



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

Office of Community Services and Tourism

Prepared For: Committee of the Whole	Report No.: AP 2023-04
Agenda Date: May 16, 2023	File No.: C11

Preamble

This report details the activities of the Department of Community Services and Tourism for the months of March and April 2023.

General

March is the busiest month of the MMCC's operating season. Alongside all regular programming, we hosted the Wawa Ice Fishing Derby the first weekend, then after march break we held a combination Ladies Bonspiel, Men's Old-Timer's Tournament, and NOHA Tournament of Champions all on the same weekend, before finishing the ice season with the Wawa Man's Bonspiel. During the month of April, we clean up from the season – first by removing the ice and then by going through the whole facility and getting to the many tasks that are hard or impossible to do with a facility that operates 7 days a week, 16 hours a day. We continue to host off-ice programming in April, which includes dance, a full suite of senior's programs, meetings, and other bookings.


Capital Projects

MMCC Sports field Running Track

Staff have prepared a memo to Council regarding the status of this project, including an agreement, updated budget, and timelines. It is expected to be completed this summer and on budget, using funding from the Ontario Trillium Fund

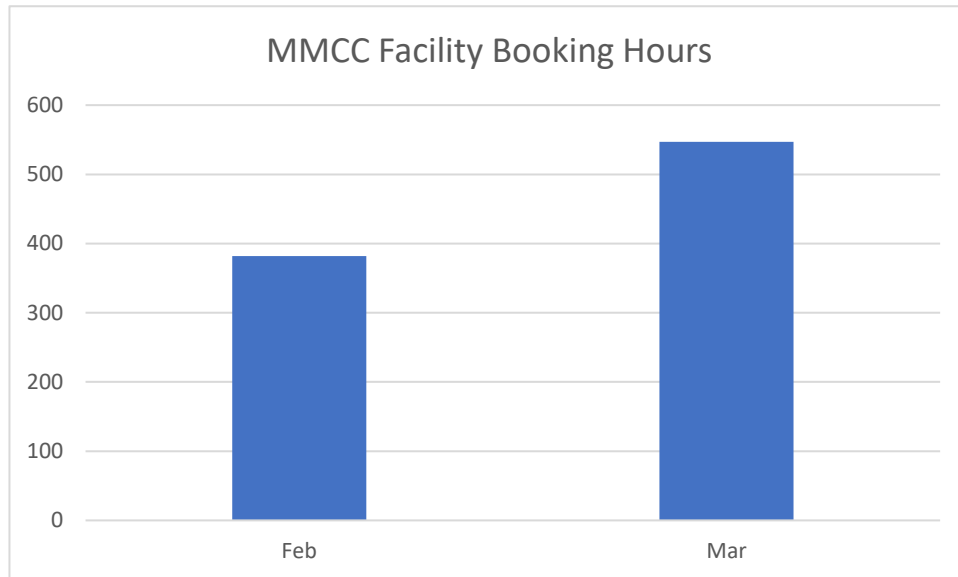
MMCC Modernization Project – Phase 1 and 2

Staff have prepared a memo to Council regarding the successful receipt of funding. While we cannot announce the funding source before a joint press release is prepared, we are excited to get to work on some major building components this and next summer.

Respectfully Submitted By: 	Prepared By: Alex Patterson, Director, Community Services and Tourism
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MMCC**MMCC Bookings**

The majority of weekends in March were special events – discussed in the section below. Additional facility bookings in March and the change between the amount of special events are reflected in the graph below:



March saw over 545 hours of time booked and used at the MMCC, making it the busiest month of the season.

Community Events and Recreation**Wawa Ice Fishing Derby**

The month of March saw a derby with some different demographics than expected. The derby itself did not sell out – but came close with a bit more than a hundred tickets left at the end. We saw a shift in the bar usage – it was very empty on the Friday and the Sunday nights, which caused a loss on both those nights that was made up only by Saturday. This post-pandemic shift is causing us to reconsider how we offer this service, and we will implement changes for next year to ensure we are effective in our service delivery to residents and the participants of this event.



Spring Fitness Classes

Staff are happy to report that the spring fitness session is recording excellent participation across all morning classes, and most afternoon classes. We are regularly seeing 15+ participants per class, and sometimes over 20. These classes are offered in a combination of paid and free to use (through funding received) and target a wide demographic of older residents. These classes are showing more participation than ever thanks to dedicated marketing as well as some great instructors that make everyone feel welcome. We are also offering all classes in hybrid (in person and online) format ensuring that people with access barriers can still participate. We see 3-5 additional online participants per class.

Tournaments and Bonspiels

The MMCC hosted several tournaments and bonspiels to close off the ice season. This included the first ever combined Tournament of Champions, Ladies Bonspiel and Mens Old Timer's tournament. This event was a success and hosted 4 teams from the NOHA, 6 Men's teams and 22 curling teams for a very busy weekend at the MMCC. This was followed up by a 16 team Men's bonspiel the next weekend before we removed the ice at the start of April.

Planning – Canada Day

Staff have also begun planning Canada day, this year making an application to Celebrate Canada for additional funding to support the event. Similar to the momentum we gained as part of the Winter Carnival, staff planned and sent out a community call to action to get interested community members and businesses to put an activity into this year's event.

Tourism

Tourism 5 Year Plan

Staff are now working on the implementation portion of the 5-year tourism plan. This involves taking the action plan, prioritizing the first year's actions, and then breaking them into tasks to assign to staff members. With the assistance of the CAO and economic development staff, we are working on finalizing this portion of the plan in May to present to the EDTAC for review and discussion.

Tourism Staff

We are welcoming two new tourism staff members this month – Isabeau Allard will be our new Tourism Coordinator, on contract to operate the TIC for the season. Ryan MacDonnell will be our Tourism Marketing Intern, filling a one-year NOHFC extended funding contract to develop our marketing plan and materials. We are really looking forward to increasing the tourism portion of the Department's capacity as we look to accomplish some of the goals as set out in the Tourism plan.

Other Projects

Marina Committee

Staff participated in the first Marina Committee meeting of the year, which elected chair, co-chair, and discussed several matters including the new boat launch, dredging possibilities based on the channel, future plans pending divestiture, among others. We have a full marina committee including representation from Evolgen, the MNRF, and members who use the facility.

Funding and Grants

Seniors Community Grant 2023

Staff completed an application to the 2023 intake for the Seniors Community Grant to restart free functional and at-risk seniors programming. This program funding was cut during the pandemic by the Province and while the Municipality took on some expenses for the past 2 years, it is not sustainable to continue doing so without additional provincial funding. For this program, we partnered with the LDHC and WFHT to develop a barrier free program that the healthcare organizations in our community can send seniors at risk to ensure that they have the opportunity to socialize and recreate in our community. We expect to hear the results of the funding in May / June for a July program start.

Hospital Funding – Seniors Community Grant

As a project partner, the LDHC worked with area healthcare funding to provide the Municipality with \$5,000 to go towards the 2023 Seniors Community Grant for free seniors programming to be hosted at the MMCC. Special thanks to Kadean Ogilvie for coordinating these funding meetings and assisting us in securing the grant.

Seniors Inclusivity Grant Program

Staff of the CST department worked with staff from town hall to submit a grant to the inclusivity program for a seniors advisory staff person as well as an electronic billboard to be placed at own hall. We expect to hear back from this funding sometime in the summer for a fall implementation.

Participation

Staff submitted, and were successful in receiving a grant for \$5,000 for participation – this year we submitted for new bases for the baseball field and funds to get a adult softball league up and running. So far, we have received a lot of interest and will likely hit our maximum of 8 teams. In the process, staff will be working hard to get the ball diamonds up to a good playing surface after several years of little use.

Summer Student Funding

This year, we are disappointed to report that we were not successful in any save one summer student funding application. Typically, we submit applications for 8-10 students and get a little less than half funded depending on the year. This year we were only successful with one Canada Summer Jobs application and no Summer Experience Program funding, a loss of approx. \$5,000. Fortunately, staff found a new grant from the Canadian Parks and Recreation Association that covers a student and mentor for up to \$14,000, offsetting this difference. However, this is a troubling trend as we rely on SEP and CSJ to fund positions in the Tourism and Recreation portions of the Department.

Next Two Months Outlook

In May and June, staff will focus on opening the parks and preparing for the busy summer tourist season

- **Operations**
 - Open parks
 - Open TIC
 - Summer Projects: Ball Fields, Basketball Nets, Volleyball Court

- **Recreation**
 - Summer Kids Programming Starts
 - Spring fitness session
 - Special Event Leadup: Canada Day

- **Tourism**
 - Open TIC
 - Complete Y1 Implementation Plan
 - Train new staff

- **Administration**
 - Begin Wawa Community Centre Modernization Project
 - Begin Sportsfield Track Capital Project
 - Hire and Train all Summer Students

Attachments

None.
End of Report