

STAFF REPORT



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To: Council
From: Adam Dedrick, Director of Recreation & Parks
Approved by: Trudy Payne, Chief Administrative Officer
Date: May 25, 2021
Subject: Shelburne County Arena User Data Report 2020-2021

Origin

At the September 28, 2020 meeting of Council, it was requested to gather Shelburne County Arena user data during the 2020-2021 season for the reason of utilizing the data to inform decision making in the development of an Arena contribution agreement.

Recommendation

This report is for information purposes only.

Background

The Shelburne County Arena has received an annual total operating contribution of \$40,000 from both the Municipality and the Town of Shelburne, each at \$20,000. It has always been a 50/50 split between the two units, however, for the 2020-2021 fiscal year the Town of Shelburne contribution was reduced to \$8,000. To ensure financial sustainability of the arena moving forward, and to confirm consistent funding amounts from both units, discussions have begun on a possible contribution agreement between the Municipality and Town of Shelburne.

Information was required to inform decision making for the development of an agreement, which involved research and data collection. Research was done to identify other existing facility and arena funding agreements within the province, which resulted in discovering that the types of agreements can vary. Some are solely for arenas, while others are for various recreation facilities that include an arena. Funding amounts were based on population, area rates or decided by a council during budget planning. Some have actual legal agreements in place, while for others it is a line item in the municipality's budget.

User data for the Shelburne County Arena was compiled during the operating season from October 2020-March 2021 from ten groups and activities that utilized the arena during this time period. The data was collected to identify who used the arena, how often and where the users were from (municipal residence). How the data was collected, and the results are all included in the attached Shelburne County Arena User Data Report 2020-2021.

Attachments

-Shelburne County Arena User Data Report 2020-2021

Shelburne County Arena User Data Report 2020-2021 Season



Recreation & Parks Department
Municipality of the District of Shelburne
May 19, 2021

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Background

At the Municipality of the District of Shelburne Council meeting held on September 28, 2020, it was approved for the Director of Recreation & Parks to gather Shelburne County Arena user data during the 2020-2021 season. The data could then be utilized, along with other information, to help inform decision making in the development of an arena contribution agreement.

Definitions & Legend

Visitors – represents visitors to the arena; captures the number of visits, not the number of different individuals (i.e If John attends public skating five times, it equates to five visits, but he only represents one individual).

Usage – represents the amount of time that a group/activity used the arena

MDS - Municipality of Shelburne

TOS - Town of Shelburne

TOL - Town of Lockeport

MOB - Municipality of Barrington

Figure Skating - Shelburne County Figure Skating Club

*Minor Hockey - Shelburne County Minor Hockey Association

Other – Users from areas outside of MDS, TOS, TOL and MOB.

*Indicates that Minor Hockey data does not include weekend usage

Data Collection

Shelburne County Arena user data was collected during the 2020-2021 operational season (October 2020 to March 2021).

Data collected consisted of the following:

- 1) The various groups or activities that utilized the arena
- 2) The hours of use that each group/activity utilized the arena
- 3) The number of participants and visitors for each group/activity
- 4) The residence of each participant and visitor for each group/activity

Data includes only the participants, it does not include spectators or parents/guardians.

Data was collected for the following groups/activities that utilized the arena during the 2020-2021 operational season:

| Group/Activity | Day(s) of week | Frequency, Period | Duration |
|---|----------------------------------|--|-----------------|
| Friday Night Hockey | Friday | Weekly, October to March | 20 weeks |
| Over 50 Hockey | Wednesday | Weekly, October to March | 23 weeks |
| Monday Night Hockey | Monday | Weekly, October to March | 22 weeks |
| Public Skates (Adult Skate & Preschool Skate) | Thursday | Weekly, January to March | 8 weeks |
| Private Rentals | Various | October to March | 22 weeks |
| Adult Learn to Skate Program | Saturday | 8-session program, January to March | 8 weeks |
| Anthony Gosbee Recreational Hockey Program | Saturday | 10-session program, November to March | 10 weeks |
| Western Cougars (PeeWee AAA) | Various | Weekly, October to March | 13 weeks |
| Shelburne County Figure Skating Club | Monday | Weekly, October to March | 22 weeks |
| Shelburne County Minor Hockey Association | Tuesday Wednesday Thursday | Bi-weekly, October to March | 22 weeks |

To collect the user data, sign-in sheets were utilized to capture each time a person visited the arena. The arena already had a sign-in sheet developed for contact tracing as part of their COVID-19 Operational Plan so it was revised to include a column that visitors could select their residence (Municipality of Shelburne, Town of Shelburne, Town of Lockeport and Other). Although Municipality of Barrington was not one of the options to select, the residence could be determined based on the information provided on each sign-in sheet (name, phone-number).

The two sport organizations, Shelburne County Minor Hockey Association and Shelburne County Figure Skating Club, had their own procedures in place to do contact tracing, as per their respective provincial sport associations COVID-19 guidelines. To gather their user data, information was requested from each organization. Both provided the number of participants they had registered, their residence and how often the group used the arena (bookings, hours per booking). Visitor data was projected from this information.

For minor hockey, a few assumptions had to be made to determine reasonably accurate user numbers. Minor hockey booked three time slots of various lengths during the weekdays, which accommodated up to five teams. Every minor hockey team rotated on a two-week schedule between the Shelburne Arena and the Barrington Arena, which meant only half of their registered participants had the potential to use the Shelburne Arena during weekdays on a weekly basis. Based on this information, the minor hockey visitor data was determined.

Also, for minor hockey, the data does not include weekend usage. This is due to not having enough information to provide reasonably accurate data. It is safe to assume that if weekend usage were to be included it would result in higher visitor and usage numbers for minor hockey, but also higher residence numbers for three municipal units (MDS, TOS, and MOB) but not for the Town of Lockeport as there are no minor hockey participants from that unit.

And, finally, participants outside of Shelburne County Minor Hockey Association were not included in the data. For example, if there was a game, the visiting team participants are not captured in the data. It is safe to assume that if this data were to be included, the "Other" visitors would result in higher numbers in the overall data.

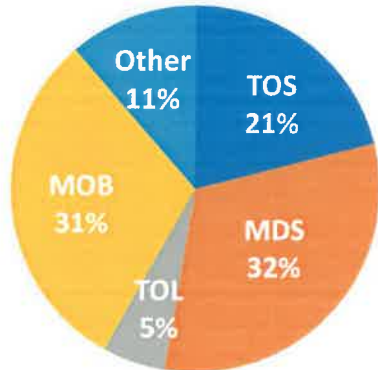
COVID-19 Impact

Data was collected during the COVID-19 pandemic, which had an impact on the overall use of the arena as there were restrictions in place throughout the season. The restrictions varied depending on the provincial health protocols in place at any given time. For example, there were three weeks during the month of December and early January in which there were no sport related activities allowed (i.e. hockey, figure skating). There was also a period in which no spectators were allowed, only participants and coaches. Group size restrictions prohibited holding large public skating events so the arena did not offer Wednesday Public Skating and Sunday Public Skating, of which the latter is historically a well-attended program. As well, private rentals were only allowed a maximum of ten participants per booking.

Section 1

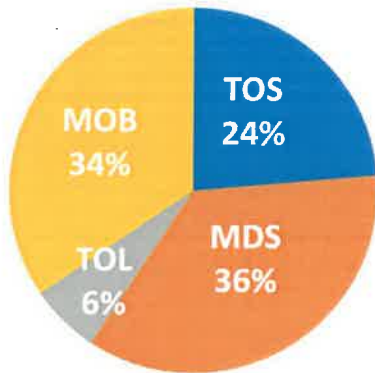
Visitor Data Based on Residence

Majority of all visitors were from (1) Municipality of Shelburne; (2) Municipality of Barrington; (3) Town of Shelburne



| Residence | Visitors | % |
|--------------|-------------|-----|
| MDS | 1820 | 32% |
| MOB | 1763 | 31% |
| TOS | 1204 | 21% |
| TOL | 315 | 5% |
| Other | 650 | 11% |
| Total | 5752 | |

Comparison of visitors between Municipality of Shelburne, Town of Shelburne, Town of Lockeport and Municipality of Barrington (Shelburne County)

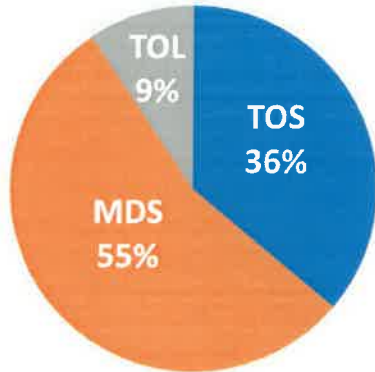


| Residence | Visitors | % |
|--------------|-------------|-----|
| MDS | 1820 | 36% |
| MOB | 1763 | 34% |
| TOS | 1204 | 24% |
| TOL | 315 | 6% |
| Total | 5102 | |

Section 1

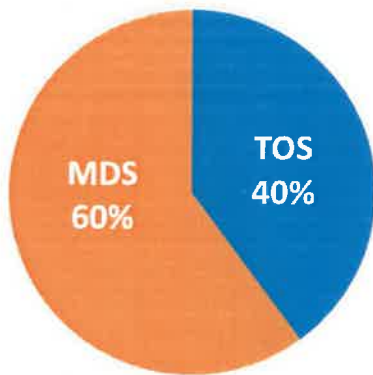
Visitor Data Based on Residence

Comparison of **visitors** between the Municipality of Shelburne, Town of Shelburne and the Town of Lockeport



| Residence | Visitors | % |
|-----------|----------|-----|
| MDS | 1820 | 55% |
| TOS | 1204 | 36% |
| TOL | 315 | 9% |
| Total | 3339 | |

Comparison of **visitors** between the Municipality of Shelburne and Town of Shelburne

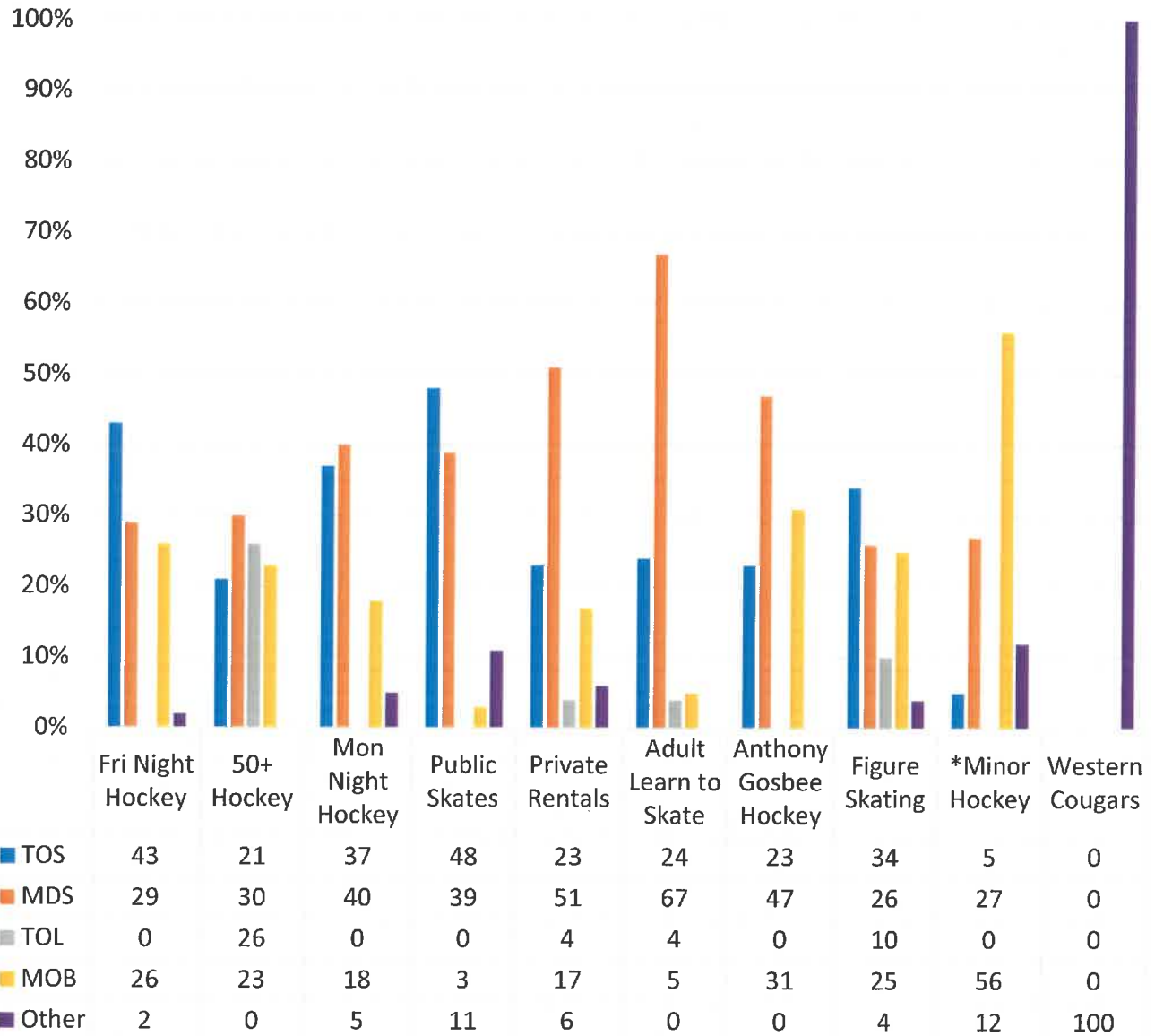


| Residence | Visitors | % |
|-----------|----------|-----|
| MDS | 1820 | 60% |
| TOS | 1204 | 40% |
| Total | 3024 | |

Section 1

Visitor Data Based on Residence

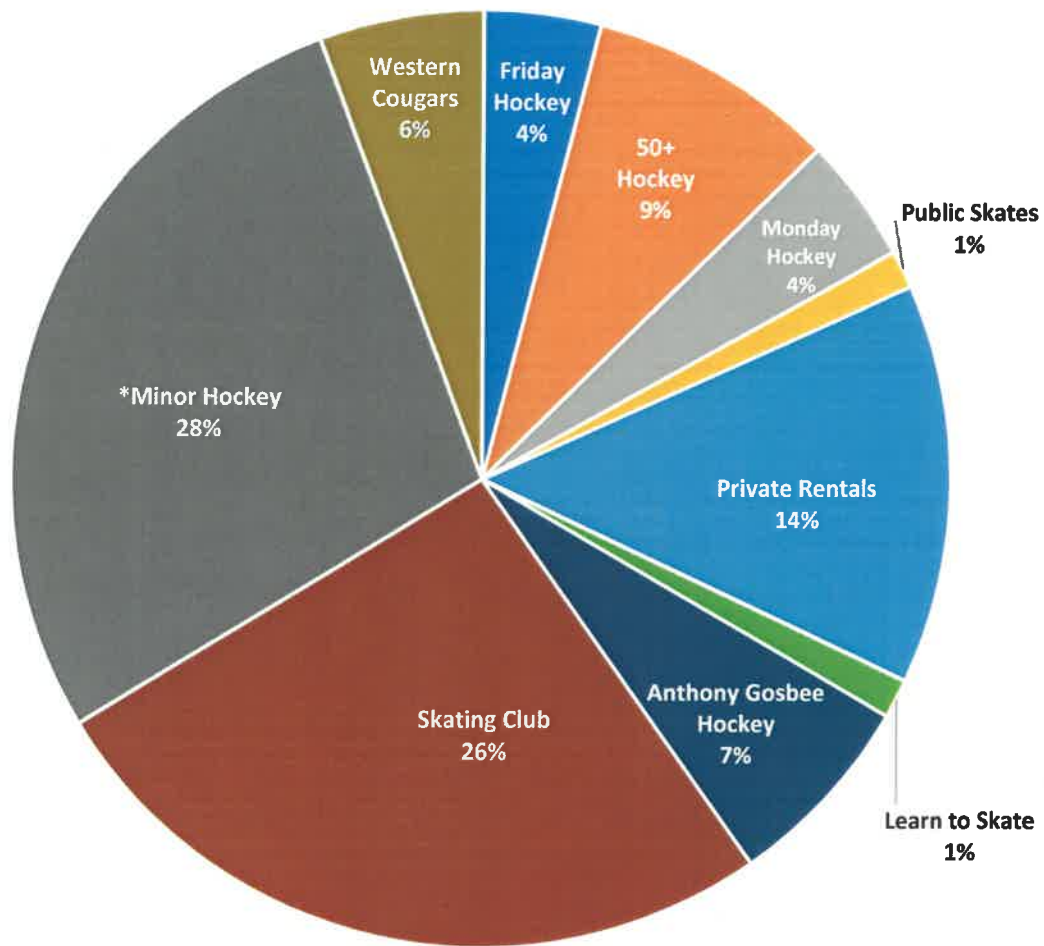
Residency of visitors per user group/activity



Section 2

Visitor Data Based on User Group/Activity

Percentage of visitors per user group/activity

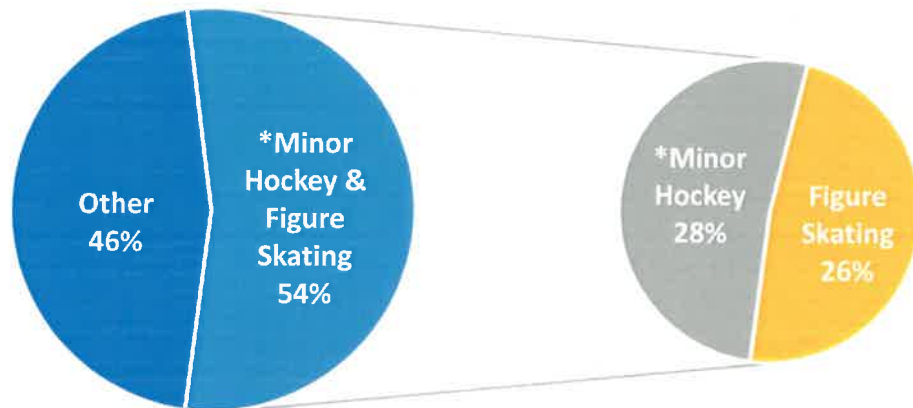


| Friday Night Hockey | 50+ Hockey | Monday Night Hockey | Public Skates | Private Rentals | Learn to Skate | Anthony Gosbee Hockey | Figure Skating | *Minor Hockey | Western Cougars |
|-----------------------------|------------|---------------------|---------------|-----------------|----------------|-----------------------|----------------|---------------|-----------------|
| 231 | 493 | 250 | 75 | 795 | 78 | 394 | 1496 | 1614 | 326 |
| Visitors per group/activity | | | | | | | | | |

Section 2

Visitor Data Based on User Group/Activity

Comparison of **visitors** between Shelburne County Skating Club, Shelburne County Minor Hockey Association and Other



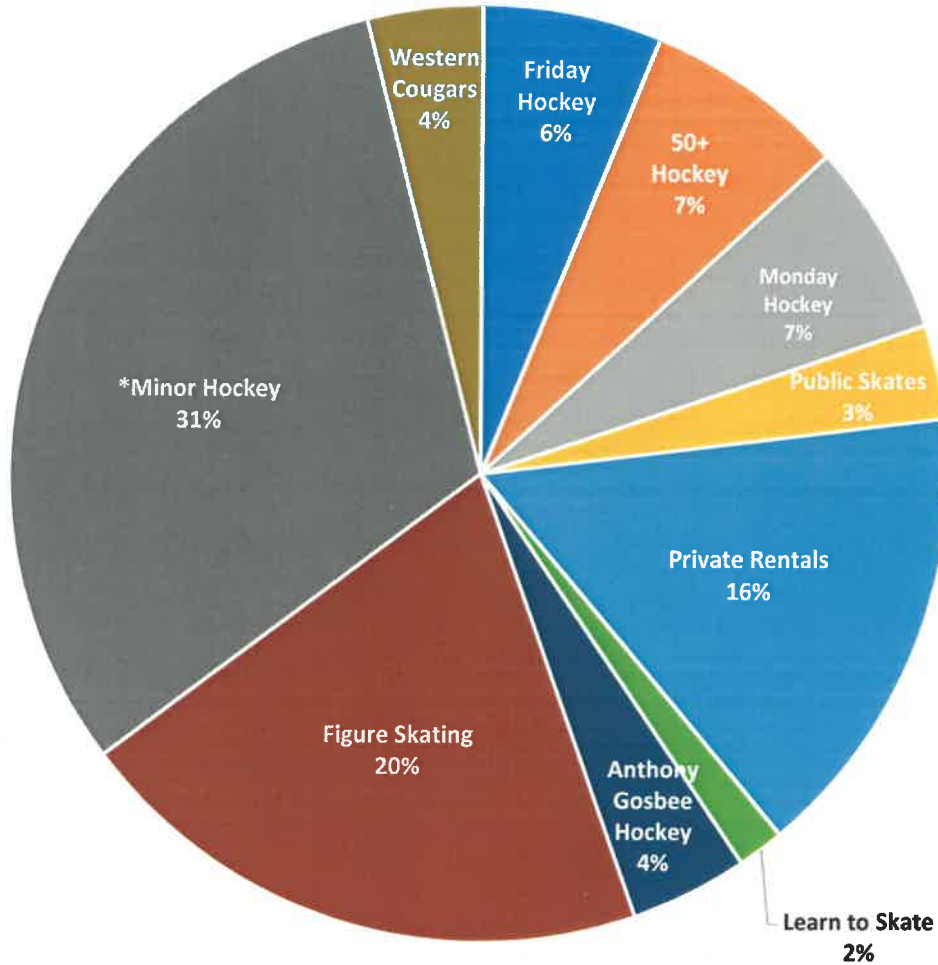
*Minor Hockey and Figure Skating make up a combined total of 54% of all users.

| User Group | Visitors | % |
|----------------|----------|-----|
| Figure Skating | 1496 | 26% |
| *Minor Hockey | 1614 | 28% |
| Other | 2642 | 46% |
| Total | 5752 | |

Section 3

Usage Data Based on User Group/Activity

The majority of **usage** was from (1) *Shelburne County Minor Hockey Association (2) Shelburne County Skating Club (3) Private Rentals

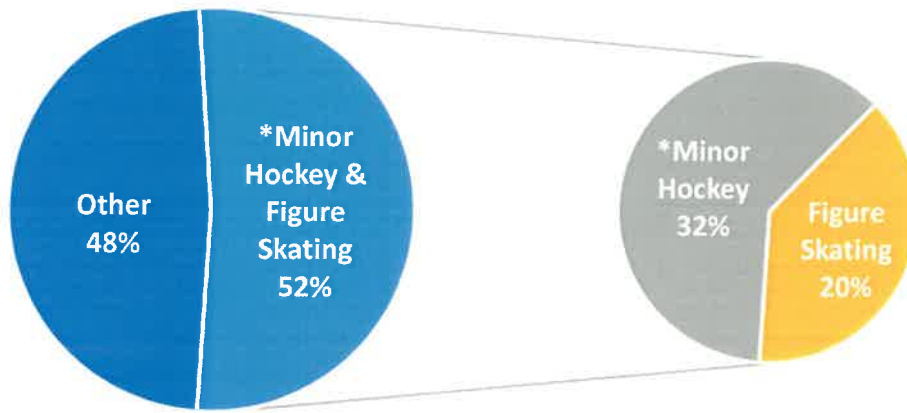


| Friday Night Hockey | 50+ Hockey | Monday Night Hockey | Public Skates | Private Rentals | Learn to Skate | Anthony Gosbee Hockey | Figure Skating | *Minor Hockey | Western Cougars |
|----------------------------------|------------|---------------------|---------------|-----------------|----------------|-----------------------|----------------|---------------|-----------------|
| 30 | 34.5 | 33 | 16 | 78 | 8 | 20 | 99 | 154 | 19.5 |
| Usage (hours) per group/activity | | | | | | | | | |

Section 3

Usage Data Based on User Group/Activity

Comparison of **usage** between Shelburne County Skating Club, Shelburne County Minor Hockey Association and Other



*Minor Hockey and Figure Skating make up a combined total of 52% of all usage.

| User Group | Usage (hrs) | % |
|----------------|-------------|-----|
| Figure Skating | 99 | 20% |
| *Minor Hockey | 154 | 32% |
| Other | 228 | 48% |
| Total | 481 | |