



RAINBOW ROUTES ASSOCIATION ANNUAL REPORT - 2020

Our year at a glance.

A message from Lynn Bulloch

RRA Board President



In late January, 200 Sudburians packed the IMAX theatre to hear explorer and best-selling author, Adam Shoalts, recount his four-month solo canoe trip across the Canadian arctic. All of us at the Rainbow Routes Association (RRA) were ecstatic about the turnout, and inspired by Adam's experiences in nature. Hosting that event, we would never have guessed how the rest of the year would unfold, and how the pandemic would underline our need for nature, trails, and wild spaces -- close to home.

The pandemic shook our routines. Many RRA volunteers and members were impacted by the temporary stoppage of guided hiking. Adapting, Sudburians searched for self-guided hikes and trails to explore. The number of individuals accessing the RRA trail map page on rainbowroutes.com shot up 224% from March 1 to September 30, compared to the same period last year. Visits to the trail network web page increased 97%. Also, this summer, 324 people registered for our first self-guided Sudbury Camino.

The message we receive from the community through events and promotions is clear: Sudburians love their trails. This is why RRA continues to advance and develop our trail network. This year, we completed the final touches on our New Sudbury Historical Trail, an extremely well-received and popular trail destination. We're looking forward to unveiling the Dynamic Earth Switchback Trail, nearly complete and destined for an official opening come next Spring.

2020 has been a year of adaptations, and also of reflection. With that, we are pleased to share our 2021-2025 Strategic Plan. It's our compass as we continue to blaze new trails, and promote high-quality trail-based recreation and transportation opportunities for the betterment of our community. - **Lynn Bulloch, RRA Board President**

RRA Board of Directors

Rainbow Routes Association (RRA) has a dedicated volunteer Board of Directors who actively participate in all aspects of the organization, including goal setting, trail development and promotions. We gratefully recognize their mentoring, coaching and support. 2020 Board Members include:

Lynn Bulloch, President
Dave Tindall, Vice President
Carol Craig, Secretary
Francoise Nadon, Treasurer
Peter Beckett, Director
Stanley Koren, Director
Gisele Roberts, Director
Ursula Sauve, Director
Jim Little, Director

2020 Staff Members

Daniel Barrette, Executive Director
Ashley Campeau, Promotions Manager



Our Mission

Rainbow Routes Association is dedicated to Greater Sudbury's urban transformation towards becoming a healthier and more vibrant place to live. We advance and promote trails and non-motorized routes to provide citizens with active, healthy, and affordable recreation and transportation opportunities. We provide leadership, create partnerships, and engage the community to continuously improve our trail network and offer outstanding natural experiences.

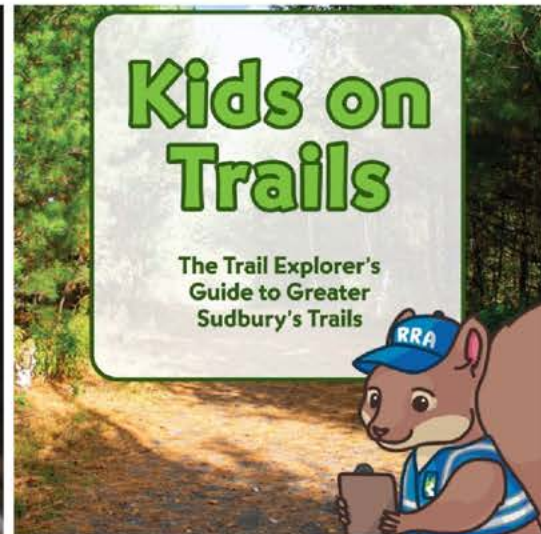


Our Vision

An inspiring trail network throughout Greater Sudbury that links communities and meets diverse outdoor recreation and healthy living needs.

Rainbow Routes Association

2020 at a glance





Trail Development



Dynamic Earth Trail

Throughout the year of 2020, RRA continued construction progress on the future switchback trail that will connect the Gatchell Community to the Dynamic Earth Science Center. This highly anticipated project will provide our community with safe walking access to visit one of our most celebrated landmarks – the Big Nickel!

The Dynamic Earth trail is built along a distinctive Sudburian rock outcrop, offering challenging alignment constraints and trail a unique experience to trail visitors. RRA was hard at work to create features that would appeal to all possible users, from children wanting to run and explore, active individuals looking to get their heart pumping, or to those that are simply looking to quietly make their path to the scenic views of Sudbury.

In October of this year, over 30 volunteers came together to add some of their own unique artistic expressions to the trail to give it a finished look. This Trillium Grant funded project is awaiting a few interoperative signs and will be ready for community use in the spring of 2021!



Signage Advancements

New Signage

RRA continued to roll out and install signage from its newly created signage template. Signage featuring trail user Information, trailheads and maps were installed on the Hillfield trail, the Kelly Lake trail and the New Sudbury Historical Trail.



Events

Adam Shoalts Event

Rainbow Routes hosted a sold-out event featuring bestselling author and adventurer, Adam Shoalts, discussing his unprecedented solo journey across North America's greatest wilderness.

The event was held in the Science North IMAX Theatre, filling the venue's 200 seat capacity! Valued event partners include Science North and Laurentian's Outdoor Adventure Leadership.

RRA Trail Challenge

The January Trail Challenge, the 6th event in the Trail Challenge series, invited participants to hike, bike or snowshoe throughout the month of January. The event showcased 90 registered participants and 300 trail activities complete. Prizes valued at \$550.00 were donated by Ramakko's Source for Adventure.

Winter Walk/Snowshoe Event

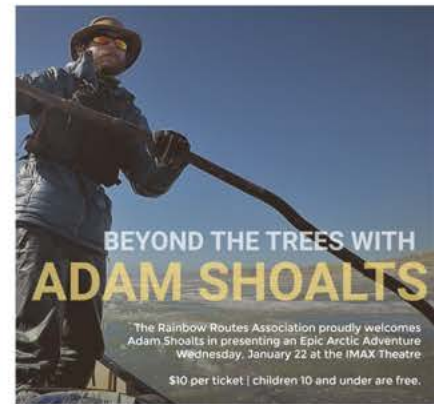
Rainbow Routes and Junction Creek Stewardship Committee collaborated to host a free educational walk/snowshoe in the Ponderosa Wetlands led by Dr. Gerard Courtin, Winter Ecologist, and Dr. Peter Beckett, Wetland Ecologist.

Sudbury Camino 2020

Rainbow Routes hosted the 4th annual Sudbury Camino as a unique virtual event. Participants were invited to explore Sudbury through an on-foot journey throughout the month of August, challenged to hike the 30km Sudbury Camino route (in its entirety or in segments) or to hike local trails of their choosing. The event highlighted the trail journeys of 160 active participants, with 75 of those completing the 30km challenge in one day! Event prizes were generously donated by Kivi Park.

Guided Hiking

Since our last AGM, we have had 8 hike leaders deliver approximately 87 walking/hiking events that were attended by some 1,200 people. We are amazed and grateful by the generosity and leadership demonstrated by the RRA hike leaders.



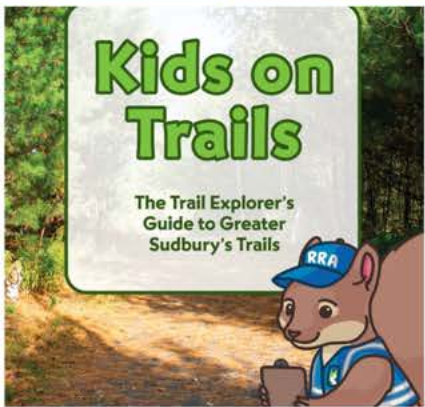


Membership Rebrand



RRA Memberships

2020 showcased a revamp and rebranding of the RRA membership program. This project featured newly designed membership cards accompanied by the launch of a member's benefit program which includes discounts with multiple community organizations and businesses.



Partnerships

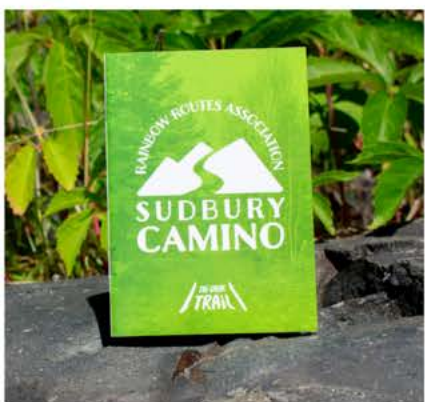
The new RRA member's benefit program is made possible thanks to the following community partners: Sessions Ride Company, Kivi Park, Old Rock and SPACECRAFT Brewery • Tap-house • Tasting Room.

Publications



Kids on Trails Guide Book

The Kids on Trails guide book was created to help inspire children and their families to explore the outdoors! This guide introduces popular RRA trails and highlights interesting nature-based activities that will get kids excited about the exploration of their natural surroundings.



Camino Passport Updates

The Sudbury Camino Passport is a self-guided tool that helps direct trail users along a 30km segment of the Great Trail in Greater Sudbury. The passport was updated in 2020 with focus on providing clear directions prior to our virtual Sudbury Camino event.

Website & Mapping

Find Your Trail

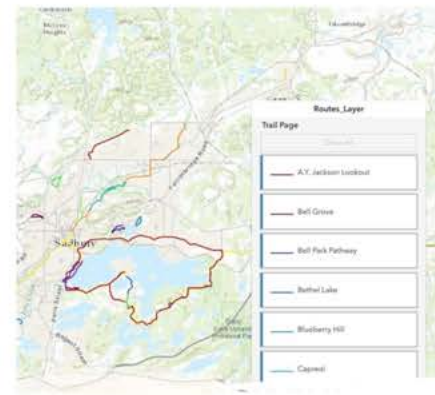
This web-based tool was designed and launched following an extensive examination and classification of the RRA trail network. This tool helps trail users pick the most suitable trails based on their needs and interests.

Virtual Mapping

The virtual map was revamped to create a more user-friendly product. The RRA online map now includes trails identified by colours, improved trail details, and easier navigation.

Trail Pages Enhancements

Trail pages feature improved trail details, photography captured by both volunteer and professional photographers, and trail specific maps.



Story Telling with Website Analytics

March 1st - Sept 30th | 2019 to 2020 Comparative

WEBSITE USERS

11,010 (2019)
16,798 (2020)



TRAIL MAP

894 page visits (2019)
2,899 page visits (2020)

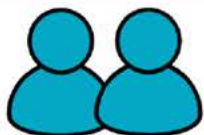


**53%
increase**

**68%
increase**

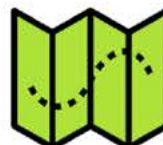
**224%
increase**

**97%
increase**



PAGE VIEWS

43,948 (2019)
73,891 (2020)



TRAIL NETWORK

3,397 page visits (2019)
6,683 page visits (2020)

Financial Statements

Statement of Financial Position as of December 31, 2019

Assets	2019	2018
Current assets		
Cash	\$ 86,363	\$ 42,097
Accounts receivable	28,471	32,714
	<u>\$ 114,834</u>	<u>\$ 74,811</u>
Liabilities		
Current liabilities		
Accounts payable and accrued liabilities	\$ 11,493	\$ 1,500
Held for specific projects	0.00	6,657
Deferred revenue	62,657	20,200
	<u>74,150</u>	<u>28,357</u>
Net assets	<u>40,684</u>	<u>46,454</u>
	\$ 114,834	\$ 74,811

Financial Statements

Statement of Operations and Changes in Net Assets for
the year ended December 31, 2019

Revenue	2019	2018
Grants	\$ 265,893	\$ 218,975
Donations and sponsorships	13,667	24,267
Memberships	1,016	1,180
Interest Income	280	38
	<hr/>	<hr/>
Total Revenue	\$ 280,856	\$ 244,460
Expenses		
Insurance	\$ 3,317	\$ 3,428
Office and general	4,483	3,894
Professional fees	2,547	1,767
Programming and events	12,595	18,046
Trail development	106,401	58,169
Wage and benefits	157,283	153,872
	<hr/>	<hr/>
	286,626	\$239,176
Excess of expenditures over revenue	(5,770)	5,284
Net assets, beginning of year	46,454	41,170
	<hr/>	<hr/>
Net assets, end of year	\$ 40,684	\$ 46,454

Thank You!

Our 2020 Sponsors



**THE ONTARIO
TRILLIUM
FOUNDATION**



**LA FONDATION
TRILLIUM
DE L'ONTARIO**



Sudbury Credit Union 
Community Banking Services

RRA Community Partners

Ramakko's Source for Adventure

Adventure 365

Sessions Ride Company

SPACECRAFT BREWERY

Old Rock

Science North

Dynamic Earth

Laurentian University

Sudbury Tourism

Public Health Sudbury & Districts

Sudbury Action Centre for Youth

Kivi Park

Conservation Sudbury

Junction Creek Stewardship Committee



THANK YOU

**For continuing to
invest in our trails
and our **community.****

CONNECT WITH US!



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@RainbowRoutesAssociation

SUPPORT OUR VISION!

Visit www.rainbowroutes.com
and click 'You Can Help'
to make your contribution!