



To Our Valued Members,

May 6, 2017

Thank-you for your support in 2016. The Wild Pacific Trail Society had a very exciting year with new projects being brought to fruition and ongoing plans being conceptualized for the future. Among the highlights of 2016 are:

□ **Completion of Viewpoints-Lighthouse Loop:**

Through a partnership with the District of Ucluelet and the Wild Pacific Trail Society, the Trail added 9 stunning new viewpoints and an observation deck to the Lighthouse Loop. The new viewpoints have increased the attraction value of the Trail.

□ **Completion of Big Beach Children's Interpretive Displays:**

The final piece of the Big Beach Children's Interpretive Park, the **cedar cross section of log** was installed. The cross section has detailed signs depicting the time line of events that correspond to the ages of the log's rings. This sign rounds out the child-friendly displays that include the **creature-puzzle cylinder, tree frog, bald eagle signs** and **children's scavenger hunt sign series** with a geo-cash treasure.

The overall project was funded by the Clayoquot Biosphere Trust and the Trail Society with District of Ucluelet in-kind support.

□ **Trail Ambassador Program:**

The Wild Pacific Trail provides a unique outdoor classroom that presents incredible opportunities to connect people to nature. With our education component growing immensely, the Trail Society hired Suzy Christoffel last year as the WPT Ambassador for the 2016 summer season. She offered a friendly presence at the Lighthouse overseeing the Discovery Tent display, led interpretive walks on the Trail and developed program curriculum. We are excited to have her onboard once more for the 2017 interpretive season!

□ **Wild Pacific Trail Interpretive Walks:**

With over 700 attendees this summer, the Wild Pacific Trail Society's interpretive walks were a huge success! From eating berries, studying slugs, identifying trees and catching crabs in tide pools, nature immersion was at its best. The Trail Society could not have brought this project in to actualization without funding from Clayoquot Biosphere Trust and from the Wild Pacific Trail Society itself. Silva Johansson shared her "Pass of Melford Shipwreck," program that covered the colourful history behind the **Pass of Melford shipwreck** that led to the building of the lighthouse.

Thank you to Mathieu St-Laurent, a Naturalist with Central Westcoast Forest Society for leading a weekly rainforest walk. To Ucluelet Aquarium and their Marine Biologist Keltie Minton and her team for being keen on providing their knowledge for the Intertidal Exploration at Big Beach. To our guest speakers, Oyster Jim Martin and Gisele Martin for being able to share with others your enthusiasm and expertise.

We would also like to extend a heartfelt thank you to our supporters: the District of Ucluelet, The Westerly News, Ucluelet Chamber of Commerce, Tourism Ucluelet, and the Crow's Nest. Thank you to all of the local businesses and community members who promoted the walks.

This summer, the **Central Westcoast Forest Society** will return once more to lead a weekly rainforest interpretive walk with ecological interpretation of where terrestrial and marine environment meet. **The Ucluelet Aquarium** will also continue to lead their Intertidal Tidepool walk at Big Beach, exploring local marine ecosystems. Silva will also offer "The Pass of Melford Shipwreck," program.

□ **Educational Tourism:**

Wild Pacific Trail's interpretive programming can now be found on the West Coast NEST website which stands for "Nature. Education. Sustainability. Transformation." This website will be instrumental in promoting educational programming on the Westcoast.

□ **Media Attention:**

Trip Advisor continues to rank the WPT as one of the top attractions on Vancouver Island! People are flocking to see the Trail year round. Last year, we received a Certificate of Excellence which recognizes our consistent high trail reviews and our ability to deliver superior experiences for the trail users.

This past year, the Trail received a great deal of media attention thanks to our new trail expansions and our educational programming. A record number of "fam" tours were requested by magazines resulting in multiple articles in magazines and publications such as the Explore Magazine, The Globe and Mail, and the Canadian Traveller. A mini documentary was filmed about the Trail and its founder Oyster Jim with the hopes that it will be showcased on the Knowledge Network.

Tourism Ucluelet and the Westerly News continue to give fantastic promotion and coverage of all our successes big and small. **Edge to Edge Marathon** remains an annual event, weaving the race route to run the entire trail, popular with 'off road' runners and media.

□ **Formal Recognition:**

Jim Martin, “WPT Founder” and Barbara Schramm (President) were formally recognized for their efforts and contributions in developing the Wild Pacific Trail through the receipt of the BC Community Achievement Award.

□ **Wild Pacific Trail Logo Wear Program:**

Our Wild Pacific Trail branded clothing continues to be popular with strong sales. We thank Tracy & Ted Eftink of Majestic Ocean Kayaking for coordinating this program and donating the profits from the sales to the trail society. The logo wear is available through Black Rock Oceanfront Resort (who donates all proceeds) and the Water’s Edge.

□ **Maintenance of the Trail:**

Oyster Jim Martin continues to oversee the maintenance contract for the trail and the surrounding areas. Recently Danielle Francis has been contracted to oversee the maintenance of the Trail. We thank Oyster Jim for his hard work keeping the trail in top condition.

□ **New Signage Installed:**

Animal Guide signs have been installed, allowing trail users to identify the animal associated with its corresponding parking lot, assisting them in navigating the trail.

Through the partnership with the Vancouver Aquarium and the Strawberry Isle Marine Research Society, the Whale Trail Sign was created and installed on the Trail at the Lighthouse. The sign illustrates the variety of marine life along the West Coast.

The Channel Light and Whistle Buoy sign was erected near the lighthouse educated visitors as to the source of the sound they hear frequently along the coastline of Ucluelet.

□ **Local Fundraising Efforts:**

The Trail Society also received a substantial donation through the fundraising efforts of the owners of the Raven Lady, Bruce and Monique Schmaltz. The money was raised through donations to the Schmaltz’s Wanderers’ Tree.

Ukee Cable consistently donated to the Trail throughout the year by contributing a proportion of funds from every new subscriber to their business.

□ **“Crow’s Nest” Installed:**

The “Crow’s Nest” was installed at the North end of the Artist Loops bringing a little hidden treasure to the Trail.

□ **Inspiration Point Completed:**

A spectacular viewpoint was completed on the Lighthouse Loop, offering inspiring views hence the name "Inspiration Point." We hope visitors will find inspiration in their surroundings.

□ **Trail Promotion: Business & Tourism Ucluelet Support**

The Society wishes to thank businesses that have donated generously, your contributions have supported the promotion of the trail and our brochure printing. Tourism Ucluelet continues to promote the Trail in all of their marketing materials. RTown this past year updated our video with great footage of the Trail. We appreciate everyone's efforts in showcasing the value of experiencing the trail.

□ **Trail Connectors:**

New sections of the Trail were added in 2016/2017. Thanks to funding being awarded from the District of Ucluelet, Island Coastal Economic Trust and Resort Municipality Initiative, new trail connectors continue to be built, filling in the missing linkages. These sections will connect the Lighthouse Loop to the Ancient Cedars Loop and provide new access points to Spring Cove waterfront.

□ **Upcoming Trail Projects:**

The Bog Trail will be built in the Fall of 2017. Located on the Lighthouse Loop, this section of Trail will explore a woodland bog and be built in such a manner to preserve the delicate environment.

□ **Ongoing Board Development:**

A new committee was formed last year to generate a business case and plan for a Wild Pacific Trail Centre. The Centre would offer a centralized location to offer indoor and outdoor educational programs, be a welcome/information centre, provide classrooms, administration office space and amenities (washrooms, snacks and beverages).

Thank-you for your support,

Wild Pacific Trail Society