

CITY OF OWEN SOUND AND
OWEN SOUND MINOR SOCCER
ASSOCIATION



PRELIMINARY FEASIBILITY STUDY FOR AN ARTIFICIAL TURF FIELD



FINAL DRAFT - MARCH 1, 2022





TABLE OF CONTENTS

EXECUTIVE SUMMARY	1
INTRODUCTION	3
PROJECT BACKGROUND	4
PLANNING CONTEXT AND MARKET DEMAND	5
A REGIONAL DEMOGRAPHIC PROFILE	6
EXISTING REGIONAL SUPPLY OF ARTIFICIAL TURF FIELDS	10
SERVICE LEVEL ANALYSIS	13
STAKEHOLDER ENGAGEMENT	14
STAKEHOLDER INSIGHTS	15
KEY THEMES AND FINDINGS FROM THE QUESTIONNAIRE	16
TRENDS AND LEADING PRACTICES	18
SITE EVALUATION	22
THE PREFERRED SITE	26
PREFERRED SITE PROGRAM & AMENITIES	27
SUGGESTED SEASONAL DOME SIZE	28
FIELD PLACEMENT OPTIONS	29
PREFERRED SITE CONCEPT	32
SITE CONSIDERATIONS FOR FURTHER INVESTIGATION	34
PRELIMINARY CAPITAL AND OPERATING COST ESTIMATES	35
PROJECTED UTILIZATION	37
OUTDOOR FIELD OPERATING BUDGET SCENARIOS	39
INDOOR FIELD OPERATING BUDGET SCENARIOS	42
ESTIMATED CAPITAL DEVELOPMENT COSTS	44
CONCLUSIONS & NEXT STEPS	46
CONCLUSIONS	47
RECOMMENDED NEXT STEPS	48
APPENDICES	49
APPENDIX A: DEMOGRAPHICS AND PRIZM SEGMENTATION BACKGROUND	50
APPENDIX B: STAKEHOLDER QUESTIONNAIRE SUMMARY	57
APPENDIX C: POTENTIAL USER GROUP ENGAGEMENT OVERVIEW	64



EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

This study was undertaken to inform understanding about the financial sustainability of a future artificial field development project in Owen Sound. Based on input gathered through consultation with potential project partners, feedback from potential sport field users, and demographic and best practices analysis, this report offers a business case developed from the following study conclusions:

- There is evidence of sufficient demand for both an outdoor and seasonal indoor artificial turf field to serve a catchment population within 30 minutes from Owen Sound.
- Victoria Park is an ideal location for an outdoor and seasonal indoor artificial turf field so long as it can be situated over the existing natural turf football field.
- The financial sustainability of the project is significantly enhanced if the City partners with a school board that can utilize weekday, daytime hours and assist with capital development and operating costs.
- Assuming a partnership with a school board is possible, all outdoor and indoor field operating budget scenarios are net positive.
- The rounded, estimated capital cost of indicated capital items required for a full-size soccer and a full-size soccer/football field is \$1,195,000 and \$1,520,000 respectively.
- The incremental, estimated cost of providing a 1/3 field air supported seasonal dome over either of the outdoor fields is \$1,067,000. The 1/3 field seasonal dome is sized for anticipated utilization.

Project partners with material interest in the further development of this project are encouraged to collaborate under a Memorandum of Understanding (MOU) and to pursue recommended next steps outlined in this report.





INTRODUCTION

INCLUDED IN THIS SECTION:

- Project background

PROJECT BACKGROUND

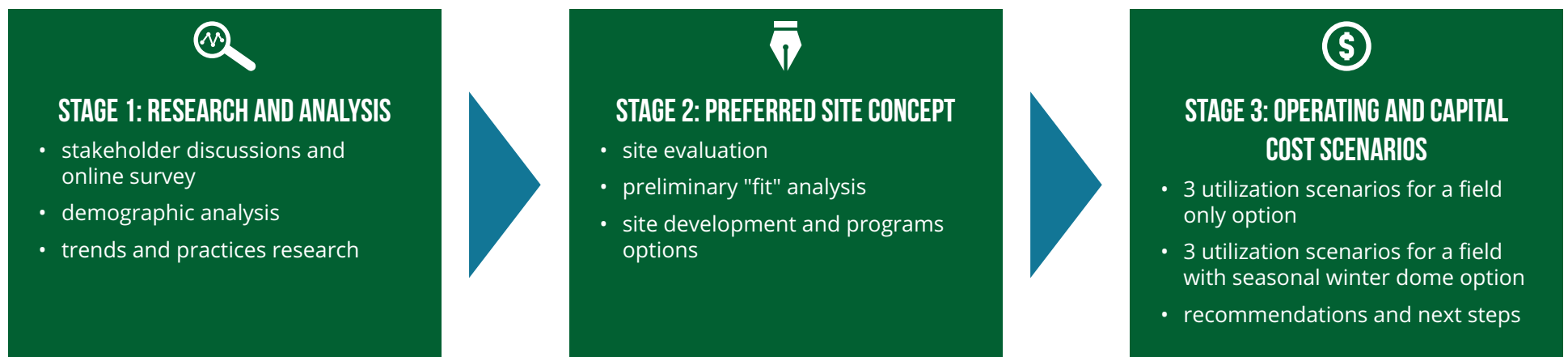
The City of Owen Sound and the Owen Sound Minor Soccer Association jointly commissioned this study to further understand the opportunities and business fundamentals of developing and operating an artificial turf field and a potential seasonal dome in Owen Sound. **The study advances a key recommendation of the City's recent Parks and Recreation Master Plan and is intended to inform future decision making and next steps amongst stakeholders and City Council.** The study was undertaken by RC Strategies.

The study process involved stakeholder engagement, analysis of local and regional market conditions and an assessment the Victoria Park and Kiwanis Soccer Complex sites. A preferred site is selected, and a preliminary site concept plan are provided for both a field only and a field with winter season dome options. Order of magnitude capital and operating cost scenarios were developed for each option based on different utilization rates. Future steps for consideration are identified.

Acceptance of this report does not signal approval to proceed with the project. Further project development efforts are necessary – the outcomes of which will provide a complete project and financial plan for future decision making. The service level decision to invest in providing an artificial turf field and seasonal dome in Owen Sound ultimately provides benefits to many local field sport organizations, including:

- **Play Extension:** users can begin their season on an outdoor artificial turf field earlier in the Spring and play longer into the Fall compared to playing season on natural turf.
- **Winter Programs:** Users can practice, train or participate in recreational sport activities or programs under a heated, seasonal dome during the winter.
- **Maintain Competitiveness:** Owen Sound organizations that utilize the artificial turf field for longer training periods will maintain their competitiveness with teams in other municipalities that train on artificial turf fields.

The study process is illustrated in the flow diagram.





PLANNING CONTEXT AND MARKET DEMAND

INCLUDED IN THIS SECTION:

- Key local and regional population and demographics attributes
- Existing supply of artificial turf fields
- Service level analysis

A REGIONAL DEMOGRAPHIC PROFILE

Demographic characteristics offer useful insights for understanding potential demand. Table 1 on the following page characterizes the demographic profile of the catchment areas within 10, 20 and 30 minutes of Owen Sound shown in Map 1 following.

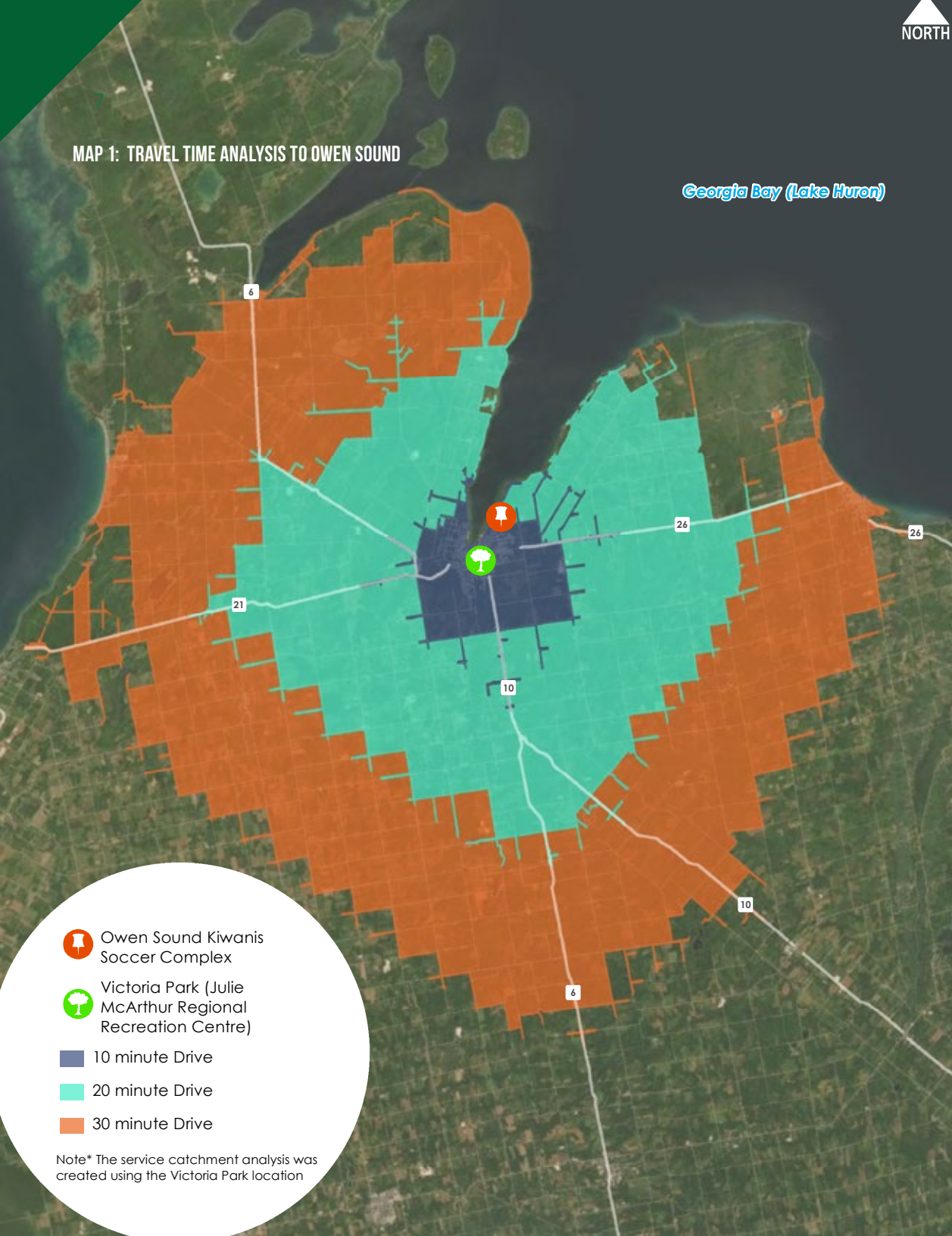
Thirty minutes is typically regarded as the maximum duration a participant would routinely travel to participate in a recreation or sport program. The City of Owen Sound's recreation facilities have accommodated non-resident players from within the 30-minute catchment area while no existing publicly accessible artificial turf fields or seasonal winter domes are within it. Potential facility user groups that responded to the stakeholder survey conducted for this study indicated a maximum travel duration tolerance of 30 minutes.






QUICK READ: HIGHLIGHTS OF THIS SECTION

- The field facilities being considered would serve a population within 30-minutes of Owen Sound – about 62,000 total population in 2020.
- Projected population growth within the catchment region (30 minutes) will generate future demand for the facilities.
- The nearest comparable facilities are 1 hour and 30 minutes from Owen Sound.
- This study establishes a population-based service level of 1 artificial turf field for every 65,000 population (1:65,000).
- The financial sustainability of a seasonal dome is enhanced by commitments from users to consume both daytime and evening/weekend available hours.

MAP 1: TRAVEL TIME ANALYSIS TO OWEN SOUND

Georgja Bay (Lake Huron)



-  Owen Sound Kiwanis Soccer Complex
-  Victoria Park (Julie McArthur Regional Recreation Centre)
-  10 minute Drive
-  20 minute Drive
-  30 minute Drive

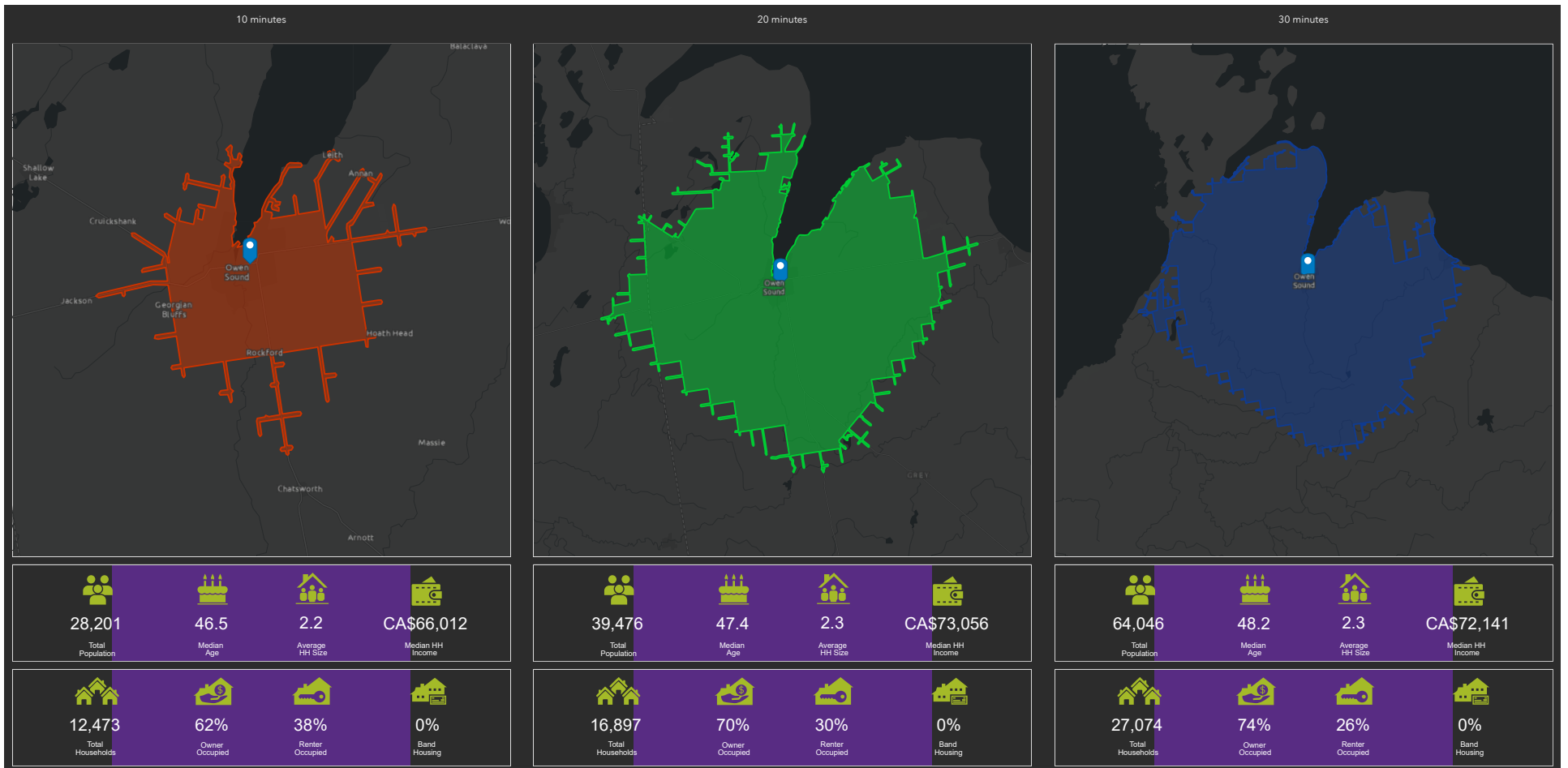
Note* The service catchment analysis was created using the Victoria Park location



TABLE 1: POPULATION AND DEMOGRAPHIC ATTRIBUTES

Population and Demographics Attribute / Characteristics	Potential Impact on Artificial Turf Demand
The population within 30 minutes' drive time grew slightly between 2015 and 2020 (from 59,219 to 62,140) and increased slightly in Owen Sound during the same period (from 21,869 to 21,933).	<ul style="list-style-type: none"> The broader region provides significantly more population to utilize an artificial turf field compared to Owen Sound on its' own. This is particularly crucial for consideration of a seasonal winter dome.
The total regional population aged 0-19 years in 2020 that is within a 30-minute drive is 12,509 persons. The cohort represents 20% of total 2020 population compared to 21.6% for Ontario.	<ul style="list-style-type: none"> The population of youth within the regional area is likely to drive up participation-based demand for use of an artificial field and seasonal winter dome. The market segment represents the total population that are age-eligible to participate in community sports.
About 22% of the total regional market population is aged 20-29 (13,242) compared to 27% of Ontario's population.	<ul style="list-style-type: none"> Adult users represent a significant market; there are proportionately fewer adults in the regional market area compared to what would be expected in communities that track to Ontario as a whole or have larger populations of adults compared to Ontario.
The average age of the population in the regional market area is 45.2 years compared to 41.5 years for Ontario.	<ul style="list-style-type: none"> There may be population-based demand for 'masters' level recreational and competitive field sport programs and services.
The 2020 household average income is 13% higher for the entire regional market population - \$88,419 compared to Owen Sound - \$77,089. The household average income for Ontario during the same period was \$111,866.	<ul style="list-style-type: none"> The regional market has slightly higher household financial capacity to adsorb fees that would be expected of non-residents.
Population growth is anticipated for Owen Sound and Grey County, with forecasted population increases of 2,400 and 23,800 population respectively by the year 2046.	<ul style="list-style-type: none"> Population growth will contribute to increased demand for sport and recreation facilities over time.

Demographic characteristics of the population in each of the three, 10-minute catchment zones share similarities and differences. The median age in all three zones is slightly older than Ontario as whole. Median household income increases in the outer catchment zones compared to the inner zone. Prizm segmentation analysis indicates a different mix of top three segments for each of the catchment zones, though the middle and outer catchment zones share the same dominant profile compared to the inner zone. Detailed demographic charts and information about the Prizm segmentation profiles are provided in **Appendix A**.

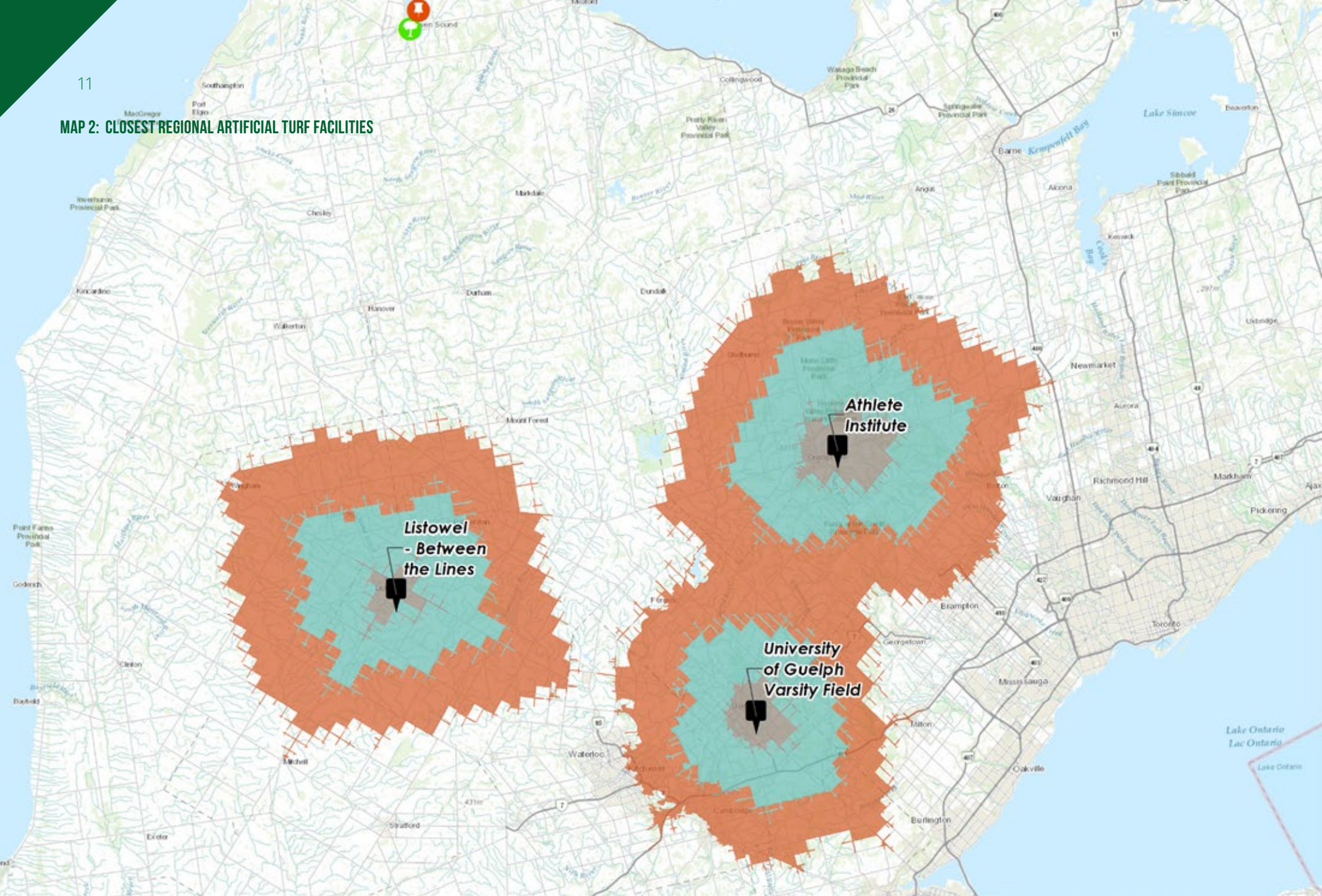


EXISTING REGIONAL SUPPLY OF ARTIFICIAL TURF FIELDS

Table 2 provides a sample of artificial turf facilities within 2 hours of Owen Sound. The nearest routinely publicly available indoor artificial turf fields south of Owen Sound are in Listowel (field house) and Mono Township (indoor/outdoor). Both Listowel and Mono Townships are approximately 1 hour and 30 minutes from Owen Sound. The nearest outdoor-only artificial fields are at the University of Guelph and in Stratford. Map 2 illustrates that there is minimal overlap between each of the nearest artificial turf fields from Owen Sound.



MAP 2: CLOSEST REGIONAL ARTIFICIAL TURF FACILITIES



-  Kiwanis Soccer Complex
-  Victoria Park
-  Regional Facility
-  10 Minute Drive
-  20 Minute Drive
-  30 Minute Drive

Scale:
1:800,000



TABLE 2

Existing Artificial Turf Fields				
Artificial Turf Field Site	Number of Artificial Turf Fields on the Site	Location	Notable Characteristics and Attributes	Distance from Owen Sound
Outdoor Only				
Pretty River Academy (Private School)	2/3 size field	Collingwood	This field is not generally available for public rental. Not lit.	55 minutes (67 km)
University of Guelph Varsity Field	1 Full Size Field	Guelph	Outdoor field, lit, spectator seating; available for public rental	1 hour 55 minutes (140 km)
Stratford Festival Hydro Community Park	1 Full Size	Stratford	Public field, lit	2 Hours (150 km)
Stratford Academy – Hutchison Soccer Complex (Private School)	1 Full Size	Stratford	This field is not generally available for public rental. Lighting is planned.	2 hours (150 km)
Mapleview Secondary School	1 Full Size	Barrie	New artificial field developed at a new public high school in Barrie	1 hour 50 minutes (118 km)
West Orillia Sports Complex	1 Full Size	Orillia	Lit and publicly available	2 hours (140 km)
Indoor and Outdoor				
Athlete Institute	1 indoor field	Mono	An insulated sports dome is 24,000 square feet of year-round playing. Available for public rental.	1 hours 30 minutes (114km)
City of Guelph Sports Dome	1 indoor field	Guelph	Seasonal Dome available for public and user group rental by the hour or on a seasonal contract	1 hour 55 minutes (140 km)
University of Guelph Gryphon Field House	1 Full Size / 3 Minis	Guelph	Permanent indoor field sport facility	1 hour 55 minutes (140 km)
Permanent Field House				
Listowel -Between the Lines	9,250 sq.ft. Turf Field	Listowel	This facility is privately owned and operated.	1 hour 30 minutes (105 km)
New Tecumseth Recreation Centre	1 indoor field	Alliston	The 130,000 square foot year-round facility, includes indoor turf among other amenities for the public	1 hours 30 minutes (114km)
Pinnacle Fieldhouse Training Complex	Indoor field house	Stratford	Multi-sport field options and configurations provided	2 hours (150 km)

SERVICE LEVEL ANALYSIS

A population-based service level is often established to rationalize the provision of a particular asset against anticipated population-based demand for the asset and the existing supply in the planning area. It is often expressed as a ratio of 1 per 1,000 population.

Many GTHA communities with populations over 100,000 offer an artificial turf field or a mix of fields provided by the municipality, secondary and post-secondary institutions, and privately held firms. While most of the existing outdoor artificial turf fields are provided by municipalities around the GTHA, outdoor/indoor fields and permanent field houses are often developed and operated through various types of public and private partnerships.

There is no widely accepted service level for an outdoor artificial turf field. Service levels for municipally provided fields range from 1:80,000 (Mississauga) to 1:120,000 (Ottawa). Many municipalities with populations well under 100,000 have more recently planned for or provided outdoor artificial turf fields in response to local demand (as noted in the table above). An appropriate service level for planning purposes in an Owen Sound regional context is 1:65,000 population, based on the following considerations:

- The total population (2020) within 30 minutes of Owen Sound is about 62,000 persons.
- The nearest artificial turf facilities service a similar total catchment population (Listowel serves total population of 56,000 within 30 minutes and Mono serves a total population of 80,000 within 20 minutes).
- Potential regional facility users are likely to use existing services and facilities provided in Owen Sound, the primary regional service center for the area.

The suggested service level of 1:65,000 draws from a regional population to sustain a minimum level of utilization during the critical demand seasons during the spring and fall. Owen Sound's population, on its own, is not sufficient to generate a reasonable level of utilization for an artificial turf field.

While a service level of 1:65,000 represents a minimum population necessary for an artificial turf facility, the case for providing an indoor turf facility (and the appropriate size of it) is strongly influenced by local /regional demand (a strong field sport user community), one-time opportunities (development of a new school or recreation facility that may be offset by one-time funding or grants), or a unique form of partnership (joint use by a school and community/region). A financially sustainable business case is the most critical planning consideration for a facility of this nature.



STAKEHOLDER ENGAGEMENT

INCLUDED IN THIS SECTION:

- Key findings from the Stakeholder Questionnaire

QUICK READ: HIGHLIGHTS OF THIS SECTION

- There is strong interest from local and regional field sport organization for a indoor winter facility.
- Local and regional field sport organizations would travel 20-30 minutes to access facilities being considered.
- Hourly rental fees of between \$50 and \$100 per hour were viewed as reasonable.
- Local and regional field sport organizations will continue to use available natural turf fields when the play conditions are appropriate.

STAKEHOLDER INSIGHTS

Existing field user groups – both Owen Sound and Grey Bruce based – were invited to respond to a stakeholder survey that was distributed to collect insights from potential users of an artificial turf field and a seasonal dome. Interviews were convened with both the Bruce-Grey Catholic District School Board and the Bluewater District School Board to explore respective interests in the facilities being considered. Members of the Owen Sound Minor Soccer Association's Executive attended a number of formal and information-gathering meetings.

Findings from the questionnaire are provided below, and a detailed analysis of the results is provided in Appendix B.



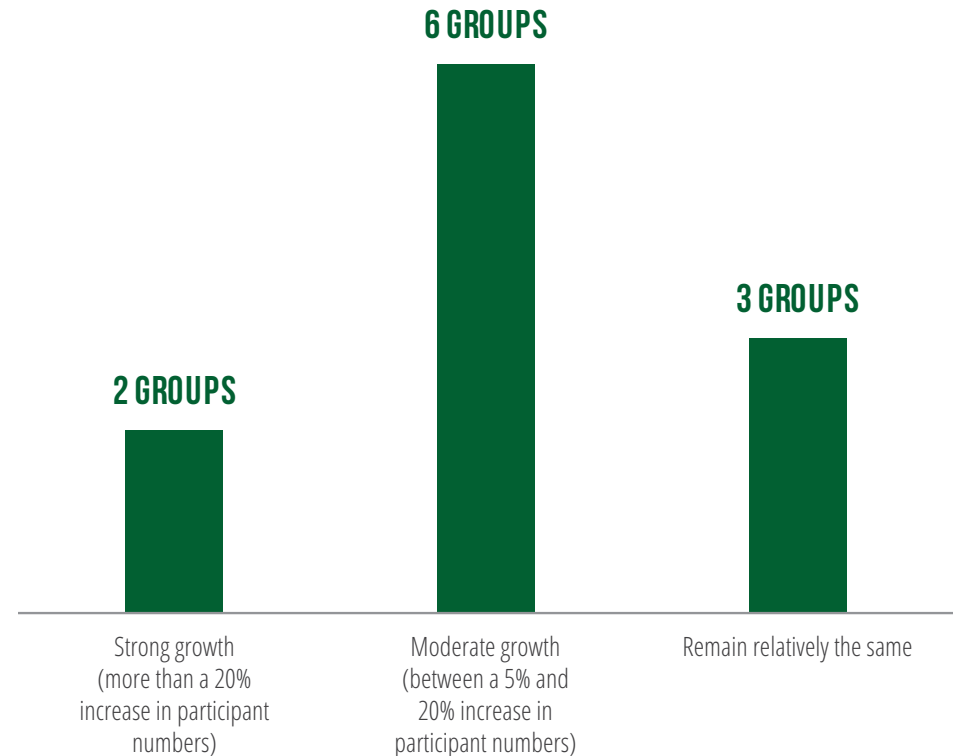
KEY THEMES AND FINDINGS FROM THE QUESTIONNAIRE

PARTICIPATION & SPORT FIELD USAGE

Fifteen organizations responded to the questionnaire. Not all groups responded to all questions.

- 76% of participation reported by groups was for children and youth under the age of 18.
- 8 groups (73%) expect some level of growth in participation and/or membership in the next 5 years.
- 70% of the field use was reported to occur in the summer months (May to August), 14% of use was reported in the fall (September to November), 9% in the winter months (December to March) and 7% in the spring (March to April).
- 75% of groups utilize indoor space in the shoulder and/ or winter season. 10 groups indicating that they use gymnasiums in schools or churches.
- 8 groups indicated that they would use an outdoor artificial turf if it was developed, 3 groups were unsure and 1 group indicated that they would not. In the winter months 8 groups indicated that they would use an artificial turf if it was covered, 2 groups indicated that they would not, and 2 group indicate that they are unsure if they would use an artificial covered turf.

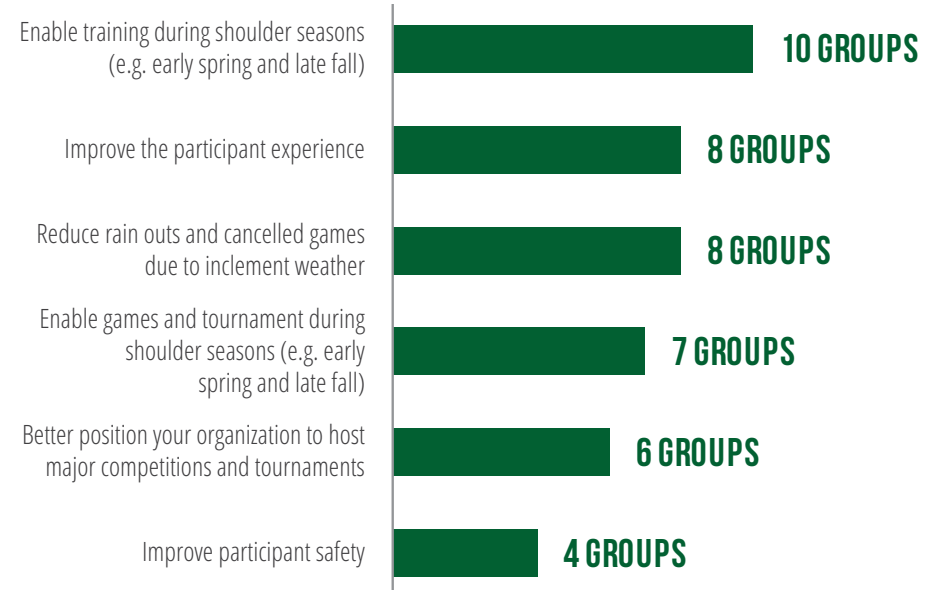
PARTICIPANT GROWTH EXPECTATIONS OVER THE NEXT 5 YEARS



VALUE OF AND FIELD REQUIREMENTS OF AN ARTIFICIAL TURF

- Groups believe that an outdoor artificial turf field would enable training during shoulder seasons and improve participant experience. Most groups agree that it would reduce rainouts and cancellations due to inclement weather.
- Most groups would be willing to pay between **\$50 and \$100 per hour for practice usage** during primetime periods and for game and tournament usage of an artificial turf field. Some groups would be willing to pay more for game and tournament usage.
- Most groups are willing to travel between 20 – 30 minutes both in the winter and during the spring, summer, and fall months.
- Groups believe that lighting is the most important amenity at an artificial turf field, with most groups indicating that it was either a very important or important amenity to consider when developing the potential field.
- Having washrooms at a potential artificial turf was also indicated by most groups as being somewhat important or very important.

HOW WOULD AN OUTDOOR ARTIFICIAL FIELD IN OWEN SOUND BENEFIT YOUR ORGANIZATION?





TRENDS AND LEADING PRACTICES

INCLUDED IN THIS SECTION:

- Notable artificial turf trends and leading practices considerations.

QUICK READ: HIGHLIGHTS OF THIS SECTION

- Artificial turf is safe for players.
- Seasonal, air supported domes can be sized to cover only the required field area for which there is sufficient demand.
- A reserve should be established and regularly funded to replace the artificial turf at a planned lifecycle (10-12 years).

Summarized in this section are notable trends and leading practices that are impacting artificial turf development and operations across Canada.

- **Diversity of artificial turf product options.** Whereas 10-15 years ago only a handful of vendors and products existed, procurers of artificial turf have numerous turf typology, infill, and underlay products that each have their associated attributes.
- **Retrofitting natural surface fields to leverage existing amenities and increase utilization.** Most artificial turf field projects are retrofits of existing natural surface fields as opposed to completely new field developments. These projects are often rationalized based on the opportunity to utilize pre-existing amenity infrastructure (e.g., spectator seating, parking, adjacencies to indoor recreation infrastructure), lower operational expenditures, and expanded shoulder season capacity.
- **Provide only the indoor space that will be fully utilized.** Adding air support structures (seasonal domes) over artificial turf fields in response to demand for year-round facilities. Option, based on indoor field demand to install a structure that covers 1/3, 1/2 or a full-size turf field.
- **Maximizing community benefits and access to artificial turf fields.** Traditionally, artificial turf fields have been viewed as sites of elite level sport in a community with restricted (or no) access for spontaneous or recreational uses. This mindset is slowly evolving, and many communities are increasingly looking to ensure that artificial turf fields provide a broader public benefit. While the higher operational cost and maintenance realities of providing artificial turf fields can be a barrier to facilitating broader types of use, dedicated “drop-in” times (like a gymnasium), 1/3 and 1/2 field rental opportunities, and daytime (non-prime) use of artificial fields for fitness and youth programming are ways that many communities are expand the benefits of an artificial turf field.

- **Lifecycle Reserve Budgeting.** Artificial turf fields typically have a lifespan ranging from 10-12 years - influenced by several factors including levels of use, climate (e.g., amount of sun and precipitation), site factors, and maintenance practices. Lifecycle budgeting is a critical aspect of sustainability and can help ensure funding is in place to replace artificial turf surfacing prior to significant safety issues or deterioration of the playing surface).
- **Capacity of Natural vs Artificial Turf Surfaces.** A common rationale for retrofitting a natural turf surface to artificial turf is the ability to provide increased capacity. While there is a sufficient provision level of natural turf fields in Owen Sound and the broader regional market area, providing artificial turf would unquestionably provide increased capacity during “shoulder” seasons (early spring and late fall) and reduce the scheduling disruptions due to inclement weather, required rest and maintenance. The inclusion of lighting would also further expand this capacity opportunity.
- **Economic Benefits.** The degree to which providing an artificial turf venue can drive economic value is challenging to accurately quantify given the variability of activities and users. However, there is some logical rationale to believe that developing an artificial turf field could positively position Owen Sound to attract incremental non-local visitors to the community.
- **Tournaments and games during shoulder seasons.** The degree to which artificial turf is advantageous in attracting incremental major soccer events and major competitions is less clear than with football for a couple reasons. Most significant regional, provincial, and national events tend to prefer (and in some instances dictate) having access to multi-field sites. While attitudes towards artificial turf and clear FIFA artificial turf guidelines have positively shifted attitudes towards artificial turf as a playing surface, a preference for high quality natural surface fields also still exists among some in the soccer community. However, it is likely that providing artificial turf will result in some incremental game and tournament hosting opportunities during shoulder seasons in the spring and fall when weather is most likely to be a factor.
- **Concerts, festivals, and other community events.** Artificial turf fields can provide a well-suited event hosting venue for concerts, festivals, and other gatherings given the durability and consistency of the turf surface.

- **Safety Considerations.** Numerous studies have been undertaken over the past decade to try and better understand the injury and player safety impacts of artificial turf vs natural surface fields. Summarized below is a sampling of key findings from several notable studies that reflect the differing and often contradictory evidence that exists with regards to the potential safety impacts of different field surface types.
 - » A study that tracked injury incidences in Major League Soccer from 2013-2016 found no discernible difference between natural and artificial turf surfaces.¹
 - » A compressive study of NCAA athlete injuries from 2004 looked at 3,009,205 NCAA athlete exposures and 2,460 knee injury occurrences to identify turf related attributes. The study found no difference in the mechanisms of knee injuries on natural grass and artificial turf.²
 - » In 2015 the City of Toronto in partnership with Toronto Public Health conducted a *Health Impact Assessment of the Use of Artificial Turf*.³ Notable conclusions from the study included:
 - Available evidence indicates that under ordinary circumstances, adverse health effects among adults and children are unlikely to occur because of exposure to artificial turf infilled with crumb rubber in both outdoor and indoor settings
 - Adverse health effects among adults and children are unlikely to occur because of exposure to artificial turf infilled with crumb rubber in both outdoor and indoor settings
 - Research used by the study suggests that artificial turf increases the risk of ankle injuries, with mixed evidence regarding knee injuries and muscle strains.
 - The study noted that there is insufficient evidence to clearly state that there is any difference between natural and artificial turf surfaces with regards to the prevalence of contact injuries such as concussions and fractures.
 - » In contrast to the above noted study in Toronto, a recent (2020) study published in the *British Association of Sport & Exercise Medicine Journal* did find an overall lower concussion and head injury rate occurring on artificial turf field surfaces for competitive contact sports. However, the study did note that further research was needed to investigate causality and the specific factors related to surface type that led to head injuries.⁴

1 Calloway, S. P., Hardin, D. M., Crawford, M. D., Hardin, J. M., Lemak, L. J., Giza, E., Baldwin, W. W. (2019). Injury surveillance in major league soccer: A 4-year comparison of injury on natural grass versus artificial turf field. *The American Journal of Sports Medicine*. doi:10.1177/0363546519860522

2 Loughran, G. J., Vulpis, C. T., Murphy, J. P., Weiner, D. A., Svoboda, S. J., Hinton, R. Y., & Milzman, D. P. (2019). Incidence of knee injuries on artificial turf versus natural grass in national collegiate athletic association american football: 2004-2005 through 2013-2014 seasons. *The American Journal of Sports Medicine*, 47(6), 1294-1301. doi:10.1177/0363546519833925

3 https://www.toronto.ca/wp-content/uploads/2017/11/9180-HIA_on_Artificial_Turf_Summary_Report_Final_2015-04-01.pdf

4 O' Leary, F., Acampora, N., Hand, F., & O' Donovan, J. (2020). Association of artificial turf and concussion in competitive contact sports: A systematic review and meta-analysis. *BMJ Open Sport & Exercise Medicine*, 6(1), e000695. doi:10.1136/bmjsem-2019-000695



SITE EVALUATION

INCLUDED IN THIS SECTION:

- Technical analysis of identified sites.

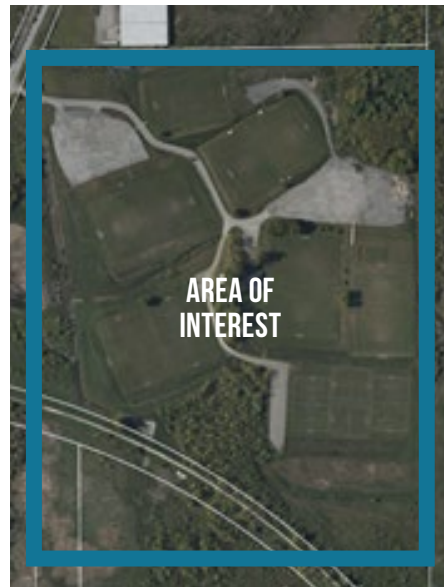
QUICK READ: HIGHLIGHTS OF THIS SECTION

- Victoria Park is the preferred location to provide an artificial turf field with seasonable winter dome.

VICTORIA PARK



KIWANIS SOCCER COMPLEX



Victoria Park and the Kiwanis Soccer Complex sites shown in the photos opposite were considered primary candidate sites for development of an artificial turf field and potential development of infrastructure for a seasonal dome. No other municipally owned sites are suitable for provision of these facilities.

An optimal site for an artificial turf field with potential for a seasonal dome at each site should offer the following:

- Existing natural gas and hydro are available and required service corridors are kept as minimal as possible to reduce capital cost.
- The location is acceptable for field lighting.
- Proximity to existing site amenities such as parking and permanent amenities is leveraged to the extent possible.

A comparative analysis of each site, using available information provided by the City of Owen Sound or that is publicly available, is provided in Table 3. Assessment considerations have regarded interests such as planning context, availability of existing infrastructure and services, complementary adjacencies, and business case considerations.

Geotechnical analysis was not undertaken for this assignment. A future geotechnical analysis of the preferred site will be required to understand unknown ground conditions where site works are required and to inform more detailed capital costing, such as, but not limited to the quality of existing ground conditions and fill for engineered infrastructure and storm water management, should the project proceed.

TABLE 3

Consideration	Victoria Park	Kiwanis Soccer Complex	Observations
Functional Context	The site is City-owned. An existing full size, unlit football field is surrounded by an athletics track. A multi-story grandstand used by the agricultural society parallels the north side of the football field. An existing, undeveloped open area, north of the grandstand, is a possible site for developing an artificial turf field.	The site is City-owned but developed and operated in partnership with the Owen Sound Minor Soccer Association through an agreement with the City. The complex has 7 existing natural turf fields, some of which further divide for lower age level play. The lit, full-size field is the main field, and it is irrigated. An internal gravel roadway leads to a central parking area adjacent to the field house.	An artificial turf field is more complementary to the Kiwanis Soccer Complex site as it concentrates player activity and leverages some existing site infrastructure to create conditions for a longer player season. This location will also support tournament activity. However, it will result in the redevelopment of an existing natural turf field.
Planning Context	Centrally located 3 minutes from downtown on a key arterial road (Highway 6), adjacent to the Julie McArthur Recreation Centre and YMCA of Owen Sound Grey Bruce. St. Mary's Catholic High School is 200 meters from the site and uses the Victoria Park natural field for school curriculum and extra-curricular sports.	Located about 10 minutes northeast of downtown. Established as the premier soccer complex in the region. A new residential development will be constructed on adjacent lands west of the complex. Existing industrial and commercial land uses near the entrance for the site. There are no adjoining major public /institutional land uses.	The Victoria Park site has stronger planning context attributes. It is closer to the regional market willing to travel north to Owen Sound, reducing trip travel time by 10 minutes compared to the Soccer Complex location.
Availability of Critical Site Services (Natural Gas and Hydro) Existing Servicing Infrastructure	Natural gas service is provided onsite to the existing City owned-twin rink structure. Possibility to connect to existing natural gas service on site is unknown. Water, hydro, and sanitary within the site boundary. A sanitary line crosses the football field at the near center. Stormwater management requirements were not assessed.	Natural gas service is available at the property boundary but not currently onsite. Water, hydro and sanitary are available on site. Stormwater management requirements were not assessed.	Proximity of existing critical infrastructure services at the Victoria Park site appear to be closer to the suggested installation locations compared to the Soccer Complex. This may reduce capital cost related to development. An existing sewer line runs under the existing natural turf field; relining or re-routing the pipe and replacing manholes will be necessary and should be resolved in detailed design should be project proceed.

Consideration	Victoria Park	Kiwaniis Soccer Complex	Observations
Ground Conditions	Geotech analysis undertaken as part of the development of the Recreation Centre identified several fill issues that required remediation. The extent to which those issues may require remediation for field and dome structure development at Victoria is not known and requires further investigation.	Geotech analysis on the entirety of the site is unknown and would be required.	Further study of geotechnical interests is required at either site and is a recommended step should decision making advance this project.
Existing Field Amenities	<p>There are no amenities provided at the existing football field. The field is currently unlit. The grandstand appears to be towards end of useful life and is not current used for field spectator purposes.</p> <p>There are two options for field provision – replacing the existing natural turf with artificial turf or a new pitch to the north of the existing grandstand (which would require remove of the grandstand).</p>	Portable field amenities are provided around the site. New field lighting will be required for the artificial turf field. Existing parking arrangements may be disrupted to accommodate an artificial turf field.	New field lighting will be required at either site; there are fewer potential adjacent land use conflicts with field lighting at the Soccer Complex site. Removal of the grandstand would not respect the City’s agreement with the Agriculture Society, and is therefore, not preferred.
Existing Site Amenities	Arena / ice rink change room facilities could be used as change rooms during the non-ice season. Existing parking can be leveraged, though peak capacity requirements will require future consideration. Complementary indoor spaces at the recreation centre (meeting rooms, fitness, gymnasium, and lobby) may support larger field-based events and activities over a 12-month period.	The permeant club house/change room facilities are in the center of the site beside the main, full size lit natural turf adult field, which would be retained. The existing change rooms are not in proximity to the likely location of an artificial turf field and are undersized for winterize/seasonal dome use. Field lighting would also be required. Likely sufficient existing parking.	The existing paved parking and complementary indoor site amenities at the Julie McArthur Recreation Centre will enhance user experience without incurring development cost.
Business Case Opportunities/ Impacts	<p>Co-location near a high school significantly enhances the long-term certainty of planned weekday utilization (8am- 6pm) for an artificial field with potential for a seasonal dome. A potential partnership with the respective school board would greatly optimize the business case of both assets at this site.</p> <p>Existing natural turf field users that do not prefer artificial turf will experience disruption.</p>	Co-location at the Soccer Complex further leverages existing investment in rectangular fields. A new, lit, artificial turf field would extend the season of play at this location and a future seasonal dome would see the complex operated for 12 months.	The potential of a joint development partnership with one or more school boards significantly improves the business case. Models of this nature are demonstrated in the Ontario market.

THE PREFERRED SITE

Victoria Park is the preferred site to provide an artificial turf field with infrastructure for a seasonal dome in Owen Sound. With a favorable local and regional planning context attribute, the site's key advantage over the Soccer Complex site is its' synergy with existing recreation facilities on site that reduce overall capital development and operating costs – notably onsite utilities and parking capacity and proximity to users. The feasibility of an artificial turf field with a seasonal dome is significantly enhanced at this site (or any similar site that can achieve operating synergies) if the assets are used during daytime, evening, and weekend through a municipal/school board partnership.





PREFERRED SITE PROGRAM & AMENITIES

INCLUDED IN THIS SECTION:

- Seasonal Dome Considerations
 - Field Placement Options
- Preferred Site Program (main components and amenities)

SUGGESTED SEASONAL DOME SIZE

The suggested air supported dome size at Victoria Park is a 1/3 full size field cover. For illustrative purposes only, a comparable turf field with a 1/3 seasonal dome cover configuration at St. Robert's Catholic Secondary School in Markham, ON is demonstrated in the two photos beside.

The optimal size of a seasonal dome is informed by demand from sport field users against available capacity. An indicator of optimal capacity utilization is between 75-85% use of available prime time hours. Owen Sound minor sport organizations have shown strong demand for indoor turf time with current indoor gymnasium use at approximately 28 hours per week based on the user group questionnaire completed. Additional demand from non-resident user groups accounts for approximately 12 hours per week. If the sport groups that were surveyed committed to 100% of the time that they indicated they would use during the indoor season, the overall utilization of a 1/3 Dome would be 73% of total available prime time. For comparison, 40 hours per week in a full-sized dome would result in a utilization rate of 18%.

The suggested sizing also achieves related benefits, including:

- Significantly lower upfront capital cost and operating costs, primarily utilities as well as lower seasonal setup and take down expenses compared to a full-sized dome.
- Reduced capital and operating costs result in an ability to charge lower hourly user fees for community sport groups, which results in higher rates of utilization.
- 1/3 Dome provides an indoor turf training facility for community sport without requiring significant seasonal use commitments. Full field dome with four (4) mini fields has 220 prime time field hours per week vs 55 hours in the smaller 1/3 field dome.
- 1/3 field dome provides user groups with the option of training on two mini fields (approximately 20 players per field) or use of the full 1/3 field for indoor league play, older age group training and adult sport leagues.

QUICK READ: HIGHLIGHTS OF THIS SECTION

- Redeveloping the existing natural turf field as an artificial turf field at Victoria Park is the preferred field placement option.



FIELD PLACEMENT OPTIONS


The preferred site program must best respond to an ideal mix of amenities required for sustainable operations of both an artificial turf field and a seasonal dome that responds to market conditions. Key attributes of a recommended site program should accommodate:

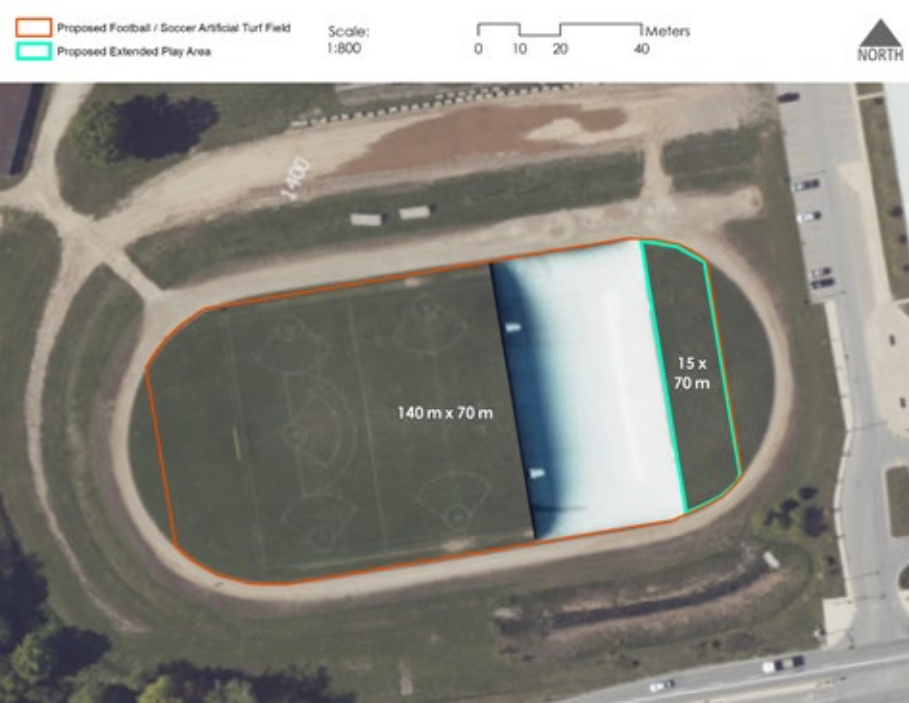
- A full-size artificial turf field, 110m x 70m (7,700 m²) with lines for soccer, lacrosse and possibly field hockey. A football field with endzones is optimal for school and community use.
- An indoor field under the 1/3 dome will be approximately 64m x 30m. Each mini field would be approximately 32m x 30m and could accommodate up to 24 players at the U12 age group and 18 at the U13-U18 age groups, per pitch, for training purposes.
- Full field lighting to achieve play extension early spring, fall and evening play for adults during the summer months.
- Bleachers for spectator seating (for 250 persons).
- Utilization of existing parking, public washrooms, and limited use of arena dressing rooms as changerooms at the Julie McArthur Recreation Centre. Dedicated facilities are not necessary for community use unless regulations prohibit utilization of existing facilities.

A comparison of two options for accommodating a full-size artificial turf field at Victoria Park is considered in Table 4. This assessment draws on information gathered throughout the study process. Neither option considers findings from a necessary, future geotechnical study that may have implications for the site in general.



TABLE 4

Placement Option	Description	Strengths	Challenges
<p data-bbox="107 321 779 345">Option 1: A new field north of existing natural turf field</p>  <p data-bbox="107 391 348 412">Proposed Soccer Artificial Turf Field</p> <p data-bbox="432 386 485 418">Scale: 1:800</p> <p data-bbox="575 386 793 418">0 10 20 40 Meters</p> <p data-bbox="957 386 1010 418">NORTH</p> <p data-bbox="512 743 611 764">110 m x 72 m</p>	<p data-bbox="1045 321 1285 537">This location would only accommodate a full-size soccer field in the preferred north-south field orientation.</p>	<ul data-bbox="1320 321 1633 683" style="list-style-type: none"> <li data-bbox="1320 321 1633 402">• The field of play is correctly aligned north-south. <li data-bbox="1320 410 1633 492">• The placement makes use of underutilized lands. <li data-bbox="1320 500 1633 581">• An additional playing surface would be provided. <li data-bbox="1320 589 1633 683">• Placement retains the existing football field and athletics track. 	<ul data-bbox="1669 321 2005 651" style="list-style-type: none"> <li data-bbox="1669 321 2005 435">• The space available cannot accommodate field dimensions for a football field. <li data-bbox="1669 443 2005 524">• Placement would require the removal of the existing grandstands. <li data-bbox="1669 532 2005 651">• Placement would interfere with the Agricultural Society's Fall Fair and access to the barn area.

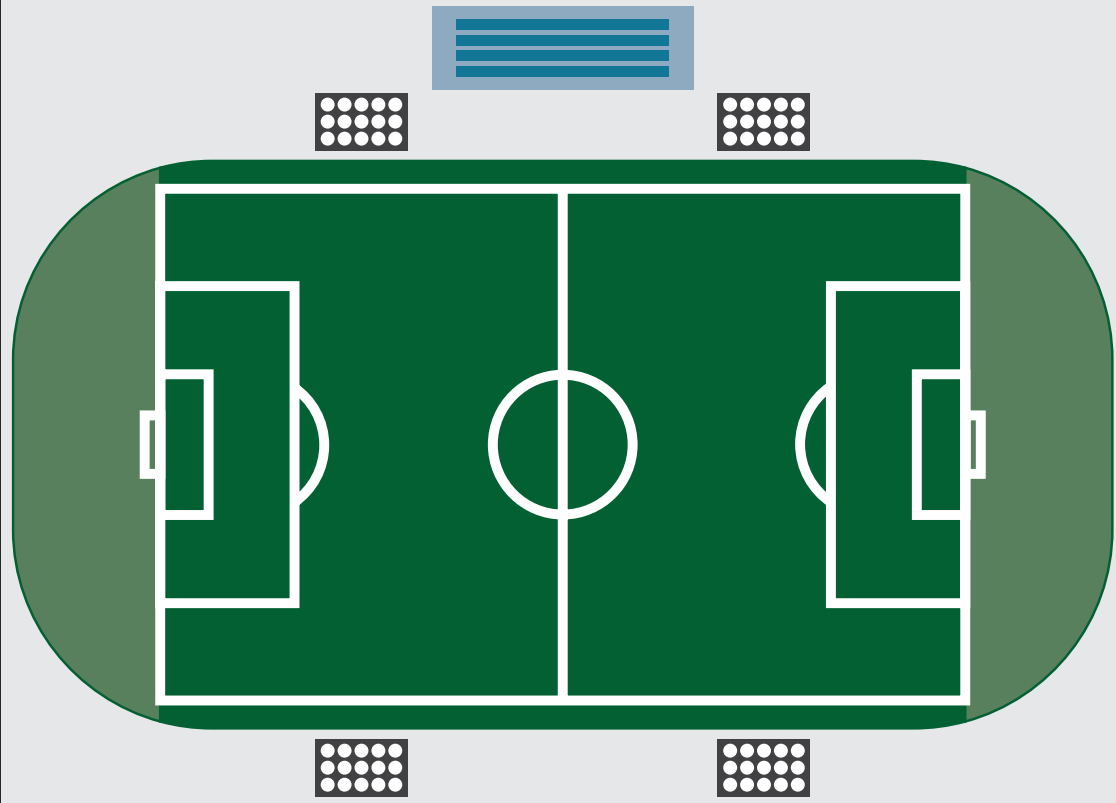
Placement Option	Description	Strengths	Challenges
<p data-bbox="107 261 961 289">Option 2: Redevelop existing natural turf field as an artificial turf field</p>  <p data-bbox="107 381 394 423"> Proposed Football / Soccer Artificial Turf Field Proposed Extended Play Area </p> <p data-bbox="430 386 472 423">Scale: 1:800</p> <p data-bbox="573 386 793 423">0 10 20 40 Meters</p> <p data-bbox="955 381 1003 423">NORTH</p> <p data-bbox="499 764 598 784">140 m x 70 m</p> <p data-bbox="772 732 821 751">15 x 70 m</p>	<p data-bbox="1045 261 1276 350">The location retains many existing site characteristics.</p>	<ul data-bbox="1318 261 1612 553" style="list-style-type: none"> • Placement supports a football field configuration, a critical program requirement for the Bruce Grey Catholic School Board. • While not ideally situated, the existing grandstand's structure could be retained. 	<ul data-bbox="1665 261 1980 1211" style="list-style-type: none"> • A sanitary line currently bisects the existing natural turf field to service the grandstand only. An acceptable resolution for this infrastructure may be required if a permanent structure is developed (a cost-effective option would be to line it to extend life 50+ years). • The field of play is not optimal in an east-west orientation. • The existing athletics track cannot not be preserved during construction of the field. • Existing natural turf user groups may not prefer using artificial turf due to play conditions or expected higher hourly rental fees. • To retain the track, underground vaults for seasonal dome inflation/heating mechanical equipment would need to be used adding capital cost

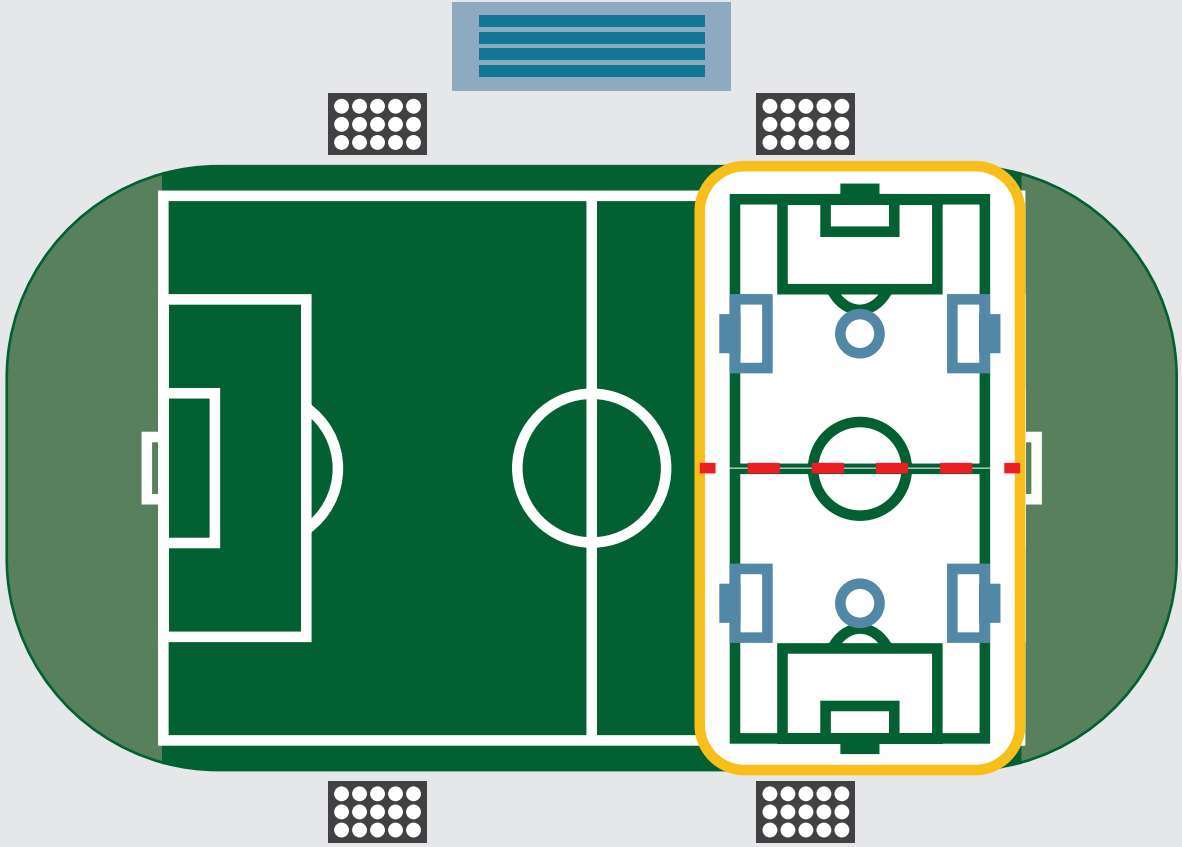
Redeveloping the existing natural turf field as an artificial turf field at Victoria Park is the preferred field placement option. This option allows for provision of a football-sized field, primarily for school use. It also minimizes operational impacts to the Agricultural Society's use of permanent structures and use of the site for the Fall Fair.

PREFERRED SITE CONCEPT

The following site concepts illustrate the recommended site program for an indoor and outdoor configuration (location of components and amenities) and spatial relationships to existing spaces and site conditions. Amenities are categorized as required (core to operation) or optional.

TABLE 5

Preferred Site Concept	Required Amenities (core to operation)	Optional Amenities
<p data-bbox="96 557 384 581">Outdoor Configuration</p> 	<ul style="list-style-type: none"> <li data-bbox="1283 557 1486 581">Full field lighting <li data-bbox="1283 602 1570 659">Portable bleachers (250 capacity) <li data-bbox="1283 680 1577 737">Onsite storage (shipping container) <li data-bbox="1283 758 1549 815">Perimeter fencing (not costed) 	<ul style="list-style-type: none"> <li data-bbox="1631 557 1856 581">Public Washrooms <li data-bbox="1631 602 1864 626">User Changerooms <li data-bbox="1631 647 1929 672">Concession/Food Service <li data-bbox="1631 693 1776 717">Scoreboard <li data-bbox="1631 738 1814 763">Water fountain <li data-bbox="1631 784 1919 841">Portable bleachers (250 capacity)

Preferred Site Concept	Required Amenities (core to operation)	Optional Amenities
<p data-bbox="100 285 361 318">Indoor Configuration</p> 	<p data-bbox="1289 285 1587 350">Dividing nets (red hashed line)</p> <p data-bbox="1289 363 1570 428">Overflow onsite parking capacity</p>	<p data-bbox="1635 285 1772 318">Score clock</p>

SITE CONSIDERATIONS FOR FURTHER INVESTIGATION

The following site-specific matters require further consideration should there be sufficient interest to proceed with planning for the suggested facility at Victoria Park:

- **Geotechnical study:** A full geotechnical study should be undertaken to determine ground conditions and implications for development.
- **Parking capacity (peak use):** A peak use parking capacity plan may be required to determine the amount of additional, ideally temporary (permeable) parking spaces may be required to accommodate peak parking requirements generated by recreation centre and field user activity combined.
- **Athletics track:** Options for retaining or replacing the existing athletics track as part of the field redevelopment program require future consideration, should the City choose to retain the athletics track.





PRELIMINARY CAPITAL AND OPERATING COST ESTIMATES

INCLUDED IN THIS SECTION:

- Projected Capacity Utilization.
- Outdoor Field Operating Budget Scenarios.
- Indoor Field Operating Budget Scenarios.
- Capital Budget Estimate.

Preliminary capital costs and operating budget scenarios for both the outdoor field and an indoor field provide a financial perspective on the sustainability of the project. Funding sources or financing options have not been considered for capital development in the analysis provided below. Projected utilization is based on responses to the Stakeholder Questionnaire and should be further confirmed by users if the project proceeds. Gross operating revenue aligns with noted assumptions and may vary significantly over time because of changing market conditions.

QUICK READ: HIGHLIGHTS OF THIS SECTION

- There is demonstrated demand from the Owen Sound minor Soccer Association, other Owen Sound-based and regional sport field user groups to achieve greater than 50% weekly overall primetime utilization of an outdoor field over three primary seasons of play and 65% utilization of an indoor field under a seasonal 1/3 dome.
- All outdoor field operating budget scenarios (50, 60, 75% capacity use) are net positive.
- All indoor field operating budget scenarios (65%, 75%, 85% capacity use) are net positive.
- The estimated capital cost for a full-size soccer and a full-size soccer/football field is \$1,195,000 and \$1,520,000 respectively.
- The incremental, estimated cost of providing a 1/3 field air supported, seasonal dome over either of the outdoor fields is \$1,067,000.



PROJECTED UTILIZATION

Owen Sound Minor Soccer Association indicated the number of weekly hours they would use on both an outdoor artificial and an indoor field in the stakeholder questionnaire, the results of which are summarized below:

- The Owen Sound Minor Soccer Association (OSMSA) would use 496 hours annually on an outdoor turf field and 288 hours per season on an indoor turf field.

Resident and non-resident field user groups indicated the number of weekly hours they currently use on during both the outdoor and indoor seasons, the results of which are summarized below:

- Owen Sound-based sport field user groups collectively indicated they use 750 total hours annually on outdoor fields and 450 hours in indoor facilities per season.
- Non-Owen Sound based organizations within the 30-minute catchment area indicated they use 1000 total hours annually on outdoor fields and 190 total hours in indoor facilities.

Given no alternative supply of indoor or outdoor artificial turf in the region, it is reasonable to assume that resident and non-resident groups would utilize a new artificial turf field during the spring/fall shoulder seasons – particularly for competitive level teams interested pre-season training and skill development. These same local and regional organizations are also likely to shift current use of multi-purpose space and school gymnasiums to a high quality indoor seasonal dome training environment during the winter.

There is demonstrated demand from the Owen Sound Minor Soccer Association (OSSA), other Owen Sound-based and regional sport field user groups to achieve greater than 50% weekly overall primetime utilization of an outdoor field over three primary seasons of play and 65% utilization of an indoor field under a seasonal dome. OSMSA alone signaled demand for 28% of total available outdoor field capacity, or just over half of the total hours required to reach 50% capacity use – the minimum acceptable utilization rate of an outdoor field. OSMSA further requires 20 hours per week on an indoor field, which achieves just over half of the minimum 65% capacity use of available primetime hours. These calculations are highlighted in Table 6 and 7. Prime time is defined as 4 hours per weekday (e.g., 6:00pm to 10:00pm) and 12 hours per weekend day (e.g., 8:00am to 10:00pm).

TABLE 6: OUTDOOR TURF PROJECTED UTILIZATION (PRIME TIME)

	Total Hours	Per week	Weekly Overall Utilization %		
			50%	60%	75%
Spring - April 1st - May 15th					
Available Prime Time	330	55	27.5	33	41.25
Owen Sound Minor Soccer	160	20	20	20	20
% of Prime Time		36%	73%	61%	48%
Summer - May 15th - September 15th					
Available Prime Time	880	55	27.5	33	41.25
Owen Sound Minor Soccer	96	8	8	8	8
% of Prime Time		15%	29%	24%	19%
Fall - September 15th - November 30th					
Available Prime Time	550	55	27.5	33	41.25
Owen Sound Minor Soccer	240	20	15.75	15.75	15.75
% of Prime Time		36%	57%	48%	38%
Total					
Available Prime Time	1760	55	27.5	33	41.25
Owen Sound Minor Soccer	496	15.50	15.50	15.50	15.50
Owen Sound % of Prime Time	28%	28%	56%	47%	38%

TABLE 7: DOME PROJECTED UTILIZATION (PRIME TIME)

	Hours/Season	Hours/week	Weekly Overall Utilization %		
			65%	75%	85%
Indoor - November - April (24 Weeks)					
Available Prime Time	1320	55	35.75	41.25	46.75
Owen Sound Minor Soccer	288	20	20	20	20
% of Prime Time		36%	56%	48%	43%

OUTDOOR FIELD OPERATING BUDGET SCENARIOS

Preliminary outdoor field operating cost budget scenarios should be interpreted cautiously as they are high level estimates that will be subject to ongoing revisions and are highly variable due to changes in the rates of labour, utilities, materials etc. Projected revenue is sensitive to fees and charges, weather, and other conditions that may prohibit scheduled use of the facility and changes in regional market conditions unforeseen at the time of this study. All scenarios assume that weekday daytime use will be contracted to a school user for a fixed annual fee as part of a multi-year agreement or partnership. Lifecycle capital replacement costs are not included as a recoverable in the revenue structure or shown as a pro-rated annual operating cost and must be accounted for later in accordance with typical City practices and project partners.

Table 8 provides an operating budget scenario for an outdoor field without a seasonal dome (longer outdoor field season) and an operating budget for an outdoor field with a seasonal dome (shorter outdoor field season – to maximize utilization and revenue generation of the indoor field). Assumptions common to both scenarios are:

- Available operating hours are between 8:00 am and 11:00 pm Monday through Sunday.
- The benchmarked prime time spring and summer hourly rate is \$40.00 per hour and \$30.00 per hour respectively.
- Fixed fee for daytime school utilization is assumed at 50% of outdoor field operating costs - \$10,500 per year.

All outdoor field operating budget scenarios (50, 60, 75% capacity use) are net positive.



TABLE 8

Outdoor Field Operating Budget Without Seasonal Dome						Outdoor Field Operating Budget With Seasonal Dome					
		Total Hours	Utilization Rate					Total Hours	Utilization Rate		
			50%	60%	75%				50%	60%	75%
Spring - April 1st - May 15th						Spring - May 1st - May 15th					
APT	Available Prime Time	440	220	264	330	APT	Available Prime Time	110	55	66	82.5
SCHO	School	400				SCHO	School	100			
Summer - May 15th - September 15th						Summer - May 15th - September 15th					
APT	Available Prime Time	880	440	528	660	APT	Available Prime Time	880	440	528	660
SCHO	School	400				SCHO	School	400			
ADT	Available Day Time	400	200	240	300	ADT	Available Day Time	400	200	240	300
Fall - September 15th - November 30th						Fall - September 15th - October 31st					
APT	Available Prime Time	550	275	330	412.5	APT	Available Prime Time	330	165	198	247.5
SCHO	School	500				SCHO	School	300			
Full Operating Year						Full Operating Year					
APT	Available Prime Time	1760	880	1056	1320	APT	Available Prime Time	1320	660	792	990
SCHO	School	1200				SCHO	School	800			
ADT	Available Day Time	400	200	240	300	ADT	Available Day Time	400	200	240	300

TABLE 9

Outdoor Field Operating Budget Without Seasonal Dome				Outdoor Field Operating Budget With Seasonal Dome			
Season	Utilization Rate			Season	Utilization Rate		
	50%	60%	75%		50%	60%	75%
Spring	\$8,350.00	\$10,020.00	\$12,525.00	Spring	\$3,950.00	\$4,740.00	\$5,925.00
Summer	\$14,950.00	\$17,940.00	\$22,425.00	Summer	\$18,950.00	\$22,740.00	\$28,425.00
Fall	\$12,750.00	\$15,300.00	\$19,125.00	Fall	\$8,350.00	\$10,020.00	\$12,525.00
Total	\$36,050.00	\$43,260.00	\$54,075.00	Total	\$31,250.00	\$37,500.00	\$46,875.00
Operating Expenses (Annual)				Operating Expenses (Annual)			
General Daily Maintenance	\$12,000.00	\$12,000.00	\$12,000.00	General Daily Maintenance	\$12,000.00	\$12,000.00	\$12,000.00
Turf Performance Testing - Bi-Annual	\$5,000.00	\$5,000.00	\$5,000.00	Turf Performance Testing - Bi-Annual	\$5,000.00	\$5,000.00	\$5,000.00
Utilities (Lights)	\$4,000.00	\$4,000.00	\$4,000.00	Utilities (Lights)	\$4,000.00	\$4,000.00	\$4,000.00
Total	\$21,000.00	\$21,000.00	\$21,000.00	Total	\$21,000.00	\$21,000.00	\$21,000.00
Net	\$15,050.00	\$22,260.00	\$33,075.00	Net	\$10,250.00	\$16,500.00	\$25,875.00

All scenarios assume booking/permitting can be completed with existing staffing.



INDOOR FIELD OPERATING BUDGET SCENARIOS

Preliminary operating cost budget scenarios for the 1/3 air supported dome used during a 24-week season during the winter should be interpreted cautiously as they are high level estimates that will be subject to ongoing revisions and are highly variable due to changes in the rates of labour, utilities, materials etc. Projected gross revenue is sensitive to fees and charges, weather, and other conditions that may prohibit scheduled use of the facility and changes in regional market conditions unforeseen at the time of this study. All scenarios assume that weekday daytime use will be contracted to a school user for a fixed annual fee as part of a multi-year agreement or partnership. Lifecycle capital replacement costs are not included as a recoverable in the revenue structure or shown as a pro-rated annual operating cost and must be accounted for later in accordance with typical City practices and project partners.

Table 10 provides 3 operating budget scenarios at 65%, 75% and 90% utilization based on the following assumptions:

- Users are required to commit to a full 24-week seasonal contract (similar to ice contracts).
- The user can divide the indoor field into two mini fields.
- Benchmarked hourly rental rate is \$180.00 (full-field).
- Additional fees or charges for adults and non-residents are not included.

All indoor field operating budget scenarios (65%, 75%, 85% capacity use) are net positive.

TABLE 10: INDOOR FIELD HOURS/REVENUE BASED ON 24 WEEK RENTAL CONTRACTS

		Hours per week	Full Field Rate*	Rev per week	Weeks	Total Rev
APT	Available Prime Time	44	\$180.00	\$7,920.00	24	\$190,080
ANPT	Available Non-Prime Time	16	\$100.00	\$1,600.00	24	\$38,400
SCHOOL	School*	45			24	\$86,250
		60			\$228,480	

* Note: The field can be divided into two-mini fields).

TABLE 11

Indoor Revenue (% Utilized)	65%	75%	85%
Prime Time Rental	\$123,552.00	\$142,560.00	\$161,568.00
Non-Prime Time Rental	\$24,960.00	\$28,800.00	\$32,640.00
School Board	\$86,250.00	\$86,250.00	\$86,250.00
Total	\$234,762.00	\$257,610.00	\$280,458.00
Operating Costs			
Utilities	\$55,000.00	\$55,000.00	\$55,000.00
PT Facility Staffing	\$35,000.00	\$35,000.00	\$35,000.00
Admin**	\$15,000.00	\$15,000.00	\$15,000.00
Setup/Down	\$50,000.00	\$50,000.00	\$50,000.00
Insurance	\$7,500.00	\$7,500.00	\$7,500.00
Equipment Repair/ Maintenance	\$10,000.00	\$10,000.00	\$10,000.00
Total	\$172,500.00	\$172,500.00	\$172,500.00
Net	\$62,262.00	\$85,110.00	\$107,958.00

Notes

*School lease revenue assumption at 50% of Dome operating cost = \$86,250.00 per year

**Prime-time rental rate for resident minor sport groups. Surcharge recommended for adults and non-residents

***1/4 full time, facility supervisor FTE shared with Parks or Arena Operations



ESTIMATED CAPITAL DEVELOPMENT COSTS

Capital cost estimates are provided for both a soccer only and a soccer/football configuration in Table 12 and, incrementally, an 1/3 field air supported dome in Table 9 to inform future planning and budgeting exercises. Cost estimates are provided in 2021 dollars and should be understood as preliminary estimates that must be reviewed/reconfirmed prior to implementation through appropriate facility design processes. Construction costs should be considered as preliminary, high-level order of magnitude estimates (which are subject to a large variability compared to the final actual cost) and reflect cost of base facility requirements for construction only. Accordingly, costs associated with design, geotechnical assessment, site preparation and servicing, stormwater management, perimeter fencing, landscaping, modifications to existing parking, equipment, design fees, etc. are all excluded from figures contained and must be factored in over and above the preliminary capital development estimates (including any additional costs identified through further studies). It is common to assume that these, and other undetermined costs could increase estimated costs noted below by more than 20% (contingencies excluded).

The estimated capital cost of capital items listed below that are required for a full-size soccer or a full-size soccer/football field is \$1,195,000 and \$1,520,000 respectively. The planned lifecycle of the artificial turf is approximately 10-12 years; a reserve to fund the future replacement of this, and related assets should also be contemplated.

TABLE 12

Artificial Field Capital Cost Estimates	Dimensions			
	Soccer		Soccer/Football	
	110m x 70m	Field	150m x 70m	Field
	7700 360	M2 LM	10500 440	M2 LM
Base Preparation	\$20/M2	\$154,000.00	\$20/M2	\$210,000.00
Field Liner	\$2.60/M2	\$20,020.00	\$2.60/M2	\$27,300.00
Field Curb	\$100/LM	\$36,000.00	\$100/LM	\$44,000.00
Turf Nailer Board	\$17/LM	\$6,120.00	\$17/LM	\$7,480.00
Artificial Turf	\$27.25/M2	\$209,825.00	\$27.25/M2	\$286,125.00
Infill (Sand, TPE, EnviroFill)	\$35/M2	\$269,500.00	\$35/M2	\$367,500.00
Shock Pad	\$9/M2	\$69,300.00	\$9/M2	\$94,500.00
Installation	\$13.50/M2	\$103,950.00	\$13.50/M2	\$141,750.00
Soccer Goals/ Uprights		\$20,000.00		\$35,000.00
Synthetic Turf Groomer		\$6,000.00	\$6,000.00	\$6,000.00
Testing	\$15,000/ Field	\$15,000.00	\$15,000/ Field	\$15,000.00
Total		\$909,715.00		\$1,234,655.00
Outdoor Field Lighting		\$285,000.00		\$285,000.00
Grand Total		\$1,194,715.00		\$1,519,655.00

Table 13 indicates **the incremental, estimated cost of providing a 1/3 field air supported, seasonal dome over either of the outdoor fields is \$1,067,000.** The planned lifecycle of many of these components is approximately 20 years; a reserve to fund the future replacement of these assets should also be contemplated.

TABLE 13

1/3 Field Air Supported, Seasonal Sports Dome	
Capital Costs - Dimensions - 230ft x 120ft	27,600 SQFT 700 LF
Insulated Dome/Lighting/Mechanical	\$496,800.00
Grade Beam	\$300,000.00
Hydro Connection / Dome Electrical	\$100,000.00
Gas Connection	\$75,000.00
Mechanical Pads / Site Work	\$50,000.00
Goals/Benches/Digital Clock	\$30,000.00
Shipping Containers - Storage	\$15,000.00
Grand Total	\$1,066,800.00



CONCLUSIONS & NEXT STEPS

INCLUDED IN THIS SECTION:

- Conclusions
- Recommended next steps for the project.

QUICK READ: HIGHLIGHTS OF THIS SECTION

- A key next step is to formalize a process through which the City of Owen Sound and a potential long-term partner can reach agreement on a general framework to further advance the potential project. This might first involve a Memorandum of Understanding.

CONCLUSIONS

This study was undertaken to inform understanding about the financial sustainability of a future artificial field development project in Owen Sound. This report provides research and analysis to support the following conclusions:

- There is sufficient demand for both an outdoor and seasonal indoor artificial turf field to serve a catchment population within 30 minutes from Owen Sound.
- Victoria Park is an ideal location for an outdoor and seasonal indoor artificial turf field so long as it can be situated over the existing natural turf football field.
- The financial sustainability of the project is significantly enhanced if the City partners with a school board that can utilize weekday, daytime hours and assist with capital development and operating costs.
- Assuming a partnership with a school board is possible, all outdoor and indoor field operating budget scenarios are net positive.
- The rounded, estimated capital cost of indicated capital items required for a full-size soccer and a full-size soccer/football field is \$1,195,000 and \$1,520,000 respectively.
- The incremental, estimated cost of providing a 1/3 field air supported seasonal dome over either of the outdoor fields is \$1,067,000. The 1/3 field seasonal dome is sized for anticipated utilization.

RECOMMENDED NEXT STEPS

The following next steps should be contemplated by the City of Owen Sound or the Owen Sound Minor Soccer Association:

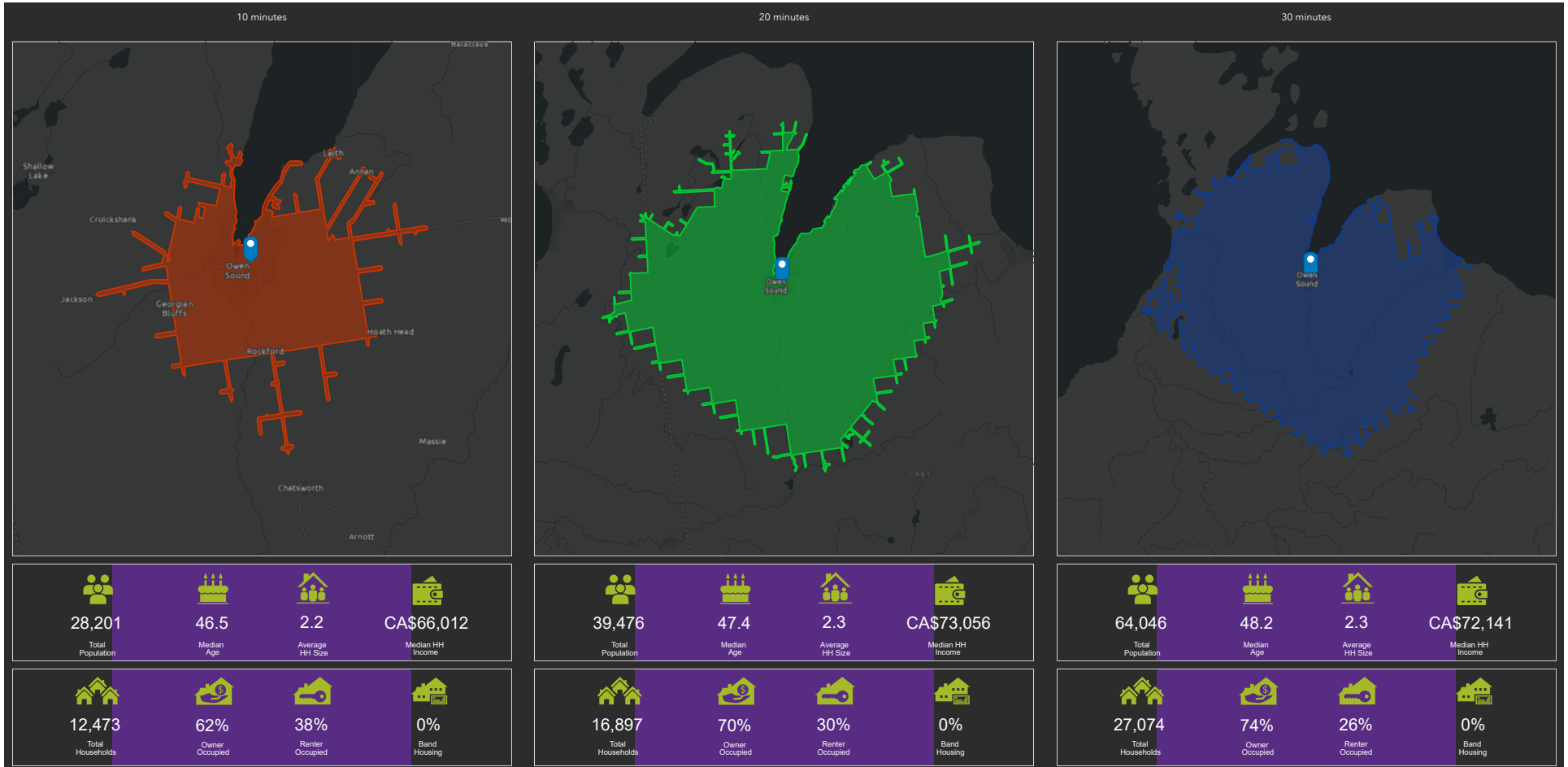
1. Structure a Memorandum of Understanding (MOU) between the City of Owen Sound, the Owen Sound Minor Association, and other parties with a material interest in the successful development of an artificial turf field development project. The purpose of an MOU is to establish shared project development principles, roles, and procedures for advancing the project.
2. Visit comparable sites to acquire additional development and operational insight and learn from the experiences of other facility operators.
3. Further investigate a limited number of existing site conditions indicated in the Preferred Site Program & Amenities section of this report.
4. Revalidate potential field user groups' outdoor and indoor field time requirements. Ask potential user groups to provide a formal letter of commitment specifying its' time requirements and to provide a board resolution declaring commitment to utilizing the requested time if it were to be provided.
5. Seek infrastructure funding and capital grants from government and non-government sources to assist with upfront capital.
6. Remain open to alternative site development locations that could not be reasonably anticipated at the time of this study. Apply the site location considerations and business case projections used in this analysis when updating the business case to consider alternative sites, should they present.

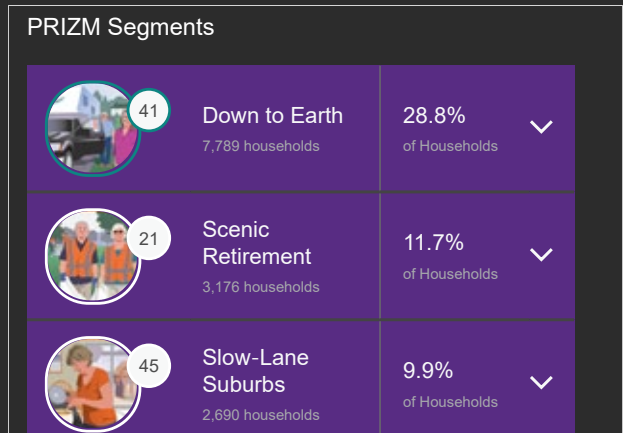
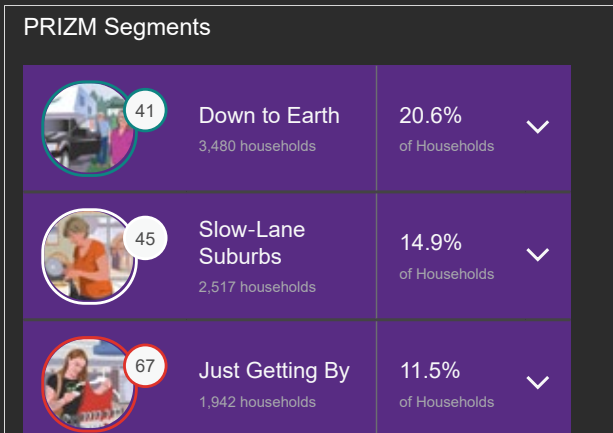
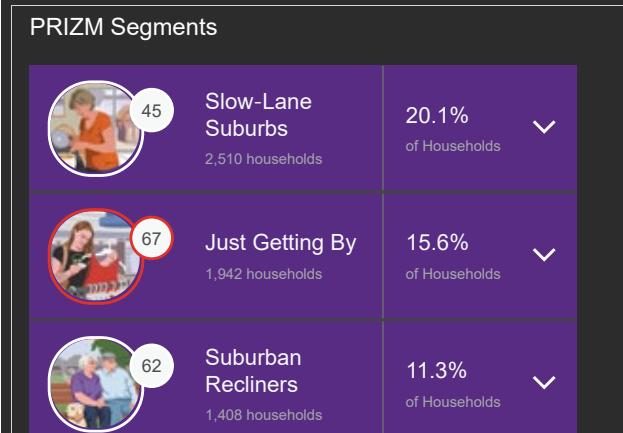
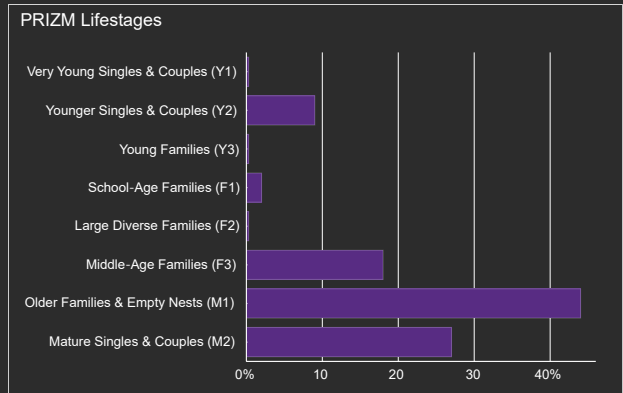
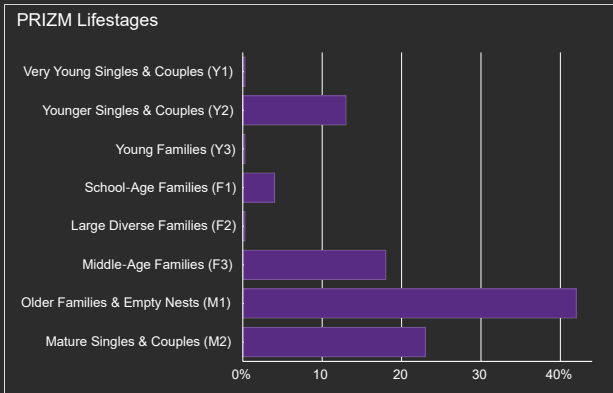
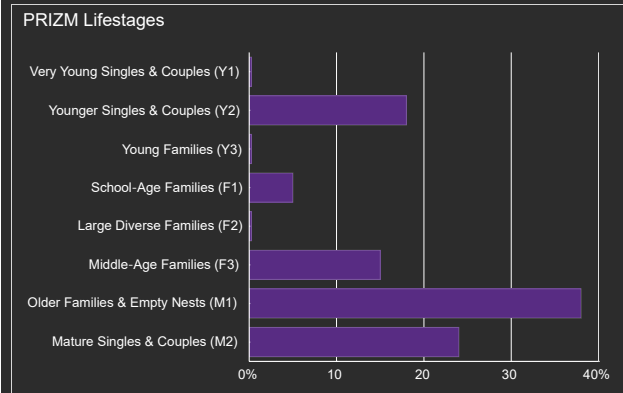
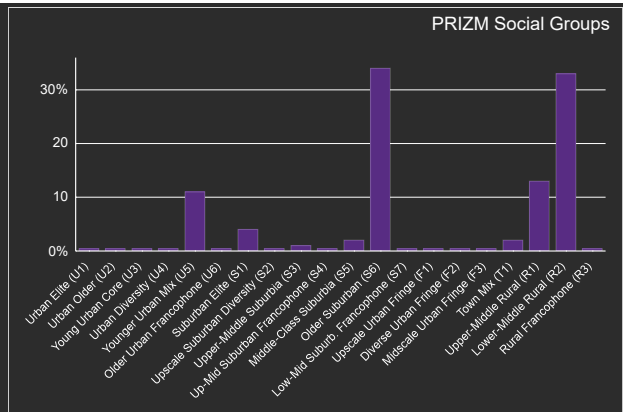
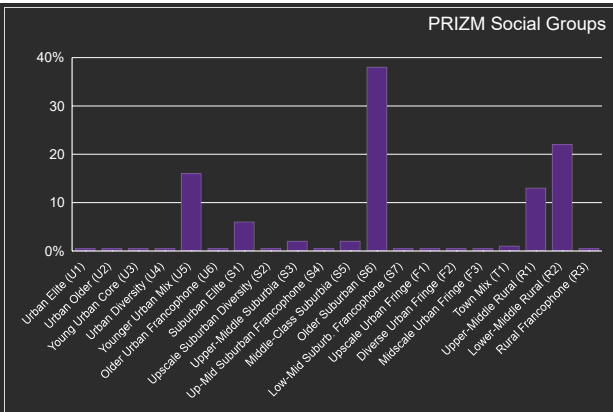
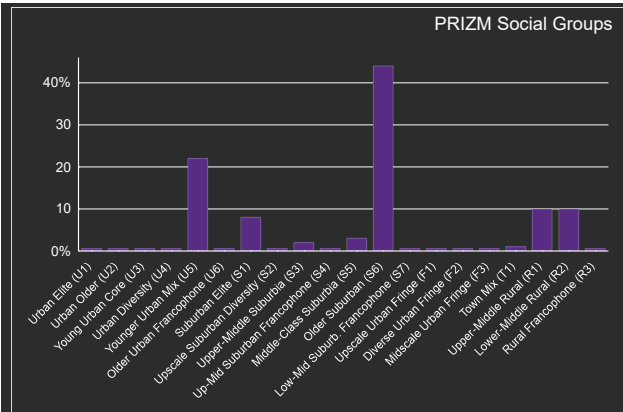


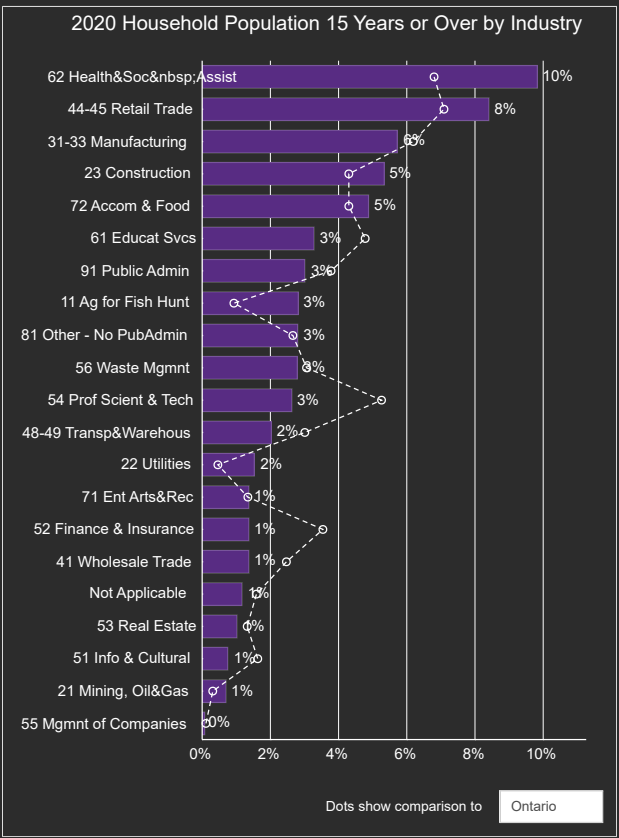
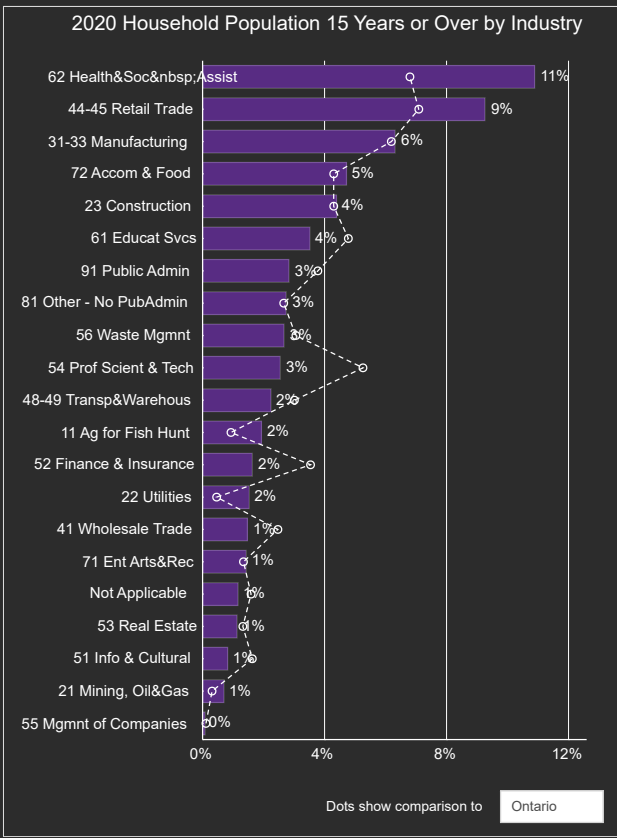
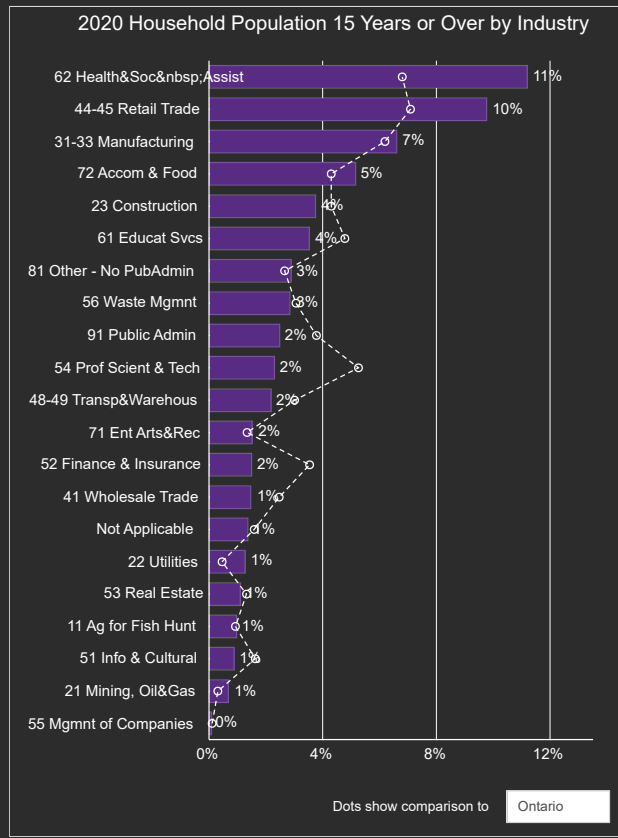
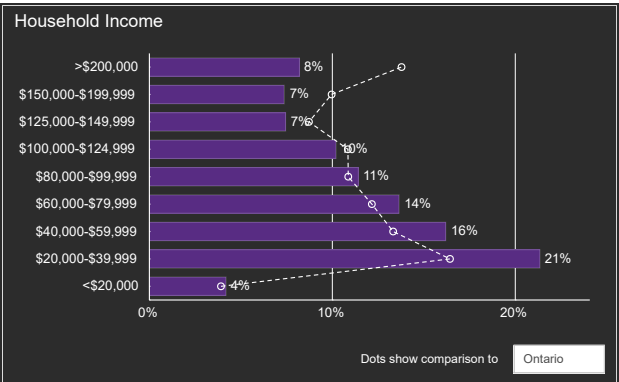
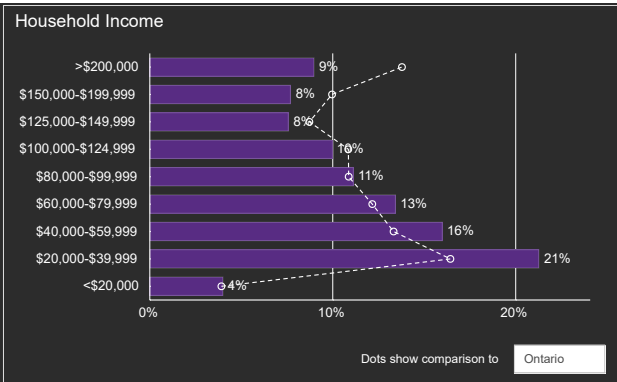
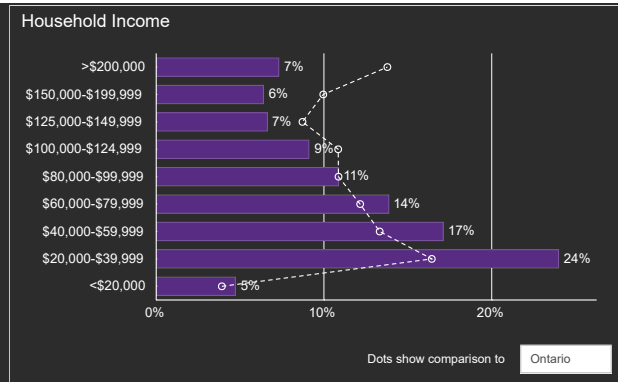


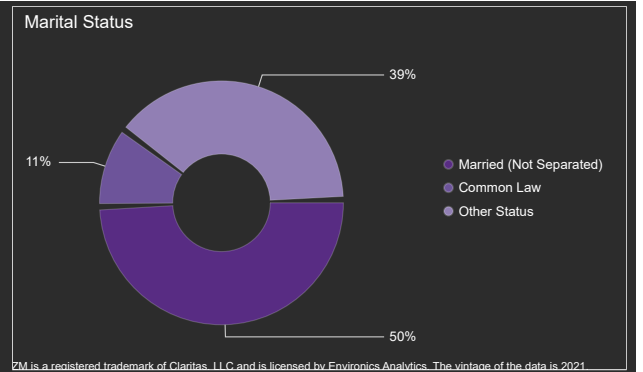
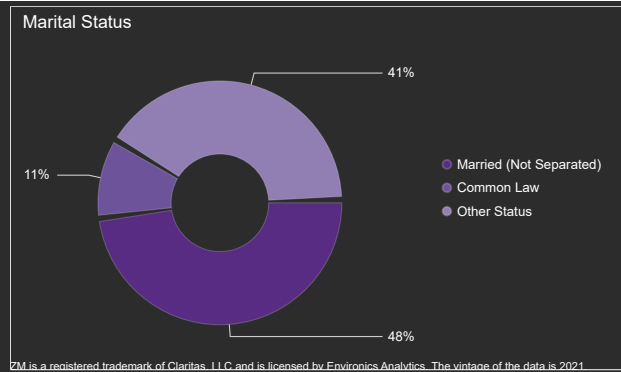
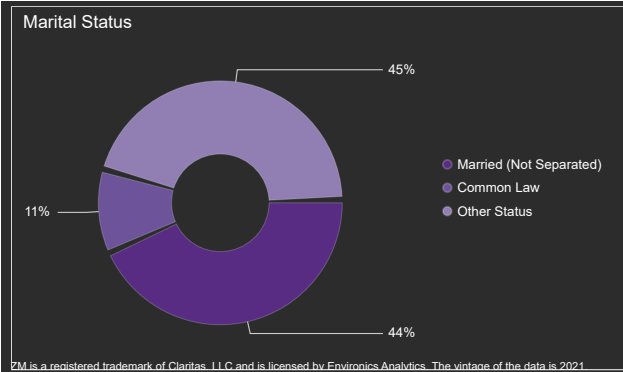
APPENDICES

APPENDIX A: DEMOGRAPHICS AND PRIZM SEGMENTATION BACKGROUND









Mobility Status - 1 Year

	This area	Ontario
Non-Movers	87%	88%
Non-Migrants	7%	7%
Intraprov Migrants	5%	4%
Interprov Migrants	0%	1%
External Migrants	0%	1%

Compare with:

Mobility Status - 1 Year

	This area	Ontario
Non-Movers	89%	88%
Non-Migrants	6%	7%
Intraprov Migrants	5%	4%
Interprov Migrants	0%	1%
External Migrants	0%	1%

Compare with:

Mobility Status - 1 Year

	This area	Ontario
Non-Movers	89%	88%
Non-Migrants	5%	7%
Intraprov Migrants	5%	4%
Interprov Migrants	0%	1%
External Migrants	0%	1%

Compare with:

Age Pyramid

	Female	Male	Ontario (Female)	Ontario (Male)
0-4	676	705	363,649	375,727
5-9	713	718	371,950	388,839
10-14	701	676	390,563	405,010
15-19	688	682	408,358	428,103
20-24	757	826	482,304	522,981
25-29	832	907	520,294	558,800
30-34	861	893	519,991	534,775
35-39	775	789	503,838	501,531
40-44	749	695	481,106	456,550
45-49	772	745	473,299	449,739
50-54	942	880	486,427	473,395
55-59	1,149	1,077	532,138	526,313
60-64	1,155	1,022	500,756	481,380
65-69	1,059	925	431,117	394,044
70-74	943	754	367,390	326,131
75-79	681	519	258,317	221,090
80-84	502	383	183,062	142,536
85	704	345	216,382	126,796

Compare with:

Age Pyramid

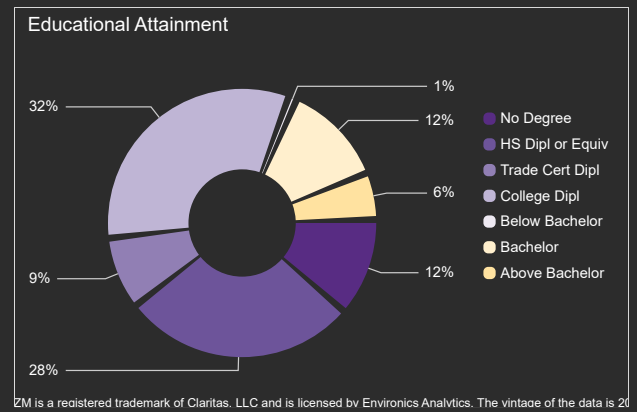
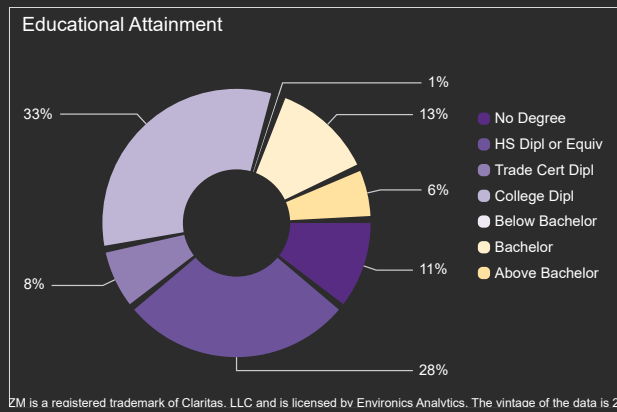
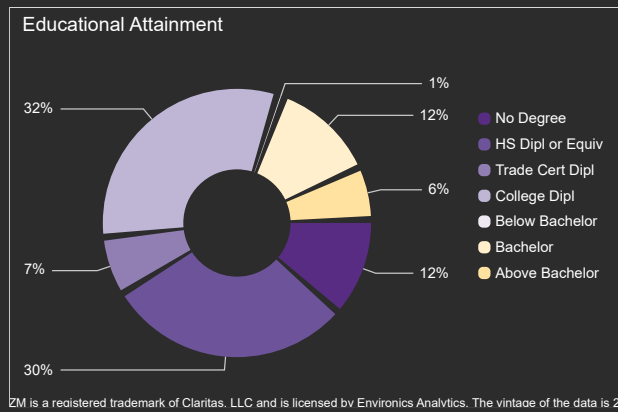
	Female	Male	Ontario (Female)	Ontario (Male)
0-4	931	966	363,649	375,727
5-9	986	1,005	371,950	388,839
10-14	975	968	390,563	405,010
15-19	969	979	408,358	428,103
20-24	1,044	1,129	482,304	522,981
25-29	1,089	1,190	520,294	558,800
30-34	1,132	1,192	519,991	534,775
35-39	1,043	1,103	503,838	501,531
40-44	1,029	1,001	481,106	456,550
45-49	1,063	1,052	473,299	449,739
50-54	1,307	1,262	486,427	473,395
55-59	1,612	1,551	532,138	526,313
60-64	1,680	1,539	500,756	481,380
65-69	1,543	1,424	431,117	394,044
70-74	1,330	1,192	367,390	326,131
75-79	925	804	258,317	221,090
80-84	639	542	183,062	142,536
85	842	438	216,382	126,796

Compare with:

Age Pyramid

	Female	Male	Ontario (Female)	Ontario (Male)
0-4	1,525	1,621	363,649	375,727
5-9	1,632	1,688	371,950	388,839
10-14	1,582	1,588	390,563	405,010
15-19	1,544	1,583	408,358	428,103
20-24	1,592	1,758	482,304	522,981
25-29	1,636	1,773	520,294	558,800
30-34	1,760	1,843	519,991	534,775
35-39	1,680	1,784	503,838	501,531
40-44	1,637	1,655	481,106	456,550
45-49	1,661	1,675	473,299	449,739
50-54	2,031	1,991	486,427	473,395
55-59	2,534	2,436	532,138	526,313
60-64	2,775	2,533	500,756	481,380
65-69	2,624	2,432	431,117	394,044
70-74	2,261	2,099	367,390	326,131
75-79	1,592	1,446	258,317	221,090
80-84	1,057	938	183,062	142,536
85	1,322	756	216,382	126,796

Compare with:





Older, middle-income rural couples and families

Who They Are

The largest PRIZM segment with nearly 400,000 households, Down to Earth consists of older couples and families found in rural communities across the country. Nine out of ten adults are homeowners, typically living in modest, single-detached homes built before 1980. The majority of maintainers are over 55 years old. Most Down to Earth households earn average incomes from a mix of blue-collar and service sector jobs in agriculture, construction and the trades. And while the most common family type is empty-nesting couples, more than a third of households contain couples with kids of all ages. What these rural folks share is a tradition-bound lifestyle: more than 80 percent of households are third-plus-generation Canadians and a significant percentage start their day with early-morning chores. As in other rural communities, Down to Earth residents spend their leisure time close to home and nature, enjoying sewing, knitting, bird-watching and snowmobiling. Their yards often have a small collection of trucks, cars, boats, ATVs and RVs; status is expressed in the size of their pickup. And many are strong on the value of Fulfillment Through Work, believing that one's work should be useful to others.

Befitting a rural segment, the residents of Down to Earth enjoy the same outdoorsy activities their grandparents would have enjoyed: hunting, fishing and gardening. They're less likely to pursue aerobic sports than quieter hobbies like making crafts; many do their own home improvement projects. For a special occasion, they'll attend a curling bonspiel or golf match, and they'll occasionally visit a casino or bingo hall. Now that many Down to Earth residents have retired, they're travelling more, though typically within Canada using their camper or RV. Not surprisingly, these older folks have traditional media patterns. They watch an average amount of TV, particularly home improvement shows, sports and sitcoms. They describe radio as "more personal" than other media, and tune in to new and traditional country, oldies and religious programs. With their communities beyond the territory of daily newspapers, they subscribe to local papers and magazines that cover gardening, health, hobbies and senior citizen issues. As for digital media, they go online for mostly utilitarian reasons: banking, reading newspapers or viewing classified ads.

How They Think

The backcountry folks of Down to Earth are traditionalists. They believe in family and country, supporting the conventional definition of family and backing a strong role for Canada on the global stage (*Traditional Families, National Pride*). They value organized religions and playing by the rules (*Religiosity, Obedience to Authority*). And they worry about the impact of immigration on their way of life, believing newcomers should give up their cultural identities to adopt the mainstream culture (*Xenophobia, Cultural Assimilation*). Down to Earth members are exactly what their segment name implies: people who are cool and controlled, keeping their emotions in check and guided instead by reason and logic (*Emotional Control*). But they still value unexpected events that disrupt their daily routine (*Importance of Spontaneity*). Many turn to nature to recharge their batteries and enjoy activities that take them outdoors (*Attraction to Nature*). In the marketplace, their *Financial Concern Regarding the Future* makes them a tough sell, and their *Utilitarian Consumerism* is reflected in their strong preference for items that are practical rather than aesthetically pleasing. With their *Technology Anxiety*, they're among the last to embrace digital media and smart devices.

Population:
1,004,357
(2.64% of Canada)

Households:
396,621
(2.65% of Canada)

Average Household Income:
\$95,009

Average Household Net Worth:
\$410,854

House Tenure:
Own

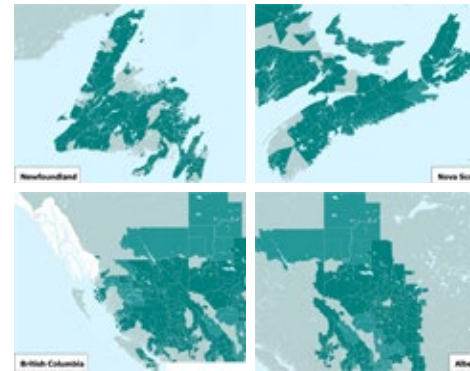
Education:
Mixed

Occupation:
Blue Collar/Service Sector

Cultural Diversity Index:
Low

Sample Social Value:
Obedience to Authority

Where They Live



How They Live

LEISURE
fishing/hunting
arts/crafts/sewing/knitting
country music concerts
casinos

TRADITIONAL MEDIA
classic country radio
curling on TV
gardening magazines
community newspapers

FOOD/DRINK
processed cheese
regular coffee
rye/Canadian whisky
casual family restaurants

AUTOMOTIVE
domestic brands
large pickup trucks
intermediate cars
ATVs/snowmobiles

MOBILE
respond to classified ads on phone
read news on phone
bank/pay bills on tablet
view store flyers on tablet

SHOPPING
Giant Tiger
Mark's
Walmart
home improvement stores

INTERNET
automotive sites
discount coupons on computer
eBay.ca
purchase toys/games online

FINANCIAL
senior services bank plans
financial planning
online trading
donate to religious groups

SOCIAL
Pinterest
Facebook
YouTube
share links with friends and colleagues

HEALTH
Take multivitamins for 50+ men and women

ATTITUDES

"It's very important to have a more intense and more spiritual inner life"

"I am adventurous/outdoorsy"

"New technologies are causing more problems than they are solving"

"Brands are not important to me at all"



Older and mature suburban singles and couples

Who They Are

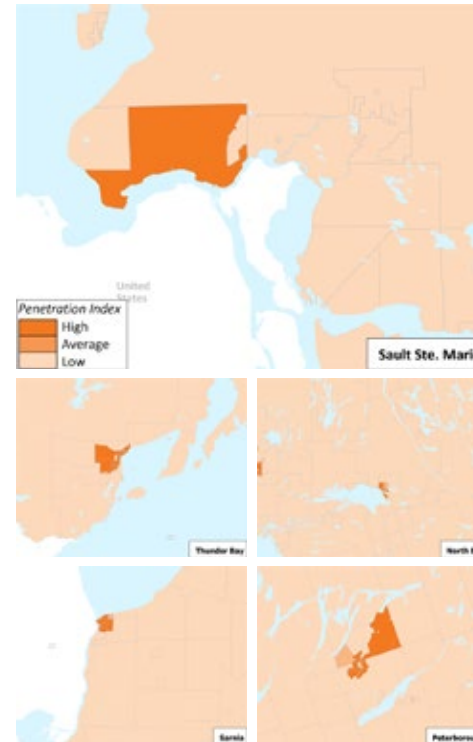
Slow-Lane Suburbs consists of a mix of older and mature singles and couples living in the suburbs of midsize cities like Thunder Bay, Cape Breton, St. John's and Sault Ste. Marie. Most maintainers are over 55, and those still in the labour force typically hold service sector and white-collar jobs in health, food services, sales or retail. With their high school and college educations yielding middle incomes, nearly three-quarters of adults are owners of relatively inexpensive homes. Many are aging in place in a single, semi or duplex in an older neighbourhood. In Slow-Lane Suburbs, two-thirds of households consist of only one or two people. Content in their established communities, more than three-quarters of residents are third-plus-generation Canadians, and they enjoy time-honoured outdoor activities like fishing, hunting and camping. And many have time on their hands to travel to Atlantic Canada and snowbird destinations in Florida. For excitement, they like attending an auto race or golf event. Marketers can reach them with a message that aligns with their belief in Saving on Principle, emphasizing products and services for the frugal minded.

The older members of Slow-Lane Suburbs enjoy active, leisure-intensive lifestyles. They exhibit high rates for going to casinos, community theatres and beer, food and wine festivals. Around the house, they like to read a good book, have a fine meal—baking from scratch is popular—and then top it off with a glass of premium beer or Canadian wine. These suburbanites spend a lot of time in their cars—typically compact SUVs, midsize sedans or pickup trucks—but they have no allegiance to any make or model. With their middle incomes, they're careful with their money, shopping at discount grocery stores, doing their own home improvement projects and carrying credit cards that have rewards programs. When they go out to eat, they head for casual restaurants like Tim Horton's, Dairy Queen and Swiss Chalet. Slow-Lane Suburbs is a prime market for traditional media. Members watch a lot of TV sports—including curling, auto racing and poker—enjoy oldies, country and classic rock radio stations, and read magazines such as Live Better and Reader's Digest. But they claim technology intimidates them and visit only a small selection of websites at high rates.

How They Think

Today's world can be confounding, but members of Slow-Lane Suburbs seem comfortable navigating the chaos and setting lofty goals that they strive to achieve (*Personal Challenge*). They adapt easily to the vagaries of modern life and express optimism for the future (*Adaptability to Complexity, Personal Optimism*). Patriotic Canadians, they see Canada as a land of opportunity and look to the government to perform socially beneficial functions (*National Pride, North American Dream, Active Government*). Yet they also are open-minded about other cultures and view diversity as a source of personal enrichment (*Social Learning*). At home, they enjoy showing off their belongings and thrive on the admiration of others (*Status via Home, Need for Status Recognition*). Many view shopping as an opportunity to acquire material goods that symbolize affluence (*Ostentatious Consumption*). Their faith in advertising as a reliable source of information can fuel their tendency to be impulsive consumers (*Confidence in Advertising, Buying on Impulse*). Although they're guided less by logic and critical thought than by feelings and emotions, they make a conscious effort to eat a healthy diet and exercise regularly (*Intuition & Impulse, Effort Toward Health*).

Where They Live



How They Live

LEISURE
fishing/hunting
baking from scratch
community theatres
casinos

SHOPPING
Mark's
Northern Reflections
Home Hardware
Coles

TRADITIONAL MEDIA
oldies radio
curling on TV
DIY
Live Better

INTERNET
access automotive news online
auction sites
purchase home furnishings online
access real estate listings

FOOD/DRINK
Wendy's
frozen meals
bulk food stores
casual family restaurants

FINANCIAL
online trading of GICs
guaranteed life insurance
full-service investment brokers
senior services bank plans

AUTOMOTIVE
subcompact SUVs
midsize cars
domestic brands
one vehicle

SOCIAL
Twitter
Pinterest
Facebook
YouTube

MOBILE
do not own a smartphone
clip mobile coupon on tablet
listen to radio or podcast on tablet
bank/pay bills on tablet

HEALTH
Bought bi-focal eyewear in past year

ATTITUDES

"The country should hold a strong position in the world"
"Money is for making and saving"
"My phone is a practical device, but I'm not interested in using it for entertainment"
"It is very likely that, if a product is widely advertised, it will be a good product"

Population:
446,355
(1.18% of Canada)

Households:
189,338
(1.27% of Canada)

Average Household Income:
\$86,277

Average Household Net Worth:
\$345,430

House Tenure:
Own & Rent

Education:
College/High School

Occupation:
Service Sector/White Collar

Cultural Diversity Index:
Low

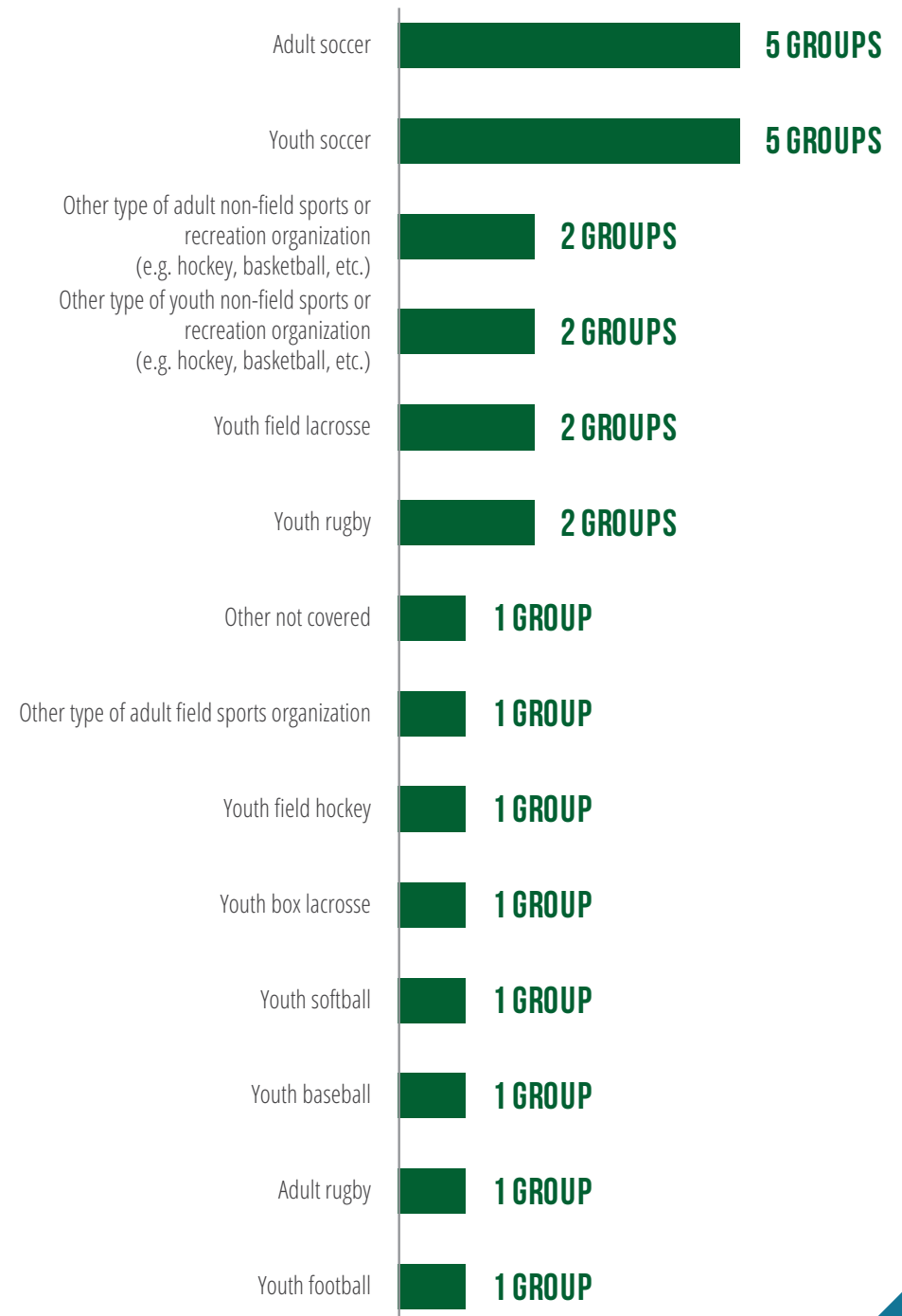
Sample Social Value:
Saving on Principle

APPENDIX B: STAKEHOLDER QUESTIONNAIRE SUMMARY

SPORT FIELD USER PROGRAMMING TYPES

- Groups were asked to select types of sport and recreation programming that they offer from the list illustrated in the chart to the right
- Soccer was the most prevalent activity indicated for both adults and youth
- Of the responses that selected “other type of **adult** non field sport” and “other type of **youth** non field sport” activities such as volleyball, hockey, and basketball were listed for both
- Ultimate frisbee was the only response under “other not covered”

TYPES OF SPORT PROGRAMMING



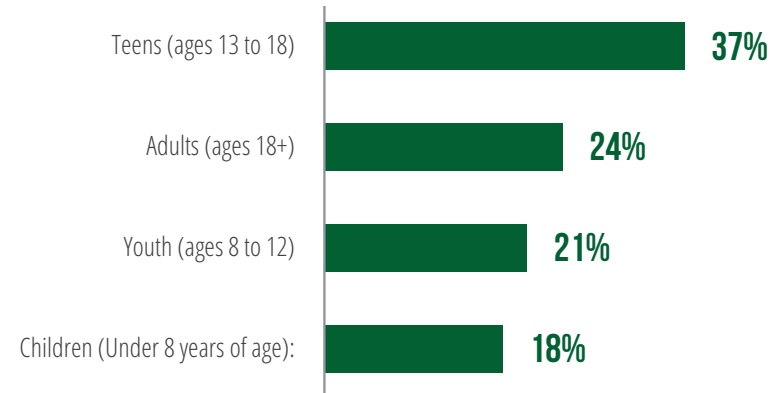
PARTICIPANT AGE DEMOGRAPHICS OF RESPONDENT ORGANIZATIONS

Groups were asked to provide an estimate of how many participants they had in the following age categories:

- Children (under 8 years of age)
- Youth (ages 8 to 12)
- Teens (ages 13 to 18)
- Adults (ages 18+)

Teens, ages 13 to 18, made up the largest amount of participation across groups with 37% of all participants falling into this age range.

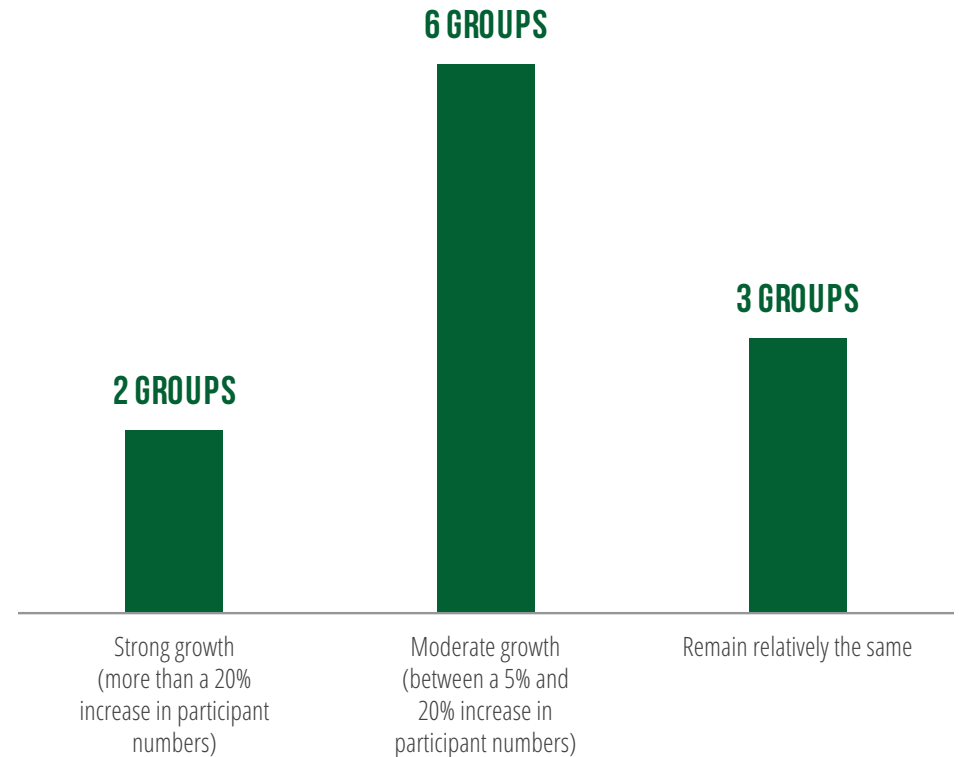
PARTICIPANT AGE DEMOGRAPHICS



PARTICIPATION GROWTH EXPECTATIONS OVER THE NEXT 5 YEARS

- 6 Groups indicated that they expect **moderate growth** in participation over the next 5 years
- 3 groups indicated that they expect their participation to **remain relatively the same**
- 2 groups indicated that they expect **strong growth** in participation over the next 5 years

PARTICIPANT GROWTH EXPECTATIONS OVER THE NEXT 5 YEARS



FIELD USE

- Groups were asked to estimate their hours of field each use for each season
- 70% of the total hours reported was during the summer months
- 14% of total hours reported was during fall months
- 9% of total hours reported were in the winter months

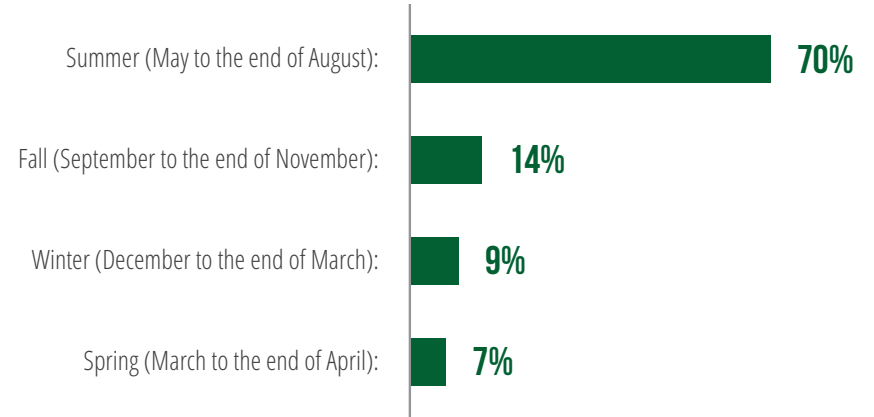
OTHER FACILITY USE

- 10 groups indicated that they utilize gymnasiums in schools or churches
- 6 groups indicated that they utilize natural surface fields in Owen Sound
- 1 group indicated that they use artificial turf fields in other communities in the region
- 3 groups indicated that they use natural surface fields in other communities in the region

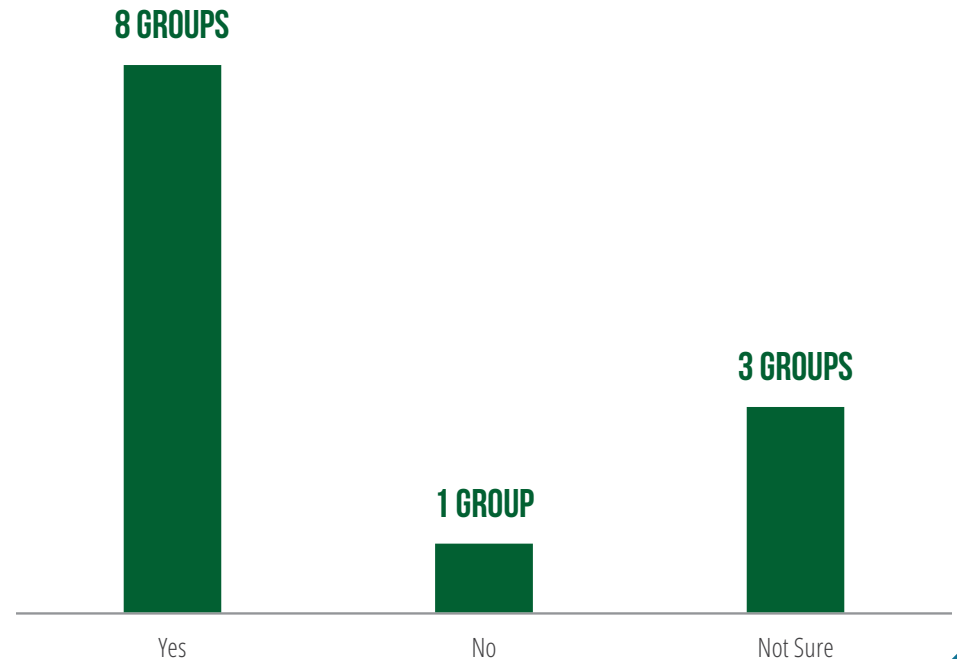
POTENTIAL ARTIFICIAL TURF IN OWEN SOUND

- 8 groups indicated that they would use an artificial turf if it was developed
- 1 group would not use and artificial turf
- 3 groups were unsure if their organization would use an artificial turf
- Groups were asked to estimate their spring, summer, and fall months on a potential outdoor artificial turf field
 - » In total groups indicated that they would use up to 535 with most of those hours being in the spring and fall months.

FIELD USE



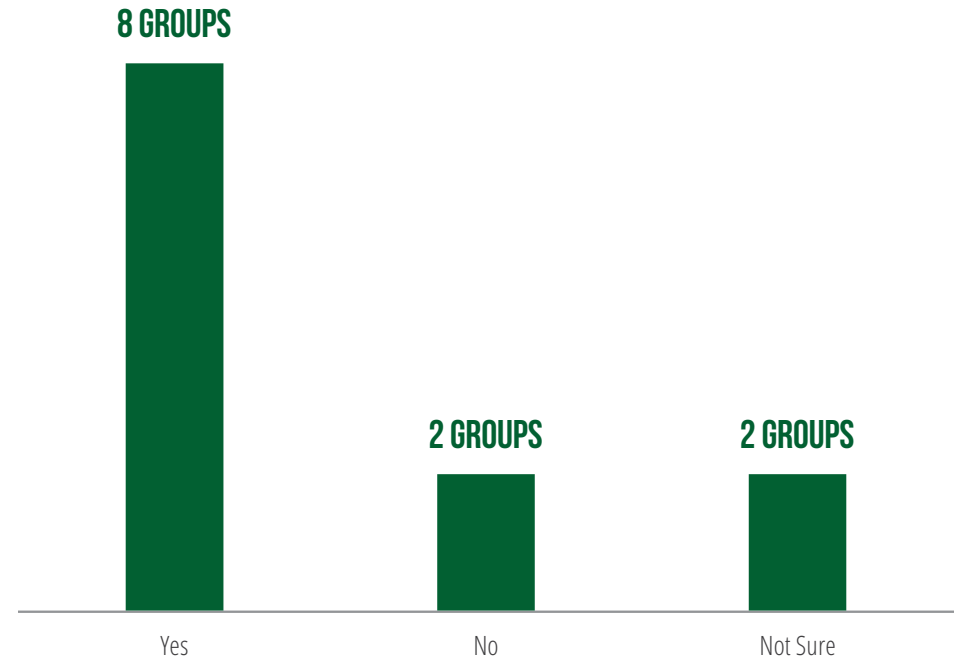
IF AN OUTDOOR ARTIFICIAL TURF IS DEVELOPED IN OWEN SOUND, WOULD YOUR ORGANIZATION USE IT?



ARTIFICIAL TURF USE IN THE WINTER MONTHS

- 8 groups indicated that their organization would book time at an outdoor artificial turf in the winter months if it was covered
- 2 groups indicated that their organization would not use a covered artificial turf in the winter
- 2 groups were unsure if they would book time
- Groups were asked to estimate their use during the winter months on a potential outdoor artificial turf field when the turf is divided into mini fields approximate 50m x 30m.
 - » In total groups indicated that they would use 840 hours or more
 - » Some groups did not provide an estimate and cited that cost could be a barrier to their groups booking or not

WOULD YOUR ORGANIZATION BOOK TIME AT AN OUTDOOR ARTIFICIAL TURF DURING THE WINTER MONTHS IF IT WAS COVERED?



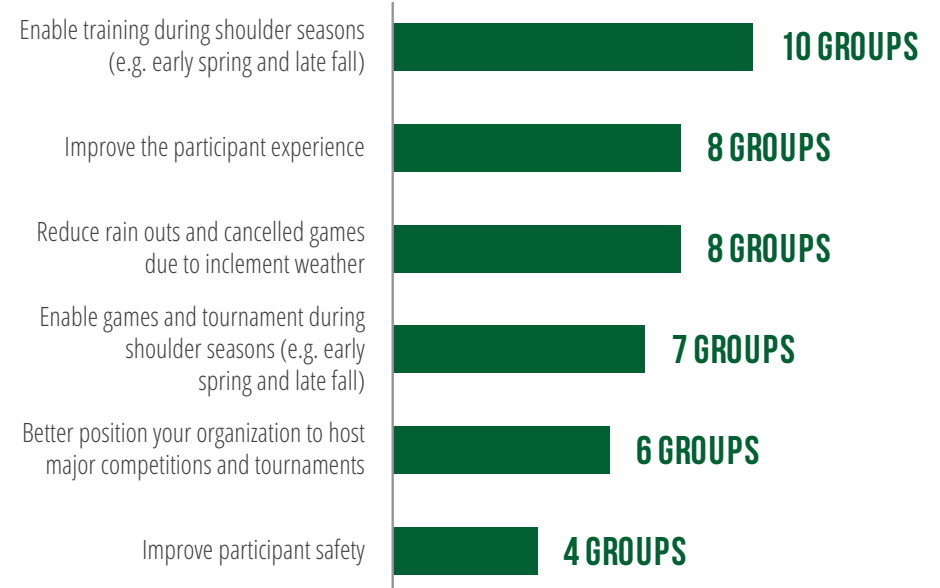
BENEFITS OF AN ARTIFICIAL TURF FIELD IN OWEN SOUND

- 10 groups believe that an outdoor artificial turf field would enable training during shoulder seasons
- 8 groups believe that an outdoor artificial turf field would improve their participants experience and reduce rain outs and cancelled games due to inclement weather
- 7 groups indicated that an artificial field would enable tournaments and games during shoulder season

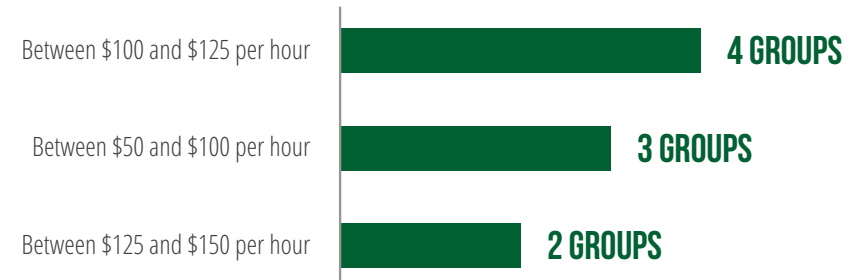
POTENTIAL FEES

- 10 groups indicated that they would be willing to pay between \$50 and \$100 per hour for practice usage of an artificial turf field.
- The groups differed on how much their organizations would be willing to pay for game and tournament usage of an outdoor artificial turf field
 - » 4 groups would be willing to pay between \$100 and \$125 per hour
 - » 3 groups would be willing to pay between \$50 and \$100 per hour
 - » 2 groups would be willing to pay between \$125 and \$150 per hour

HOW WOULD AN OUTDOOR ARTIFICIAL FIELD IN OWEN SOUND BENEFIT YOUR ORGANIZATION?



HOW MUCH WOULD YOUR ORGANIZATION BE WILLING TO PAY FOR GAME AND TOURNAMENT USAGE OF AN OUTDOOR ARTIFICIAL TURF FIELD?



WILLINGNESS TO TRAVEL TO ACCESS A COVERED ARTIFICIAL TURF FIELD IN THE WINTER MONTHS

- 5 groups would be willing to travel more than 30 minutes to access a covered artificial turf
- 5 groups would be willing to travel 20 – 30 minutes to access a covered artificial turf
- 2 groups are not sure if they would be willing to travel and how far

WILLINGNESS TO TRAVEL TO ACCESS AN OUTDOOR ARTIFICIAL TURF FIELD IN THE SPRING, SUMMER, AND FALL MONTHS

- 5 groups would be willing to travel more than 30 minutes to access an outdoor artificial turf in the spring, summer, and fall months
- 4 groups would be willing to travel 20 – 30 minutes to access an outdoor artificial turf in the spring, summer, and fall months
- 3 groups are not sure how far they would be willing to travel to access an outdoor artificial turf in the spring, summer, and fall months

HOW FAR DO YOU THINK MEMBERS OF YOUR ORGANIZATION WOULD BE WILL TO TRAVEL TO ACCESS A COVERED ARTIFICIAL TURF FIELD DURING THE WINTER MONTHS?



HOW FAR DO YOU THINK MEMBERS OF YOUR ORGANIZATION WOULD BE WILL TO TRAVEL TO ACCESS AN OUTDOOR ARTIFICIAL TURF FIELD DURING THE SPRING, SUMMER, AND FALL MONTHS?



AMENITIES IMPORTANT TO POTENTIAL USER GROUPS OF AN OUTDOOR ARTIFICIAL TURF FIELD IN OWEN SOUND

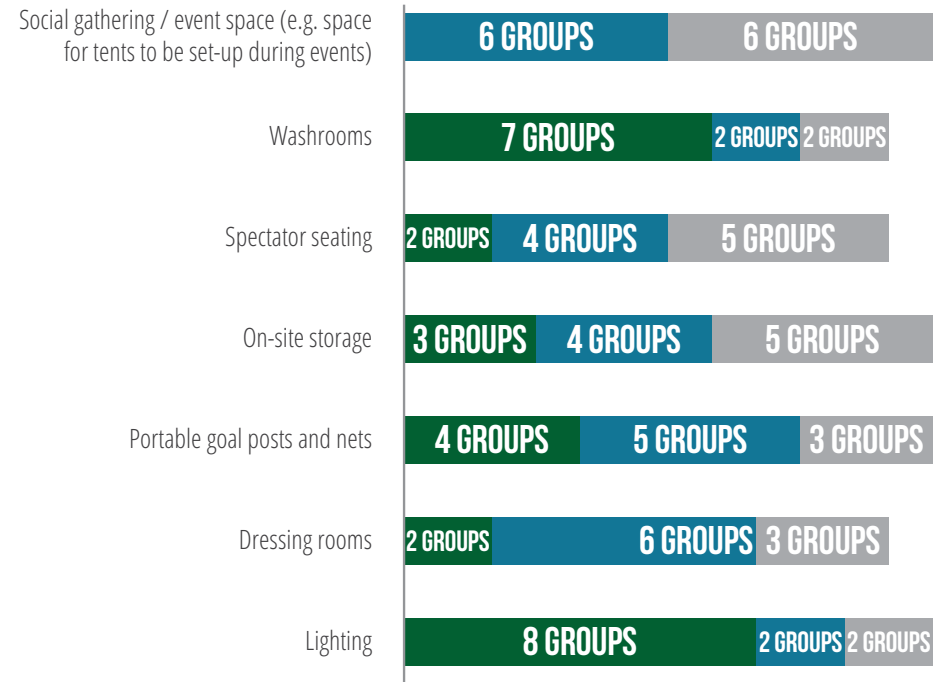
- 9 groups indicated that having washrooms are very important (7 groups) or somewhat important (2 groups) amenities
- Lighting was indicated by 10 groups as being either very important (8 groups) or somewhat important (2 groups) amenity
- Portable goal posts and nets was indicated by 9 groups as being either very important (4 groups) or somewhat important (5 groups)

GENERAL COMMENTS

- Respondents are excited about the potential to develop an outdoor artificial turf
- Use of the potential turf would be dependent on cost and availability (hours of operation)
- Respondent organizations are willing to travel to access the potential outdoor artificial turf

HOW IMPORTANT WOULD THE FOLLOWING TYPES OF AMENITIES BE TO YOUR ORGANIZATIONS AT A POTENTIAL OUTDOOR TURF FIELD IN OWEN SOUND?

Very Important
 Somewhat Important
 Not Important



APPENDIX C: POTENTIAL USER GROUP ENGAGEMENT OVERVIEW

Potential User Groups	Participation in Last Season of Play ¹	Current Permit Holder in Owen Sound	Engagement with Artificial Turf Feasibility Study	Additional Information
Owen Sound Minor Soccer Association	502	✓	<ul style="list-style-type: none"> ✓ Completed a User Group Questionnaire ✓ Participated in a stakeholder interview 	Is engaged in a facility use agreement with the City of Owen Sound for the Owen Sound Kiwanis Soccer Complex. OSMSA is responsible for operating the complex.
Owen Sound Adult Soccer League	350 Outdoor	✓	<ul style="list-style-type: none"> ✓ Completed a User Group Questionnaire ✓ Participated in a stakeholder interview 	Current user of Owen Sound Kiwanis Soccer Complex, the field is booked through OSMSA. Booked time at the Kelso Beach Field in 2020.
70 Indoor		✓	<ul style="list-style-type: none"> ✓ Completed a User Group Questionnaire ✓ Participated in a stakeholder interview 	Is engaged in a facility shared use agreement with the City of Owen Sound for Victoria Park Field.
Bruce Grey Catholic District School Board – St. Mary's High School	600 Students	✓	<ul style="list-style-type: none"> ✓ Participated in a stakeholder interview 	Booked field time at the Kelso Beach Field in 2021.
Blue Water Public School Board – Owen Sound District Secondary School	-		<ul style="list-style-type: none"> ✓ Completed a User Group Questionnaire ✓ Participated in a stakeholder interview 	
Owen Sound Minor Lacrosse	240	✓	<ul style="list-style-type: none"> ✓ Completed a User Group Questionnaire 	Booked field time at the Kelso Beach Field in 2021.
Owen Sound Ultimate Frisbee	48	✓	<ul style="list-style-type: none"> ✓ Completed a User Group Questionnaire 	Booked field time at Kelso Beach field in 2019 and used indoor space at St. Mary's High School Gym in 2020 (prior to pandemic).
Owen Sound Girls Field Lacrosse	170	✓	<ul style="list-style-type: none"> ✓ Completed a User Group Questionnaire ✓ Participated in a stakeholder interview 	Book indoor gymnasium use at Eastridge and OSDSS during the winter months. Book field time at Victoria Park Field during the summer.

¹ All participation numbers are self reported by the organizations, some of which was collected through a stakeholder survey.

Potential User Groups	Participation in Last Season of Play ¹	Current Permit Holder in Owen Sound	Engagement with Artificial Turf Feasibility Study	Additional Information
Owen Sound Rugby Club	115	✓	✓ Completed a User Group Questionnaire	Booked the Victoria Park Field, and St. Marys School gymnasium during the winter.
Owen Sound Wednesday Night Soccer	35	✗	✓ Completed a User Group Questionnaire	This group does not use municipally owned fields or facilities. Currently books the Shallow Lake United Church gymnasium, Kilsyth Community Centre and the Pretty River Academy Turf Field.
YMCA of Owen Sound Grey Bruce	N/A	✗	✓ Completed a User Group Questionnaire	
Markdale Minor Soccer Association	305	✗	✓ Completed a User Group Questionnaire	Uses school gymnasium space during the winter months in Grey Highlands and the Chapman's Soccer Complex in Markdale during the summer season.
Walkerton FC	310	✗	✓ Completed a User Group Questionnaire	This group uses the Royal Distributing Athletic Performance Centre (Marden Indoor Field); Between The Lines Sports Campus (Listowel); Neustadt Arena (West Grey); Walkerton District Community School (Walkerton); Sacred Heart High School (Walkerton)
Saugeen Shores United FC	565	✗	✓ Completed a User Group Questionnaire	This group uses school gymnasium during the winter months. During the summer season this group uses the JH Robertson Soccer Complex, Helliwell Fields Southampton, Saugeen District Secondary School mini fields.
Scenic City Beach Volleyball	-	✗	✓ Completed a User Group Questionnaire	Play volleyball at various locations around Owen Sound.

The following groups were invited to participate in the Potential User Group Questionnaire but did not submit a response:

- Owen Sound Minor Baseball
- Owen Sound Jr. B Northstars
- Owen Sound Sr. B Northstars
- Owen Sound Minor Basketball
- Active Lifestyles Senior Centre Grey- Bruce
- Owen Sound Softball



