



Staff Report

Report To: South Huron Council
From: **Dan Best, Chief Administrative Officer/Deputy Clerk**
Date: March 5 2018
Report: CAO 06-2018
Subject: YMCA Community Development Services Proposal

Recommendations:

That the report of Dan Best, chief Administrative Officer dated March 5, 2018 regarding the YMCA Community Development Proposal be received; AND

That Council authorize Staff to enter into an Agreement with the YMCA to proceed with the proposed actions outlined in the Community Development Proposal to:

- Support the Community Hub/Recreation Centre Project Steering Committee
- Develop preliminary and final Operating Pro- forma
- Lead the development of Terms of Reference for consultant selection
- Provide Pre -Architectural Development Services

Purpose:

Council Approval

Background and Analysis:

At the Committee of the Whole meeting of February 21, 2018, the YMCA presented a proposal to provide its assistance, support and extensive experience in the launching of the Community Hub/Recreation Centre process. Their proposal presents a roadmap for the next twelve (12) months that includes a process to determine the demand and interest of the Community Hub/Recreation Centre project which will support the Project Steering Committee, and aid in the development of processes to define, for the Municipality, the facilities, programs, and recreation services that are most desired by all residents of South Huron.

Subsequent to the February 21st COW, the Project Steering Committee met to review the proposal at the scheduled meeting of February 27, 2018. The following recommendation was forwarded to Council for consideration

Motion: 9-2018

Moved: Ondrejicka

Second: Ivatts

That the Community Hub/Recreation Project Steering Advisory Committee recommends that: Council engage the YMCA as outlined in their proposal to provide community development services.

Disposition: Carried

At the COW meeting recommendations to Council which would direct Staff to consult with the Project Steering Committee to elicit feedback and conduct a SWOT analysis of engaging the YMCA. The following provides an overview of that SWOT analysis.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Brand Recognition • Offers a wide variety of services for all demographics and can bring outside resources to offer special programs • Positive Public Awareness/Image • Friendly Staff and Dedicated Management • Policy of “no one turned away due to inability to pay” is a strategic advantage • Core services (physical fitness) are well regarded 	<ul style="list-style-type: none"> • Lack of knowledge of programs and services that can be delivered • In correct perception that the YMCA is member exclusive • Perception that the Y is for kids, not adults and families • Lack of awareness of the “no one is turned away due to inability to pay” • Perception that the Y is only recreation
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Growing number of time strapped families to spend more time together amid busy lifestyles • Greater concerns for health and wellness • Parents looking for meaningful interactions with peers • Coordination of program with schools • Safety concerns for parents – Y is a known entity • Governmental funding cuts on youth programming 	<ul style="list-style-type: none"> • Perception that Y memberships are more expensive than at other clubs or fitness centre • Ongoing membership issues such as managing meaningful value perceptions, • Fear mongering and lack of factual information

Operational Considerations:

None

South Huron's Strategic Plan:

Section 6.2.2 of the Municipality of South Huron 2015- 2019 Strategic Plan identifies key priorities and strategic directions. The following elements are supported by the actions outlined in this report:

- ✓ Improved Recreation and Effort Community Wellbeing
- ✓ Dedicated Economic Development

Financial Impact:

As outlined in the proposal, the Community Development Services identified would be provided at a cost of \$19,250 for a twelve (12) month engagement. As part of the 2018 budget, a total of \$125,000 was budgeted for Feasibility Studies of which this project would fall under.

Legal Impact:

There are no legal implications as a result of the actions outlined in this report.

Staffing Impact:

There are no legal implications as a result of the actions outlined in this report.

Policies/Legislation:

None

Consultation:

Community Hub/Recreation Centre Project Steering Committee
Sean Dillon, Senior Development Business Manager YMCA

Related Documents:

None

Respectfully submitted,

Dan Best, Chief Administrative Officer/Deputy Clerk