Our Goals:

• Research options that could **expand the amount of people using the Androscoggin for recreational paddling.**
• Provide businesses and other relevant organizations in the Lewiston-Auburn area with the resources to implement such options.

What Prevents People from Paddling?

```
<table>
<thead>
<tr>
<th>Percentage</th>
<th>Water Quality</th>
<th>Paddling is too expensive</th>
<th>Not enough time</th>
<th>Inexperienced paddler</th>
<th>Inexperienced swimmer</th>
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<tr>
<td>ALT</td>
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<tr>
<td>Bates</td>
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<tr>
<td>Local</td>
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</tbody>
</table>
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Corporate Recreation

• An opportunity for large staff groups from in and around the Lewiston-Auburn area to enjoy the Androscoggin from a new perspective.
• A way for companies to reward employees, foster company morale, or provide workplace recreation.
• Potential Activities:
  • Learn to paddle courses
  • Team-building exercises
  • Family paddle nights

Bundle Deals

• Excellent way to achieve profitability in times of unreliable income.
• Appeals to a more diverse audience via online marketing.
• Provides locals and visitors with an affordable opportunity to experience what Lewiston-Auburn has to offer.

Potential Recreation Packages

• **Paddle n’ Pint:** A short paddle followed by a drink at a local pub/restaurant ($20)
• **Mill and Canal Tour:** Guided paddle based on L/A’s industrial history ($30-$40).
• Paddle and Dinner: $40-$55.
• **Paddle & Stay:** $80-$150 depending on length and type (lesson, guided tour, self-guided) of experience.

Further Information

• For a detailed copy of our research, please contact Zach Abbott (zabbott@bates.edu)
• For questions regarding business partnership, please contact Kathy Young of the Androscoggin Land Trust