

Cattaraugus County

Explore and Enjoy

Onoville Marina Park - South Valley, New York

DEVELOPMENT OPPORTUNITIES

Cattaraugus County invites developer interest in **Onoville Marina Park**, an aqua-centric resort centered upon county-owned and operated Onoville Marina, located in a magnificent natural setting in Onoville, New York. The development site enjoys a spectacular waterfront location on the Allegheny Reservoir, and is accessible from Exit 18 of Interstate 86.

Onoville Marina Park is on the western boundary of Allegany State Park, New York's largest state park, which entertains over 1.4 million visitors annually. The project builds upon this substantial market base and anticipates the positive market impact of highway expansions in the Route 219 and Interstate 86 corridors.



PROJECT ELEMENTS

Preliminary concepts envision the following at **Onoville Marina Park**:

- New main lodge offering accommodations and dining (30,000 SF), and house keeping cottages (20,000 SF), all situated on a great lawn overlooking Onoville Bay.
- New primitive camping area (60-80 sites) with interpretive trails and nature walks.
- New full-service tent and RV campground (180-200 sites) with swimming area, amphitheater and group camping area.
- Commercial and retail center (35,000 SF) with marina and boating support services, outfitters and rental services, specialty retail, dining and added accommodations.

The County will maintain control of the existing marina and the surrounding property and will negotiate appropriate arrangements for private interests seeking to develop the facilities and amenities outlined above.

Cattaraugus County Department of Economic Development, Planning & Tourism

303 Court Street, Little Valley, NY 14755

Phone: (716) 938-9111 ext. 2307 · Fax: (716) 938-9431 · Tourism Line: (800) 331-0543 · Web Site: www.co.cattaraugus.ny.us

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Site: Onoville Marina Park will be developed at Onoville Marina, located on the Allegheny Reservoir on West Perimeter Road at Sawmill Run Road, south of the I-86 Exit 18 interchange. The site is owned by the Army Corps of Engineers and leased to Cattaraugus County. There are three main areas: the Bay Sector (37 acres), the Sawmill Run Sector (220 acres) and the Brown's Run Sector (68 acres). Portions of each sector are within the 100-year flood plain, but over 200 acres are available for development.



Onoville Marina: The County-operated Onoville Marina has been operating with a profit for many years. It includes 394 dock slips for boats up to 40 feet in length, moorings, launch ramps, dockside electric hook-ups, pump-out facilities, fuel, and showers. Shore-side facilities include picnic areas and 77 public campsites. Canoe, pontoon and fishing boat rentals are

available. The Marina draws over 60,000 visitors annually to its rural location. The rental rates for docks varies according to size, with prices ranging from \$430 per annum for a 20 foot slip, to \$1,300 per annum for a 40 foot slip with shore power.

Onoville Marina is one of only two marinas on the Allegheny Reservoir, providing important access to its significant recreational resources. The Marina is generally fully operational between the months of May through September, based on fluctuating weather conditions. Throughout the summer months, the Marina operates at full capacity, with all docks occupied. Approximately one-third of Marina patrons are from Erie County (Buffalo area), one-third are from Cattaraugus County, and one-third are from Pennsylvania. Socio-economically, patrons and visitors tend to be middle class, with white-collar occupations.

Allegheny State Park: The proximity of **Onoville Marina Park** to Allegheny State Park provides a solid market base. The Park is the region's largest recreational tourist destination, attracting over 1.4 million visitors in 2000. Visitors are typically working class families taking advantage of 'soft adventure' or passive outdoor recreation opportunities. Approximately 25% of visitors stay overnight, while 75% are day visitors. The Park offers 315 campsites, 380 rustic cabins, and six housekeeping cottages. The cottages are booked year-round, rustic cabins are full except for shoulder seasons, and campsites are full in the summer and on spring and fall weekends. In 1995, total regional expenditure by park visitors was estimated to have been approximately \$21.6 million.

Market Potential and Support: Tourism is a growth industry in the region, with even greater potential to contribute to the regional economy. **Onoville Marina Park** will diversify and expand the existing tourism market by offering boating and water-oriented camping and accommodations that enable the region to attract increased numbers of tourists and to capture greater value from the existing market. Consider the following:

- Onoville Marina is fully booked every year.
- Cattaraugus County tourism expenditures in 1997 exceeded \$77 million.
- Total regional expenditure by park visitors in 1995 was

approximately \$21.6 million.

- The potential annual regional tourism expenditure outside the Park is approximately \$63.5 million.
- Over 98 million U.S. adults took an adventure vacation in the last five years.
- Among 'soft adventure' travelers, attractive market segments are older adults (\$390/trip), people living in the Northeast (\$450/trip), and upper income households (\$441/trip).

The goal of **Onoville Marina Park** is to complement existing tourism resources in the Park with a balanced mix of outdoor water-oriented recreation and hospitality opportunities that capitalize on these lucrative market segments. There is currently a limited inventory of family vacation oriented accommodations outside Allegheny State Park. Upscale accommodations such as insulated cabins or cottages, hunting lodges, hotels, motels and bed and breakfasts could enhance and diversify a visitor's experience and encourage both extended stays and return visits to the area.

Community Support: The **Onoville Marina Park** project enjoys the wholehearted support of Cattaraugus County. The potential economic impact in terms of tourism-related jobs and revenues justifies this support, and the County will be an eager partner with developers and investors on all facets of site development and financing.

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