invested and involved with protecting the river









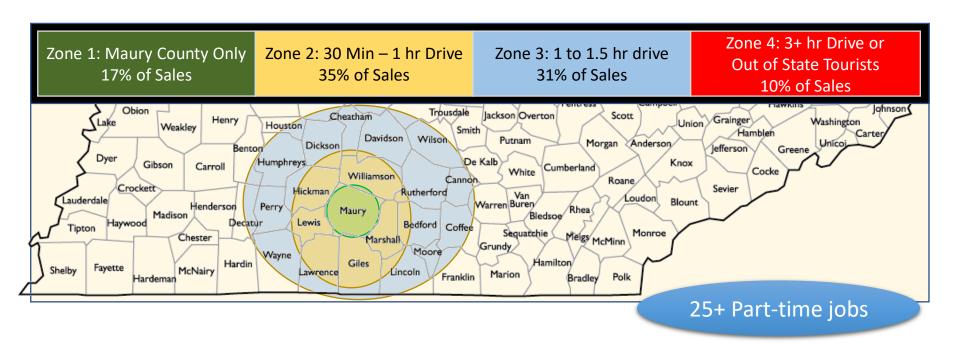
Higher Pursuits Kayak and Canoe Rental Visitor Analysis (2022-2023)

Located in Maury County near Columbia, TN 3114 Cheeks Bend Rd Columbia, TN 38401

Bringing Recreational Tourism Dollars and jobs to Maury County

Approximately 83% of our customers were visitors to Maury County.

10% were visitors from another state or
had traveled more than 3 hours to paddle with us.



Recreational Tourism contributes to our local economy

- Our out-of-state visitors represented 30 different states and two countries
- These customers bring valuable tourism dollars to Maury County
- They not only rent kayaks/canoes but also eat out, shop and other visit other tourist locations in our region.

Questions