



Project  
Leaders

# Multi-Use Recreation Feasibility Assessment

Town of Collingwood and Town of The Blue Mountains

**Date: October 30, 2024**

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# Agenda

01 Team Introductions

02 Project Scope

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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 office has a clean, minimalist aesthetic with large windows providing ample natural light.

## 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*





## Section 1

# Project Scope

# Project Scope

In June 2024, the Town of Collingwood and the Town of The Blue Mountains, together with the Blue Mountains and Collingwood Public Libraries, initiated a **Joint Multi-Use Recreation Feasibility Assessment (MURFA)**.

This six-month project involves carefully exploring current and future recreation and library needs in the two communities – starting with listening to the community.



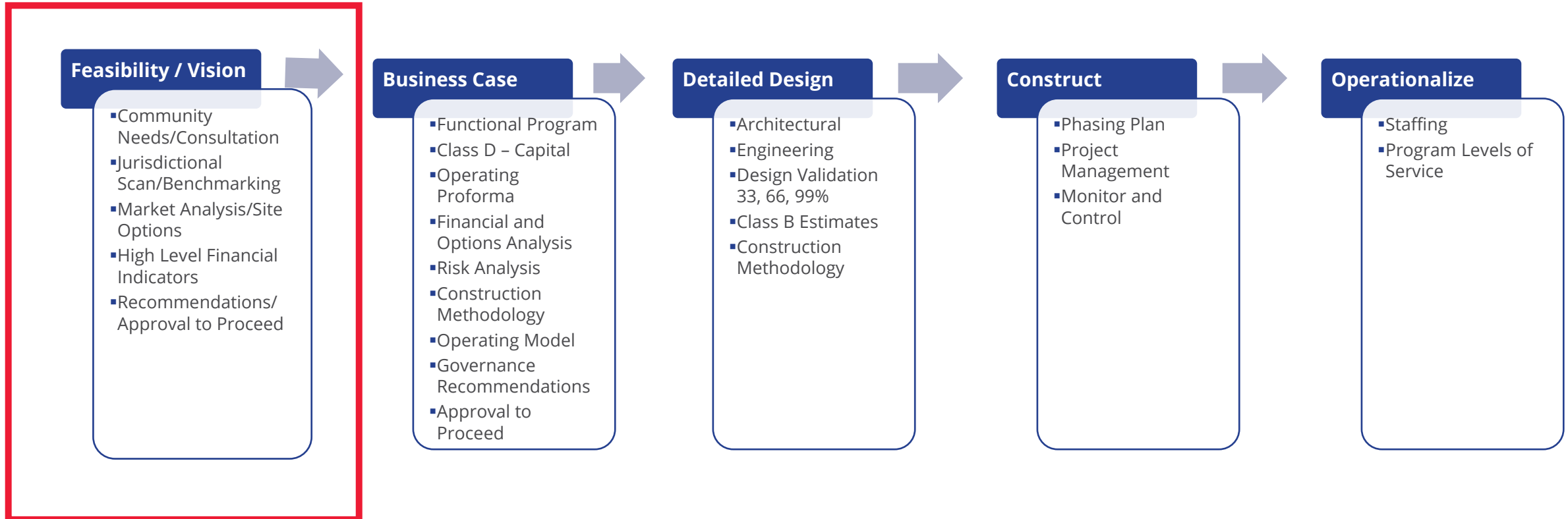
# Project Scope

As a first step in this exploration, the scope of work includes community consultation, as well as learning from the experiences of other communities.

A preliminary consideration of key components such as governance model, financing and partnership options, is also in scope.



# Typical Lifecycle of a Project







# Listening to the Community

**What does the community want and need today – and what will the needs look like in the future?** Listening to the community is the cornerstone of the MURFA exploration.



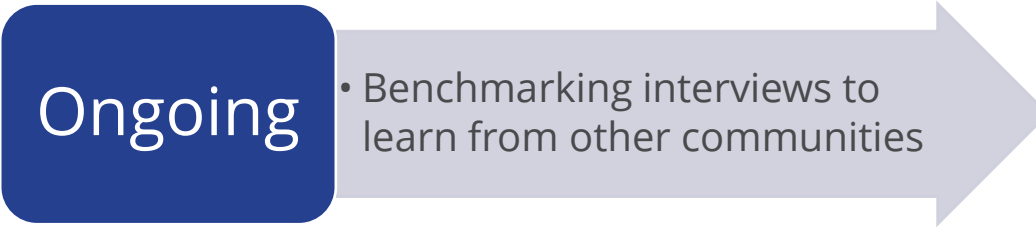
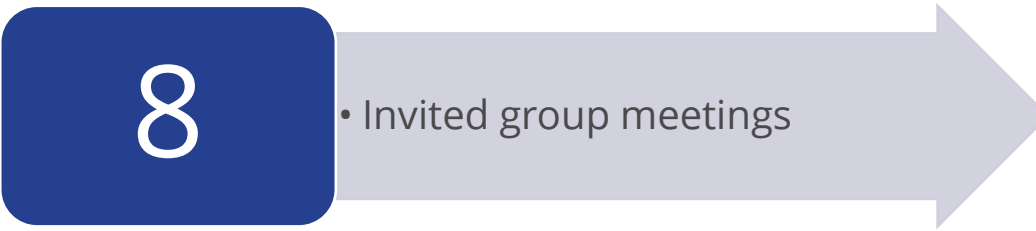
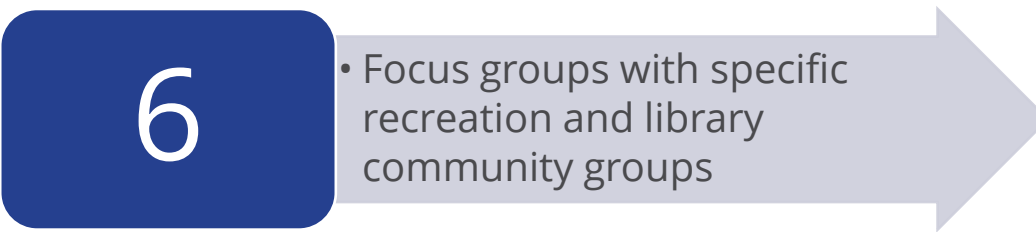
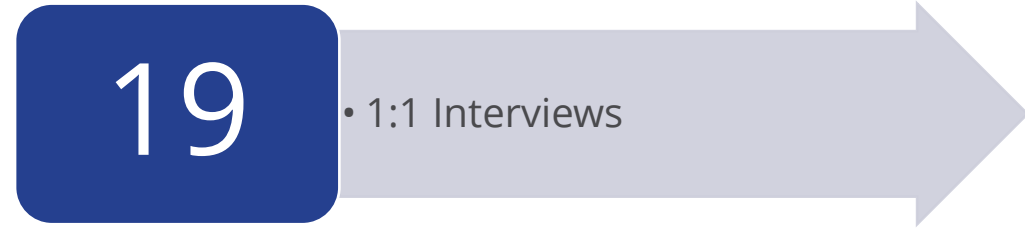
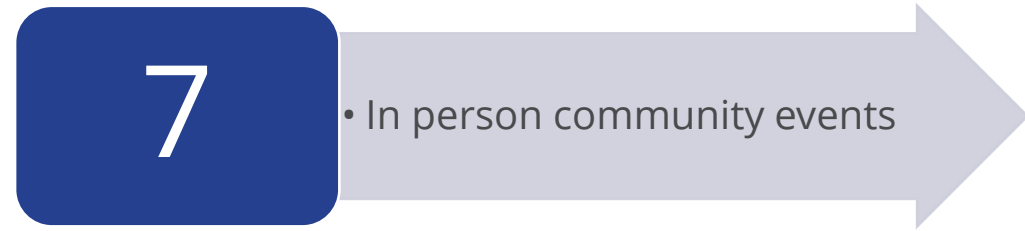
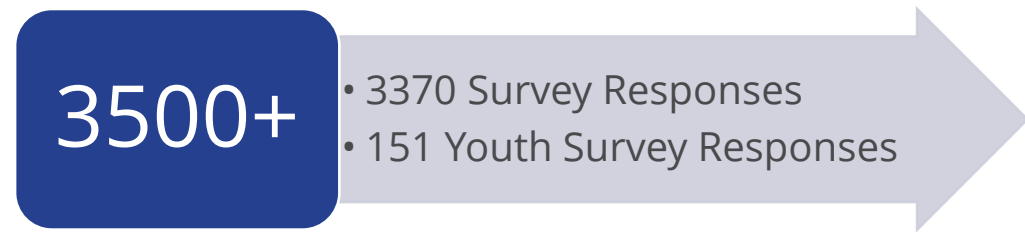
Interviews with  
community leaders  
(June 2024)

Community Engagement  
Plan (July 2024)

Consultation Process  
(August-September  
2024)

# Consultation Summary

## BY THE NUMBERS





## Section 3

# Key Themes



# Key Themes



1. There is **widespread, deep support for adding recreation amenities** in all categories in both Collingwood and The Blue Mountains — and a **high expectation to deliver**.



2. Rapid population growth has produced **practical constraints for facilities and programs**, with concern that continued growth without a long-range plan to invest will add to the capacity issues.



3. Residents **prefer a multi-use space** over single-use solutions — but the location will really matter.



4. Generally, residents **support collaborative efforts** - including between municipalities and other partners - if it means that community needs can be met faster and more efficiently.



5. Importantly, strategic consideration for what a future facility (or facilities) are trying to accomplish will **maximize community benefits**.





1. There is **widespread, deep support for adding recreation amenities** in all categories in both Collingwood and The Blue Mountains — and a **high expectation to deliver**.

- 90% of survey respondents identify recreation facilities as being “very” or “extremely” important, with a similarly sentiment (85%) among youth respondents
- Focus group respondents often spoke about close relationship between recreation and the unique lifestyle and brand offering of The Blue Mountains and Collingwood
- Majority of respondents are quite satisfied with current library offerings, but are not satisfied with current recreation offerings





2. Rapid population growth has produced **practical constraints for facilities and programs**, with concern that continued growth without a long-range plan to invest will add to the capacity issues.

- Unusually high growth patterns, and with a strong draw from larger urban centres, adds new expectations for amenities and programs
- Many recreation, library and community groups are experiencing current urgent capacity issues and have long waitlists – with a general sense that this will continue to intensify
- Strong desire for specific kinds of facility amenities including; courts, indoor turf and outdoor fields, aquatic facilities and ice pads – with more modest interest in other expanded offerings for versatile community uses and programming



### 3. Residents **prefer a multi-use space** over single-use solutions — but the location will really matter.

- 5:1 ratio preference for multi-use over single-use facility, based on feedback from general survey
- General openness to new investments and new facilities
- Focus group reflect high awareness among sport and community groups for the kinds of amenities which have been co-located in multi-use facilities in other communities
- Geographies vary widely (by sport, by use, by age demographic) so the location will be an important consideration for who uses any potential future facility, and for what purpose(s)



4. Generally, residents **support collaborative efforts** - including between municipalities and other partners - if it means that community needs can be met faster and more efficiently.

- General openness to collaborative efforts including a shared facility (or facilities) between municipalities, and to working with other private or community partners
- Some concerns raised about impact of a future facility on existing private facilities and offerings, and interest in exploring ways to fill gaps rather than compete with what already exists
- General preference for speed (being able to deliver something sooner) being prioritized over conventional ways of developing large capital projects





5. Importantly, strategic consideration for what a future facility (or facilities) are trying to accomplish will **maximize community benefits**.

- Important tensions emerged in the discussions, which will need to be considered:
  - Drawing people into existing built-up areas (e.g. downtowns) to drive local economic development benefits vs. greenfield development offering potentially larger facility possibilities
  - Addressing unmet community needs by providing more people with access vs investing in elite facilities
  - Focusing on more 'everyday' uses for current residents vs building a regional sport tourism destination

# Next Steps

- Continued examination of residents' input and lessons from other communities
- Explore financial and governance options
- Develop final report (December 2024)





# Questions?



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Leaders

# Thank you