



Sugar Island

Past, Present and Future

A presentation by the
SUGAR ISLAND BOARD OF TRUSTEES
to the American Canoe Association Board of Directors
October 24, 2009





SUGAR ISLAND: The Past

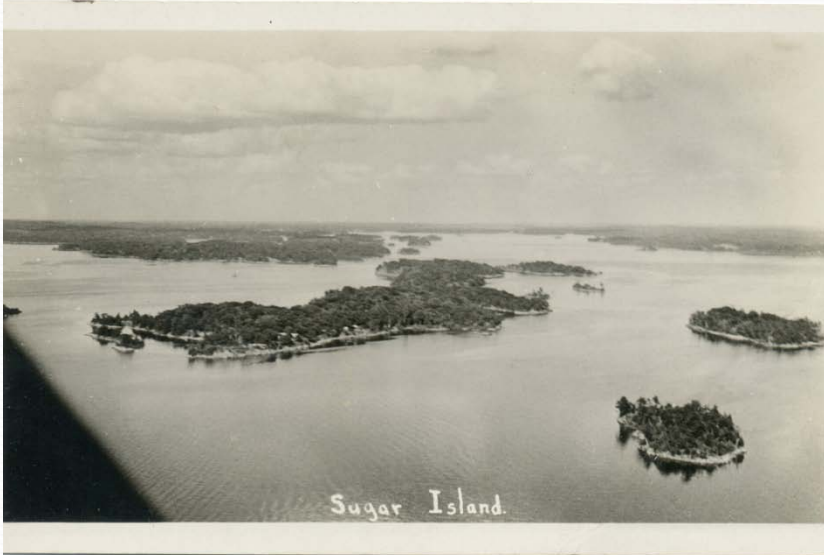


The **American Canoe Association** started in 1880 as an Encampment of canoeists at Lake George, NY, to share in the state of the art in equipment and techniques in paddling and sailing.



Annual encampments like the one shown at left, are a long-standing tradition that brought scattered ACA members together to enjoy canoeing, its social life, and to administer the affairs of the organization.

SUGAR ISLAND: The Past



In 1901, the ACA purchased **Sugar Island**, a 35-acre island on the St. Lawrence River in the Thousand Islands near Gananoque, Ontario Canada.

For over a century, ACA members have been coming to Sugar Island to enjoy paddle sports throughout the year, and also continue the “encampment” tradition by participating in events and friendly competitions every summer.

Sugar Island was the original “home” of the ACA since its first encampment in 1903 and is an important piece of ACA’s history as an organization.



SUGAR ISLAND: The Present

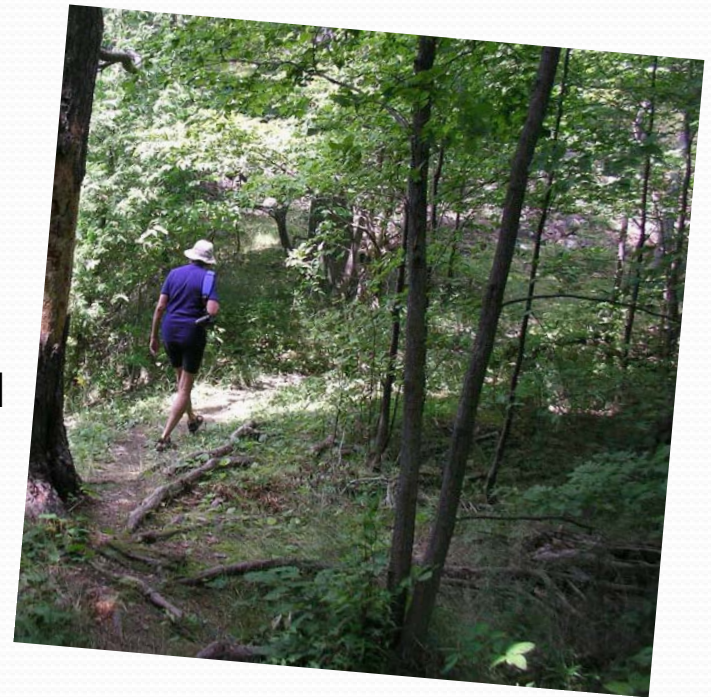


Canoe
Beach

Headquarters



Undeveloped
Woodland





SUGAR ISLAND: The Present



Sugar Island is an ACA member benefit. Any ACA member may camp, use a platform, or rent a cabin on a first come, first serve basis. The island is primitive, with no modern amenities but is a wonderful place for families to enjoy a paddling/camping vacation.





SUGAR ISLAND: The Present



Sugar Island is steeped in ACA tradition. The **ANNUAL ENCAMPMENT** is a tradition as old as the ACA itself. Held at the end of July, canoeists and kayakers gather to camp, compete in sailing races and learn from experienced paddlers and sailors. A great family vacation, the encampment also offers daily group activities for young people.





Sugar Island - Present Use

- ACA family vacation
- Sea Kayak outings
- Canoe Camping
- Workdays

Campers come from all over the country.





SUGAR ISLAND: The Present

Is on the Water Trail in the Canadian
National Park





SUGAR ISLAND: The Present

Sugar Island is a unique Conservation Resource.

It is a pristine, pure environment with crystal clear water, clean air, and beautiful night skies.

Located within the Frontenac Arch Biosphere Region, it is a place to preserve and simply relax and commune with nature.





SUGAR ISLAND: The Present

A Conservation
Resource





8 Trustees Manage the Island

- In accordance with the ACA by-laws
- A Camp Registrar oversees campsite reservations
- The Island is for use by all ACA members and their guests
- Stewardship- Preserving the island in an undeveloped state.



SUGAR ISLAND: The Present

Financially Self-Sufficient

Expenses

- Insurance
- Property Tax
- Maintenance
- Programs

Income

- Camp fees
- Rental of ACA cottages, platforms and sites
- Donations



SUGAR ISLAND: The Future

CORE VALUES

The Sugar Island Trustees believe that

- Sugar Island is an irreplaceable asset of value to all ACA members.
- Sugar Island is a conservation resource worthy of protection.
- It is our responsibility to manage Sugar Island and its assets in a responsible manner so that it may continue to be self-sustaining.





SUGAR ISLAND: The Future

GOAL #1:

Utilize Sugar Island as a **membership development tool** and improve its visibility to existing ACA members as a unique benefit of membership.

Working in partnership with ACA staff we will:

1. Improve existing marketing materials including the web site.
2. Develop a Sugar Island insert for inclusion with membership materials.
3. Develop a comprehensive marketing strategy to advertise Sugar Island in ACA publications, to student outdoor programs (particularly in New York), and Canadian members/citizens, among others.



SUGAR ISLAND: The Future

GOAL #2:

Increase the utilization of Sugar Island as a site for paddling education, recreation, events and competitions.

Working in partnership with ACA staff we will:

1. Evaluate the feasibility of revitalizing the National Paddlesport Collegiate Outdoor Leadership School as a pilot program on Sugar Island.
2. Evaluate the feasibility of a permanent in-season presence (site manager) on Sugar Island to provide education, organize events, and coordinate reservations.
3. Develop signature events (such as the Labor Day Sea Kayaking event) to encourage more group usage outside of the annual encampment.



SUGAR ISLAND: The Future

GOAL #3:

Continue to be stewards of the land in maintaining Sugar Island in its undeveloped state as a pristine resource for paddlers to enjoy.

Working in partnership with ACA staff we will:

- Establish a “Donate for the Preservation of Sugar Island” link on the ACA web site.
- Develop educational materials or other methods to encourage users to follow a **Leave No Trace** ethic.



SUGAR ISLAND: The Future

GOAL #4:

Improve fiscal management of Sugar Island so that it continues to be a self-sustaining resource of benefit to the ACA.

Working in partnership with ACA staff we will:

1. Develop a long-term business plan covering the next 3-5 years.
2. Establish a reserve fund for repairs and capital improvements.
3. Re-evaluate the long-term lease options for cabins.
4. Continue our “annual appeal” for donations.
5. Develop a “planned giving” program for Sugar Island and encourage members to consider Sugar Island in their will.

SUGAR ISLAND:

A link with the past and a responsibility to the future...

“Think not forever of yourselves, nor of your own generation. Think of continuing generations of our families, think of our grandchildren and of those yet unborn.”

-T.S. Eliot

American born English Editor,
Playwright, Poet and Critic,
1888-1965



Credit:

Slide 8, Left Photo by www.daveyHearn.com

