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From: "Lake Edge Cottages" <stay@nexicom.net>
To: <info@tswpanel.ca>
Sent: September 29, 2007 1:49 PM
Subject: Trent Severn Waterway Panel Submission

Our opinions and ideas for the Trent Severn Waterway (a boat load of business opportunities and increased revenue for all of the Trent Severn Waterway Communities):

- Federal dollars should be used to maintain the entire system in working order to prevent possible injuries or accidents. It has been designated as a National Historic Site and as such it's the Federal Government's responsibility to use Canadian tax dollars to keep the system in safe working condition. To let it crumble is simply poor management of the peoples' money. Don't continue to underfund maintenance of the system so that it gets to a point where it has to be shut down for major repairs. Get the repairs done now. Don't let it turn into the Lakefield Marina fiasco.
- "Green" Power should be produced utilizing the system in an environmentally friendly way as to not upset the current ecosystems/fish stocks. Make the system the first to provide green power to all along its path. Market the eco-tourism aspect. Hook up your boat to hydro produced by the water, wind or solar at each lock. Provide tours for a small fee of how the green power operation works to educate the traveling public.
- Museums with a fee for entry should be set up along the waterway to capture the history of the waterway, the lives of the citizens who made it happen and the citizens who helped to settle the area along with the natural history of the area. Involve each local community along the Waterway. Many tourist sites world-wide, now utilize story boards, a pre-programmed narrative and/or self-walking-audio tours which can help keep labour costs down. Keep the museums and interpretive centres open beyond Thanksgiving weekend in the major centres like Peterborough so that the tourists visiting during the fall, winter and spring can see how the lift lock operates via the interpretive centre. This could keep the summer personnel working year round. Or hire students.
- The lockage fees should be increased to support the maintenance of the system. We just started boating through the locks this year and find the seasonal pass surprisingly cheap. Our expectation was that a seasonal pass for our 18 ft. pontoon boat should be close to \$500, not \$153. If this was a business, it would be closed down simply because the lockage and other fees are so cheap they wouldn't cover the cost of maintenance and personnel. Don't even bother comparing the fees to other canals. There is no comparison. If the Trent Severn Waterway is promoted and advertised with the right message, to the right markets, the increased fees will be paid. Has anyone taken a look at what the fees should be based on average boat traffic in order to handle 100% of the maintenance costs? Look at alternative pricing structures. Try new ways of increasing the revenue.
- Advertising should be sold at each lock to businesses interested in targeting the visitors by land and boat (shopping, restaurants, accommodation, sight seeing). There are wooden boards at some of the locks that are now void of any pertinent information to the traveling boaters or land tourists. Revenue opportunity waiting to happen.
- Partnerships could be formed with business who would like to set up shop along the waterway or at the locks (Tim Horton's for example) which would help to increase boat and land traffic. The business gets a percentage of revenue and the System gets a cut for providing the space. Possibly a farmer's market to sell local produce to the local people and the traveling public. Vendors pay a fee for setting up their booth. Add local artists and musicians too.
- Provide free high speed internet access to boaters traveling along the system at each lock (should be feasible considering the number of towers now installed in Peterborough County). This would be an added bonus for boaters who are keeping touch with home base and also writing about their travels on their personal blogs (more free advertising for the system). Or set up internet cafes at the lock for a fee where wireless isn't available.

In summary, the Trent Severn Waterway is a national treasure that should be maintained by tax dollars for all to enjoy. Our most recent trip from Katchewanooka Lake to Otonabee Lock and back on Sept. 24 of this year was great fun, with beautiful scenery and we enjoyed an onboard picnic. We only saw one other boat on the waterway. Our short excursion didn't burn much gas (having 4 stoke motors helps cut down on the gas usage). The Waterway should be promoted as a perfect day trip for boaters much the same as driving vacations are promoted. We wished there was more information available about each lock that we could see from our boat, like how much will the water level drop? Why is it named Sawyers Creek or Douro or Nassau? The price of gas isn't a detriment to boating the Waterway, the lack of vision, leadership, marketing and maintenance will be its demise if our dear government doesn't get its act together. The Panel is a step in the right direction. Let's not wait too long to start implementing some of the ideas presented at all of the meetings.

Best Regards,

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