

Tourism Development and Promotion: Utilizing Shipwrecks, Coastal Tourism and Maritime Heritage as an Economic Development Tool

**Dave Kelch, Associate Professor, Extension
Specialist,**

Joe Lucente, Extension Educator

**Ohio Sea Grant College Program
Ohio State University Extension**

Over 6000 shipwrecks are known to have occurred throughout the Great Lakes-----some have been salvaged, some located, and many yet to be located-----



These cultural resources are of important to those interested in Great Lakes Maritime history and heritage, including scuba divers and snorkelers.

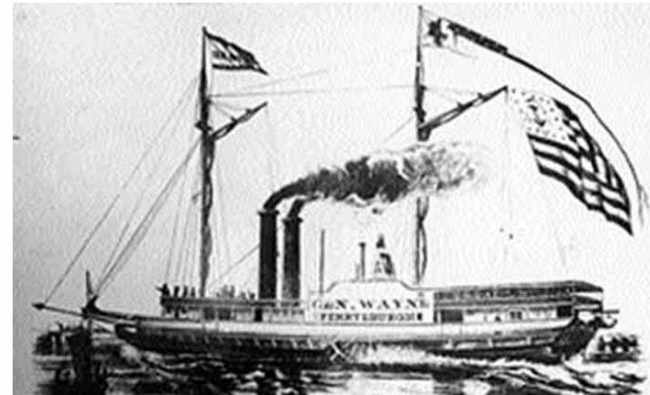


Both groups spend a great deal of time, travel and money to learn more and experience shipwrecks firsthand

A 1999 New York Sea Grant survey showed divers living within the Great Lakes region spent \$61 million a year on boat and auto fuel, lodging and food, etc. and \$47 million on diving-related expenditures.



Since that time, many new shipwrecks have been located throughout the Great Lakes, and many more opportunities for divers and Maritime history buffs have developed



The General Anthony Wayne
COURTESY GREAT LAKES HISTORICAL SOCIETY
Vermilion, Ohio

Lake Erie:

Approximately 275 known, located shipwrecks, with over 1700 documented collisions and sinkings which have occurred



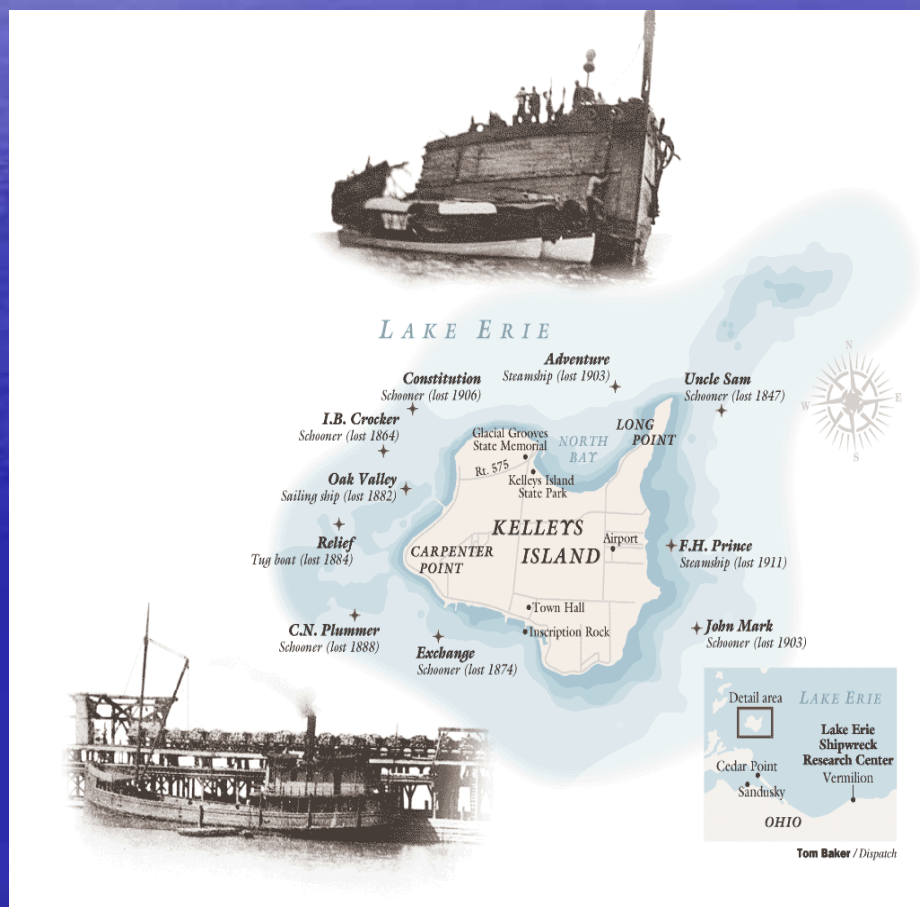
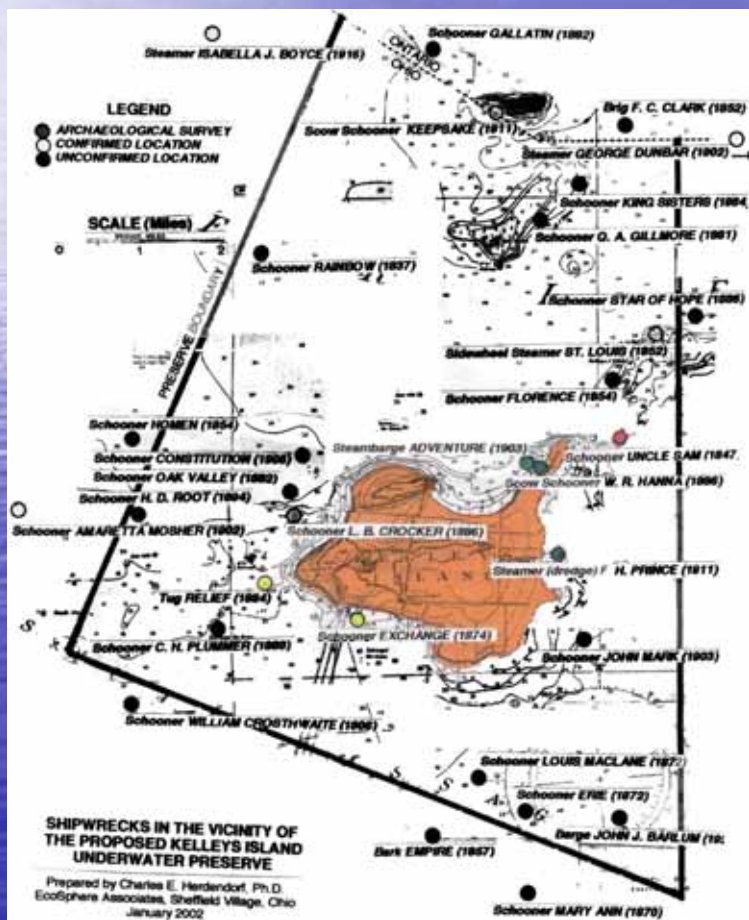
Shipwreck protection, education and tourism related Programs existed in other great lakes states----and Ontario, Canada

- Wisconsin
- Minnesota
- Michigan
- Pennsylvania
- New York
- Ontario, Canada
- Ohio ????



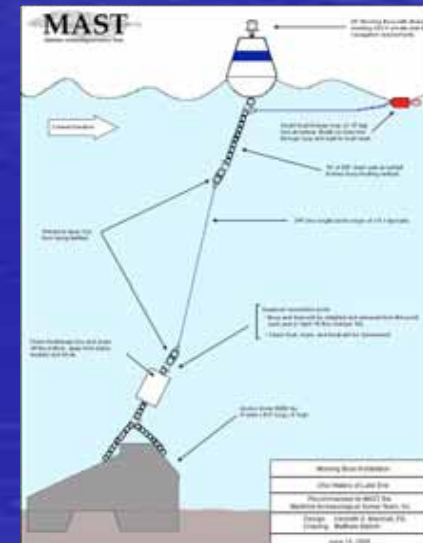
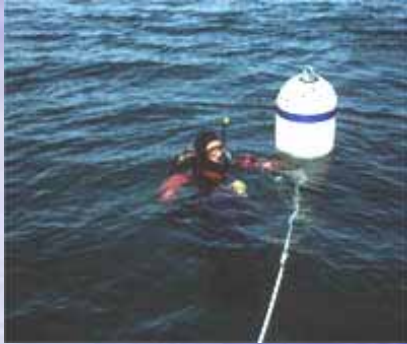
WISCONSIN'S GREAT LAKES
SHIPWRECKS

A Previous effort to develop an Underwater preserve in Ohio met with failure---basically due to rumors and the ever popular NIMBY--



Ohio Shipwreck Mooring Project 2005

Permitted, lighted moorings have been placed on TEN shipwrecks located in the Ohio waters of Lake Erie. Each represents a specific genre of shipping in Lake Erie's rich maritime history.



In 2005, The Ohio Sea Grant Program determined positive tourism impacts could be developed along Ohio's coast through educational awareness of Lake Erie shipwrecks. This project would be accomplished in three phases:

- Public website and printed brochures featuring popular and historically significant Ohio Lake Erie shipwrecks
- Electronic digital interactive kiosks placed at high tourism visitation locations
- Weatherproof roadside signage at strategic locations along Ohio's Coastal Lake Erie Trail

Grants were obtained for the website and brochure work



- Ohio Department of Natural Resources, Office of Coastal Management
- Ohio Lake Erie Commission, Lake Erie Protection Fund

THE LAKE ERIE UNDERWATER TRAILWAYS PROGRAM, NOW KNOWN AS **OHIO SHIPWRECKS.ORG**, WAS A COOPERATIVE, PARTNERING EFFORT



**IN 2006, AN ADVISORY COMMITTEE
COMPOSED OF SEASONED DIVERS AND
MARITIME EXPERTS WAS FORMED TO
IDENTIFY KNOWN, POPULAR AND
HISTORICALLY IMPORTANT SHIPWRECKS,
INCLUDING THOSE ALREADY BUOYED BY
MAST, IN THE DEVELOPMENT OF FOUR
OHIO LAKE ERIE SHIPWRECK AREAS**

- ERIE ISLANDS**
- VERMILION/ LORAIN**
- CLEVELAND**
- FAIRPORT HARBOR/ASHTABUULA**

The extremely tedious effort then began to collect data, photos and video

- Great Lakes Historical Society (archives)
- Peachman Lake Erie Ship Research Center (archives)
- Newspaper archives
- Bowling Green State University Historical Collection of the Great Lakes (archives)
- Countless shipwreck and Great Lakes diving texts
- Conversations with local wreck divers

In order to not 're-invent the wheel', we used **Wisconsin's Great Lakes Shipwrecks, www.wisconsinshipwrecks.org**, as a model to follow in our website development



We wish to thank Wisconsin Sea Grant for the help they provided, and permission to use their well developed glossary of nautical and maritime terminology

We hired **Digital Design Services,**
Green Bay, Wisconsin, to develop our
website format-----and wish to thank
them for their excellent work and
creativity, and for going above and
beyond for our website development.

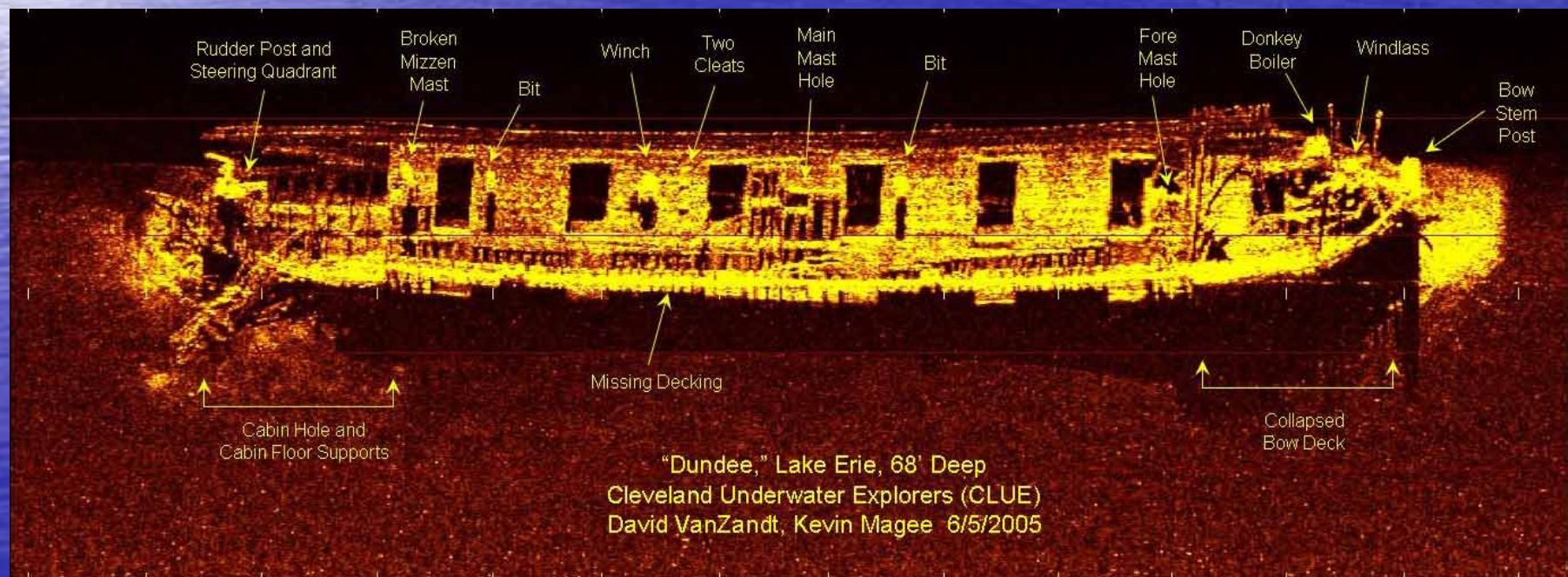
SHIPWRECKS & MARITIME TALES

OF THE LAKE ERIE COASTAL OHIO TRAIL

SHIPWRECKS & MARITIME TALES

OF THE LAKE ERIE COASTAL OHIO TRAIL

www.ohioshipwrecks.org



SHIPWRECKS & MARITIME TALES

OF THE LAKE ERIE COASTAL OHIO TRAIL

The website features the following information, and will remain dynamic: adding information as it becomes available:

- 28 popular and historically significant shipwrecks in the Ohio's Lake Erie in four different sectors:
- Erie Islands
- Lorain-Vermilion
- Cleveland
- Fairport Harbor-Ashtabula

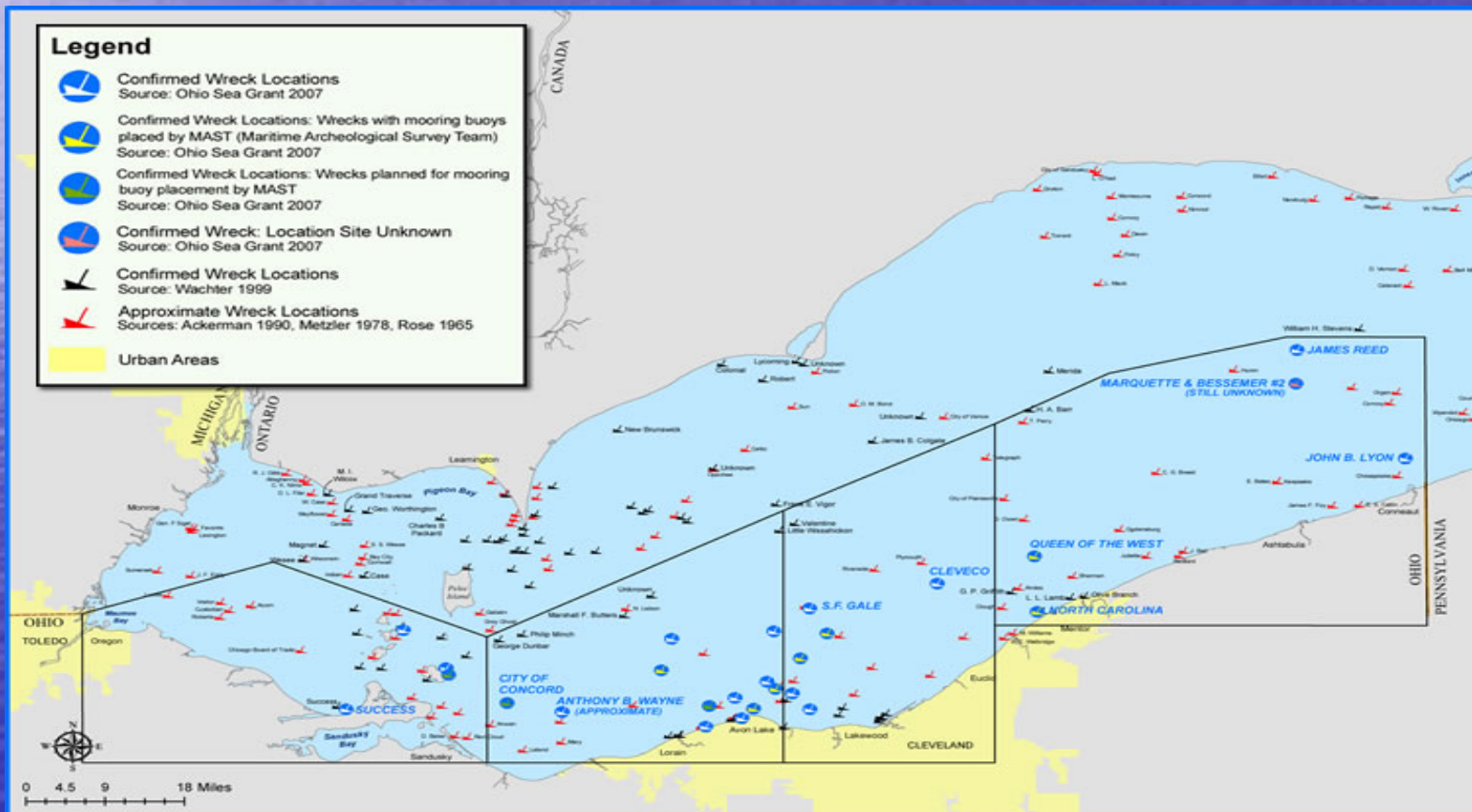
SHIPWRECKS & MARITIME TALES

OF THE LAKE ERIE COASTAL OHIO TRAIL

- Ship Information (Name, type, size, cargo)
- Historic Photos and news clippings
- U/W photos of wreck (where available)
- Shipwreck Information
- Story of the loss
- Interesting facts
- Cited Sources
- Multi-Media (U/W video where available)
- Exploration Glossary

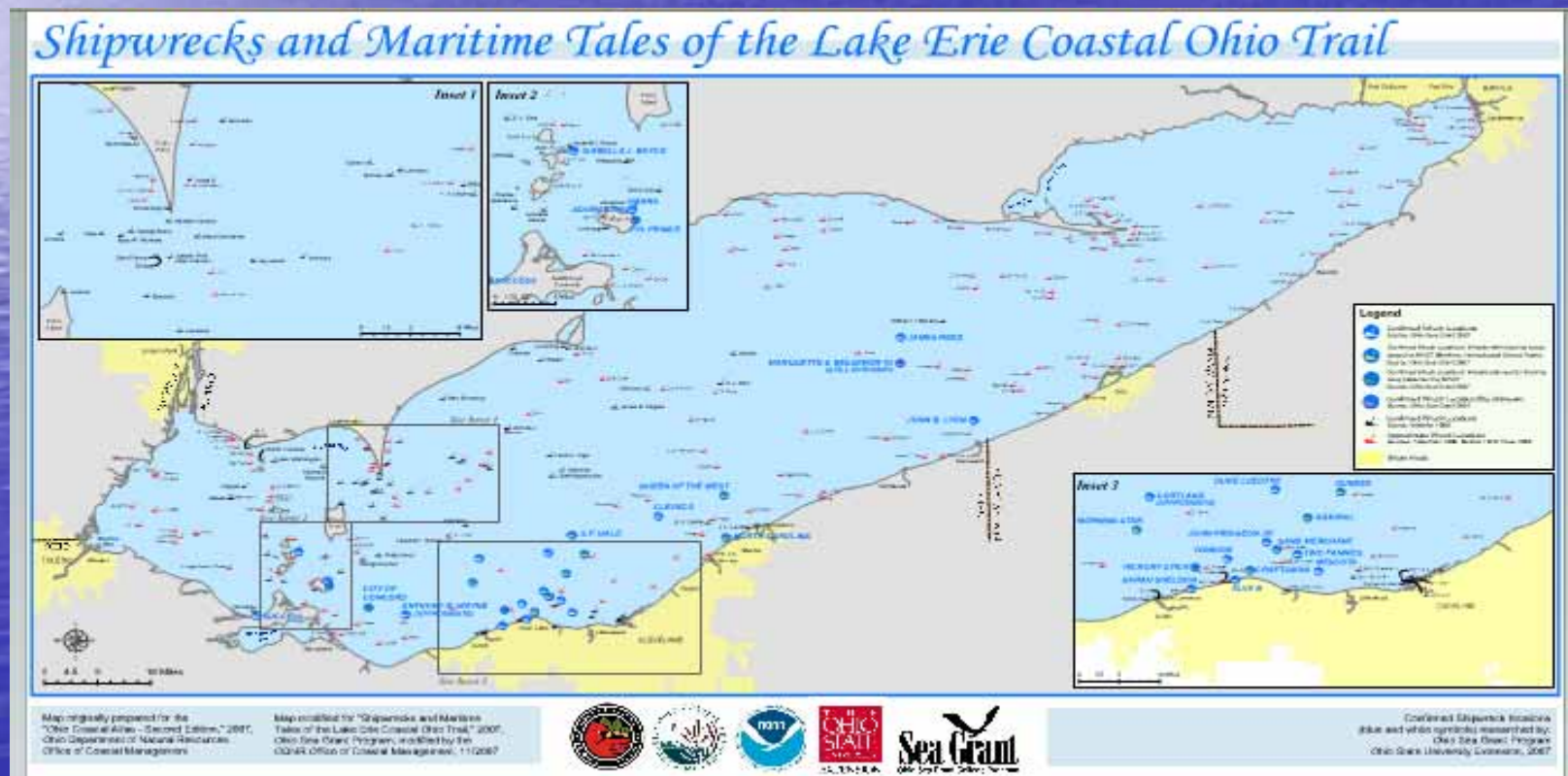
SHIPWRECKS & MARITIME TALES OF THE LAKE ERIE COASTAL OHIO TRAIL

Shipwreck 'Trails' Map with legend



SHIPWRECKS & MARITIME TALES OF THE LAKE ERIE COASTAL OHIO TRAIL

Interactive Shipwreck Map which permits user to point/click on shipwrecks for information, view other non-featured shipwrecks



SHIPWRECKS & MARITIME TALES

OF THE LAKE ERIE COASTAL OHIO TRAIL

- **Diving Information**
- **CLUE (Cleveland Underwater Explorers)**
- **MAST (Maritime Archaeological Survey Team)**
- **MAST Mooring Buoy Program**
- **PLSRC (Peachman Lake Erie Shipwreck Research Center and projects)**
- **The Diver Down Flag**

SHIPWRECKS & MARITIME TALES

OF THE LAKE ERIE COASTAL OHIO TRAIL

- **News and Press**
- **Data Sources**
- **Important and related website links**
- **Tourism link: Lake Erie Coastal Ohio Trail**
- **Partner website links**
- **Dive shop, Dive services and Dive Club links**
- **Contact information**
- **Credits**
- **Position Statement**

SHIPWRECKS & MARITIME TALES

OF THE LAKE ERIE COASTAL OHIO TRAIL

To date the website has received:

- **Over 826,000 hits**
- **Over 13,000 unique visitors**
- **Over 16,500 visit by these unique visitors**
- **Unique visitors viewing over 67,000 pages**
- **Source: Google Analytical**

SHIPWRECKS & MARITIME TALES

OF THE LAKE ERIE COASTAL OHIO TRAIL

We wish there was time to take you live to our website, and encourage you to visit us soon

WWW.OHIOSHIPWRECKS.ORG



Lake Erie Shipwrecks and Maritime Tales of the Lake Erie Coastal Ohio Trail

- The companion to Ohioshipwrecks.org
- 24 page folding brochure, full color
- Features the same 28 shipwrecks as website, with similar information
- Provides shipwreck highlights, coordinates
- Four maps; same as website but includes Lake Erie Coastal Ohio Trail route

Lake Erie Shipwrecks and Maritime Tales of the Lake Erie Coastal Ohio Trail

- 15000 printed and distributed to Ohio coastal visitor bureaus
- Lighthouse museums, maritime museums, dive shops, other tourist destination points
- Provides an 'in pocket' reference source and coastal map for tourists, divers, maritime history enthusiasts
- Maps features other coastal maritime tourism points of interest: lighthouses, museums

L a k e E r i e
SHIPWRECKS

& MARITIME TALES



EXPLORE SHIPWRECKS AND
MARITIME HERITAGE ALONG THE
LAKE ERIE COASTAL OHIO TRAIL

CLEVELAND REGION



Legend



- ★ Lake Erie Shipwreck Locations
- ▲ Lighthouse Locations
- Museum Locations
- Ⓟ Shipwreck Plates Available
- ⚓ Mooring Buoy
- Lake Erie Coastal Ohio Trail

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Admiral



PLESRC

The tugboat Admiral left Toledo Harbor towing the tanker-barge Cleveco on Dec. 1, 1942. The Cleveco carried a wartime supply of crude oil. Just after midnight, temperatures dropped below freezing. Visibility became so poor, that crewmen from the Cleveco could no longer see the Admiral. At 4 a.m. on Dec. 2, Cleveco crewman noted that the towline linking the barge to the tugboat was coming straight from the bottom of the lake. Left without any power of its own, the Cleveco called for help. When tugboats arrived to assist, the Cleveco could not be found. Fourteen lives were lost on the Admiral, while 18 were lost on the Cleveco.

Latitude: 41 38.243

Longitude: 81 54.198

Dimensions: 68.7-foot length, 17-foot beam, 11-foot depth

Type of Vessel: Tugboat

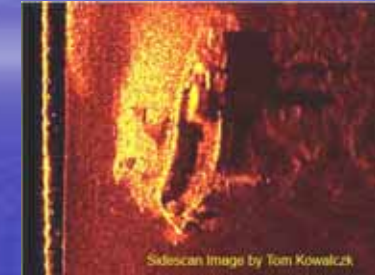
Year Built/Location: 1907, Manitowoc, Wisconsin

Diving Specifics: The stern is partially buried under silt and mud, with the smokestack along the port side in the muddy bottom. Although the pilothouse and engine room are diver accessible, experienced divers caution against penetrating the wreck without training and preparedness. Some artifacts removed from the *Admiral* prior to the 1991 Ohio Shipwreck Protection Act are on display at the Inland Seas Maritime Museum in Vermilion, Ohio.

The connection between the shipwreck website, brochure and Lake Erie's Coastal Ohio Trail will serve to enhance visitation and recreational tourism impacts along Ohio's Lake Erie coastline.



CONTINUED ENHANCEMENT OF THE WEBSITE/BROCHURE WITH NEW DATA/PHOTOS/VIDEO



PHASE II:

(2) PLACEMENT OF INTERACTIVE, ELECTRONIC EDUCATIONAL KIOSKS AND ROADSIDE SIGNAGE





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