

Fenelon Falls Lock 34 TSW Feedback



TSW Presentation Summary

- **Alternate Revenue Sources**
- **Partnership with Multiple levels of government**
- **Commercial Development**
- **Service Enhancements**
- **Integrated Programs**

Alternate Revenue Sources

- **Eliminate all user fees to increase boat traffic immediately. The TSW needs to rise to competitive pressures. Currently the New York State Canal System has eliminated all lock fees to encourage increased usage.**

Alternate Fee Sources

- **Branding and Licensing Programs for commercial products that are licensed for a percentage fee.**
- **Corporate Sponsorship Programs with fixed or variable annual fees. Corporate Sponsors would be given a land lease in exchange for constructing a pavilion which would include a retail store and a educational/historic information facility. 44 Locks @ \$25,000 per lock would generate about \$1.1 Million annually.**
- **Adopt-A-Lock Program, Corporate Sponsors would be provided with branding or advertising opportunities in exchange for annual levies to cover a percentage of maintenance and operations.**
- **Ontario new boat purchase fee. A one time fee would be collected on all boat and boat trailer purchases that would be specifically earmarked for canal capital projects.**

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- **Commercial Advertising in a horticultural format similar to existing signage on the westbound Gardiner Expressway in Toronto, that would be installed along berms and breakwaters throughout the TSW in exchange for an annual advertising fee.**
- **A Business Directory sponsored by the TSW that would allow service providers and retailers to advertise, for a fee, through one common branded uniform TSW endorsed guide for users that would be sold on the waterway. Discount coupons and promotional tear outs could be included.**
- **A 1-800-RESERVATION line operated by a licensee of TSW that would provide one stop reservations and pricing for TSW slips, lodging and restaurant reservations on the system. Vendors would pay a per reservation fee to be included in the service.**
- **Audio guided tours of the system and local attractions through hand held multi media devices that could be rented at one lock and returned at another providing educational and historic information about the TSW and surrounding areas.**



Partnership with Multiple levels of Government

- Create a cross promotion and information exchange between federal, provincial and local government to raise awareness of amenities and services along the TSW. Example, the Lindsay, Fenelon Falls, Bobcaygeon tourist triangle along the Trent. This promotes local economic development both along the TSW and land based tourism in adjacent areas.
- Integrate local tourism and provincial parks with the TSW to raise awareness of amenities offered at both the provincial and federal level along the TSW.
- Create revenue opportunities through “One Park Pass” that would allow access to provincial parks and parks Canada facilities (i.e. boat launches) throughout the TSW.

Commercial Development

- Land leases to the business community with preference given to local community based enterprises that compliment the TSW system (i.e. Marine Services, Lodging, Restaurants, Tourist Attractions, etc..).
- Lock advertising on lock entry doors and within lock chambers in exchange for fees. One uniform medium to be used to avoid a “tacky” appearance.
- Long-term and overnight rental slips developed on crown land by independent developers with a percentage of revenues going to TSW.
- Rest stops and camp grounds complete with amenities leased to the private sector by the TSW.
- Licensed dive zones.
- Commercial music and entertainment venues, both permanent and portable that could be used by sponsoring corporations to hold functions, both private and public.
- Expand the TSW hydro program to increase mega-watts produced and revenue generated with particular focus given to the impact on marine traffic and tourism.

An aerial photograph of a river system, likely the Tennessee River, showing several locks and dams. The river is dark blue, and the surrounding land is densely populated with green trees and white buildings. The title 'Service Enhancements' is overlaid in large, bold, black text with a thin black underline.

Service Enhancements

- **Wireless hotspots along TSW for a fee**
- **Business centers for marine travelers**
- **Enhanced GPS systems specific to the TSW**
- **Parallel marine and land tour facilities which might include trailered boat shuttles from one lock to the next, bus tours, taxi services and delivery services.**
- **Bicycle and walking paths that are parallel and promoted by the TSW.**
- **Pre-booking availability for TSW controlled slips**
- **Float plane docking, maintenance services and refueling facilities.**
- **Aerial site seeing tours.**

Integrated TSW Programs

- **“The living classroom” (similar to the Quinte Eco-centre proposed) which would be used for elementary and high school students to learn about eco-systems and the environment. To provide a research facility for university and college programs and also act as a monitoring station for government based environmental and eco-system programs and research.**
- **Commercial camps for children designed to provide summer getaways for less fortunate urban youth.**
- **Boating safety and marine training classes available to the general public that are sanctioned and accredited by the appropriate government bodies.**
- **Angling programs for youths including conservation awareness programs.**
- **Form a TSW history research society designed to expand the general knowledge of the TSW history and that of the surrounding areas and how history has been impacted by the TSW.**
- **Integrated transportation links which would allow people to enter the area by rail, bus or air (float planes).**
- **Alternate marine propulsion research as a partnership between government and the private sector.**

Fenelon Falls Lock 34 Improvements

- **Reconstruct the fire bell tower originally located on the island as a public observation tower.**
- **Reactivate the railway swing bridge so that the trail system that crosses the TSW can be utilized year round.**
- **Use the island park for cultural events such as concerts in the park and other festivals to promote local tourism.**
- **Reactivate the falls lighting program.**
- **Create a look out on the public lands adjacent to Stokes on Trent.**
- **Remove the concrete barriers located on the bridge over the falls and replace them with steel railings that would allow tourists to see the falls.**
- **Docks, docks, docks and more docks. This is the primary inhibitor to increased usage of the TSW in Fenelon Falls and to local economic growth.**