



EOTA Trails



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Important Trail Updates From the Board, Committees and Staff

May 11, 2004

Chair: Gary Doyle

County of Lanark

Secretary: Bill Palmateer

Hastings Federation of Agriculture

Directors:

Shirley Preston

Municipality of Trent Hills

Robert Sararas

Municipality of Centre Hastings

Frances Smith

Township of Central Frontenac

Andy Anderson

Conservationists of Frontenac Addington

Jeremy Solmes

Township of Stirling/Rawdon

Tom Sheppard

Ontario Federation of Snowmobile Clubs

Bill White

Municipality of Trent Hills

Terry Shea

Land O' Lakes Tourist Association

Jim Martin

Havelock Belmont & Methuen

Committees:

Executive

Finance and Personnel
Standards and Fair-Share
Marketing and Education
Landowners

General Manager EOTA

Cindy Cassidy

Office Manager EOTA

Pauline Rush

Happening Highlights

CP line update...a full update will be available after the steering committee of owners meeting. For those interested the meeting will be on June 17th at 1:30 pm.

City of Belleville... the City is looking into purchasing the trail section from Corbyville to Madoc Station. This will allow the City to have a continuous link to the Trans Canada Trail and for other future development the city may have. Support from Council has been granted to move forward with this project. The City will look to the EOTA to assist in managing the property once obtained.

New Trail Pass...

With the assistance of twg communications EOTA has designed a new trail pass.

The following is the price structure:

Annual Pass Price: ATV---\$120.00 Horse---\$75.00 Sled Dog---\$75.00
Bicycle---\$50.00 Skiing--\$ 35.00

Weekly Pass Price: ATV---\$35.00 Horse---\$25.00 Sled Dog---\$25.00
Bicycle---\$20.00 Skiing---\$15.00

Daily Pass Price: ATV---\$12.00 Horse---\$7.50 Sled Dog---\$7.50
Bicycle---\$5.00 Skiing---\$3.50

Map...A new map will be ready by the end of May that showcases the 700km of EOTA shared use trail network. On the back of the map the five communities participating in the ATV Ontario initiative are featured. EOTA's map has turned out to be a popular item. We have distributed since June 2003 a total of 25,000 to interested parties in most of the Provinces and the USA.

ATV Ontario What it is...

ATV Ontario is a marketing alliance established as a public/private initiative between the Ontario Tourism Marketing Partnership Corporation (OTMPC) and the five founding communities Elliot Lake, Mattawa, Eastern Ontario (Tweed), Cochrane and Georgian Bay (Parry Sound).

This collaborative market development effort has been led by the Ontario Tourism Marketing Partnership Corporation, in partnership with Fednor, Northern Ontario Heritage Fund Corporation (Ontario Ministry of Northern Development

and Mines) Discovery North Centre for Business, the City of Elliot Lake, the Elliot Lake ATV Club and the Canadian Tourism Commission.

The Alliance is enacting a community-based model for Shared-Use Trail Tourism throughout the Province of Ontario. It was published in June 2003 under the title of “ A Development Manual for a Community-based ATV Tourism Product.

This manual contains an exhaustive business planning process utilizing 26 templates that lead to the implementation of

- Community-based tourism initiatives not provincial infrastructure
- A stimulus for economic development-the primary focus being tourism not recreation
- Respect for the environment, respect for crown and private land and respect for the public in general and their safety
- Shared-use of trails and other community assets
- Sound business principles and partnerships linking the community to the Tourism Industry
- Sustainable products

Close to \$200,000.00 is being spent in the first year on promotion of the five ATV Ontario destinations. Production of rack cards, maps, trail passes, web site (www.atvontario.com), attending trade shows is occurring for this important North American Marketing Campaign.

ATV Ontario’s goal is to advance the Province of Ontario as the pre-eminent ATV Tourism destination in North America.

ATV’s on municipal roads...A sample of an ATV bylaw can be obtained through the EOTA office.

Suspension Bridge...In the Municipality of Trent Hills a Grand Opening of a Suspension Bridge will be held on **June 23 in Campbellford at 11:00 am**. This may become part of the Trans Canada Trail. All that is needed is community and municipal support. Hope to see you there!!

Trans Canada Trail-Ontario...

Once again funding has become available in Ontario for the Trans Canada Trail route. \$8million will be available to communities for their designated Trans Canada Trail section.

SpringJam... An ATV Ontario prime Event

Many atver’s turned out to participate in the events that were held in the Parry Sound area on April 23, 24, and 25th. It was estimated that this weekend event added approximately \$250,000.00 in economic benefits to the Parry Sound.

Arctic Cat Sponsorship...ATV Ontario “Passport to Ride”

Collect stamps at the different ATV Ontario destinations featured in your Passport.

Enter for a chance to win an Arctic Cat 500 series 4X4 automatic all terrain vehicle. No purchase is necessary. Contest commences May 1 2004 and closes December 31, 2004. Enter on-line at www.atvontario.com/contest. Approximate retail value \$9,000.00. To be eligible, participant must be a resident of Canada (excluding Quebec), 18 years of age or older with a valid driver’s license. Winner must answer a skill-testing question. For complete contest details, visit www.atvontario.com/contest.

ATV club meeting...

A meeting was held between EOTA, Napanee ATV Club, Ottawa Valley ATV Club, Outback ATV Club and residents from Quinte West. Updates were provided by each club on their trail developments and routes in their area that will be included on the EOTA map. Information on procedures for the maintenance and patrol plan was distributed as a continuing requirement for the EOTA risk management plan.

Human Resources Development Canada (HRDC) will grant the EOTA one person for 26 weeks, \$6000.00 to purchase signs that will have the Eastern Ontario ATV Ontario logo on the signs. Also \$5000.00 will be included to assist with travel expenses for the participant.

Hastings Federation of Agriculture and the Ontario Federation of Agriculture are to meet soon to begin working with the Eastern Ontario Wardens Caucus to see if a possible Memorandum of Understanding could be drawn up to assist with concerns in the line fences act.

Trails To Literacy in Sharbot Lake is planning, with the arrival of warmer temperatures to get out on the trail to check projects for winter damage. The group has discussed the placement of new information plaques, birdhouses, and possibly another shelter in the Mountain Grove area recently.

Town of Bancroft...EOTA is pleased to welcome Councilor Larry McTaggart as representative of the Town of Bancroft on the Board of Directors for Eastern Ontario Trails Alliance.

*Our Mandate is to develop, manage, market and maintain
a comprehensive network of year round, shared use recreational trails
for the economic, tourism and job creation benefits they bring*

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