



**RIVERS WEST**  
 RED RIVER CORRIDOR INC.  
 CORRIDOR RIVIÈRE ROUGE inc.

# 2014 Annual Report





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## Chair's Message



On behalf of the Board of Directors of Rivers West Red River Corridor Association Inc. and the Winnipeg Trails Association, I invite you to peruse through our 2014 Annual Report.

With limited funding available, Rivers West is still managing to attain some of the strategic plan's objectives and move projects forward. The Vision 2030 Plan continues to be used as the guide for the development of projects by corridor users and the Rivers West team. We encourage you to utilize this important tool that will assist all stakeholders in developing a regional approach to economic development, recreational infrastructure, and increased tourism potential for the Red river corridor.

None of this could be accomplished without the support from the local governments, non-profit organizations, and individuals who have made a financial commitment to keep Rivers West and Winnipeg Trails Association in operation. Thank you!

I also want to acknowledge the work of the following individuals who make up our organization's team:

Julie Turenne-Maynard	Executive Director
Janice Lukes	Manager of Special Projects
Sylvie Fouasse	Administrative support
Christine Mackinnon	Bookkeeper

Without your continued dedication and perseverance, we would not be in the position we are today. A special thank you to Janice Lukes who has worked tirelessly for more than a decade in bringing active transportation awareness and development to the forefront in the City of Winnipeg and the Province of Manitoba. Although no longer part of our team since the Municipal elections in October, we are fortunate to have her elected to council for the City of Winnipeg and chair of the Infrastructure Renewal and Public Works Committee as well as Deputy Mayor. I know she will be a driving force for continued improvements.

Thank you to the Board of Directors of Rivers West for their dedication and numerous volunteer hours they have contributed to the organization this year. The municipal elections results have made a considerable impact on the composition of the board. New members have been appointed by the councils and Rivers West will be making a point of providing them with the background needed to understand the important role this organization has on the entire Red River Corridor. Members shown in red will no longer be representing their local government as a result of the election

### Appointees:

City of Winnipeg	Kevin Nixon
Town of Morris	Mike Hinchey
Town of Emerson	Wayne Arseny*
RM Franklin	Peter Friesen
RM Montcalm	Gerald Houle
RM Ritchot	Jackie Hunt*
RM St. Andrews	Kurtiss Krasnesky
RM St. Clements	Ken Thomas
RM East St. Paul	Charles Posthumus
RM West St. Paul	Damarra Geddes
Red River Basin Commission	Herm Martens
CDEM	Camille Fiset-Mulair

### Directors –at– Large:

Red River Basin Commission	Christine Hutlet*
Travel Manitoba	Mark Clarke
Tourisme Riel	Michelle Gervais
St. Clement's Heritage Cte	Fraser Stewart
Individual	Connie Rapko
Individual	Penny McMillan*
Individual	Dan Lester

### *Executive Committee Members\**

**Special thanks** to the Board Members whose appointments finished mid-term:

Individual	Patricia Pohrebniuk
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Wayne Arseny, Chair



## 1.0 VISION, MISSION, GOALS

### Vision

*“To make Manitoba’s Red River a destination.”*

### Mission

*“Build on the Red’s Canadian Heritage River status to pursue sustainable economic development along the Red River Corridor through tourism and conservation.”*

### Organizational Goals

**Natural Environment** – restore and protect the Red River’s natural environment through the application and encouragement of sustainable practices to help improve the ecological health of the Red River and its eco-systems

**Cultural and Heritage** – bring to life the richness of the Corridor’s culture and history through product development, activities, and education to increase the level of tourism attributable to the Red River

Goal #3: **Recreation** – support the development of sustained year-round recreational use of the Red River and its corridor through passive and active opportunities.

**Infrastructure** – as part of an integrated vision plan, develop community sustainable infrastructure to support access to the Red River and the corridor’s attractions.

**Marketing and Promotion** – promote and market the conservation and tourism opportunities of the Red River and its corridor regionally, provincially, nationally, and internationally.

## 2.0 ACTIVITY REPORT

2014 began with a bang with Rivers West’s involvement in the Red River Basin Commission’s annual conference followed by the coordination of the 2<sup>nd</sup> World Winter Cycling Congress in February. The balance of the year the team managed to push forward with certain key projects that are found in this report. Winnipeg Trails Association remained active on the development of a new AT map for Winnipeg, the Fort Richmond area, work in progress for the trailhead projects, and organizing a few events found in the Conservation and Greenways section of this activity report.

### 2.1 CULTURE & HERITAGE

#### 2.1.1 Canadian Heritage River Status



As part of the designation guidelines, an annual report for the Red River was executed and issued to the Department of Conservation and the Canadian Heritage River System (CHRS).

#### 2.1.2 Canadian Rivers Day



Rivers West worked in partnership with Mountain Equipment Co-op to celebrate the 2014 MEC Winnipeg Paddlefest at Fort Whyte Alive on June 8,

2014. The MEC Winnipeg Paddlefest is Manitoba’s biggest paddling event of the year. It celebrates all things paddle related from kayak, canoe and stand up board paddling demonstrations to showcasing the latest gear from local paddling retailers.

Rivers West prepared a kiosk at the festival to promote the Amazing Tree Quest, Bike to Work Week, and our education resources such as the Sustainable Stormwater Management Guide.



### 2.1.5 Flood Watch Tour

We have completed the first edition of a Flood Watch Tour and had the locations and details viewed by corridor stakeholders. The Flood Watch Tour was created to tell individuals who are curious to see the high water levels, ice jams, etc. where to go, park, and view the latter in safe locations during flooding periods. The tour can be found at [www.routesonthered.ca](http://www.routesonthered.ca).

### 2.1.6 St. Clements Heritage Advisory Committee

In the Committee 2014 St. Clements Heritage Advisory Report, it is stated that **tourism is a close partner to heritage**, therefore there is an involvement by several committee members on organizations that promote tourism in the district of St. Clements, including Rivers West

Working with organizations such as the St. Clements Heritage Advisory Committee is assisting RW in accomplishing on of its five goals: *Culture and Heritage*: Bring to life the richness of the Corridor’s culture and history through product development, activities, and education to increase the level of tourism attributable to the Red River.

### 2.1.7. Red River Heritage Fair

The Red River Heritage Fair encourages students to gather and share their knowledge on Manitoban and Canadian history in a dynamic, hands-on learning

environment by presenting their research projects to each other and to the public.

On May 1, 2014 RW had a chance to communicate with over 200 students to create awareness about heritage and culture along the Red River, and its important Heritage River status



### 2.1.8 New Mural in St. Norbert

Funded by Take Pride Winnipeg, RW, St. Norbert BIZ, and organized by Janice Lukes, “*The River Moves Through Us*” mural is a historical mural that encompasses a transportation theme which resembles a Trans-Canada trail weaving through the area. The artist, Sarah Collard, tastefully incorporated all influences in this mural that truly represents St. Norbert’s past and present. Take a drive along Cloutier Drive in St. Norbert to view this wonderful piece of artwork.



## 2.2 NATURAL ENVIRONMENT

### 2.2.1 Winnipeg Trail Association

RW has been the umbrella organization for Winnipeg Trails Association (WTA) since 2006 and has been a conduit for funding for the coordination of its activities and projects. We also provide technical, operational and administrative expertise for WTA.

### 2.2.1.1 Events

Through a series of events and consultation processes, WTA worked to continue raising the significance and benefits of trails:

#### Winter Walking Day



Minister Sharon Blady, the WTA and Winnipeggers walked and talked on the Red River Mutual River Trail on February 8, 2014. This

walk was initiated to open dialogue with Minister Sharon Blady and to promote the River Trail and its architecturally designed warming huts.

#### Winter Bike to Work Day

WTA assisted in the promotion and coordination of Winter Bike to Work Day which took place on Friday, February 14, 2014. This event was cross-promoted with the Winter Cycling Congress. Coffee and cinnamon buns were handed out to brave cyclists at the Manitoba Theater for Young People (location of the Winter Cycling Congress).

#### Morning of Service

WTA joined the Grant Park High School students as they volunteered for a morning of service on May 1, 2014. Seven groups of students volunteered to pick up litter along Omand's Creek Trail and Taylor Avenue trail.

#### International Trails Day



WTA continued to promote and assist trail groups to organize

events for International Trails Day thanks to the financial support from the City of Winnipeg.

On June 7, 2014, WTA promoted The Loop/La Boucle Trail. Courtesy of Tourisme Riel, two guided walking tours were offered for the St-Boniface section of The Loop Trail. WTA had a kiosk located on Esplanade Riel to distribute cycling maps and other promotional items.



On this day, many other trail groups had organized activities for their community such as the Headingley



Grand Trunk Trail, Bishop Grandin Greenway, Bois-des-Esprits (Save Our Seine), and Harte Trail.

#### Bike to Work Week

The first annual Bike Week took place from June 16 to 22, 2014. WTA assisted meetings to help organize this 7 days of bike programming. Events such as dinners, group rides and workshops encouraged all Winnipeggers to get on their bikes and ride. The main impetus for growing the event is to open up participation from commuters to any person who rides a bike, whether it be for sport, leisure or transportation.

#### Bike to Work Day



WTA was actively involved in Bike to Work Day which took place on June 20, 2014. Over 50 pit stops were hosted throughout the City. WTA

hosted its first ever pit stop on Provencher Blvd. We gave out coffee, snacks, water bottles and promotional items.



## The Loop Pedestrian Walking Tour

RW collaborated with Tourism Winnipeg and other partners in 2013 to create a 9.5 km trail that goes through The Forks, St. Boniface, the Exchange District and downtown Winnipeg.



On July 31, 2014, the WTA joined Tourism Winnipeg and many others from the community for a summer stroll on The Loop Trail. A photography contest was also launched: the best photo taken on the stroll won a prize package.

### 2.2.1.2 Workshops & Meetings

#### Bike Week in Suburbia – Brainstorming Meeting

As suburban communities are growing and rural communities look at developing improved active transportation modes, WTA hosted a brainstorming meeting on March 19, 2014 to discuss ways to promote and build awareness of Bike Week in suburban communities.

Numerous valuable ideas and thoughts came from this session such as leveraging Bike Week efforts and engage suburbia and rural communities, building cycling into lifestyle through awareness & events occurring in the community, conducting a pilot, Bike Week in Suburbia, to name a few. WTA will work in collaboration with Bike Winnipeg and other stakeholders to continue promoting AT as a preferred mode of transportation and recreation.

#### How to Develop an Active Transportation Map of your Community

Maps are a critical tool to engage communities and build Active Transportation awareness. Therefore, RW & WTA, in partnership with the City of Winnipeg and Green Action Centre, organized a workshop on

March 27, 2014 to provide communities with guidance on how to go about developing a community map. Using the Fort Richmond, University Heights and University of Manitoba map as an example, the workshop shared steps a community can take towards developing a detailed active transportation map of their neighbourhood.

### 2.2.1.3 Consultations

#### Winnipeg Pedestrian and Cycling Strategy

The WTA is an active participant of the Pedestrian and Cycling Strategy spearheaded by the City of Winnipeg. The strategies are to encourage walking and cycling as an attractive, convenient, and accessible transportation choice for people of all ages and abilities in Winnipeg.

Kevin Nixon, Janice Lukes and Julie Turenne-Maynard participated in an invitation-only community consultation in mid-December 2013 to assist the City in determining important key elements that must be taken into consideration for these strategies.

Three open houses took place in April to give Winnipeggers an opportunity to hear and give feedback on the draft City-wide Plan.

#### Connecting the Trans Canada Trail by 2017

On January 6, 2014, Janice Lukes, Julie Turenne-Maynard, and Kevin Nixon participated in a Trans Canada Trail (TCT) discussion organized by Trails Manitoba in partnership with the City of Winnipeg and the WTA.

As the TCT is aiming to have the entire trail completed from coast to coast by 2017, the City, WTA groups and Trails MB must look at ways to ensure the TCT is complete, well signed, and that maps of the trails are up-to-date.

Trails Manitoba and the Crow Wing Trail did successfully close a gap in TCT at the South Floodway in St. Norbert.



## Highway Interchange at PTH 59 and PTH 101

MMM Group has been hired by the province to prepare a functional design report in anticipation of awarding a design-build contract for a new highway interchange at PTH 59 & PTH 101 and associated road improvements.



Julie Turenne-Maynard and Dan Lester have participated in a few active transportation stakeholder meetings organized by MMM for this project. On September 24, 2014, RW and a few board members attended a public information session that showcased the proposed project options. Comments and opinions in regards to the Active Transportation options were communicated pertaining to preferences and concerns by the community of East and West St. Paul.

### 2.2.1.4 Government Relations

Janice Lukes provided active transportation advice / insight through her involvement on:

- Ft. Richmond Community / National Study School Travel Planning routes

Julie Turenne-Maynard is a member of the Active Transportation Advisory Committee (ATAC) for the City of Winnipeg.

- Julie and Janice also sit on the South Winnipeg Rapid Transit Corridor advisory committee.

### 2.2.3 Winter Cycling Congress



What a success! Rivers West/ WTA coordinated the 2<sup>nd</sup> annual Winter Cycling Congress from February 11 to 14, 2014. A big thanks to Anders Swanson who as Program Chair was the catalyst to bring the Congress to Winnipeg. He also went above and beyond his duties to



ensure the conference was a success. Over 170 delegates from around the world gathered at the Manitoba Theater for Young People to talk about cycling and year-round active transportation ideas.

The congress kick-off with a pre-conference workshop hosted by Urban Systems.

During the congress, delegates were fortunate to hear speakers such as Jean-François Pronovost from Vélo Québec, Jennifer Cowie-Bonne from Active Healthy Kids Canada, Timo Perälä of Finland from the Cycling Federation, and so much more! Additionally, there were over 50 presenters speaking about health, tourism, winter cycling fashion, infrastructure design ideas, road safety, cultural transformation, sharing the road, and visibility, to name a few.

This congress gave cycling enthusiasts the opportunity to share and learn from one another. Communities that know how to build a year-round active transportation city were able to connect with those who are learning.

Multiple tours were available to delegates including a Moveable Feast Tour which led participants to five different restaurants and pubs for good cuisines, drinks and lattes, an Engineering and Planning Bicycle Infrastructure Tour, a Cultural and Architectural Icons Tours, a Community Bike Shop Tour, a Canadian Museum for Human Rights tours and a Winnipeg Art Gallery tour. Many other activities were organized, from an elegant evening at the Fort Garry Hotel to a lively atmosphere that included bands, how-to workshops and “Betcha Couldya” style presentation followed by a Bike Jam.

The congress was timed to take place around the same



time as Winter Bike to Works Day, Actif Epica, Ice Bike, and Festival du Voyageur.

## 2.2.4 A Tribute to Janice Lukes



Where does one start to pay a tribute to Janice Lukes? This trail blazer has travelled the world, been an entrepreneur, activist, fundraiser, project planner/coordinator, and impressive community builder.



As stated on her campaign website, Janice has raised over **\$65 million** for infrastructure projects over the past 14 years. She's worked with over **50**

**community groups** in the ward and brought community concerns to City Hall **over 60 times**. Winnipeg Trails Association has been the beneficiary of the majority of these accomplishments as Janice has been the WTA coordinator since the inception of this coalition back in 2004.

Thanks to her tireless efforts in turning project ideas into reality, the city of Winnipeg is now blessed with an active transportation trail system that keeps on growing; the province is slowly implementing the 35 recommendations put forward in the Greater Strides report submitted by the Active Transportation Advisory Group that Janice presided; and developers are incorporating pathways and greenways in all new developments.

Janice will definitely be missed at WTA and we thank her for all her efforts over the years. We are however, extremely fortunate to have her on City Council, and named Chair of the Infrastructure Renewal and Public Works Committee, as well as Deputy Mayor.



## Welcome Anders Swanson

Winnipeg Trails Association is pleased to announce that Anders Swanson has accepted to take charge where Janice Lukes has left off in moving forward the priorities and issues of the WTA.



For those of you who don't know Anders, he has a passion for making things happen and connecting people who feel the same. Formally trained as a multimedia artist, bicycle mechanic and 3-D animator, Anders now works mostly as a writer, web/print designer, policy analyst and project manager. He enjoys consultancy because it satisfies a desire to continuously learn, act strategically and catalyse emerging ideas. Much of his spare time is dedicated to the civic and non-profit boards and committees related to active transportation on which he sits.



He is very knowledgeable of all things related to active transportation and trails and will be a huge asset to the WTA. Welcome Anders!

## 2.3 CONSERVATION AND WATER STEWARDSHIP

### 2.3.1 Stormwater Management Short Video

Subsequent to Rivers West’s launch of the *Water on the Land: Sustainable Stormwater Management Guide* in 2012, numerous users were asking for a complementary teaching tool that could very quickly education persons on the water cycle and stormwater management.



As a result, RW, along with its partners, developed a short video to compliment this guide. This

short video has been created by Build Films in an entertaining, yet informative and educational fashion.

“There are important facts about water, and solutions to stormwater management that are outlined in this video,” Megan Krohn, Water Caucus Program Manager for Manitoba Eco-Network and member of the project committee, notes that “/this video looks and sounds great yet passes on important messages that describe well the water cycle and stormwater management.”.

This video would not have been possible without the grant received by the Winnipeg Foundation.

Thank you to the working group representatives: Anne McDiarmid – Sustainability Consultant, Manitoba Education; Megan Krohn – MB Eco-Network; Jackie Avent – Green Action Centre; Lindsay Mierau – City of Winnipeg; Sylvie Fouasse and Julie Turenne-Maynard – Rivers West.

### 2.3.3 Amazing Tree Quest

Rivers West, in partnership with Manitoba Forestry Association (MFA) continues to promote the Amazing Tree Quest (ATQ) initiative. The contest aims to engage people of all ages to find, measure, and nominate trees along the Red River Corridor.

Albeit a Conservation initiative, the ATQ also focussed on healthy living education and heritage.

Unfortunately we did not receive any nominations in the year 2014. We will have to re-evaluate this initiative.

### 2.3.4 Lake Friendly Stewards Alliance

Julie Turenne-Maynard is a member of the Lake Friendly Stewards Alliance. It provides a forum to facilitate information sharing, enhance collaboration and coordination, improve reporting and accountability, increase efficiencies and technology transfer, enhance stewardship and economic opportunities, and celebrate nutrient reduction success stories. Below is a photo of the initial signing of the accord which took place in March 2014.



### 2.3.5 Red River Basin Commission Micro Conference

On August 28, 2014 the RRBC North Chapter hosted their second annual Micro Conference. RW participated to the conference and held a table of information. Over 80 representatives from Manitoba, North Dakota, and Minnesota were present.



## 2.4 RECREATION

### 2.4.1 Familiarization (FAM) tour

In partnership with CDEM, RW assisted in planning a FAM tour on the South end of the Corridor. The Executive Director of the Province's Tourism Secretariat, three members of their staff and two representatives from Travel Manitoba were present.



The tour led us to the ferry in St. Adolphe, the Red River Flood Interpretive Center in Ste. Agathe, the St. Joseph Museum, Elemental Stone, the Senkiw Bridge on the Crow Wing Trail and the O'Roseau campground.

Thank you to Peter and Wayne for greeting the group at two of the sites.

## 2.5 INFRASTRUCTURE

### 2.5.1 Integrated Community Sustainable Plans

Complementary to the Vision 2030 plan is an initiative led by CDEM, endorsed and partially financed by the Municipalities involved and the Federation of Canadian Municipalities (FCM) to develop Integrated Community Sustainable Plans (ICSP).

To date the Greenhouse Gas Emission inventories have been conducted by CDEM. The ICSP community consultations and action plans are in the process of being completed and will then be incorporated into the Vision 2030 Document for the Red River Corridor.

### 2.5.2 Signage Strategy

RW is proceeding with the coordination of a signage strategy as identified in the Vision 2030 Plan. Two community consultations took place last winter: one in Ste. Agathe on December 9, 2013 and the second meeting was held in St. Andrews on December 16, 2013.

What has been determined is that there will be a map on the "front" of the sign and the possibility of adding local historical/touristic content on the "back" side. The sign will resemble those of the TCT trailheads, but with a blue metal roof.

RW has received different pricing for the materials and is looking into providing each local government options for construction. The Public Works department of each municipality would be responsible for the installation. Travel Manitoba is assisting RW with the graphic elements of the trailhead which will be used by everyone to ensure there is consistency throughout the province. RW will be providing each community guidelines and will assist the local representatives in this process of identifying the points of interest, etc. Anders Swanson will be creating the community map.

Thus far seven communities are on-board and ready to proceed with this project. The R.M. of St. Clements has shown interest in building five signs located at Grand Beach, Beaconia, Patricia, Mars Hill #317 Golf Course, and Heritage Golf Course. The R.M. of St. Andrews has also shown interest in building three signs, one location being at Skinners. The R.M. of Ritchot is also ready to erect three signs, one in Ile-des-Chenes, one in St. Adolphe and one in Ste. Agathe.

Rivers West is hoping that this signage strategy for the Red River Corridor can eventually become a provincial tourism strategy providing visitors and newcomers to towns an access point for information.



### 2.5.3 River Access

In 2002, RW met with representatives from communities along the Red River Corridor to identify major issues. A key issue raised repeatedly was the need for access to the river. In 2005, RW facilitated a River Access Assessment study to determine the current level of infrastructure in various reaches of the river.

In 2012-2013 RW developed the 2030 Vision Plan. As access to the river and docks continue to be a huge priority, RW is re-visiting the 2005 River Access Assessment of a dock system that will be able to tolerate the high fluctuations of the Red river’s water level. The search for feasible designs have been undertaken by RW. Genivar|WSP Global has agreed to execute a detailed design and cost estimate on the preferred choice. We are now waiting to find out the costs and will compare it with another option that has been implemented at St. Vital Park in Winnipeg.

Once there has been more progress, this strategy will be shared with the Red River Corridor communities.

### 2.5.4 St. Boniface Riverbank Development

Rivers West has been working in collaboration with a number of stakeholders and landowners to further develop and enhance the riverbank between Esplanade Riel and the Norwood Bridge in Winnipeg.

This is a very historically significant portion of the Red River as it pertains to the building of the first mother church of Western Canada, ties to the beginning of the Red River Colony, the development of health and education systems, as well as the fur trade.

With the recent completion of River City Connections Vision Plan, and infrastructure developments of the Upper Fort Garry, Via Rail Station, and the Canadian Museum of Human Rights, it is important to link the historic and cultural richness of the east side of the Red river to the West.

There is also a desire to provide individuals with a pathway for contemplation, mindfulness and healthy living.



As a result, the firm of Scatliff + Miller + Murray was hired to assist the stakeholders in creating the design of a new recessed pathway along Taché that would provide pedestrians and cyclists alike an opportunity to discover the Promenade, showcase the history, and create a 2.5 km circuit that brings them to see and learn about significant historic and tourism points.

Plans are currently on hold pending riverbank stabilization analyses along Taché (primary dike for the City of Winnipeg) and infrastructure funding approval.

### 2.5.5 General Support

Rivers West continues to support and facilitate the development of infrastructure projects throughout the Corridor that are being undertaken by the various municipalities, town and stakeholders.

Although RW does not directly engage in the construction of the latter, the organization supported and worked in collaboration on some projects in 2014. The following are a few examples of the great things that are happening in communities along the Red River. We invite you to read our monthly Newsletter to read about other important infrastructure developments.

#### 2.5.4.1 St. Norbert Bio-retention Project

The Government of Canada, Province of Manitoba, City of Winnipeg, Rivers West, four land owners and 13 partner organizations have come together to develop a bio retention system on the grounds of St. Norbert Foundation (St. Norbert Farmers Market), Behavioural Health Foundation, École Noel Ritchot and St. Norbert Community Centre. The project first phase of the project was completed in the Fall 2014.



With the new bio-retention system, the water is manageable. It gradually filters through to areas where it is needed, such as soil, prairie plants, grasses, and trees. Tree beds along the north end of the Farmers' market site have been created for 20 trees. A bioswale has been excavated and 3 vehicular accesses have been installed over the bioswale.

#### 2.5.4.2 St. Adolphe East Dike Expansion

On September 24, 2014, a public open house was held in St. Adolphe for the planning of the St. Adolphe East Dike Expansion Area. The subject area comprises of 400 acres, with a land use of 300 acres. The area stands to add 1200-1250 homes, thus doubling the community's size. Green space, ponds and a trail system are planned. The existing dike will be reconfigured, as well as the development of a new collector street, urban cross-section street and more.

As a stakeholder, RW had the opportunity to have a one-on-one with the project consultants, Lombard North Groups, as this development will impact the Vision 2030 Plan.

#### 2.5.4.3 Emerson Golf Course

After over a year of planning and design, a crew of dedicated volunteers and local businesses from the town of Emerson were pleased to receive support from the Province of Manitoba that enabled them to start construction of a new challen-



ging yet aesthetically pleasing 9 hole 2872 yards, par 36 course golf course.

This course will also showcase and provide interpretation of historical town facts and highlight the origins of some important Manitoba traditions such as the Countess of Dufferin. Not only will this be a recreational course but it will also be a wonderful outdoor education opportunity for schools.

Construction by volunteer labor and equipment commenced in October 2014. The course is projected to open for the 2016 golf season. If you are interested in making a contribution to the building fund, please visit

## 2.6 MARKETING AND PROMOTION

### 2.5.1 Travel Manitoba Tourism Awards

The Travel Manitoba Tourism Awards recognizes excellence in the promotion and delivery of quality tourism experiences in Manitoba. Awards finalists are acknowledge for their outstanding contributions to the provincial tourism industry. Rivers West along with the Economic Development Council for Manitoba Bilingual Municipalities (CDEM) nominated several candidates and is ecstatic that several recipients are found along the Red River Corridor.

## Winners

- Actif Epica – Event of the Year Award under \$5,000;
- Icelandic Festival – Event of the Year Award over \$5,000;
- RAW: Almond – Product Development Award;
- Second Nature, Adventures in Discovery – Sustainable Tourism Award;
- Philippe Mailhot (Director of the St. Boniface Museum) – Winnipeg Airports Authority Award of Distinction.

We'd also like to congratulate some outstanding finalists:

- Fright at the Fort (Lower Fort Garry) – finalist in the Event of the Year Award under \$5,000;
- Gimli Film Festival – finalist of the Marketing Excellence Award;
- Red River Outfitters – finalist in the Partnership Award;
- Save Our Seine – finalist in the Sustainable Tourism Award.

### 2.5.1 Publications

Since June 2013, RW began to create and send out monthly News Bulletins. The News Bulletins can be viewed at [riverswest.ca](http://riverswest.ca), [routesonthered.ca](http://routesonthered.ca) and [winnipegtrails.ca](http://winnipegtrails.ca). Our mailing list has been reduced from 800 contacts to 400 contacts since Canada's Anti-Spam Legislation came into effect July 1, 2014. Although smaller, we are now contacting a more "targeted" audience who have shown interest in our projects and events. We have also had requests for our News Bulletins from media such as the Canstar Newspaper. If you did not OPT IN to continue receiving information from our organization, please send an email to [info@riverswest.ca](mailto:info@riverswest.ca) to get on our mailing list.

We encourage all Red River Corridor proponents to send us projects, information and activities that you would like to share no later than the 20th of every month for inclusion in the Newsletter.

### 2.5.2 Internet presence

RW engaged the services of Elite Designs in 2013 to improve the content management systems for the Rivers West, Routes on The Red and WTA web sites. We would now like to merge the Routes on the Red and RW website and will undertake this change in the New Year.

We continue to use the Web as a tool for promotion and information sharing. Web traffic and hits continue to generate a lot of activity. RW has added a Web link on the Travel Manitoba site and is linked to several other partner sites. Since October 26, 2013 the Routes on the Red weblink on the Travel Manitoba site has been visited over **900 times**.

We are also using Facebook as a means to communicate. The challenge is to keep them all up to date with the limited human resources available for the organization.

### 2.5.4 Media Interviews

Media relations are a building block in forming a solid foundation, which long term, when more pathways are built, will result in economic development and diversification improving the quality of life and community identity throughout Manitoba. RW and WTA activities and initiatives continue to attract the attention of radio, TV and print media. Here are a few examples that we are aware of:

#### Radio Interviews:



CBC, CJOB, CKSB, Radio-Canada

**Website articles:**  
Carillon, Radio-Canada, Echo Journal, La Liberté,



CDEM, Southeast Journal, Steinbach On-line, Interlake Today, Pembina Valley On-line, CDEM on-line, World Cycling Federation, Lake Friendly, and more.

**Print articles:**

La Liberté, Canstar News, Winnipeg Free Press, Echo Journal, Selkirk Journal, CDEM, Carillon News.

### 2.5.5 Sponsorship

Despite its limited budget Rivers West continues to be a silver sponsor and active planning committee member for the Red River Basin Commission Annual Conference, and sponsored the Mural Project in St. Norbert in 2014.

### 2.5.6 Community Presence

Throughout 2014 RW Executive Director Julie Turenne-Maynard and Special Projects Manager, Janice Lukes continued to be involved in the community by participating on boards and committees, attending events, as well as being responsible for various portfolios of the organization.

Members of the Board of directors of Rivers West are represented throughout the Red River Corridor and are ambassadors for the organization.

RW also exhibits at many festivals and events along the Red River Corridor. Depending on the demand, we promote our educational resources, our upcoming events, our newsletters, etc.

RW was an exhibitor or had a kiosk for these following festivals and events:

- Red River Basin Commission Conference January 2014
- EFM Education Conference – February 2014
- Winter Cycling Congress – February 2014
- Red River Heritage Fair – May 2014
- International Trails Day – June 2014
- Bike to Work Day
- École St. Avila School 50<sup>th</sup> Anniversary

– June 2014

- Selkirk Highland Gathering – June 2014
- Lockport Dam Family Festival – September 2014

### 2.5.7 Symposium for French Education

RW exhibited at Miles Macdonell Collegiate on February 3, 2014. More than 300 teachers deriving from French and Immersion schools were present. This was an excellent opportunity to promote culture and heritage education through the distribution of our curriculum guides, our Stormwater Management Guide, and other resources.

## 3.0 SUSTAINABILITY

Since 2013, Red River Corridor stakeholders have unanimously joined forces to financially support Rivers West Red River Corridor Inc through a per capita funding formula. RW continues to have discussions with the province of Manitoba to support some of its projects, as all operational assistance has been suspended.

This year, the City of Winnipeg’s department of Active Transportation provided RW with a \$10,000 contribution to administer the Winnipeg Trails Association and an additional \$10,000 for the organization of International Trails Day.

Rivers West is also very appreciative of all other organizations, businesses and individuals who have paid memberships in 2014. We hope you can continue to be supportive of our endeavours in the New Year is your assistance is critical to our existence.





## 4.0 PARTNERS AND SUPPORTERS

Rivers West and Winnipeg Trails strive to work in partnership and collaborate with a wide spectrum of groups and organizations in order to build positive relationships and leverage resources to effectively execute projects.

This organization is fortunate to work with the large number of organizations, groups and government departments who are supportive of our endeavors. They include:



Archdiocese of St. Boniface  
Bishop Grandin Greenway Inc  
Bishop Grandin West  
Bike Winnipeg  
CDEM (Economic Development Council for  
Manitoba Bilingual Municipalities )  
Climate Change Connection  
Crow Wing Trail Association  
Downtown BIZ  
Eastman Tourism  
Ecole St. Avila Home & School Association  
Entreprises Riel Inc.  
Fort Whyte Alive  
Friends of the Harte Trail  
Garderie Les Toupies  
Green Action Centre  
Headingley Grand Trunk Railway Trail  
Henteleff Park Foundation  
Heritage St. Norbert  
HTFC Planning & Design  
La Liberté  
Lake Friendly  
Lake Winnipeg Foundation  
Leisure Cycling Association  
Manitoba Cycling Association  
Manitoba Forestry Association  
Manitoba Paddling Association  
Manitoba Trails  
Northeast Pioneers Greenway  
Normand Park Residents Association  
North Winnipeg Parkway

One Green City - Anders Swanson  
Pembina Trails School Division  
Physical Activity Coalition of Manitoba  
Prairie Pathfinders Walking Club  
Preston Trail/ Omand's, Sturgeon  
& Truro Creek Trails  
Provencher BIZ  
RBC Blue Water Project  
Recreation Connections Manitoba  
Red River Basin Commission  
Red River Co-op  
Red River North Trail  
Red River Planning District  
Richmond Kings Community Centre  
Resource Conservation Manitoba  
RM of East St. Paul  
RM of West St. Paul  
RM of Franklin  
RM of Ritchot  
RM of St. Andrews  
RM of St. Clements  
Save Our Seine  
Scatliff + Miller + Murray Inc.  
Seine-Rat River Conservation District  
Selkirk & District Chamber of Commerce  
St. Boniface Cathedral  
St. Boniface Research Foundation  
St. Clement's Heritage Committee  
St. Norbert Children's Centre  
St. Norbert Behavioral Health Foundation  
St. Norbert Community Centre  
St. Norbert Farmers Market  
St. Norbert Foundation  
The Winnipeg Foundation  
Tourisme Riel  
Tourism Winnipeg  
Travel Manitoba  
The Forks North Portage Partnership  
Town of Emerson  
Town of Morris  
Town of St. Adolphe  
Town of Sainte-Agathe  
Village of St. Pierre-Jolys  
Transcona Trails  
University of Manitoba  
Yellow Ribbon Greenway Trail Association