

**Appendix C – Lake Ontario Park Campground
Post-Analysis Consultation Comments**

REVIEW OF SERVICES PUBLIC CONSULTATION SESSION

Tuesday, February 22nd, 2005

Portsmouth Olympic Harbour

'LAKE ONTARIO PARK CAMPGROUNDS'

'CITY PROPERTY & CITY FACILITY LEASING'

Review of Services Task Force Members Present

Councillor Ed Smith, Chair
Deputy Mayor Leonore Foster
Councillor Beth Pater
Councillor Bittu George
Councillor Floyd Patterson

BMA Consulting

Jim Bruzzese
Catherine Minshull

Review of Services Project Team Members Present

Sheila Hickey, Director, Strategic Initiatives and Corporate Communications
Jeremy DaCosta, Project Manager
Sharon Fitch, Project Office Assistant
Laura Seiffert, Communications
Shawna Guernsey, Corporate Services
Cheryl Mastantuono, Community Services

Members of Council & Staff Present

Councillor Steve Garrison
Councillor George Sutherland
Acting CAO Denis Leger

Members of the Public Present

Approximately 135 citizens

THIS IS NOT A VERBATIM REPORT

1. Call to Order
The Chair called the meeting to order at 6:00 pm.

The Chair introduced the members of the Review of Services Task Force, Project Team, BMA Consulting and other City staff present, to the members of the public.
2. BMA Presentation – **Lake Ontario Park Campgrounds**
Jim Bruzzese of BMA Consulting provided a brief Power Point overview of the review process for the Lake Ontario Park Campgrounds.
3. Delegations – A delegation speaking list was prepared in advance and delegations, at the time of pre-registering, were asked to provide speaking notes to ensure accuracy in the recorded notes of the meeting. **These speaking notes are attached in sequential order.** In cases where speaking notes were not provided, non-verbatim notes were taken.

Delegations:
 1. Andrew Robb
 2. Dan Wannamaker
 3. Bill Glover
General Questions/Comments:
 - Lida Moffatt – A resident of the area. Feels that the whole park is a terrific asset to the City and is a great opportunity for other activities, ie. the annual Dog show. Provides a great place for people to stay. A decision should be subject to a proper business analysis and a further review of the economic benefits.

St. Lawrence Park Campground

22 February 2005

*thought
prior to taking a
decision to exit...*

I support the draft recommendations of the study that the Lake Ontario Park Campground should be retained. I found the report to be interesting and very thorough and objective although I disagree with a few of its findings. I detected a tone in the report, that, if the city does not do something to capitalise on this asset, a later report would come to a different conclusion. As a result the report writers say that maintaining the status quo is not the answer either.

Those doing the study recommend that:

- more information is needed, especially from the people who actually use the park as a campground; these people are not from Kingston and nearby areas;
- a proper analysis be done with the additional and more useful information;
- a business plan be developed to determine how the six tests, that the city has adopted, can be met;

And I would add, do something with the plan once it is developed – implement it!

In my opinion the campground at Lake Ontario Park is all about **tourism**. It should be an essential feature of tourism promotion in the city.

The park itself, which is not under review according to the report, is an incredible asset. Those of us who live here and use the park and those who want to visit our city to enjoy its attractions can coexist quite happily. It baffles me why council voted, last summer, to industrialise it by erecting a monstrous wind turbine. This a park, for goodness sake, and people use it as such.

Tourism is one of the primary industries of the city, one that is growing and one that has natural sustainability. Kingston's location and attractions make tourism a wise target for the city and businesses to pursue.

The campground can be an important element in attracting tourists to the city. I am confident that the business plan will identify many ideas and initiatives that will bring more campers to the park and more people to take advantage the things that Kingston has to offer. For example, it is easy to envisage a trolley making stops at the campground to take people downtown without their cars.

As in any business development venture, promotion is the key. If the camping tourists become aware of the campground, they will come.

It also looks like there is room for the camping rates to be adjusted a little to help offset some of the costs. According to the report, the rates charge by the city are well be below market and, in some cases, are about half what the commercial operators are charging.

The preparation and implementation of a business plan will make good use of some of those indirect costs that have been ascribed to the campground.

It seems simple, once the recommendations of the business plan are followed:

- integration of the campground into the overall tourist promotion of the city
- promotion of the campground as a destination for campers
- link the park to the other attractions of the city
- adjust the rates to be closer to market.

and you will have a beneficial and viable feature of and for the city.

Andrew Robb,

, Kingston, ON K7M 8H3

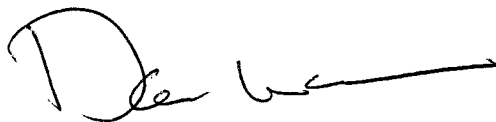
Introduction: Dan Wannemacher Kingston Family Funworld Park/Past LOP Amusements

Lake Ontario Campgrounds deserves a better fate then deciding if it is viable or not for the city to have it. It provides a nice place for visitors to come to and enjoy the Kingston area and certainly gives good economic bases to surrounding business. The last three years I have seen the grounds many times packed with hundred of RV and campers and many of them have been from the States. So it should not be from a lack of business that the campgrounds should be closed.

The city has proven that it should not be in business and it does not have the first idea on how to operate a business. So this is why LOP campgrounds is in jeopardy. The city wastes \$7000.00 or more a year on unnecessary security, it does not charge for either front lawn area or Pavilion rental and that could easily generate another 5 to 10 thousand dollars. Their track record of staff running the campgrounds is not exactly strong. (please explain staff) *Open grounds up on certain times to local*

I know through experience that you can not be a partner in business with the city as long as you have this city management running the Parks. So where do we go from here. I would like to see counsil approve of a outside management company to come in and do a full evaluations on all of Parks and recreations management before any decision is made about the campgrounds. This way you could be sure that the right decisions are really being made in the best interest for the people of Kingston I know it is time for the city to make changes just the right changes.

Thank you



COMMENTS ON REVIEW OF SERVICES - LAKE ONTARIO PARK

The study has acknowledged that a policy priority of the operation of Lake Ontario Park is to “provide economic benefit to the businesses in the surrounding neighbourhoods and downtown.”

However, the report has decided that the extent of economic benefit could not be quantified. This statement is made despite considerable reliance on the Research Resolutions & Consulting Ltd report *An Overview of Tourism in the Kingston Area* prepared for KEDCO in 2001.

Using that same report, I would like to suggest economic benefit can be suggested.

Your report has found that the park was used for a total of 5,364 “nights.” Further, the average length of stay was 2.4 days, and the number of people per unit was 2.3

If one assumes that people using the park spent one day at the park, and one day touring the area, these figures would suggest that the park generated 5,364 tourist visits.

As these visitors are staying at the park, we might assign to them the spending of same-day visitors that is reported in the tourism study, namely \$30 per person (p23). That means the park generated approximately \$321,840 in tourist spending. That is an 11.5 fold increase on your notional cost to the city of \$28,000 for operating the park. When banks offer 2 or 3% interest, that is a very impressive return.

Further, the 2001 study reported value of tourist spending (\$250 million) generated \$132 million economic activity which in turn created 5,600 jobs (p34). If you apply those same ratios to the park generated spending, the park generates 680 jobs in our area, not just the five students employed at the park.

That is a significant economic benefit provided to area businesses. Yet your report found it was “questionable” whether it met the cost/benefit test.

I am afraid that your report has been coloured by the political views expressed in early October, before the last public meeting, which I noted at that time. If you have been reluctant to use available evidence to suggest probable benefits in this instance, I am very worried how that same political direction has coloured the reports of other sectors, particularly property leasing to the arts and culture communities which adds enormously to our local quality of life.

William Glover

22 February 2005

"We'd like to hear from you"



Please provide us with your comments.

Personal information, which includes opinions and views, collected during the Review of Services is collected under the authority of the Municipal Act 2001, and will be used to help Council make a decision on this matter. All names and comments will be included in material available to the public. If you prefer not to be identified, please do not provide your name when completing this form.

Please identify which service(s)/program(s) your comments are directed

- Belle Park Fairways Recreation Day Camps Lake Ontario Park Campground
 Transit Charter Bus Service City Property & Facility Leasing

→ LOP - HOLD MORE "EVENTS". LEAVE
CAMPGROUND SAME SIZE - FOCUS
ON REST OF PARK. USE AS BOTH
"NATURAL" ATTRACTION AS WELL AS "EVENTS"
TRY FOR BALANCE OF BOTH.
TRANSIT -- GET OUT OF CHARTER BUSES.
ENOUGH IN PRIVATE SECTOR - IF THERE IS A
NEED IT IS GOOD FOR PRIVATE SECTOR TO ERW.
GET THE EUROPEAN MINI BUSES TO RUN
BETWEEN RUSH HRS. CONSTANT SERVICE ON
KEY LINES = MORE PASSENGERS WILLING TO
USE
TRANSIT

Name: (Optional) NINA CAUSER

"We'd like to hear from you"



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1. WE NEED TO ADVERTISE & PROMOTE LOP
2. A COUPLE OF RUNS FOR PICK-UP FROM LOP TO DOWNTOWN WOULD HELP CAMPERS THAT ARE DRIVING VEHICLES THAT ARE TOO LARGE TO PARK DOWNTOWN. PICK-UP AT PARK 10: & 11: AM RETURN @ 6:00 PM & 9: PM.
3. ADDITION OF DAY SITES (TEMPORARY) DURING PEAK EVENTS. LIMESTONE DOG SHOW
4. LIMESTONE WEEKEND HAS WAITING LIST FOR YEARS

Name: (Optional) JIM THOMSON