

NORTH BAY[®]
O N T A R I O • C A N A D A

Just North Enough to be PERFECT

Committee

Agenda

Committee Meeting of Council

June 3, 2013

at 6:00 p.m.

MEETINGS

**FOR THE WEEK OF
JUNE 3RD, 2013**

Monday, June 3, 2013

6:00 p.m.

Committee Meeting of Council
Council Chambers, 2nd Floor

7:00 p.m.

Regular Meeting of Council
Council Chambers, 2nd Floor

GENERAL GOVERNMENT COMMITTEE

Monday, June 3, 2013

Page 1

Chairperson: Councillor Lawlor
Vice-Chair: Councillor Anthony
Members: Councillors Bain, Maroosis
Ex-Officio: Mayor McDonald

- GG-2011-16 Report from C.M. Conrad dated August 2, 2011 re Election campaign signs (C07/2011/ELECT/GENERAL).
- GG-2013-03 Report from Christina Murphy dated January 7, 2013 re *Provincial Offences Act* – Conflict of Interest Policy (P16/2013/POA/COIPOLCY).
- GG-2013-06 Report from Christina Murphy dated March 8, 2013 re Smoking By-Law, Restaurant and Bar Patio Amendment (C00/2013/BYLAW/SMOKING).
- GG-2013-07 Report from Paul Valenti dated May 10, 2013 re Purchasing By-Law (C00/2013/BYLAW/PURCHASE).

COMMUNITY SERVICES COMMITTEE

Monday, June 3, 2013

Page 1

Chairperson: Councillor Mendicino
Vice-Chair: Councillor Mayne
Member: Councillor Vaillancourt
Ex-Officio: Mayor McDonald

- CS-2001-35 Rezoning applications by Consolidated Homes Ltd. – Golf Club Road (D14/2001/CHLTD/GOLFCLUB).
- CS-2003-37 Condominium application by Rick Miller on behalf of New Era Homes Ltd. - McKeown Avenue (D07/2003/NEHL/ MCKEOWN).
- CS-2004-29 Rezoning and Plan of Subdivision applications by Rick Miller on behalf of Grand Sierra Investments Ltd. - Sage Road (D12/D14/2003/GSIL/SAGERD).
- CS-2011-04 Motion moved by Councillor Mayne on January 24, 2011 re Designated Off-Leash Dog Area (R00/2011/PARKS/DOGPARK).
- CS-2013-12 Report from Peter Carello dated April 8, 2013 re Rezoning application by Miller & Urso Surveying Inc. on behalf of 1794504 Ontario Inc. – 2 Sunset Blvd. (D14/2013/17945/2SUNSETB).
- **CS-2013-13 Report from Peter Carello dated April 23, 2013 re 2012 Municipal Heritage Committee (MHC) Annual Report (R01/2013/TRANS/GENERAL).**
- CS-2013-14 Rezoning application by Richard & Laura Gushulak – 528 Front Street (D14/2013/GUSHU/FRONT).
- CS-2013-15 Report from Peter Carello dated May 8, 2013 re Rezoning application by Tunnock Consulting Ltd. on behalf of 2190372 Ontario Inc. & 1340791 Ontario Ltd. – Johnston Road (D14/2013/21903/JOHNSTRD).
- **CS-2013-16 Report from Ian Kilgour & Erin Richmond dated May 1, 2013 re Sport Tourism, Meetings & Events (D06/2013/EDD/STATS).**
- CS-2013-17 Report from Peter Carello dated May 16, 2013 re Rezoning, Redline Amendment to Draft Approved Plan of Condominium & Plan of Subdivision – 899430 Ontario Inc. & 2142727 Ontario Inc. – Highland Woods (D07/D12/D14/2008/21427/AIRPORTR).

CS-2013-13

Draft Recommendation:

- "That a) the Municipal Heritage Committee be thanked for their work; and
- b) the 2012 Municipal Heritage Committee Annual Report be noted and filed."

City of North Bay

Report to Council

REPORT: CSBU 2013 – 57

Date: April 23, 2013

ORIGINATOR: Peter Carello, Secretary, Treasurer
Municipal Heritage Committee

SUBJECT: 2012 Municipal Heritage Committee (MHC) Annual Report

RECOMMENDATION

That the 2012 Municipal Heritage Committee Annual Report be received and referred to Committee.

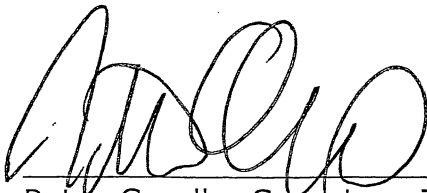
BACKGROUND

Attached is the Annual Report of the Municipal Heritage Committee (MHC). The Annual Report was adopted by the Municipal Heritage Committee at their regular meeting held on December 18th, 2012 and describes the activities of the Committee over the past year.

The Committee's primary accomplishments in 2012 were the completion of a Site Evaluation, community promotional work and, in partnership with the Parks, Recreation and Leisure Services Department, the placement of four Heritage Site Plaques.

A full listing of Committee activities and a workplan for 2013 is contained in the attached report.

Respectfully submitted,



Peter Carello, Secretary-Treasurer
Municipal Heritage Committee

PC/dlb

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attach.

We concur with this report and recommendations.



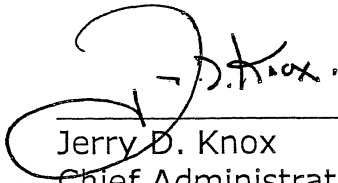
Beverley Hillier

~~for~~ Manager, Planning Services



Peter Chirico

Managing Director, Community Services



Jerry D. Knox

Chief Administrative Officer

Personnel designated for continuance: Secretary-Treasurer, Municipal Heritage Committee

**THE CITY OF NORTH BAY
MUNICIPAL HERITAGE COMMITTEE (MHC)**

2012 ANNUAL REPORT



**CITY OF NORTH BAY
MUNICIPAL HERITAGE COMMITTEE (MHC)**

2012 ANNUAL REPORT

a) **INTRODUCTION**

This report to City Council is submitted pursuant to Clause 6(g) of By-law No. 38-96, as amended, of The Corporation of the City of North Bay (the MHC By-law).

b) **BACKGROUND**

This report reflects activities undertaken by the North Bay MHC during 2012 and plans for 2013.

c) **SUMMARY OF ACTIVITIES – YEAR 2012**

a) **Committee Membership – 2012**

Peter Handley, Chair (Community Representative)
Jennifer Buell, Vice Chair (Community Representative)
Andrew Bruce-Payne (North Bay Society of Architects)
Naomi Rupke (North Bay Museum)
Councillor Judy Koziol (City Council Representative)
Dr. Robin Gendron (Community Representative)
Amber McCarthy (Community Representative)
Aaron Northrup (Community Representative)
Margaret Surtees (Community Representative)
Ex-officio: Paul Walker (North Bay and Area Public Library)
Ex-officio: Caroline Loiselle (Ministry of Citizenship and Culture)
Staff: Peter Carello, Secretary-Treasurer (Senior Planner)

Lindsey Voisin was the representative from the North Bay Museum at the beginning of 2012. She left the museum to explore other professional opportunities. Naomi Rupke became the representative from the North Bay Museum (Discovery North Bay).

Amy Bennett also resigned from the Committee as a result of professional opportunities. Her position with the Municipal Heritage Committee was advertised and filled by Amber McCarthy.

Summer student Ayla Morland returned to the Committee for the second year during the summer months.

b) **Meetings of the Committee**

A total of eleven (11) meetings of the Committee were held during 2012. Most meetings occurred at City Hall. Three (3) meetings were held at the Discovery North Bay Museum.

c) **Property Evaluations**



The Committee continued its examination of properties with potential heritage significance in 2012. These evaluations make up the mandated core of the MHC's activities.

The report for the Empire Living Centre (former Empire Hotel) was prepared primarily by citizen representative Jennifer Buell and edited by Margaret Surtees. The Committee approved the report in March. This was the most comprehensive and thorough evaluation completed in the history of the MHC. The Empire Living Centre was pleased with the report. The Empire Living Centre made a donation of \$2,500 to the MHC to support the Committee in its activities. The Committee is grateful for the Empire Living Centre's contribution and has held the entire donation in reserve until it finds a suitable project to take on with this money.

The Committee completed a site visit to St. Vincent de Paul Church. The report has been drafted with major input from Committee Member Jennifer Buell. The report is the hands of the Committee for final approval. This is expected to be completed sometime in early 2013.

d) Heritage Site Plaque Program

In 2008, the Committee began to examine the possibility and feasibility of developing a "Heritage Site Recognition Program". This program would be consistent with Section 6 D) of By-Law No. 38-96, which states that the MHC is "to implement programs and activities to increase public awareness and knowledge of heritage conservation issues". The proposed program would not only highlight sites of historic interest in the City, it would also fit in with any planned historic walking tours of the City. A total of eight (8) plaques were installed in 2010 and 2011.

In 2012, the Committee prepared an additional four (4) plaques. The chosen sites were the Cormack Block, Memorial Park, Nipissing University at Cassellholme and Queen Victoria School. The Nipissing University at Cassellholme plaque was prepared in cooperation and with funding from Nipissing University. The plaques were installed in late September 2012.

A media event was held on October 18 to unveil the site plaque for Memorial Park. The event included participation by the Royal Canadian Legion Branch 23, who provided a Colour Guard, and Project Flanders. The event was attended by members of the local media and received positive coverage.

Nipissing University held an unveiling event at Cassellholme on November 29th as part of the 20th anniversary celebrations. This event was attended by the University Chancellor and the President. MHC Chair helped with the unveiling.

The old Nipissing Brewery and early arenas are being researched in 2012 for plaque installations in 2013. Preliminary information regarding the content of these two plaques is attached.

e) Public Awareness Initiatives

The Committee undertook a number of other initiatives to increase public awareness of MHC activities and local heritage.



On February 20th, the committee held a press event in cooperation with the Heritage North Bay museum to recognize the commencement of the provincially decreed Heritage Awareness Week. The Museum set up a special display and the Committee unveiled one of the Heritage Site Plaques from 2011 that had not been installed.

With the assistance of Evan Moore and Lori Liscombe from the City's Information Systems Department, the interactive heritage walking tour was updated and improved. The interactive map (www.cityofnorthbay.ca/heritagetour) was first established in 2011. Residents can use this site to navigate from site to site and have the information and historical information that has been prepared and written by the MHC appears.

Hardcopies of maps were distributed through the Museum, Chamber of Commerce and the hotel association. Also, the maps have been made available online for download from the City of North Bay's website.

The Committee purchased a pop-up banner ad for use at public events. The banner features current and historic photos from North Bay's history.

2012 marked the second year of the MHC's participation at Summer in the Park. A presentation scrolling through the various properties with heritage characteristics was prepared by Summer Student Ayla Morland for the event. The newly procured pop-up banner, promotional materials and information on some current projects that we are working on were also on display. For example, hardcopies of the walking tour were distributed, which included a link to the interactive walking tour.

The MHC participated in the 7th Annual North Bay Heritage Fair, hosted by Nipissing University. For the first time, the MHC sponsored an award, which was given to a display that educated others regarding local history. The 2012 winner was Matthew McParland from St. Alexander School and his project titled "North Bay Heritage Carousel".

Finally, citizen representative Margaret Surtees with assistance from Vice Chair Buell prepared a Spring/Summer newsletter in 2012. The newsletter publicized some of the Committee's works and is proving to be a key element of our educational process.

f) Operating Budget

The 2012 operating budget was \$2,600. The Committee will finish the year under budget.

g) Memberships

The North Bay MHC is a member of Community Heritage Ontario, a province-wide organization which provides information and advice to heritage groups. CHO's mission is to *"be an advocate for heritage in Ontario, to encourage the development of municipally-appointed heritage advisory committees and to further the identification, preservation, interpretation and wise use of community heritage locally, provincially and nationally."*



The MHC is also a member of two area museums, Discovery North Bay and the Dionne Quints museum. This supports the operations of our two museums, while offering the Committee access to their facilities, their records and their inventory.

The MHC is a member of the Ontario Historical Society. The MHC receives a regular newsletter (5 times annually), which offers the Committee insights regarding trends in heritage and history throughout the province.

h) 2012 Summary of Activities

1. Developed and designed four (4) heritage site plaques commemorating former buildings and sites with local heritage significance.
2. Began work on the script for the placement of two (2) heritage site plaques in 2013.
3. Worked with the Information Systems Department to improve the interactive walking tour.
4. Completed the evaluation of the Empire Living Centre and held a press conference unveiling the plaque.
5. Asked to tour the NEMHC site on the North Highway prior to its potential demolition.
6. Toured the Civic and St. Joseph's hospital sites to determine if any heritage items could be preserved.
7. Evaluated St. Vincent de Paul Church.
8. Designed and printed a pop-up banner.
9. Operated a booth at Summer in the Park 2012.
10. Participated at the North Bay Heritage Fair, establishing a new award.
11. Produced and distributed a Spring/Summer 2012 newsletter.
12. Completed the current edition of the printed MHC Illustrative Guide which will be disseminated as an historical document.
13. Reviewed applications made under the Planning Act.

i) 2013 Work Program

The Committee and staff are preparing a formal work program for 2013. This program may include, but not be limited to, the following:

1. The identification of additional buildings, sites and structures that should be for evaluated or re-evaluated for their heritage characteristics.



2. Continue work with Parks, Recreation & Leisure Services staff to prepare Heritage Site Plaques commemorating properties with identified heritage significance.
3. Replace two damaged glass plaques.
4. Participate in Heritage Awareness Week.
5. Produce a Committee newsletter in the spring, with distribution to be completed both electronically and hard copy.
6. Continue to receive appropriate heritage training, when available and applicable.
7. Participate in applicable heritage recognition programs.
8. Review of the available Provincial and Federal financial assistance programs in conjunction with the GAP Officer/Development Planner.
9. Review of planning applications from a heritage perspective.
10. Work with Parks, Recreation & Leisure Services Department, Discovery North Bay (North Bay Museum) and the Downtown Improvement Area to expand the heritage walking tour in the downtown core.

Respectfully submitted,

Peter Handley
Chair, Municipal Heritage Committee



Appendix

The following is intended to summarize the theme and general content for the 2013 Heritage Site Plaques.

The Bomarc Missile

In 2009, the United States Air Force removed the old Bomarc missile from its pedestal in Lee Park in North Bay. This missile had been situated in Lee Park since 1979 as a testament to one of the most important and controversial developments in North Bay's history in the late 20th century.

From the early 1960s (1961) to 1972, 28 Bomarc missiles were located at a site just north of the city off Highway 11. Nuclear armed and American-built and supplied, these missiles were a key component of North America's air defence system against a potential missile or air attack by the Soviet Union and a vital part of continental defences during this period of the Cold War.

Their presence in North Bay connected the city to the major developments of the Cold War and major world events – the Cuban Missile Crisis, détente, the SALT talks – like nothing else in the city's history.

Yet the Bomarc missiles were also connected to major Canadian debates and controversies as well, including the reluctance of the Canadian government to accept their nuclear warheads in the early 1960s and the growing military (and political and economic) dependence of Canada upon the United States in the 1950s and 1960s.

The Bomarc missile and its attendants helped bring economic prosperity to North Bay yet forced the city's residents to live with the knowledge that they were directly in the crosshairs in the event of the outbreak of the hostilities between the US and the Soviet Union. Symbol of continental cooperation and amity – hundreds of American military personnel were stationed at CFB North Bay during the era of the Bomarc – the missiles also symbolised Canada's vulnerability to international forces beyond its control in the late 20th century.

Almost uniquely, the Bomarc missile encapsulates the important developments in North Bay's (and Canada's) history from the late 1950s to the early 1970s. With the removal of the Bomarc in 2009, the city lost its most visible connection to this important, yet controversial, aspect of its history. A commemorative plaque from the Municipal Heritage Committee would help honour and preserve the myriad ways in which North Bay was affected by the Bomarc missile.

Former Hospital Sites

With the decommissioning of North Bay's two former hospital sites, the Municipal Heritage Committee will be preparing a plaque commemorating these two former institutions. The plaque would discuss the history of the buildings, including their construction dates, additions and concluding with the transition to the new hospital. The plaque would also discuss notable events that had occurred over the years.

CS-2013-16

Draft Recommendation:

"That Council recognizes the importance of economic development and the critical role tourism has in this regard, and Council further recognizes that Sport Tourism is the fastest growing tourism sector in Canada, accounting for \$3.6 billion in spending annually; therefore, Council directs staff to prepare a Sport Tourism Strategy to ensure the City capitalizes on the sport tourism sector with a planned, focused and measurable approach, resulting in the attraction of sporting events to North Bay's Sport Facilities."

City of North Bay**Information Report to Council**

Originator: Ian Kilgour and Erin Richmond
Subject: Sport Tourism, Meetings and Events
Date: May 1, 2013

This report is for the information of Council and to be referred to Committee.

BACKGROUND

The Canadian Sport Tourism Association (CSTA) reports that Sport Tourism is the fastest growing tourist sector in North America. It accounts for \$3.6 billion dollars annually in tourist spending.

In December 2011, City staff (PRLS and EDD) partnered with the Hospitality Organizations Strengthening Tourism (HOST) and Sport North Bay to form the Sport Tourism Action Team Strategy. STATS was created as a working group focused on marketing and attracting meeting and sporting events to the City of North Bay and costs were shared to develop the following:

- Inventory of highly professional photographs showcasing amenities
- Promotional video
- Locally tailored standardized Bidder's Guide
- Various online/printable ad templates available to event planners
- Two pop-up banners
- 10X10 tradeshow booth display
- Sport and Meeting website (www.northbaysportsandmeetings.ca)

After much deliberation, it was agreed by all above parties to dissolve the STATS group in 2013 however, all of the above referenced tools continue to be available in order support attraction efforts.

North Bay has a long history of attracting small and medium sized meetings and events, and has enjoyed successes in sport tourism attraction. With twenty (20) arena related tournaments per year and the addition of the Steve Omischl Sports Complex, the City of North Bay is quickly being positioned as a new sport tourism destination.

During the first full season of operation at the Steve Omischl Sports Field Complex, the following tournaments/events were held:

1. NDA Soccer
2. NOSSA Girls Soccer

3. OFSSA AA Boys Soccer
4. Northern Flights Ultimate
5. Provincial Ultimate Championships
6. Nipissing University Slo-pitch
7. Nipissing University Ultimate
8. NDA Friday Night Football
9. NDA Football Championships
10. Nipissing University Lakers Soccer Men's and Ladies
11. Cricket
12. Field Lacrosse

These tournaments resulted in approximately 2,500 new tourist visits that otherwise would not have occurred thus resulting in hotel/motel stays, meals at restaurants and shopping in North Bay stores.

NEXT STEPS

The Canadian Sport Tourism Association (CSTA) is the resource used by all Canadian cities, sporting organizations and event promoters. The City of North Bay is a member of the association and has attended the last two annual conferences with displays and marketing materials to network with sport tournaments and event rights holders.

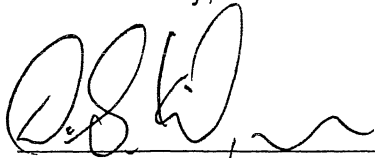
Through CSTA seminars and sporting event contacts, it has been stressed to City staff the importance of having a practical and focused business plan when trying to attract sporting events to the municipality. A Sport Tourism Business Plan/Strategy will be undertaken in 2013 with previously allocated funds contributed by Economic Development and Parks, Recreation & Leisure Services. A professional 3rd party will be retained through an RFP process to develop the plan and ensure the City is positioned to attract the maximum number of sporting events over the short, intermediate and long term. The business plan will match the City's sport infrastructure assets with Regional, Provincial and National sporting events, preventing wasted attraction dollars and resources.

Since 2011, the Sport Tourism Meetings and Events initiatives were resourced with current staff and within existing budgets. It is recommended that we continue as such into 2013 and early 2014. Once the strategy is complete, the City will work with local sport tournament representative(s) who can deliver new tournaments with demonstrated economic spinoffs. Staff will continue to identify and access funding opportunities, where possible from senior levels of government and agencies.

Substantial preparation work has been completed to date by City staff and their partners in order to reach this next phase in the process. The timing is right to develop a focused Sport Tourism Business Plan/Strategy to ensure maximizing economic spinoffs from the Omischl Sports Field Complex and the newly renovated Memorial Gardens (see Multi-Use Recreational Facility Study *MURF* excerpt attached).

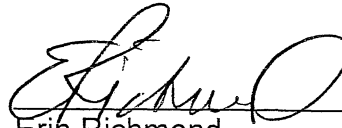
Staff will continue to work with HOST towards maximizing North Bay's potential for meetings, events and sport tourism opportunities.

Submitted by,



Ian Kilgour


Director, Parks, Recreation & Leisure Services



Erin Richmond

Manager, Economic Development

We concur in this report and recommendation.



Peter Chirico

Managing Director, Community Services



Jerry Knox

Chief Administrative Officer

for

Person designated for continuance:

Ian Kilgour, Director, Parks, Recreation and Leisure Services

Erin Richmond, Manager, Economic Development

Paul Valenti, Manager, Purchasing

Attachment:

Sport Tourism Section of MURF Study

For the 2010/11 indoor season, reported data for Soccer NorthEastern indicates that 30% of participants were in mini or youth leagues and 70% were in senior leagues. This is vastly different from the provincial average of 56% mini/youth and 44% senior. **Compared to many other associations, there is a significantly lower proportion of youth playing indoor soccer in the Soccer NorthEastern district.**

3.6 Other Indoor Recreational Facilities in North Bay

North Bay residents also make good use of non-municipal facilities, including (but not limited to) the following:

- The North Bay YMCA is located adjacent to Memorial Gardens and contains: an aquatic centre consisting of a 25-metre multi-lane pool with therapeutic, shallow and wading pools (the aquatics centre is operated through a partnership with the City); a fitness centre and studios; gymnasium; and small indoor walking track. The facility is accessed through memberships or day passes, with programming (e.g., swimming lessons) available to members and non-members through a registration process.
- The Canadian Forces Base (22 Wing North Bay) contains a number of recreation facilities available for community use, although priority is given to military personnel and their families. Facilities include a 25 metre 5-lane swimming pool, fitness centre, gymnasium, squash and racquetball courts, a rock climbing wall, and outdoor facilities.
- The North Bay Granite Club is a privately operated curling facility consisting of six ice sheets.
- The Golden Age Club is a 50+ Activity Centre located in the downtown area. With funding from the City and other sources, the Club offers a wide variety of programs (e.g., exercise classes, dancing classes, carpet bowling, yoga, euchre, quilting, computer training, etc.), as well as socials, dances, workshops, and trips.
- Canadore College has a gymnasium and fitness centre that are shared with Nipissing University. The University recently constructed a new triple gymnasium (Robert J. Surtees Student Athletics Centre) and will be expanding/improving other amenities in the coming years, including fitness. The College and University gymnasiums are available to the community, including for indoor soccer. The City also has agreements with the school boards for access to certain school facilities.
- There are several fitness, health and wellness providers in the community, including the YMCA, Canadian Forces Base, and private providers. Several other organizations offer instruction in gymnastics, martial arts, boxing, dance, and other recreational pursuits.

3.7 Sport Tourism Review

North Bay has a longstanding tradition of hosting sports events. Local or regional events – e.g., the North Bay Challenge Cup Tournament (soccer) – return to the City year after year while large, national or international tournaments – e.g., the World Ringette Championship – are brought to North Bay through a structured event bidding process.

Collectively, municipal officials, sport organizations and business leaders recognize the value of sport tourism. They understand that benefits can be realized by leveraging sport events to attract athletes and their families, coaches, officials, support staff, and spectators to the City. In fact, through the household survey undertaken for this study, 61% of North Bay's households agreed that attracting more regional, provincial, or national sport tourism events should be a high priority for City Council.

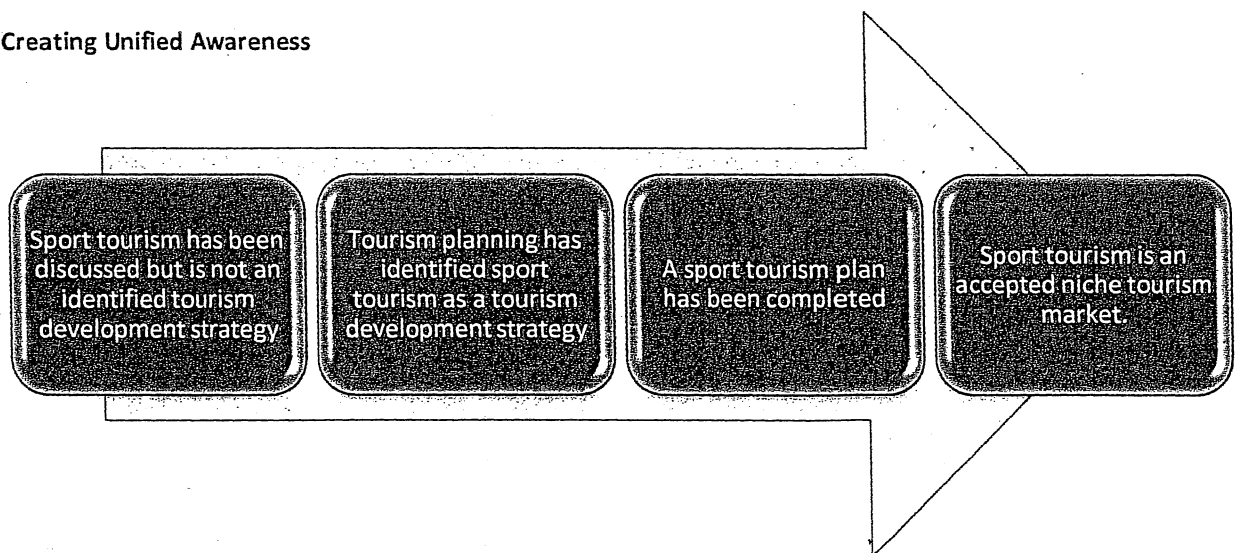
In response, a sport tourism focused working group – the Sport Tourism Action Team Strategy (STATS) – was established in December 2011. Consisting of representatives from the City (Economic Development and Parks, Recreation and Leisure Services), HOST (hospitality sector), and Sport North Bay, STATS will lead a coordinated effort to attract sport tourists to North Bay and to maximize North Bay's economic and social return from the hosting of sporting events.

STATS' initial work plan laid out an impressive list of marketing, resource development, and communication initiatives intended to raise the City's profile as a potential host for sporting events. Equally impressive is the fact that several initiatives had been accomplished by the spring of 2012.

Adopting a Coordinated Approach

Communities that adopt a coordinated approach to sport tourism generally follow a logical and sequential process that leads to sport tourism always being considered as an important element in strategic and economic plans of the municipality or regional jurisdiction. Material presented in the following figures has been adapted for information contained in several Yates, Thorn and Associates studies about the most effective process of developing a Sport Tourism Strategy.

Creating Unified Awareness



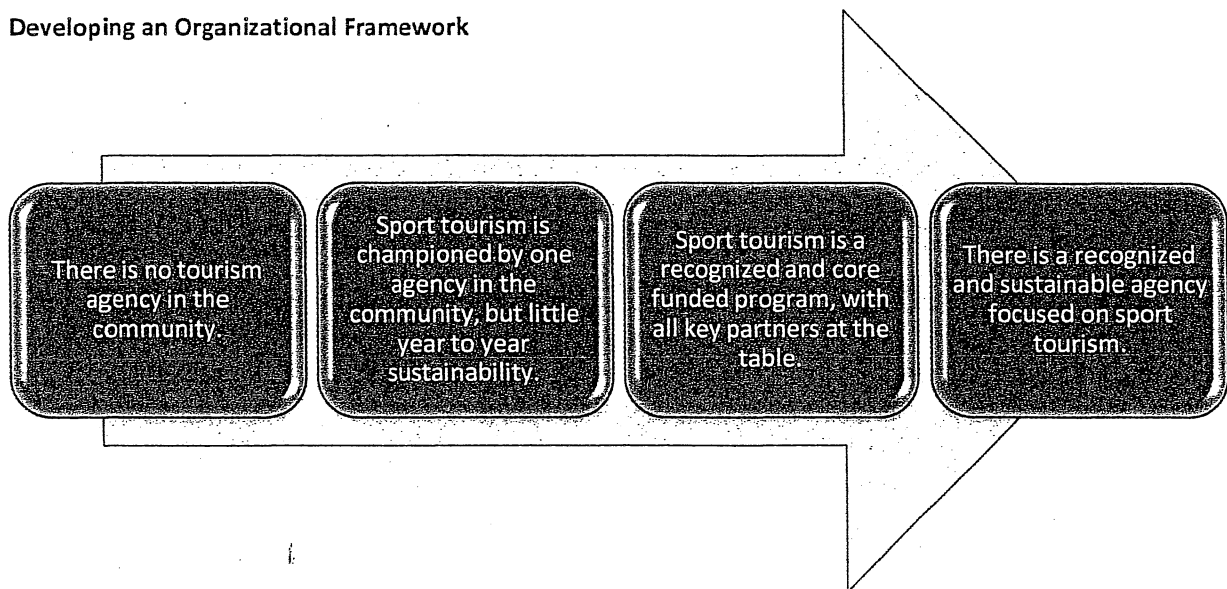
The process normally begins with municipal staff and community-minded citizens discussing opportunities to become more efficient in their collective efforts to attract sport tourists. These discussions often lead to the development of a formal sport tourism plan that includes vision and mission statements; goals and objectives; and work plans. The sport tourism plan becomes a guiding document that is as important to local decision-making as the Corporate Strategic Plan or the Recreation Services Master Plan.

North Bay's STATS working group is in the best position to lead and/or facilitate a process that will result in the development of a formal sport tourism plan. STATS has a diverse membership that will be important contributors to the plan and the group has been endorsed by municipal officials as the sport tourism lead for the City. Although no feasibility or planning studies have been completed, STATS intends to focus on attracting local and regional events plus OFSAA and NOSSA championships to the City. Furthermore, as circumstances arise, it will work with or support local sport organizations that are interested in pursuing provincial and regional level events consistent with their interests and mandates.

Creating the Structure and Developing Partnerships

Maximum economic benefit can be derived from sport tourism when sport groups, tourism agencies, and private enterprise work together to create an event-friendly environment that facilitates and encourages sport tourists to visit the community. This is not normally possible in the absence of an organizational framework that would govern the manner in which sport organizations, tourism specialists, local government and private sector partners can work together. The structure of the framework and the development process should be consistent with local requirements, competencies and available talent.

Developing an Organizational Framework

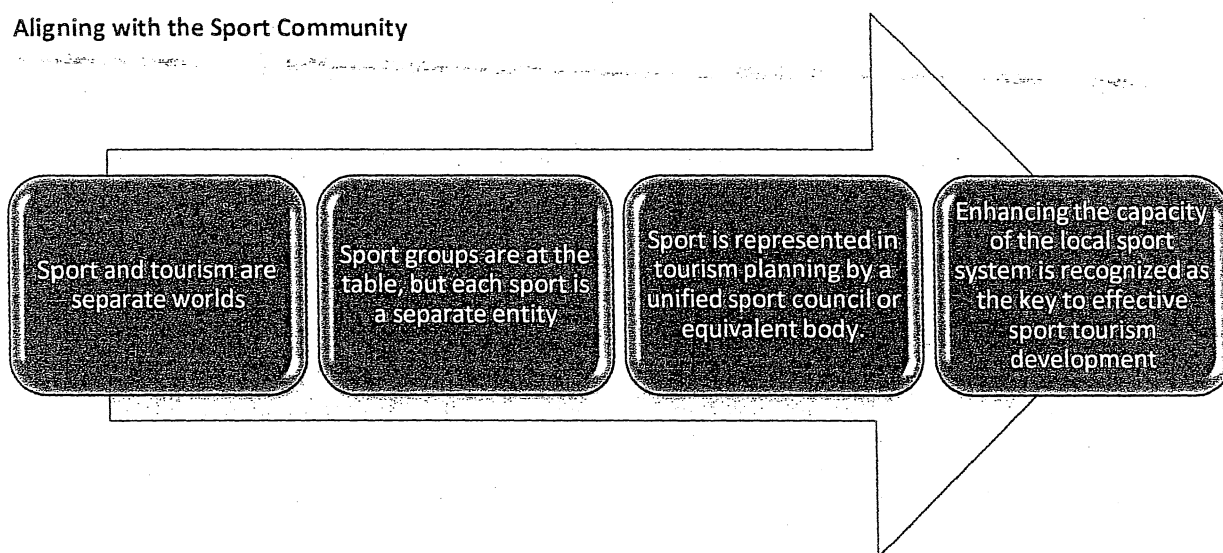


As is the case in most communities, until recently, sport and tourism have somewhat independently coexisted in North Bay. However, in a reasonably short period of time, STATS has undertaken an initiative through which sport hosting can become a key component of the City's tourism development strategy. The new "Sports and Meetings" section of the City's website seamlessly presents sports venues, hotels, banquet halls, restaurants, and points of interest; all of which are exceedingly important for individuals interested in selecting a location in which to host an event. The website also offers event planning tools, information about the City's Event Hosting Fund, advertising templates and other handy resources that demonstrate North Bay's commitment to making the City "event-friendly".

Links to the Sport Community

Experts agree that the most successful sport tourism development approach includes concerted effort to build capacity among local sport organizations to bid for and host events. This approach often involves establishing a structure that allows multiple sport groups to speak with a common voice and to strive for common goals. Again, communities often undertake a sequential process to develop effective and operationally sound links between tourism initiatives and the sport community. Furthermore, through the implementation of a process, sport organizations become comfortable working with each other and gradually develop an understanding that one group's success is not necessarily detrimental to equal levels of success of another sport. In fact, there are examples where sport groups develop strong alliances that result in the delivery of multiple sport events that may otherwise not have occurred.

Aligning with the Sport Community



STATS is working to strengthen its alliances with local sport organizations and to develop its sport partners' capacities to contribute to attracting sporting events to the City. Fruits of these efforts are already evident – STATS worked with the local Frisbee organization and secured the 2012 Ontario Ultimate Championships that will be hosted in North Bay in July.

Officials of STATS recognize the need to strategically align with more local sports groups and to develop meaningful relationships with an expanded variety of organizations that make up the City's sport community. These alignments will be made directly with certain sport groups or working through Sport North Bay.

Moving Forward

The MURF Feasibility Study is to consider the requirements necessary to attract sport tourism to North Bay and to comment on the ability of the current community indoor facilities to host sport events. It is apparent that the assessment of opportunities and the development of a structured process are already underway.

STATS has developed an inventory of local assets including sport and recreation facilities, hotels, restaurants, and other support amenities that are attractive to potential event and meeting organizers.

The next step in the process is to evaluate the attributes of each sport venue to determine its capacities and capabilities to host events. The evaluation should examine the venue's compliance with hosting requirements stipulated by sport federations/associations for various levels of events. For example, national and provincial competitions will require a higher quality or larger quantities of amenities than will be required for local or regional championships. Therefore, prescribed seating capacities, athletes' and officials' amenities, media facilities, and lodging capacities will vary depending upon the level and type of event. The assessment exercise should result in a complete listing of the key venues that will contribute to the City sport tourism plan and the capacities of each to host events at different levels of competition.

The final step in the process is to develop the City's formal sport tourism plan. Once the overarching mission and vision have been established, STATS should set goals, objectives, and associated work plans that will gradually attract additional sport tourism to North Bay. Based on recent examples, the most impressive and immediate results occur in communities that demonstrate commitment to sport tourism by dedicating both human and financial resources to planning and implementation of the plan. This usually begins as single year project funding but eventually evolves into annual budgets to pay for staff, marketing, communications, and resource development. It is noteworthy that the economic costs and benefits of sport tourism are normally distributed between the budgets of all those involved in the process. Consequently, the financial commitments to develop and execute the plan should not be solely borne by the municipality. Indeed, the plan should include a mechanism to ensure that the costs and benefits of sport tourism are shared by the sport, tourism, and local government partners.

Sports Tourism Summary

The process for advancing North Bay's sport tourism initiative should include the following:

- Formalize strategic hosting priorities that indicate the type and level of events in which North Bay is most interested.
- Review the City's sport facility assets identifying each facility's advantages and drawbacks from a hosting perspective.
- Identify the hosting requirements for different levels and types of sporting events and compare the requirements to the attributes of the City's facilities.
- Revisit the strategic priorities to ensure that the physical requirements of the desired types and levels of events are consistent with the facility attributes.
- Collaborating with the sport community, develop goals, objectives, and associated work plans to attract sport events to North Bay. As part of the planning process, create an organizational structure, estimated human resources support, and operating budget for implementing the plan.
- Establish a mechanism to evaluate the success of the plan and constantly monitor progress.

ENGINEERING & WORKS COMMITTEE

Monday, June 3, 2013

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Chairperson: Councillor Vrebosch
Vice-Chair: Councillor Koziol
Member: Councillor Campbell
Ex-Officio: Mayor McDonald

EW-2010-03 Report from A. Korell/J. Houston dated March 26, 2010 re Kate Pace Way west end bike route connection between Memorial Drive and Gormanville Road (R05/2010/KPWTR/WESTENDR).

ITEMS REFERRED BY COUNCIL FOR A REPORT

<u>DATE</u>	<u>ITEM</u>
March 29, 2005	Backflow Prevention Program survey of all industrial, commercial and institutional buildings (due September 2005) .
September 21, 2009	Review, update and consolidation of Noise By-Law (due June 30, 2010) .
May 3, 2010	Track the net financial benefits created through increased assessment as a result of the Airport Industrial Community Improvement Plan sites being developed.
January 24, 2011	Comprehensive review of City owned Lake Nipissing accesses.
July 4, 2011	Comprehensive Status Report relating to BCIP (due July 2014) .
August 15, 2011	Effectiveness of the Residential Rental Housing By-Law (due May 2013) .
July 16, 2012	Review of water and sewage rates for the dispensing facility on Patton Road (due March 2013) .