

Chair: Dave Gerow
Twp Havelock Belmont
Methuen

Secretary Treasurer:
Robert Sararas,
Municipality of Centre
Hastings

EASTERN ONTARIO TRAILS ALLIANCE

2018 Highlights



Directors:

Tom Dewey
Twp of Central Frontenac

Bill Cox
Township of Addington
Highlands

Jeremy Solmes
Township of Stirling/Rawdon

Bill Blenkinsop
Ontario Federation of
Snowmobile Clubs

Rick English
Municipality of Trent Hills

Wayne Wiggins
Town of Bancroft

Dan Hughey
Twp of Carlow-Mayo

Jason Carman
Twp of Marmora and Lake

Cam McKenzie
Highlands East

Loyde Blackburn
County of Hastings

Alex Walder
Mun of Hastings Highlands

Cindy Cassidy
General Manager

Kelly Way
Office Manager

Erica Graham
Marketing & Special Events

Municipalities Involved

- County of Hastings, Northumberland, Frontenac, Lennox and Addington, Renfrew City of Belleville and City of Quinte West
- Municipality of Tweed, Centre Hastings, Hastings Highlands and Trent Hills
 - Town of Bancroft, TWP of Marmora & Lake, Wollaston, Limerick, Stirling-Rawdon, Belmont & Methuen, Addington Highlands, Highlands East, Greater Madawaska Valley, North, Central and South Frontenac, Carlow-Mayo
- This does not include the Municipalities that our partners work with like Park to Park, ATV Ontario, PTBO ATV club, Napanee ATV Club, South Bruce ATV Club and Huron Shores ATV club.

EOTA Economic Impact Study

- ✓ Over a ten year build out period the economic and tourism benefits could be \$45.8 million and the creation of 1659 jobs
- ✓ Based on 520 km trail network
- ✓ To date EOTA now assists in the operation of over 2400 km of shared use trails
- ✓ Having passed the 10 year build out period 25,0000 annual users are spending \$6 million and creating 70 jobs

Trails has been identified as the biggest tourism opportunity in Hastings County

Ontario's economic impacts from off-highway vehicle

users (excluding snowmobiles) currently results in over \$211 million in GDP, creates over 9,000 direct and indirect jobs, and contributes \$27 million annually in tax revenue for provincial and federal governments, with an additional \$5.8 million in tourism spending, and creates an additional 70 full time equivalent jobs





Eastern Ontario Trails Alliance

Strategic and Business Plan, 2014-2023

Presented by Paul Blais, Principal

September 18, 2014

EOTA Mission

The EOTA was incorporated in 1999 as a not for profit charitable organization with a mandate to develop, manage, maintain and market a comprehensive network of year-round shared use trails for their health, economic, tourism and job creation benefits.

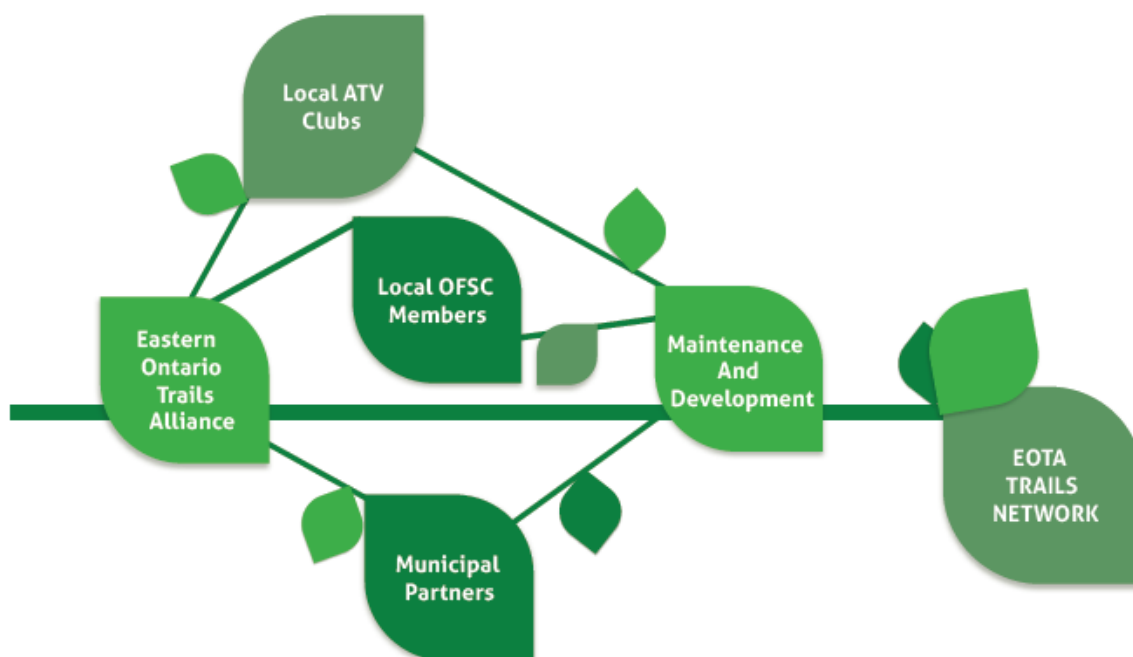
All EOTA activities are actively supported by partners within the service area, and EOTA supports provincial advocacy efforts.

EOTA inspires leadership at every level of its organization.

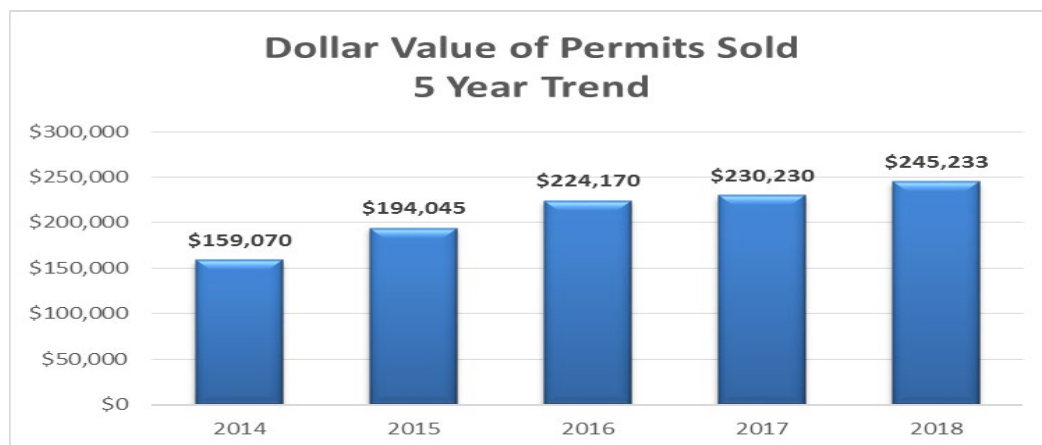
EOTA manages a growing, high-quality trail network, targeting a diverse group of outdoor recreation activities.

EOTA trail network is a regional tourism destination that supports local business and communities within its area of service.

EOTA's diversified funding model is designed to support the trail network on an ongoing basis.



Permit Chart

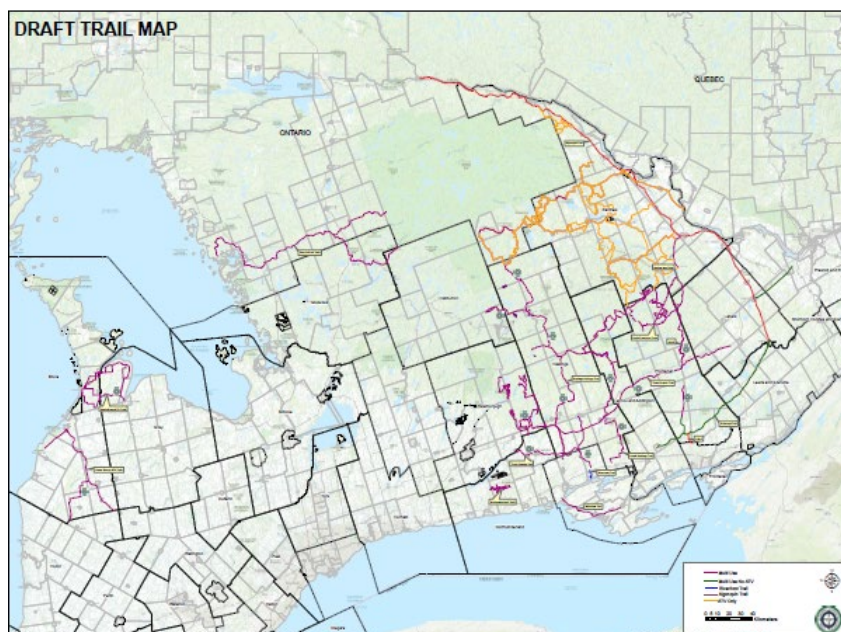
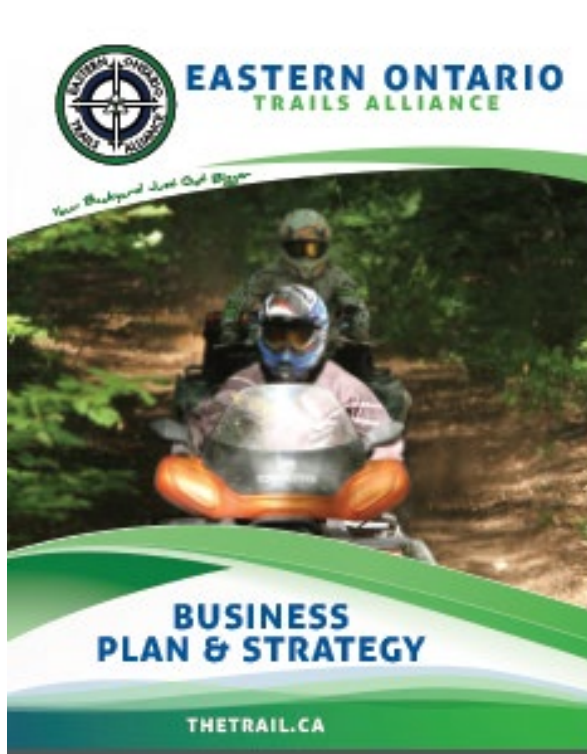


Between the EOTA shared use permit sales and the local snowmobile clubs/districts permits, over \$500,000 dollars from user pay is brought in to help support trails.

EOTA TRAILS

continued . . .

EOTA has created a booklet and brochure from the Recreational Trails Coalition – Ontario (RTCO) strategic business and action plan that was created from MDB Insight. The booklet has been presented and distributed to local municipalities, as well as handed out at ROMA conference in Toronto. The booklet is currently in front of Government and has been presented to the Parliamentary Assistant to the Minister of Finance and the Minister of Tourism, Culture and Sport. To obtain a copy of the booklet or brochure please contact the EOTA office.



Grants & Municipal Funding

- Hastings County - \$25,000
- Twp of Central Frontenac - \$10,000
- Municipality of Centre Hastings - \$10,000
- Municipality of Trent Hills - \$5,000
- Township of Marmora and Lake - \$3,000
- Frontenac County - \$200,000
- COHV support for RTCO strategic business & action plan - \$13,500
- COHV support for ROMA booth and printing of marketing material - \$12,000
- Tourism Development Fund – RTCO strategic business & action plan - \$53,500
- Destination Ontario ATV World videos & articles - \$32,000
- Destination Ontario media campaign - \$50,000
- Frontenac Community Futures to assist with special event coordinator, marketing & advertising - \$23,591
- Frontenac Community Futures for K&P improvements - \$56,000
- Frontenac Community Futures One Pass & Admin support - \$13,000
- Community Futures of North & Central Hastings - \$12,200
- Ongoing funding is being sought at all times

Continued Plans

- Work with the municipal, provincial and federal government for continued investment to sustain trails
- To continue to keep the trail safe and user friendly
- To continue to build on the trail tourism opportunities to increase the economy and job creation
- To develop more packages with accommodations
- To continue to create user friendly maps for the area trails
- To continue to build partnerships
- To create and maintain special events



2019 is shaping up to be a great year! Funding requests are in front of Government.



Cindy Cassidy with Honourable Michael Tibollo, Minister of Tourism, Culture and Sport



Cindy Cassidy with Doug Downey, Parliamentary Assistant to the Ontario Minister of Finance and MPP Daryl Kramp

