

Chair
Wayne Wiggins
Town of Bancroft

Secretary Treasurer:
Robert Sararas,
Municipality of Centre
Hastings

EASTERN ONTARIO TRAILS ALLIANCE

2021 Highlights



Directors:

Dave Gerow
Twp Havelock Belmont
Methuen

Tom Dewey
Twp of Central Frontenac

Fred Fowler
Twp of North Frontenac

Bill Cox
Township of Addington
Highlands

Jeremy Solmes
Township of Stirling/Rawdon

Rick English and Vice Chair
Municipality of Trent Hills

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

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, Stirling-Rawdon, Township of Havelock, 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

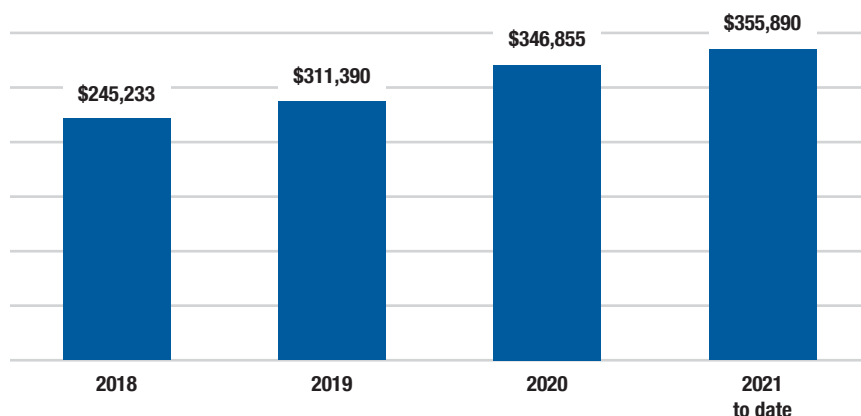
- ✓ Over a ten year build out period the economic and tourism benefits could be \$45.8 million and the creation of 1659 jobs
- ✓ Based on 520 km trail network
- ✓ To date EOTA now assists in the operation of over 2700 km of shared use trails
- ✓ Having passed the 10 year build out period 25, 0000 annual users are spending \$6 million and creating 70 jobs and \$2 million back in taxes.

2008 to 2020 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

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
- Town of Bancroft - \$500
- Township of Central Frontenac - \$10,000
- Central Frontenac trail committee \$31,000
- Municipality of Centre Hastings - \$17,000
- Municipality of Trent Hills - \$5,000
- Township of Marmora and Lake - \$3,000
- Township of Addington Highlands - \$500
- City of Quinte West - \$15,000
- Canadian Off-Highway Vehicle Distributors Council (COHV) - \$12,000
- Community Futures of North & Central Hastings - \$10,000
- Trans Canada Trail - \$75,000
- Ongoing funding is being sought at all times





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

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:

<p>Service Ontario Administered: This legislated permit process is administered directly by the Ministry of Transportation at designated Service Ontario centres.</p> <p>This model has the potential to generate through scenario 1 and visitor impact \$24,457,480</p>
<p>RTCO 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.</p> <p>This model has the potential to generate through scenario 1 and visitor impact \$20,057,313</p>
<p>Universal Access Pass administered model: This would be a self-governed universal pass shared across all organizations and administered by RTCO.</p> <p>This model has the potential to generate through scenario 1 and visitor impact \$8,821,519</p>

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



EOTA had the opportunity to present and submit a proposal for the 2021 budget to the Honourable Peter Bethlenfalvy Minister of Finance and President of the Treasury Board.



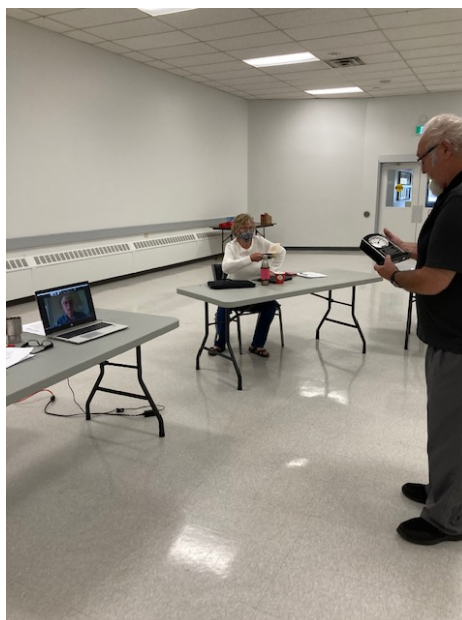
What a day it was on March 31st, \$3.1 million in funding announced by both Federal Minister Catherine McKenna, Provincial Minister Laurie Scott and our MPP Daryl Kramp who works and fights so hard for his riding with success kudos to Daryl. It was also such an honour that day for our Chair David Gerow as well as Mayor Tom Deline Moria Lake bridge. Thank you Mayor Jo-Anne Albert for being the MC



MPP Daryl Kramp and the group excited for the announcement of \$994,000 to replace the Moira Lake bridge.



Signage showcasing the funding along the trails.



A commemorative clock presented to David Gerow for his many years of service as Chair with the below inscription.

