

Ontario Trails Council *Trailhead* Program Proposal 2018-2019



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BACKGROUND

Building on our extensive experience of over 200 community meetings, over 15 regional and provincial level conferences and over 35 national meetings of trails stakeholders, Ontario Trails Council (OTC) is pleased to provide you with this *Trailhead* event proposal. *Trailhead* symposiums are events that bring trails users and stakeholders together for the purpose of **education**, **professional development** and action-oriented **collaboration**.

So what does *Trailhead* have to offer?.....

Customized Symposium Topics

- Tourism, motorized trail users, economic development, trail building, user conflicts, capacity building, active transportation, technology, land securement and more!

Innovative Program Content

- Ontario Trails Council connects you with the experts and works to bring you best practices.

Strengthening the Trails Sector

Connecting stakeholders and filling the gap between local, regional, provincial and federal conversations. This provides an opportunity for information to flow and resources to be leveraged effectively.

Financial Benefit

- Use the symposium to raise funds for your trails organization or regional trails projects.



As with all Ontario Trails Symposiums or conferences, we pull together Ontario Trails Council Membership, local participation, funding, and revenue sharing after cost recovery to bring a meaningful yet economical event to your community. For example, our April 2015 Trailhead North was a co-hosted event between Path of the Paddle, Marathon Economic Development Corporation and the Ontario Trails Council. The June 2015 Trailhead Ontario was co-hosted by McMaster University, with partnership support of the Regional Tourism Organization, the Hamilton Public Health Services, and Ontario Trails Council. When it comes to collaboration, we practice what we preach!



DETAILS

Our Trailhead Education Coordinator works with you through the entire planning process leading up to your 1-day *Trailhead* Symposium. They work with you to arrange:

Programming

Once the desired sessions are identified, the Trailhead Education Coordinators handle all conversations to schedule speakers and facilitators.

Event Coordinating

We work with the host organization to secure a venue, tech requirements and meals.

Registration

We use Eventbrite to register event delegates. This well-known platform allows for a variety of payment and price options. It also allows for effective tracking of payment and invoices of registrants.

Sponsorship

We offer various levels of sponsorship for Trailhead events. Sponsorship may come from significant provincial, national or, regional organizations heavily involved in trail



building, land management, sports and culture, active transportation, tourism and, health.

Communications

Ontario Trails Council leverages our networks to get your event as much publicity as possible! This includes social media, industry events and contacts, newsletters and mailing lists.

Feedback

Our standardized feedback forms allow us to continuously strengthen the delivery of the Trailhead program across Ontario.

Reporting

OTC produces a session report and provides copies of presentations. This ensures effective reporting to sponsors and funders as well as continued learning beyond the life of the event.



INVESTMENT

Anticipated Expenses	
Coordination and Consultation via OTC <i>Trailhead</i> Education Coordinators	\$5,000
Travel and Accommodations for Education Coordinator (when required)	\$500
Marketing and Print Materials	\$200
Venue and Tech	\$1,000



Meals(at 50 delegates)	\$1,000
Total Anticipated Expenses	\$7,700
Anticipated Revenue	
Registration (\$185 at 50 delegates)	\$9,250+
Event Sponsorship	\$1,000+
Tables/ Trade show Booths	\$400+
Sponsored Coffee Breaks	\$200
Total Anticipated Revenue	\$10,850+
Profit shared between host and OTC	\$3150+

* Our budget is a real-time working estimate of what you can expect when you retain the Ontario Trails Council to plan and coordinate a *Trailhead* Event. A *Trailhead* event ensures you can provide some financial support back to a local trail development organization or project! After all event expenses are accounted for, the surplus of profit is shared between you, the host and OTC. Note, OTC is also happy to assist with organizing multi- day Trailhead symposiums and/ or concurrent meetings to ensure that your stakeholders are able to make the most of your time together!





BRING TRAILHEAD TO YOUR COMMUNITY

At *Trailhead* Events, we keep informational sessions dotted with **inspirational presentations** to promote **action-oriented** outcomes and **ideas that motivate** you to follow through with the conceptual plans. We work on regionally specific topics tailored to you, ensuring that each *Trailhead* event is **relevant** to the unique needs and priorities of local stakeholders.

Long recognized as a leader in trail education, our expertise in meeting planning is reflected in various awards and recognitions – these include:

- Provincial Lead Organization for trails by the Province of Ontario
- American Trails Award of Excellence in Communications
- Ontario Amethyst Award

OTC is enthusiastic about partnering with you and we forward to the success that a *Trailhead* event can bring to your community and, your trails!

Call us at: 613-484-1140

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