



Staff Report

Community Services

Report To: Council Meeting
Meeting Date: June 24, 2024
Report Number: CSOPS.24.050
Title: Multi-Use Recreation Feasibility Assessment Kick-Off
Prepared by: Ryan Gibbons, Director Community Services

A. Recommendations

THAT Council receive Staff Report CSOPS.24.050, entitled “Multi-Use Recreation Feasibility Assessment Kick-Off” for information purposes only.

B. Overview

In May 2024, the Town of The Blue Mountains and Town of Collingwood announced the launch of a Joint Multi-Use Recreation Feasibility Assessment (MURFA), supported by a team from Colliers Project Leaders. The project team includes leaders from both municipalities, as well as the Collingwood Public Library and Blue Mountains Public Library.

The Joint Assessment will assess the current and future recreational facility needs of residents from both communities and will also explore integrating library services into a multi-use model, as has proven effective in municipalities across the province.

C. Background

Following completion of the 2021 Leisure Activities Plan, the Town of The Blue Mountains approved funding toward the delivery of a feasibility assessment regarding a multi-use recreation facility. The Town of Collingwood had also approved funding toward the delivery of a feasibility assessment through its 2019 Parks, Recreation and Culture Master Plan. Both Plans indicated that there were opportunities to utilize a regional approach to increase efficiency, reduce redundancy and provide accurate delivery of services throughout a future timeframe.

The feasibility assessment will confirm community needs for both the current timeframe as well as a defined future scope. This assessment will also review business alternatives to determine the most effective means of delivering services. Tools that will be used are expected to be an analysis of current strengths, weaknesses, opportunities and threats, in addition to community consultation, research of best practices, planning and forecasting tools, and the contextual review and application of other municipal plans and documents. The goal is to establish a better understanding of the needs of both communities, not to determine what a single facility or multiple facilities will look like or where it will be located. The results are expected to provide

Council with the information required to make a “go/no-go” decision on further progressing plans that could lead to a major capital project.

The model of integrating library services into a community centre has proven effective in municipalities across the province. Therefore, as a measure of efficiency and timing opportunity, The Collingwood Library and The Blue Mountains Public Library will also be included as key stakeholders through the assessment.

Awarded through the Kinetic Group Purchasing Organization (GPO) platform, Colliers Project Leaders is Canada’s largest real estate advisory and project management company.

D. Analysis

This report is accompanying a presentation from Colliers Project Leaders that will allow preliminary comments from members of Council in a public forum prior to formal engagement process begins with municipal residents and groups.

Municipal Staff from The Blue Mountains and The Town of Collingwood look forward to the collaboration on this project.

E. Strategic Priorities

1. Communication and Engagement

We will enhance communications and engagement between Town Staff, Town residents and stakeholders.

2. Organizational Excellence

We will continually seek out ways to improve the internal organization of Town Staff and the management of Town assets.

3. Community

We will protect and enhance the community feel and the character of the Town, while ensuring the responsible use of resources and restoration of nature.

4. Quality of Life

We will foster a high quality of life for full-time and part-time residents of all ages and stages, while welcoming visitors.

F. Environmental Impacts

None at this time. If a capital project or projects are recommended, environmental impacts will be considered through technical reviews.

G. Financial Impacts

This project has been awarded for a total of \$215,000.00. The project cost is split 50/50 between The Blue Mountains and The Town of Collingwood.

H. In Consultation With

None

I. Public Engagement

The topic of this Staff Report has not been the subject of a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. The project will have significant community consultation as outlined in the Colliers Project Leaders presentation.

However, any comments regarding this report should be submitted to Ryan Gibbons, Director Community Services directorcs@thebluemountains.ca.

J. Attached

1. Colliers Project Leaders Slide Deck

Respectfully submitted,

Ryan Gibbons
Director Community Services

For more information, please contact:
Ryan Gibbons, Director Community Services
directorcs@thebluemountains.ca
519-599-3131 extension 281

Report Approval Details

Document Title:	CSOPS.24.050 Multi-Use Recreation Feasibility Assessment Kick-Off.docx
Attachments:	
Final Approval Date:	Jun 14, 2024

This report and all of its attachments were approved and signed as outlined below:

Ryan Gibbons - Jun 14, 2024 - 4:22 PM

Report Approval Details

Document Title:	CSOPS.24.050 Multi-Use Recreation Feasibility Assessment Kick-Off.docx
Attachments:	- Attachment-1-MURFA-Council-Deck.pdf
Final Approval Date:	Jun 17, 2024

This report and all of its attachments were approved and signed as outlined below:

Ryan Gibbons - Jun 17, 2024 - 11:22 AM



Project
Leaders

Multi-Use Recreation Feasibility Assessment

Town of Collingwood and Town of The Blue Mountains

Date: June 24, 2024

Document ID: P1702-1449145603-31

CSOPS.24.050
Attachment 1



Agenda

- 01 Team Introductions
- 02 Project Background
- 03 Project Approach
- 04 Next Steps

A modern office interior with large windows and people in blue chairs. The scene is bright and airy, with a high ceiling and concrete pillars. In the foreground, three people are seated in blue armchairs, engaged in a conversation. One man is shaking hands with a woman. In the background, another group of people is seated at a table, also in blue chairs. The room is filled with natural light from the large windows.

Section 1

Team Introductions

Team Profiles



Dean Plater
Project Lead

Managing Director, Infrastructure Advisory



Kate Graham
Consultation Lead

Senior Advisor, Infrastructure Advisory



Kristina Fasciano
Project Manager

Manager, Infrastructure Advisory



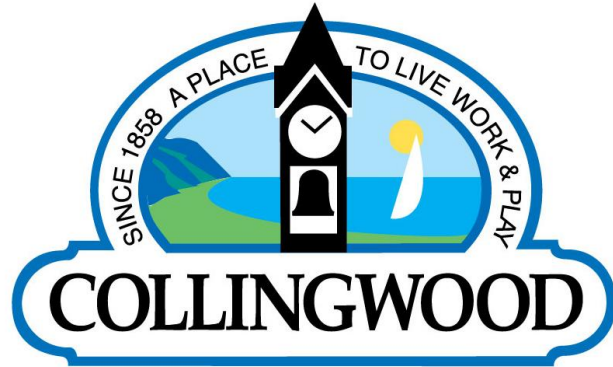
Ama Kankam
Analyst

Senior Associate, Infrastructure Advisory

A woman in an orange top and glasses stands at the front of a meeting room, pointing to a diagram on a flipchart. The diagram shows a circular flow with various shapes and numbers. Several people are seated around a wooden table, listening attentively. The room has large windows in the background, letting in natural light.

Section 2

Project Background



A Growing Community

Collingwood and The Blue Mountains are popular four-season destinations with diverse landscapes and amenities. Just three hours from the Greater Toronto-Hamilton Area, they offer an active lifestyle with award-winning spas, ski villages, historic downtowns, and growing cultural and business offerings, driving rapid growth and desirability.

The MURFA aims to assess the recreational and library facility needs of Collingwood and The Blue Mountains residents, including the potential integration of library services in a multi-use facility. Key to the process is engaging residents to understand their needs, track changing priorities, and explore future facility options.

Project Profile

Objective

Research, analyze, and determine what amenities are desired in the community of Collingwood and The Blue Mountains, through public engagement and explore how these needs could be met through a multi-use recreation feasibility assessment.

Success Metrics:

- Analysis of Market & Existing Conditions
- Analysis of User Needs
- Facility Benchmarking
- Location Analysis
- Financing Options
- Explore Governance Models

A hand in a dark suit sleeve points with a pen towards a whiteboard. The whiteboard is covered with several yellow sticky notes and a thin black line. The background is slightly blurred, showing more of the whiteboard and the hand's movement.

Section 3

Project Approach

Approach

- 01 Consultation (Stakeholder Interviews / Workshops, Open House / Town Halls, Social Media/Online Surveys)
- 02 Challenge Identification and Mitigation
- 03 Approach to Implementing Recommendations

Current Progress

Interviews with representatives from the Town of The Blue Mountains, Town of Collingwood, and both public libraries have been completed to align expectations, objectives, key audiences, and engagement opportunities. An engagement plan has been developed based on these interviews.

Pending Items

- Analysis of User Needs
- Facility Benchmarking
- Location Analysis
- Financing Options
- Explore Governance Models

Proposed Project Work Plan

	2024																																
Activity	6-May	13-May	20-May	27-May	3-Jun	10-Jun	17-Jun	24-Jun	1-Jul	8-Jul	15-Jul	22-Jul	29-Jul	5-Aug	12-Aug	19 - Aug	26-Aug	2-Sep	9-Sep	16-Sep	23-Sep	30-Sep	7-Oct	14-Oct	21-Oct	28-Oct	4-Nov	11-Nov	18-Nov	25-Nov	2-Dec	9-Dec	16-Dec
Project Management																																	
Council Check In x 2																																	
Market Conditions Assessment/Research																																	
User Needs Assessment																																	
2 Public Consultations – In Person																																	
Partner Identification																																	
Community Survey																																	
Interviews/Focus Groups																																	
Market Analysis																																	
Facility Benchmarking																																	
Location Analysis																																	
High Level Facility Program																																	
Order of Magnitude Capital Costs																																	
Operating Proforma																																	
Governance Model																																	
Draft Report																																	
Council Presentation x 2																																	
Final Report																																	
Contingency Allowance																																	

* A contingency has been added from the November Council meeting to the end of December

Next Steps

- Direct engagement with council members
- Direct engagement with library board
- Finalize Engagement Plan
- Public Consultations





Questions?



Project
Leaders

Thank you