



Lakeland Ridge Runners

ATV Club 60 est. 2025

Business Case for Lakeland Ridge Runners (LLRR) ATV Club Executive Summary

The Lakeland Ridge Runners ATV Club seeks to establish a network of all-terrain vehicle (ATV) trails connecting the lakes, ridges, and communities of Lakeland Ridges and its surrounding communities. This initiative aims to boost local tourism, foster community engagement, and create economic opportunities. The project will also incorporate some walking trails to attract a diverse audience, showcasing the natural beauty of the municipality and promoting its unique points of interest. Where applicable, adjoining walking trails will be built to points of interest in our communities to further enhance accessibility and enjoyment. Safety courses will be offered to educate citizens and promote responsible trail usage, making our trails safer and potentially providing participants with reductions in ATV insurance premiums. The club has a plethora of dedicated volunteers and equipment, allowing for cost-effective building and maintenance of the trail system. Many trails will incorporate existing woods roads, with adjoining trails built where necessary to successfully connect the communities with each other. Additionally, Lakeland Ridges boasts a vast area of forests that provide recreational opportunities such as hunting, complementing its abundance of fishing rivers, brooks, streams, and dead waters. The proposed trail network will connect key water systems, including the Chipineticook Lake system, Eel River Lakes river system, and Shogamock water systems, further enhancing access to these significant natural attractions. This document outlines the justification, anticipated benefits, costs, and implementation plan for the project.

1. Objectives

1.1 Develop a comprehensive ATV trail network connecting all lakes, communities, and surrounding communities in the region.

1.2 Construct adjoining walking trails to highlight key points of interest, including natural landmarks, historical sites, and scenic vistas.

1.3 Where applicable, build adjoining walking trails to points of interest in our communities.

1.4 Offer safety

courses to educate citizens and promote responsible trail usage. 1.5 Promote sustainable tourism and outdoor recreation while preserving the natural environment.

1.6 Enhance community well-being by providing recreational opportunities for residents and visitors.

1.7 Stimulate economic growth by attracting tourists and supporting local businesses.

2. Rationale

Lakeland Ridges is renowned for its picturesque landscapes, rolling ridges, and pristine lakes. Despite its natural appeal, the area has untapped potential as a tourism destination. The proposed trail system aligns with global trends toward outdoor recreation and adventure tourism, which have experienced significant growth. By leveraging the area's natural assets, this project will:

- Address the growing demand for accessible recreational trails.
- Increase tourism traffic and revenue in the region.
- Strengthen the sense of community among residents.
- Promote safety and responsibility among trail users through education.
- Leverage the club's volunteer base and equipment to ensure efficient and affordable trail development.
- Utilize existing woods roads and build adjoining trails where necessary to create a connected network.
- Highlight Lakeland Ridges' rich recreational offerings, including hunting and fishing.
- Connect major water systems such as the Chipineticook Lake system, Eel River Lakes and river system, and Shogamock water systems.

3. Expected Benefits

3.1 Economic Benefits

- **Increased Tourism Revenue:** Attracting ATV enthusiasts, hikers, and nature lovers will boost spending on accommodations, dining, and local attractions.
- **Job Creation:** Opportunities will arise in construction, trail maintenance, and tourism-related businesses.

3.2 Social Benefits

- **Community Engagement:** A connected trail network will foster a sense of pride and belonging.
- **Health and Wellness:** Encouraging outdoor activity will contribute to residents' physical and mental health.
- **Enhanced Safety:** Safety courses will ensure responsible trail use and improve overall safety.

3.3 Environmental Benefits

- **Conservation Awareness:** Trails will educate users on the importance of preserving natural habitats.
- **Controlled Access:** Designated paths will minimize off-trail damage and protect sensitive ecosystems.

4. Cost Overview

4.1 Initial Development Costs

- **Trail Construction:** \$30,000 (inclusive of bulldozing, trucking, grading, signage, and safety measures)
- **Walking Trail Additions:** \$5,000 (Unpaid membership labor)
- **Administrative and Planning Expenses:** \$1,000
- **Safety Courses:** \$500. (initial setup and materials)

4.2 Ongoing Costs

- **Maintenance and Repairs:** \$20,000 annually
- **Marketing and Promotion:** \$1,000 annually
- **Safety Course Operations:** \$1,000 annually

4.3 Funding Sources

- Local government grants

- Sponsorships from businesses
- Membership fees and fundraising events
- Partnerships with tourism boards

5. Implementation Plan

5.1 Phase

1: Feasibility Study and Stakeholder Engagement (0-6 months)

- Conduct environmental impact assessments.
- Engage local communities and stakeholders for input and support.

5.2 Phase 2: Marketing and Launch (6-12 months)

- Develop promotional materials and campaigns.
- Host a grand opening event to attract attention and visitors.
- Launch safety courses with local promotional efforts.

5.3 Phase 3:

Trail Design and Development (6-12 months, ongoing)

- Map and mark trails, ensuring connectivity and safety.
- Construct ATV trails and walking paths, prioritizing high-traffic areas.
- Develop and prepare safety course materials.

Phase 4: Maintenance and Growth (Ongoing)

- Regularly assess and maintain trails.
- Expand the network based on user feedback and demand.
- Continuously offer and improve safety courses.

6. Risk Assessment

Risk Mitigation Strategy

Environmental impact	<i>Conduct thorough assessments and adjust plans</i>
Budget overruns	<i>Secure multiple funding streams</i>
Low initial participation	<i>Aggressive marketing and community events</i>
Vandalism or misuse	<i>Install surveillance and engage local law enforcement</i>
Safety concerns	<i>Offer training courses and enforce regulations</i>

7. Conclusion

The Lakeland Ridge Runners ATV Club trail initiative presents a transformative opportunity for Lakeland Ridges. By investing in this project, the municipality will unlock economic potential, enhance community well-being, and position itself as a premier outdoor recreation destination. The inclusion of safety courses demonstrates the club's commitment to responsible and secure trail usage, ensuring long-term benefits for all stakeholders. The club's extensive volunteer base and equipment resources will ensure a more cost-effective construction and ongoing maintenance of the trail system. By integrating existing woods roads and building adjoining trails as needed, the project will create a seamless network connecting all communities while showcasing the region's abundant recreational activities including hunting, fishing, and improving access to the Chipineticook Lakes system, Eel River Lakes & river system, and Shogamock water system.