



Municipality of Wawa

MONTHLY REPORT – OCTOBER 2023

Department of Community Services and Tourism

| | |
|---------------------------------------|------------------------------|
| Prepared By: Alex Patterson | Report No: AP 2023-14 |
| Agenda Date: November 21, 2023 | File No: C11 |

PURPOSE

The purpose of this report is to provide Council with an overview of the Department of Community Services and Tourism's work completed during the month of October 2023, and activities planned for the following month.

BACKGROUND

Key activities in October:

- Closed all parklands and seasonal facilities
- Started all fall programming at the MMCC
- Installed Curling ice

CAPITAL PROJECTS

MMCC Sports Field Track

- Staff worked on claim reporting after final invoice paid

MMCC HVAC Replacement

- Continued work on RFP's

MMCC Revitalization Project

- Continued work on RFP's

Marina Playground

- Final delivery delayed to beginning of November

PARKS AND FACILITIES

Parkland and Tourism Resource Fall Closures

- Marina
 - Removed docks and slip ramps except No 1 – to be removed in November
 - Purged water system and shut power off

- Tourist Information Centre
 - Closed facility, purged water system and shutoff power
 - Parking lot remained open until first snow
 - Two incidents of dumping on the property during this time

- Lions Beach
 - Purged water system and shutoff power

MMCC

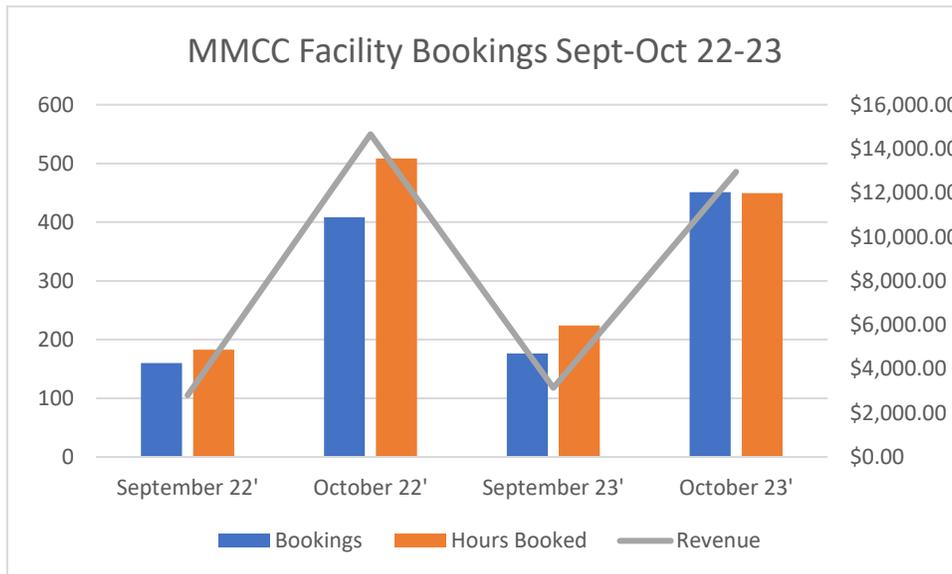
- Arena
 - Started regular programming
 - Opened canteen

- Curling
 - Installed curling ice the last two weeks of October

RECREATION AND EVENTS

Facility Bookings 2022 - 2023

Below is a comparison between bookings, hours, and revenue from September and October 2022 to the same period in 2023:



Major changes include the loss of figure skating ice for the 23-24 season, which staff have since been able to supplement with an additional family skate run by WFSC volunteers, which will increase our November-December numbers.

TOURISM**Municipal Accommodation Tax**

- Staff have been preparing a Municipal Accommodation Tax information session and social for local accommodation businesses.
- This included going door to door and inviting all motel owners¹⁴, as well as tracking down contact information for AirBNB owners.
- Staff prepared information cards for the evening which can be found in the attachments.

Tourism Dinner Series Kickoff

- Staff hosted the first tourism dinner with a full turnout. Topics of discussion included business networking, housing, employment supports, and challenges from the upcoming season. A second dinner is planned for late November.

Tourism Marketing

- Researched and compiled list of accommodation providers with contact info, and produced invitations for:
 - Tourism dinner night
 - MAT info session
- Set up and attended MAT info session
- Produced Tourism Ads:
 - Ad for Adventure Map
 - Banner ads for Algoma Tourism website
- Final review of MAT website content and publication of the page
- Created Info panels for MAT open house
- Began planning snow plow operator anti-harassment campaign
 - Produced two draft Public Service Announcement posters
- Attended joint Destination Northern Ontario and Algoma Kinniwabi and Tourism Association Annual General Meeting in Sault Ste Marie
- Provided drone photography service for Manitoulin construction project
- Provided photos of Wawa Town Centre sign for the Community Improvement Plan webpage
- Corrected Visitor Information Centre page on the website, including a current photo

- Continued working on town centre mural project Design Brief and Request for Proposal

MONTH AHEAD

Operations:

- Operate MMCC's winter schedule
- Winterize all equipment in preparation for snow
- Prepare SOP updates

Recreation:

- Prepare holiday season special events
- Seek funding for upcoming seniors programming
- Holiday facility bookings

Tourism:

- Host second tourism dinner
- Attend AKTA AGM
- Complete report to council on initial MAT consultations

Administration:

- Prepare RFP's for 2024 Michipicoten Memorial Community Centre Northern Ontario Heritage Fund Corporation Projects
- Complete reporting for 2023 Capital funded projects
- Complete funding applications for subject to funding capital projects

RECOMMENDATION

That Council acknowledges receipt of Community Services and Tourism Monthly Report AP 2023-14 submitted by Alex Patterson dated November 17, 2023, for information.

Respectfully submitted by:



Alex Patterson, Director of Community Services and Tourism

**ATT: September Program Advertisements
September Tourism Advertisements**

YOGA
Intensity: Intermediate

ACTIVE FIT
Intensity: Intermediate

YOGA
Intensity: Intermediate

ACTIVE
Intensity: Inter

8 - 9 P M
30/30
Intensity: Intermediate

2:15 - 3 P M
Mind & Body
Intensity: Low

CANCELLED

6 - 7 P M
YOGA
Intensity: Intermediate

2:15 - 3
Mind & B
Intensity:

8 - 9 P M
30/30
Intensity: Intermediate
FREE

7:30-8:30
Circuit Int
Trainin
Intensity: Inter
FREE

TALK TO US

(705) 856-2244 ext 240
swhite@wawa.cc

FOLLOW US

 wawa_recreation

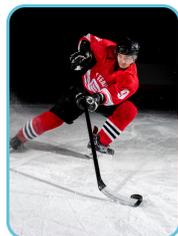
 WAWA RECREATION



MICHIPICOTEN MEMORIAL COMMUNITY CENTRE



3 CHRIS SIMON DR



FREE
PD DAY
PUBLIC SKATE

FRIDAY, SEPTEMBER 29

1-2 PM



HELMETS REQUIRED FOR EVERYONE



MMCC, 3 CHRIS SIMON DR



Sponsored by: Canadian Tire Wawa



FESTIVAL OF LIGHTS 2023 DECEMBER 2-17



-  Decorate your house
-  Register for the contest online by Wednesday, November 29 at 12 noon
-  Turn your lights on every night from 6:00pm to 9:00 pm
-  Maps will be available December 2, pick yours up at the Bundle Up! Market!
-  Find the voting link on Wawa Recreation, or pick up a hard copy at the proshop. Vote from December 2nd to the 17th!

FRIDAY NIGHT 'ROCKS'

At the MMCC

Come out Fridays to the MMCC!
Catch a hockey game or
play pick-up curling,
have a drink & enjoy the evening!

PICK-UP CURLING

\$5 /

BAR OPEN

7:00pm - 11:00pm

(now accepting debit/credit)





FITNESS CLASSES

STARTING
OCT 2

JOIN NOW

7 0 5 - 8 5 6 - 2 2 4 4
e x t 2 4 0

PROSHOP OPEN:
MON-FRI
10 AM - 4 PM



ARENA ICE

Wawa
Ontario.

AVAILABLE

This Week

OCTOBER 23-29

THURSDAY

7:30-9 PM

FRIDAY

3-6 PM

SUNDAY

12-3 PM

YOUTH ICE - \$87/HOUR

ADULT ICE - \$160.51/HOUR

contact swhite@wawa.cc to book



Wawa
Ontario.

BUNDLE UP!

DECEMBER



2ND & 3RD

MARKET 1

SATURDAY DECEMBER 2 - 10 AM - 12 NOON

A TOUCH OF WHIMSICAL
TRAPLINE CARVINGS
SUNNY ONE CREATIONS

MARIA REID
JEANNIE'S CREATIONS

CRAFTY CLARA'S CARDS
NICOLE'S LITTLE CRAFT SHOP
SUGAR AND SPICE

FOR GOODNESS SAKE
ACRES OF DREAMS
SANTA



18 BROADWAY AVE - WAWA



BUNDLE UP!

DECEMBER



2ND & 3RD

MARKET 2

SATURDAY DECEMBER 2 - 2 PM - 4 PM

RED CANOE STUDIO

APRIL JOY'S

HOT CHOCOLATE

ALL WASHED UP

GENEVIEVE THOMPSON

CERAMICS

HAVANART

ONCE AGAIN

SNORIDERS

ACRES OF DREAMS

SANTA



18 BROADWAY AVE - WAWA



Wawa^{Canada}
Ontario.

BUNDLE UP!

DECEMBER



2ND & 3RD

MARKET 3

SUNDAY DECEMBER 3 - 10 AM - 12 NOON

GREEN CABIN POTTERY

CROCHET BY ADDY

HOT CHOCOLATE

CARVED BY GORD

PEARL AND MOSS BOTANICALS

BLUE CANOE CREATIONS

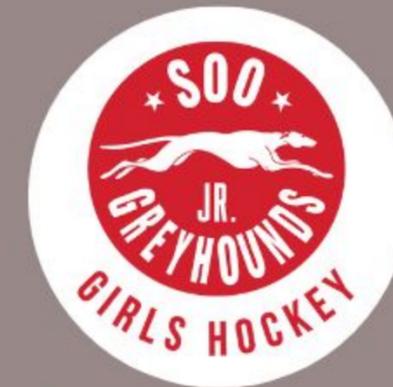
SUPERIOR CANDLE CO

SWEET SISTERS

SANTA



18 BROADWAY AVE - WAWA



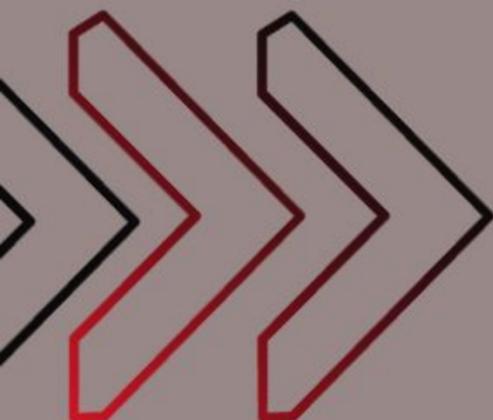
G A M E D A Y

U 1 8 T I M M I N S F A L C O N S

V S

U 1 8 S O O J R . G R E Y H O U N D S

11 AM & 3 PM



MMCC EVENTS

October 20-22



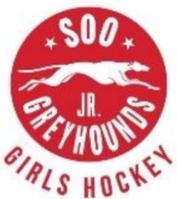
Friday

10:00am - 11:00am - Family Skate

12:00pm - 1:00pm - Adult Pick Up Hockey

6:00pm- 7:00pm - FREE Public Skate
(Sponsored by Canadian Tire Wawa)

Saturday



VS



u18A

11 AM & 3 PM

Sunday

3:00pm- 4:00pm -
FREE Public Skate
(Sponsored by:
Canadian Tire Wawa)



PICK-UP CURLING



TUESDAYS AND THURSDAYS

 1-3 PM

 5/PERSON



MMCC
3 CHRIS SIMON DR

FOLLOW US

 wawa_recreation

 WAWA RECREATION

 **Wawa**

TALK TO US

(705) 856-2244 ext 240

Wawa
Ontario.

SANTA CLAUS
PARADE FLOAT
REGISTRATION



Now
Open!

PARADE DATE:

Friday December 15

TIME:

6:00 pm



BUNDLE UP!

DECEMBER



2ND & 3RD

MARKETS

*Buy Local.
Buy Unique!*

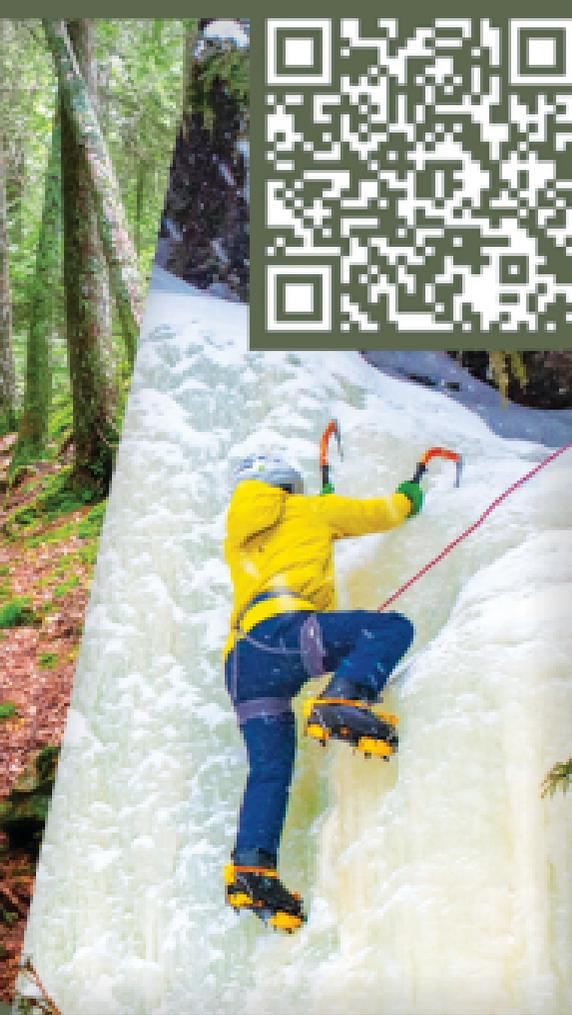


SATURDAY DECEMBER 2 - 10 AM - 12 NOON

SATURDAY DECEMBER 2 - 2 PM - 4 PM

SUNDAY DECEMBER 3 - 10 AM - 12 NOON





Wawa



WWW.EXPERIENCEWAWA.CA



Wawa 

Wawa 





Wawa 









CENTREVILLE


Wawa

TOWN CENTRE



Background

In 2017, the Government of Ontario introduced a bill allowing municipalities to implement a Municipal Accommodation Tax (MAT).

The bill is titled
O. Reg. 435/17: TRANSIENT
ACCOMMODATION TAX,
scan the QR code below to
view the full regulation.



WAWA.CC/MAT

What is a MAT?

A Municipal Accommodation Tax (MAT) is a fee paid on transient accommodation purchases.

The funds generated by this tax program are used to support the local tourism industry.

WAWA.CC/MAT

Who pays a **MAT?**

Only customers
buying a stay at an
accommodation will
pay the tax.

WAWA.CC/MAT

WHAT are the benefits of a MAT?

The most significant benefit is bolstering our local tourism industry without increasing taxation on residents of Wawa.

The revenue generated by the MAT has significant potential as a key source of revenue to be used for tourism. MAT funding can be used to support year-round, four season tourism.

The MAT eases the burden of supporting the community's tourism development from the local taxpayer, adding visitor spending collected through the MAT to help offset tourism costs.

WAWA.CC/MAT

WHAT'S in it for me?

For the businesses of Wawa, a major draw for the MAT is that your tax dollars will no longer be used to fund the Tourism Department.

With visitor dollars supporting tourism initiatives, existing tax revenue can be re-allocated to different areas in need of funding.

MAT funding can be made available in the form of Community Improvement grants. These can be used for business improvements, returning funds directly to local organizations.

WAWA.CC/MAT

HOW MUCH would it be?

If implemented, the MAT
would be set at **4%**.

This would generate an
estimated \$400 000, to be
used for supporting
Wawa's tourism industry.

WAWA.CC/MAT

HOW

is this different from other taxes?

The MAT taps into a major source of funding that is not currently being capitalized on in Wawa.

While many other Municipal tax programs are directed at local residents and businesses, a Municipal Accommodation Tax will almost entirely be paid by visitors.

WAWA.CC/MAT

WHAT

will the money be spent on?

Some examples of avenues
for spending:

- Tourist Information Centre staffing and operation
- Downtown beautification projects and initiatives
- Tourism marketing and publications
- Improving the Goose Nest Market
- Waterfront improvements
- Trail improvement
- Leveraging grant funding
- Creating and managing spaces for events, festivals, and collaboration

WHO

decides what to spend on?

Municipal Council would oversee the collection and allocation of the MAT.

Revenue from a MAT must be split evenly between the Municipality of Wawa and a Destination Marketing Organization reserve.

For the Municipal portion of the revenue, spending would be subject to the annual budget approval process.

WAWA.CC/MAT

Destination Marketing Organization?

MAT revenue must be split between the Municipality and an eligible tourism entity, such as a Destination Marketing Organization (DMO).

In the absence of an established tourism entity, a reserve fund would be created for the purpose of creating and operating a new DMO.

Local business operators can become members of the DMO, contributing to conversations about spending decisions.

HOW

would it be collected?

Part of the investigation process is to determine the best way for businesses to collect and remit the tax.

The current proposed approach is a quarterly remittance, in line with other Municipal collections.

One of the goals of this consultation session is to collect feedback from businesses in order to determine the details of the program, such as the remittance schedule and method.

HOW

would we determine our return on investment?

The Municipality of Wawa would provide regular project updates on social media, the municipal website, and through scheduled e-newsletters highlighting how funds from the MAT have been spent.

There would also be more business consultation sessions like this one, before and after implementation of a MAT.

WAWA.CC/MAT

Who else has a MAT?

Over **50** municipalities across Ontario have implemented a MAT:

- Barrie
- Belleville
- Brockville
- Cambridge
- **Chapleau**
- **Cochrane**
- Cornwall
- **Dryden**
- **Fort Frances**
- Gananoque
- Gravenhurst
- **Greater Sudbury**
- Guelph
- Hamilton
- **Hearst**
- Huntsville
- **Kapuskasing**
- **Kenora**
- Kingston
- Kitchener
- London
- **Marathon**
- Markham
- Mississauga
- Niagara Falls
- Niagara-on-the-Lake
- **North Bay**
- Northern Bruce Peninsula
- Oakville
- Orillia
- Oshawa
- Ottawa
- Peterborough
- Point Edward
- Port Colborne
- Prince Edward County
- Quinte West
- **Red Lake**
- Sarnia
- **Sault Ste Marie**
- **Sioux Lookout**
- South Bruce Peninsula
- St. Catherines
- Stratford
- **Terrace Bay**
- **Thunder Bay**
- **Timmins**
- Toronto
- Vaughan
- Waterloo
- Wellesley
- Wilmot
- Windsor
- Woolwich

At least 10 more communities are either considering a MAT or in the process of implementation.

Examples of Fund Use

THUNDER BAY

HOME > LOCAL NEWS

2024 Ontario Winter Games receives \$200K from accommodation tax

Thunder Bay will play host to over 3,000 athletes in February 2024

TBnewsWatch.com Staff
Mar 28, 2023 4:59 PM



SCAN FOR FULL ARTICLE



Tourism Thunder Bay manager Paul Pepe, left, CEDC CEO Jamie Taylor, centre, and Ontario Winter Games co-chair Tracie Smith pose with a symbolic cheque for \$200,000 (CEDC photo)

\$200 000 of MAT revenue was used to help cover the cost of the 2024 Ontario Winter Games. The event is estimated to result in a \$6 million economic boost.

Examples of Fund Use

TIMMINS

News / Local News

MAT-supported events provided \$3.8M boost to local economy, council told

Ron Grech

Published Jul 07, 2023 • 2 minute read

[Join the conversation](#)



Jessica Davies, left, chair of the MAT committee, and Noella Rinaldo, director of community development with the Timmins Economic Development Corporation, provided an overview of the Municipal Accommodation Tax fund at the last meeting of city council. RON GRECH/The Daily Press jpg, TD, apsmc

Between September 2021 and the end of 2022, 16 local organization received a total of \$682,030 in MAT funding to host community events, including festivals and sport tournaments. These events resulted in a \$3.8 million boost to the local economy.

Examples of Fund Use

ORILLIA

HOME > LOCAL NEWS

'Pleasantly surprised': Local tourism bounced back in 2022

City's municipal accommodation tax has brought in \$181K more than projected this year



Revenue generated by the city's municipal accommodation tax is exclusively used to bolster local tourism initiatives. This year, its funds contributed to the popular See You on the Patio program. | Supplied photo

2022 Orillia MAT funds contributed to:

- Increased marketing, improving quality and reach.
- Increased video production for digital advertising.
- Extensive billboard advertising in the GTA.
- Expanding open air patio dining experiences in their downtown.
- Hosting Slo-Pitch National A-division championship.
- Redesigning Swanmore Hall at Leacock Museum.



October 18, 2023

RE: Municipal Accommodation Tax – Open House for Businesses/Operators

Dear Sir or Madam,

The Municipality of Wawa is reaching out to invite you to the Municipal Accommodation Tax Information Session & Open House. This will be a social event with wine, cheese, and snacks provided.

The Municipality of Wawa is investigating the potential implementation of a Municipal Accommodation Tax (MAT). The MAT is a tax applied to purchases of stays at accommodations. A summary of the proposed Municipal Accommodation Tax, which includes Frequently Asked Questions, may be viewed at:

www.wawa.cc/MAT

A key component of the research process is to connect with businesses and stakeholders to better inform the development of this program. The purpose of this open house session is to share information about the proposed MAT, to manage and set expectations, and to provide answers to any questions you may have.

When: November 2, 2023 at 7:00 p.m.

Where: Michipicoten Memorial Community Centre – 3 Chris Simon Dr

Please RSVP to Jessie Labonte by calling 705-856-2244 ext. 232 or by emailing jlabonte@wawa.cc by Monday, October 30, 2023.

We look forward to some great conversations and hope you will be able to attend! Thank you in advance for your participation.

Alex Patterson

Director of Community Services and Tourism





Snow Plow Do's & Don'ts



DON'T confront, harass, assault, or impede plows & operators



DO report your concerns at wawa.cc/report



DON'T throw objects at or in front of the plow



DO voice concerns in person at the Municipal office or call 705-856-2244

WWW.WAWA.CC



HAVE AN ISSUE WITH SNOW/PLOW OPERATIONS?

Here's what you should and shouldn't do

DO'S

- ▾ Report a concern at wawa.cc/report
.....
- ▾ Call 705-856-2244
.....
- ▾ Go to the Municipal Office
.....
- ▾ Present the issue to council
.....

DON'TS

- ▾ Approach the snow plow
.....
- ▾ Block the path of the plow
.....
- ▾ Confront the operator
.....
- ▾ Throw objects at the plow
.....
- ▾ Harass the operator
.....