

**YMCA Pool Information Evening
November 28, 2018**

Presentation Questions and Answers

1. Why is our Municipality working with the YMCA?

- The Family YMCA is a charity that has experience in building strong communities.
- The YMCA is for all people of all backgrounds, ages and abilities.
- It is accessible and provides financial assistance for low income families and individuals.
- The YMCA is here for the long run and will support the community through good times and bad
- The YMCA has high standards of program quality, safety and inclusiveness.
- Saugeen Shores needs to replace the existing pool, which is at the end of its lifespan and improve the aquatics services it provides to the community
- Saugeen Shores is interested in decreasing the current pool's \$280,000 annual deficit.
- Saugeen Shores has been working on this for several years now, and decided that working together in partnership would be the best approach moving forward.
- The YMCA has experience and expertise to support this goal, and also brings more to the table.
- The YMCA type approach would not only provide aquatics, but also other fitness and recreation activities for children, teens, adults, seniors and families.

2. Why Can't the Municipality Build a Pool on its Own?

The population of Saugeen Shores is not currently large enough to support a new aquatics facility without running a larger deficit, which has been estimated at \$500,000.

The Municipality has the opportunity to grow in the next several years with the influx of Bruce Power employees, who would also look at a recreation facility as a factor in choosing to reside in Saugeen Shores.

By working with the YMCA on a facility that provides aquatics, fitness, walk/run track, gymnasium, etc., to attract more people of all ages and by using the YMCA membership model, Saugeen Shores believes it can keep its deficit down and provide additional services that are not currently being provided. By working together, we can achieve a lot more!

3. What is the YMCA? Is it a corporation that will come in and take over everything?

The YMCA has been invited to work in partnership with Saugeen Shores in the development of a new recreation facility. Both partners work together in a partnership. The YMCA will provide its expertise and guidance to the Municipality, but in the end, the Municipality will decide how services are offered to the community.

4. How long has the YMCA been around?

The YMCA has been working in our community since 1877, starting in Owen Sound. It was started by a group of local residents who wanted to provide support to the community, and over the years that support has grown into a wide variety of programs to meet the community's needs. The grass roots connection continues with the YMCA being governed by a volunteer Board of Directors. The YMCA is dedicated to building a caring, healthy community by creating opportunities for all people to achieve personal growth in spirit, mind and body.

The YMCA has provided child care services in Port Elgin for over 20 years! Currently there is a shortage of qualified child care staff all across the province, and as a result, our Port Elgin Y child care centre is not full. The child care has spaces for more children but no staff to work with them. So please help the YMCA find child care staff! As well, the YMCA provides Housing Support services to people in Saugeen Shores, working to prevent homelessness and helping

individuals and families find homes. The YMCA provides Alternative Justice Programs to young people coming into conflict with the law.

5. Is the YMCA a Charity?

Yes, the YMCA is a charity, the same as, for example, your local church or the Heart and Stroke Foundation or the Canadian Cancer Society. That is because the YMCA works for the good of the community and to alleviate poverty. The YMCA fundraises for the Financial Assistance Program, which supports individuals and families, who due to low income, cannot afford the fees to participate. The YMCA aims to be accessible to all people in the community, no matter what their background, age, ability or financial situation.

The YMCA provides services in three main areas:

- Health, Fitness and Aquatics
- Child Care
- Community & Employment Services

6. Has the YMCA partnered before?

The YMCA achieves so much more through partnerships:

- City of Owen Sound for Julie McArthur Regional Recreation Centre and the YMCA Health, Fitness and Aquatics Centre
- Municipality of Georgian Bluffs for the YMCA Health, Fitness and Aquatics Centre
- Owen Sound Rotary Club for overnight Camp Presqu'île
- Grey Bruce Health Services for Cardiac Rehab
- Alzheimer's Society for Minds in Motion
- Parkinson's Society for Rock Steady Boxing
- Bluewater District School Board, Catholic School Board, Municipalities of Grey and Bruce for Child Care
- Saugeen Shores and Hanover for Swim to Survive program
- Owen Sound Aquatic Club for competitive swimming

7. What will happen to the current programs, like the Lifeguard Club?

The Lifeguard Club is a very popular and successful program, and both the Municipality and the YMCA want it to continue in a new facility. The YMCA has a fledgling Lifeguard Club in Owen Sound, and looks to this club as an example! Popular current programs will continue, and new programs will also be added.

8. What will happen to the current aquatic staff?

The YMCA will be hiring staff from within the community, and there will be more jobs available than now. It is hoped that the current aquatic staff will want to continue on and bring their knowledge and expertise to the new facility. The Municipality will be working with current staff to have a positive transition.

9. What will happen to fitness businesses in the area?

In the YMCA's experience, a new facility increases the interest in fitness, and existing fitness businesses should see increased interest in their offerings, with residents looking for quality programs and services that meet their needs. It is hoped that existing businesses will rise to this opportunity.

The YMCA will focus on families, children, seniors and low income families that are currently underserved. Existing fitness businesses can focus on their niche, which might be women only, aerobics classes, adult only, dance, gymnastics, etc. The YMCA will also provide financial assistance so that low income is not a barrier to participation. This means that children and families who could not afford fees in the past will now be able to and all members of the community can participate.

In Owen Sound, the YMCA co-exists with several fitness clubs, including Velocity, Anytime Fitness, GoodLife, Owen Sound Fitness and Training, A Woman's Journey, Dancemakers Gymnastics, Georgian Bay Phoenix Gymnastics and Acro, Trillium Healing Arts Yoga.

10. What will the Market Study do?

The Market Study will identify the community's interest in a new facility and the types of programs it will offer. Then it will be up to the Municipality, working with the YMCA as its partner, to figure out what it can afford to build and operate.

Please take the time to answer the questions if you are called for the Market Study. Those called will be randomly selected to ensure the statistical validity of the study.

11. I don't know if I will be able to afford to go to the YMCA.

What will it cost?

The YMCA is a charity and non-profit and sets its fees to cover its costs. For example, an adult membership at the Owen Sound YMCA Health, Fitness and Aquatics facility is \$45 a month plus HST. The YMCA encourages families to be active and provides lower fees for children and family dependents. For example, a family with two adults and two children would pay \$116 a month plus HST on the adult fees. Membership is inclusive, anyone can join. Membership is the most economical way to participate and encourages an active, healthy lifestyle. Membership includes a wide variety of programs such as swim lessons, fitness classes, fitness program development, children's programs, drop-in swims, sports, etc. And membership is welcomed at YMCAs across Canada!

As well, the YMCA provides a Financial Assistance Program so that low income is not a barrier for participation. The YMCA's goal is to be accessible to all people of the community – all backgrounds, all ages, all abilities, all financial situations. If you can't afford YMCA membership fees, please talk to us about Financial Assistance. In Owen Sound, right now there are over 700 people receiving financial assistance to participate. And that is people of all ages – children, teens, adults and seniors.

Centennial Pool provides up to four aquatic sessions for swimming lessons. If a youth decided to participate in all four sessions, the cost would be \$268.00. This rate would get them swimming lessons only. It does not include open swims that are currently offered at Centennial Pool.

If the same youth was to purchase a YMCA Dependent membership, the cost would be \$223.08 for the year. This membership would allow the youth to participate in up to five swimming sessions, all open swims as well as dry land youth programming opportunities.

12. YMCA Community Event

On Sunday, January 27, 2019, the residents of Saugeen Shores are invited to visit the YMCA Health, Fitness and Aquatics facility in Owen Sound between 11:30am and 5:00pm. Come for a tour; have a swim or play in the gym with your family; or have a workout in the conditioning centre. Watch for more information about the event.

More information about our YMCA can be found at www.ymcaowensound.on.ca

13. What does the Municipality envision for the future?

The Municipality envisions:

- A full recreation facility with a lane swimming pool, a warm water leisure pool, a walking running track, a fitness centre with cardio and weight machines, a gymnasium, program rooms and change rooms;
- A wide variety of programs and services that families, adults, children, teens and seniors can participate in;
- Accessibility for all members of the community, no matter their background, age, abilities or financial situation;
- An operating budget that the Municipality can financially sustain; and
- A partnership operating agreement with the YMCA, so that by working together, the health and quality of life of the residents of Saugeen Shores is improved.

The public was invited to leave questions following the presentation. Their questions and the responses are captured below.

Further Questions Asked by the Public

1. What is considered a Family at the YMCA?

[Family is defined](#) as dependent children and spouse either by marriage or governing laws. Dependent children are defined as those up to the age of 24 years, who are living at home and have no independent source of income, or are a registered full time student.

2. Are there age constraints to complete the phone survey?

This phase of the Market Study is focused on those 20-64 years of age. This age group has the greatest impact on operational revenue, and determining the viability of the adult market is the foundation for establishing the financial viability of facility operation and service provision. There is an opportunity for subsequent exercises to include feedback from other demographics. The telephone survey is one opportunity for input for whether or not a recreation facility will be built.

3. We are homeowners/taxpayers in Saugeen Shores, but our cell phones are from our previous residence. Will we still be included in the random phone survey? Would it be feasible to do a mail survey as well?

The telephone survey is one opportunity for input whether or not a recreation facility will be built. The details of whom will be called dependent on cell phone location is at the discretion of the consultant how they are randomly selected.

4. Are there 4 or 6 month membership fee options available?

The YMCA has recently moved from monthly to bi-weekly payments on continuous memberships. Continuous memberships may be cancelled at any time by providing written notice to the YMCA 10 days prior to the payment withdrawal date. So a member can choose the length of their membership in this way, so a 4/6 month membership is available. Annual memberships are also available, where the full fee is paid at the start of the membership. Both

continuous and annual membership may be put on hold for up to 6 months in a calendar year.

More membership information can be found on the [YMCA's website](#).

5. Where can I see the questions that will be asked as part of the Market Study? This is in the case I am not one of the 400+ people who are called.

The questions are not available to be shared during the Market Study. The questions will be provided to Council as part final report of the Market Study at which time they will become public.

6. Will the existing staff have seniority compensation by the transition to the Y, or will the municipality maintain the financial situation that exists presently?

The existing staff will have an opportunity to work at the Y either in their existing capacity or through other opportunities that may arise. As well, potential opportunities may still exist at the Municipality in a different capacity than aquatics that may attract the employees to apply.

7. Has a location been decided on for the facility?

A location has not been selected. Staff have presented several options to Council including adjacent to the Community Complex as well as Cameron Park lands behind Saugeen District Secondary School.

8. How many members of the Owen Sound Family YMCA are residents of Saugeen Shores?

There are approximately 30 current Owen Sound members that are residents of Saugeen Shores, and approximately 300 in total from the catchment area for a YMCA in Saugeen Shores.

9. What are the projections that IF a YMCA comes to Saugeen Shores, Owen Sound will lose those members?

It is difficult to project. The 30 Saugeen Shores members would probably choose the new facility, as it is closer to their residence. The others in the catchment area may be affected by other factors, such as work location, and therefore may or may not change.

10. What are the number of users of Centennial Pool from outside Saugeen Shores? Are they factored into projections for use and financial contribution to a new facility?

Centennial Pool has a large number of strictly drop in programs which makes it difficult to provide statistical information of where the participants are coming from.

11. Does the Market Study investigate probably/possible use of a full facility here for medically advised users?

The Market Study accesses information from the group with the greatest impact. Within that group, there may be individuals who are accessing the facility usage due to medical issues. However focus of the study is not specifically on this. If a facility is built, then discussion will occur on how to access those special groups for usage within the facility.

The Owen Sound YMCA offers many specialized programs in conjunction with partners, for example, Cardiac Rehab with Grey Bruce Health Services, Minds in Motion with the Alzheimer's Society and Rock Steady Boxing with the Parkinson's Society. Physiotherapists access the warm water pool with clients they are working with. We would look at how to bring these programs to Saugeen Shores.