

To Our Valued Members, June 4, 2018

Thank-you for your support in 2017. The Wild Pacific Trail Society had a very exciting year with new projects being bought to fruition and ongoing plans being conceptualized for the future. Among the highlights of 2017 are:

## **♦** Completion of Inspiration Point:

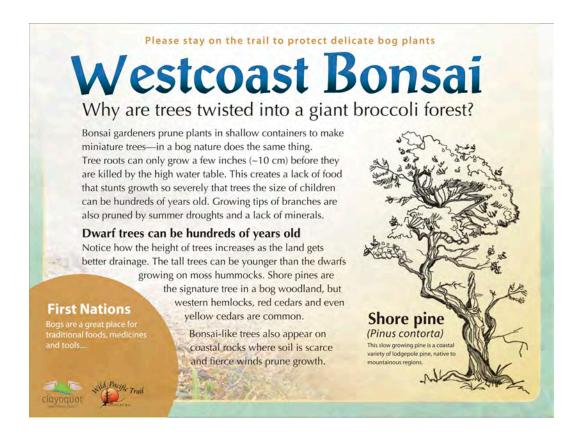




Work Bee & Grand Opening of Inspiration Point.



A spectacular viewpoint was completed on the Lighthouse Loop, offering inspiring views hence the name "Inspiration Point." The new attraction takes trail users down an impressive flight of wooden steps towards three beautiful ocean lookouts. We hope visitors will find inspiration in their surroundings.











# **♦** Building of Bog Interpretive Trail:

The Bog Interpretive Trail was recently unveiled and opened to the public after two years of planning and hard work. Located on the Lighthouse Loop, this section of the Trail explores a woodland bog and was hand-built in such a manner to preserve the delicate environment. Eleven interpretive signs guide you through this ecosystem offering fascinating information of the unique features of a bog. Thank you to the District of Ucluelet, the Clayoquot Biosphere Trust, UVIC and Andrew Mackinnon for their support for this project.

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Suzy in action as Trail Ambassador, 2017 season

### **◆** 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 was fortune to have Suzy Christoffel return last year as the WPT Ambassador for the 2017 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. This year we are excited to have Tanya Nestoruk onboard for the 2017 interpretive season!



# ♦ Wild Pacific Trail Interpretive Walks:

With over 800 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 Wild Pacific Trail Society • Box 572, Ucluelet, BC, VOR 3AO • E-Mail: info@wildpacifictrail.com • Web: www.wildpacifictrail.com

best. Silva Johansson shared her "Pass of Melford Shipwreck," program that covered the colourful history behind the **Pass of Melford shipwreck** that lead to the building of the lighthouse. Thank you to Sierra Harvey, 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 speaker, Karen Topham for being able to share with others your enthusiasm and expertise on geology of Vancouver Island.

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.

## ♦ 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. The Trail continually receives a great deal of media attention thanks to our new trail expansions and our educational programming. Tourism Ucluelet and the Westerly News also provide the Trail with fantastic promotion and coverage of all our successes big and small. Magazine writers and videographers contact us frequently for material on the Trail.

### **♦** Formal Recognition:

Jim Martin, "WPT Founder," was formally recognized for his vision and efforts that lead to the creation of the Wild Pacific Trail. He travelled to Ottawa to accept the Meritorious Service award from the Governor General of Canada.

## 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 the Visitor's Centre and the Water's Edge who donated the full proceeds from the sales.

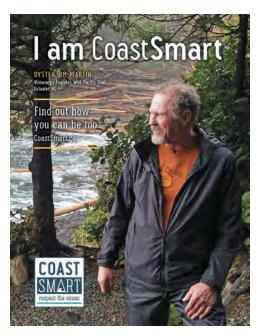
#### **◆** Maintenance of the Trail:

Oyster Jim Martin and Danielle Francis continue to oversee the maintenance contract for the trail and the surrounding areas. We thank them for their hard work keeping the trail in top condition.



#### Annual Events:

**Edge to Edge Marathon** remains an annual event, weaving the race route to run the entire trail, popular with 'off road' runners and media. The **Family Day Fun Run** is held every year with a walk/run around the Lighthouse Loop. This event is hosted by Endless Fitness and the District. The **Pumpkins in the Mist**, Halloween-themed walk on the trail, had 500 attendees venture out on the trail to behold the spooky sights.



#### CoastSmart:

The Wild Pacific Trail is a proud supporter of the **CoastSmart**, a communication and education campaign, designed to enhance coastal safety along the shoreline. The Trail Society is keen to help people avoid hazards and keep people safe as they enjoy coastal recreation. CoastSmart universal signage, outlining the potential hazards, will be installed on the Trail and Oyster Jim also promotes their safety message in one of their videos online.





## **♦ Storm Impact:**

In January 2018, the Wild Pacific Trail experienced the perfect storm conditions for maximum impact on the coastline. The largest storm surge ever measured delivered wave and elevated tides, pounded the trail resulting in one viewpoint being destroyed, two decks being displaced, bridges and trails being washed out and storm debris being brought ashore. The emergency response was effective and efficient, preventing casualties.

The public response to repairing the damage was of equal magnitude to the waves, and for that we were truly grateful. We would like to express our gratitude to the District of Ucluelet, Director of Parks and Recreation, Abby Fortune and the Public Works team for their efforts and commitment in maintaining public safety and for their assistance in the Trail assessment, clean-up and restoration. Our donors have been amazing in contributing to the restoration of the Trail. Oyster Jim Martin and Danielle Francis worked diligently to restore the Trail and we could not have asked for a more dedicated team for such a task.





## **♦** Local Fundraising/Volunteer Efforts:

The Ludlow family of Ucluelet (Ukee Cable) have been an ongoing supporter of the Trail and have consistently donated to the Trail. 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. Telus and Ukee Cable also held a special event to generously donate to the WPTS. Trail projects would not get far without the tremendous support of our donors, large and small.

Volunteers have been instrumental in collecting storm debris from the trail that has washed ashore. Thank you for keeping our coastline pristine. A pruning work bee to assist in trimming the trail was a success. Many hands definitely make a lasting impact. Thank you!

## ◆ 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.

## What's next?

### **◆ 2018 Interpretive Programs**

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 Johansson will also offer "The Pass of Melford Shipwreck," program both indoors and on the trail, plus interpretive training for our team. Silva also has designed a highly informative and engaging **bog interpretive program** to coincide with our recent bog trail opening which will also be delivered by our **Trail Ambassador**, **Tanya Nestoruk**, who has great plans for exciting walks of her own.

Tourism Ucluelet has funded a new tent for the lighthouse that Tanya will use for roving interpretation and interactive displays.

We are also excited to announce that the **Raincoast Education Society** will be leading a RainCoast walk, sharing their insight into this unique forest environment.

## Upcoming Trail Projects:

The Spring Cove Trail will be built in the Summer of 2018. Nestled near the entrance to the Ucluelet harbour and adjacent to the Wild Pacific Trail's Lighthouse Loop, this section of Trail will grant visitors and local residents the opportunity to learn about the tremendous biodiversity of mudflats via interpretive signs and a bird blind. Thank you to the District of Ucluelet and Andrew Mackinnon for their support in the project. The trail society also supports district trail projects at Big Beach and hopes to expand trails northward when the opportunity arrises. Improvements to access trails are also planned.

#### Education Centre:

The Trail Society's board of directors continue to develop plans 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