



To Our Valued Members,

June 13, 2016

Thank-you for your support in 2015. 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 2015 are:

- **Completion of the Artist Loops: February 2015 Completed, Ribbon cutting May 3, 2015**

This project completes the Artist Loops, which ends near Ancient Cedars. This section offers unobstructed wide views up the coast and three OJ designer decks to discover, each offering different views from varying levels.

- **100th Year Anniversary of the Lighthouse: March 2015**

In March of last year, Silva Johansson developed an enthralling program that covered the colourful history behind the **Pass of Melford shipwreck** that led to the building of the lighthouse. In celebration of Amphitrite Lighthouse's 100th year anniversary, this program was presented twice at Whalefest with an accompanying slideshow and with the actual bell from the shipwreck on hand. Thank you to the Ucluelet and Area Historical Society for partnering with the Trail on this event. A new sign was also unveiled at the Lighthouse to commemorate the Lighthouse anniversary.

Silva shared "The Pass of Melford Shipwreck," program with the public throughout the summer through an interpretive walk on the Lighthouse Loop.

- **Big Beach Children's Interpretive Displays: Phase Two 2015:**

Enthusiastic pre-schoolers welcomed child-friendly displays at Big Beach, featuring a **creature-puzzle cylinder** kids can spin to match up animal parts forming endangered species display. The puzzle was also joined by a **children's scavenger hunt sign series** with a geo-cash treasure. The pieces are designed to be interactive, fun, and educational, providing a child-specific interpretive experience.

The final piece of the Children's Interpretive Park, the **cedar cross section of log** was also installed. The cross section has detailed signs depicting the time line of events that correspond to the ages of the log's rings.

Both projects were funded by the Clayoquot Biosphere Trust and the Trail Society with District of Ucluelet in-kind support.

- **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. Thank you to Taylor Gundstone, a Naturalist with Central Westcoast Forest Society for leading a weekly rainforest walk. To Ucluelet Aquarium and their Marine Biologist Andrew McCurdy for being keen on providing their knowledge for the Intertidal Exploration at Big Beach. To our guest speakers, Oyster Jim Martin, Barb Beasley and Ariane Batic 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 over the course of the summer.

- **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. When there's a storm they travel here to witness the spectacle on the ocean.

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. Tourism Ucluelet was our BFF developing ads in West Jet's online magazine and the Westerly News continues to give fantastic coverage of all our successes big and small. **Edge to Edge Marathon** continued to weave the race route to run the entire trail, popular with 'off road' runners and media.

- **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. There have been vast and noticeable improvements to the trail bed, views and vegetation management with regular maintenance. We thank Oyster Jim for his hard work keeping the trail in top condition.

- **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.

- **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 was thrilled when local Ucluelet printmaker, Allison Tremain, approached us with the concept of designing a fundraising print for the Trail. The beautiful result is titled 'Windswept.' A portion of the proceeds from the sale of each print goes directly to the Trail Society.

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

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.

- **"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.

- **Ongoing Board Development:**

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 has hired Suzy Christoffel as the WPT Ambassador for the 2016 summer season. She will offer a friendly presence at the Lighthouse overseeing the Discovery Tent display, lead interpretive walks on the Trail and develop program curriculum. We are excited to have her onboard!

A new committee was formed this 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, possibly lodging).

- **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. Rack cards continue to be distributed on BC ferries and other tourist information locations thanks to the financial support of Tourism Ucluelet in 2015.

RTown this past year updated our video with great footage of the Trail.

- **Upcoming Trail Projects:**

New sections of the Trail will be added in 2016. Thanks to funding being awarded from the District of Ucluelet, Island Coastal Economic Trust and Resort Municipality Initiative, new trail connectors will 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.

The Bog Trail will also be built in the Fall of 2016. 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.

Thank-you for your support,

Wild Pacific Trail Society