



TOWNSHIP OF NORTH DUMFRIES

# Arena Strategy

## Strategy Purpose

The Township of North Dumfries is preparing an **Arena Strategy** to confirm current and future indoor ice needs and provision options. The study's recommendations will be used by Township Council to inform capital investment in existing arenas, both in the short- and long-term.

Using updated information on facility conditions, ice demands, community growth, and population demographics, this study will identify needs, options and costs to inform the Township's decision regarding arena provision. This study began in July 2020 and is expected to be finalized in September 2020.

## Context

The Township operates two indoor ice pads at two different locations: the **Ayr Community Centre (ACC)** and the **North Dumfries Community Complex (NDCC)**. The ACC is the Township's oldest arena and – due to its age – requires substantial capital investment. The NDCC is newer and was designed to accommodate a second ice pad (if needed) once a decision was made to close the ACC.

## Options

If the study finds long-term demand for two ice pads, consideration will be given to:

1. A comprehensive renovation of the Ayr Community Centre (Queen Elizabeth Arena); or
2. Adding a second ice pad to the North Dumfries Community Complex and decommissioning the Ayr Community Centre.

If the study finds long-term demand for one ice pad, consideration will be given to:

3. The timing of decommissioning the Ayr Community Centre.

# Planning Process

Note: The study has been funded by a grant from the Province of Ontario.  
As a condition of the grant, the study must be completed by September 30, 2020.

## Phase 1 (July/August)

**We are currently in this phase of work.**

- Establish a foundation of **background research** based on local demographics, promising practices and innovative strategies found in other communities.
- Gather **input and feedback** from the public and stakeholders to identify strengths, weaknesses, opportunities and constraints related to arenas.
- Review and assess the **inventory and distribution** of arena facilities in North Dumfries, as well as in adjacent municipalities in Waterloo Region.
- Assess short and long-term **arena needs**.

Key Questions to be Answered in Phase 1:

1. How is the demand for ice time changing?
2. How does community growth factor into future arena needs?
3. Is there sufficient demand in the short- and long-term to support two ice pads in North Dumfries?
4. What would be the benefit of maintaining two ice pads?  
What about the impact of removing one ice pad?

## Phase 2 (September)

This phase will be initiated following completion of Phase 1.

- Develop a comprehensive **arena provision strategy**.
- Identify **capital and operating cost estimates** associated with arena provision options.

Key Questions to be Answered in Phase 2:

1. **Should the Township reinvest in the ACC?**
2. **Should the Township add a second ice pad to the NDCC? When? What should it include?**
3. **If applicable, what is the right time to decommission the ACC?**
4. **What are the costs (capital and operating) associated with the various facility options?**
5. **How can we encourage greater use of our arenas?**

# We Want to Hear from You!

## Opportunities for Input

Input from facility users and residents is an important aspect of this study. The following opportunities are available:

- Residents...can participate in this virtual Open House and provide input through the website comment form (**see at right**). A consultation event will also be scheduled for September to provide input on the final study.
- Primary Stakeholders and Organizations...will be contacted for an interview.
- All Arena Users...have been sent a questionnaire to express their needs.

The **comment form** and **future updates** can be found at [www.northdumfries.ca/en/living-here/arena-strategy.aspx](http://www.northdumfries.ca/en/living-here/arena-strategy.aspx)

If you have any **questions** about the Arena Strategy or wish to submit **written comments**, please email [recreation@northdumfries.ca](mailto:recreation@northdumfries.ca)

## Online Comment Form

See the Township's website to provide your input on the following questions (also available at [www.surveymonkey.com/r/ndarenastrategy](http://www.surveymonkey.com/r/ndarenastrategy)):

### 1. BARRIERS:

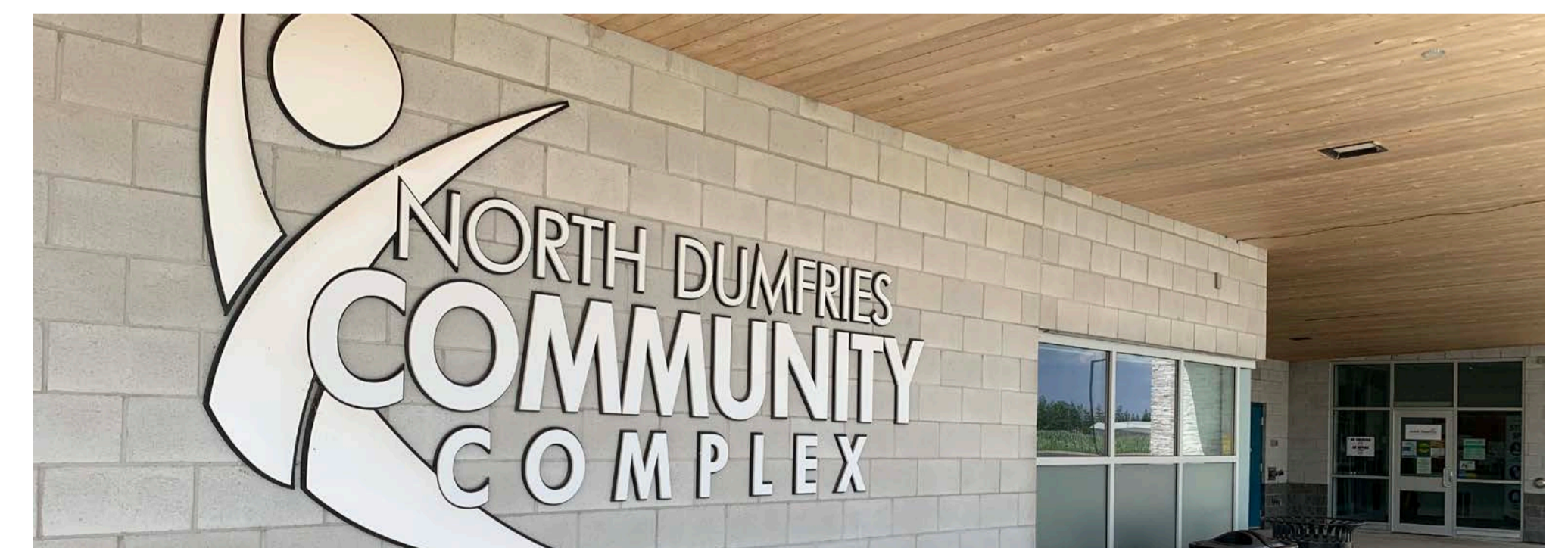
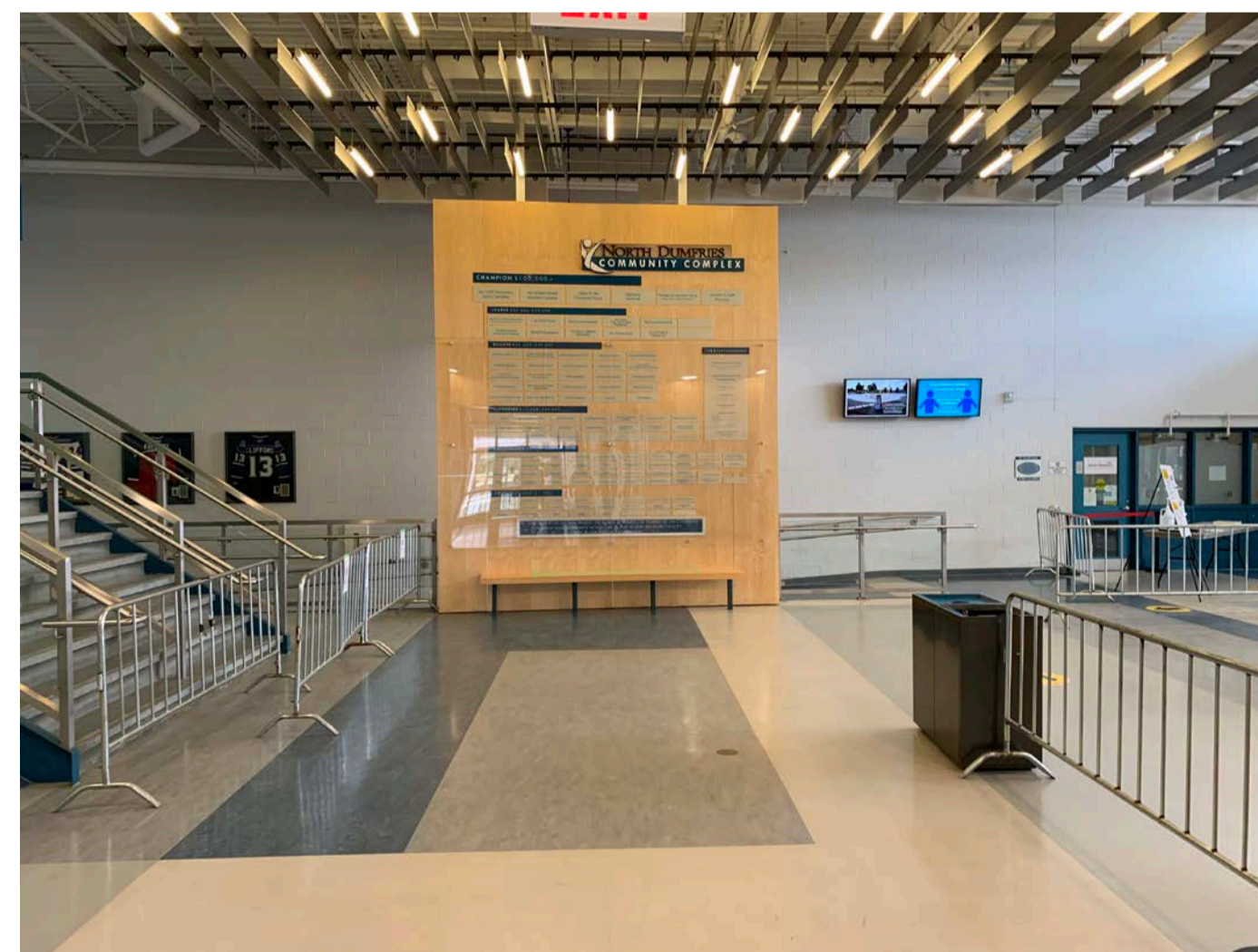
Is there anything about the Township's two arenas (ACC and NDCC) that keep you from using them as often as you would like?

### 2. FUTURE CONSIDERATIONS:

If the Township goes forward with a major arena reinvestment initiative, what programs, activities or spaces should be offered in a renovated or expanded arena?

### 3. ADDITIONAL COMMENTS:

Please provide any other comments or suggestions relevant to the Arena Strategy.



# Arena Profiles



The TOWNSHIP of  
NORTH DUMFRIES

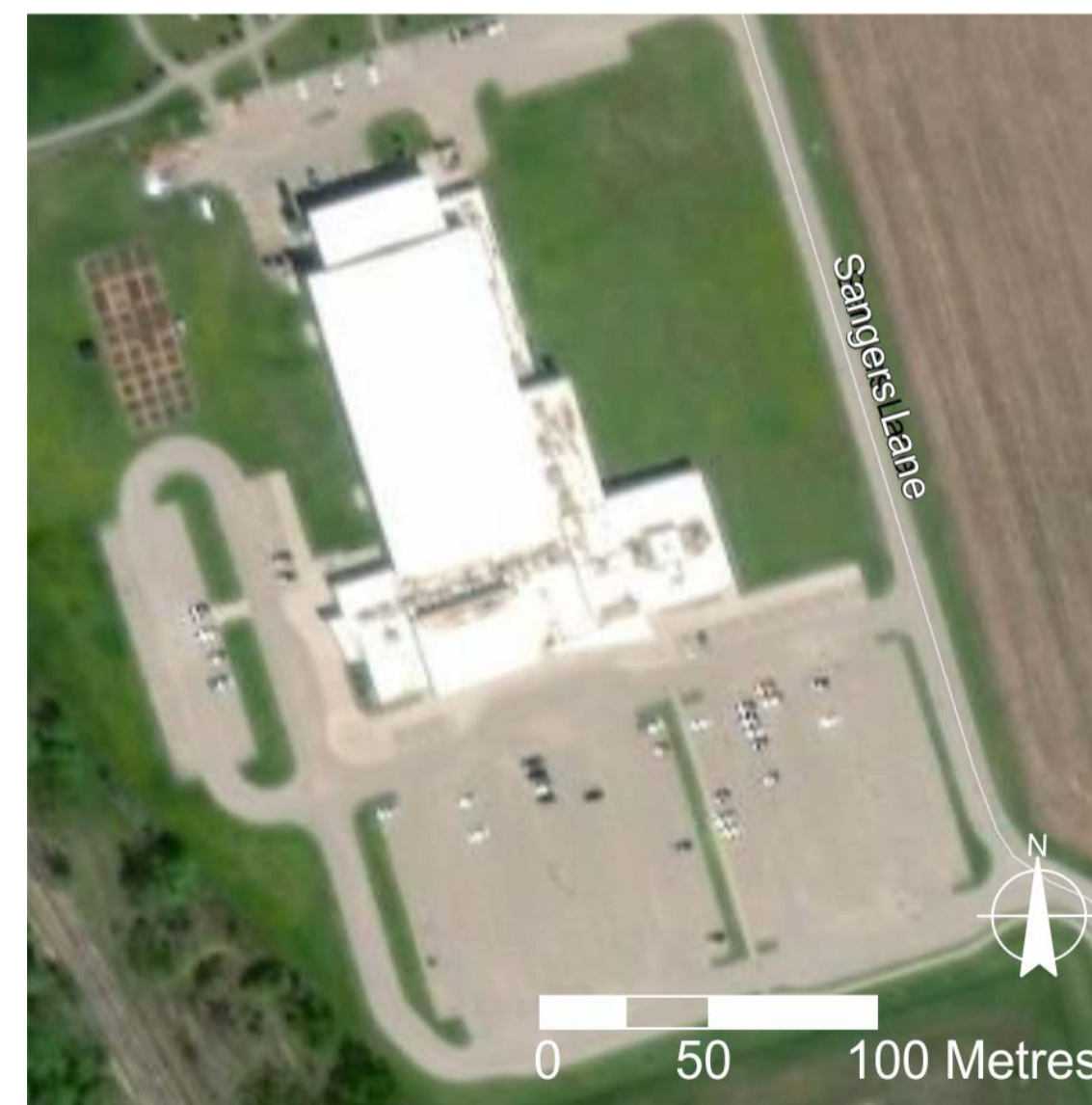
## Ayr Community Centre – ACC (Queen Elizabeth Arena)

- Built in 1977, but arena floor pre-dates this
- Single pad arena (approx. 72' x 174'), with upper hall
- 6 dressing rooms, seating along one side
- Serves as a secondary / practice rink (October to March); approx. 37 hours are rented per week during the winter
- Building is in “poor” condition and requires \$3.44 million of work over next 15 years to repair/replace building components (e.g., refrigeration lines, etc.) and improve accessibility



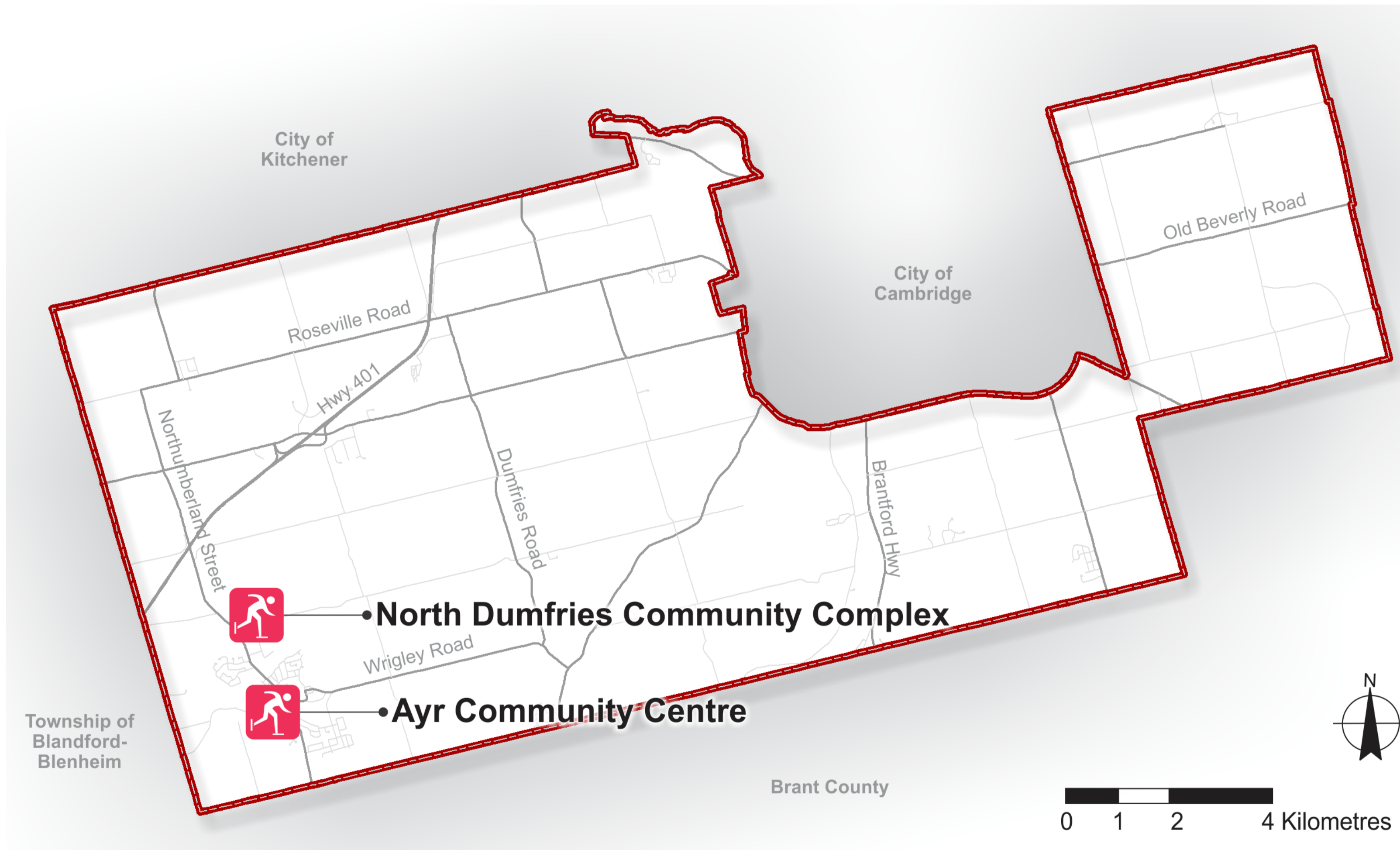
## North Dumfries Community Complex – NDCC

- Built in 2011, with potential to add future second ice pad
- Single pad arena (85' x 200') that is part of a complex including Health Centre, Municipal Offices, walking track, community hall and active rooms, seniors' space, and outdoor recreation amenities (Cowan Park)
- 6 dressing rooms (plus Jr B room), bowl seating surrounding rink
- Serves as primary rink for games and events (August to May); approx. 69 hours are rented per week during the winter
- Building is in “good” condition and is fully accessible

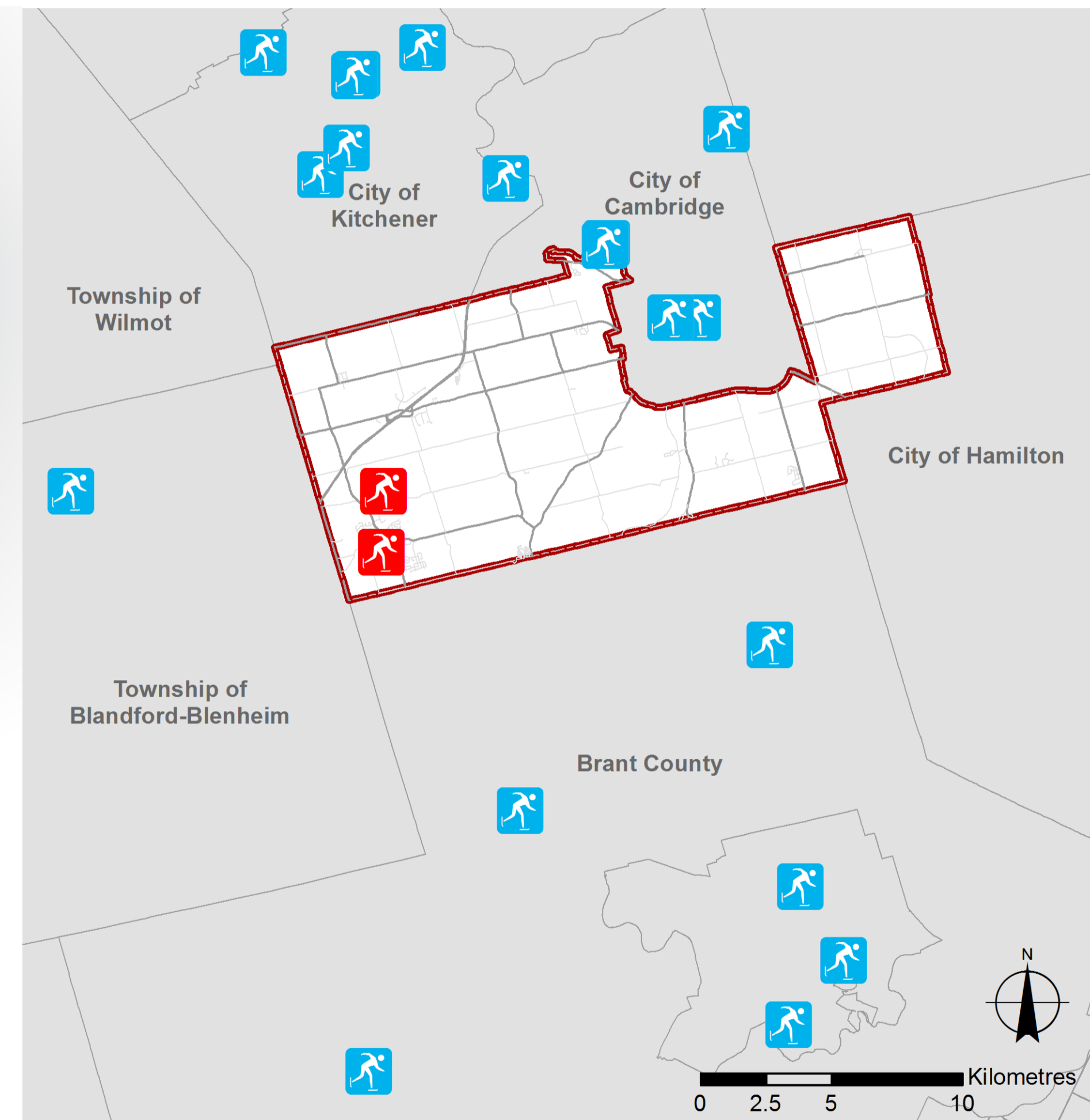


# Location of Local and Regional Arenas

## Local Arena Inventory



## Regional Arena Inventory



Municipal arenas only

# Key Trends Influencing Arena Demand



- **GROWTH:** North Dumfries' current population estimate is 10,800. The population is forecasted to increase by 69% by 2041, reaching 18,200.
- **ACCESS:** Convenient access to facilities plays an important role in encouraging activity. The Township's arenas predominantly serve residents in Ayr and surrounding area, while residents in the eastern part of North Dumfries are more likely to use facilities in Cambridge.
- **AGE:** By 2041, the Township's population of children and youth (ages 5 to 19) is forecasted to grow by 76%, suggesting growing demand for traditional recreation activities, such as ice sports.
- **INCOME & COST:** North Dumfries' median household income is higher than the Province and Region. While residents may be more likely to participate in high cost activities such as arena sports, costs for many team sports and activities are rising. Local and regional arena rental rates may also affect demand.
- **INTERESTS:** Many studies have found steady to declining participation in organized team sports, such as hockey (especially amongst boys). A wider variety of leisure opportunities creates competition of one's time and unstructured, self-scheduled activities are growing in popularity.
- **PROGRAMMING:** Arenas are traditionally used for sports such as hockey, figure skating, ringette and recreational skating. Programs and leagues for participants of all ages and abilities will attract the widest range of potential users. The quality of the program and level of competition also influences demand.
- **LIFESTYLES:** Unlike past generations, many families are less willing to use off-peak arena hours, such as early morning or late night time.
- **FACILITY DESIGN:** Arena users and spectators are by drawn to new facilities that offer modern conveniences. New facility designs typically involve: barrier-free spaces; larger and gender-specific dressing rooms; warm viewing areas; multi-pad arenas that generate efficiencies; amenities such as walking tracks and shooting pads; and more.

