

#### Multi-Use Recreation Feasibility Assessment

Town of Collingwood and Town of The Blue Mountains

Date: June 24, 2024

Document ID: P1702-1449145603-31



#### Agenda

01 Team Introductions

02 Project Background

03 Project Approach

Next Steps



#### Team Profiles



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# COLLINGWOOD



#### 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



## Approach

- 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

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Activity	6-Мау	13-Мау	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	7-0ct	14-0ct	21-0ct	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																																	$\Box$
Final Report																																	
Contingency Allowance																																	

<sup>\*</sup>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?

# Thank you