

# Future of the Trent-Severn Waterway

Submitted by:

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September 28, 2007

The logo for the Greater Peterborough Area Economic Development Corporation consists of the text "GREATER PETERBOROUGH AREA ECONOMIC DEVELOPMENT CORPORATION" arranged in four lines. The text is in a serif font, with "GREATER" and "CORPORATION" in smaller sizes than "PETERBOROUGH" and "AREA ECONOMIC DEVELOPMENT".

GREATER  
PETERBOROUGH  
AREA ECONOMIC DEVELOPMENT  
CORPORATION

The Greater Peterborough Area Economic Development Corporation (GPA EDC) is the regional economic development entity servicing both the City and County of Peterborough. It operates the regional tourism Destination Marketing Organization, Peterborough & the Kawarthas Tourism. It is a not-for-profit corporation governed by an appointed board of directors. The organization receives about two-thirds of its funding from the City and County with the balance from senior levels of government and the private sector.

The GPA EDC mandate is to facilitate an environment, which encourages the creation of wealth, jobs and an improving quality of life for its citizens.

Our submission will cover three primary areas:

- A. A background of the economic impact that the Trent-Severn Waterway (TSW) has on the Greater Peterborough Area.
- B. The key contributions, which we believe the TSW is making and which we believe need to be maintained regardless of any changes your commission may recommend.
- C. A set of principles, which we believe, should govern the operations of the system into the future.

## **BACKGROUND**

### **COMMUNITY BACKGROUND**

The Greater Peterborough Area is a unique community known for its exceptional quality of life and beautiful setting in the Kawarthas tourism region. Peterborough has everything - a multitude of recreational opportunities, a diverse industrial, commercial and agricultural base, quality health care and excellent schools - including two outstanding post-secondary institutions. Peterborough is just one hour from the Greater Toronto Area. Real estate is affordable, the air is clean and communities are safe.

With a population of approximately 135,000 (increases substantially in the summer season) the Greater Peterborough Area is the regional centre for East Central Ontario and draws from a market population of 350,000. Peterborough's proximity to major markets in Canada and the northeastern United States, combined with an effective transportation system that includes being located along the Trent-Severn Waterway, the largest commercial airport between Toronto and Ottawa, and four-lane access to the Greater Toronto Area, makes Peterborough an unparalleled setting as a business location.

Among the many successful Peterborough-based businesses serving local, national and international markets from Peterborough are: Pepsi-QTG (Quaker), General Electric, FisherCast Global, Siemens Milltronics, Minute Maid and SGS Lakefield Research.

## TOURISM BACKGROUND

Tourism in Peterborough and the Kawarthas is vital to businesses and to the many people who come to the region annually to enjoy its natural beauty along the shores of Rice Lake and the Trent-Severn Waterway; its attractions and festivals ranging from the Lakefield Literary Festival to the Art Gallery of Peterborough, Canadian Canoe Museum and Whetung Ojibwa Centre; its business opportunities and to spend time with friends and relatives. By attracting visitors to the region, Peterborough and the Kawarthas obtains revenue across a variety of economic sectors including accommodation, restaurants and grocery stores, transportation services, attractions and events, and retail.

According to the 2001 Travel Activities and Motivation study (TAMs):

- a. Visitors spent \$165.0 million in Peterborough and the Kawarthas during 2001. In spite of the brevity of their stays in the region, same-day visitors contributed one-quarter of all tourism spending in the region (approximately \$39.0 million). Overnight visitors spent the balance of \$125.8 million.
- b. Tourism activity generated approximately 4,520 direct, indirect and induced jobs throughout Ontario, with almost 80% or about 3,520 jobs in the local area. In turn, these jobs generated \$101.3 million in wages and salaries province-wide, with close to two-thirds of these wages and salaries retained in Peterborough and the Kawarthas (\$66.8 million). Of the jobs retained by Peterborough and the Kawarthas, 2,390 were direct jobs, yielding about \$40.6 million in direct wages and salaries in the region. Total sales in the province generated by visitors to Peterborough and the Kawarthas reached approximately \$353.3 million across the province, of which \$192.4 million were retained in the local economy.
- c. All levels of government benefited from tourism spending in Peterborough and the Kawarthas as it generated \$71.6 million in taxes, province-wide, including \$9.8 million at the municipal level of which about \$7.3 million were retained locally. Tourism spending in the area also generated \$28.5 million in taxes (direct, indirect and induced) at the provincial level and \$33.3 million at the federal level.

TAMs also concluded that experiencing the waterways of Peterborough and the Kawarthas is central to visitors' activities in the region.

- a. Of 837,000 overnight visitors 300,000 were involved in boating or fishing activities along the waterway.
- b. Of 1,114,000 same day visitors 219,000 were involved in boating or fishing activities along the waterway.

## KEY CONTRIBUTIONS

1. The canal is a historic waterway and its preservation represents an important priority in maintaining our built heritage and a celebration of an important part of Canadian History.
2. The TSW represents a key Federal presence in an area where there are few significant federal investments. The direct economic activity generated and employment generated is an important part of the regional economy.
3. Tourism is a major regional Industry in the GPA that generates hundreds of millions of dollars in economic activities. The TSW is an important part of the Industry not just as a draw by itself but the large number of opportunities it provides commercial operators in the area. The system supports a vibrant cottage industry, boating industry, fishing industry and attracts a large number of day and other short-term visitors.
4. The TSW is an important water management system on which the area's watershed and eco system is critically dependant.

## PRINCIPLES

- 1. The Trent-Severn Waterway represents an important Federal asset and should remain in the control and care of the Federal Government.**

As a nationally significant historic, cultural, ecological and recreational waterway the TSW is the property of all Canadians and presents an advantage to all citizens. All Canadians should bear the responsibility for it through Federal contributions; local ratepayers simply do not have the capacity to sustain it.

- 2. Ancillary commercial opportunities (on behalf of the TSW) should be made available to the municipal and private sectors on a voluntary basis. These creative partnerships should be governed by the under-noted conditions:**
  - Responsibility for the asset and its upkeep be maintained by the Federal Government
  - Any arrangement be governed by a time limited agreement which can be terminated without cause or penalty by either party with suitable notice
  - Parks Canada continues to enforce appropriate service standards

**3. Costs of maintaining the waterways infrastructure should be borne collectively by all Canadians through appropriations provided by the Federal Government.**

TSW is a benefit to all Canadians. The ongoing infrastructure maintenance and repair costs should be paid from Federal tax revenue. As a national asset, the responsibility for the waterway upkeep is the responsibility of all Canadians.

**4. Parks Canada needs to ensure that all stake holders have a clear understanding which level of government and which departments have responsibility for various issues surrounding the operation and maintenance of the water way.**

Currently the Trent-Severn Waterway is managed by Parks Canada under the statutory authority of the Historic Canals Regulations. These regulations outline the Waterway's responsibilities for navigation, resource protection, dredge and fill operations, the operation of boater campgrounds etc. The 386 km navigation corridor includes over 4,500 km of shoreline, over 500 square kilometers of water and more than 125,000 private and commercial properties abut onto the navigation corridor of the Trent-Severn Waterway. The Trent-Severn Waterway also has regulatory responsibility and authority under the Dominion Water Power Act for the 18 hydroelectric generating facilities located along its route. Other levels of government have jurisdiction on matters affecting the waterway's health, in land use and development, water quality, habitat management, fisheries management, and drink water source protection, among others.

**5. Costs of operating the system should be a shared responsibility of Canadians through their Federal tax dollars and user fees charged to those who directly avail themselves of the waterway.**

A) Canadians collectively benefit from the maintenance of the system's historic, cultural, economic and ecological integrity and should contribute to the cost of the maintenance.

B) A number of Canadians individually benefit from the specific use of the system and should contribute to the provision of these services through moderate user fees.

**6. In establishing fees, Parks Canada needs to ensure that accessibility is not restricted to people of means and that the establishment of fees includes a consultative process with users and potential users.**

As a national public asset all Canadians have a right to use the TSW. The fee structure fees cannot be restrictive to those without means.

- 7. Protecting the ecological integrity of the Trent Severn asset should be paramount however the historic commercial uses of the waterway should be maintained and promoted.**

Usage opportunities along the waterway should be expanded so that Canadians recognize the importance of the canal and surrounding ecology to their heritage. However, a balance between commercial usage ecological preservation must be met. The resources need to be used, not used up.

- 8. Marketing the commercial opportunities presented by the waterway should be a mandate of the Trent-Severn Waterway and one in which the Federal Government invests financially. There is an opportunity to undertake this activity in co-operative and cost share manner with commercial operators who wish to participate.**

An umbrella organization created by the TSW could create a coordinated and holistic approach to marketing the entire system. Under the governance of this umbrella organization appropriate partnerships along the waterway between commercial establishments and Destination Marketing Organizations could help to broaden the marketing opportunities for the TSW.

- 9. Parks Canada needs to enhance and further develop a robust consultation and communication protocol which ensures that all interested governmental and commercial partners are kept informed, and have an opportunity to provide input to policy and management decisions which affect the maintenance and operation of the waterway.**

The contribution that Parks Canada makes to the citizens of Canada through the management of the Trent-Severn Waterway is no small feat. The maintenance of the 386 km waterway and its infrastructure, education programs, and ecological preservation agenda reflect the importance that Canadians place on the TSW. However, there need to be additional opportunities for Parks Canada to report to the public. An annual meeting of stakeholders to review the previous years operations would help facilitate this process.

- 10. Parks Canada should fund and undertake with community partners, a comprehensive marketing study of the canal with a mandate to:**

- **Understand the reasons for decline in lock usage**
- **Identify potential new markets**
- **Identify marketing partnerships**
- **Identify specific marketing activities**

At the conclusion this process when the panel completes its recommendations it is imperative that they are acted upon. This may be facilitated through

follow up steps included in the panel's recommendations and a marketing strategy outlined with assistance from community partners.

### **In Closing**

The panel has an important job to do, which will directly impact the sense of community of the people who live along the waterway. The panel must ensure that the recommendations nourish our community, honour our past and provide for our future. The Trent-Severn Waterway must remain a legacy to pass on to our children.