



**Subject: 2021 Beach Operations Update**

**To: Council**

**From: Corporate Services Department**

Report Number: 2021-219

Meeting Date: August 23, 2021

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**Recommendation:**

That Corporate Services Department Report 2021-219, 2021 Beach Operations Update, be received as information.

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**Purpose:**

The purpose of this report is to provide Council with an update on Centennial-Cedar Bay Beach and Nickel Beach activity and usage during the period of July 20 to August 6.

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**Background:**

The previous beach operations update provided to Council covered the period of June 17 to July 19, 2021.

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**Discussion:**

Operational Plans in place at both beach locations continue to help ensure simplicity, efficiency, and an enhanced user experience. Staff highlight that the most consistent accounts of positive feedback from both Port Colborne residents and visitors at both beach locations is the increased space available through reduced capacity of parking. For Nickel Beach, this allows each group to park near the water's edge with a view of the lake, while leaving all other beachfront space open for beach activities that would not be possible with multiple rows of parking. At Centennial-Cedar Bay Beach, parking control continues to ensure no Port Colborne resident is turned away from being able to use the park amenities or beachfront due to overcrowding.

Staff identify that the most common area of improvement noted by beachgoers is the amenities available at Nickel Beach. Users have provided testimonials that they would appreciate enhanced washroom/change facilities, most of which are non-Port Colborne residents who are charged fees for access. As previously noted to Council, staff are preparing options for capital projects that address the feedback being received from beach users. Though these options will be shared with Council in more detail through the budget process, staff highlight that the primary projects will include repurposing the old washroom facility into a designated area for a food vendor, shade, and potentially entertainment; a mobile staff/first aid treatment building; and new washroom and change facilities that are accessible, aesthetically pleasing, and portable. Staff also highlight that all enhancements being noted for Nickel Beach would be completely funded through the Vale Community Improvement Fund.

Metrics for usage at both Centennial-Cedar Bay Beach and Nickel Beach during the period of July 20 to August 6 are attached as Appendix A.

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### **Strategic Plan Alignment:**

The initiative contained within this report supports the following pillar(s) of the strategic plan:

- Service and Simplicity - Quality and Innovative Delivery of Customer Services
- Attracting Business Investment and Tourists to Port Colborne
- City-Wide Investments in Infrastructure and Recreational/Cultural Spaces

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### **Conclusion:**

That Corporate Services Department Report 2021-219, and the July 20 – August 6 Beach Usage Metrics attached as Appendix A be received.

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### **Appendices:**

- a. July 20 – August 6 Beach Usage Metrics

Respectfully submitted,

Blair Holinaty  
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**Report Approval:**

All reports reviewed and approved by the Department Director and also the City Treasurer when relevant. Final review and approval by the Chief Administrative Officer.