



**The Corporation of the Municipality
Staff Report**

Office of the Director of Community Services and Tourism

Prepared For: Corporate Planning Committee	Report No.: AP 2017-03
Agenda Date: February 21, 2017	File No.: 9.32

Preamble

This report details the activities of the Department of Community Services and Tourism in the month of January, 2017.

General

New Year

Staff are very excited to ring in the new year. The new fitness session always brings in a great deal of members wishing to follow through with their 2017 resolutions. It will also be an exciting year for staff, with projects in the summertime as well as new improvements throughout the year. Staff continue to focus on the operation of the MMCC for the winter months. We have also begun implementation of a new digital point of sale, and throughout the year this will be implemented in our membership and facility booking. This is a much needed improvement and will streamline and digitize a great deal of work at the MMCC.

Capital Projects

Wawa Goose Monument

Staff have received a letter from the NOHFC stating that we are successful in our application for the Goose Replacement and TIC Modernization. This means another \$100,000 from the provincial government that will go towards the Goose and TIC. The contractor, RCI, has started preliminary work on the Monument and will provide monthly updates that will be included in staff reports. The project is projected to be complete June 23rd, with the grand reopening scheduled for July 1st. This will accompany Wawa's Canada 150 Celebrations.

Respectfully Submitted By:

Prepared By:

**Alex Patterson, Assistant Director,
Community Services and Tourism**

MMCC**Fitness Equipment Fundraising**

Fundraising has completed for the MMCC's new fitness equipment, with the "let's not weight" campaign as well as charity week fitness classes raising \$2,900 towards the purchase of new equipment. This will allow us to purchase a new weight rack and some weights, as well as replacing the aged multi-station gym. This will have a positive effect on membership as well, making the fitness equipment selection much more well-rounded, with less of a focus on cardio.

New Booking Software/Point of Sale

MMCC staff have been hard at work implementing a new point of sale and booking system for the operation of the facility. This software will allow us to digitize a great deal of our paperwork and streamline our processes. It also will allow for bookings and transactions to be done online, opening up the MMCC for easier use by the public. This software will be implemented in modules throughout the year. This month, the Pro Shop POS has been implemented and is currently in use. February will have the Canteen and Bar POS implemented by staff.

Arena and Curling

Nothing to Report.

Parks and Trails**Snowshoe Borrowing Program**

The MMCC's Snowshoe Borrowing Program continues to be very successful. Out of a dozen pairs, only two or three are not signed out on any given day. This program allows people to get into snowshoeing and experience the great variety of trails in the Wawa area. It also lets people try different styles of snowshoes before purchasing a pair for themselves. This program really opens up access to a great deal of recreation activities in the Wawa area, and staff look forward to expanding the program in the future.

Parks – Snow Removal

Staff have logged several incidences of snow being ploughed into local parks. This creates damage to parklands, from grass and tree destruction to the depositing of road sand and salt detrimental to plants and machinery alike. Staff have worked closely with the OPP to ensure that these incidences are followed up appropriately by law enforcement. The OPP has been very cooperative in helping staff deal with this issue.

Community Events and Recreation

Outdoor Ice Rink

Staff have opened, closed, and opened the outdoor rink again. As the rink is very weather dependent, the warm snap forced a rink closure for almost 2 weeks, but thanks to a stable foundation, little was lost and the rink was reopened within a few days of more seasonal temperatures. Citizens were very respectful of the flag system when the rink was closed, also helping the recovery time. The response to the outdoor ice has been overwhelmingly positive, with the rink expansion allowing more people than ever to experience outdoor skating and hockey. Staff expect the rink to be open for the rest of the season, weather permitting.

Wawa Winter Carnival

Staff and the Special Events Committee are finished planning for this year's Wawa Winter Carnival. This year the event will also take place in conjunction with Wawa Snow Down, which will see even more participants on an already busy family day weekend for Wawa. The carnival this year features a scavenger hunt of Grady Geese, placed in local businesses. 15 local businesses are participating this year, increasing foot traffic in their stores as people hunt for the location of the Geese. This is just one way that the Wawa Winter Carnival promotes economic development in Wawa.

Tourism

Wawa Drag Races 2017

The Wawa Drag Race Committee has begun planning the 2017 Wawa Drag Races. Both staff and committee members learned a great deal from the 2016 races and are fresh and ready to apply these lessons to the 2017 Races. A report on the 2016 Drag Races will be presented to Council in early 2017.

2017 Tourism Season

2017 will be a big year for special events in Wawa. The Drag Races are entering their 6th year, and we continue to see growth in both drivers and spectators as the race gains notoriety as one of the best in Canada. The Goose unveiling and Canada 150 Celebrations mark an important milestone in Wawa's history, and partnering with the Wawa Music Festival will make this year's Canada Day Celebrations one of the biggest in Wawa history. The Trans Canada Trail will also be opening this year, with the Wawa Access Point at the Marina being completed early in the summer.

Auxiliary Services

Greyhound / National

National Car Rental continues to be stable at the MMCC, with 19 separate rentals this January. Greyhound service has stabilized in January, down from the Christmas freight rush. Passengers often find it difficult, especially in the colder weather, to catch the westbound bus at 0400.

Other Projects

Nothing to Report.

Funding and Grants

Wawa Waterfront Project

Staff were very happy to be informed that both FedNor and NOHFC applications have moved on to Stage 2 in the process. Staff are currently working with Kresin Engineering and the EDC to finalize the Stage 2 application. The Stage 2 process is large, as it requires a full costing of every individual component in the project, as well as full drawings and exact specifications. As part of the next steps, public consultation and a forum will take place both to receive input on the project as well as satisfy the Environmental Assessment (EA) requirements. Staff have received notification that the RBC Bluewater fund application has moved on to the next stage, and look forward to working with the EDC on the next step of this application. Staff have also applied to the Great Lakes Guardian Fund, in partnership with the Lake Superior Watershed Conservancy, and are awaiting a response.

Wawa Arena Modernization

Staff are currently preparing a large grant to modernize the arena. This includes such items as arena LED lighting, flooring, heating system, condenser tower and many more upgrades. The aim of the upgrades is to modernize and update the facility to reflect its current use. As a very versatile multi use facility, the goal is to upgrade many of the facets of its operation. This will mean that the facility will be able to host more effectively regional events, from conferences to tournaments. It will also have more potential to host dance and fitness with these upgrades, opening up the Banquet Hall and Lounge with a multi-use athletic type flooring. This will improve safety of patrons as well as community capacity for athletic events. Finally, items such as the heating system and LED lighting will both improve the comfort of patrons while cutting operating costs and hydro usage significantly. Staff will have more updates and details as part of the upcoming 2017 Capital Budget.

Canada 150 Celebration Preparation

Funding has been denied through the Ontario 150 Community Celebration grant for Wawa's Canada 150 Celebration. Staff have gone through the debrief process for this fund and learned several valuable lessons on completing these applications. The fund was also greatly oversubscribed, with 28mil in requests and a 7mil budget. Staff have also received word that the NOHFC Goose Event grant has moved onto the review stage and staff expect to receive notification of its status before May. Staff are also waiting to hear from the Canada 150 federal grant applied for in October 2016.

Conclusion

The Department of Community Services and Tourism is in full winter mode, and finalizing the planning phase for 2017. Staff will continue to work on special projects such as the winter carnival and outdoor rink. Staff will also continue to work on the implementation of new recreation booking software to modernize and increase the capacity of the department to serve the residents of Wawa.

Attachments

No Attachments.

End of Report.