



City of  
**Peterborough**

---

**TO:** Members of the Arenas Parks and Recreation Advisory Committee

**FROM:** Mary Gallop, Manager of Facilities & Special Projects

**MEETING DATE:** October 16, 2012

**SUBJECT:** Report APRAC12-029  
2012 Beavermead Campground Capital Budget Plan

---

## **PURPOSE**

A report to seek approval for the continued operations of the Beavermead Campground and to describe the improvements recommended in the approved 2012 Beavermead Capital Budget.

## **RECOMMENDATIONS**

That the Arenas, Parks and Recreation Advisory Committee approve the recommendations outlined in Report APRAC12-029 dated October 16, 2012, of the Manager of Facilities & Special Projects, as follows:

- a) That the continuation of campground functions in Beavermead Park be supported as a desirable function to support community tourism and outdoor recreation, and
- b) That Council be encouraged to consider further long term capital investment in the park to upgrade camping facilities in order to improve the occupancy and financial picture of the campground.

## BUDGET AND FINANCIAL IMPLICATIONS

There are no additional budget or financial implications resulting from the approval of the recommendations in Report APRAC12-029. The resources to undertake the work are in the 2012 capital budget for Beavermead Park (Item 6-7.03).

Should Council support continued ongoing camping operations at Beavermead Park, additional capital funding will be requested in the 2014-2017 budget years to upgrade the campground facilities.

## BACKGROUND

The APRAC received a report in November 2011 on the Beavermead Campground Cost-Benefit Analysis and Strategy Plan. The report introduced a series of recommendations to improve the Beavermead Campground in order to position it for future operational and financial success. The report was presented to City Council in January 2012 and the resolution from City Council Report CSD12-001 provided direction to Staff as follows:

*That Council approve the recommendations outlined in Report CSD12-001 dated January 23, 2012, of the Director of Community Services, as follows:*

- a) That a presentation by the Planning Partnership and TCI Management Consultants on the Beavermead Campground Study be received;*
- b) That campground services be continued in Beavermead Park for 2012;*
- c) That the operations of the Beavermead Campground continue to be delivered by City staff for 2012;*
- d) That staff prepare a detailed report for Council consideration on various options regarding work to upgrade grounds and provide additional services to non-serviced sites prior to any work being undertaken utilizing the approved 2012 capital budget;*
- e) That the Beavermead Campground Cost-Benefit Analysis and Strategy Plan be used as a planning tool to guide the future operations and budget preparations for the Campground in 2012; and*
- f) That any surplus in operations for 2012 be transferred to a Reserve Account to fund future capital projects.*

## **The Beavermead Campground Study**

The 2010 Little Lake Master Plan was a comprehensive strategy to guide the use, decision-making and management of Little Lake and its shoreline areas for the next 20 years. One of the recommendations of the Little Lake Study was the implementation of a cost-benefit review of the Beavermead Campground. Attendance at the campground had significantly declined under a contracted operation and the use of the property for camping was questioned.

City Council approved a 2011 project to review the advantages and disadvantages of the Beavermead Campground and determine the future of this function in Beavermead. The intent of the analysis was to consider both the social and economic benefits of the operations of a municipal campground in a very active public park. The review had two parts: the first is a cost-benefit analysis of the existing operation; the second part is a strategy plan for the future of the campground.

A summary of the results were as follows:

- 90% of City residents who participated in the study felt the campground was desirable and provided affordable accommodation for visitors;
- 82% of all those participating in the study agreed that the Campground created a positive economic benefit and spin off;
- 80% of all campers are tourists to the area;
- 75% supported the City operating the Campground as opposed to a third-party operator;
- The campground visitors spent \$231,000 in Peterborough during their 2011 stay.

The study did a comparative review of other successful campground operations and found occupancy numbers ranged between 54-69%. Surveys of existing campers identified a number of physical improvements that were required to make the campground more attractive. These included leveled campsites, additional site servicing, improved washroom and shower facilities, laundry facilities, and internet access. The consultants also recommended a major increase to the marketing and communications budget, to a value of \$10,000 (over the \$2,043 spent in 2011). This would be targeted to potential visitors outside of the region, and stress the unique camping experience Peterborough has to offer ("camping in the heart of the City").

With improvements to the amenities in the campground and the marketing of the operations, the financial picture would also improve, showing a profit picture at 50% occupancy rate of approximately \$150,000. The community will also see an economic spin off with added investment and increased occupancy at Beavermead.

## **2012 Season Results**

The Community Services Department has been operating the campground for the past three years; in the two previous years, the Public Works Division operated the park after having taken over this function from a private sector operator. Chart 1 identifies the

expenses and revenues from the campground for the years 2008-2012. The financial picture has improved over the past five years and the campground has operated at break even basis for the past two years. City Staff were conservative in campground spending in 2012 as there was uncertainty over whether Council would want to further invest in the camping or re-purpose the grounds for some other use. Staff did not implement the recommendation to invest in significant marketing campaign and undertook more modest promotions for the campground.

**CHART 1: Campground Financial Results 2008-2012**

| <b>Year</b>                         | <b>Expenditures</b> | <b>Revenues</b> | <b>Net Result<br/>Expense / (Surplus)</b> |
|-------------------------------------|---------------------|-----------------|---|
| 2008                                | \$186,255           | (\$144,916)     | \$41,339                                  |
| 2009                                | \$146,583           | (\$127,506)     | \$19,077                                  |
| 2010                                | \$174,340           | (\$144,495)     | \$29,845                                  |
| 2011                                | \$193,360           | (\$193,360)     | \$0                                       |
| 2012                                | *\$192,790          | *(\$193,635)    | *(\$575)                                  |
| *2012 figures estimated to year end |                     |                 |   |

### **Moving Forward – Capital Investment Program**

Staff identified \$100,000 in the 2012 capital budget to address some of the recommendations of the campground study. The work is the first of a multi-year strategy to improve the campground and make it attractive as a destination for the region. The 2012 work is described as follows:

#### **Campground Servicing Design - \$10,000**

To design, cost, and tender the work to upgrade campground site services. This would create a design plan to bring water and electricity to 30 un-serviced sites and make them more desirable for booking. The design work would take place as soon as Council approves the Staff report. This funding does not include the construction work to undertake the changes. That would be included in a future capital budget request.

#### **Campground Site Repairs – \$90,000**

This work includes levelling of sites and redirection of water, particularly in the southern interior section and campsites on the western section of the grounds. This initiative would require consultation with Otonabee Conservation Authority to respect flood plain requirements. Ideally, this work would take place mid-September so it would not impact the 2013 camping season.

Staff have identified additional funds for significant projects to improve campground facilities. These could be accomplished in a phased plan and included in capital budgets for 2014 – 2017, should camping remain in Beavermead Park. The future projects are described in Chart 2.

**CHART 2: 2014-2017 Major Capital Initiatives to Improve Beavermead Campground**

| <b>Campground Improvements</b>                      |   |
|---|---|
| Site Services and WiFi Implementation               | <b>\$150,000</b> to undertake the work to service up to 30 of the campsites with water and 50 amp services. This would mean that 82 sites in the campground would be serviced with power and water. This project would also include installation of WiFi in the park that would include reception at campsites. |
| Facility Concept Design                             | <b>\$50,000</b> to undertake concept design and costing analysis for a new entry pavilion and washroom/shower/laundry facility  |
| Detailed Design, Tendering, Contract Administration | <b>\$80,000</b> for the entry pavilion and washroom/shower/laundry facility.  |
| Entry Pavilion                                      | <b>\$300,000</b> to construct the entry pavilion  |
| Washroom/shower/laundry facility                    | <b>\$1,020,000</b> to construct the new washroom/shower and laundry facility. Work would commence after Labour Day and be completed by June 1 for campground reopening.   |
| <b>TOTAL FUTURE CAPITAL IMPROVEMENTS</b>            | <b>\$1,600,000</b>  |

The timing for implementation activities would be dependent upon the availability of capital resources through the budget approval process. The public were vocal in their support for the Beavermead Campground. There were few detractors of this service at the community meetings and in the survey responses. Staff recommend Council approval of the resolution so that work can commence.

## **Moving Forward – The Campground Decision**

Discussions on whether to operate or close the campground have been referenced by members of Council both in the current term and in previous terms of City Council. Staff believe that a decision by Council on the future of the campground is timely and would ideally be made this fall.

Should members of Council support further investment in the campground, staff will use that opportunity to undertake the improvements and market the campground as a refurbished facility that is suitable for all types of campers in the province. However, should members of Council not support future investment in the campground and seek its closure, staff will return to Council with another report on the repurposing of the lands presently occupied by the campground footprint.

Submitted by,

Mary Gallop  
Manager, Facilities and Special Projects

Contact Name:  
Mary Gallop  
Manager, Facilities and Special Projects  
Community Services Department  
Phone: 705-742-7777 Ext 1828  
Fax: 705-876-4615  
E-mail: [mgallop@peterborough.ca](mailto:mgallop@peterborough.ca)