



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

**Office of Community Services and Tourism**

<b>Prepared For: Corporate Planning</b>	<b>Report No.: AP 2022-05</b>
<b>Agenda Date: July 12, 2022, 2022</b>	<b>File No.: C11</b>

**Preamble**

This report details the activities of the Department of Community Services and Tourism in the months of May and June 2022.

**General**

Staff spent the last two months reopening summer infrastructure. We found it challenging to recover many things that had not been in operation since the beginning of the Pandemic, such as the TIC, Track, and Sportsfield. This summer, we also had only 1 college age student, reducing our workforce considerably in the spring as we awaited the availability of our high school students. This put the Department behind several weeks in almost all aspects of our summer operations. However, we were able to reopen the TIC on schedule as the main priority, and opened all other summer assets by the end of the month in preparation for the Canada day long weekend.

**Capital Projects**

**MMCC Upgrades 2022**

The installation of the North side tube heaters in the MMCC arena was completed over the past month. Flooring for the MMCC dressing rooms and gym has been ordered, with a 14 week time estimate, and should be in just before the beginning of the ice season. Staff have approved upgrades to the MMCC Arena speaker system, and the project remains on budget as presented to Council at the last meeting.

<b>Respectfully Submitted By:</b> 	<b>Prepared By:</b> <b>Alex Patterson, Director,</b> <b>Community Services and Tourism</b>
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**MMCC****MMCC Events and Usage – May and June**

The MMCC hosts fewer programs in the spring months after the on-ice programming wraps up. For the month of May, Dance and Fitness classes continue. In June, regular fitness programs are the primary use of the facility, followed by additional services such as drive test. A breakdown of the usage includes:

May:

150 events/bookings

218 Hours of Use

June:

44 events/bookings

105 hours of use

Special Events Hosted at the MMCC May and June:

- Benjamin Circus
- Missanabie Cree Dinner and Meeting
- Community Garden Sessions
- Drive Test
- Regional Highschool Soccer Tournament – 2 days
- Ecole St. Joseph Track and Field Day
- Sir James Dunn Track and School Day
- Seniors Drive Test
- Joanne Poisson Release Party
- Alzheimer's Walk
- Staff Training
- Ontario Provincial Elections
- Wawa Minor Hockey Association Banquet
- Ontario Strand Board Open House

**Arena and Curling****Arena Downtime – Planned Works Summer 2022**

During the planned shutdown of the ice surfaces, staff schedule both capital and operational projects that can only be completed in the summer months. In addition to the capital works, several operational items are completed to ensure the smooth operation of the plant and facility during the next ice season. This year, staff and the refrigeration contractor plan to complete a top end service, install additional insulation, replace safety valves, install a new heat exchanger for the compressors, and complete

some energy efficiency upgrades to the ice plant. Some of the additional operating funds dedicated to the plant over the past several years have resulted in significant energy savings, and staff continue to pursue small upgrades each year for further improvements.

## Parks and Trails

### Track Recovery – MMCC Sportsfield

Staff have struggled with the lack of material left on the MMCC Sportsfield track over the past several years. This year, after 2 years of no usage, 2 local schools booked the track for their track and field days. Staff worked on a small project to attempt to recover the track, using a new technique as well as some new equipment. In tilling and then packing the track, staff were able to make a serviceable running surface. Staff did note that the lack of remaining material made it very difficult to provide a good surface, and we took great care to make sure that we did not compromise the base further. Staff will again reapply to the Trilium fund (due August) for a new track surface. Both schools expressed their appreciation to the Municipality for the work on the surface and have committed to providing letters of support for the upcoming application.



## Community Events and Recreation

### ParticipAction

Staff worked alongside several community organizations once again this year to provide programming for our community and compete in the National ParticipAction campaign. Wawa is consistently in the top 10 communities in the Province for the campaign. In particular, the Department operates the Poker Walk, and this program sees diverse participation from across many demographics in the community. We also host free fitness programming which is funded by grants provided by ParticipAction to the Municipality and other community organizations. Wawa placed 6th in Ontario, and 22nd in Canada. We had Great support from the community and local business sponsors. Sample advertising can be found in **Appendix A**

### Wawa Goose Nests – Spring 2022

Staff hosted special event goose nests this spring, each with a specific focus. We hosted nests for Mothers' Day as the kickoff for the season, which was very well attended by both the community as well as vendors. Additional nests were held for youth as well as aboriginal vendors before Canada day. Sample advertising can be found in **Appendix A**

### Canada Day 2022 Planning

Staff spent the month of June both operating ParticipAction programming as well as planning the Canada day event. Staff planned a street closure, expanded goose nest market, special activities for youth including a rock wall and ropes course, as well as worked with the Wawa Music Festival to have live entertainment throughout the day.

### Social Media and Advertising

Through our continued direction to improve Municipal communications to the public, staff continue to use our social media to assist us in getting the latest information on recreation programs and other opportunities out to the members of our community. Over the past two months, some metrics for our social media include:

Facebook Stats – Wawa Recreation – May

30 Posts

11,048 Views

41 New Members

Facebook Stats – Wawa Recreation – June

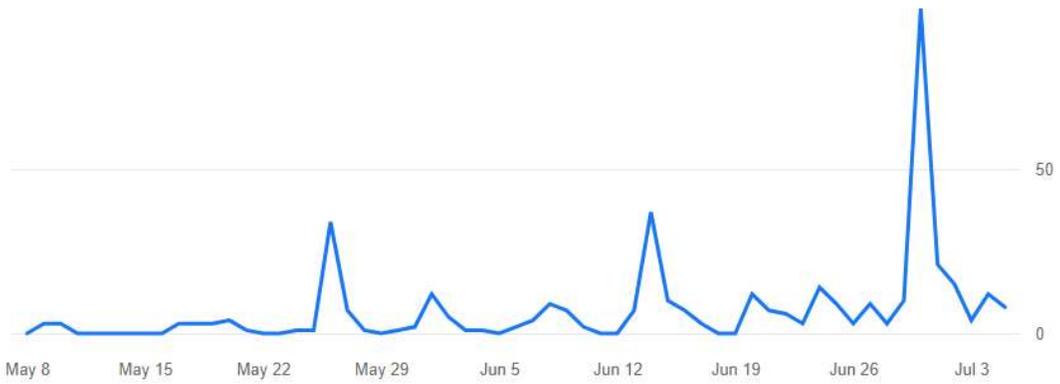
73 Posts

18,204 Views

37 New Members

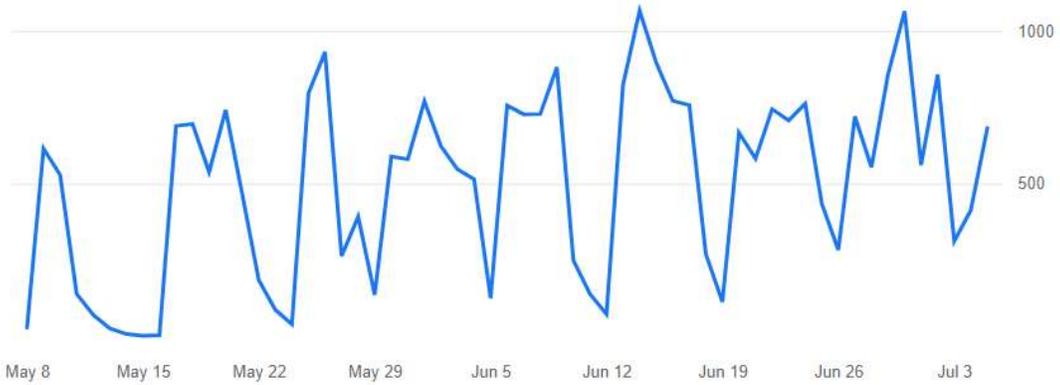
431 posted & commented ⓘ

▲ 284.62% vs. May 7, 2022  
Jul 5, 2022



29,606 viewed ⓘ

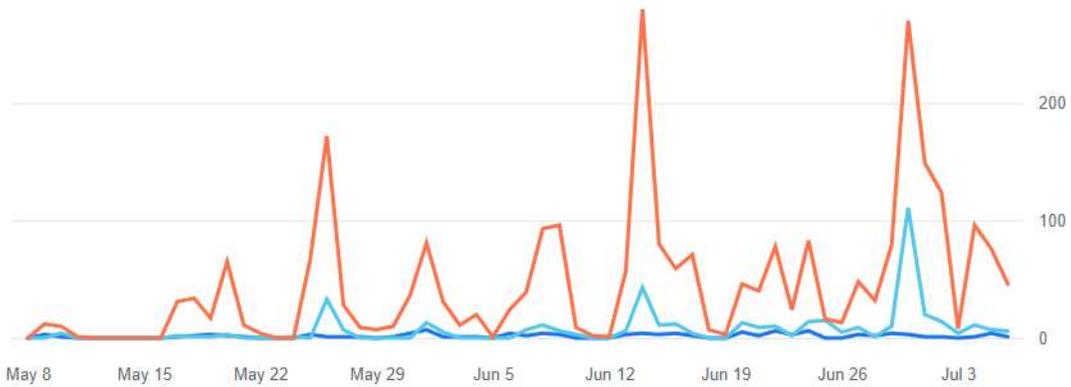
▲ 376.19% vs. May 7, 2022  
Jul 5, 2022



All ⓘ

■ 105 Posts  
■ 434 Comments ▲ 257%  
■ 2,707 Reactions  
May 8, 2022 - Jul 6, 2022

- Posts
- Comments
- Reactions
- All



## Tourism

### TIC Reopening

After 2 long years, staff reopened the TIC in time for the May long weekend. All Department staff helped make this happen, from the maintenance crews completing some deep cleaning and plumbing upgrades, to the Admin and Recreation staff helping our new Tourism coordinator setup the finance system, ordering new merchandise, and returning summer students organizing and ordering all of the brochures and information necessary. Staff are very happy with being able to meet the timeline and have the facility open for the tourist season. The opening weekend was quite steady, with an increasing number of tourists as we get closer to the summer. Even with supply chain issues, all new merchandise is in stock and the facility is fully ready before the Canada day weekend marks the start of the busy season.

### Tourism 5 Year Plan & EDTAC

Council accepted the staff recommendation for a consultant for the 5-year tourism plan, and shortly thereafter we received notification from FedNor that our funding application was successful and we could go ahead with starting the planning process. The CAO and Clerk lead the first EDTAC meeting to review policy, and we have additional scheduled kickoffs with the consultant over the summer.

## Other Projects

Nothing to Report.

## Funding and Grants

### MMCC Funding Application – NOHFC

Staff have reviewed an application for the MMCC several times with different funders, and are recommending pursuing an alternative proposal for funding through the NOHFC for a total of \$1.3M. Staff have worked with the engineering department of our refrigeration and HVAC contractor, CIMCO, to review and refine a report and recommendation from Tulloch on the HVAC upgrades required for the MMCC. This funding would focus on a more basic approach to the HVAC replacements, upgrading them with air-source pumps. While this will require some further analysis by staff for its suitability, an NOHFC application is in the works with the following budget breakdown:

Department of Community Services and Tourism  
Capital Budget Worksheet - Arena Funding Application 2022 Update

## Expense Breakdown

Project	Component	Cost	Source
Engineering / Consulting			
	HVAC Engineering	40,000	CIMCO
	Permits		
	Marketing Design	25,000	AP
Engineering / Consulting Total		65,000	
Construction			
	<b>HVAC</b>		
	A-A Heat Pumps	150,000	CIMCO
	HRV	125,000	CIMCO
	Sheet Metal	75,000	CIMCO
	Electrical	75,000	CIMCO
	Labour / Expenses	340,000	CIMCO
	<b>Facility Components</b>		
	Flooring: Banquet / Curling	150,000	Everything Floors
Construction Total		915,000	
Marketing			
	Lobby Redesign	100,000	AP Est
	Outdoor Sign	50,000	Air FX
Marketing total		150,000	
<b>MMCC Upgrades - Expense</b>		1,130,000	
<b>MMCC Upgrades - Contingency</b>		169,500	
<b>MMCC Upgrades - Total</b>		1,299,500	

Staff will continue to refine this application with the intention of completing a Stage 1 application in August.

**MMCC Sports Field Track Application – Trillium**

Staff plan to once again apply to OTF for the renewal of the MMCC Running Track. This round, staff plan to focus on the importance of the track for hosting regional school events, both as an economic driver of our community as well as a piece of infrastructure with great social importance to our community. The application will be based on the last 2 and will reuse proposed methods, including the replacement of the old sinter track with another granular material, as well as the replacement of the base of the track to ensure we don't have similar issues which we are currently facing with a lack of foundation to the surface. An application is in the works with the track and additional equipment to support these events such as benches, for an approximate total of \$150,000 to maximize all available funding.

**Next Two Months Outlook**

In July and August, staff focus on providing high levels of service to our operating resources as we enter fully into the summer recreation and tourism season. Additionally:

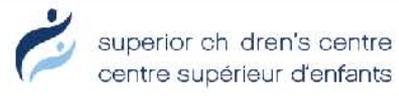
- Operations
  - Operate all parks and tourism resources at full capacity
  - Install additional signage at Marina
  - Complete summer ice plant maintenance
  - Send Olympia out for 4yr service
  - Remove hazards at Marina (old launch, wharf) with IS department
- Recreation
  - Goose Nest Markets (see schedule)
  - Summer Recreation Programs: Youth Drop-ins
  - Pick-up Pickleball
- Tourism
  - Operate TIC
  - Hire tourism marketing intern and begin work plan
  - Implement highway tourism signage
- Administration
  - Take Salmon Derby rush of Marina Slip Bookings
  - Book special events at MMCC
  - Complete outstanding Capital projects
  - Complete training of summer students

**End of Report.**

**Appendix A – Recreation Marketing May – June 2022**



# ABOUT THE COMMUNITY CHALLENGE



# J U N E 1 - 3 0

## What is it?

Helping to strengthen communities through physical activity and sport, the Community Better Challenge is awarding \$100,000 to the community who rallies the most participants, community organizations and accumulates the most active minutes during the challenge.

## How do I track?

ParticipACTION uses your postal code to track your activity by accumulating move minutes. You can sign up by:

- <https://www.participaction.com/en-ca/programs/community-challenge>
- Downloading the APP on your smart phone
- Calling the MMCC at 705-856-2244 ext 240

## What counts?

All move minutes, which include both active minutes and your light or incidental activity counts! This can be walking, gardening, canoeing, biking, stretching etc. These can be on your own, or at an organized event!

## All events are free!

### Theme Weeks

Each week has a different theme! Get spotted around town during the month of June doing the theme week and you could win a prize!

### Colour Run

Join Superior Children's Centre on Saturday, June 4 along the waterfront for a fun family colour run!

### Fitness/Dance

FREE Fitness and Dance classes offered throughout the month of June by your favourite local instructors! Classes held at the MMCC.

### Family Fun!

Bring the whole family every Saturday morning in June for some amazing activities and challenges! Located at the MMCC.

### Poker Walk

Each week a new deck is put up around town. Keep an eye out, take pictures, and send your best poker hand to [mcoe@wawa.cc](mailto:mcoe@wawa.cc)!

## FOR MORE INFORMATION:



# Wawa Recreation

## 705-856-2244 ext 240

**Support the young entrepreneurs of Wawa**



# ***Youth Makers Market***

**Saturday, June 4**

**10 a.m. - 1p.m.**

**At the Goose Nests**



- **Golden Hour**
- **HavanART**
- **Sweet Sisters**
- **MA Glam**
- **Jason's Creations**
- **Emma Chapman + Green Cabin Pottery**
- **Rose Designs**
- **MHG Lemonade Stand**

**f Goose Nest Market**

**(705)-856-2244 ext. 240**

**@goosenestmarket**

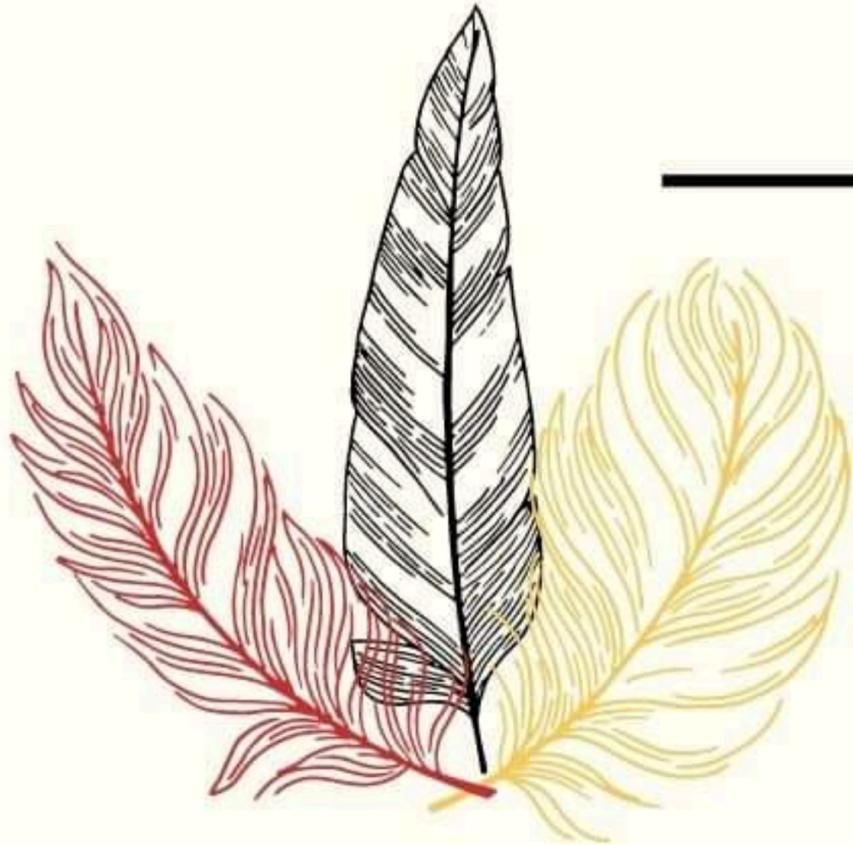
# INDIGENOUS MAKERS MARKET

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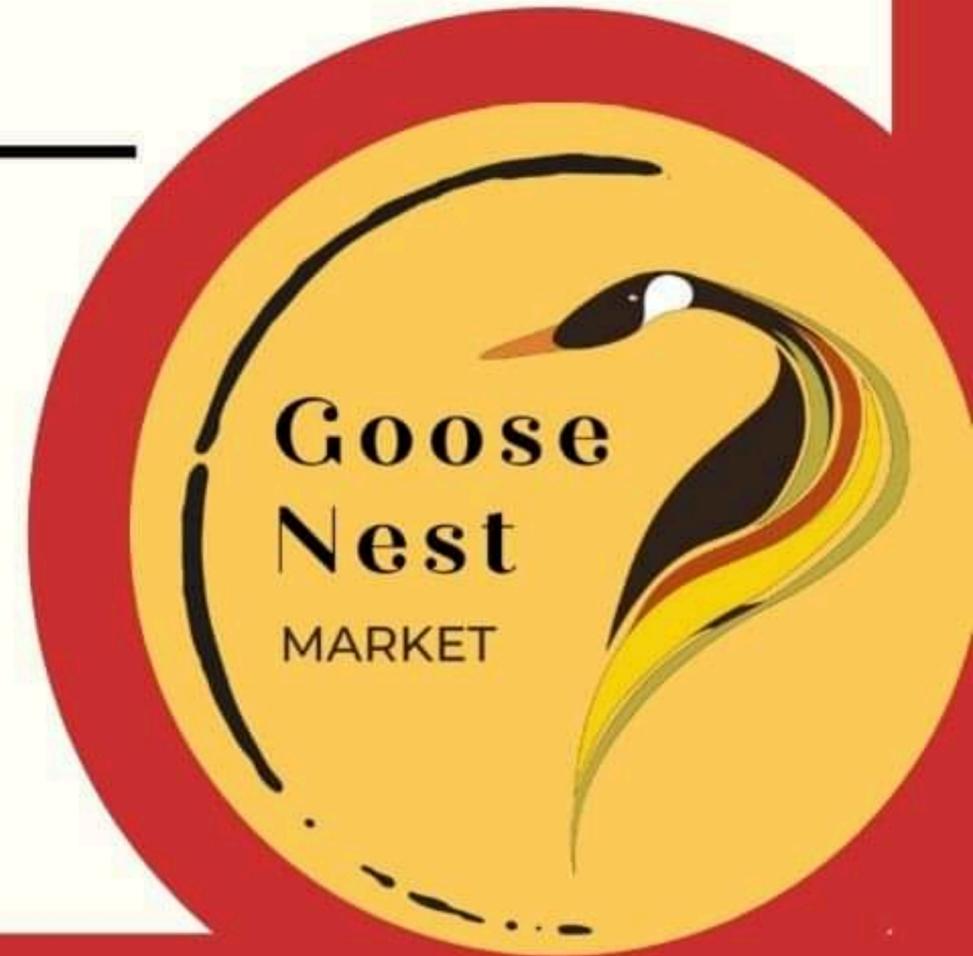
June 18th: 10 am - 1 pm

Goose Nest Market

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**#MADEINWAWA**





# WAWWA

MUSIC FESTIVAL  
'PRESENTS'

HAPPY  
CANADA DAY!

1  
JULY

A celebration  
of music  
11 - 4pm



JOANNE POISSON

PAULA VALOIS

DON CHARBONNEAU

PETER, MARTY & MARY

ALEX CHARBONNEAU

RICHARD OVERTON

The FEMBOTS



EVERY  
CHILD  
MATTERS



# July 1

## BIKE DECORATING CONTEST & PARADE

### Prizes to be won!

-  Decorate your bike however you'd like!
-  Meet at the corner of Broadway and Ontario between 11-11:15 am
-  11:30 am - parade down Broadway to the events stage
-  Prizes announced at 11:45 am
-  16 and under

**Wawa**<sup>CA</sup>



705-856-2244 EXT 240



Free Family Event!



superior children's centre  
centre supérieur d'enfants



# Color Run

June  
4th

EarlyON  
Child and Family Centre  
ON y va  
Centre pour l'enfant et la famille

Wawa Beach to Lions  
Beach Front

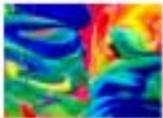
Register and Go from 10 am till 12 pm

All family's are encouraged to walk, run or jog. Those with accessibility challenges are welcome to join with their scooters or wheelchairs. Be sure to wear a white T-Shirt!!

# Wawa Ontario EVENTS

Theme Weeks 

Poker Run Weeks 

Family Colour Run 

7-8 PM FITNESS Classes 

10:30- 11:30 am FAMILY FUN Classes 

All events are free!

Brought to you by:



superior children's centre  
centre supérieur d'enfants



Algoma PUBLIC HEALTH  
santé publique Algoma

WAWA Family Health Team  
Équipe santé familiale



# JUNE 2022



Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2  Hip Hop	3	4 Family Colour Run  Youth Goose Nest Market
May 29-June 4 - Warm-Up Week!						
5	6  Cardio Drumming	7  Beginner YOGA	8	9  Hip Hop	10	11  Family Games
June 5-11 - Walk or bike to work or school						
12	13  Core Strength and Stability	14  Yoga Inversion Prep	15	16  Cardio Dance Party	17	18  Family Team Challenge
June 12-18 - Try Something new! (tennis, soccer, a new class)						
19	20  Full Body Cardio/Strength	21	22  Stretch and Strengthen	23  Jazz	24	25  Family Ninja Course
June 19-25 - Take a hike!						
26	27  Barre	28	29	30  Jazz		

June 26-July 2 - Water Week! Swim, kayak, paddleboard!



**Calling all families; dads, moms, older siblings, grandparents to bring their toddlers and elementary school children and role-model that ParticipACTION is fun and for everyone!**

**SATURDAY, JUNE 18**



**10:30-11:30 am  
Family Challenge**

Work cooperatively as a team for some challenges and enjoy friendly-competition against family members or others.

**SATURDAY, JUNE 25**

**10:30-11:30 am  
Family Ninja Course**



Work cooperatively as a team to complete the family ninja course, moving over, under, and through obstacles. HINT: It will be helpful to have family members of various sizes.

**Wear comfortable clothing and running shoes. Water bottle is a great idea.**

**No pre-registration required!**

 Location: MMCC - 3 Chris Simon Drive  
 Call 705-856-2244 ext 240 for more information

# FREE FITNESS CLASSES

Attend free fitness classes with  
Wawa's local instructors!

## June 1-30

1 hour sessions

Don't forget your water and a mat!

Class types differ

Please refer to the June calendar  
for details!

- \* Cardio
- \* Yoga
- \* Hip Hop
- \* Strength
- \* and more!

All classes held at the MMCC



★ T O N I G H T ★

**Wawa**

# Yoga Inversion Prep

Curious about inversions?  
(head lower than heart in  
yoga postures).

Learn the preparatory  
progressions to safely get  
into inversions.

We will use great props to  
help.



7 - 8 pm

60 minute session  
Don't forget water and  
yoga mat if you  
have one)!



**Theme Weeks** 

**Poker Run Weeks** 

**Family Colour Run** 

**7-8 PM FITNESS Classes** 

**10:30- 11:30 am FAMILY FUN Classes** 

**All events are free!**

Brought to you by:



# JUNE 2022



Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2  Hip Hop	3	4 Family Colour Run  Youth Goose Nest Market
May 29-June 4 - Warm-up week! Download the app, get moving						
5	6  Cardio Drumming	7  Beginner YOGA	8	9  Hip Hop	10	11  Family Games
June 5-11 - Walk or bike to work or school						
12	13  Core Strength and Stability	14  Yoga Inversion Prep	15	16  Cardio Dance Party	17	18  Family Team Challenge
June 12-18 - Try something new! (tennis, soccer, a new class)						
19	20  Full Body Cardio/Strength	21	22  Stretch and Strengthen	23  Jazz	24	25  Family Ninja Course
June 19-25 - Take a hike!						
26	27  Barre	28	29	30  Jazz		
June 26-July 2 - Water Week! Swim, kayak, paddleboard and more						



# Mother's Day

## Goose Nest Markets

7-MAY-2022

### MARKET #1 10 AM - 12:30 PM

A Touch of Whimsical  
All Homemade Catering  
Pearl & Moss Botanicals  
Green Cabin Pottery  
Maria Reid  
Nicole's Little Craft Shop  
Sugar & Spice  
Blue Canoe Creations  
For Goodness Sake  
HavanART

### MARKET #2 2:30 PM - 5:00 PM

Red Canoe Studio  
Fire Wolf Creations  
Superior Creations  
Judy Page Moore Catering  
Magpie & Mudpuddles  
Hope's Confectionery Delights  
Bear Fusion Soap Labs  
Bouquet Candles  
Sadie Puddister  
George Karasek

Both Markets: Acres of Dreams





Downtown Wawa

# CANADA DAY

## JULY 1

Rain Date: July 2

### BROADWAY AVENUE

(Ontario-Laurier St)

**11 AM - 4 PM Goose Nest Market and Street Fair**

Artisan crafts, baked goods, produce, farm products, beverages, hot dogs and cotton candy

**11 AM - 4 PM Climb'N Fun! Rock Wall and Ropes**

This 24 foot high, rock simulated tower has a total of 55 square feet of climbing surface. The rope trailer provides harnessed participants the ability to be secured to a track 16 feet above the ground. They are then challenged with six different obstacles: walking on a bamboo beam, stepping on swaying bamboo that swings from left to right and front to back.

**11 AM - 4 PM Wawa Music Festival Presents!**

Joanne Poisson, Paula Valois, Don Charbonneau, Peter, Mary and Marty, Alex Charbonneau, Richard Overton, and the Fembots!

**11:30 AM Children's Bike Decorating Contest and Parade**

Meet at the corner of Broadway and Ontario at 11:15 am. Prizes for best decorated!

**11:45 AM Opening Remarks and Land Acknowledgement**

**DUSK FIREWORKS**

Put on by Wawa's Volunteer Firefighters, come down to the beachfront!

**Wawa**  
Ontario



W a w a R e c r e a t i o n

705-856-2244 ext 240





Downtown Wawa



# CANADA DAY

## JULY 1

Rain Date: July 2



## Goose Nest & Street Fair Vendors



Bear Fusion Soap Labs  
 Boreal Roots  
 Pearl & Moss Botanicals Inc  
 Maria Reid  
 HavanART  
 Young Living  
 A Touch of Whimsical  
 carved by gord  
 Green Cabin Pottery  
 Judy Moore Catering  
 Acres of Dreams

Nicole's Little Craft Shop  
 April Joy's  
 For Goodness Sake  
 Superior Creations  
 Canmexicanus  
 Golden Hour  
 Genevieve Thompson Ceramics  
 Blue Canoe Creations  
 All Homemade Catering  
 The Untraditional Baker  
 Urban Farmer



## Wawa Music Festival Presents

11 - 11:45 AM

**Paula Valois**

11:45 - 12 PM

**Welcome and Bike Decorating Winners**

12 - 12:45 PM

**Don Charbonneau**

12:45 - 1:30 PM

**Peter and Mary**

1:30 - 2:15 PM

**Smokies and the Bear**

2:15 - 3:00 PM

**Fembots**

3:00 PM - end

**Richie Overton**

  
**Bring your chair!  
 Set up and listen  
 all day on  
 Broadway!**





Downtown Wawa



# CANADA DAY



## JULY 1



# C A N T E E N

(while supplies last)



**CASH ONLY**



**Gatorade \$3.00**

**Bottled Water \$1.50**

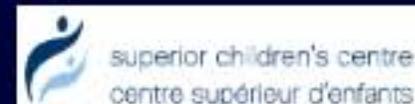
**Juice Box \$1.00**

**Hotdog \$3.00**

**Cotton Candy \$5.00**



Brought to you by:



Family Colour Run  
June 4th

GET READY!

Weekly Poker Run



Free Fitness Classes

Wawa is again participating in the ParticipACTION Community Better Challenge from June 1 – 30, as we strive to be named Canada's Most Active Community.

P a r t i c i p A C T I O N 2 0 2 2 J U N E 1 - 3 0



Welcome to  
Vegas....  
Wawa Style!

Week 1 - Wednesday, June 1- Monday, June 6

Week 2 - Wednesday, June 8- Monday, June 13

Week 3 - Wednesday, June 15- Monday, June 20

Week 4 - Wednesday, June 22- Monday, June 27

Download the  
ParticipACTION  
APP to record  
your steps and  
participate!

Around town, at various businesses, attractions and parks you will find playing cards! Your job is to make the best poker hand each week!

Take a picture and send your best hand to [mcoe@wawa.cc](mailto:mcoe@wawa.cc) by 12:00pm (noon) on Mondays at the end of each week.

In the case of a tie, a random draw will be held to determine the winner. Cards will be changed each week, and you will have an opportunity at a new hand!





Wawa  
Ontario



# Community Challenge Walking Poker Run

Weekly Starting  
Wednesdays -  
Ending Mondays at midnight

June 1-30

## What is a Walking Poker Run?

A Poker Run is an organized event in which participants get active and find 5 or more (cards) placed around town.

The object is to have the best poker hand (through pictures) at the end of each week!





**1st PRIZE  
WEEK 4**



**Best Hand  
POKER WALK/RUN  
WEEK 4**

**Generously  
Donated by  
Watson  
Skyways**



**1/2 Hour  
Sightseeing Flight  
(for 9 people)**