



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

**Office of Community Services and Tourism**

<b>Prepared For: Corporate Planning Committee</b>	<b>Report No.: AP 2021-10</b>
<b>Agenda Date: August 10, 2021</b>	<b>File No.: 9.30.2</b>

**Preamble**

This report details the activities of the Department of Community Services and Tourism in the months of June and July 2021.

**General**


The months of June and July are when the Department has fully switched over to summer operations. Similar to last summer, we have adapted our operations and offerings significantly due to COVID, and this has seen some success. Recreation programs started with an outdoor focus, and our tourism ambassadors also began their program outdoors, while operations staff focused on beautification activities on top of additional sanitizing.

**Capital Projects**

**MMCC LED Lighting**

The Department finalized details with Wesdome to install LED lighting on the Arena and Curling surfaces. The lighting will be installed in August by a local contractor, with all costs covered by Wesdome. In recognition, we will be installing two lay in logos in each of the ice surfaces with the Wesdome Lights the Way logo:



<b>Respectfully Submitted By:</b> 	<b>Prepared By:</b> <b>Alex Patterson, Director,</b> <b>Community Services and Tourism</b>
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**Scenic High Falls**

Staff, assisted by the IT department, completed an RFP for Scenic High Falls for the installation of the washroom and metal roofing on the pavilion.

**MMCC****MMCC Reopening Plan & July Reopening**

Staff completed the MMCC Reopening Plan for Step 3 of the provincial reopening, and it has been reviewed and approved by APH. This latest iteration of the Plan relaxes some restrictions around facility capacities and cleaning requirements, however many of the other regulations are similar to 2020's Green zones, and therefore only some modifications to the plan were required to update it.

In the meantime, in late July, the MMCC reopened to some services which included:

- Tourist Information
- Recreation Program information and payment
- Youth Recreation Programs (when outdoor programming is moved inside due to the weather)
- Senior Recreation Programs (such as Minds in Motion)
- Government Services (such as Drive Test)

Staff plan for an August reopening of other services, including bookings for special function rooms and use of the MMCC gym, which has begun on August 3.

**Arena and Curling**

**Nothing to Report.**

**Parks and Trails****Summer Beautification & Outdoor Recreation Activities**

During the summer months, staff have planned several projects to improve the look of the community. We also added amenities that are accessible and outdoors to help the community keep active during COVID. These amenities promote safe, social and no-cost ways for youth in our community to stay active and they are also low cost to the Municipality to install and maintain.

We worked on the following projects over the last 2 months:

- Removal of planter boxes along Broadway Ave
  - Replanted trees in Centennial Park
  - Rebuilt planter at Northern Store
- Flagpole and Garden renovation at Queen's Park Cenotaph
  - Removal of old flagpole
  - Installation of new flagpole
  - Installation of new garden around flagpole beside Cenotaph
- TIC Beautification
  - Painting of goose base
  - Redo front garden beside parking lot
- Wawa Lake Beach
  - Tilling and raking of beach sand
  - Installation of volleyball nets and court lines
- MMCC
  - Weeding and repairs to tennis courts
  - Painting of outdoor hockey lines in parking lot

For pictures of these activities, please see **Appendix A**.



### Marina Booking Statistics

Staff are booking Marina slips this season out of the MMCC and online. This has been a great learning experience and we have several improvements based on lessons that we learned throughout this season that we will apply to our activities in 2022. This year, staff have booked the following:

Booking Type	Amount
Daily	10
Weekly	15
Monthly	17
Seasonal	37
Total	79

Total Bookings	79
Slips at Marina	80
Slips Full Peak %*	98%
Slips Full Seasonal %	46%

\*Note that the majority of slips are filled around the time of the Salmon derby and the weeks before and after.

## Community Events and Recreation

### Participation Program – June

In June, recreation staff focused on making the Participation program a success, with great results! Community members came together and at the end of the month, Wawa was ranked 4<sup>th</sup> provincially and eligible to submit for \$100,000 of funding to the contest. While we were unsuccessful in our bid, it was an excellent and very popular way to get the community active after the long winter months. In particular our community poker walk was very well attended, with 107 total submissions.

### Summer Recreation Programs

This summer, the Department is offering its most diverse set of recreation programs in some time. These programs are all focused on outdoor activities, to limit indoor time both for COVID and to take advantage of the summer weather. Each weekday there is a different activity, and a range of demographics are served to try and keep the community active during the summer. We have had an excellent response so far.

### Programs offered include:

Monday	Free Youth Golf Lessons at Golf Course
Tuesday	Sports Night
Wednesday	Road Hockey Night
Thursday	Youth Night at Lions Beach Pavilion
Thursday nights	Stand Up Paddle Boarding
Friday Afternoon	Youth Programming

Advertisements and pictures of programming can be found in **Appendix B**

Attendance in each program is as follows: (limited due to Covid this year)

Monday Night Golf	booked by MGC – 100% capacity reached
Tuesday	73% capacity reached (38/52 spots)
Wednesday	90% capacity reached (35/39 spots)
Thursday	100% capacity reached (13 spots per week)
Friday	100% capacity reached (26 spots)

### **Social Media Engagement**

We have been using social media throughout the pandemic to reach more people than ever, and are seeing good engagement across our Wawa Recreation facebook group. We have also started using Instagram to appeal to a younger demographic of users.

For the month of July, we have the following to report:

#### **Facebook**

1383 Members on Wawa Recreation  
47 posts made by staff

#### **Instagram**

240 Followers and growing  
29 posts/stories made by staff

Many positive comments on our posts

Additional metrics for Facebook can be found in **Appendix C**

### **Additional Recreation Activities**

Our recreation coordinator continues to work with community organizations to plan and implement Municipal recreation goals. Some of these activities include:

- Attended the July 1<sup>st</sup> Goose Nest – Completed signups for programs
- Working with the Goose Nest for Thursday night programming
- Planning Fall Fair for September 11<sup>th</sup>
- Leant equipment to CanMexicanus
- Wawa Hamper Fund donated children's toys to our programs
- Preparing for Fall User Groups return – emails and future key dates
- Minds in Motion resumed programs
- MOU with NSA for summer paddle boarding lessons
- Tennis racquet, volleyball and equipment rental promoted and being used frequently
- Working on Recreation Guide to be released in August

**Tourism****Tourism Ambassador Program**

Staff have begun the Tourism Ambassador program with two students funded through AKTA and the Summer Experience Program. These students have been spending much of their time setup outside of the TIC as that is where most of the tourists are being observed, however they have also travelled to other areas of our community and have been recording statistics on where they are seeing and interacting with travellers. This will assist staff in building a resource for upcoming tourism planning.

**Other Projects**

**Nothing to Report.**

**Funding and Grants****MMCC Funding Application**

Staff are finalizing a proposal for the HVAC at the MMCC with our refrigeration contractor. This is for an upcoming set of applications to ICIP and NOHFC for the MMCC, and will be substantially similar to the proposal given to ICIP during the last round of applications. We expect that additional HVAC information will bolster the application regarding some of the metrics such as Greenhouse Gas and energy usage efficiencies.

**Next Month's Outlook**

In August, staff continue to complete work plan tasks as well as plan for restarting the MMCC in September. Highlights include:

**Operations**

- Regular Maintenance
  - Continue grass cutting cycle
  - Operate and sanitize amenities
  - Complete summer ice plant maintenance
- Projects
  - Install flowerbeds at Town Hall
  - install additional parks signage (when received)

**Recreation**

- Programming
  - Implement August Recreation programs (continued from summer)
- Planning
  - Finalize plans for MMCC reopening, host users meeting, registration night
  - Plan fall Municipal Recreation offerings
  - Complete fall recreation guide

**Administration**

- Tourism
  - Complete project brief for funding application
  - Complete signage upgrade work
- Marina
  - Continue work on proposal to SCH with Committee
  - Install signage improvements
- MMCC
  - Complete funding application proposal and present update to Council
  - Prepare for full reopening of MMCC in September
- Capital Projects
  - Complete LED installation
  - Being Scenic High Falls work
  - Plan for 2022 Capital projects

**Attachments****Appendix A – Operations Activities****Appendix B – Recreation Programs****Appendix C – Social Media Metrics****End of Report.**











WAVA  
1070-AM



Little Movers  
Waswa  
Recreational Play  
Physical Literacy

Three people wearing face masks are seated at a table under the tent, surrounded by informational brochures.

Waswa  
Summer Programs  
24 Hour Gym  
Tennis Racquet Lending  
Urban Pole Lending  
Youth Programs  
Indoor Arena Programs





- ☞ Max 8 per session
- ☞ Pre-registration required
- ☞ All ages welcome
- ☞ Lifejackets provided
- ☞ Covid protocols must be followed
- ☞ Lessons are weather dependent, and may be rescheduled if necessary

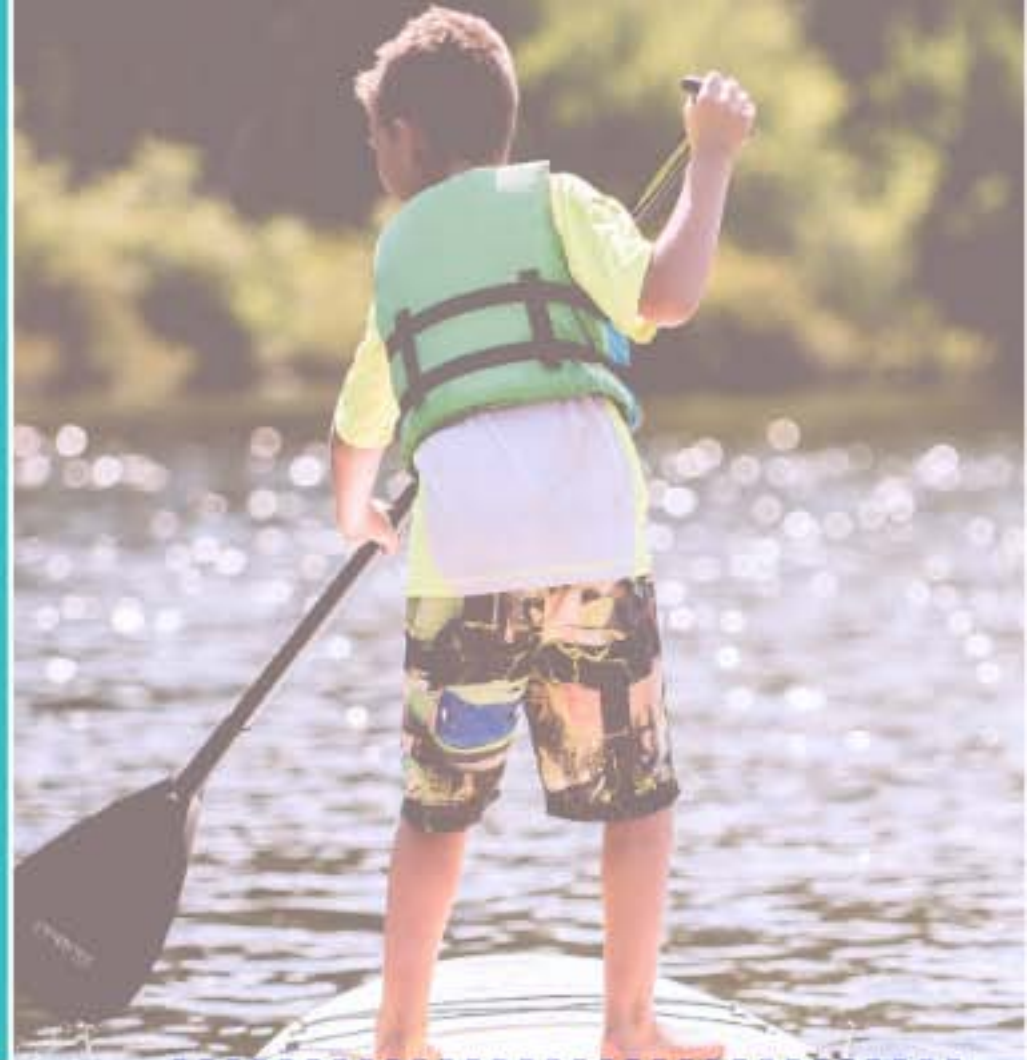
## Contact us to register!

705-856-2244 ext 240  
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**6-8 pm**

DATES:

- \* THURSDAY, JULY 8
- \* THURSDAY, JULY 15
- \* THURSDAY, JULY 22
- \* THURSDAY, JULY 29
- \* THURSDAY, AUGUST 12



Lessons @ Lion's Beach

## Cost per session

Adults - \$10

Youth/Senior - \$5

**Wawa**<sup>Canada</sup>



## SUP Lessons on Wawa Lake

Originating from Hawaii, Stand up Paddling or SUP for short is a rapidly growing water sport where an elongated paddle is used while standing up on a modified, often enlarged, surf board.

Though some balance certainly helps, no experience is necessary, making it a fun sport that appeals to a broad range of ages and physical fitness levels. There are a wide variety of boards designed for conditions from lake to river to ocean and surf conditions. The boards also vary in terms of speed, maneuverability, light and heavy weights. There are power cruisers and lily dippers!

# WEDNESDAY ROAD HOCKEY

4-6 years - 5:30-6 pm  
7-9 Years - 6:15-7 pm  
10-12+ Years - 7:15-8 pm

Teen/Adult Pick-Up - 8:30 pm (no supervision)

MMCC Parking Lot

Call 705-856-2244 ext 240 to register for  
the youth programs









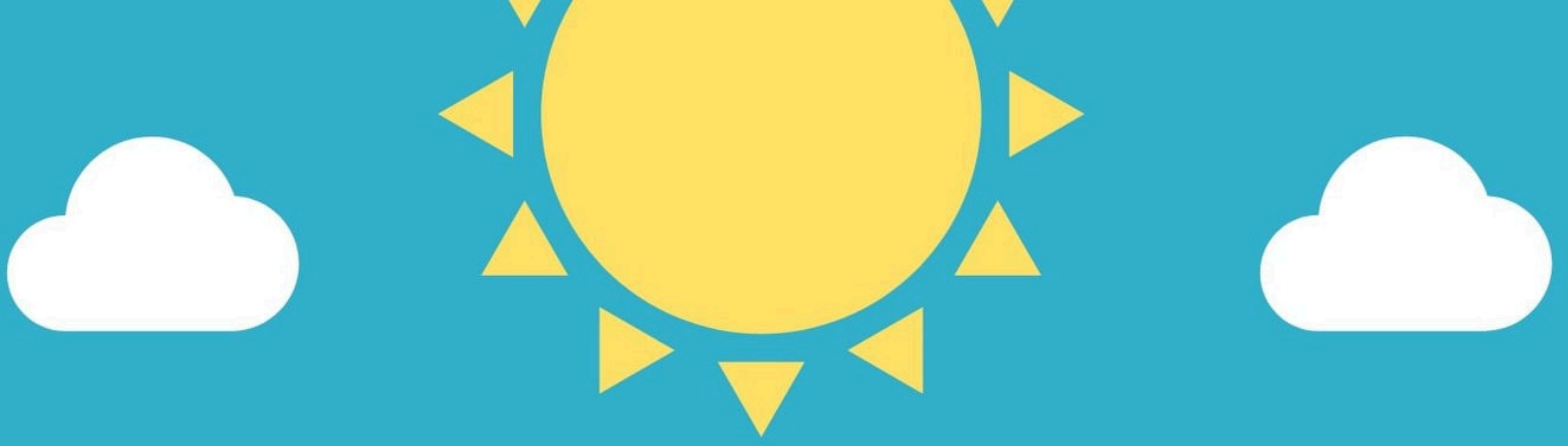


# 6 Week Summer Program Schedule

	DATE	DATE	DATE	DATE	DATE
TIME	Monday	Tuesday	Wednesday	Thursday	Friday
Event	Free Youth Golf Lessons!	Youth Sports Night	Youth Road Hockey	SUP	Youth Afternoon Sports and Activities
Call to register	705-856-7409	705-856-2244 ext 240	705-856-2244 ext 240	705-856-2244 ext 240	705-856-2244 ext 240
Time	5-5:45 pm	5:30-6:00 PM	5:30-6:00 PM	6-8 pm	1-4 pm
Ages	Youth 6-13 years	4-6 years (2015-2017)	4-6 years (2015-2017)	4-13 years	4-13 years
	6-6:45 pm	6:15-7 pm	6:15-7 pm		
	Youth 6-13 years	7-9 Years (2012-2014)	7-9 Years (2012-2014)		
		7:15-8 pm	7:15-8 pm		
		10-12 years + (2011-2009+)	10-12 years + (2011-2009+)		
Location	Michipicoten Golf Course	MMCC Field	MMCC Parking Lot	Lion's Beach	MMCC Field
Capacity	12 per session	26 Per Session	13 Per Session	8 Per Session	26 Per session
Cost	FREE	\$25/summer/child	FREE	\$10 Adult/ Student/session \$5	\$25/summer/child
Event			Teen/Adult Road Hockey	Youth Drop-in Activities	Misc
Call to register			N/A	705-856-2244 ext 240	
			8:30 PM	6-8 pm	
				4-12 Years	
Location			MMCC Parking Lot	Lion's Beach Pavilion	
Capacity				13 Per Session	
Cost			FREE	FREE	







Everyone from ages 4-12 is invited to sign up!

Phone: 705-856-2244 ext 240

Email: [recstaff@wawa.cc](mailto:recstaff@wawa.cc)

# THURSDAY YOUTH MISC ACTIVITIES

Arts, Sports, Music and More!

**JULY 22ND, 2021 • 6:00-7:00 PM**

Lions beach Pavillion, Wawa ON

**NO ENTRANCE FEE!**

**13 KIDS MAX!**

**MASK ARE MANDATORY FOR ENTRANCE!**









Calvin Klein Jeans

Seasons Chart  
Spring  
Summer  
Autumn  
Winter

FOX

PROVE IT ON THE MOUNTAIN

T

# FREE Youth Golf Lessons

Mondays:

5-5:45 pm or 6-6:45 pm

No experience?  
No equipment?

**NO  
PROBLEM!**



Sign up by calling  
the Michipicoten Golf  
Course

**705-856-7409**

Spots are limited



**2021**

Michipicoten  
Golf Course



## 457 Comments ?

▲ 61% vs. Apr 7, 2021 - Jun 5, 2021

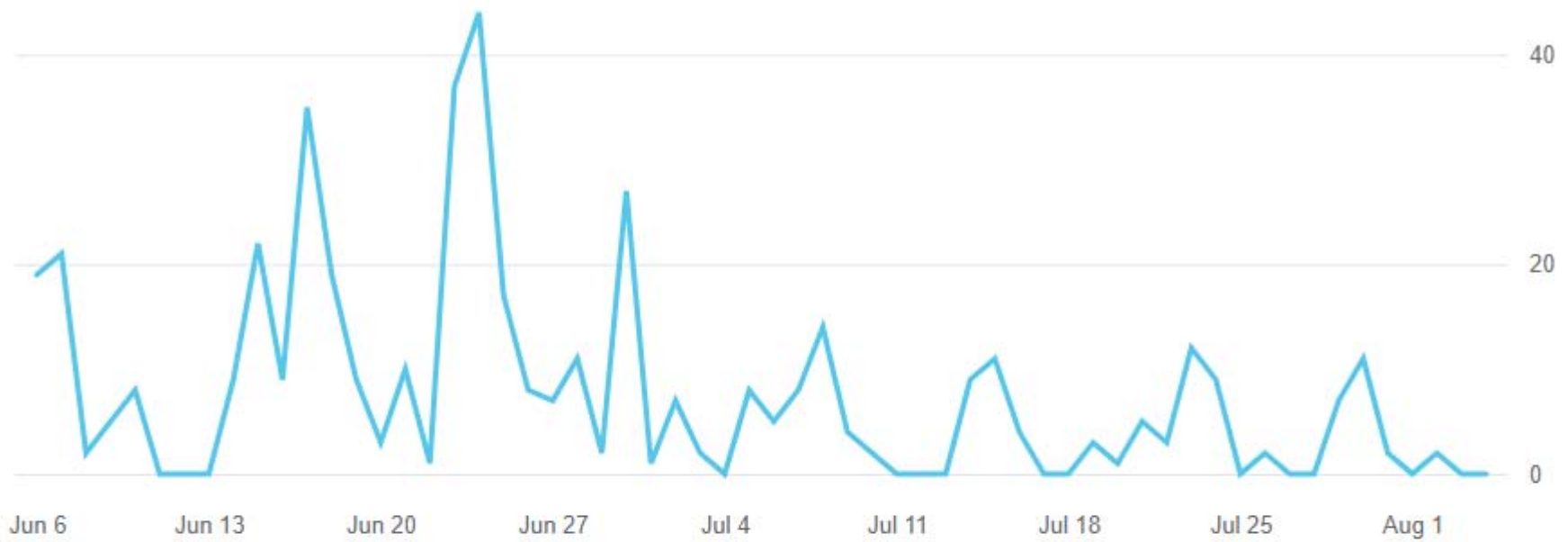
Jun 6, 2021 - Aug 4, 2021

Posts

Comments

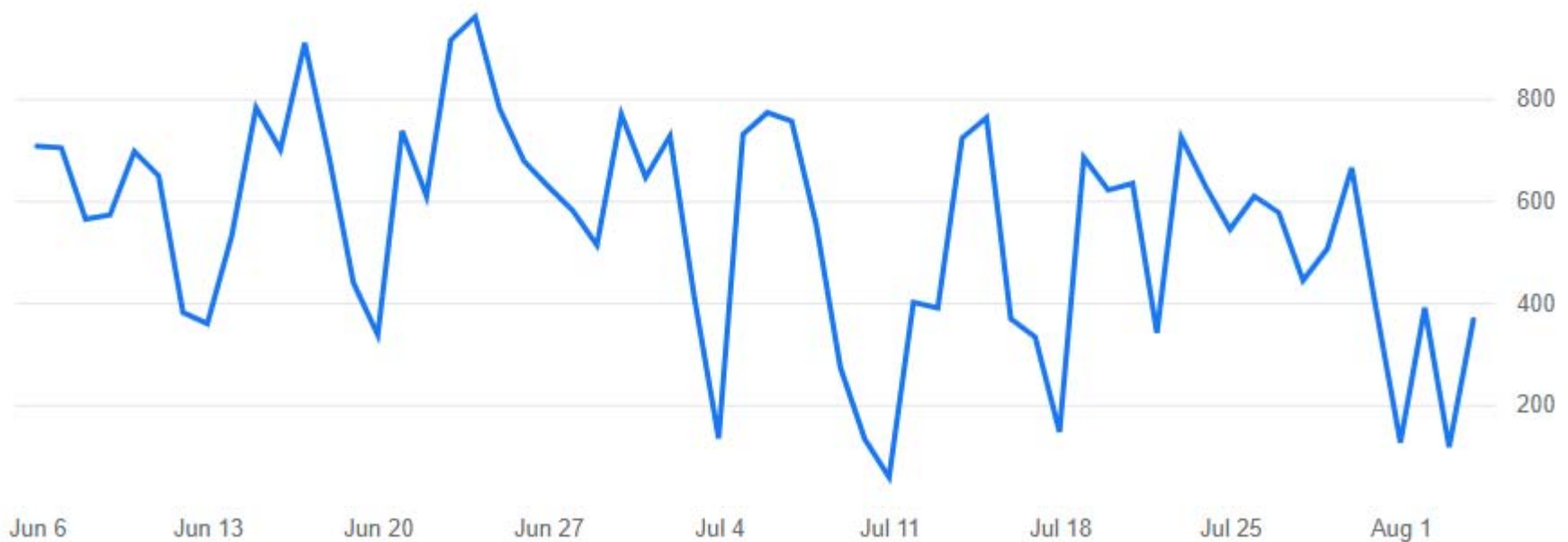
Reactions

All



## 1,234 Active Members ?

Jun 6, 2021 - Aug 4, 2021



## 125 Posts ⓘ

▲ 172% vs. Apr 7, 2021 - Jun 5, 2021

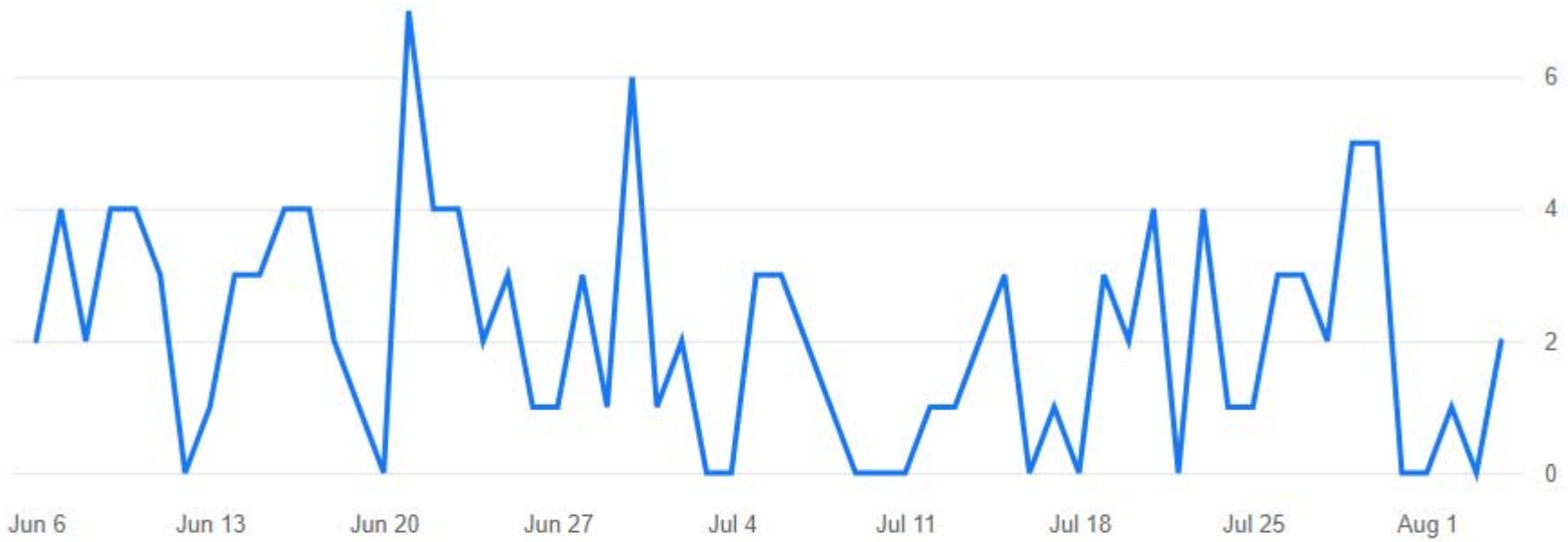
Jun 6, 2021 - Aug 4, 2021

Posts

Comments

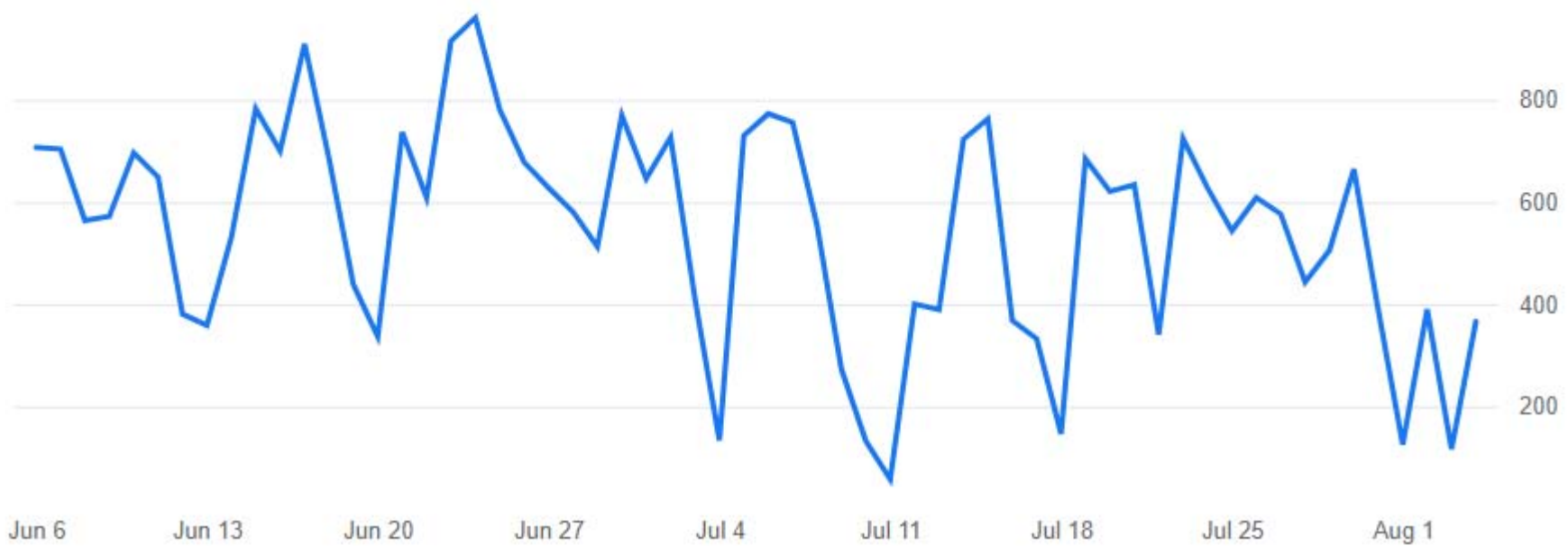
Reactions

All



## 1,234 Active Members ⓘ

Jun 6, 2021 - Aug 4, 2021



### 3,762 Reactions ?

▲ 222% vs. Apr 7, 2021 - Jun 5, 2021

Jun 6, 2021 - Aug 4, 2021

Posts

Comments

Reactions

All



### 1,234 Active Members ?

Jun 6, 2021 - Aug 4, 2021

