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Municipality of Centre
Hastings

EASTERN ONTARIO TRAILS ALLIANCE

Destination Ontario ATV Program Partnership Report



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

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

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 60 full time equivalent jobs.

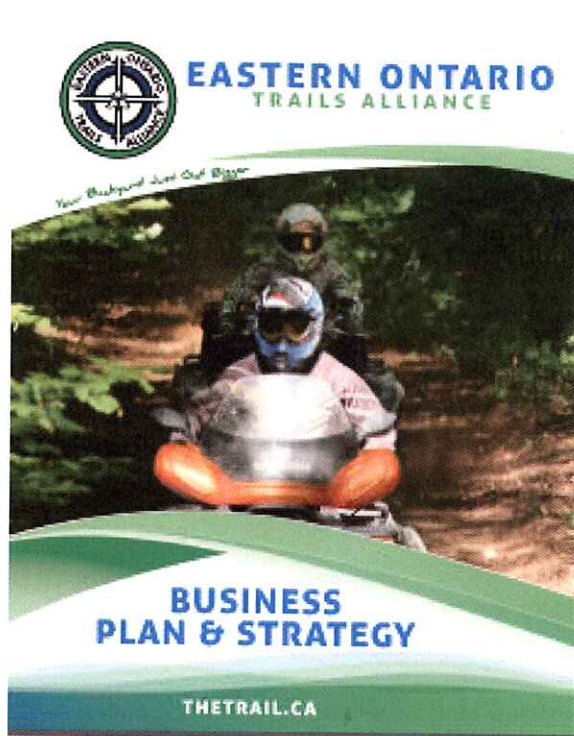
"Economic impact determined by using data output derived from two separate studies - COHV"



EOTA TRAILS

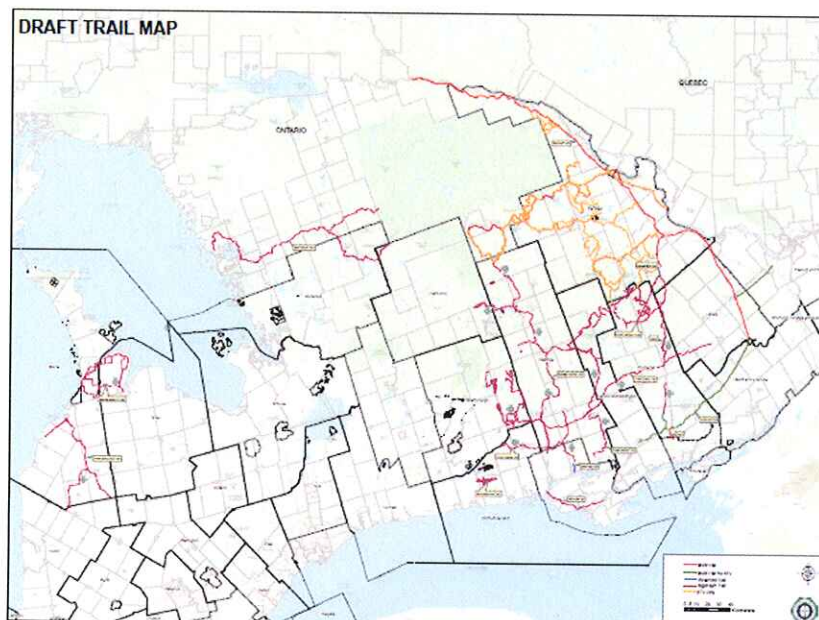
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EOTA has created a booklet to showcase the strategic business and action plan that was developed by MDB Insight for Recreational Trails Coalition Ontario. The booklet has been presented and distributed to local municipalities, as well as handed out at the 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.



ONE PASS

THE ONE PASS IS A PERMIT TO USE THE PARTICIPATING ORGANIZATIONS TRAILS IN ONTARIO.



Statistics from Destination Ontario ATV Program Partnership

Number of maps sent out from EOTA office

March 25th, 2019 – May 7th, 2019

1,811 - Canada

172 – USA

Maps are also available at Ontario travel centres throughout Ontario. Maps are also available at local municipal offices, tourist information centres, dealerships and accommodations throughout our area

Pass sales total \$39,412

of passes sold: 277

March 25th, 2019 – May 7th, 2019

Passes are also available through the area from tourist info centres, accommodations and dealerships and of course online at thetrail.ca

Website Stats (February 1st, 2019-May 6th, 2019)

Page views: 34,644

Average Time on Page: 2 minute 16 seconds

First Time Users: 11,718

Number of USA Users: 4,825

Facebook Stats (April 9, 2019-May 6, 2019)

Page Views: 3,407

Post Reach: 852,547

Post Engagements: 53,530

Total number of likes: 3,843

The EOTA office has had an influx of calls from riders interested in coming to the area to experience the trails and looking for accommodations! In the last six weeks EOTA office has sent out as many maps as we would in a full year.

EOTA TRAILS

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The "Fam Tour" 2019 April 12, 13 & 14 – Steve Baldwin

Since we were leaving for our first overnight destination Friday morning in two separate waves, we tried to factor in a mid-point so that we would arrive back at the same time on Sunday. This year, the unload spot was Tweed, Ontario. It's the first time that we departed from Tweed and we needed a spot to leave 30 vehicles and trailers. We were able to get permission to use the parking lot at the Tweed pool and splash pad since it was not open for the season yet. It was a perfect unloading venue. Thanks to the Municipality of Tweed!

Friday was a beautiful day; a little cloudy and chilly but it is the middle of April after all. The scenery along the EOTA trail system this time of year is my favourite. It's similar to winter with no foliage on the trees yet, so you can see unobstructed for great distances. This comes in handy when a group of deer pick that exact same moment to launch across the trail just as you're passing through. It happened 3 times this weekend. Healthy and very well fed whitetails... Beautiful. As expected with the impending spring thaw there were a couple of ice shelves along the way to maneuver over in the shady areas of the trail. The rest of the journey to our first overnight destination in Calabogie was spectacular. We had all the rooms at the Calabogie Motel booked full. We arrived in town at 5:30 pm. and fueled up before checking in. After some clean up, we jumped back on machines to the Redneck Bistro for dinner where they were enthusiastic to finally meet us. It's nice to be recognized for the economic impact we represent to the small communities we visit on our rides. These Motels and Restaurants and other small businesses go from being empty to full in one weekend because of us. It's a heartwarming and welcoming feeling we get that the recreational sport we love has such a positive impact on others and their communities. We were again welcomed and well taken care of for Breakfast in the morning. Bellies full and off on our Day 2 northern trek across the system through three Counties to meet up with our counterparts on the second wave.

Being in constant contact with the second group heading to Bancroft for their first overnight stay was just as pleasing for them. The trails, wildlife and scenery were spectacular as well. As always they experienced the same welcome at local businesses in Bancroft as we were about to experience upon our arrival Saturday evening.

We met up with the second group almost at the exact point we figured we would... shared some stories and trail info on what to expect up ahead. On the rest of our Day 2 leg of the trip, the Hastings Heritage trail to Bancroft was bare in sunny sections and still had the icy base left from the snowmobiling season in the shady sections. It started to soften up the later in the day it got... but still fantastic. We arrived in Bancroft at the Bancroft Inn & Suites in great time. Perfect timing to get cleaned up again and catch our shuttle to the Granite, a roadhouse style restaurant and have some great food and conversation. Wave 2 arrived in Calabogie finishing their second leg of the trip at roughly the same time. Bullseye!

Sunday arrives with the weather man promising to literally rain on our parade and not just a little rain, a lot of rain... at least 30mm for the day. So 8:00 am everyone gathers in the motel parking lot to head out north on the trail a little further for our reservation at BC cafe for breakfast. We've been having breakfast here for a few years now and its good breakfast. You'd think we hadn't ate in a week... the 2 days of riding makes you pretty hungry.

So with breakfast done it's off for the trip back home. With steady pace south towards Tweed in anticipation of a downpour, we stop for a break at the Coe Hill junction on the Hastings Heritage trail. A quick text to the Wave 2 leader and they also have no rain yet. So with yet some more yammering

EOTA TRAILS

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and a bathroom break done... it's off we go, smiling faces all. Hitting some of the puddles flooding over the trail gave some the opportunity to wash the sand and mud off the machines.

It started raining around Marmora Mines so we made out like bandits avoiding the so called downpour. We arrived in Tweed back to our abandoned trucks around 3:00pm and started loading up. A little damp and cool but all made it through the entire fam tour with no break downs, mishaps or bailouts for the first time in 20 years. A total of 554 km on this version... Best group ever. The 2nd wave of the fam tour arrived about 30 minutes later. They had 1 breakdown that left the ATV abandoned at a parking area to be picked up later. The rider jumped in the passenger side of another SxS and enjoyed the rest of the tour with his own personal chauffeur. Each person spent approximately \$607.00 trail permit, fuel, food and accommodations
ANOTHER SUCCESSFUL FAM TOUR on the BEST trails in Ontario!

Steve Baldwin, who runs the Fam Tour has had many inquiries about rides similar to this. He even had inquiries from a group in Alberta and is currently working out a price for them.

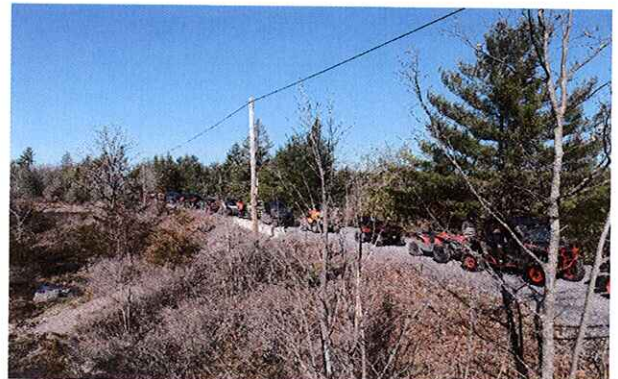


Peterborough ATV Club Ride – Trevor Pewtner

Peterborough ATV club held a ride on April 13th, 2019, we would like to say how much our club members and guests enjoyed the EOTA trails. We did not anticipate 25 machines; it just shows the number of people getting into the sport. We sold four day passes to our guest that came to try out their new side x sides.

Off we went from the County Road 50 parking lot in Havelock it was a great ride to Tweed with stops on the way at the Crow River bridges and to look at the turkeys in the fields and the white swans that were back.

We know we will be gaining some new members as they enjoyed the ride with us plus we told them we have lots more trails for them to ride on with us. We have had some good rides since then, like last Saturday when we had a ride from Hastings through Campbellford to Stirling. We look forward to riding more this summer. Estimated total cost for a days ride includes meet for breakfast, lunch, truck and atv fuel \$65.00 That's us local guys Someone like Mike coming from Kingston \$115.00 . Trail permits would be on top of this.



Backwoods ATV Tour – Tracy McGibbon

First of all thank you so much to the EOTA for partnering with us on this event. Partnership such as these makes community events successful and help to generate revenue in our Rural Ontario towns in the off-season.

We are local not-for-profit raising money to help offset transportation costs for community members which includes youth transportation and transportation for medical patients and patients needing kidney dialysis treatments. This fundraising event definitely helps with that.

We had approx. 160 participants (This includes drivers and passengers)

We have included our local restaurants in this fundraising event. Each Driver and passenger gets a wristband. This allows local OPP and trail wardens and private property owners to identify them as our participants. Our 160 participants ate at our local restaurants. We pay the restaurants to feed our participants. (This is included in their registration fees.)

The five participating restaurants created a special menu for our participants for this event. The participants keep their wristband on and once they return from the tour they check in with us and then go to the restaurant of their choice and order from the special event menu. At the end of the day the restaurant submits the wristbands to us and we pay them a set amount per wristband, this way the participant doesn't have to pay anything extra unless they want something outside of the special menu list.

The purpose of this is to help our local businesses with some extra revenue in an off-season time. Many of our participants rented cottages, stayed at bed and breakfasts, hotels etc. Many stayed for two nights.

The event was a success and many people will be returning next year and bringing others with them. This is our third year and the numbers keep increasing every year. ATV'ing in Rural Ontario is huge. The day I created our ad and posted on social media it reach 25,000 people in less than 24 hours. North Hastings has many great trail systems. It's wonderful to see them used and people enjoying themselves on them. A high percentage of our participants are from southern Ontario. A small percentage is local. But we definitely pull from all over Ontario. It's exciting!

Heart of Hastings Hospice ATV Ride

Third Annual ATV ride took place Saturday May 4th, 2019 in support of Heart of Hastings Hospice. There were a total of 175 ATV'ers and 300 participants for dinner. The ride raised over \$12,640.00

2019 Ompah Spring ATV Ride for Dad

The Ompah Community Volunteers Association for the 2019 annual spring ATV Ride for Dad took place Saturday May 11th, 2019. There were just over 400 ATV's participating in this ride.

EOTA TRAILS

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Introducing
The Time is Now!

We are Recreational Trails Coalition Ontario!

Our Mission is to work respectfully and dutifully for our members and communities to enhance the economic impact of the off-highway vehicle sector in Ontario through the coordination of off-highway trails marketing, advocacy, asset maintenance, environmental stewardship, and user safety.

Our Vision is to grow a recognized, coordinated, and sustainable off-highway vehicle sector in Ontario.



RECREATIONAL
TRAILS
COALITION
ONTARIO

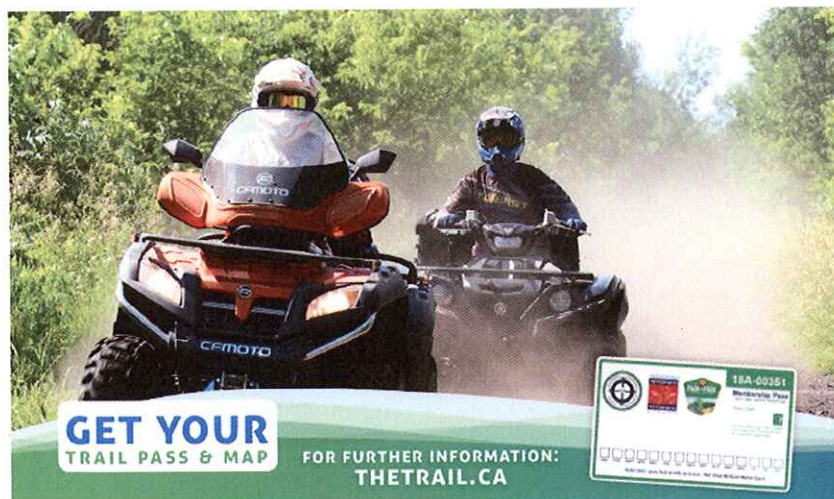
The First meeting between EOTA board of directors, EOTA ATV club advisory committee chair, Park to Park and ATV Ontario was held Thursday May 9th, 2019 at Limerick Lake Lodge. Councilor Glenn Locke welcomed everyone on behalf of the local Municipality. Opportunities were discussed amongst the group on how we can further grow trail tourism. With the unveiling of the new Recreational Trails Coalition Ontario logo, we look forward to continuing this partnership for the benefits of trail tourism in Ontario!



**Dollar Value of Permits Sold
5 Year Trend**



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.



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