



## Keeping a Valued Industry Afloat

### River Expeditions Lansing, West Virginia

Rick and Heather Johnson have more than 15 years of experience operating River Expeditions, an outdoor adventure company in Lansing, West Virginia. River Expeditions promotes nature-based tourism, primarily through guided whitewater rafting on the Gauley and New Rivers in the heart of New River Gorge National Park. Rafting experiences range from moderate, low-impact to exhilarating, high-impact adventures. Rick and Heather take great pride in the level of personal service and quality they provide customers by being a local family owned and operated business.

However, no amount of the Johnson's experience could have prepared them for the fallout from the economic collapse. With people spending less on travel and vacations, Rick and Heather watched as their revenues took deep dips and threatened the stability of their business. It was then they partnered with MACED and the Natural Capital Investment Fund (NCIF), a Community Development Finance Institution in West Virginia, seeking a loan to boost their cash flow. With a joint \$300,000 loan from MACED and NCIF, River Expeditions was able to save their business, preserve 11 permanent year-round positions, and retain more than 200 seasonal positions. MACED's loan participation has positioned this longtime business to ride out the rough waters of the down economy.

MACED works with people in eastern Kentucky and Central Appalachia to create economic opportunity, strengthen democracy and support the sustainable use of natural resources.

#### Development Impact

11 permanent and  
200 seasonal jobs retained

Regional environmental  
tourism supported

Distressed county  
business supported

Local ownership supported



Contact us for information about our  
enterprise development or other programs.

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