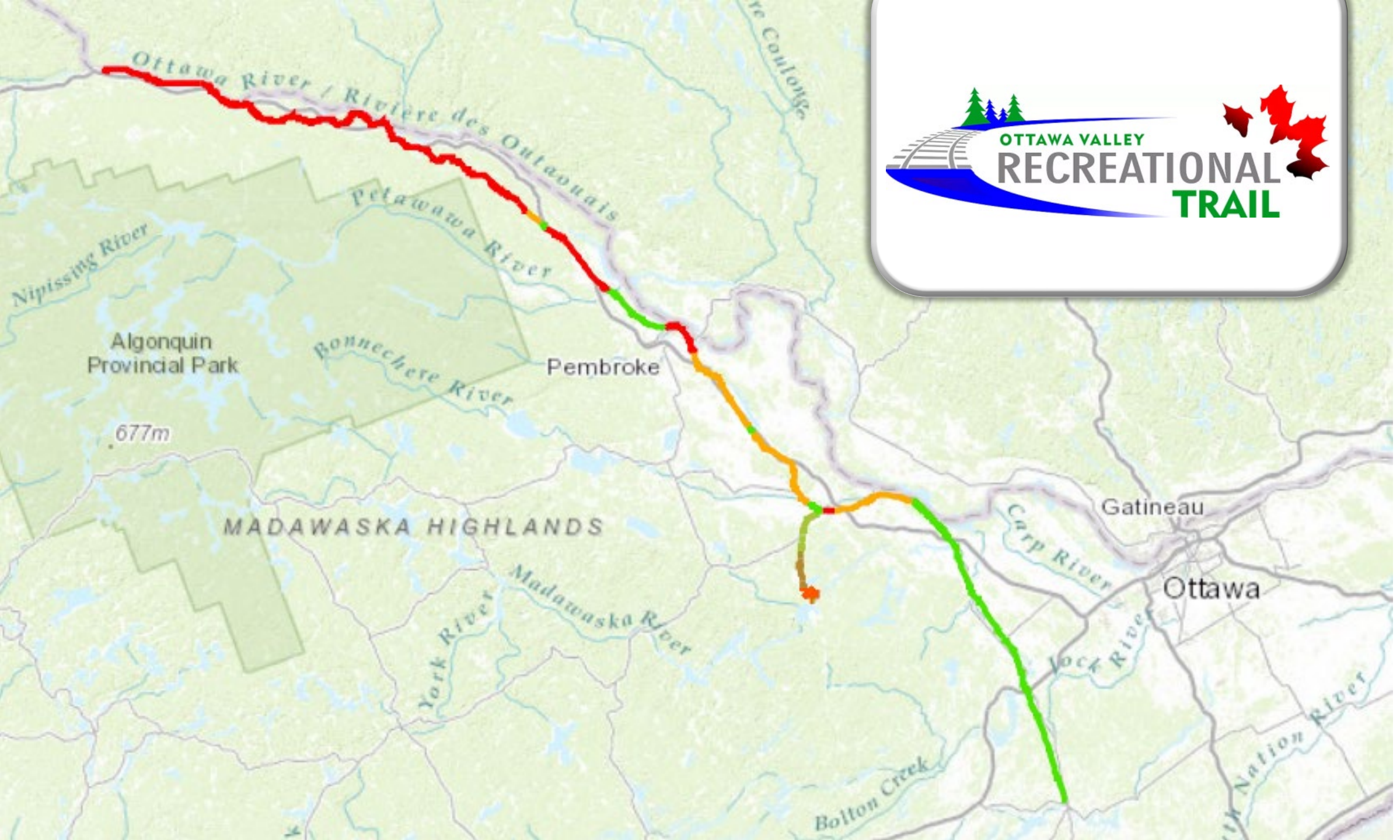


Economic Benefits of the Ottawa Valley Recreational Trail

Presented by Lanark County
November 2019





Top 5 Economic Benefits of the OVRT



1. Strong Communities
2. Tourism
3. Job Creation
4. Conservation
5. Healthy People

Strong Communities



- Collaboration = Economic Vibrancy
- Community Wellbeing = Healthy People
- Relocation & Business Attraction to Lanark County = New Investment
- Increased spending by residents in the community = Local Economic Impact
- Generating visitation from Ottawa = Increase in Export Dollars
- Revitalization = Increased Property Values
- Engenders Community Pride = Creative Economy

Tourism

- New Outdoor Attraction
- Influx of Visitors = Business Investment
- Increased Spending = Increased Tax Revenues
- Solution to support programs & services for people



Job Creation

- Building the Trail = Employment
- Good Return on Investment
- Sustaining Local Jobs
- Employee Retention



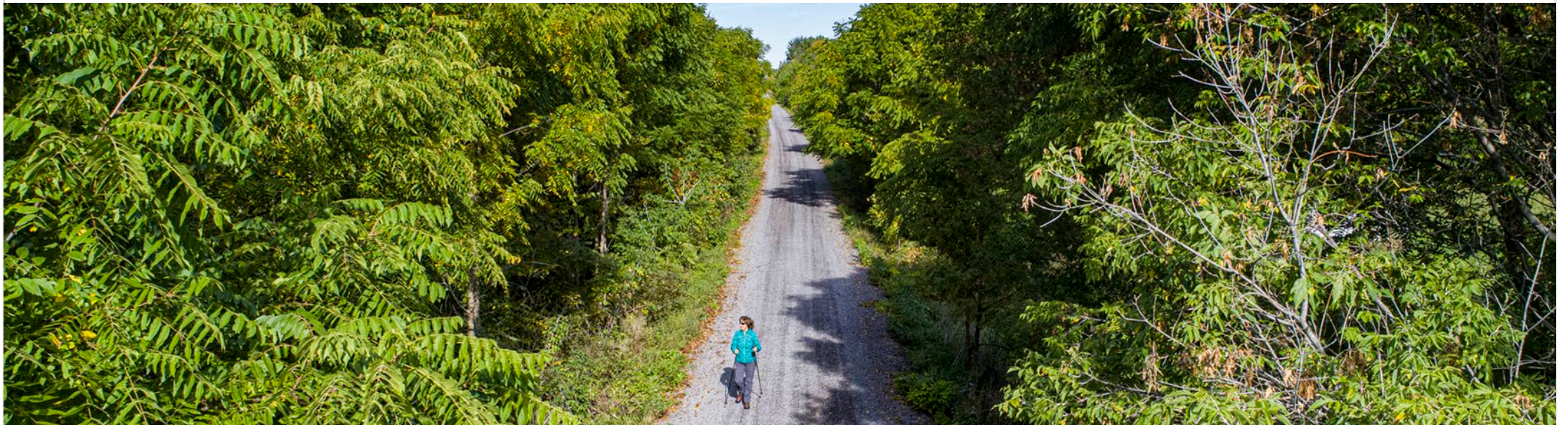
Conservation

- Protecting the Right – of- Way
- Active Transportation Corridor
- Improvements in Air Quality



Healthy People

- Increased Physical Activity
- Reduction in Health Care Costs
- Better equipped to Deal with Life's Challenges
- Reduced Unemployment and Disability Claims





Ottawa Valley Recreational Trail

How do we Measure Economic Impact?

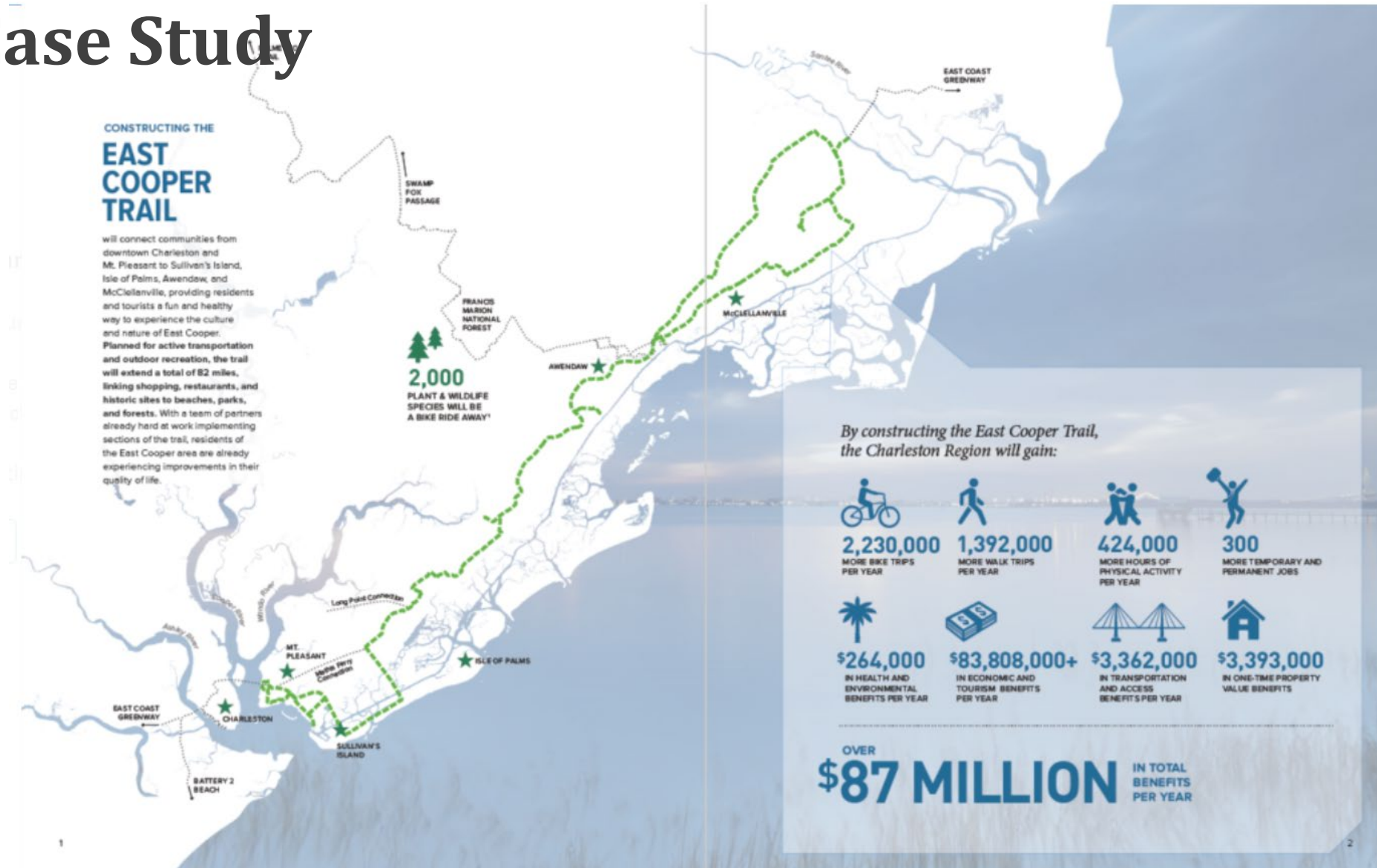
Quantitative

- Increases in property tax revenues
- Increases in tourism spending
- Increases in resident spending
- Increase in business tax revenues
- Increased number of Jobs
- Increases in land values
- Decreases in medical claims

Qualitative

- Positive comments online
- Increases in visitation
- Increases in population
- Decreases in medical visits
- Environmental Biodiversity
- Community Pride
- Happy People

Case Study



Promoting the OVRT

- Compile highlights of the Natural and Cultural History of the Trail
- Encourage the development of guided tours and overnight packages
- Build Capacity
 - Identify parking areas near the trail
 - Show connections between the OVRT and secondary trails
 - Benches and waste receptacles are needed



Promotional Goals

1. Install Interpretive Signs
2. Produce a printed brochure or trail map
3. Leverage partnerships to promote the trail
4. Plan a launch event



Promotional Goals

- Feature communities in Lanark County through storytelling
- Build on existing markets and established tourism outlets
- Create itineraries to encourage extended visitation and spending
- World's longest Agricultural Hall of Fame | Ontario's Best Off-Road Adventure





How will the OVRT be unique?

Educational Element | Outdoor | Small Town Charm