



The TOWNSHIP of
NORTH DUMFRIES

Arena Strategy – Phase 1

Presentation to Committee of the Whole
August 10, 2020



WALTERFEDY



Study Purpose

The Arena Strategy will inform capital investment and long-term arena provision

- Study is being prepared by a consulting team with extensive local and regional experience: Monteith Brown, JF Group, WalterFedy
- Study funding was provided through the Province of Ontario Municipal Modernization Program



Study Process

Phase One Usage & Needs Analysis

Considers local demographics and growth, regional arena supplies, usage and trends, and public and stakeholder input

Draft Completed – August 6, 2020

Phase Two Business Case

Examines provision options and costs

Work in Progress – tentative for end of September



Ayr Community Centre (ACC)



- Single pad arena with second floor hall
- Built in 1977 (ice slab and brine lines are older)
- Used largely for youth practices and some adult play



North Dumfries Community Complex (NDCC)



- Single pad arena that is part of a larger complex
- Built in 2011
- Designed to be twinned
- Primary venue for all ice activities in the Township



Provison Options

If the study finds long-term demand for one ice pad, Phase Two will consider:

- The timing of decommissioning the ACC as an ice venue

If the study finds long-term demand for two ice pads, Phase Two will consider:

- A comprehensive renovation of the ACC
- Expanding the NDCC to add a second ice pad and decommissioning the ACC as an ice venue



Consultation

- Online open house and comment form (56+ submissions to date)
- User group questionnaire (13 submissions)
- Primary stakeholder feedback (6 interviews)
- A consultation event will also be scheduled for September to provide input on Phase 2



Key Findings (Demographics and Trends) – Phase 1

Population Growth

The primary arena market area includes lands west of the Grand River. The population in this area is forecasted to increase 62% by 2031, reaching 13,900.

Participation

Local ice sport participation has increased 16% since 2008, in line with population growth. In 2019/20, there were 593 youth and 318 adult participants in the Township.

Age Forecasts

The population of youth in the primary market area is forecasted to grow by 57% between 2019 and 2031. One in three youth play organized ice sports locally.

Regional Arenas

Some arenas in the region may be able to absorb additional use (mainly weekends) but Township groups would be low priorities. No short-term changes to the regional supply are anticipated.

Prime Time Window

Across Ontario, early morning and late night demand is waning. A growing focus on youth skill development means prime time is at a premium.

COVID-19

A short-term slowdown in ice sport growth is possible. Longer-term impacts will need to be monitored.



Key Findings (Consultation and Usage) – Phase 1

Public Input

A strong preference was expressed for maintaining two ice pads. Users support a strategy that provides modern arena conveniences at a single location.

Overall Usage

Weekly rentals have declined by 4% over the past three seasons as usage has been shifting from the ACC to NDCC.

Limitations of ACC

The design of the ACC limits its use: undersized ice pad, inconsistent ice quality, smaller change rooms and lobby, redundant seating, and limited parking.

NDCC & ACC

The NDCC is at capacity during prime time (52 hrs/wk), while 65% of prime time (34.5 hrs/wk) is rented at the ACC. This availability is equivalent to 0.4 ice pads.

Arena Design

People are drawn to new facilities that offer modern conveniences (multiple pads, barrier-free spaces, gender-specific dressing rooms, etc.).

Future Demand

Groups requested four additional hours per week at the NDCC for their existing programs. New skill development programs were also seen as a growth opportunity.



Needs Assessment

- Demand is a function of local participation and programming. Registration trends, usage, stakeholder input, and growth assumptions are used to forecast future needs.
- A market-driven target of one ice pad per 400 youth participants is recommended. The current provision rate is 1 pad per 297 youth participants, confirming a surplus of ice time.



Needs Assessment

- There is currently a surplus of 0.5 ice pads, becoming a deficit of 0.3 pads by 2031. Supply and demand are projected to be in equilibrium in or around 2027.

	2020	2031
Number of Youth Participants	593	929 (projected)
Provision Target	1 per 400 youth participants	
Ice Pad Needs	1.5	2.3
Existing Ice Pad Supply	2.0	2.0
Surplus (Deficit)	0.5	(0.3)



Statement of Need

“ The analysis supports moving forward with an arena investment program that preserves long-term access to two municipal rinks, designed and maintained to meet community needs. ”



Next Steps

Complete Phase Two and Final Report:

- Implementation Analysis
- Capital & Operating Assessments
- Public Open House (date tbd)
- Council Presentation (September/October)

Thank You! Any Questions?

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