

From: Laurie McCarthy
Date: March 19, 2021 at 12:48:18 AM EDT
To: Kathleen Seymour-Fagan
Cc: Rebecca Mustard; Chris Marshall
Subject: Atv statement

Hi Kathleen,

Thank you for the opportunity to comment on the economic impact of ATV's and Off-road vehicle tourism in Kawartha Lakes.

Tourism is one of the top economic drivers in Kawartha Lakes. The natural assets that exist including our waterways, conservation areas and trail systems are identified as the strongest assets for driving tourism in the region. ATV and Off-Road Vehicle tourism is an increasingly popular tourist activity throughout Ontario, and has the potential to increase visitor spending in our local communities. Connected trail systems that allow these visitors to safely visit the downtowns and nearby businesses is essential in generating economic impact from the ATV and Off-Road Vehicle tourist market.

The 2020 Kawartha Lakes Strategic Plan identifies the goal to Enhance Tourism under the priority of A Vibrant and Growing Economy. The Economic Development Strategy recognizes the objectives to develop operator experiences to boost tourism traffic; develop a guided touring sector; and expand visitation into the shoulder seasons and winter. Development within the ATV and Off-Road Vehicle tourist market aligns well with these objectives particularly the opportunity to increase visitation and spending during the shoulder season months.

Kind Regards,

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