

Recommendation for *Trent Severn Waterway*  
Improvement & Expansion  
2008 and Beyond



**Appendix A**  
Trent Severn Waterway Challenge

**Appendix B**  
Fenelon Falls

Submitted by:

**Frank Kinzinger - Fenelon Falls**

August 2007

# *Trent Severn Waterway*

## Challenges 2008 and Beyond

### Appendix A

1. Federal government should create a 'single crown authority' for control and development
2. Provincial & Municipal governments must be major stakeholders and investors
3. The 3 levels of government should control activities with specific ministries (Finance, Tourism, Environment, Culture & Recreation, Oceans & Fisheries, Conservation, Authorities, Trade, Commerce and others)
4. The authority should develop direct relationships with key private & public organizations (e.g. Power Squadron, Marine Operators, Environmental Groups, Travel Agencies, Developers)
5. Fully funded by Federal, Provincial, Municipal Governments, plus selected 'private share holders' as deemed necessary
6. Refocus on Economic Development (not navigation) as currently is the case
7. Re-evaluate current "image" for International Marketing- consider name change to *Ontario Heritage Waterway*
8. Plan, Publicize & Promote – create a new positive vision/Logo – invest in the future!



9. Appoint a supervisory board, consisting of local, compensated directors with specific disciplines in:

- Environmental – shorelines, habitat, fish preserves, water quality
- Infrastructure - building permits/boat houses/controlled development
- Historical/cultural/properties/lands
- Marketing/promotion/advertising/sales/events
- Engineering

10. Corporate Headquarters – Peterborough – (finance, administration, environmental, communication, permits, “one-stop shopping” with regional centres, such as the Quinte Eco Centre for environment, and Fenelon Falls for marketing

11. Publicize watershed changes, seasonal lake levels and promote educational forums - increase public awareness

12. Encourage water cleanliness & implement stiff penalties for unsafe discharges- land, vessels

13. Encourage safe game fish stocking & wildlife survival

14. Encourage tourism expansion & continually explore alternative funding opportunities & partnerships

## *Tourism Expansion* Investing in the Future

1. Reduce lock charges & extend hours of operation - review all centres
2. With incentives, select key marinas to invest & upgrade services
3. Upgrade & charge boaters for public water, pump outs, hydro & boat launch services, promote a 'user pay' system
4. Develop multi-lingual international promotional literature- Focus on selecting distribution –USA, Europe, Asia – (travel agents, tourist offices, info centers)
5. Accelerate fuel tax rebates from all governments
6. Update all lock stations, offices & review power plant development - facilities appearance, staff training, communication, services, promotion, education, etc.
7. Develop & promote, with private partners, world class facilities & educational programs for visitors/staff (Quinte Eco Centre, Power Plants)
8. Develop & sell with partners a creative “Disney World” type ‘pass book’ for multi-day travellers at locks. This includes the whole system, land & water, attractions, lock passes, services, events, tours retailer promotions & incorporating a “creative discount plan” for everyone



9. Encourage, with partners, multi-season events, attractions & events
10. Standardize & improve all signage: instructional, colorful & effective & located in strategic locations
11. Expand overnight docking system at specific locations, pursue public & private financing & develop safe harbors for extended visitor stays, such as Fenelon Falls
12. Expand parks, gardens, amenities & rest areas - beautification
13. Update & clean infrastructures (dams, walls, bridges, locks)
14. Promote boat traffic southward: Couchiching - Simcoe to Fenelon Falls & southbound, should be a priority
15. Re-establish buoy installations & charts for vessel safety - see Power Squadron policies
16. Promote commercial use & fees – houseboats, delivery services, taxi's
17. Coordinate & promote events/attractions off the direct system from Trenton & Port Perry to Orillia, Barrie & Georgian Bay- central control and routes
18. Coordinate with Rideau Waterway, but be competitive with New York system - coordinate travel plans
19. Evaluate 'lease/ownership' opportunities throughout the system. Government land should be frozen.
20. Safely reduce Canada geese droppings & pesticides from the system

***Achievable Economic Benefits***  
Province of Ontario &  
City of Kawartha Lakes



1. Encourages commercial/retail expansion opportunities, on the waterway
2. Encourages residential housing & taxation opportunities
3. Encourages safe sewage and water services
4. Encourages cultural/ historical property maintenance & use
5. Encourages international visitors/tours
6. Encourages volunteers
7. Encourages events, shows, fairs
8. Encourages day trips, accommodations & land-based tourism
9. Encourages real estate investment (consider water lot leases)
10. Encourages joint infrastructure improvement
11. Encourages recreational participation - cycling trails, hiking trails, motorized vehicles & ecotourists – fees & licenses
12. Increases travel agent awareness, nationally & internationally
13. Develop “water base” farming i.e. fish rearing
14. Develop income from turbines on all waterfalls
15. Increases license fees new and used– boaters, ATV’s, snowmobiles, motor cycles, trailers
16. Encourages ‘start-up’ businesses, residential & commercial

***Fenelon Falls***  
Known As  
“The Jewel of the Kawarthas!”  
(CIRCA 1833)

**Appendix B**



**Population:** 1800-8500 (seasonal flux)

**Types:** - seasonal & full-time residents

- commercial & retail establishments

- campgrounds, trailer parks, tourists

**Location:**

- “Hub” of the City of Kawartha Lakes, on busy HWY 35
- On high traffic “Lock 34”, surrounding picturesque falls (in town)
- Nestled between Cameron and Sturgeon Lakes
- Centrally located to the entire system between Barrie, Orillia, Beaverton, Bobcaygeon, Lindsay and Port Perry
- Only 90 minutes to the Greater Toronto Market using direct and alternative routes!
- A great location to establish marketing headquarters

## ***Fenelon Falls*** **Waterway Assets**

1. Significant falls, dam, locks limestone gorge & historical architecture
2. 'State of the art' dual turbine power plant - a renewable energy source
3. Computerized "gates" to control upper feeder lake levels, year round!
4. Extensive parklands, visitor viewing areas & car parks
5. Convenient public boat launch ramp
6. Short term vessel docking
7. Lock master facility & grounds on large acreage
8. Cameron Lake public beach park, playground & parking
9. One of the highest locks on the system
10. Easy access to the popular *Victoria Rail Trail*, with extensions to the north & south
11. Significant dockage & waterfront improvements currently underway by *Powerlinks* - a joint CKL investment in Fenelon Falls from Power Plant funding
12. Winter event programs & light displays on TSW properties
13. Numerous sunken cribs - ideal for dock expansion footings



***Fenelon Falls***  
**Location, Location, LOCATION!**



**Tourism Promotion**

- Year round Recreational Facilities- Fair grounds, curling, arenas
- Diversification of retail, commercial & services
- Convenient canoe & kayak tripping
- Land & water-based marinas
- Excellent fishing & safe boating waters for power and sail

**Economic Opportunities**

- Location within province- easy to reach daily
- High speed internet services
- Creative 'official plan' for future development now being developed
- Economical cost base for residential & commercial real estate
- Committed volunteer groups

***Fenelon Falls***  
Facilities Surrounding the Waterway



1. Fenelon Falls & District Chamber of Commerce Office
2. Visitor Information Center (TSW recorded 195,000 land-based visitors in 2005)
3. '*Kawartha Spirit*' tour boat headquarters and ticket office
4. Bus & car parking
5. Historical Swing Bridge (winter/summer travel)
6. Historical '*Maryboro Lodge*' museum & gardens, by the lake
7. 28 restaurants, retailers & over 100 businesses surround the locks & falls

## **Environment**

- Major collecting reservoir from northern watershed and rivers
- ‘Positive control’ of lake levels
- Abundance of wildlife and fish sanctuaries
- Clean air & minimal noise pollution (in town)
- Public drinking water locations
- City of Kawartha Lakes control for waste discharges, building permits & bylaw control

