



# Annual Work Plan

Name: Andy O’Leary      Job Title: Facilities Booking Coordinator

Department: Community Services

Division: Community Development and Marketing



## Projects

Rationale	SMART Goal (Description)	RACI	Resources	Risks/ Mitigation	Milestones
Project Name: Springfest 55+ Games			Status: Not Yet Commenced		
<div>✓ Strategic Priority: Service Excellence</div> <div><input type="checkbox"/> Master Plan</div> <div><input type="checkbox"/> Committee / Council Requested</div> <div><input type="checkbox"/> Legislated</div> <div><input type="checkbox"/> Capital Project</div> <div><input type="checkbox"/> Other:</div>	<div>Plan, organize and implement Springfest Games with a community committee.</div> <div>Maximize sponsorship revenue opportunities to provide the best possible user experience.</div> <div>Leverage sponsorship revenue to increase awareness and build upon the current participation.</div> <div>Stakeholder: Senior demographic</div>	<div><a href="#">Project Charter/RACI When To Use</a></div> <div>✓ N/A</div>	<div>People: P. McGrath Community of Senior Volunteers</div> <div>Approved Budget: Operating budget</div>		Completion Date: 2023-06-30

Rationale	SMART Goal (Description)	RACI	Resources	Risks/ Mitigation	Milestones
Project Name: Summer Day Camps			Status: Not Yet Commenced		
<div>✓ Strategic Priority: <b>Service Excellence</b></div> <div><input type="checkbox"/> Master Plan</div> <div><input type="checkbox"/> Committee / Council Requested</div> <div><input type="checkbox"/> Legislated</div> <div><input type="checkbox"/> Capital Project</div> <div><input type="checkbox"/> Other:</div>	<div>Investigate increasing the number of Summer Day Camps and programming options.</div> <div><b>Stakeholder:</b> Greater community</div>	<div><a href="#">Project Charter/RACI When To Use</a></div> <div>✓ N/A</div>	<div>People: P. McGrath</div> <div>Approved Budget: Operating</div>	<div>Day camps must generate revenue to be considered</div>	<div>Completion Date: 2023-03-31</div>

Rationale	SMART Goal (Description)	RACI	Resources	Risks/ Mitigation	Milestones
Project Name: Banner Policy (CS82)			Status: Not Yet Commenced		
<div>✓ Strategic Priority: <b>Service Excellence</b></div> <div><input type="checkbox"/> Master Plan</div> <div><input type="checkbox"/> Committee / Council Requested</div> <div><input type="checkbox"/> Legislated</div> <div><input type="checkbox"/> Capital Project</div> <div><input type="checkbox"/> Other</div>	<div>Revise banner policy to reflect the dimensions and locations of new banners being created</div> <div><b>Stakeholder:</b> City Staff Sports Groups</div>	<div><a href="#">Project Charter/RACI When To Use</a></div> <div>✓ N/A</div>	<div>People: P. McGrath P. Coulter Sports Groups</div> <div>Approved Budget: Operating budget</div>		<div>Completion Date: 2023-09-30</div>

Rationale	SMART Goal (Description)	RACI	Resources	Risks/ Mitigation	Milestones
Project Name: Volunteer of the Year, Senior of the Year, Youth Volunteer of the Year			Status: Not Yet Commenced		
<div>✓ Strategic Priority: <b>Service Excellence</b></div> <div><input type="checkbox"/> Master Plan</div> <div>✓ Committee / Council Requested</div> <div><input type="checkbox"/> Legislated</div> <div><input type="checkbox"/> Capital Project</div> <div><input type="checkbox"/> Other:</div>	<div>Send out nomination forms to schools, community groups, including use of social media.</div> <div>Update website with forms and criteria (introduce online nominations).</div> <div>Coordinate ceremony and prepare script for volunteer presentation at City Council.</div> <div><b>Stakeholder:</b> Greater Community</div>	<div><a href="#">Project Charter/RACI When To Use</a></div> <div>✓ N/A</div>	<div>People: P. McGrath L. Stewart Clerks Department</div> <div>Approved Budget: \$500</div>		<div>Committee Reports (Jan-Mar)</div> <div>Council Presentations (Apr &amp; Jun)</div> <div>Completion Date: 2023-06-30</div>

Rationale	SMART Goal (Description)	RACI	Resources	Risks/ Mitigation	Milestones
Project Name: Facility Information Package			Status: Monitoring Progress		
<div>✓ Strategic Priority: <b>Service Excellence</b></div> <div><input type="checkbox"/> Master Plan</div> <div><input type="checkbox"/> Committee / Council Requested</div> <div><input type="checkbox"/> Legislated</div> <div><input type="checkbox"/> Capital Project</div> <div><input type="checkbox"/> Other:</div>	<div>Develop current facilities/events package to promote City facilities, specifically for wedding special events and tournament. Include current photos and web.</div> <div>Create a package of providers and services, allowing for easier, one-stop shopping for facilities.</div> <div><b>Stakeholder:</b> Event organizers, greater community.</div>	<div><a href="#">Project Charter/RACI When To Use</a></div> <div>✓ N/A</div>	<div>People: P. McGrath L. Stewart L. Kazarian M. Crannie</div> <div>Approved Budget: Operating budget</div>		<div>Completion Date: 2023-10-31</div>

Rationale	SMART Goal (Description)	RACI	Resources	Risks/ Mitigation	Milestones
Project Name: Update Municipal Alcohol Policy (CS30)			Status: Under Review		
<div>✓ Strategic Priority: <b>Service Excellence</b></div> <div><input type="checkbox"/> Master Plan</div> <div><input type="checkbox"/> Committee / Council Requested</div> <div>✓ Legislated</div> <div><input type="checkbox"/> Capital Project</div> <div><input type="checkbox"/> Other:</div>	<div>Revise to reflect recent changes to Provincial Alcohol Regulations</div> <div><b>Stakeholder:</b> City Staff Event Organizers</div>	<div><a href="#">Project Charter/RACI When To Use</a></div> <div>✓ N/A</div>	<div>People: P. McGrath P. Coulter K. VanAlphen</div> <div>Approved Budget: Operating budget</div>		<div>Completion Date: 2023-12-31</div>

Rationale	SMART Goal (Description)	RACI	Resources	Risks/ Mitigation	Milestones
Project Name: Fees Review			Status: Not Yet Commenced		
<div>✓ Strategic Priority: <b>Service Excellence</b></div> <div><input type="checkbox"/> Master Plan</div> <div><input type="checkbox"/> Committee / Council Requested</div> <div><input type="checkbox"/> Legislated</div> <div><input type="checkbox"/> Capital Project</div> <div><input type="checkbox"/> Other:</div>	Annual review of Fees relating to events and Parks and Facilities rentals  <b>Stakeholder:</b> Greater Community	<a href="#">Project Charter/RACI When To Use</a>  ✓ N/A	People: P. McGrath P. Coulter K. VanAlphen  Approved Budget: N/A		Completion Date: 2023-08-31

Rationale	SMART Goal (Description)	RACI	Resources	Risks/ Mitigation	Milestones
Project Name: <b>Generate New Advertising/Sponsorship Revenue</b>			Status: <b>Not Yet Commenced</b>		
<div>✓ Strategic Priority: <b>Service Excellence</b></div> <div><input type="checkbox"/> Master Plan</div> <div><input type="checkbox"/> Committee / Council Requested</div> <div><input type="checkbox"/> Legislated</div> <div><input type="checkbox"/> Capital Project</div> <div><input type="checkbox"/> Other:</div>	<div>Explore options to generate new revenue through advertising sponsorship at City owned buildings (Duncan McLellan Park).</div> <div>Generate new revenue to offset current operating costs of City run programs.</div> <div><b>Stakeholder:</b> Greater Community</div>	<div><a href="#">Project Charter/RACI When To Use</a></div> <div>✓ N/A</div>	<div>People: P. McGrath</div> <div>Approved Budget: N/A</div>		<div>Completion Date: 2023-12-31</div>



# Core Service Tasks

Task Name	Description	Resources	Barriers/ Mitigation Tactics	Key Result
Website	<p>Utilize City website to promote the City of Owen Sound as a destination for tournament and special events.</p> <p>Update facility descriptions to include facility improvements and update photos.</p> <p><b>Stakeholder:</b> Greater Community</p>	<p>People: L. Stewart I.T. Department</p> <p>Approved Budget: Operating Budget</p>		Community members have clear information about which facilities are available and what the costs are for rentals.
Facility Booking (Direct Bookings)	<p>Coordinate floor times for Minor Lacrosse, Junior, Senior and Major Lacrosse teams.</p> <p>Coordinate bookings for all ball diamond use, including tournaments, games and practices.</p> <p>Coordinate events that utilize City of Owen Sound green spaces.</p> <p>Coordinate Hall bookings where large events and multiple bookings occur.</p> <p><b>Stakeholder:</b> Greater Community</p>	<p>People: P. McGrath</p> <p>Approved Budget: Operating Budget</p>	The software that the city uses for facility booking does not align with how the Fees and Charges By-Law charges for some bookings	As this is a source of revenue for the City, it is important to have the facilities booked as often as possible.

<b>Facility Bookings (Farmer's Market Bookings)</b>	<p>Coordinate rentals with user groups and liaise between groups and Market Manager.</p> <p><b>Stakeholder:</b> Greater Community</p>	<p>People: Market Manager</p> <p>Approved Budget: Operating Budget</p>	Click or tap here to enter text.	As this is a source of revenue for the City, it is important to have the facility booked as often as possible.
<b>Special Events/Tournaments</b>	<p>Work with community special event organizer to use of City facilities &amp; coordinate logistics with Facilities and Parks.</p> <p>Prepare Staff reports and agreements for special events held at city-owned facilities for Council's approval.</p> <p>Monitor compliance i.e. insurance, payment, forms, site visits and pre/post event reviews.</p> <p>Input all special events into PerfectMind.</p> <p><b>Stakeholder:</b> Greater Community</p>	<p>People: P. McGrath Facilities Staff Parks Staff Operations Dept. Police Fire &amp; Emergency Services Grey-Bruce Health Unit AGCO</p> <p>Approved Budget: Operating budget</p>	Click or tap here to enter text.	Working with staff to ensure that facilities are booked for special events.
<b>Relationship Enhancements</b>	<p>Enhance relationships with user groups and organizations to increase rentals at City facilities.</p> <p>To accommodate and encourage regular users to utilize more weekend/non-prime timeslots to free up prime rentals.</p>	<p>People: P. McGrath</p> <p>Approved Budget: N/A</p>	Click or tap here to enter text.	Good relationships help identify timely issues and opportunities in regard to maximizing facility bookings

	<p>Liaise with new users to utilize available ice and increase rental revenue.</p> <p><b>Stakeholder:</b> Greater Community</p>			
<b>Non-Resident Information</b>	<p>Collect and compile data from each Minor Sport groups regarding non-resident information.</p> <p><b>Stakeholder:</b> Non-residents</p>	<p>People: L. Stewart P. McGrath</p> <p>Approved Budget: Operating Budget</p>		To be completed in August 2023
<b>Facility Booking (Ice Allocation)</b>	<p>Coordinate ice times for Minor Sport Groups, seasonal organizations, schools and occasional users as per the City of Owen Sound's Ice Allocation Policy.</p> <p>Coordinate bookings for all Owen Sound Attack practices, games and special events, liaising with other user groups where necessary.</p> <p><b>Stakeholder:</b> Facility users</p>	<p>People: P. McGrath</p> <p>Approved Budget: Operating Budget</p>		<p>Spring: February Summer: March Fall/Winter: March.</p>
<b>Insurance</b>	<p>Communicate City's requirements regarding insurance to special event organizers.</p>	<p>People: P. McGrath</p> <p>Approved Budget: Operating budget</p>	Click or tap here to enter text.	Ongoing

	<p>Provide ice users with insurance in accordance with City's insurance provider, keep track of who has purchased through the City, ensure signed rental agreement is returned and filed and submit payment to City's insurance provider.</p> <p><b>Stakeholder:</b> Facility users</p>			
<b>Online Registration/Forms Options</b>	<p>Continue to explore online registration options for programming. This includes forms, templates, Perfectmind, etc.</p> <p><b>Stakeholder:</b> Greater Community</p>	<p>People: I.T. Department P. McGrath L. Stewart</p> <p>Approved Budget: N/A</p>	Click or tap here to enter text.	December 2023
<b>Minor Sports Registration</b>	<p>Coordinate Spring/Summer &amp; Fall/Winter registrations with Minor Sport Groups and other program providers.</p> <p>Encourage and enable other user groups to participate in City program offerings.</p> <p>Prepare marketing for registrations (website, posters, social media campaign, media releases, radio and communication with schools)</p>	<p>People: P. McGrath L. Stewart Service Owen Sound I.T. Staff Communications</p> <p>Approved Budget: \$2000</p>	Click or tap here to enter text.	<p>Spring/Summer – Feb-Mar</p> <p>Fall/Winter – Aug-Sep</p>

	<b>Stakeholder:</b> Minor Sport Groups Program Organizers			
<b>Facility Booking (Website and Software)</b>	<p>Work with IT to increase capabilities of PerfectMind software.</p> <p>Annual updates – forms, fees, facility hours.</p> <p>Continue to enhance integration with website and PerfectMind including online booking, forms, program registration, payments and services.</p> <p>Explore notification capabilities – reminders for programs, communication of updates, available ice rentals (increased revenue)</p> <b>Stakeholder:</b> Facility Users	<p>People: IT P. McGrath</p> <p>Approved Budget: Operating Budget</p>	Click or tap here to enter text.	Ongoing enhancements
<b>Fees &amp; Charges</b>	<p>Review and update fees &amp; charges as required relating to facility rental rates.</p> <p>Continue to stay 2-3 years ahead to ensure maximum revenue</p> <b>Stakeholder:</b> Greater Community	<p>People: P. McGrath Clerks Department</p> <p>Approved Budget: Fees and Charges By-law</p>	Click or tap here to enter text.	Click or tap here to enter text.

<b>Reports and agreements to Committee and Council</b>	<p>Prepare reports, agreements and recommendations for Committees and City Council on various issues pertaining to facility bookings including agreements, events with alcohol and special events.</p> <p><b>Stakeholder:</b> City Staff</p>	<p>People: P. McGrath P. Coulter</p> <p>Approved Budget: N/A</p>	Click or tap here to enter text.	Ongoing
<b>Summer Programs</b>	<p>Provide summer specialty camps (Hockey Skills &amp; Power Skating, Swim Lessons/public swimming and soccer camp)</p> <p><b>Stakeholder:</b> Greater community</p>	<p>People: P. McGrath L. Stewart Consultation with YMCA and program providers (instructors)</p> <p>Approved Budget: Operating Budget</p>	Click or tap here to enter text.	<p>Registration (Mar-Apr)</p> <p>Programs (June-Aug)</p>
<b>Public Skating Programs</b>	<p>Obtain sponsors for City Skating Programs.</p> <p>Send sponsors confirmation of their sponsorship, invoice for payment.</p> <p>Book dates for various skating programs.</p> <p>Advertise skating times – website, posters, TV ads and social media.</p> <p>Hire and train skate patrol staff.</p>	<p>People: L. Stewart P. McGrath Human Resources Staff</p> <p>Approved Budget: Operating Budget</p>	Click or tap here to enter text.	Obtain sponsors before the beginning of skating season

	<b>Stakeholder:</b> Greater community			
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