Present were: Chair K. Seiling, L. Armstrong, J. Brewer*, T. Cowan, D. Craig*, T. Galloway*, J. Haalboom, B. Halloran, R. Kelterborn, G. Lorentz, C. Millar*, C. Zehr


North Dumfries Council: B. Benninger*, S. Foxton, G. Taylor

Waterloo Council: M. Durrell, D. Freeman, B. Halloran, J. Henry, K. Scian, A. Vieth, M. Whaley*


Woolwich Council: T. Cowan, M. Bauman, B. Bryant, J. Herteis, A. Poffenroth

*Mayors are shown in attendance for both Regional Council and their own Council due to quorum requirements.


Welcome

Chair Ken Seiling welcomed everyone and introductions took place.

Update Regarding Economic Development Studies

Carla Ladd, Chief Administrative Officer, City of Kitchener appeared before the All Council meeting to provide an update on the collaborative effort with respect to economic development with the Chief Administrative Officers across the Region. C. Ladd advised there has been a cost sharing approach and a service analysis on economic development is being completed, which includes a best practice review. She highlighted the services study and the opportunity to improve upon the overall framework on economic development in Waterloo Region. The study will assist in providing a better understanding while addressing gaps, redundancies and overlays. Employment land development options are also being reviewed along with the purchase and servicing of lands. C. Ladd identified the need to blend private and public sector lands and noted that immediate access is becoming more difficult as there is a shortage of short term land development supply. The impacts on overall economic development in Waterloo Region were reviewed.

Councillors had questions with respect to other barriers to development and municipal land banks. C. Ladd stated these are valid points and would be reviewed with potential vendors.
She advised a significant amount of employment lands are held in private ownership and they are reviewing alternate practices across the Province to see what may work for this area.

Creative Enterprise Enabling Organization (CEEO) Update

Roger Farwell, Board Chair CEEO and Heather Sinclair, Chief Executive Officer CEEO appeared before the All Council meeting and provided background information on the creation of the organization, mission statement, mandate, organizational ramp-up and four strategic priorities. H. Sinclair thanked all members for their support. The 2011 budget was highlighted. A copy of the presentation is appended to the original minutes.

*B. Benninger and M. Whaley entered the meeting at 2:40 p.m.

Councillors had questions with regard to arts grants, collaboration with the Waterloo Region Tourism Marketing Corporation and fundraising. H. Sinclair advised they are working with the Tourism organization and continue their discussion about arts grants. The expectations for fundraising were highlighted, including donations from private sector and provincial and federal grants. In kind donations were also noted and that the value is difficult to quantify. There was discussion about the self created alliance for grant community group. H. Sinclair identified social media strategies that will be implemented and the process to share information. They are also developing benchmarks for measuring success which will be completed in the future. R. Farwell stated all normal governance issues are underway.

Waterloo Region Tourism Marketing Corporation (WRTMC) - Update

Tracey Desjardins, General Manager WRTMC appeared before the All Council meeting and provided a presentation on the organization. She highlighted the board structure, mission and vision, economic benefits of tourism, success to date in 2011, collaboration and looking forward. A copy of the presentation is appended to the original minutes.

Councillors inquired about avenues for promoting various events and activities such as cycling maps. T. Desjardins replied they can look into some sort of pilot project.

*J. Gazzola and D. Craig left the meeting at 3:20 p.m.

There was discussion about the value of tourism dollars and what is unique to Waterloo Region. T. Desjardins responded this area can promote health and wellness and outdoor adventures. They are having conversations with other areas in the vicinity on how to encourage people to stay longer and enjoy more. A question was raised about the inventory of hotel rooms and T. Desjardins advised there are 5,000 available in the Region. In response to an inquiry about the Region of Waterloo International Airport, T. Desjardins advised they have been working closely with the Airport on the marketing efforts.

Water & Wastewater Update

Thomas Schmidt, Commissioner, Transportation & Environmental Services Region of Waterloo and Nancy Kodousek, Director, Water Services Region of Waterloo appeared before the All Council meeting with a presentation on Water and Wastewater. A copy of the presentation is appended to the original minutes. Highlights of the presentation included responsibilities and goals for water services, water and wastewater operations, regulations, Clean Water Act, water
programs, capital program for water and wastewater, operations and maintenance of wastewater, upgrades to wastewater and issues. The household impact on the wholesale water increase was reviewed.

Questions were raised regarding increasing water costs and the campaign to reduce consumption. T. Schmidt advised if residents reduce consumption, they should not see an increase in water bills. The Regional system is based on multiple supplies and is very complex and has a higher cost of operation. Staff works to minimize costs the best they can but the infrastructure needs to be maintained and upgraded. There was discussion about the implications of the Clean Water Act and the need to get message out to the public on the impacts.

*J. Brewer, T. Galloway and C. Millar left the meeting at 4:10 p.m.*

Additional comments were noted about inflow and infiltration and options for the Grand River trunk system.

**Waterloo Region 2012 International Plowing Match (IPM)**

David Pyper, Chair Waterloo Region 2012 IPM, appeared before the All Council meeting to provide a presentation on who they are, where the IPM will be located in 2012. He outlined the partnerships and support, 2012 mission, partnership and support, elements of the IPM, benefits to Waterloo Region, opportunities, community leadership, details for 2012, benefits to the municipalities, Regional participation and support, current status, next steps and the keys to their success. He thanked all councillors for their continued support. A copy of the presentation is appended to the original minutes.

**General Discussion/Closing Comments**

K. Seiling suggested any topics for future meetings should be forwarded to him and it is expected to hold another meeting in the Spring 2012.

**Adjourn**

The meeting adjourned at 4:40 p.m.

**REGIONAL CHAIR, K. Seiling**

**REGIONAL DEPUTY CLERK, L. Wetzel**
CREATIVE ENTERPRISE ENABLING ORGANIZATION Update Fall 2011
CREATION OF THE ORGANIZATION

- Recommendation from Prosperity Council Task Force on Creative Enterprise 2009

- Rationale:
  - Urban growth centre
  - Attract and retain talent
  - Improve quality of life
  - Cultivate creative economy

- Board established **March 2010**
- Chief Executive Officer started **March 24, 2011**
MISSION:

Our purpose, reason for being.

- To position the Region as a world class destination to live, work, play and stay by initiating and sustaining outstanding creative enterprise
MANDATE:
Why the organization was formed and for whom it operates

The Creative Enterprise Enabling Organization exists to:

- Enable creative excellence
- Advocate for artists, arts & culture organizations & other creative initiatives
- Foster creative collaboration
- Grow the financial investment
- Enhance the Region’s attractiveness
ORGANIZATIONAL RAMP-UP:
March to June 2011

- Community consultation

- Community collaboration begun
  - CTT, Tourism alignment begun
  - Communitech, AC
  - Economic Development, Community Services & ACAC’s
  - Alliance for a Grand Community
  - 100K + in-kind services from private sector

- Focused priorities for next 18 months
FOUR STRATEGIC PRIORITIES: 18 MOS JULY 2011 – DEC 2012

#1 Secure Investment to fund operating & sector
#2 Access to Resources for sector
#3 Deliver Services for sector
#4 Strategically Invest back into community & sector
STRATEGIC PRIORITY #1

SECURE INVESTMENT FOR ORGANIZATIONAL OPERATING & FOR THE SECTOR

GOAL: $1.25 million secured by December 2012

COMPLETED IN LAST 5 MONTHS:
- 12 private sector company briefings
- 4 briefings provincial & federal ministers

TO DELIVER NEXT 13 MONTHS:
- Aggressive target on private sector, provincial and federal
- $1.25 million for the Waterloo Region creative sector and operations
STRATEGIC PRIORITY #2

ACCESS TO RESOURCES FOR THE SECTOR

GOALS:
• Facilitate collaboration for 2-3 contemporary arts festivals
• Facilitate film & music sector festival advancement
• Other sector & festival advancement tbc

COMPLETED IN LAST 5 MONTHS:
• CAFKA/Open Ears/IMPACT – 3 sessions executed
• GRFF film selection & guest hosting
• Blues Festival research input, sponsorship strategy inputs & training booked

TO DELIVER NEXT 13 MONTHS:
• CAFKA/Open Ears/Impact – define and execute one operational efficiency strategy
• GRFF strategy inputs on increasing revenues & growing audiences
• Facilitate 3-4 key delegates to attend high level sponsorship & festival management training
STRATEGIC PRIORITY #3

TO DELIVER SERVICES FOR THE SECTOR

GOAL:

• Group Benefits Program defined 2011 and launched 2012
• Top 3 priority services defined and executed by year end 2012

COMPLETED IN LAST 5 MONTHS:

• Group Benefits Program ready for Dec. announcement
• Community input confirmed priority services including Audience Development, Marketing, Group Benefits among others

TO DELIVER NEXT 13 MONTHS:

• Announce Final Group Benefits Program and execute 2012.
• Develop and execute tools and services to help drive Audience Development and Marketing for regional activities.
• Launch phase 1 of Regional Arts Portal that links to Tourism and key partners
• Launch Phase 1 of intranet and begin to populate with training tools for sector
• Launch mobile application
STRATEGIC PRIORITY #4

STRATEGICALLY INVEST BACK INTO THE COMMUNITY & THE SECTOR

GOALS:
• Define a pilot Investment Program
• Distribute 40K into the community
• Invest new monies as new monies secured

COMPLETED IN LAST 5 MONTHS
• 20K provided by City of Kitchener. Matched & exceeded by private sector to 50K
• Pilot Program defined to drive sustainable revenues
• Launched August 14th
• 59 applications received Sept
• Funds awarded October 4th to 12 recipients

TO DELIVER IN NEXT 13 MONTHS:
• 60 Day Status Review
• Case study & tracking by October 2012
• Invest new monies as secured
THANK-YOU

#1 FOR ALL YOUR SUPPORT TO EXISTING ARTS & CULTURAL ORGANIZATIONS

#2 FOR THE SIGNIFICANT INCREASED SUPPORT IN THE LAST FEW YEARS

#3 FOR SUPPORT TO THE CREATIVE ENTERPRISE ENABLING ORGANIZATION

WE LOOK FORWARD TO WORKING WITH YOU AS WE CONTINUE TO DRIVE THE RESULTS FORWARD
## 2011 BUDGET

### REVENUES
- Regional/Municipal: $203,000
- Ontario Trillium Fund: $75,000
- Private: $30,000
- Sub-total: $308,000

### EXPENSES
- Salaries: $169,000
- Administration: $40,000
- Resources & Services: $125,000
- Sub-total: $334,000
- LESS 2010 SURPLUS: $182,000

### NET BALANCE
$147,000
Review of 2008-2011…
Looking forward to 2012.
Waterloo Regional Tourism Marketing Corporation Board Structure

- Not for Profit - Incorporated
- Board of Directors – 14 seats
- 8 Tourism Industry / 6 Chief Administrative Officers
- Industry segment seats
- 3 Accommodations (High Occupancy and B&B)
- Arts & Culture
- Retail
- 3 Events & Attractions
- Committee Structure – Marketing, Nominations & Governance

Mark Bingeman, Bingemans - President
David Brenneman, CAO - Township of Woolwich - Vice President
Tim Anderson, CAO - City of Waterloo - Treasurer
Larry Blundell - (Retired from Oktoberfest)
Don Bourgeois - Counsel, Charitable & Not-For-Profit Law-Arts
Sally Burns - Waterloo Inn Conference Hotel
Mark Garner - Downtown Kitchener BIA-Retail
Jim King - CAO - City of Cambridge
Carla Ladd - CAO - City of Kitchener
Lucille Bish – Representing Region of Waterloo
Karen O'Grady - African Lion Safari
Vanessa Stevenson - Homewood Suites by Hilton
Wendy Schuster - Waterloo B&B Association
Grant Whittington - CAO - Township of Wilmot
Mission & Vision

MISSION
Our Mission is to increase visitors and tourism in the Waterloo Region by focusing resources on promoting the Region and its attractions to high-potential markets.

VISION
The Waterloo Region will be widely recognized as a must-visit destination, providing visitors with a varied and exceptional experience.
Economic Benefits of Tourism

Ontario Economic Contribution

- $22.1 billion in Tourism receipts
- 200,900 jobs
- Provincial tax revenues - $2.6 billion
- Municipal tax revenues - $571 million
- Only industry that is found in every town, city and province within Canada.
- Contributes more to the GDP of Ontario than manufacturing, forestry and aerospace industries.

Waterloo Region Economic Impacts-2009 Regional Results

( Ministry of Tourism)

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Person visits:</td>
<td>3,554,000</td>
<td>4,037,000</td>
</tr>
<tr>
<td>Visitor Spending</td>
<td>$346,558,000</td>
<td>$371,978,000</td>
</tr>
<tr>
<td>Overnight stays</td>
<td>3,240,000</td>
<td>3,639,000</td>
</tr>
</tbody>
</table>
Success- to-date 2011

• 6,000 consumers (2000 from 2010) database through contesting and tradeshow participation

• 2,000 leads captured in the conferences/meetings, travel trade and media markets

• Website Page views- 363,000- up 25% and 35% of unique visitors per site, since inception

• $1.5 Million in 2011 public relations efforts, over 8 million media impressions

• 40% increase in fall web traffic (due to integrated fall campaign) & 61% increase in page views

• New social media tactics have increased views by 500%
2011 Marketing Samples

Fall in LOVE with Waterloo Region and WIN!

www.ExploreWaterlooRegion.ca/mingpao
2011 Marketing Samples...

In love... with the romance of autumn... Unwind with a stroll through St. Jacobs Farmers’ Market, tasting the bounty of the local harvest. Engage your senses with our Oktoberfest and Kitchener ON2011 festivals. Waterloo Region is conveniently located 1 hour drive west of Toronto. Check out the Region of Waterloo International Airport which offers direct flights to and from Ottawa, Montreal and Calgary - exploring Waterloo Region couldn’t be easier! Check out our website TODAY for exclusive Fall savings! www.ExploreWaterlooRegion.ca/horizon

Try something different this summer with a vacation in Waterloo Region! Treat yourself to fresh, local cuisine at one of several Farmers’ Markets and restaurants. Ignite your imagination while exploring a museum or art gallery. Celebrate culture by joining in a summer festival. Whether you’re looking for an unforgettable adventure or an intimate getaway, Waterloo Region has what you need!

Begin your journey today at www.ExploreWaterlooRegion.ca

Discover the culture of Waterloo Region! www.ExploreWaterlooRegion.ca/arts
Waterloo-Kitchener 風光無限十月節

曾有人用「大口喝酒、大塊吃肉」來形容德國人的美食文化。10月7日至15日，在Waterloo-Kitchener舉辦的十月節（Oktoberfest），便是濃縮熱情粗曠巴伐利亞民俗的絕佳機會。Waterloo Region Tourism的負責人Tracey Desjardins介紹說，人們不僅可以在節日裡體驗美食、美酒和各項傳統節目，金秋時分還是欣賞鄉村自然風光的好時機，無論是沿河獨木舟，還是馬車田園行，都是融入大自然的非凡體驗。

遊客們在Alpine Club參加十月節慶祝活動。
Collaboration

RTO4
- Launched new projects inventory assessment
- Consumer marketing research and market-ready marketing campaigns
- Partnered on consumer shows in November 2011-National Women’s
- Working on 2012 campaigns and marketing strategies
- MC&IT Strategy
- Booking Engine in 2012

Municipal/Regional-Community Partners
- More discussion and alignment of strategic plans
- Product development: culinary/cycling/sports
- KitchenerON2011
- Siggraph 2011- Communitech, CTT, City of Kitchener, Conestoga/University of Waterloo
Collaboration

CTT- Canada Technology Triangle
Working on synergies, strategies and tactics
Looking at shared office space, human resources and leveraged opportunities: foreign markets, events, group buying

CEEO-Creative Enabling Enterprise Organization
Working on synergies, strategies and tactics
Regular communications
Partnering on capacity-building opportunities, events

Academic Partners:
University of Waterloo, Wilfrid Laurier, Conestoga College, high schools
Utilizing and supporting student resources
Joint research
Product Development
Tourism as a career
Members/Partnerships (Business Model)

- Create more benchmarks/metrics and tracking features
- More collaboration with like-minded organizations
- Launch Booking Engine with RTO4
- Educational/capacity building for community
- Increase revenues especially overnight

Communications

- Better communications to- members/community/businesses
- Increase earned media to $2Million and 10Million impressions with more external focus
WRTMC- 2012-2013 Developing a World-Class Destination

Research-Product Development

- Real-time Research
- Partnership-RTO4/Ontario Tourism/TIAC, CEEO
- More content/images
- Develop new or enhance existing tourism products (cycling, culinary, tech tourism/sports)

Marketing

- Cutting-edge technology for the website and marketing
- Focus on more group business
- More leveraged seasonal campaigns based on research and products
In the LPGA Classic, stars like Michelle Wie take to the tees at Grey Silo Golf Course in June 2012. >>
THANK YOU!

Waterloo Regional Tourism Marketing Corp.
Tracey Desjardins
General Manager
tdesjardins@wrtmc.org
226-338-9611
Water and Wastewater

2012 Update
Water Services

Responsibilities

- **Water Supply** – one Surface Water Treatment Plant, >115 Ground Water Wells & 15 Treatment Plants
- **Wastewater** – 13 Treatment Plants & 6 Pump Stations
- **Distribution & Collection Services** for North Dumfries and Wellesley

Goals – Efficient Reliable & Responsible Service

- Provide safe water and effective wastewater treatment
- Protect environment
- Protect public health
- Be responsive to customer needs
- Achieve regulatory compliance
Water Services – Water Supply

- 1350 sq km
- 7 municipalities
- Urban / Rural
- Agricultural / Industrial

Map showing:
- 5 supply systems
- Integrated System: 27 treated supply sources
- 7 supply systems
- 3 supply systems
- 4 supply & distribution systems

Maps provided by the Region of Waterloo GIS department.
Water Services – Wastewater Treatment

The Region has 13 Wastewater Treatment Plants (WWTPs)

2009 Influent wastewater flow in Region of Waterloo WWTPs (188 ML/d total)

Location of WWTPs in the Region of Waterloo
Water Operations – Highlights

- Staffing – 24 hour / 7 day per week
- Remote monitoring of all water supply systems

Operation & Maintenance (monthly)

- 7,000 Analytical Tests Performed
- Chlorine Residual and Turbidity Monitored On Line
- Select Sites: pH, temp, DO, conductivity, UVT, UV dosage, Ozone, H₂O₂. Also pressure and flow and CT
- >200 Chlorine Analyzers Inspections/Calibrations
- >30 Diesel Generator Load Tests
- >100 Well Maintenance Inspections
Water Regulations – Highlights

- Regulations
  - 25 Annual Ministry of Environment (MOE) Inspections,
  - 25 Annual Water Quality & Summary Reports

- 2011 Achievement
  - Approved Financial Plan
  - 25 Municipal Drinking Water Licences
  - 25 Drinking Water Quality Management Systems

- Compliance & Water Quality Team
  - Interact daily with MOE Guelph office (8–10 MOE inspectors)
Water Protection—Clean Water Act

- 2012–2013 Technical Investigations
  - Tier 3 water budget (supply sustainability)
  - Source water quality and water level monitoring

- Proposed Source Protection Plan (August 2012)
  - Education/awareness/incentive programs
  - Risk management plans

- Continued Programs
  - Clean Water Act
    - Rural Water Quality
    - Smart about Salt
    - Supports existing legislation
  - Environmental Protection Agency
    - Historic Contaminated Sites
Water Programs – Highlights

- Operating Program: $33 million (0.3% increase)
- Optimization & Sustainability Programs
  - Enhanced analytical monitoring program
  - Chemical treatment optimization
  - Energy reductions due to lighting and equipment conversions
  - Right sizing of fleet and maintenance
Water Capital – Highlights

2009–2011 Capital Program Accomplishments

- Projects include:
  - Upgrade treatment to Greenbrook Water Treatment Plant
  - Upgrade to ASR at Mannheim Water Treatment Plant
  - Construct New Baden Water Tower
  - Construction of Victoria St. Watermain
  - Construction of Erb St. Watermain
    - Decommission St Agatha Water Supply System (WSS)
  - Investigate new/additional water supply systems
    - Maple Grove Area WSS
    - Waterloo North WSS
    - Cambridge East Source Upgrade
- Ongoing:
  - upgrade to Middleton WSS
Water Capital—Highlights

2012–2021 Capital Program: $482 million

- Projects include:
  - Source Protection $46M
  - Infrastructure Replacement $150M
  - Watermains $72M
  - Upgrades/Expansions $205M
    - Middleton Water Supply System (WSS)
    - West Montrose Environmental Assessment
    - New Zone 6 water tower
    - Maple Grove Area WSS
    - Waterloo North WSS
    - Cambridge East Source Upgrade

2011/2012 Budget Process resulted in $100 M deferred capital projects
Water Efficiency

- Water Efficiency Master Plan 2007–2015
- Required by MOE for Permit to Take Water
- Programs ongoing including Water Loss Investigation and WET (Water Efficient Technology) programs
- Conservation is a less expensive water supply option than finding new water and constructing new facilities.
- Conservation helps extend supplies into the future and delay the need to build new infrastructure.
Wastewater Operations – Highlights

- **Operations & Maintenance (monthly)**
  - Volume of Wastewater treated = 6 Million cubic meters
  - Biosolids Produced = 42,792 cubic meters
  - Preventive Maintenance performed = 1006 hours
  - Samples Analysed = 3024
  - Average Removal Efficiency = 98%

- **Ontario Clean Water Agency (OCWA) Contract**
  - Monthly report to MOE
  - Monthly report to Region
Operating Program: $32 Million (2.7% increase)

OCWA five year contract
- Updated scope & enhanced service levels to ensure compliance & protection of asset & environment
  - Increased maintenance activities/asset protection
  - Enhanced chemical treatment to improve effluent quality

Commissioning of new capital infrastructure completed in 2011
- Manitou Biosolids Handling Facility
- Hespeler Pump Station
- SCADA at Galt & Preston Wastewater Treatment Plants
- UV System at Waterloo Wastewater Treatment Plant
Wastewater Capital – Highlights

- 2012 – 2021 Capital Program: $715 Million
- Projects include major treatment upgrades to:
  - Waterloo Wastewater Treatment Plant (WWTP)
  - Kitchener WWTP
  - Hespeler WWTP
  - Elmira WWTP

- Growth Related:
  - Master Plan for Woolwich
  - Environmental Assessments
    - East Side Lands Pump Station
    - Hespeler WWTP
    - Baden–New Hamburg WWTP
$304 Million in upgrades

- Improve effluent & water quality in the Grand River
- Improve equipment reliability & sustainability

Ongoing in 2012:

- Upgrade Plant #2
- Isolation lagoon
- Dewater biosolids at Manitou
- Construction of UV disinfection
**Wastewater Capital Upgrades = Improved Water Quality**

**Effluent Quality proposed in the Assimilative Capacity Study**

<table>
<thead>
<tr>
<th>Effluent Parameter</th>
<th>New Objective (Proposed)</th>
<th>Old Objective (Existing)</th>
</tr>
</thead>
<tbody>
<tr>
<td>cBOD$_5$ (Carbonaceous Biochemical Oxygen Demand)</td>
<td>10 mg/L</td>
<td>15 mg/L</td>
</tr>
<tr>
<td>Total Suspended Solids</td>
<td>10 mg/L</td>
<td>15 mg/L</td>
</tr>
<tr>
<td>Total Phosphorus</td>
<td>0.2 mg/L</td>
<td>0.6 mg/L</td>
</tr>
<tr>
<td>Total Ammonia -Non-freezing Period</td>
<td>2</td>
<td>N/A</td>
</tr>
<tr>
<td>-Freezing Period</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>E. Coli (coliforms)</td>
<td>&lt;100 organisms/100mL</td>
<td>&lt;100 organisms/100mL</td>
</tr>
<tr>
<td>pH</td>
<td>6.0 – 8.5</td>
<td>N/A</td>
</tr>
</tbody>
</table>

**Impacts of WWTP upgrades on Grand River**

- NOW
  - Ammonia
  - BOD
  - Phosphorus
  - Nitrate
  - Dissolved Oxygen

- LATER
  - Ammonia
  - BOD
  - Phosphorus
  - Nitrate
  - Dissolved Oxygen
$99 Million in Upgrades to Treatment Plant

- Improve equipment reliability & sustainability
- Improve effluent & water quality in the Grand River

Ongoing in 2012:

- Construction of new blower building
- Construction of new headworks – dewatering facility
Water Issues

► Impacts of declining water demands since 2009 budget:
  • 13% decrease in volume
  • 20% loss in revenue ($11 Million impact in 2012 alone)
  • Optimization & Reduction in Operating Costs
  • Significant deferral of Capital Projects

► Revenue challenges:
  • Continued pressure on water rate (85% fixed costs)
  • Future impacts of Clean Water Act
  • Future impacts of Water Supply Master Plan Update

Water Revenue vs. Volume Billed

- Revenue
- Volume Billed (m3)
Wastewater Issues

- Variable wastewater flows dependent on weather
  - Impact on revenues

Drivers:
- Major capital program
- Significant operating cost increases in 2012 and future years

![Wastewater Demands Graph]

Demand in 000 m³

- 2005
- 2006
- 2007
- 2008
- 2009
- 2010
- 2011

Wastewater Demands

<table>
<thead>
<tr>
<th>Demand in 000 m³</th>
</tr>
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<tbody>
<tr>
<td>40000</td>
</tr>
<tr>
<td>50000</td>
</tr>
<tr>
<td>60000</td>
</tr>
<tr>
<td>70000</td>
</tr>
<tr>
<td>80000</td>
</tr>
</tbody>
</table>
## Household Impact of Wholesale Rate Increases

**Recommended 2012 User Rate (10 year user rate)**
- Water Supply – 6.9% proposed increase
- Wastewater Treatment – 7.9% proposed increase

**Based on annual household consumption of 225 m\(^3\)**

<table>
<thead>
<tr>
<th>Description</th>
<th>2011</th>
<th>2012</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost of wholesale water</td>
<td>$175</td>
<td>$187 (+6.9%)</td>
<td>$12</td>
</tr>
<tr>
<td>$0.8311/m(^3)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Impact:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cost of wholesale wastewater</td>
<td>$157</td>
<td>$169 (+7.9%)</td>
<td>$12</td>
</tr>
<tr>
<td>$0.7515/m(^3)</td>
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<td></td>
</tr>
</tbody>
</table>

**TOTAL ANNUAL IMPACT: $24 per household**
Water Services

Thank you

Questions?
2012 Waterloo Region
International Plowing Match

Presentation to
Regional All Council Meeting
December 7, 2012
Who We Are!

- Partnership of OPA & North Dumfries P. A.
- 99 years of events
- Farmers, neighbours, business owners, professionals, retired
- Region wide
- 10 directors
- 30 committees/projects
- Up to 2000 volunteers
What We Are!

- Plowing competition
- Rural festival & expo
- Agricultural & business trade show
- Educational event
- Community promotion
- Business promotion
- Entertainment event
- RV city
- Urban & Rural link
- Major outdoor show & event
Where We Are (Will be!)

- Roseville in North Dumfries
- Bounded by Fischer-Hallman, Roseville Rd., New Dundee Rd. & Trussler Rd.
- Includes some Oxford
- September 18-22, 2012
- 10 min. to Kitchener
- 12 min. to Cambridge
Elements of the IPM

- 800 acres of land
- 100 acre tent city trade show & exhibits
- 1800 site RV park
- 150,000 plus visitors
- 5 day event
- Political leaders attend
- National media covered
- 30,000 plus students

Events Include:
- Major plowing activities
- Dodge Rodeo
- Education tent
- Antique machinery/show
- Food demonstrations
- Lifestyles demonstrations
- Non-stop entertainment
- Local Artisans
- Regional trade show
- Barn & cabin building
4 Pillars of 2012 Mission

- Promote agricultural industry and heritage
- Promote characteristics and heritage of Region
- Promote the technology industries of the Region
- Bridge the Urban & Rural populations
Why We Do This!

- Promotion of agricultural industry and its importance
- Education of food industry & related commercial operations
- National promotion of area attractions and business
- Support continuing operations of OPA
- Generate charitable fund donations for regional community
Partnerships & Support

- Nationally recognized corporations
- Provincial utilities
- Provincial, national and local governments
- Local & national corporations, businesses & media
Partners with the 2012 IPM

- **Established**
  - Hydro 1
  - Bank of Montreal
  - Ontario Mutuals
  - Home Hardware, Sobeys, Dodge, Cooperators

- **Underdevelopment**
  - KW Oktoberfest
  - Cambridge & KW Chambers of Commerce
Benefits to Waterloo Reg.

- Targeting $500,000 in local charitable funds
- Commercial injection of about 30 million
- Province and nation wide promotion of area
- Connection of urban and rural populations
- Business & commercial trade and promotion opportunities
- Mutual promotion with Regional icons
- Tourism boost – est. 60,000 new to the region
- Development of regional leadership & partnerships – building the community
- Student engagement and awareness
Tourism in the Region
Regional Promotion
Business Promotions
Business Opportunities
Community Involvement
Community Leadership

- 2000 volunteers
- 35 committee chairs
- Supporting groups
  - Service clubs
  - Churches
  - Student groups
  - Sports groups
  - Charitable agencies
  - 4 H clubs
  - Urban and Rural
Legacy of 1995!

- 160,000 attended
- Over $400,000 raised for charity
- $140,000 paid out to volunteer charitable groups in the region
- $260,000 to the KW Foundation
- $160,000 paid out to 80 groups over 16 yrs
Details for 2012 : Sept 18 – 22

- Estimated full attendance 150,000+
- Estimated outside attendance - 60,000
- Estimated student attendance – 30,000
- Barn raising on site is iconic for Waterloo R.
- $500,000 target be raised for charity
  - support charitable groups volunteering
  - support region wide charities by donations
- Region and all townships providing support
- 3 million dollar budget plan
- Media plan will encompass Ontario & beyond
- Sponsors from all areas of Waterloo Region
Benefits for Municipalities

• Recognition at this regional event
• Partner recognition in major provincial event
• National and provincial media attention
• Increase to tourism
• Opening of many business opportunities
• Developing community leadership
• Support for local charitable programs & development
Regional Participation & Support

- Participation & support for the Regional Tent
- Major participation in displays
- Focus on promoting region, business, tourism
- Representation of key groups within Region
- Display by all townships and cities
- Services and infrastructure highlighted
- Key industrial and tech sectors highlighted
- Informative and engaging for visitors.
Municipal & Regional Assistance

- Set up and tear down
  - Fencing committed - all
  - Region in-kind: $130 K
  - N. D. preparation
- Financial support
  - Region cash @ $20,000
  - Sponsor of Awards Night
- Promotion of event
- Community Volunteers
- Sponsorship Donation
- Facilitate Connections
Where We Are Already

- Nearly $500 K raised
  - Target 1 million plus
- Barn raising committed
- Chambers committed
- Equipment on site
- GPS mapping done
- Site plan being mapped
- 50% RV booked
- Nearly 500 volunteer
  - Target 2000
- Sanitation Arranged
- On-going Dept. meetings
- Visioning of Tech Park
- Promotions across province
- Provincial/Federal Grants underway
- Web site well developed
- Education Program complete
Next Steps – January to April

- Raise over $1 million
- Engage 2000 vol.
- Roll out Education
- Sign entertainers
- Book stages/equip
- Develop tech park
- Organized/map site
- Health/Safety in place
- Aggressive promotion
- Acquire all equipment
- Service support in place
- Events plans in place
- Identify charitable legacy
Keys to Our Success

- GOOD WEATHER!!
- Strong partnerships
- Effective organization
- A century of success
- Commercial sponsors
- Government support
- Media engagement
- Dedicated volunteers
- Engaged Community
Thanks for your Time!

- Thanks for your interest………..
- Looking forward to our mutual partnership………..
- www.ipm2012.ca
SIGHTS AND SOUNDS OF THE IPM!

Prescott – Russell

Sept, 2011.
Waterloo Region 2012
International Plowing Match

- QUESTIONS
- SUGGESTIONS
- IDEAS
- COMMENTS