

STAFF REPORT: Recreation



REPORT TO:	Infrastructure & Recreation Committee
MEETING DATE:	January 11, 2011
REPORT NO.:	DOR 11 03
SUBJECT:	Weekly February Ski Shuttle Bus
PREPARED BY:	Peter McGee

A. Recommendations

THAT Council receive Staff Report DOR 11 03 entitled, "Weekly February Ski Shuttle Bus", for information purposes, and;

THAT Council support the initiative to provide cost effective transportation to and from Blue Mountain Resorts on every Tuesday for the month of February for the youth and residents of The Blue Mountains and;

THAT Council supports the initiative to recruit local businesses to cover the costs of the program.

B. Background

The Blue Mountains has provided a similar service in the early 2000's, and it was received with great enthusiasm from the community. Over the summer and into the fall numerous residents have suggested that the program be re-established.

To assist in the success of the program some local partners will be engaged to help with costs, marketing, and other aspects of the program. Two of the partners that are committed to assisting are, Community for Youth Coalition and Free Spirit Tours. Some others that will be approached are Squire John's, Slalom Gate Ski Shop, Blue Mountain Resorts, The Blue Mountain Village Association, The Westin, and other related businesses. The partnerships will provide the program with funding to keep costs to a minimal and also provide businesses with an opportunity to promote their products and services to a very specific market. As well as gain some exposure in the community as a youth and community minded organization.

The Ski Bus will be focused on youth in the community that would otherwise not have transportation to and from Blue Mountain Resorts. There will be a special price point for youth (18 and under) and only youth will be able to reserve seats on the bus. Adults would be permitted to use the bus service but will have a higher price point and will not have the option to reserve seats.

C. The Blue Mountains Strategic Plan

Supporting the development of social and recreational programs to meet the broad range of needs in the community.

D. Environmental Impacts

The program will promote shared transportation which will reduce the environmental impact by reducing number of cars on the road and trips to and from Blue Mountain Resorts.

E. Budget Impact

One of the goals of this program is to have zero impact on any budget. Through partnerships within the community and the small charge for the service all operating costs will be covered. There is proposed potential that this program will generate funds, these funds will be directed into a youth initiatives fund that can be used later to provide more opportunities for youth in our area.

F. Attached

1. Sponsorship document that will be used to gather support from local businesses and partners.

Respectfully submitted,

Signature Peter McGee, Event & Youth Coordinator

For more information, please contact:

Peter McGee
pmcgee@thebluemountains.ca
705-441-5244

COMMUNITY FOR YOUTH COALITION
788277 Grey Road 13, Box 321
Clarksburg, ON N0H 1J0
519.599.2143



Dear Community Partner

The Community for Youth Coalition is providing a ski bus shuttle service to and from Blue Mountain Resorts. The shuttle will provide residents from our area with safe and inexpensive transportation to the ski resort every Tuesday night for the month of February, four trips in total. The intent of the bus is to provide easy access, for youth and adults, to Blue Mountain Resorts and the recreational opportunities it offers. We are also using the service as a fund raiser to continue to support the activities we provide youth in both The Blue Mountains and Meaford.

There will be a charge to use the service, \$5 for youth (18 and under) and \$10 for adults (18+), this money will be used to offset the cost of running the shuttle and promotion of the shuttle. Any revenue generated will be used through the Community for Youth Coalition to help with its programs.

We are looking for support from local businesses that would benefit from gaining exposure in the community as well as with the skiing/snowboarding market. We are requesting a sponsorship of \$250 for each shuttle trip, this money would be used for further promotion of the shuttle and allow the Community for Youth Coalition to maximize the benefit from the service.

For your support of \$250, you would receive the “brought to you by” status for one of the weekly trips advertising campaign. Our weekly campaign will include advertisement in local papers under The Blue Mountains page, weekly E-blast to over 600 subscribers, weekly Tweets through The Blue Mountains Twitter account, and weekly announcements at both the Beaver Valley Community School and Georgian Bay Secondary School. We will also launch a month long poster campaign that will include all 4 sponsors and will be posted at community boards in The Blue Mountains and in sporting goods shops as well as other related business in the region.

If you would like to take part in this program or have any questions please feel free to contact me through email, pmcgee@thebluemountains.ca or phone at 705 441 5244. Thank you very much I look forward to speaking with you.

Peter McGee, Event and Youth Coordinator, Town of the Blue Mountains