



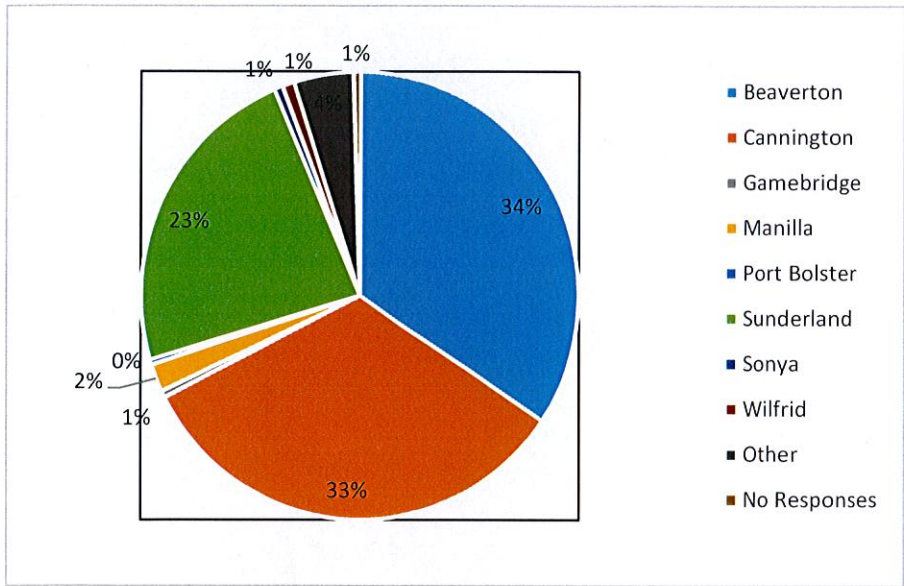
Brock Arena Repurposing Public Input Survey Results

Overview:

- The Township of Brock Arena Repurposing Feasibility Advisory Committee's mandate is to provide advice and recommendations to Council with respect to the feasibility of repurposing an ice surface for "non-ice" recreational activities. The industry standard for ice usage (prime-time) is 90%. The ice usage rate in Brock is: Beaverton (48%), Cannington (50%), and Sunderland (71%). If one of the ice surfaces was repurposed there is potential savings of between \$57,000 to \$102,000 annually depending on the facility.
- The Township of Brock Arena Repurposing Public Input Survey was developed by the Brock Arena Repurposing Feasibility Advisory Committee and Township staff as a way to obtain public input with respect to the potential of repurposing an ice surface for "non-ice" recreational activities.
- Surveys were available from Tuesday, January 26, 2016 to Monday, February 29, 2016 on online on the Township website and hardcopies were available at the three (3) arenas, three (3) libraries, Cannington Foodland, Beaverton Foodland, and Sunderland Freshmart.
- The survey was advertised on the Township website and social media outlets and in the Brock Citizen. The survey was emailed out to all Township advisory committees and hall boards and posters were displayed throughout the community.
- A total of 796 responses were received via regular mail, e-mail, fax, online, and at the drop off locations at the arenas and libraries.

Below is a summary of the survey responses that were received.

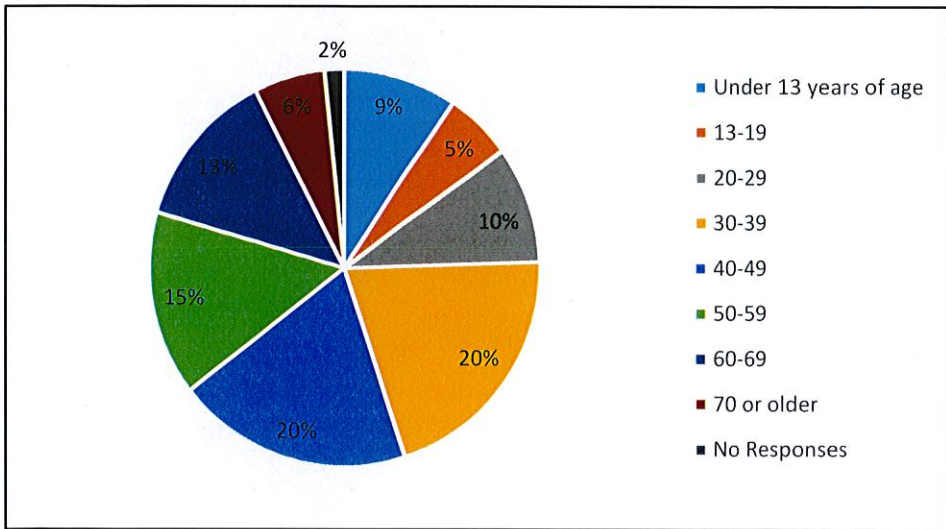
1. What community are you from?



Community	# of responses
Beaverton	274
Cannington	263
Gamebridge	4
Manilla	16
Port Bolster	3
Sunderland	185
Sonya	5
Wilfrid	7
Other	35
No Responses	4
Total	796

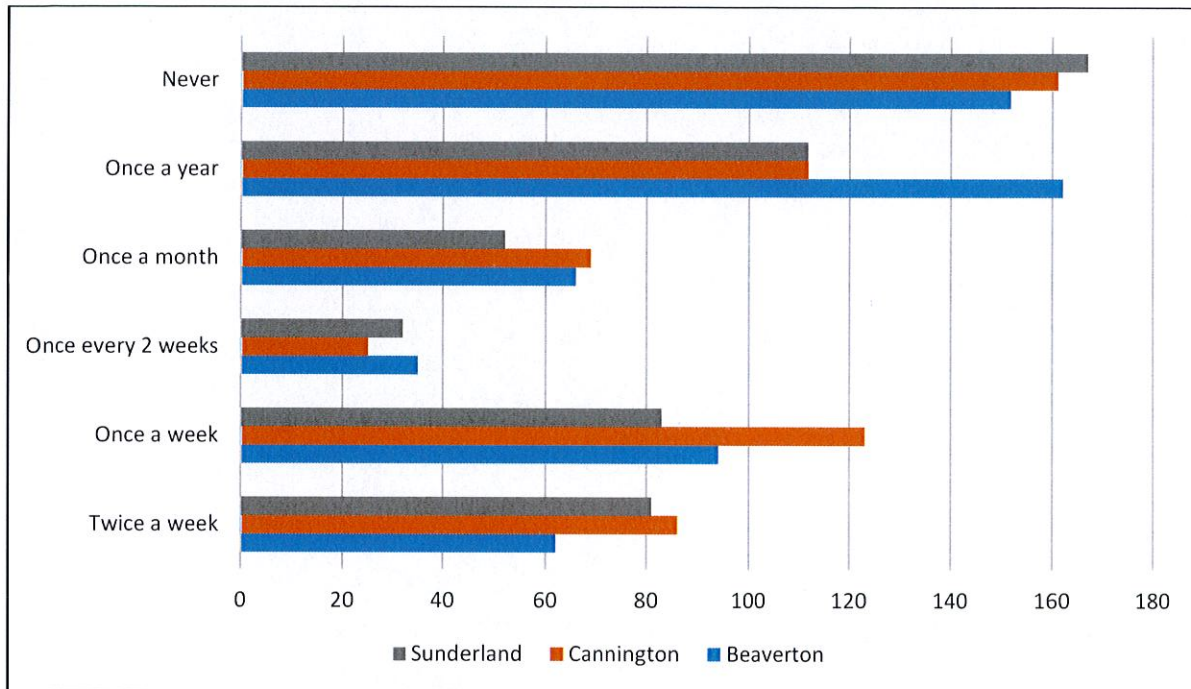
The majority of respondents were from the communities of Beaverton, Cannington and Sunderland. The majority of those who responded other indicated they were from Pefferlaw, Woodville, Brechin and Little Britain.

2. Please select the age category that is applicable to you.



Age	# of responses
Under 13 years of age	75
13-19	44
20-29	76
30-39	162
40-49	156
50-59	120
60-69	103
70 or older	47
No Responses	13
Total	796

3. How often do you visit each of the three arenas (Cannington, Beaverton or Sunderland)?



	Twice a week	Once a week	Once every 2 weeks	Once a month	Once a year	Never
Beaverton	62	94	35	66	162	152
Cannington	86	123	25	69	112	161
Sunderland	81	83	32	52	112	167

Many respondents indicated that the number of times they visit each arena depends on a number of factors including:

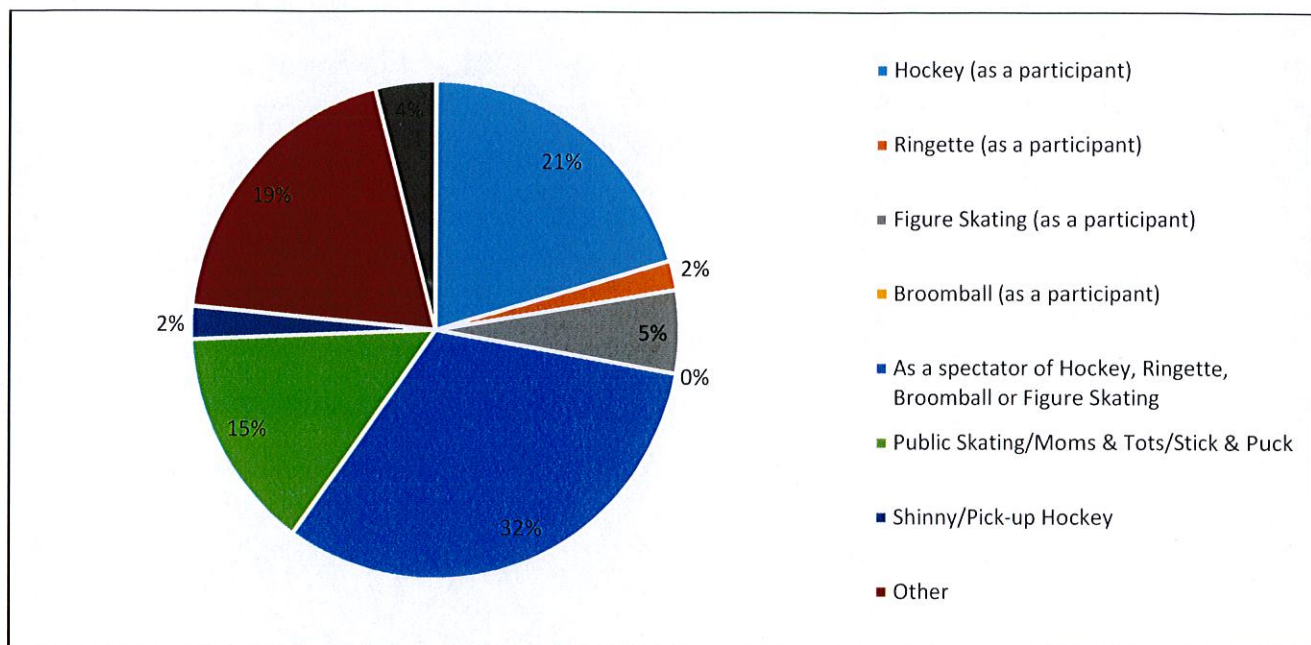
- Location of hockey;
- Availability of ice;
- Location of camp; and
- Time of the year (i.e. visit the arena more in the winter, than the summer).

A number of respondents indicated that they used to attend the arenas 3-4 times per week when their kids were involved in sports but now just visit it once or twice per year.

One main reason why residents indicated that they never go to the arena is because they have no reason to visit them as they do not participate in ice sports.

Many residents indicated that they visit the arenas for community events including the fall fairs, dances, fundraisers, car draw, etc.

4. What is the main reason you visit one of the arenas?



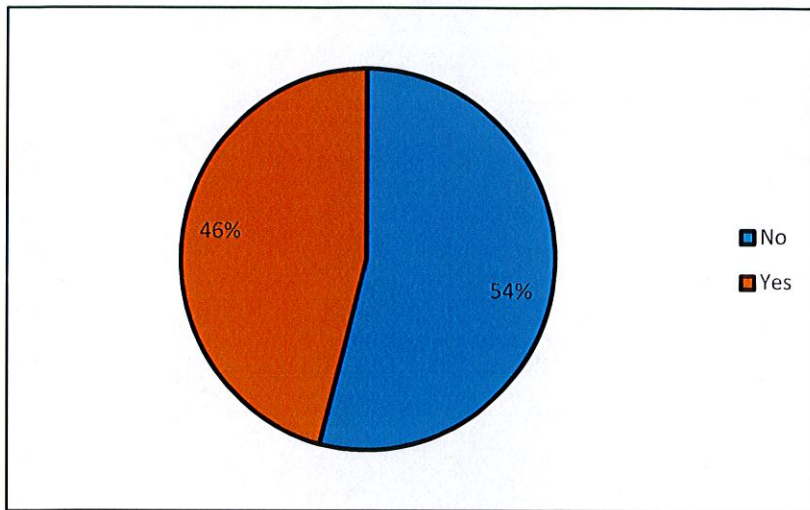
Reasons	# of responses
Hockey (as a participant)	163
Ringette (as a participant)	15
Figure Skating (as a participant)	43
Broomball (as a participant)	0
As a spectator of Hockey, Ringette, Broomball or Figure Skating	255
Public Skating/Moms & Tots/Stick & Puck	116
Shinny/Pick-up Hockey	17
Other	155
No Responses	32
Total	796

Other responses included:

- Community Events (i.e. fall fair, antique show, car draw)
- Fundraising Events
- Blood Donor Clinic
- Camp
- Fitness Classes
- Playgroup
- Meetings
- Township presentations

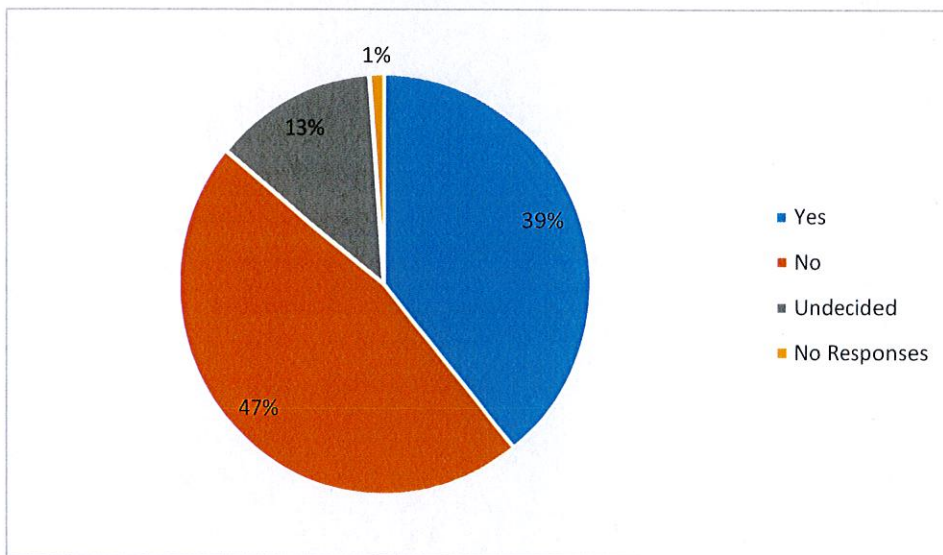
Some respondents indicated that they are at the arena for more than one or all of the reasons listed above.

5. Do you visit other arenas outside of Brock Township?



Other arenas respondents indicated that they visited included Lindsay, Woodville, Georgina Ice Palace, Ops, Oakwood, Port Perry, Uxbridge, Ajax, Pickering, Oshawa, Markham, Richmond Hill, Bobcaygeon, Millbrook, Manvers, Fenlon Falls, Bowmanville, Cobourg, Newmarket, Aurora, Lakefield, Keswick, Orillia, Port Hope, and Uxbridge.

6. Do you feel three ice surfaces are required in the Township of Brock?

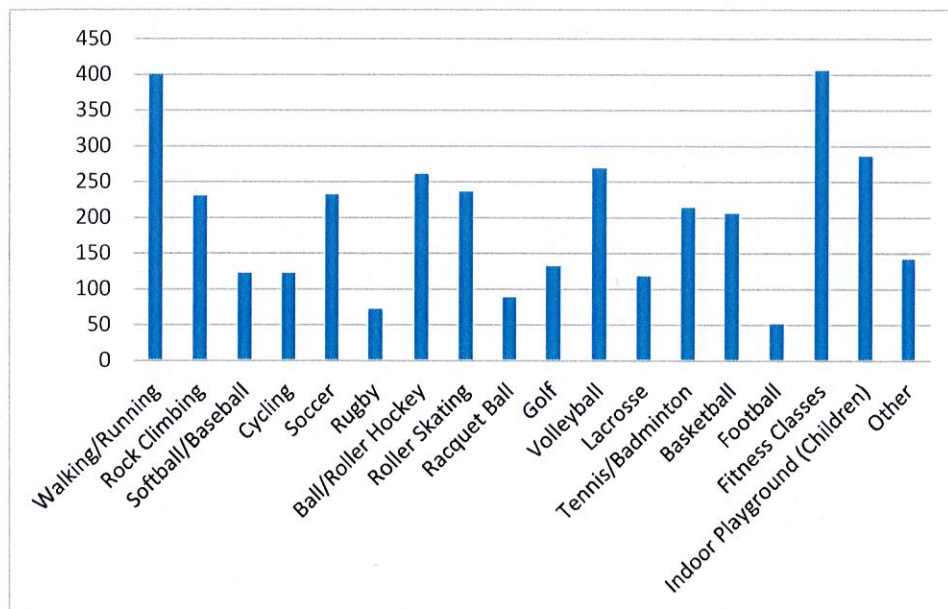


	# of Responses
Yes	311
No	373
Undecided	103
No Responses	9
Total	796

Below is a summary of comments made by the respondents:

- We may not need three arenas now but could outgrow two in the future.
- The arenas are an important part of all three communities.
- Remove all three arenas and build one multi-purpose facility.
- The arenas are underutilized and costing too much money to keep opened.
- Transportation would be an issue for some if one facility was repurposed.
- Tax base is not here to support three arenas.
- All arenas are in close proximity and could be consolidated to realize cost savings.
- Creating a space with other activities would attract new people and provide activities for all to enjoy.
- Three different, distinct communities which all need their own arena.
- Fiscally irresponsible to keep all three arenas running at such a loss.

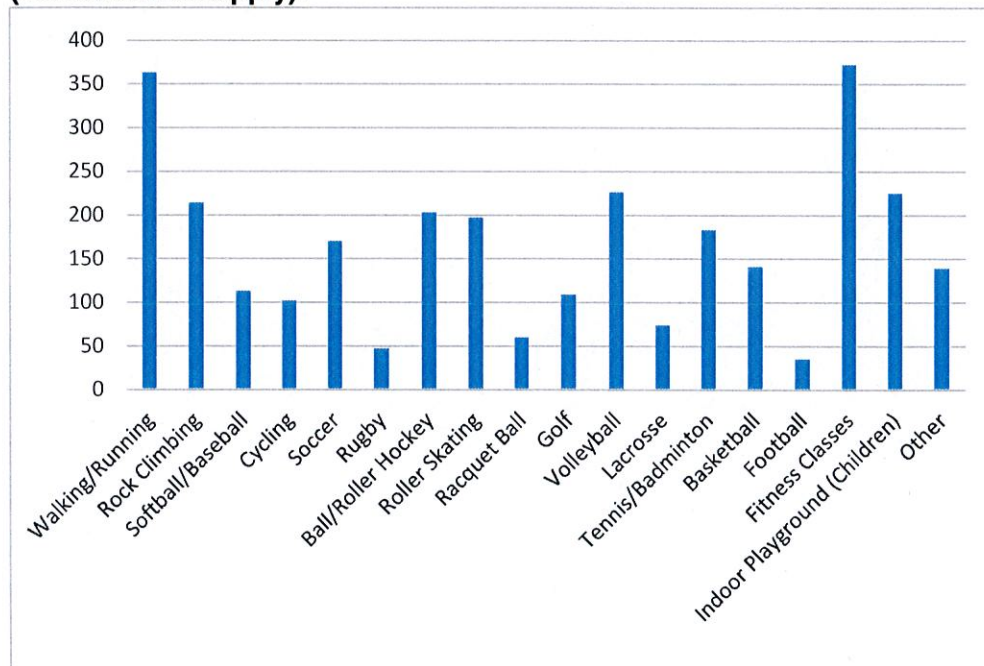
7. Please indicate all of your favourite leisure activities that may be appropriate in a repurposed (no-ice) facility?



Other responses included:

- Kids classes
- Swimming pool
- Paint Ball
- Bowling
- Bocce
- Gym facility
- Dodgeball
- Trade shows
- Pickle Ball
- Archery
- Yoga
- Martial Arts
- Dance
- Workshops
- Table Tennis
- Seniors activities

8. If a facility was repurposed (i.e. no ice), what activities would you be willing to participate in (select all that apply)?



Other responses included:

- Kids classes
- Swimming pool
- Paint Ball
- Bowling
- Bocce
- Gym facility
- Dodgeball
- Trade shows
- Pickle Ball
- Archery
- Yoga
- Martial Arts
- Dance
- Workshops
- Table Tennis
- Seniors activities
- Wrestling/Karate

A number of respondents indicated that a multi-use facility would be a benefit to the Township and that the activities would need to be offered in the evenings and on weekends for them to be able to utilize them.

It was noted that a number of the proposed activities could be done in other facilities within the Township such as local schools, churches or parks.

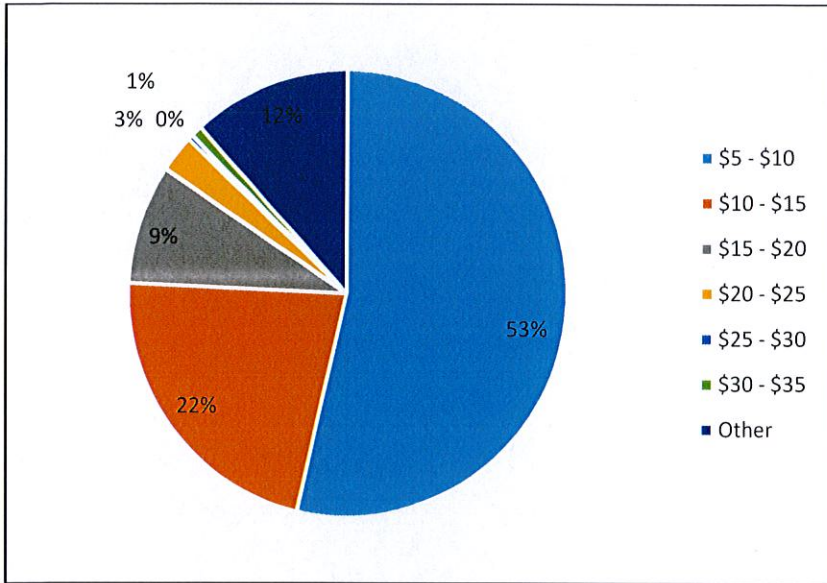
9. What are some leisure activities you or your family would like to participate in but cannot and why?

Activity	Reason Why
24 Hour Fitness Facility	No local facility. Any 24 hour facility are located too far away. Too dangerous to run on the roads in the winter. We do not have a good gym.
Indoor Playground for Children	Too far away. No on-site childcare available. Nowhere in Brock for children to play during winter months.
Swimming Aqua aerobics	Closest pools are too far away. No local pool.
Lacrosse	Not available in the Township.
Indoor Soccer	No turf available for it. Other facilities that offer it are too far away.
Rock Climbing	There are no local facilities.
Dance Classes	None offered. Too far away.
Fitness Classes	Cost to participate. Scheduling of the classes.
Activities suited for disabled individuals	None offered.
Volleyball	
Gymnastics	Too far away.
Roller Skating	No facilities located close enough.
Stick & Puck Hockey	Too expensive.
Bowling	No bowling alley in the community.
Walking Track	Nowhere to walk locally in bad weather.
Senior activities	None geared specifically for seniors. Too far away.

Some other activities listed included: basketball, golf, art shows, home shows, volleyball, softball, and racquetball.

Some respondents indicated that the activities they need are already within the community. Others indicated that they leave the community to participate in the activities they want to partake in.

10. For the activities listed in Question 8, what would you be willing to pay for 1 hour of time?



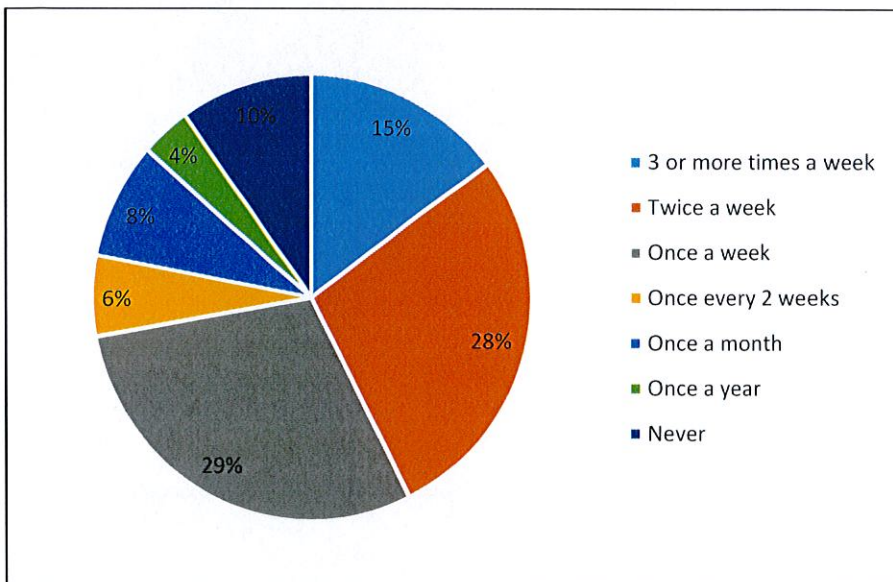
	# of responses
\$5 - \$10	440
\$10 - \$15	181
\$15 - \$20	71
\$20 - \$25	22
\$25 - \$30	3
\$30 - \$35	7
Other	96
Total	721

A number of other respondents indicated that the amount they would be willing to pay would be dependent on the activity and overall facility. Some respondents indicated that they do not agree with user fees for use of public buildings and other respondents indicated that they would not be willing to pay a fee to for 1 hour of time.

Some respondents suggested that the following be offered if there is a repurposed facility:

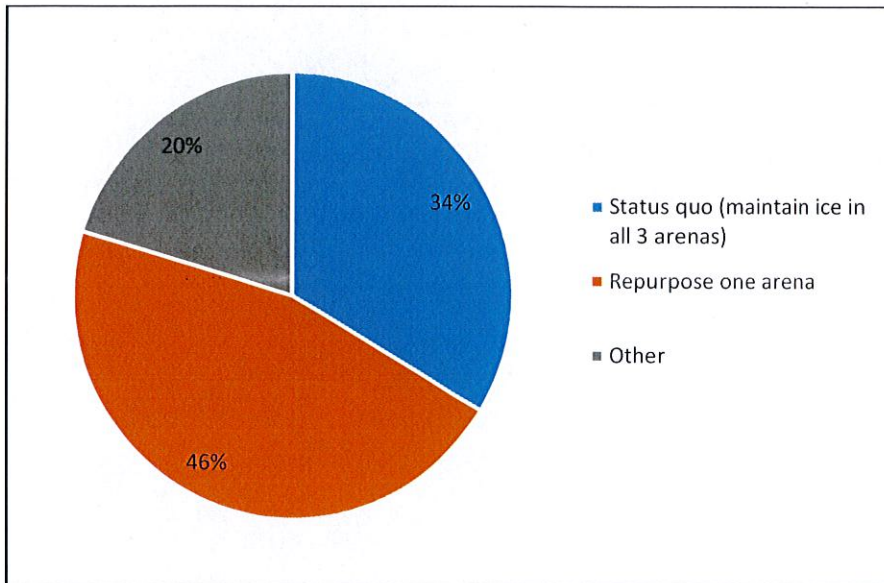
- Pay per season;
- Memberships (yearly or monthly); and
- Family rate and senior rate.

11. How frequently would you be likely to attend a repurposed facility if these activities were offered?



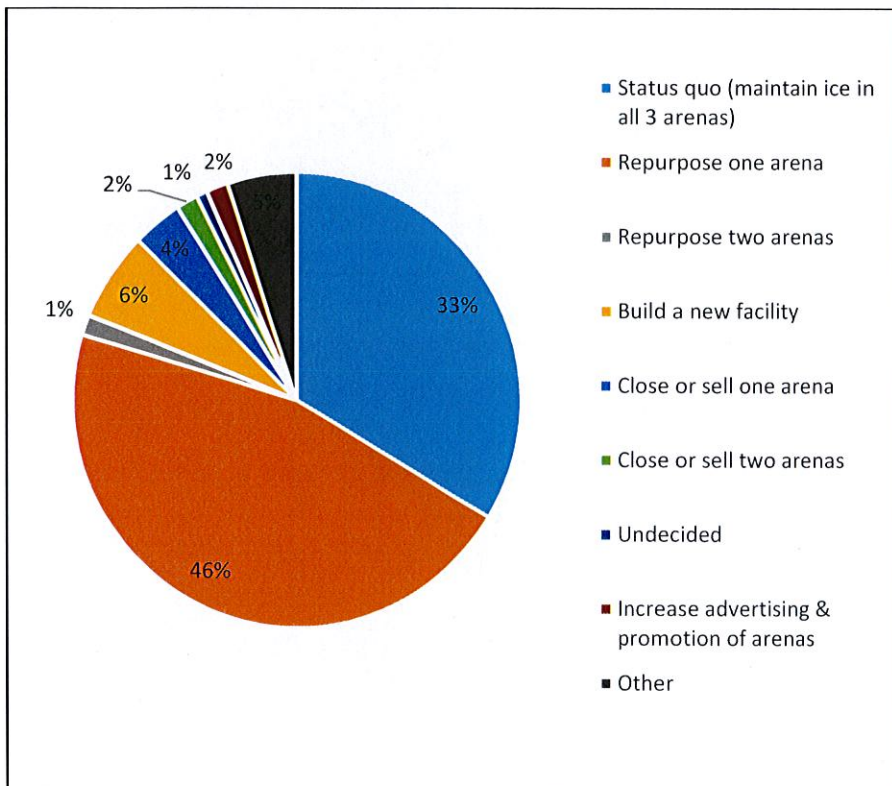
	# of responses
3 or more times a week	112
Twice a week	209
Once a week	224
Once every 2 weeks	44
Once a month	64
Once a year	28
Never	74
Total	755

12. What should be done to address the low usage of the three ice surfaces in the Township?



	# of responses
Status quo (maintain ice in all 3 arenas)	257
Repurpose one arena	353
Other	156
Total	766

Below shows the "other" category broken down further.



	# of responses
Status quo (maintain ice in all 3 arenas)	257
Repurpose one arena	353
Repurpose two arenas	11
Build a new facility	48
Close or sell one arena	28
Close or sell two arenas	12
Undecided	6
Increase advertising & promotion of arenas	12
Other	39
Total	766

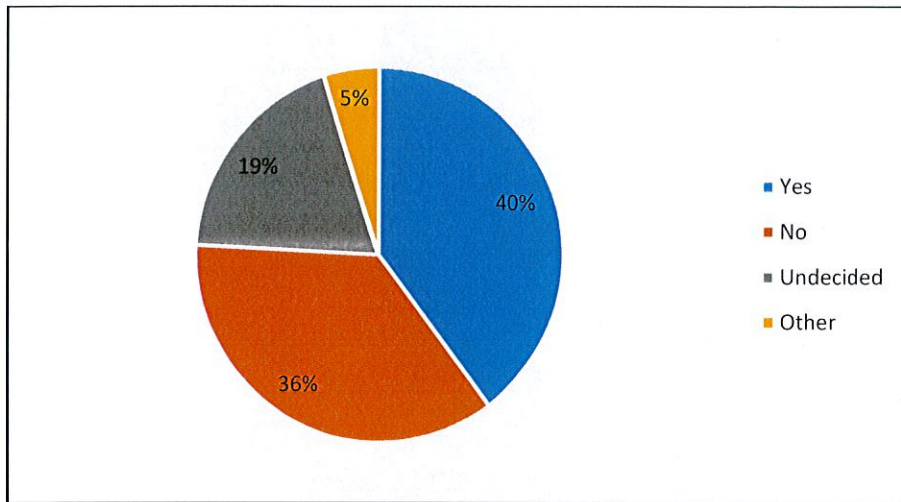
Others included: lower user fees, rotate closure, save money elsewhere, open one later and close one earlier, and more activities.

It should be noted that the respondents who suggested that a new facility be built suggested that it be a multi-purpose facility that include multiple ice pads, halls, space for other activities, and a swimming pool. Many noted that if a new facility was built, there could be an opportunity to get rid of the 3 arenas as well as the community halls.

Below is a summary of comments provided by respondents:

- Repurpose responsibility – close the arena that is the least cost-effective and has the most cost/repairs.
- Close one arena if it cannot be repurposed and utilized at an affordable cost.
- Repurpose one arena and if after a few years, it is not successful, close the facility entirely.
- Two arenas are more than sufficient for the Township.
- Increase the promotion and marketing of the arenas and lower the cost of ice time and hall rentals to increase usage.
- Develop an advisory committee for each of the arenas, similar to the hall boards, to take responsibility for partial fundraising for the arenas.
- Apply for funding to build a new facility.
- Repurposing a facility will cost too much money.
- Consider other uses for the arenas such as additional community events, dances, etc.
- Consider selling one of the arenas to a community organization at a real low cost.
- Given the size of the population it is not justifiable to have more than one arena.
- Review other facilities that are costing the Township money and are underutilized such as the local halls.
- Think about the future and determine where the municipality wants to be in 20 years with respect to recreation facilities.
- A repurposed facility would be a duplicate of facilities in the area that already offer similar programs.
- Repurposing plan needs to be further investigated before proceeded with including total costs for repurposing, savings, what programs would be offered, etc.
- Staffing at the arenas needs to be reconfigured so that staff are only there when there are rentals in the facility.
- Hire dedicated staff person to sell available ice time and promote the facility in the summer months.
- If repurposing is considered, be sure to take into consideration what community organizations use the facility and could be impacted by the decision.

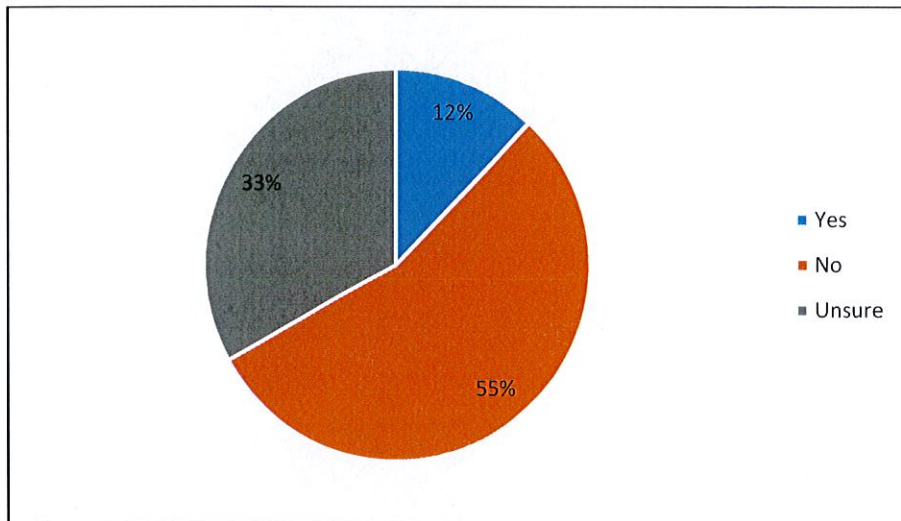
13. If the closest arena in your area was repurposed (i.e. no ice) would you travel to one of the other ice surfaces?



	# of responses
Yes	308
No	278
Undecided	150
Other	37
Total	773

Many respondents who selected other indicated that they would travel to an arena outside of the Township if the arena in their area was closed.

14. If you were going to use a repurposed facility, would you stop using another facility (please identify which one in the comment box)?



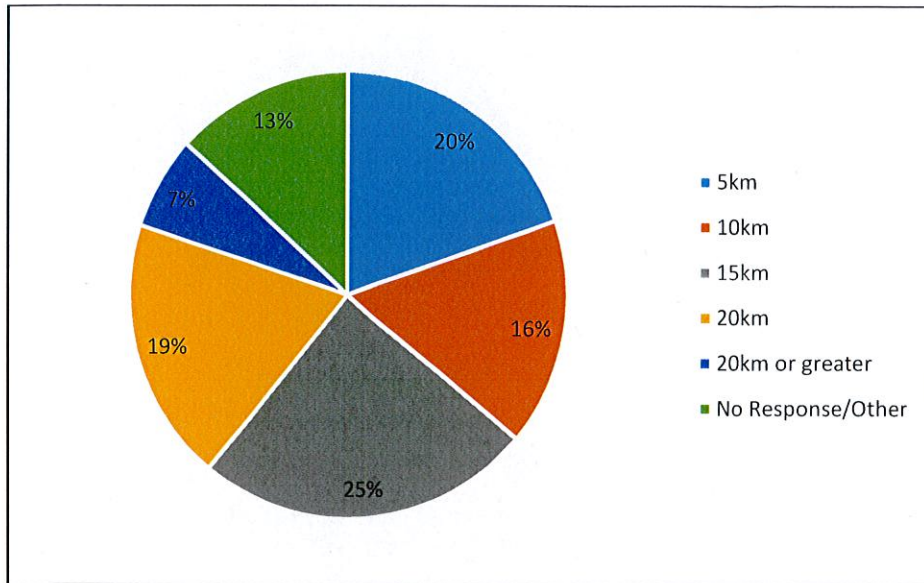
	# of responses
Yes	89
No	401
Unsure	242
Total	732

Respondents indicated the following facilities they would stop using if they were going to use a repurposed facility in Brock:

- Lindsay – gym, soccer, pool
- Uxbridge – gym, fitness classes, cycling, squash court, pool
- Orillia – gymnastics, pool, fitness classes
- Sutton – pool
- Pickering – various activities

It should be noted that some respondents were confused by this question.

15. How far would you be willing to travel to a repurposed facility?



	# of responses
5km	156
10km	131
15km	198
20km	152
20km or greater	54
No Response/Other	105
Total	796

The distance between Cannington and Beaverton is 17km while the distance between Sunderland and Cannington is 14km.

BARFAC SAMPLE ICE SCHEDULE

Time Slot	Beaverton/Thorah Community Centre							Cannington Community Centre							Sunderland Memorial Arena							Time Slot	
	Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.		
7:00 AM																						7:00 AM	
7:30 AM																							7:30 AM
8:00 AM																							8:00 AM
8:30 AM																							8:30 AM
9:00 AM	BTL						BFSC									Housser						Ringette	9:00 AM
9:30 AM	BTL						BFSC									Housser						Ringette	9:30 AM
10:00 AM	BTL			OI Timers		STICK&PUCK	BFSC		MOMS/TOTS	MOMS/TOTS					Steward							Ringette	10:00 AM
10:30 AM	BTL			OI Timers		STICK&PUCK	BFSC		SENIORS	SENIORS					Steward							Ringette	10:30 AM
11:00 AM	BTL			MOMS/TOTS		MOMS/TOTS	BMHA		MOMS/TOTS	MOMS/TOTS					Harvesters							Ringette	11:00 AM
11:30 AM	BTL			SENIORS		SENIORS	BMHA								Harvesters							Ringette	11:30 AM
12:00 PM	MORRISEY			MOMS/TOTS		MOMS/TOTS	BMHA								PUBLIC							BMHA	12:00 PM
12:30 PM	MORRISEY			SENIORS		SENIORS	BMHA								SKATING							BMHA	12:30 PM
1:00 PM	PUBLIC						BMHA								PUBLIC		MOMS/TOTS				MOMS/TOTS	BMHA	1:00 PM
1:30 PM	SKATING						BMHA								SKATING		SENIORS				SENIORS	BMHA	1:30 PM
2:00 PM	PUBLIC						BMHA		PUBLIC						RINGETTE		MOMS/TOTS				MOMS/TOTS	BMHA	2:00 PM
2:30 PM	SKATING						BMHA		SKATING						RINGETTE							BMHA	2:30 PM
3:00 PM	BMHA	CFSC		FSC			BMHA		PUBLIC						RINGETTE						SSC	BMHA	3:00 PM
3:30 PM	BMHA	CFSC	WOLVES	FSC	STICK&PUCK		BMHA		SKATING						RINGETTE		SSC				SSC	BMHA	3:30 PM
4:00 PM	BMHA	CFSC	WOLVES	FSC	STICK&PUCK		BMHA	MORRISEY							RINGETTE	STICK&PUCK	SSC	STICK&PUCK	SSC	SSC	SSC	BMHA	4:00 PM
4:30 PM	BMHA	CFSC	WOLVES	FSC	STICK&PUCK		BMHA	MORRISEY		STICK&PUCK			STICK&PUCK		RINGETTE	STICK&PUCK	SSC	STICK&PUCK	SSC	SSC	SSC	BMHA	4:30 PM
5:00 PM	BMHA	CFSC	BMHA	BFSC	BMHA	Rugells	BMHA			STICK&PUCK	CFSC	BMHA	STICK&PUCK		BMHA	STICK&PUCK	SSC	STICK&PUCK	SSC	SSC	SSC	BMHA	5:00 PM
5:30 PM	BMHA	CFSC	BMHA	BFSC	BMHA	Rugells	BMHA		BMHA	STICK&PUCK	CFSC	BMHA	STICK&PUCK		BMHA	BMHA	SSC	MEYERS	SSC	SSC	SSC	BMHA	5:30 PM
6:00 PM	BMHA	BFSC	BMHA	BFSC	BMHA	WOLVES	BMHA		BMHA	WOLVES	CFSC	BMHA			BMHA	BMHA	BMHA	MEYERS	SSC	SSC	SSC	BMHA	6:00 PM
6:30 PM	BMHA	BFSC	BMHA	BFSC	BMHA	WOLVES	BMHA		BMHA	WOLVES	CFSC	BMHA			BMHA	BMHA	BMHA	MEYERS	SSC	RINGETTE	RINGETTE	BMHA	6:30 PM
7:00 PM	BMHA	BFSC	BMHA	BFSC	BMHA	WOLVES	BMHA		BMHA	WOLVES	CFSC	BMHA			OLD BOYS	BMHA	BMHA	MEYERS	RINGETTE	RINGETTE	RINGETTE	BMHA	7:00 PM
7:30 PM	BMHA	BFSC	BMHA	BFSC	BMHA	WOLVES	BMHA		BMHA	45 & OVER	CFSC	BMHA			OLD BOYS	BMHA	BMHA	RINGETTE	RINGETTE	RINGETTE	RINGETTE	BMHA	7:30 PM
8:00 PM	BMHA	BFSC	BMHA	BFSC	BMHA	Beav B's	BMHA		BMHA	45 & over	CWHL	CML	MIXED		OLD BOYS	BMHA	BMHA	RINGETTE	Rusnell	MIXED	MIXED	BMHA	8:00 PM
8:30 PM	BMHA	BFSC	45 & OVER	BFSC	CML	Beav B's	BMHA		BMHA	45 & over	CWHL	CML	MIXED		OLD HARV.	BMHA	BMHA	UNDERWOOD	Rusnell	MIXED	MIXED	BMHA	8:30 PM
9:00 PM	BMHA	MHA/Old Har	45 & over	BFSC	CML		BMHA		MHA/Old Har	45 & over	CWHL	CML	MIXED		OLD HARV.	BMHA	BMHA	UNDERWOOD	Rusnell	MIXED	MIXED	BMHA	9:00 PM
9:30 PM	BMHA	MHA/Old Har	45 & over	CWHL	CML		BMHA		MHA/Old Har	45 & over	CWHL	CML	Pheaton		OLD HARV.	BMHA	BMHA	McKenna	Hanson	KNIGHTS	KNIGHTS	BMHA	9:30 PM
10:00 PM		BMHA/Old Har	45 & over	CWHL	CML				MHA/Old Har	45 & over		CML	Pheaton			BMHA	SHADES	McKenna	Hanson		KNIGHTS		10:00 PM
10:30 PM			45 & over	CWHL	CML							CML					SHADES				Pheaton		10:30 PM
11:00 PM			45 & over	CWHL	CML																Pheaton		11:00 PM

Ice Rental (3 Arenas)	3	3	4	7.5	4.5	4	12	1	5	4.5	5	6	2.5	1	11	5	7.5	5	6.5	5.5	13	116.5
							38							25							53.5	116.5
Ice Rental (2 Arenas)	11	7.5	8	9.5	7.5	4	13	0	0	0	0	0	0	0	11	5	7.5	5	6.5	8	13	116.5
							60.5							0							56	116.5

- Prime Time
- Non Prime Time
- ICE Ice Time relocated to Prime Time
- ICE Ice Time relocated to Non Prime Time

FEBRUARY 2016 ICE SCHEDULE

Time Slot	Beaverton/Thorah Community Centre 705-426-9838							Cannington Community Centre 705-432-2582							Sunderland Memorial Arena 705-357-3338							Time Slot	
	Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.		
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10:00 AM						STICK&PUCK			MOMS/TOTS	MOMS/TOTS			MOMS/TOTS									10:00 AM	
10:30 AM						STICK&PUCK			SENIORS	SENIORS			SENIORS									10:30 AM	
11:00 AM				MOMS/TOTS		MOMS/TOTS			MOMS/TOTS	MOMS/TOTS			MOMS/TOTS										11:00 AM
11:30 AM				SENIORS		SENIORS																	11:30 AM
12:00 PM				MOMS/TOTS		MOMS/TOTS									PUBLIC	PUBLIC							12:00 PM
12:30 PM				SENIORS		SENIORS									SKATING	SKATING							12:30 PM
1:00 PM	PUBLIC														PUBLIC	PUBLIC	MOMS/TOTS			MOMS/TOTS		1:00 PM	
1:30 PM	SKATING														SKATING	SKATING	SENIORS			SENIORS		1:30 PM	
2:00 PM	PUBLIC																MOMS/TOTS			MOMS/TOTS		2:00 PM	
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- PUBLIC SKATING - \$5 PER PERSON - \$10 PER FAMILY - CHILDREN UNDER 5 FREE
- STICK & PUCK - \$5 PER PERSON
- MOMS & TOTS/SENIORS - \$2 PER PARENT/SENIOR
- TICKET ICE OR SHINNY HOCKEY ICE (CONTACT ARENA TO CONFIRM AVAILABILITY) - \$5 PER PERSON
- ICE BOOKED TO GROUP
- ARENA CLOSED (PRIME TIME ICE) - 2 WEEKS NOTICE REQUIRED TO BOOK ICE - \$153 PER HOUR
- ARENA CLOSED - 2 WEEKS NOTICE REQUIRED TO BOOK ICE - \$105 PER HOUR



TOWNSHIP OF BROCK INTEROFFICE MEMORANDUM

TO: ARENA REPURPOSING FEASIBILITY ADVISORY COMMITTEE
FROM: T.G. GETTINBY, CAO & MUNICIPAL CLERK
SUBJECT: REPURPOSING OPTIONS
DATE: Tuesday, March 22, 2016

It would appear as though the primary considerations in making a recommendation to Council to consider repurposing a facility would be the financial analysis prepared by our consultant as well as the results of the survey conducted through February, 2016. As noted previously, the Committee is to consider a recommendation on whether to repurpose a facility; the decision as to which facility would rest with Council.

Financial Considerations

Based on the anticipated revenues and expenditures with a repurposed facility, the municipality could realize an annual cost saving of between \$57,000 and \$102,000 depending on the repurposed option and location. The consultant's analysis concluded that the opportunity for the greatest saving for both repurposed options would be the Beaverton arena. However, it should be noted that the Beaverton arena has the largest ice surface.

Survey Results

The following is a brief summary of the results of the survey. Additional information has been provided under separate cover.

- 90% of the respondents were from the urban areas
- 70% were 30 – 69 years of age; 25% below 29 years; and 6% above 70
- The majority of respondents never visit the arena or only once per year citing lack of participation in ice sports; others attend non-ice events (fairs, car draws, etc.)
- 32% visit as a spectator of ice sports, 20% play hockey, 15% for public skating, 5% figure skate, 2% play ringette, and 2% play shinny/pick-up hockey
- 47% of respondents stated that 3 ice surfaces are not required while 40% stated that they were. Of note, 13% of respondents were undecided
- The top 5 activities considered appropriate in a repurposed facility are fitness classes, walking track, indoor children's playground, and volley ball and respondents indicated that these activities would be pursued if provided in a repurposed facility

- Many non-ice activities would like to be pursued but are not because they are not available in the Township
- 86% of respondents would be willing to pay between \$5 – 15 per hour for the use of a repurposed facility and 72% stated that they would attend at least once/week
- 33% of the respondents believed that the status quo should be maintained to address the low usage of the ice surfaces; 46% believed that one surface should be repurposed; a further 13% suggested that other options be explored (repurpose 2 arenas, build a new facility, close or sell 1 or 2 arenas)
- 39% of respondents would travel to other facilities while 35% stated that they would not; however, 20% were undecided.
- 55% would not stop using other facilities; for the 12% that would stop using facilities, those mentioned were outside of the municipality. Almost 1/3 of the respondents were unsure
- 52% of the respondents would be prepared to travel 15 km or greater to a repurposed facility (Cannington to Beaverton = 17km and Sunderland to Cannington = 14 km)

Accommodations

Based on the existing prime-time usage of the three arenas (56%), the Committee requested a spreadsheet illustrating how the user groups (as well as Township-sponsored ice) could be accommodated on two ice surfaces. The spreadsheet confirms that the paid users could be accommodated on two surfaces. It is acknowledged that all groups may not always receive their preferred booking times. The Committee should note that the availability of three ice surfaces with relatively low usage has resulted in a convenience for all user groups with little competition for prime ice time.

Repurposed Facility

A repurposed facility would provide the opportunity for other recreational activities to be accommodated (both winter and summer). The survey results indicated that there is a market for “non-ice” activities. It should also be noted that, should a “soft” repurposing be contemplated without a large capital expense, the municipality could authorize a repurposed option on a trial basis. Should the venture prove unsuccessful, ice could be returned to the facility with the repurposed equipment being used during the off-ice season.

Options for Consideration

The Committee appears to have the following options in terms of a recommendation to Council:

- a) Repurpose one facility
- b) Maintain Status Quo
- c) No recommendation

While not provided in the mandate from Council, there has been a suggestion to close all three arenas in favour of a twin pad facility. The Committee must note that this option would require the “twinning” of an existing facility in one community due to the availability of municipal services (water/sewer). The issue with this option is what becomes of the other two buildings.

END OF MEMORANDUM