

FOR IMMEDIATE RELEASE

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WILD PACIFIC TRAIL GETS ICET INVESTMENT FOR NEW CONNECTOR

COURTENAY – A \$75,000 investment from the Island Coastal Economic Trust will allow the District of Ucluelet to connect sections of the Wild Pacific Trail from the south end of town to the north.

The additional trail components will provide new access points to sites like the Spring Cove waterfront, and will connect the Lighthouse Loop Trail to the Ancient Cedars Loop.

“Our economic analysis shows that this expansion will bring more hikers who will spend more total time in the region, and this translates to nearly \$3M in additional local spending impact,” said ICET Chair Phil Kent.

The Wild Pacific Trail is already earning a reputation as a world-class hiking destination, offering visitors an unparalleled experience of the dramatic and sometimes savage outer coast of the Pacific Ocean. These new sections will offer people access to the calm inner harbour, providing a strong juxtaposition between the two environments.

“The vision of the volunteers behind the Wild Pacific Trail is to have an unbroken trail experience from Ucluelet to Florencia Bay, and this investment is the next step in realizing that vision,” said ‘Oyster’ Jim Martin of the Wild Pacific Trail Society.

ICET has previously provided funding to the Trail: in 2007, \$95,000 was earmarked for creation of parking spaces and access trails; and in 2012, \$55,000 was invested in creation of the Ancient Cedars section of the Trail.

Economic impact analysis by ICET’s consulting economist shows an anticipated long term local employment impact of 23 jobs (direct, indirect, and induced) as a result of this project’s investments.

“The cumulative impacts of trail development are leaving an important economic legacy in the region,” said Ucluelet Mayor Dianne St-Jacques. “The trail is currently ranked by TripAdvisor as one of the top 5 attractions in all of BC. Thanks to its popularity, we have seen new tourism businesses and residential developments invigorating our community and providing longer term stability and economic vitality.”

About the Island Coastal Economic Trust

The Island Coastal Economic Trust is a \$50 million fund established in 2006 by the Government of British Columbia to help diversify the economies of central and northern Vancouver Island and the Sunshine Coast.

ICET is guided by a Board of Directors and two Regional Advisory Committees which include more than 50 locally elected officials and MLAs and five appointees. This exceptional team of leaders collaborates to set regional priorities and build vital multi-regional networks.

Through a community-centred decision-making process, ICET has approved over \$49 million for over 145 economic infrastructure and economic development readiness projects on the Island and Sunshine Coast since implementing its grant program in 2007. ICET investments have leveraged \$277 million in incremental funding into the region.

A full overview of ICET can be found at www.islandcoastaltrust.ca

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