

Chair
Wayne Wiggins
Town of Bancroft

Vice Chair
Rick English
Municipality of Trent Hills

EASTERN ONTARIO TRAILS ALLIANCE

2022 HIGHLIGHTS



Secretary Treasurer:
Robert Sararas,
Municipality of Centre
Hastings

Directors:

David Gerow
Twp Havelock Belmont
Methuen

Tom Dewey
Twp of Central Frontenac

Bill Cox
Township of Addington
Highlands

Jeremy Solmes
Township of Stirling/Rawdon

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

Staff:

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

- Counties of Hastings, Northumberland, Frontenac, Lennox and Addington, and Renfrew
- Cities of Belleville and Quinte West
- Municipalities of Tweed, Centre Hastings, Hastings Highlands and Trent Hills
- Town of Bancroft
- Townships of Marmora & Lake, Stirling-Rawdon, Havelock, Belmont & Methuen, Addington Highlands, Highlands East, Greater Madawaska Valley, North, Central and South Frontenac, and Carlow-Mayo

This does not include the Municipalities that our partners Park to Park, ATV Ontario, Peterborough Trails ATV club, Napanee & District ATV Club, South Bruce Peninsula ATV Club and Huron Shores ATV club work with

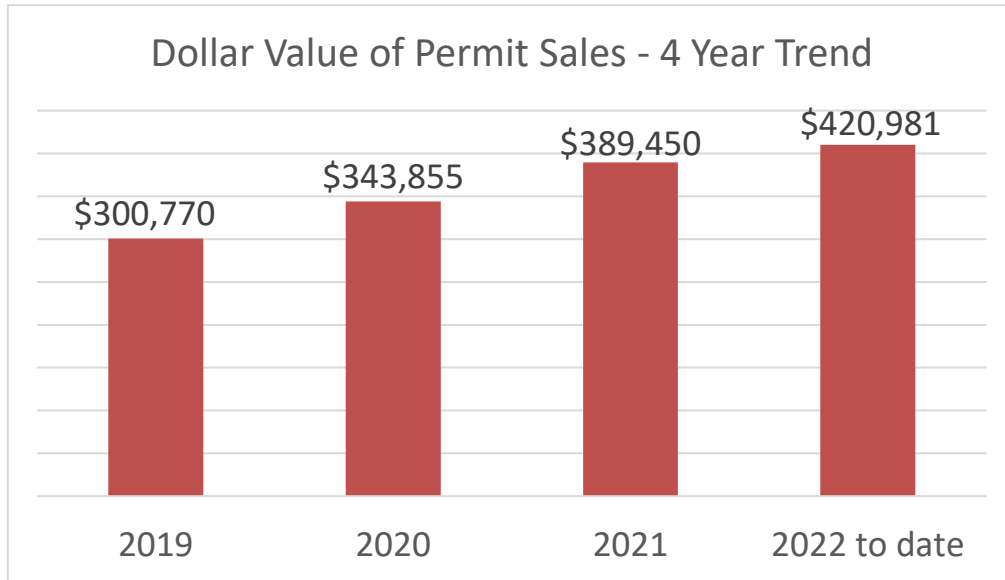
Economic Impact Study

- ✓ Over a 10 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.

From 2008 to 2020 EOTA raised over \$9 million to develop, maintain and market our trails. Trails have 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



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
- Central Frontenac trail committee - \$2,100
- Municipality of Centre Hastings - \$17,000
- Municipality of Trent Hills - \$5,000
- Township of Marmora and Lake - \$3,000
- Township of Addington Highlands - \$1,000
- Town of Bancroft - \$1,000
- City of Quinte West - \$15,000
- Township of North Frontenac - \$20,000
- Trans Canada Trail – \$125,125
- 2021 - 5 year Investing in Canada Infrastructure Program (ICIP) - \$3,105,000
- 2021 - Moira Lake Bridge - \$994,749
- Ongoing funding is being sought at all times



something for everyone!



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 impact 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:

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

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.

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

As a former MP and now MPP, Daryl Kramp has worked with Eastern Ontario Trails Alliance (EOTA) for over 18 years and helped raise millions for trails. On Friday, April 29th, the EOTA had the honour and pleasure of presenting MPP Daryl Kramp with a plaque that reads, "In appreciation of all of your hard work, dedication and support. The Eastern Ontario Trails Alliance would like to thank you. We don't know where we would have been without you. Such a pleasure to work with you for many years. Happy Retirement."



Left to Right: Robert Sararas, Bernie Donaldson, MPP Daryl Kramp, Wayne Wiggins, Cindy Cassidy, Rick English, David Gerow

The Grand Opening of the Moira Lake Bridge on Tuesday, October 11, 2022. The dedication ceremony officially named the bridge "Kramp Crossing" to show appreciation and thanks for Daryl Kramp's commitment to the community as both an MP and MPP.



Daryl Kramp and Family



Left to Right: Ric Bresee, MPP, Cindy Cassidy – EOTA General Manager, Daryl Kramp



Left to Right: Daryl Kramp, Wayne Wiggins – EOTA Chair, Andrew Redden – Hastings County, Robert Sararas – EOTA Board Member

At our final board meeting for this term held on October 6, 2022 our board members were presented with a certificate of appreciation for their time spent on the EOTA board. We look forward to starting a new term in 2023 with a mix of new and returning board members.

Robert Sararas – 23 years
Jeremy Solmes – 18 years
David Gerow – 12 years
Tom Dewey – 11 years
Wayne Wiggins – 8 years
Rick English – 8 years
Dan Hughey – 8 years

Alex Walder – 6 years
Cam McKenzie – 4 years
Bill Cox – 4 years
Loyde Blackburn – 4 years
Bernie Donaldson – 4 years
Fred Fowler – 3 years



Front Row – Left to Right: David Gerow – Township of Havelock-Belmont Methuen, Tom Dewey – Township of Central Frontenac, Rick English – Municipality of Trent Hills, Bernie Donaldson – Municipality of Marmora and Lake, Wayne Wiggins – Town of Bancroft
Back Row – Left to Right: Bill Cox – Township of Addington Highlands, Fred Fowler – Township of North Frontenac, Jeremy Solmes – Township of Stirling-Rawdon, Loyde Blackburn – Hastings County, Cam McKenzie – Municipality of Highlands East, Alex Walder – Municipality of Hastings Highlands, Robert Sararas – Municipality of Centre Hastings
Not Picture: Dan Hughey – Township of Carlow-Mayo