

To: Community Services Committee

From: Ron Diskey, Commissioner,
Community Services Department

Report Number: CS-22-54

Date of Report: May 11, 2022

Date of Meeting: May 16, 2022

Subject: Seasonal Refrigerated Outdoor Rink

Ward: All Wards

File: 03-05

1.0 Purpose

The purpose of this report is to respond back to referral [CS-21-117](#) dated November 22, 2021:

“That Report [CS-21-117](#) concerning the Outdoor Winter Ice Rink Study be referred back to staff to:

1. Canvass the public through use of an online survey to gauge an appetite for a seasonal, refrigerated outdoor rink attached to an existing recreational centre and report back in 2022; and,
2. Research and canvass corporate sponsorship; and,
3. Canvass private Rink Facilities in the City of Oshawa to inquire about a potential partnership.”

Attachment 1 – Results of the Seasonal Refrigerated Outdoor Rink Feedback Form

2.0 Recommendation

That the Community Services Committee recommend to City Council:

That Report CS-22-54 dated May 11, 2022 being the Seasonal Refrigerated Outdoor Rink, be received for information.

3.0 Executive Summary

N/A

4.0 Input From Other Sources

- Community Services
 - Recreation and Culture Services
- Corporate Services
 - Corporate Communications
- External Sources
 - Canlan Ice Sports

5.0 Analysis

5.1 Public Consultation Process

Staff undertook a four-week public stakeholder consultation process beginning on Monday, January 17, 2022 and concluding on Monday, February 14, 2022 to engage community members on a seasonal, refrigerated outdoor rink (S.R.O.R.).

The consultation process was comprised of various engagement initiatives that included the use of Connect Oshawa (www.connectoshawa.ca), the City's online engagement platform. Engagement opportunities included a feedback form available online on Connect Oshawa and on paper through Service Oshawa.

The public consultation was promoted to the community and stakeholders through various mediums, including media materials, social media, as well as print and digital promotional material.

Note: Standardized questions were used in the online and paper feedback form to ensure consistency.

5.2 Findings

In total 1,172 completed the feedback form. Participants were asked four questions pertaining to a S.R.O.R. and associated activities. Results were as follows:

1. 90% of respondents indicated that yes, they and/or a member of their household participate in ice skating activities (e.g. leisure skating, hockey, figure skating, ringette, etc.).
2. 95% of respondents indicated yes, they support the development of a S.R.O.R. in Oshawa that would be attached to an existing recreation facility. 4% of respondents said no and 1 % were undecided.
3. 66% of respondents indicated that they and/or a member of their household would use a S.R.O.R. at least once a week, if not more. Of the balance of respondents, 21% indicated a few times a month, 5% once a month, 2% less than once a month and 5% not at all.
4. Respondents were asked their level of interest in potential uses for a S.R.O.R.:

- 45% of respondents indicated they were interested in community rentals (e.g. birthday parties, group rentals) and 34% responded they were somewhat interested;
- 50% of respondents indicated they were interested in drop-in shinny hockey and 23% responded they were somewhat interested; and,
- 92% of respondents indicated they were interested in recreational or leisure skating and 7% responded they were somewhat interested.

Attachment 1 provides a visual snapshot of feedback received.

Respondent distribution by Ward illustrates a relatively equal interest in a S.R.O.R. across the city:

- Ward 1: 163
- Ward 2: 194
- Ward 3: 254
- Ward 4: 252
- Ward 5: 163
- Respondents from outside of Oshawa: 102
- Respondents who chose to not include postal code information: 44

Over 500 respondents included comments in their feedback form response. Major themes included:

- Support for a S.R.O.R. in Oshawa, which echoed results from Question 2;
- Comments explaining that this was a much needed amenity in the city;
- Thanks for the natural outdoor rinks that were located at Delpark Homes Centre January – February 2022, with many respondents indicating they enjoyed use of the rinks and were very happy they were implemented;
- Preference for a skating trail instead a standard outdoor rink, similar to those available in Toronto, Markham and Etobicoke; and,
- Comments surrounding the proposed locations:
 - many felt the rink should be more centrally located, making use of the downtown core and more accessible to all residents rather than having in the north end of the city;
 - others felt having rinks in local neighbourhood parks would be best way to address equal access for residents across the city.

Some comments received did show concern for the overall cost of construction and ongoing operation. They felt it was not the best use of taxpayer dollars.

Overall, developing a S.R.O.R. is viewed as positive for the community. It is seen as a way to provide outdoor recreation that would benefit the physical and mental well-being of residents considering the impact that the global pandemic has had on individuals over the last two years and the limited recreational opportunities available to them.

The Parks, Recreation, Library and Culture Facility Needs Assessment is being revisited in 2022/23. A S.R.O.R. will be considered as part of the facility assessment and to inform the amenities at the future North Oshawa Recreation Centre.

5.3 Sponsorship

Sponsorship opportunities were investigated, but difficult to advance since Council has not approved the project.

Sponsorship opportunities can be investigated under the scope of the Community Partnerships Manager if the project is approved by Council. Sponsorship agreements support the City's direction and align with the City's mandate and vision. Sponsorship opportunities are offered in return for recognition, acknowledgement or other promotional considerations or benefits.

If the development of a refrigerated ice rink proceeds, opportunities for sponsorship will be pursued including programs, advertising and naming rights.

5.4 Private/Public Partnership

Discussions were held with Canlan Ice Sports, the only privately owned ice rink facility in Oshawa. Tyler Stewart, General Manager of the Oshawa location indicated that their facilities were impacted negatively by the global pandemic. At this time they do not have capital funds to invest in a S.R.O.R. If contributions were to be made, Canlan Ice Sports would require an equal amount of revenue to be generated to offset those costs. Based on how outdoor rinks are managed in other communities, they recognize that such revenues would not be possible as the community would be using it mostly free of charge.

Canlan Ice Sports is open to having the City's Community Partnership Manager and their Sponsorship and Advertising staff explore opportunities together in regards to corporate sponsors assisting in funding a seasonal refrigerated outdoor rink should the City wish to consider a partnership in the future.

6.0 Financial Implications

There are no financial implications associated with this report.

7.0 Relationship to the Oshawa Strategic Plan

This report addresses many of the goals set in the Oshawa Strategic Plan including the goal of “Economic Prosperity and Financial Stewardship” through the theme of “Safe and Reliable Infrastructure”, the goal of “Social Equity” through the theme of “An Active, Healthy and Safe Community”, and the goal of “Environmental Responsibility” through the theme of “Proactive Environmental Management and Combat Climate Change”.



Jim Naumovski, Director,
Recreation and Culture Services



Ron Diskey, Commissioner,
Community Services Department

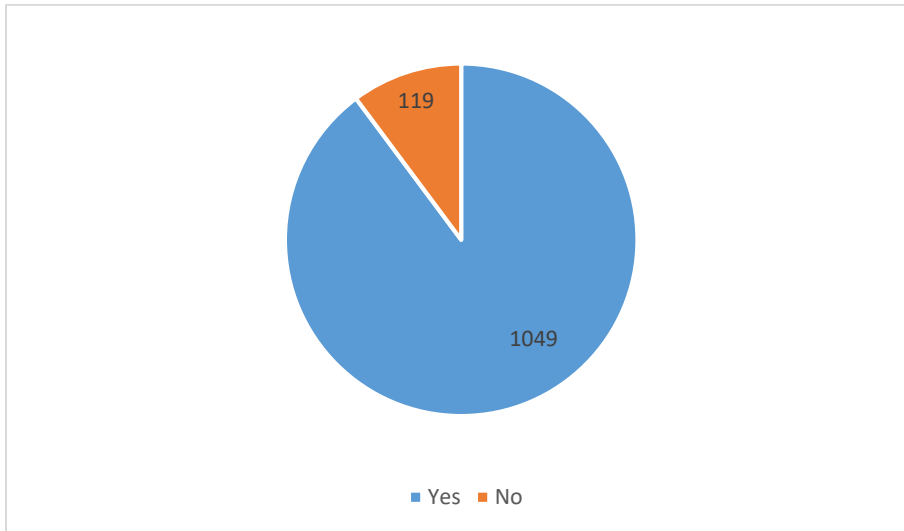
Seasonal Refrigerated Outdoor Rink

Feedback Form Results Snapshot

1172 responses total.

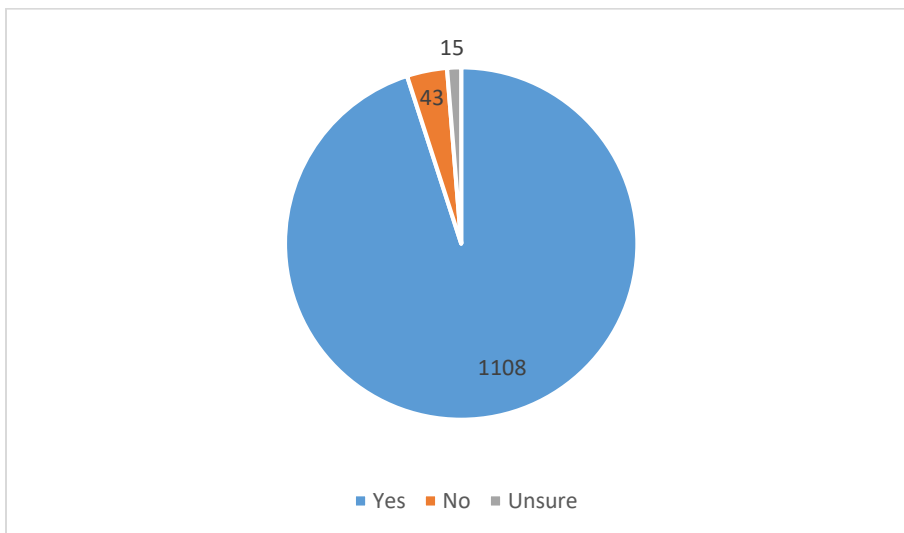
Do you and/or a member of your household participate in ice skating activities (e.g. leisure skating, hockey, figure skating, ringette, etc.)?

Select one. 1168 responded, 4 skipped.



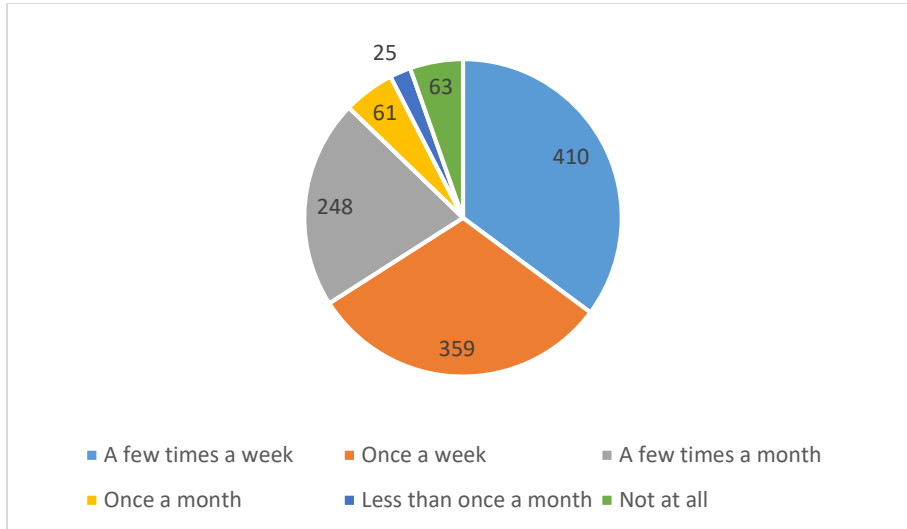
Do you support the development of a seasonal, refrigerated outdoor rink in Oshawa that would be attached to an existing recreation facility?

Select one. 1166 responded, 6 skipped.



How often do you think you and/or a member of your household would use a seasonal, refrigerated outdoor rink?

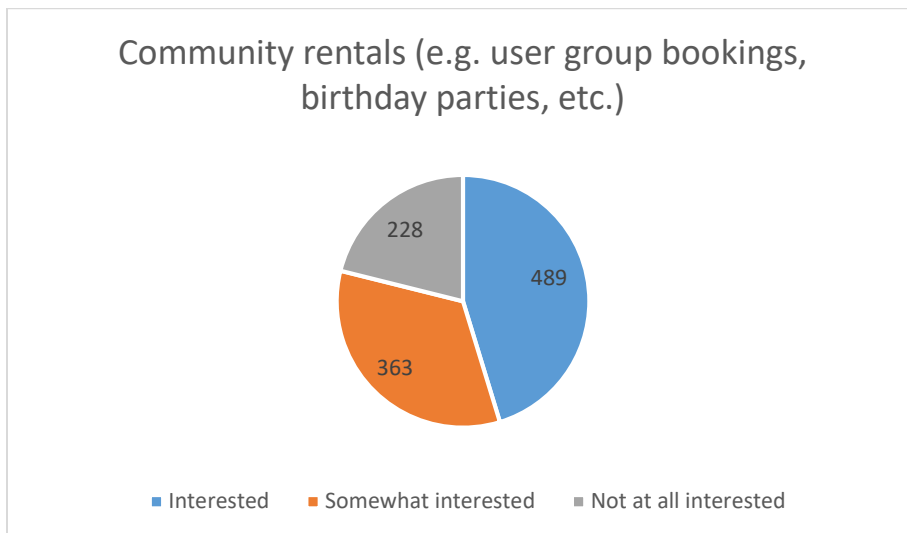
Select one. 1166 responded, 6 skipped.



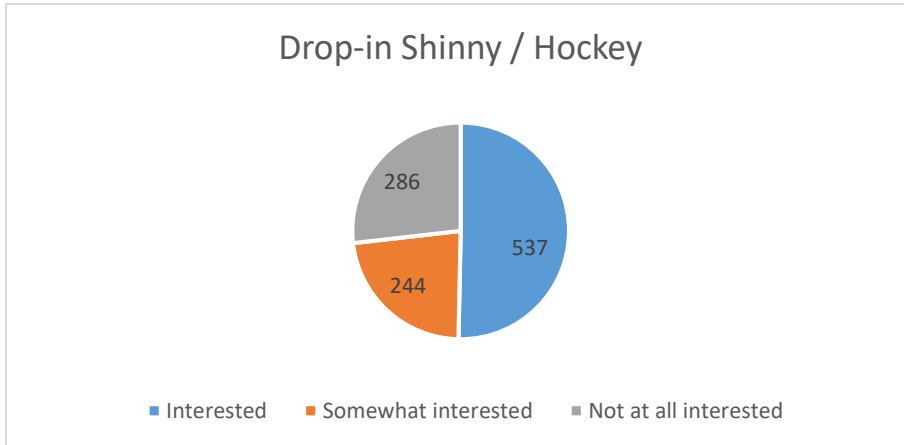
If you indicated that you would use the seasonal, refrigerated outdoor rink in Question 3, how interested would you and/or a member of your household be in the following potential activities:

Had to not answer "Not at all" to previous question.

Select one. 1080 responded, 23 skipped.



Had to not answer "Not at all" to previous question.
Select one. 1067 responded, 36 skipped.

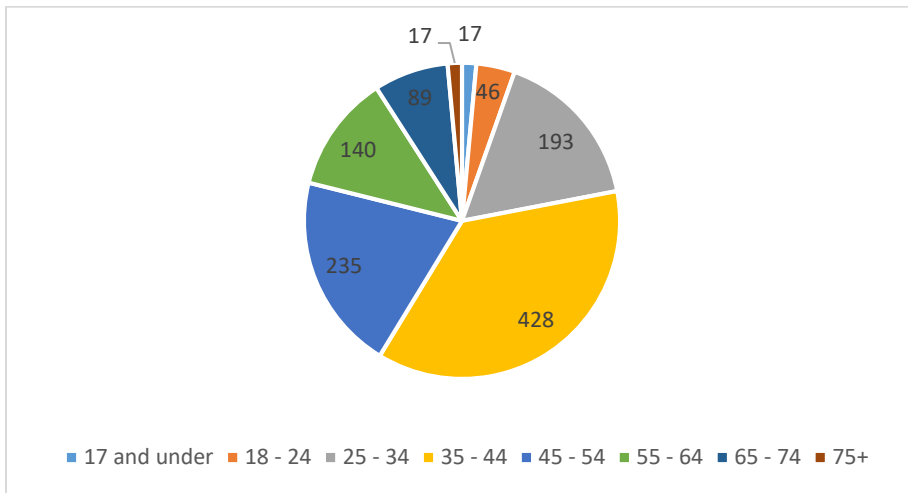


Had to not answer "Not at all" to previous question.
Select one. 1096 responded, 7 skipped.



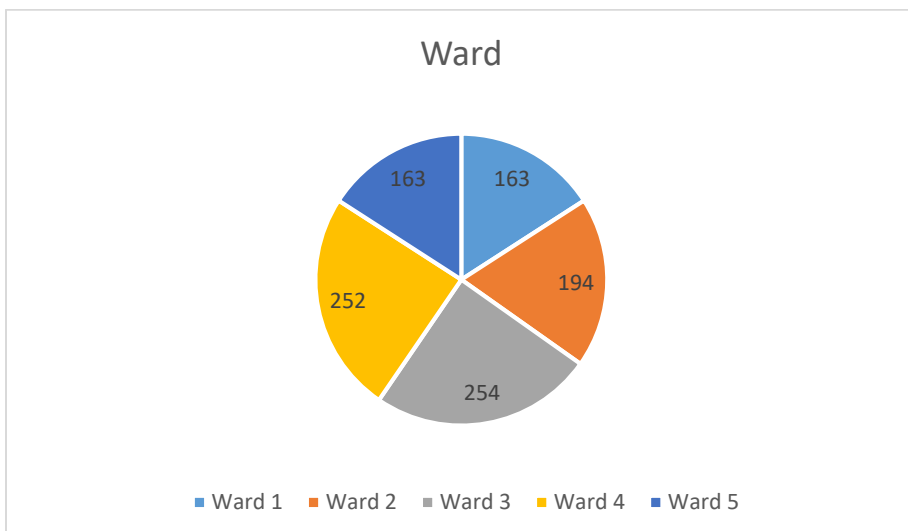
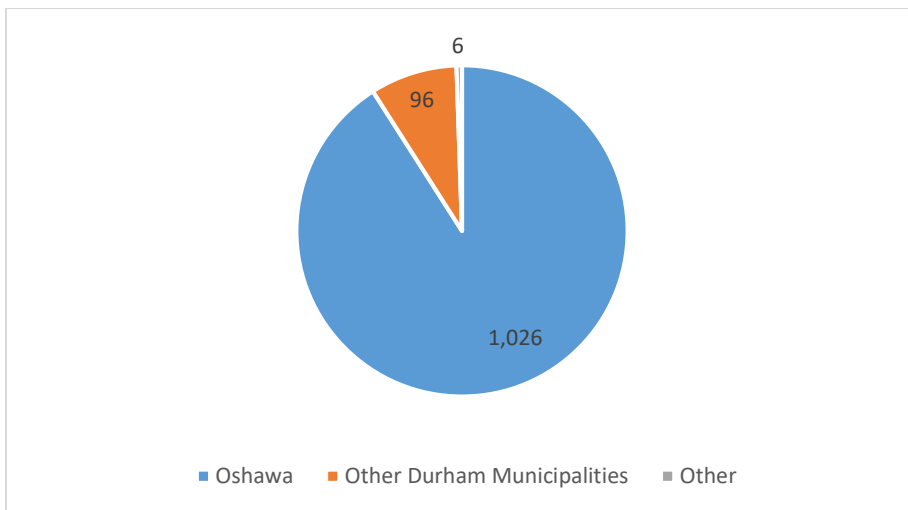
How old are you?

Select one. 1165 responded, 7 skipped.



What is your postal code?

Input. 1128 responded, 44 skipped.



How did you learn about this community engagement opportunity?

Select all that apply. 1172 responded.

