

signage should be improved. In 2023, staff will install the new landmark and amenity signs at all 23 public parks across The County. These signs were purchased using funding from the Tourism Relief Grant (TRF) received in 2022, and installation will happen in Spring 2023. These signs will include symbols to indicate amenities such as washrooms, picnic tables, etc., available at that park.

Included in the 2023 TMP budget are resources to enhance up to four public brick-and-mortar washrooms with high visibility door signage and decoration (such as painted designs or decals). This activity will improve visibility of washrooms and improve the appearance of the structures. It is important for visitors to be able to identify public washrooms easily, so they are not searching for facilities. It is also important for public washrooms to appear clean and welcoming so visitors and residents feel inclined to use them.

Wellington Rotary Beach

Staff recommend the municipality continue to manage Wellington Rotary Beach with a \$10 per person admission fee on certain days during the summer (waived for residents/taxpayers who show proof of same.) Analysis of operational data at this location has led staff to recommend one key change in 2023: return to charging admission fees and staffing the beach on weekends and statutory holidays in July and August only.

In the summer of 2021:

- A 350-person capacity limit introduced at Wellington Rotary Beach in response to unprecedented attendance levels in 2020, and continuing pandemic travel restrictions and social distancing requirements in 2021
- Gates staffed weekends and statutory holidays June - Labour Day, to monitor capacity and collect \$10/person visitor entry fee
- To monitor capacity accurately, in/out privileges were limited. A two-year Temporary Zoning Amendment ([By-Law 68-2021](#)) was approved to allow one or two food trucks to provide food and beverage service within beach gates.
- Free entry for residents holding a Wellington Rotary Beach Pass (1,600 passes issued)
- Beach attendance of approximately 10,000, 22% residents and 78% visitors
- Closed due to capacity ten times - seven closures on weekends and three on weekdays

In the summer of 2022:

- Capacity increased to 425 in light of relaxed social distancing requirements, and with the goal of improving access for residents and revenue from visitor beach entry fees

- Gates staffed weekends and holidays from Victoria Day weekend to Labour Day weekend, plus seven days a week during July and August, to monitor capacity and collect \$10/person visitor entry fee as in 2021
- Continued free entry for residents holding a Summer Pass
- With the increase in the capacity limit from 350 to 425, the beach only reached capacity once in 2022, on a weekend
- Residents accounted for 35% of total beach attendance, up from 22% in 2021. The highest volume days had a higher percentage of visitors in attendance, but on an average day, residents made up 54% of beachgoers.

The 2023 recommendation to revert to only managing Wellington Rotary Beach on weekends and statutory holidays stems from an analysis of the cost/benefit of the 2022 activities.

- The revenue from visitor entry fees covered the cost of staffing the beach 83% of the weekend and holiday days in July and August. But only 8% of the weekend and holiday days in May and June generated sufficient entry fees to cover the cost of staffing. In other words, the beach operations lost money on most weekend and holiday days in May and June.
- Furthermore, the beach operations lost money on 71% of the weekdays when the beach was staffed on weekdays in July and August.

The cost/benefit analysis coupled with the beach capacity data above suggests that the municipality could save money by reducing the days that the beach is managed without risking the overcrowding scenarios that occurred in 2020. Instead of managing the beach seven days/week, staff can be deployed to other higher-priority activities, but will be on call to monitor or intervene at the beach if high visitor volumes are anticipated due to weather or other circumstances.

In addition to reviewing the beach management data, staff reviewed the mobile restaurant (food truck) activities at the Beach. The two-year Temporary Zoning Amendment that allowed mobile restaurant operation at the Wellington Rotary Beach expires on May 31, 2023. Staff will be seeking a one-year extension to this amendment at the March 22, 2023 meeting of the Planning and Development Committee. A long-term solution to mobile restaurant operation at Wellington Rotary Beach will also be considered as part of the Comprehensive Zoning By-Law Review that is currently underway.

The recent mobile restaurant program review indicated that the food service at Wellington Rotary Beach was popular with residents (85% in favour), and should be continued. Staff will make minor adjustments to the Wellington Rotary Beach mobile restaurant program to allow more flexibility for operators, as long as they provide service at all times when the beach gates are staffed and in-and-out privileges are limited.