

Chair: Dave Gerow
Twp Havelock Belmont
Methuen

Secretary Treasurer:
Robert Sararas,
Municipality of Centre
Hastings

EASTERN ONTARIO TRAILS ALLIANCE

2019 Highlights



Directors:

Tom Dewey
Twp of Central Frontenac

Bill Cox
Township of Addington
Highlands

Jeremy Solmes
Township of Stirling/Rawdon

Rick English
Municipality of Trent Hills

Wayne Wiggins
Town of Bancroft

Dan Hughey
Twp of Carlow-Mayo

Bernie Donaldson
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 Kirby
Marketing & Special Events &
Admin Support

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.

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 2700 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 and \$2 million back in taxes.

EOTA raised over \$9 million over the past few years to develop, maintain and market our trails. Trails has been identified as the biggest tourism opportunity in Hastings County

EOTA
SUSTAINABLE
BUSINESS MODEL

- ❖ One Pass user pay system
- ❖ Municipal investment
- ❖ ATV club investment
- ❖ Business & Corporate investment
- ❖ Provincial & Federal programs when available

Permit Chart

Dollar Value of Permits Sold
4 Year Trend



Between the EOTA shared use permit sales and the local snowmobile clubs/districts permits, over \$550,000 dollars from user pay is brought in to help support trails.

Grants & Municipal Funding

- Hastings County - \$25,000
- Township of Central Frontenac - \$10,000
- Municipality of Centre Hastings - \$12,000
- Municipality of Trent Hills - \$5,000
- Township of Marmora and Lake - \$3,000
- Frontenac County - \$166,000
- Township of Addington Highlands - \$500
- City of Quinte West - \$5,000
- Destination Ontario - \$25,000
- Tourism Development Fund - \$16,000
- Canadian Off-Highway Vehicle Distributors Council (COHV) - \$27,000
- Community Futures of North & Central Hastings - \$3,000
- Canadian Experiences Fund - \$350,000
- Trans Canada Trail - \$75,000
- Ongoing funding is being sought at all times



The Time Is Now! Introducing... Recreational Trails Coalition Ontario



RTCO is a partnership dedicated to growing the tourism and economic impact of off highway power sports in Ontario, while addressing the needs of shared use trails.

Here To Make A Difference

- ✓ 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 \$5.9 million in tourism spending, and creates an additional 70 full time equivalent jobs.
- ✓ Tourism and economic impacts can gain from consolidated, coordinated, and broad-reaching marketing programs that result in more users and visitors choosing Ontario’s off-highway trails and bringing their spending dollars into rural communities across Ontario

Eastern Ontario Trails Alliance	Network of 2,700 km of shared-use trails across 25 municipalities in Eastern Ontario and Huron, Grey and Bruce Counties. Produces regional trails maps, brochures, signage and advertising, and ensures all advertising drives users to a central website for trails information, maps, packages and permit purchases.	<ul style="list-style-type: none"> • Best practice in development, maintenance and marketing • Tourism-oriented in addition to member driven to create economic benefits and jobs • Model for universal pass system • Advocate for collaboration, legislated permit and/or universal pass
ATV Ontario	Offers trail riding in 5 partner communities. Markets the largest ATV trail system in the Province of Ontario.	<ul style="list-style-type: none"> • Welcomes all partnership opportunities • Has a partnership with Ontario Tourism Marketing Partnership Corporation (Destination Ontario) that can benefit RTCO • Resource for shared use trail tourism in Ontario
Park to Park Trail Association	Multi-use trail system connecting 4 regions and 2 provincial parks (Killbear and Algonquin)	<ul style="list-style-type: none"> • Resource for multi-use trails • Model for a pass system shared with EOTA
Canadian Off-Highway Vehicle Distributors Council	Representing member companies that sell off-highway vehicles. Education and training of the public with regards to off-highway vehicles.	<ul style="list-style-type: none"> • Potential marketing partner and distribution point for information • Link between coalition and owners/riders
Ontario Federation of Snowmobile Clubs	Coordinating body for snowmobiling in Ontario with 217-member clubs. Does Top A trail planning, issues permit, offers guidance to clubs on array of topics including safety, environment and insurance	<ul style="list-style-type: none"> • Best case model for proposed legislated permit system • Advocate for organized trail systems in Ontario and advisory resource • Some trails are shared across RTCO – member and OFSC systems

Moving Forward:

Together we are looking for a sustainable solution for trails to secure funding and address the needs of trails and protect the investments made.

Shown in the RTCO business plan and strategy there are three models below:

Service Ontario Administered: This legislated permit process is administered directly by the Ministry of Transportation at designated Service Ontario centres.

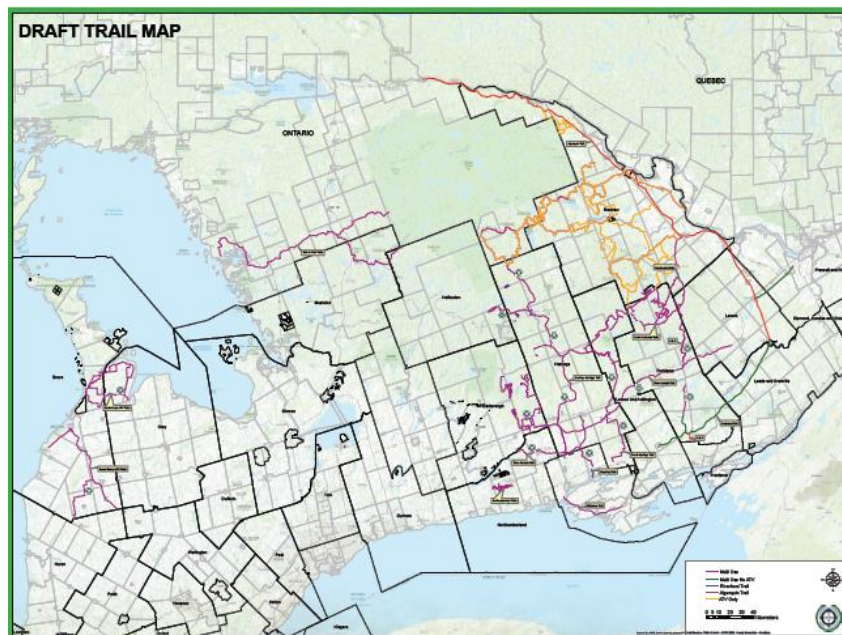
This model has the potential to generate through scenario 1 and visitor impact
\$24,457,480

RTC0 Administered Model: Though this model is also a legislated permit mandated by the Province, it is based on the OFSC version where its administration is handled by an external organization.

This model has the potential to generate through scenario 1 and visitor impact
\$20,057,313

Universal Access Pass administered model: This would be a self-governed universal pass shared across all organizations and administered by RTCO.

This model has the potential to generate through scenario 1 and visitor impact
\$8,821,519



Check out dothetrails.com for more information and view our business plan and strategy

2020 is shaping up to be a great year! Funding requests are in front of Government.



Cindy with Honorable Doug Downey, Attorney General of Ontario at the ROMA conference



Cindy with EOTA board members Alex, Dave, Bernie and COHV staff Oksana and Paul meet with MPP Vincent Ke, Parliamentary Assistant to the Minister of Heritage, Sport, Tourism and Culture Industries at the ROMA Conference



Cindy attended the 2020 Budget Consultations with Honorable Rod Phillips, Minister of Finance and Honorable Todd Smith, Minister of Children, Community and Social Services



Cindy with Hastings- Lennox and Addington MPP Daryl Kramp at the ROMA Conference in Toronto