



**The Corporation of the Municipality of Wawa  
Staff Monthly Report**

**Office of Community Services and Tourism**

<b>Prepared For: Corporate Planning</b>	<b>Report No.: AP 2022-04</b>
<b>Agenda Date: May 17, 2022</b>	<b>File No.: 9.30.2</b>

### **Preamble**

This report details the activities of the Department of Community Services and Tourism in the months of March and April 2022.

### **General**

The lifting of most restrictions throughout March enabled many activities to return to near-normal for the end of the ice seasons. We hosted several large, successful community events all while ensuring that all remaining restrictions were understood and followed by all users of the facility. April brought the end of the most challenging season many staff have experienced, and it ended with a very successful mixed bonspiel and youth hockey tournament. Staff shift focus through this month from the MMCC to the reopening of the TIC and parks – when the snow allows.

### **Capital Projects**

#### **MMCC Upgrades 2022**

Staff issued two RFQ's and one RFP for capital projects at the MMCC in 2022. RFQ's were issued for Arena Heaters (on the north side of the facility) and the Curling Glycol Pump. The arena heaters were awarded to Davidson Fuels Wawa for \$13,718.00 +HST with a project budget of \$30,000. The Curling Glycol Pump was awarded to CIMCO Refrigeration for \$9,988.00 +HST (not including site fixtures to be done in-house) with a project budget of \$15,000. Staff also had one contractor bid on the RFP for flooring and are working with them to finalize price and materials for summer installation. Additional project works include repairs to the arena sound system, which will be finalized once the flooring project costs are finalized to ensure the overall budget is met.

<b>Respectfully Submitted By:</b> 	<b>Prepared By:</b> <b>Alex Patterson, Director,</b> <b>Community Services and Tourism</b>
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### Broadway Beautification

Staff purchased and received additional benches and garbage cans for the Mission Road corridor, purchasing from the supplier selected previously for \$13,161.76 +HST with a project budget of \$15,000. Additional project works will be coordinated with the BIA for banner and lighting upgrades throughout the summer.

### Tractor Reels

Staff received two quotes as a result of an RFQ for the purchase of tractor reels. Because of shortages, both quotes (\$29,000 and \$34,000) were much higher than the budgeted cost of \$20,000, and significantly higher than a 2017 quote for \$14,000 for a similar product. Staff reviewed the project and sent the reels to a qualified machine shop for refurbishment – extending the life for a significantly reduced cost of approx. \$4000. The additional funds budgeted for the reels will remain in reserves as we save for the purchase of a new tractor and implements in 4-5 years' time.

## MMCC

### MMCC Events and Usage – March and April

March was the final full month of ice usage at the MMCC. April hosted several special events, as well as the Tournament of Champions to end the ice season. In total, the facility was used for the following hours during the past two months:

Month	March	April
Arena Usage	180.50h	23.5h
Arena Revenue	\$12,299.69	\$1,911.55
Curling Usage	46h	3h
Curling Revenue	\$2,644.20	\$203.40
Room Usage	206.60h	193.7h
Room Revenue	\$17,531.02	\$3,178.32
<b>Total Usage</b>	<b>433.10h</b>	<b>220.2h</b>
<b>Total Revenue</b>	<b>\$32,474.91</b>	<b>\$5,293.27</b>

### A sample facility schedule for each month can be found in Appendix A.

Over the operating hours of the facility, in March the facility was occupied 87% of the time, and in April was occupied 44% of the time. The facility hosted the following special bookings in addition to regularly occurring recreation programs:

- Mixed Curling Bonspiel
- Wawa Minor Hockey TOC's
- Fish Derby
- APH Clinics
- Safe Food Handling Course
- Dance Exams
- Curling Playoffs
- Drive Test
- Spring By-Hand
- Women's Curling Potluck
- WFHT Situation Room
- Kingdom Hall of Jehovah

## Arena and Curling

### Tournament of Champions

During the first weekend of April, the MMCC hosted the NOHA Tournament of Champions for the U13B/C division. The event was well attended, with 6 teams and 84 players taking part in the tournament. The event was very well received, with excellent feedback from both WMHA and the NOHA – who are interested in hosting the tournament in Wawa on an annual basis based on their positive experience here.

Staff also calculated the economic impact of the weekend using a standard TREIMS model with some estimates based on participation, and estimate the impact of the weekend to be approximately \$50,000 with around \$25,000 in direct spending in our community. This has a very positive impact at the end of a long winter for many local businesses.



### Arena and Curling Ice Removals

After the end of both ice seasons, staff had a smooth and productive ice removal and plant shutdown. We take about one week to remove both ice surfaces, where we continually work to improve our process and remove ice quicker and safer year over year. We also took the opportunity for additional staff training in plant shutdown, reviewing SOP's and having all staff involved in the safe shutdown of the refrigeration systems in preparation for summer maintenance by our contractor.



## Parks and Trails

Nothing to Report.

## Community Events and Recreation

### Wawa Ice Fishing Derby

The MMCC hosted a modified, sold out, 2022 Wawa Ice Fishing Derby. As many COVID restrictions lifted on the weekend of the derby, organizers responded as best they could under the changing conditions to host a safe and well attended derby. Most of the derby was hosted in the Banquet Hall / Lounge, and did not use the arena ice surface as in past years. The facility saw less entrants as most kept outside on the 2 fishing lakes of the year. We look forward to hosting a full derby again in 2023.

### Wawa Goose Nests – Planning Summer 2022

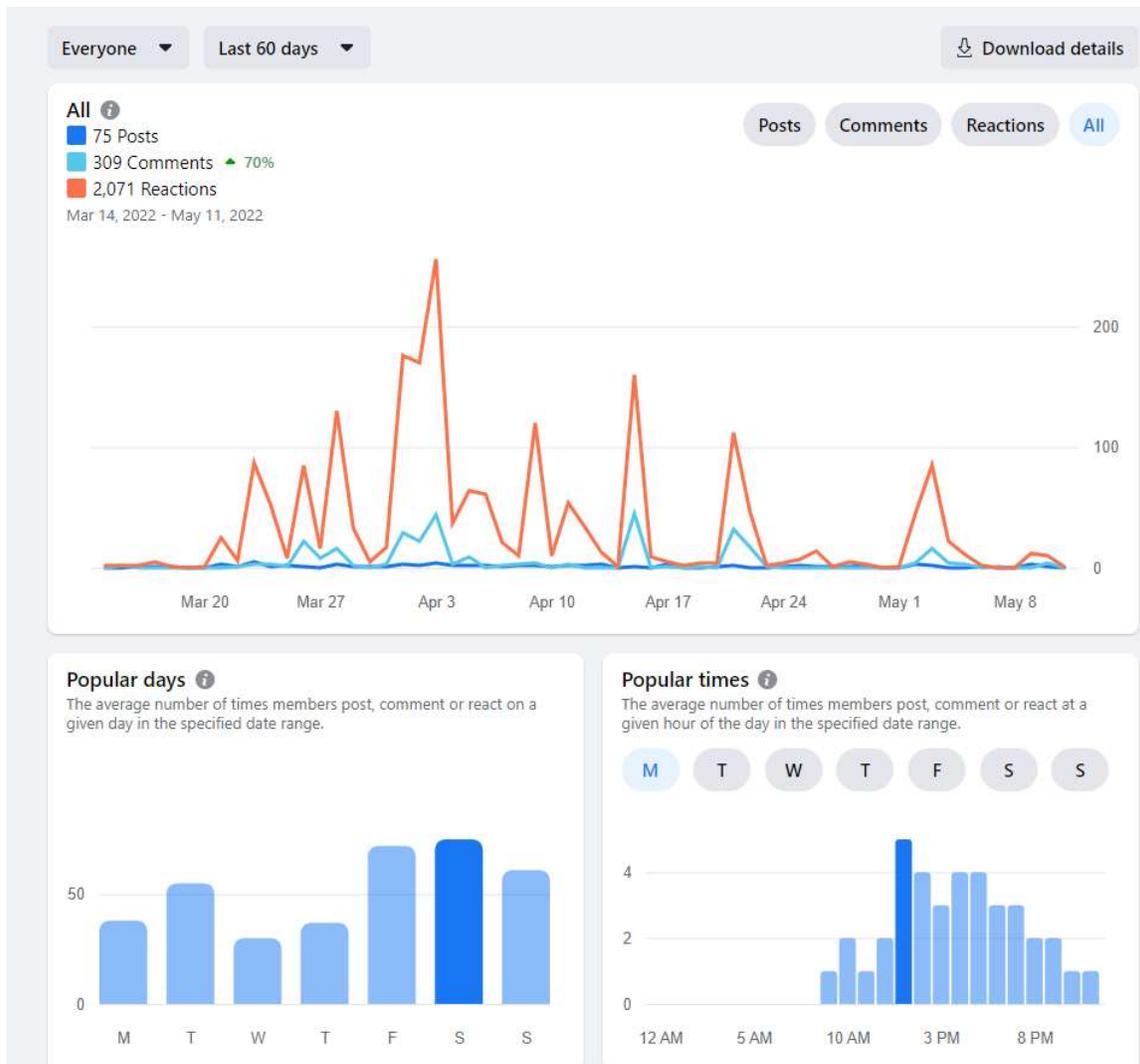
Staff have completed the summer planning of the Goose Nest Market in partnership with the Goose Nest Committee for 2022. Our recreation coordinator completed the year's schedule alongside another for vendors listing all of the registration dates for 2022 markets. Alongside that, department staff also handle the scheduling for each nest, and complete advertising for each market. Sample advertising and the nest schedules for 2022 are included in **Appendix B**

### Social Media and Advertising

Through our continued direction to improve Municipal communications to the public, staff continue to use our social media to assist us in getting the latest information on recreation programs and other opportunities out to the members of our community. Over the past two months, some metrics for our social media include:

Metric	March	April
Posts	52	43
Pageviews	16,819	15,301
New Members	52	33

Sample advertising from the past two months can be found in **Appendix C**



## Tourism

### Tourism Coordinator Hired

Wawa's new Tourism Coordinator was hired in April with the main goal of reopening the Wawa Tourist Information Centre in time for the summer season. This additional staff member will implement, with the assistance of Department staff, our Tourism Work Plan for 2022. Throughout the summer, this staff member will take increasing roles in tourism marketing and advertising as well as additional revenue generation at the TIC. We look forward to being able to dedicate additional staff capacity to Tourism this summer season, and it promises to be a busy one!

## Other Projects

Nothing to Report.

## Funding and Grants

### MMCC Funding Application

Staff continue to explore additional funding options from FedNor and the NOHFC as we attempt to combine funds to match the Municipal budget for much needed upgrades to the MMCC. Staff received the final engineering report from Tulloch regarding the proposed upgrades to the MMCC, and are working on refining the costs with our Refrigeration Contractor while proceeding with additional applications.

### NOHFC Internship Application – Tourism Marketing Intern

Staff have received confirmation that our NOHFC application for a Tourism Marketing Intern has been successful, and are advertising the position. This staff member will work with the Director and Tourism Coordinator to follow the work plan and develop marketing strategies for our community over the coming year-long placement.

## Next Two Months Outlook

In May and June, staff shift focus away from the MMCC and on to our Tourism Resources and Parklands. The main goal of the Department is to reopen the TIC after two long years of closures. Additionally:

- Operations
  - Reopen TIC: turn on water, make repairs to facility, additional washroom upgrades and repairs
  - Reopen parklands: complete inspections, pick litter, open garbage cans, prepare mowing equipment for summer service, make repairs

- Reopen Marina: place ramps and launch docks, install washroom sea container, turn on water and clean fish cleaning station and pavilion
- Reopen washrooms: Roses, Lions, Scenic High Falls
- Install docks at Lions Beach
- Recreation
  - Participaction Challenge
  - Spring Recreation programs – seniors and young adults
  - Goose Nest Markets (see schedule)
  - Spring Recreation Programs: Soccer, Baseball, etc
  - Canada Day Event Planning
  - Implement Pick-up Pickleball
- Tourism
  - Reopen TIC: receive merchandise, implement new POS, receive and place brochures, train student travel counsellors
  - Hire tourism marketing intern and being work plan
  - Assist with advertising community special events / goose nests
  - Finalize designs for highway tourism signage
- Administration
  - Advertise and take marina slip bookings
  - Administer spring rush of gym memberships
  - Book special events at MMCC
  - Complete outstanding Capital projects
  - Hire and train summer students

**End of Report.**

**Appendix A – Sample Schedules, March / April**

**Appendix B – Goose Nest Schedule and Marketing**

**Appendix C – Recreation Marketing March / April**