Grasse River Blueway Marketing Plan

Town and Village of Canton, NY

June 2021

Prepared by:

C&S COMPANIES®

PROJECT ADVISORY COMMITTEE

Mary Ann Ashley, Supervisor, Town of Canton

Leigh Rodriguez, Director of Economic Development, Town and Village of Canton

Jeni Reed, Economic Development Assistant, Town of Canton

Michael Dalton, Mayor, Village of Canton

Larry Legault, Supervisor, Town of Louisville

Carol Pulley, Planning Board, Town of Louisville

Anthony Cooper, Supervisor, Town of Madrid

Steve O'Shaughnessy, Supervisor, Town of Massena

Timothy White, Supervisor, Town of Russell

Katherine Hogle, NYS Department of State

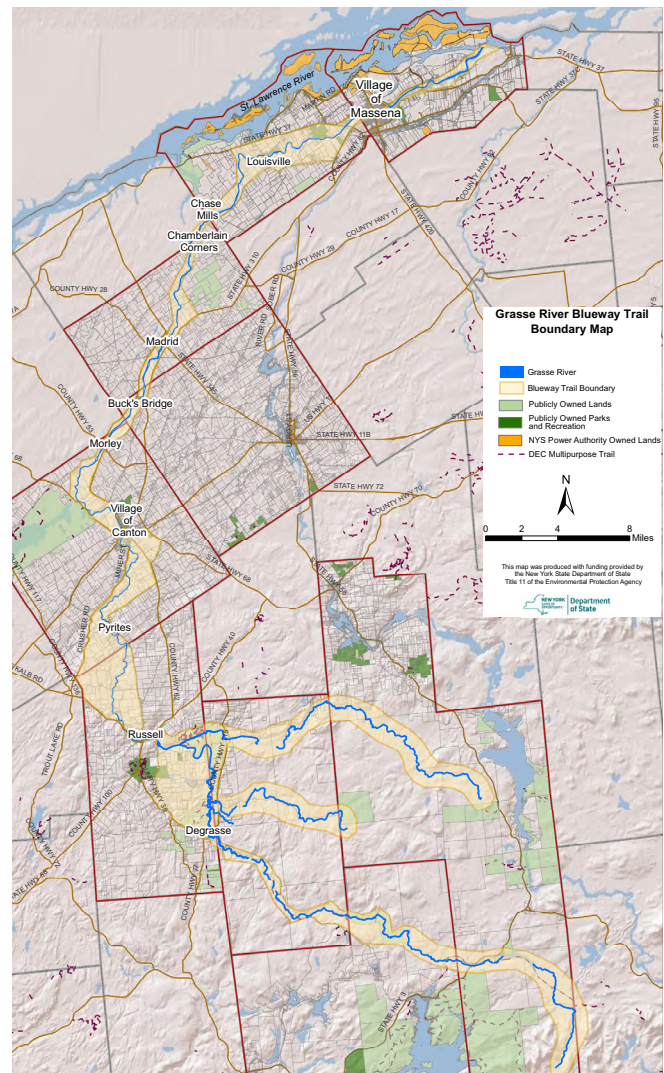**NEW YORK STATE OF OPPORTUNITY.** | **Department of State**

INTRODUCTION

The Grasse River Blueway Trail gives the surrounding communities an identity and provides an excellent opportunity to drive recreational tourism to the area. The Grasse River Blueway Trail includes the length of the River from the headwaters in the Towns of Colton and Clare to the Grasse River's confluence with the St. Lawrence River in the Town of Massena. The Blueway Trail boundary incorporates the traditional hamlets along the River and significant portions of the Villages of Canton and Massena. Each community has its own unique identity, but they all share the common natural resource of the river. In 2018 the Grasse River Blueway Trail Plan was developed to bring the communities together to create an identity based on their connection to the river.

A map of the Grasse River Blueway Trail Boundary Map is included to the right.

A blueway trail is a small boat and paddling route that combines recreation, tourism and environmental awareness. It includes launch points, fishing access, camping locations and points of interest for canoeists and kayakers. A blueway trail interconnects with the land to enhance the experience, establishing connections to play areas, rest stations and land-based attractions.
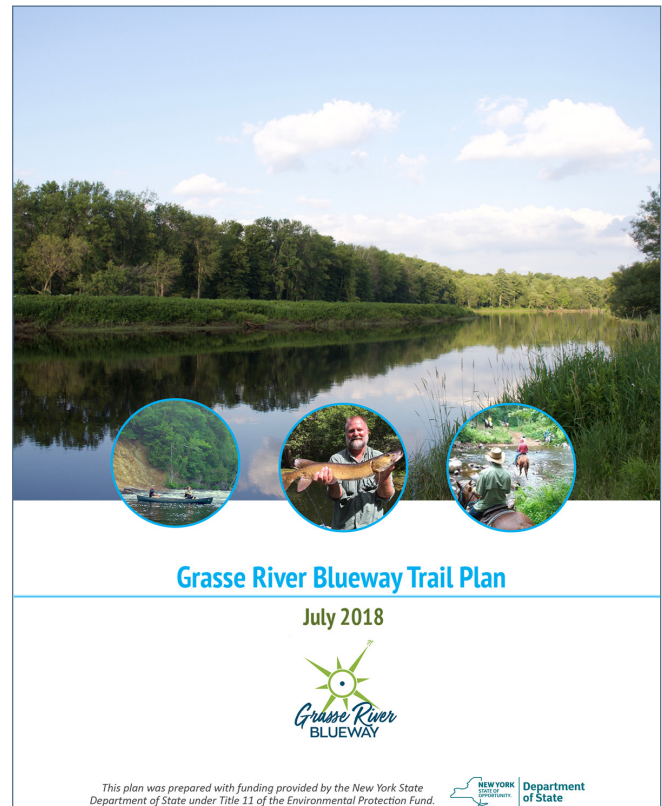*Excerpt from Grasse River Blue Trail Plan, July 2018*

Grasse River Blueway Trail Plan

In July of 2018, the Grasse River Blueway Trail Plan was developed, which included the following major components:

› a profile of the existing River corridor characterizing the River and its ecosystem, identifying communities and settlements and existing assets and attractions on and off the River that the trail is expected to connect;

› a set of goals; projects and recommended actions for implementing the vision and goals;

› and a strategy for implementation.

The plan also included the following goals:

› Promote and market the Blueway as a four-season natural resource and recreational amenity for residents and visitors.

› Increase and enhance safe access to on-river activities including paddling, fishing and swimming.

› Improve on-land amenities to enhance and complement the River experience including parks, land trails for different users, camping and other visitor infrastructure.

› Enhance community revitalization by connecting the River to hamlets, "main streets" and other intrinsic resources.

› Guide stewardship through education of the River's ecological importance and heritage and provide guidance on protection at the individual, community and regional level.

Grasse River Blueway Trail Plan

July 2018

Grasse River BLUEWAY

This plan was prepared with funding provided by the New York State Department of State under Title 11 of the Environmental Protection Fund.

NEW YORK STATE OF OPPORTUNITY | Department of State

This marketing plan focuses on the first goal of promoting the Blueway through increased access to information and marketing. Outside of the area, the river is not well known or understood as a tourism resource.

Communities linked by a common recreational resource can work together to encourage visitation to multiple communities within a region. Investment and promotion of complimentary amenities can encourage visitors to expand the geographic scope of their trip. Communities that participate in collaborative marketing strategy make it easy for visitors to plan multi-day trips by offering customized itineraries, easy to access information, and specific amenities and incentives for Blueway Trail users.
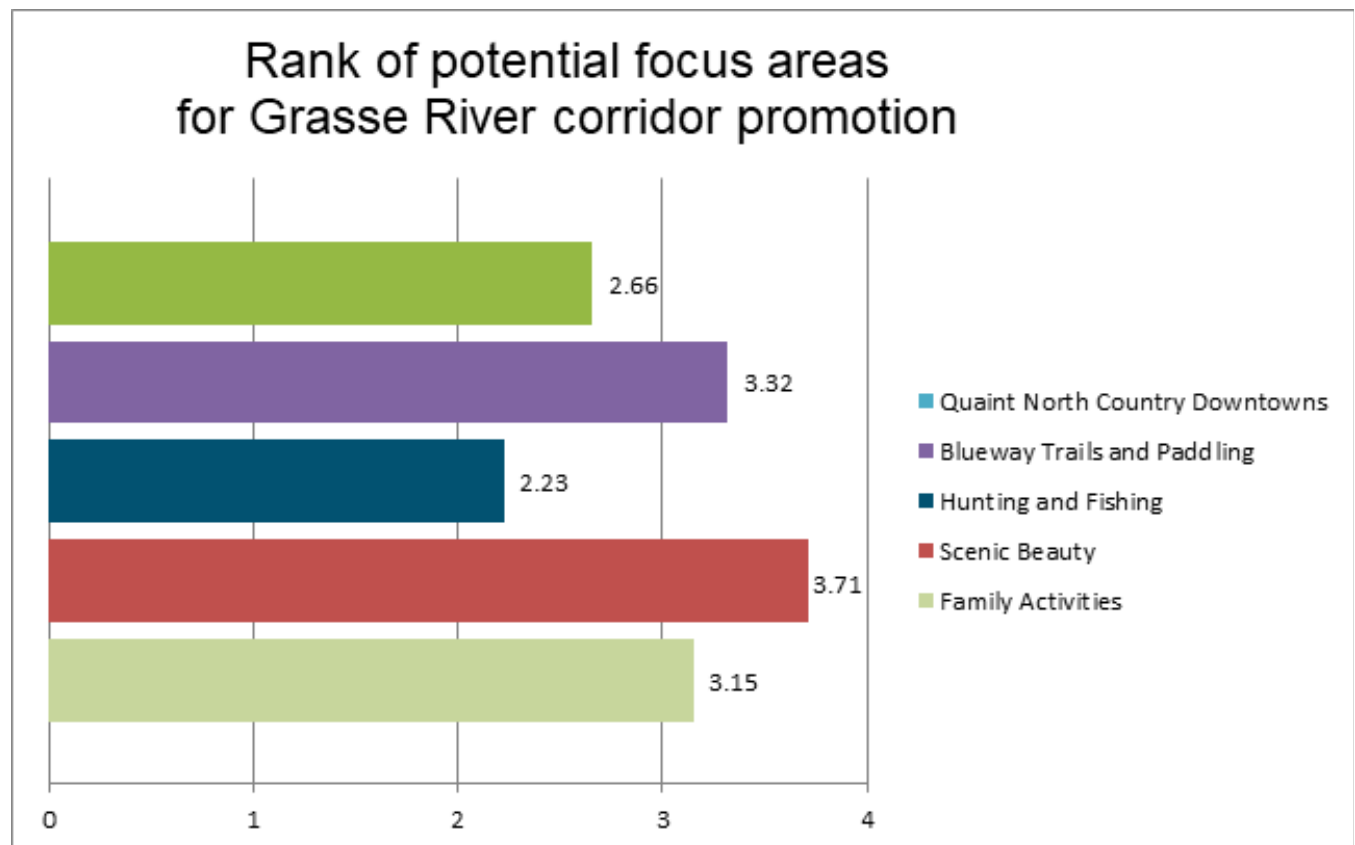
Community Participation

Community participation allows for the sharing of crucial knowledge of the Blueway area and helps community members, local stakeholders and those within government to gain an abundance of key insights from a local perspective. Firsthand knowledge of the local landmarks, businesses, events and recreational options leads to a marketing message that the community will want to promote. The community's vision for the area and their ideas to raise local interest and attract visitors and economic investment were central to the development of this marketing plan.

Survey

A six question online survey about possible areas of promotion was conducted from October 2020 through January 2021. There were 166 respondents that gave feedback on potential areas of promotion, possible marketing focus, and where they would take visitors to the area.

After a few demographic questions, the third question focused on ranking potential areas for Grasse River corridor promotion.
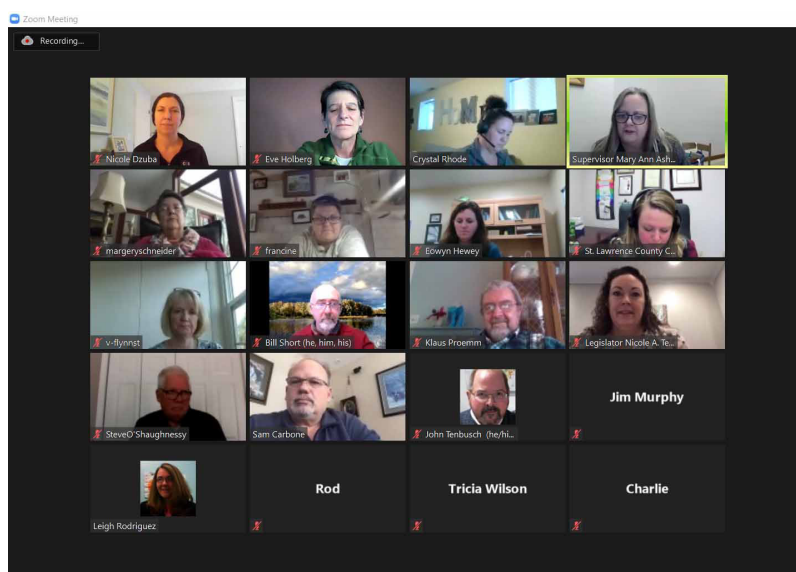

Scenic beauty ranked the highest, followed by Blueway trails and paddling, and family activities. Other suggestions provided by the community included history, watercraft activities, salmon fishing, dining, and walking, biking and hiking trails.

To identify specific areas of interest along the river, survey respondents were asked if someone came to visit, what is the first thing on the Grasse River you want to show them. The graphic below depicts the answers, with the larger words mentioned numerous times. Sights in Canton, Lampson Falls, parks, paddling, fishing, scenic views, dams and bridges were mentioned often.

Community Workshops

In January 2021, two community workshops were held to raise awareness about the marketing plan and gather local residents' opinions on the direction that the plan should take. Participants were asked questions about ways to raise local interest, their social media use, what to include on a webpage for the area, and sample itineraries for a one-day visit to the Grasse River. Participants were also asked to vote on a sample tagline for the area.

During the community workshops, key goals to marketing the Grasse River Blueway Trail were identified including:

› Improve online presence and reach: develop a website or social media channel for sharing community information such as events, water levels, public fishing access and river projects like dredging.

› Grow the local tourism market: promote events, local businesses, and amenities to encourage locals to "shop, stay and play" in the area. Use word-of-mouth advertising and personal stories and testimonials to increase interest locally.

› Grow the general touring market: encourage travelers to venture off the main highway and to spend time, from several hours to several days, along the Grasse River and the surrounding communities.

These goals are discussed in greater detail in the next section.

MARKETING PLAN GOALS

A number of marketing goals were discussed in the survey and community workshops, but the following components stood out as the most important to promote visitation to the Grasse River and surrounding communities. These will be an integral part of Grasse River Blueway's marketing plan. The action items for each goal are explained in greater detail in Section 3—Marketing Plan Strategy.

Improve online presence and reach

Grow the local tourism market

Grow the general touring market

IMPROVE ONLINE PRESENCE AND REACH

Goal
Improve online presence and reach to increase interest and usage of the Grasse River Blueway Trail's amenities. This includes events, businesses, and the recreation opportunities along the river.

Strategy
Through a website and social media pages, create a central place to easily find information about the Grasse River Blueway Trail.
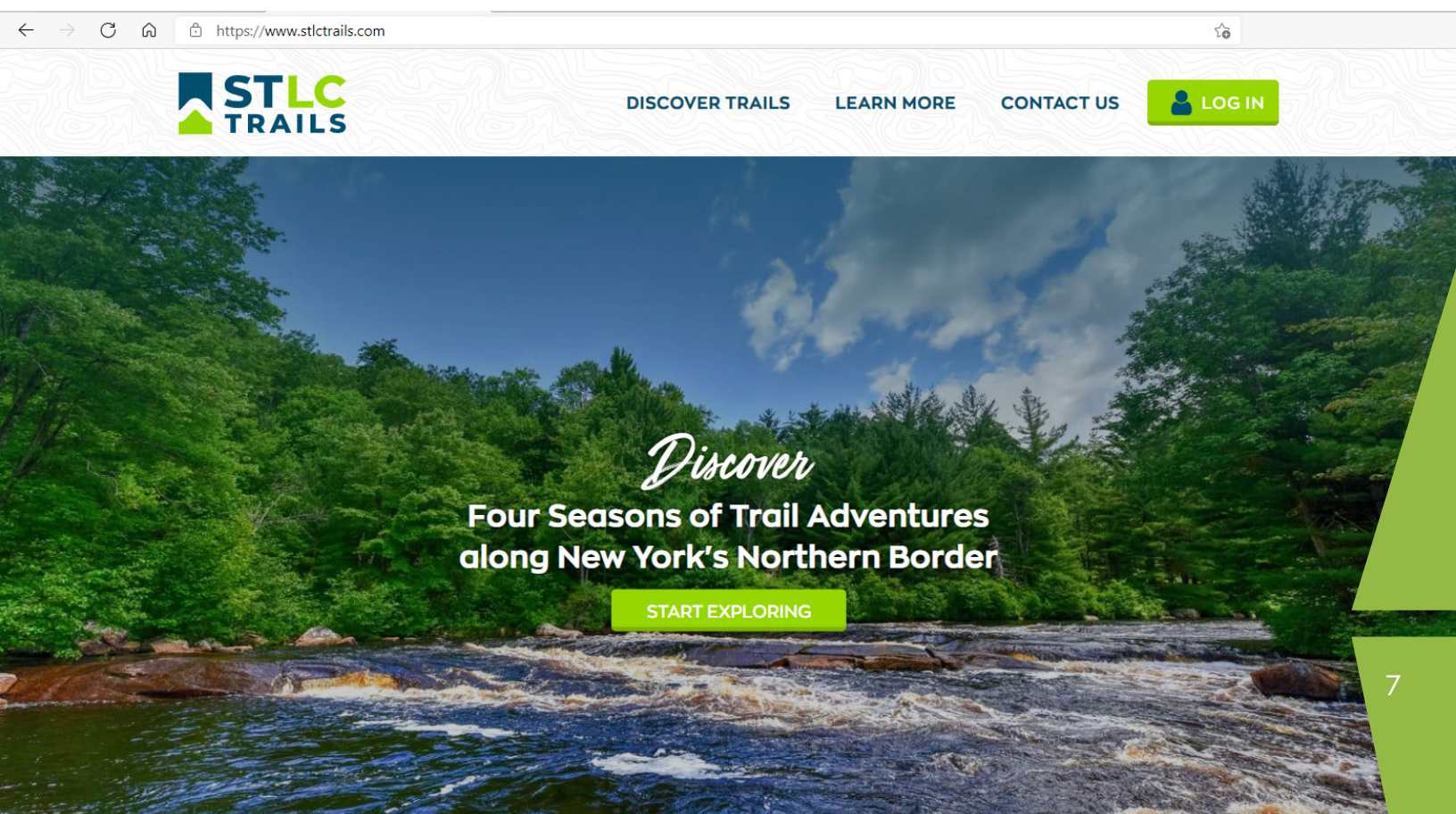
Website Development

There is a rich diversity of destinations and activities along the Grasse River Blueway Trail that will draw a diverse crowd of people with different interests. While many of the towns and villages along the Grasse River have websites, there is no website specific for tourism. Creating a central web presence dedicated to the amenities along the Blueway Trail will play a key role in marketing the destinations and services offered in the community and surrounding areas.

The St. Lawrence Chamber of Commerce, in partnership with St. Lawrence County Trails and Nature Up North, have created the website www.stlctrails.com. The STLCTrails website is an easy-to-use tool that includes information, maps, photo-graphs, and user-submitted content for a growing database of trail and tourism sites in St. Lawrence County. Expanding the information on this website to include the Grasse River Blueway Trail is an easy and economical way to create a single, comprehensive online resource.

Although the website is currently set up to include information about all of St. Lawrence County, it is recommended that a dedicated page be created to highlight the Grasse River Blueway Trail's events, businesses and amenities. The main page can include a Grasse River Blueway Trail button, and it can also be located under the "Discover Trails" heading as a dropdown option. This will make it easy to locate information for the Grasse River area and draw more interest.

The design and imagery of the Grasse River Blueway Trail page should be set up to reflect the community's brand. The logo for the Blueway trail should be featured prominently. The interface should feature local imagery and key information on the tourism spots in the community. Local businesses can also be featured or advertise on the Grasse River Blueway Trail page as a way to generate revenue to offset the website costs for the Chamber of Commerce. Local communities should all have a link to the Grasse River Blueway Trail page from their websites, and direct tourists to the website as well. Additional information on the suggested main page is included to the right.

Social Media

There is an opportunity for the Grasse River Blueway Trail to improve online presence with the start of a Facebook page. The page can be used to engage with the target audience and to promote activities and events that are happening in the community and that are of interest to potential visitors. The social media sites can then be linked to the STLCTrails website.

It will have to be determined who is responsible for keeping social media sites up to date. Local ambassadors that are passionate about the area are often a good choice to assist with social media. They are knowledgeable about events and local destinations, and they typically like to share the best of the region/community and encourage people to visit.

Facebook	Twitter	Instagram
Share what is happening with the Blueway Trail. Provide up to date information on events in the area. Followers can share pictures and stories from the area.	Share news and events. Post event highlights in real time. Provide hashtag for followers to use and promote the area.	Entice tourists through imagery. Show the natural beauty of the area and encourage others to share their images.

Main Grasse River Blueway Trail Page – Suggested Content

Content	Details
Overview	Description of the Grasse River Blueway Trail, maps and photos of the area. Include descriptive, exciting language that entices the viewer to visit.
Recreational Activities	List the many recreational opportunities along the Grasse River Blueway Trail, including paddling, hiking, biking, horseback riding, ATV riding, snowmobiling, skiing, snowshoeing, and sightseeing. Link to trail map that includes map pins with location and additional information about each activity.
Events	Provide links to event calendars that are maintained by the County, Chamber of Commerce, and Towns and Villages along the river.
Community	Increase engagement with the surrounding communities. List brief information about each community along the Grasse River Blueway Trail, and provide a link to the business map showing attractions, dining establishments, lodging, retail, and service providers.
Water Information	As the water levels can raise and lower drastically throughout the season, its critical that information on current water levels be included on the website. This can be provided through a link to the USGS Water Resources website that lists daily water levels for the Grasse River.
Social Media/ Sharing Options	Links to social media pages can be included. Provide a hashtag to further market the area, for example #grasseriver, so that users can post on Instagram or Twitter to further promote the area.

GROW THE LOCAL TOURISM MARKET

Goal
Draw more residents to the events, businesses and natural resources along the Grasse River Blueway Trail.

Strategy
Position Grasse River as an ideal location for recreation and "staycations" for local residents.

There are a lot of potential avenues to encourage use of the Grasse River Blueway Trail by people who live and work in the area. During the community participation activities, it was noted that there was interest by locals in the events that take place, but that it was hard to find information about them. Additionally, although residents are familiar with many attractions and communities along the river, there is some confusion about the location of boat launches and public access areas, trail routes, paddling trails, and water levels of the river. These all deter people from utilizing the river to its full potential.

Through marketing initiatives aimed specifically at local residents, interest in the Grasse River can grow. Multiple people noted that they didn't think there were enough events along the river that draw residents to enjoy the area. Communities along the Grasse River need to work together to plan events that are unique and occur at staggered times. Events aimed at local residents also need to be well-communicated. This can be done on the website and social media, through radio advertisements, flyers in business windows, and on community boards.

Other options to entice residents to enjoy the area include creating "staycation" packages can be developed with local businesses offering discounts on multiple attractions, dining, accommodations, and events. Brochures highlighting an event calendar, area map and seasonal activities can be developed and distributed at local businesses and online.

There are also universities in the area that have residents from August through May that shouldn't be overlooked. The college demographic at SUNY Canton and St. Lawrence University can easily be targeted with promotions that guide them to outdoor activities and local businesses that they might not otherwise frequent.

Event Suggestions
- › Heritage Festivals
- › Food Trucks
- › Fishing Tournaments
- › Canoe/Kayak Races
- › Concerts
- › River Floats
- › Art Show
- › Historical Reenactment
- › Film Screening
- › Car Shows
- › Farmer's Markets
- › Community Yard Sale
- › Guided Hikes/Paddles
- › Kids Fishing Derby
- › Craft/Hobby Show

Suggested Actions

Engage Communities	Encourage hosting of events along the river that draw the local community and develop community energy.
Develop Itineraries	Increase engagement by creating itineraries that publicize events and match them with local businesses to create a package deal.
Promote "Staycation"	Create staycation packages that encourage residents to think of the area as a vacation destination. These packages can offer discounts for visiting multiple businesses.
Target Locals	Create print media and advertising targeted at the local market. Brochures listing events and businesses can increase interest, and advertisements can draw traffic to the STLCTrails website for information.
Contact Colleges	Engage the college community to increase awareness of the area's points of interest. List events on the community calendar, or develop a brochure about the Grasse River Blueway Trail to be given to students.

Grasse River
BLUEWAY

GROW THE GENERAL TOURING MARKET

Goal
Draw more travelers to the events, businesses and natural resources along the Grasse River Blueway Trail.

Strategy
To encourage travelers to venture off the main path and to spend time, from several hours to several days, along the Grasse River Blueway Trail.

The general touring market consists of travelers from nearby communities that may be visiting the Grasse River Blueway Trail for a few hours or a few days. Often, these visitors will plan their trip in advance and visit the area for a specific purpose, but can be drawn in to other attractions and businesses that are offered in the area. As the blueway develops and items in the Blueway Trail plan that support tourism are implemented, such as additional boat launches, equestrian trails, waterfront parks, and campsites, new visitors will be attracted. Visitors will also be drawn to establishments offering package deals, unique events, and group experiences such as bicycling, running and canoe/kayak races.

The scenic beauty of the area was ranked as the top potential area for promotion to visitors. To entice visitors to appreciate the beauty of the entire river corridor, a self-guided tour of some of the scenic areas can be developed. A brochure targeting the nature and scenic amenities can also be produced to entice people to explore the area further.

There are also opportunities to reach these travelers online through the STLCTrails website, or by partnering with tourism agencies that have websites. For instance, the St. Lawrence County Chamber of Commerce website has a blog with "day trip" entries that the Grasse River Blueway Trail could be featured on.

Suggested Actions

Develop Itineraries	Increase engagement by creating day trip itineraries aimed at different demographic groups and activity levels.
Create Self-guided Tour	Develop tour route that highlights local attractions like trails, waterfalls, and museums. Also consider promoting local businesses.
Increase Online Presence	Contact organizations to feature Grasse River Blueway on their websites. Provide link to the STLCTrails website as the main source of information.

MARKETING PLAN STRATEGY

This section details each of the goals of the marketing plan, and suggests specific initiatives and actions that can be taken to make the goals a reality. Also included is the target completion time and the estimated budget amount to undertake each initiative.

GOAL: IMPROVE ONLINE PRESENCE AND REACH					
Strategy: Through a website and social media pages, create a central place to easily find information about the Grasse River Blueway Trail.					
Initiatives		Action Required and Desired Results	Target Completion Time	Responsible Party	Estimated Budget
1	Add Grasse River Blueway trail to STLCTrails website	**Action Required** › Create main landing page for the Grasse River Blueway Trail that can be accessed from the homepage › Compile a list of points of interest that need to be added to the map. Rank the items that are most important to add to the website first. › Compile information for each new map point of interest, including paddling routes, trails, boat launches, businesses, etc. Example point of interest templates are included in Section 4—Website Development › Provide information to STLCTrails website administrators for adding to the website. › Disseminate website link to local municipalities, community resources, and Adirondack/seaway tourism websites to promote its use. **Desired Results** › Increased visitation of the STLCTrails website. › Increased usage of Blueway Trail amenities.	Within 6-12 months	St. Lawrence Valley Paddlers to provide paddling routes. Each municipality will provide locations in their areas to be added to the website.	$4,500 approximate cost to add 10 new trails or locations to the website (contracted fee for website/GIS).

| 2 | Create social media pages for the Grasse River Blueway Trail | **Action Required**

› Determine which social media channels would be most beneficial. Typical possibilities include Facebook, Twitter and Instagram.

› Identify local ambassadors that would have interest in being administrators or editors for social media pages to keep content fresh. Engaging a college intern is also a great way to build social media pages.

› Start social media pages. Establish priorities and themes for posts. Link social media pages to Grasse River Blueway Trail website.

› Develop social media content plan including a calendar for posts.

Desired Results

› Ongoing engagement with residents and visitors to encourage visitation of the Grasse River

› Increased following and engagement on social media channels.

› Increased awareness and interest in Grasse River as a tourist destination. | Within 1 year | Creation of page can be lead by St. Lawrence County chamber. Would look for municipalities to become administrators and add their own content. | $2,000 for agency to create pages, minimal ongoing cost to maintain |

GOAL: GROW THE LOCAL TOURISM MARKET

Strategy: Position Grasse River as an ideal location for recreation and "staycations" for local residents.

Initiatives		Action Required and Desired Results	Target Completion Time	Responsible Party	Estimated Budget
1	Encourage communities to host events along the river that draw the local community and develop community energy	**Action Required** › Share events including festivals, food trucks, tournaments, races, concerts, floats, arts and historical events with the St. Lawrence County Chamber to post on their events calendar and website. › Reach out to organizations to participate in or sponsor the events. › Publicize the events on STLC website and social media, through local businesses and groups. › Encourage municipalities to brand events with Grasse River Blueway logo to create sense of community. **Desired Results** › More community events are held at places along the Grasse River Blueway, and branded as such. › Increased engagement in events by local residents.	1-2 years	Municipalities will need to share their event calendars with STLC Chamber	No cost. STLC Chamber will post all events sent to them on their website at no charge.

Grasse River BLUEWAY

2	Develop itineraries targeted at the local market	**Action Required** › Local municipalities need to determine dates for upcoming events › Create itineraries around these events that bundle items into a package (for example, attend a local concert and receive a discounted meal at a local restaurant) › Meet with local businesses to secure discounted rates or other incentives for people purchasing the whole itinerary **Desired Results** › Develop itineraries around 2 events › Increased engagement in events by local residents	Within 6 months	Each municipality will be responsible for planning their own events and itineraries	TBD based on event costs.
3	Develop staycation packages targeted at the local market	**Action Required** › To encourage residents to think of the area as a vacation destination, staycation packages can be created to enjoy the area's attractions anytime of year. › Meet with local businesses to secure discounted rates or other incentives for people purchasing the package. **Desired Results** › Develop at least 2 staycation packages. › Increased awareness and interest in Grasse River as a tourist destination. › Increased visitation to the points of interest featured in the packages.	Within 6 months	Each municipality will be responsible for developing their own packages.	$1,000 planning costs
4	Create print media and advertising targeted to the local market	**Action Required** › Develop a brochure highlighting an event calendar, point of interest map, local itineraries and staycation packages. Distribute the brochure at local businesses, universities, and online. › Advertise the Grasse River website page on local media – North Country Now, North Country Public Radio **Desired Results** › Increased visitation of the Grasse River Blueway Trail page on the STLCTrails website › Increased awareness and interest in Grasse River events and points of interest	Within 1 year	St. Lawrence County Chamber	$5,000 brochure design and production $500 advertising on local media

Grasse River
BLUEWAY

| 5 | Engage the college community to increase awareness of the area's points of interest | **Action Required**
› Contact SUNY Canton and St. Lawrence University to get local events listed in campus news or website
› Contact public relations office to collaborate on brochure highlighting the unique points of interest in the area that can be disseminated to students.
› Look into student's becoming interns and taking the lead on social media and print material production.

Desired Results
› Agreements with local universities to include local events on calendars
› Agreement to feature local community highlights and points of interest in materials to students to encourage community participation | 1-2 years | St. Lawrence County Chamber | $5,000 brochure design and production, unless offset by intern assistance |

GOAL: GROW THE GENERAL TOURISM MARKET

Strategy: Encourage travelers to spend time, from several hours to several days, along the Grasse River Blueway Trail.

Initiatives	Action Required and Desired Results	Target Completion Time	Responsible Party	Estimated Budget
1 Develop day-trip itineraries and packages targeted towards the road traveler	**Action Required** › Create day-trip itineraries aimed at different demographic groups and activity levels (ie, families, adventure, dining, fishing, etc.) › Meet with local businesses to discuss ideas to bundle into packages, secure discounted rates. **Desired Results** › Develop four day-trip itineraries › Develop two visitor packages	Within 6 months	Municipalities would create their own itineraries	$1,000 planning costs
2 Develop self-guided tour of the Grasse River including maps in both print and digital format	**Action Required** › Determine content for the self-guided tours and meet with chambers of commerce or tourism organizations to secure partner funding to support the project. The tour materials could include advertising to offset the cost. › Develop tour route that highlights local attractions such as walking trails, waterfalls, and museums, and promote restaurants, stores and other activities that can be purchased in the community **Desired Results** › Develop one self-guided tour of Grasse River › Increased visitation to the points of interest featured in the tour.	Within 1-2 years	Communities would work together to create a tour that highlights points of interest all across the Blueway Trail	$5,000 for development of tour and printing costs

Grasse River BLUEWAY

3	Partner with websites and agencies to feature Grasse River on their websites and materials	**Action Required**
		
		› Contact organizations about featuring the Grasse River Blueway Trail on their websites.
		
		› Possibilities include:
		
		  › St Lawrence County Chamber of Commerce day-trip blog: https://www.visitstlc.com/category/day-trip/
		
		  › https://visitadirondacks.com/
		
		  › Adirondacks NY Attractions | Discover Things to Do & Places to Go (iloveny.com)
		
		Desired Results
		
		› Increased visitation of the Grasse River Blueway trail page on STLCTrails.com
		
		› Increased awareness and interest in Grasse River events and points of interest
			Within 1 year	St. Lawrence County Chamber will post on their website and push out to other websites	No cost, unless websites require payment for listing

Grasse River
BLUEWAY

WEBSITE DEVELOPMENT

As a first step in website development, STLCTrails.com is a fully-functioning, easy to use website that can host data on the points of interest along the Grasse River Blueway Trail. Currently, there are 16 points of interest, including cycling and hiking trails from the Grasse River Blueway that are featured on the STLCTrails.com website. The list of current points of interest listed is included to the right.

Based on the survey results and community feedback, the public would like to see many more routes, points of interest, activities and businesses added to the website to make it one comprehensive spot to plan activities along the Blueway Trail. It is also recommended that any of the map pins associated with the Grasse River Blueway Trail be noted as such, to differentiate the area from the rest of the pins in the County.

To further publicize the Grasse River Blueway Trail through the STLCTrails website, the list on the next page includes many of the areas of interest that were suggested by the community as important additions. The list has been prioritized by the items most commonly requested, or noted during the public meetings as being the most important to the Blueway Trail users.

Current Grasse River listings on STLCTrails.com

› Cycling Route: Morley – Bucks Bridge – West Potsdam Loop
› Cycling Route: Pyrites-Old Dekalb Road
› Cycling Route: Canton Pyrites
› SUNY Canton Cross Country Trail
› Remington Recreational Trail
› Heritage Park Trail
› Kip Trail
› Hart's Falls Preserve
› Brookview Trail
› Chisholm Trail
› Basford Falls
› Sinclair Falls
› Rainbow Falls
› Copper Rock Falls
› Lampson Falls Trail
› Harper's Falls Trail

Grasse River
BLUEWAY

PADDING ROUTES

Canoe and kayak enthusiasts often paddle the Grasse River for its beauty and solitude. Adding these routes to the STLCTrails website will help others easily find them, and be prepared for the changing river conditions. Examples of the detailed route information needed to add these to the STLCTrails website is included at the end of this section.

› Little River to Taylor Park

› Pyrites to Little River

› Harts Falls to Pyrites

› Canton to Morley

› Morley to Madrid

› Madrid to Louisville

› Louisville to Massena

HIKING TRAILS

› Twin Falls

› Bulkhead Falls

› Tooley Pond Mountain

› Middle Branch Trail

BOAT LAUNCHES

› Canton Hard Surface Launch at Upper and Lower Lakes Wildlife Management Area

› Canton County Route 27 Boat Launch on the Little River

› Tooley Pond Hand Launch in Grasse River Wild Forest

SKIING TRAILS

› Lamson Falls

› Middle Branch Trail

› Railroad Grade Road

› Tooley Mountain Trail

› Spruce Mountain Road

PUBLIC FISHING

› DEC public lands

PARKS

› Upper and Lower Lakes Wildlife Management Area

› Tooley Pond

› Taylor Park

› Bend in the River Park

› Canton Island Park

› Madrid Municipal Park

SNOWMOBILE TRAILS

› Middle Branch Trail

› Railroad Grade Road

BUSINESSES

The businesses listed on the STLCTrails website are linked to St. Lawrence County Chamber of Commerce VisitSTLC.com website. Any new businesses to appear on the map would have to be added to the Chamber of Commerce website also.

› Golf Courses

› Restaurants/Brewpubs

› Hotels/Motels

› Bed & Breakfast

› Campgrounds

› Guided Tour Companies

› Canoe/Kayak Rentals

› Museums

› Theaters

› Nature Centers

› Visitor Centers

› Retail

› Gas/Service Stations

› Medical/Hospital

› Colleges and Universities

› Malls/Shopping Centers

› Casinos

Grasse River
BLUEWAY

Information Needed for Each Trail Map Pin on STLCTrails.com

For each of the areas of interest, the following information will need to be gathered to make a complete page posting on STLCTrails.com.

Type of activity

› Paddling, Hiking, Walking, Road Biking, Mountain Biking, Horseback Riding, ATV Riding, Snowmobiling, Snowshoeing, Cross County Skiing

Length

› Distance of trail, whether loop or one-way

Difficulty

› Easy, moderate, difficult, advanced

Town

› Location of trailhead

Surface

› Dirt, Forest Floor, Boardwalk, Pavement, Gravel, River/Stream, Lake/Pond, Rocks/Ledge

Pets

› Permitted, Not Permitted

Fees

› Yes, No

Details

› Brief description of trail. Can include description of water passage or trail, whether it is accessible, trail markers and points of interest, information about the parking, canoe portages and more.

Other Information

› Information about water levels, the Grasse River Blueway Trail in general, or whether the trail is on public or private land.

Trail Manager

› If more information is needed, include who to contact for the particular trail. Options include NYSDEC, municipalities, counties, etc.

Trail Map

› Exact location of trail shown on satellite map of the region. GIS and GPS coordinates will need to be entered. Parking lots, trailheads, campsites, boat launches, canoe portages, waterfalls, and changing water conditions can also be shown on the trail map.

Directions

› Directions to the parking lot for the trail are included. Exact GPS coordinates can be listed.

Grasse River
BLUEWAY

Sample STLCTrails.com Point of Interest Pages

Discover

GRASSE RIVER BLUEWAY TRAIL: HART'S FALLS TO PYRITES

+ ADD TRAIL LOG

TRAIL ACTIVITY

LENGTH	3.5 miles, loop
DIFFICULTY	Easy
TOWN	Pyrites
SURFACE	River/Stream
PETS	Permitted
FEES	No

ℹ DETAILS   🗺 TRAIL MAP   ☈ DIRECTIONS   💬 COMMENTS (0)

DESCRIPTION

If you start at Hart's Falls there is a ¼ mile portage from the parking lot to the water. If you start in Pyrites the access is behind the fire station.

This is a nice quiet section of the Grasse River as it meanders to the hamlet of Pyrites. The current is minimal and there is a dam in Pyrites making this a logical stopping point. Point to point is 1.75 miles. Roundtrip is 3.5 miles.

OTHER INFORMATION

Be sure to take time to explore and enjoy the falls and the beach and swimming hole below the falls. Be sure to bring a lunch and swimming gear, the rocks and water will tempt you to enjoy them at the falls.

TRAIL MANAGER

For more information, visit the **Grasse River Blueway Trail Page**.

Grasse River **BLUEWAY**

CURRENT WEATHER

MAY 06, 2021

46°F

Today's High: 51°F
Today's Low: 35°F
Outlook: Mostly cloudy throughout the day.
Forecast: Rain tomorrow through Tuesday.

💧 **Powered by DarkSky**

Explore this area on the **Grasse River Blueway Trail Page**

Grasse River **BLUEWAY**

NEARBY GEOCACHES

Find geocaches

Geocaching.com

NEARBY BUSINESSES

View Business Locator Map

Grasse River **BLUEWAY**

Discover

GRASSE RIVER BLUEWAY TRAIL: PYRITES TO LITTLE RIVER

+ ADD TRAIL LOG

TRAIL ACTIVITY

LENGTH	7.5 miles, one direction
DIFFICULTY	Easy, Moderate
TOWN	Pyrites
SURFACE	River/Stream
PETS	Permitted
FEES	No

ⓘ DETAILS   TRAIL MAP   DIRECTIONS   COMMENTS (0)

DESCRIPTION

The first quarter mile is pretty rocky, take your time and pick your way through safely. At ½ mile, Harrison Creek enters on the left and just after that you'll see the remnants of an old railroad.

Just over a mile later there are some large boulders under and above the water, be cautious. In high water there are some eddy lines to watch for. Another mile will bring you to a series of small man-made rock islands used to anchor the directional booms for river log drives in the early 1900's. At mile 6, Taylor Park is on river left. The large sandy beach is the beach for Canton and surrounding communities. In another mile, turn right into the Little River and ½ mile later arrive at the parking area and access.

OTHER INFORMATION

There is a new access to this site along Rt 21 Herman Pyrites Rd 1,000 feet from the corner of Canton Pyrites Road on the south side of the road next to the bridge over the Grasse River.

TRAIL MANAGER

For more information, visit the **Grasse River Blueway Trail Page**.

CURRENT WEATHER

MAY 06, 2021

 46°F

Today's High: 51°F
Today's Low: 35°F
Outlook: Mostly cloudy throughout the day.
Forecast: Rain tomorrow through Tuesday.

◊ **Powered by DarkSky**

Explore this area on the **Grasse River Blueway Trail Page**

NEARBY GEOCACHES

Find geocaches

Geocaching.com

NEARBY BUSINESSES

View Business Locator Map

Discover
GRASSE RIVER BLUEWAY TRAIL: LITTLE RIVER TO TAYLOR PARK

➕ ADD TRAIL LOG   🔖 ♡

TRAIL ACTIVITY 🚣

LENGTH	1.5 miles one direction, or 3 mile loop
DIFFICULTY	Easy
TOWN	Canton
SURFACE	River/Stream
PETS	Permitted
FEES	No

🛈 DETAILS   🗺 TRAIL MAP   🏁 DIRECTIONS   💬 COMMENTS (0)

DESCRIPTION

Accessible from either end as a point-to-point or as a loop. Enter via Little River at the boat launch on CR27 (Park St.) just east of St. Lawrence University. As you leave the university you'll cross a wooden arch bridge, the parking area is on the right after the guard rails.

From the Little River Boat Launch, paddle ½ mile downstream to the confluence with the Grasse River, turn left (upstream) and paddle 1 mile to Taylor Park.

OTHER INFORMATION

This is a slow moving stream most of the time, the only exception is spring runoff. There is a beach at Taylor Park that you can stop at for a picnic or to swim.

TRAIL MANAGER

For more information, visit the **Grasse River Blueway Trail Page**.

Grasse River BLUEWAY

CURRENT WEATHER

MAY 06, 2021

🌤 **46°F**

Today's High: 51°F
Today's Low: 35°F
Outlook: Mostly cloudy throughout the day.
Forecast: Rain tomorrow through Tuesday.
💧 **Powered by DarkSky**

Explore this area on the **Grasse River Blueway Trail Page**

NEARBY GEOCACHES

Find geocaches

Geocaching.com

NEARBY BUSINESSES

View Business Locator Map

Grasse River BLUEWAY