



2019 Annual Report

Springwater Sports Heritage

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Chairperson's Comments

As I begin to prepare the Springwater Sports Heritage Annual Report for 2019 I feel a deep sense of gratitude to have had the opportunity for the past seven years to be part of a very rewarding and fulfilling experience. With the support and willing contributions of keen and caring individuals and altruistic patrons we collectively have been able to establish a solid infrastructure and an adaptable organization that can evolve and ensure our Township's exceptional and unique sporting heritage continues to be ascertained, acknowledged, archived and accessible.

It's extremely rewarding to know that endless sporting achievements of worthy individuals will be documented and preserved so others can recall, experience and appreciate what these remarkable achievers have been able to accomplish and contribute. Springwater's charm includes and reflects many of the progressive values of the Township's sporting elite. Sports substantially and meaningfully contributed to, and gained from, the Township's honourable character.

As in the past the Annual Report summarizes Springwater Sports Heritage's activity over the year while providing a promising depiction of the coming year and beyond. For 2020 endless opportunities await and will provide the pathway that exemplifies, embodies and builds upon Springwater Sports Heritage's affirmed commitment:

- *To digitally chronicle, preserve and provide internet access to Springwater's sports heritage.*
- *To ceremoniously acknowledge and exhibit the awards of exceptional sporting contributions and achievements of Springwater's Athletes, Builders and Teams.*

I step aside from the Chair's position with complete and comforting confidence that current and future Board Members will successfully guide and administer the Springwater Sports Heritage's tiller. My departing thoughts are overwhelmingly respect, appreciation, gratitude and best wishes.



Cover Page

The selection of the Springwater Sports Heritage (SSH) Logo as the sole graphic on the cover page is to highlight the numerous elements within the Logo that represents SSH including its successful partnership with the Township of Springwater.

In the beginning it was a challenge to establish a name that was brief yet reflected what the Board Members envisioned. The thoughtfulness and creativity of our graphic artist Keith Columbus was able to magnificently bring all of the desirable considerations together. Those who attended the 2014 Induction, or have viewed the website Inductee videos, will warmly and humorously reflect on the struggles observed as those at the lectern tried to piece the seemingly simple three words SSH together.

Good news. The name and logo is gaining some traction and becoming much more identifiable. The logo will become even more distinguishable as SSH continues to evolve. SSH is proud to be recognized by its logo and values what it represents.

2019 Annual Report

The 2019 Annual Report is the sixth annual report of SSH. Consistent with preceding reports, this one will point to the decisions, directions and resulting activity undertaken throughout 2019. Importantly, it too will comment on SSH future directions, pursuit and associated issues.

Township of Springwater

It's important to remember one of the primary and beneficial resolution that allowed SSH to officially establish an agreement with the Township of Springwater on May 16, 2014. This collaborative signing of a "Terms of Reference" document allowed SSH to become a Township of Springwater "Board of Council". This has been and remains a very constructive and favourable agreement. As with previous years, SSH very much appreciates the tremendous support and outstanding cordial relationship with the Township of Springwater Council and the very cooperative and helpful administrative personnel and staff.

During 2019 SSH recognized the retirement of two invaluable members of the Township's administrative personnel. Throughout SSH's, albeit

brief, history Robert Brindly, Chief Administrative Officer (CAO) and Ron Belcourt Director of Recreation, Parks & Properties willingly and expertly shepherded SSH through the unification process and the development of the “Terms of Reference”. Following these accomplishments they continued to be outstanding supporters as they assisted, facilitated and expertly aided in guiding SSH over the past seven years. Their generous and appreciated contributions are solidly engraved in SSH’s framework.

In September, following Robert’s retirement and as a result of successful Township succession planning, Jeff Schmidt transitioned from his Township Deputy CAO (since 2018) and Director of Finance (since 2013) positions to being the CAO. In October, SSH Treasurer Barb Maw and SSH Chairperson met with the newly installed Township CAO to re-establish and confirm SSH/Township financial procedures and day-to-day communication pathways.

During the October meeting “Online Payments” and “Legacy Funding” were put on the table to be addressed in 2020 once the Finance Department completes its recruiting/hiring process. A date for a SSH/Township meeting is pending and imminent.

The following consideration remains relevant and was included in SSH’s 2018 Annual Report:

As SSH expands and evolves, the “Terms of Reference” will likely require a review and be amended where appropriate. Given the very amiable relationship between the Township and SSH, this should be a straightforward and a productive exercise. At the appropriate time, this consideration will be brought forward and acted upon to ensure a successful continuation of the positive and mutual beneficial relationship.

The Ontario Heritage Trust works with communities across the province to open their doors of unique and fascinating cultural sites to permit interested individuals to explore the stories inside. As the Township of Springwater was celebrating its 25th anniversary in 2019 they decided to take advantage of this and hold a “Doors Open” event in September. SSH was pleased to be asked to participate and accordingly joined in with other Township Cultural groups to display and share SSH’s story with the public.

Although the project is a bit further down the road SSH has met with the Township to begin exploring SSH's role and opportunity in the planning and participation in the proposed new Township "Community Hub". SSH has considered the reality of a "Bricks and Mortar" concept from its formation in 2013. This exciting opportunity is discussed in the "Facilities" section later in this report.

Board

During 2019 two Board Meetings were held (February 11 & October 3). The main focus of the Board in 2019 was to review and approve items developed and brought forward by Standing Committees. It was critical that all required 2020 Induction approvals were completed in time to launch the SSH 2020 Hall of Fame nomination process in October.

Once again the full complement of Directors was short of its desired nine members. It's expected that with a focused effort in 2020 needed and qualified Directors will be added. More details in [Succession](#) later in the report

Gratefully Faye Stone continued to serve, in her usual outstanding capacity, as the recording secretary for the Board and the SSH Committees. Capturing and documenting the key elements debated/discussed provided vital support to the Board.

Standing Committees

At the 2019 October Board meeting the Ad Hoc Active Elite, Succession and Technology Committees were discussed and it was agreed they should be classified as Standing Committees. SSH now has moved from the existing five Standing Committees to a total of eight. With this broad Committee structure all key areas are represented and it's expected SSH will benefit from their undertakings and accomplishments.

The following is a yearend summary of each Standing Committee.

Active Elite

In 2019 Brenda Quinlan chaired this area and added Matt Garwood to the Active Elite group. Brenda was responsible for collecting, creating and maintaining the Active Elite content on the website. Brenda is

retiring from the Board and her position as Chairperson must be filled.

A new category, “Accomplished”, has been created to provide a location to maintain the website material of the Active Elite when they formally retire. It is assumed that some Accomplished Active Elites will be successfully nominated/inducted into the Hall of Fame at some point following the obligatory waiting period.

The new Chairperson will undertake the responsibility of identifying any of the current 13 Active Elite members that would qualify as “Accomplished”. SSH is very pleased to be able to continue to have their achievements available to our web users.

SSH is very interested in adding any Athlete/Builder or Team that meets the criteria. Contact us in person or through the website to assist in making this happen.

Facilities

Rob Campbell joined the Board Director in the latter part of 2018 (formally approved at 2018 AGM) and took on the responsibility of Chairing the Facilities Committee. In January of 2019 Rob and Larry met with the Township CAO Robert Brindly to provide a starting point for Rob with respect to the Township’s plans for an impending “Community Hub”.

In addition to adding two members (Dan Adams & Ross Downey) to his Committee Rob has commenced identifying and contacting/visiting a number of Halls of Fame. Using his findings Rob is beginning to assemble creative and potential visions for SSH’s physical and virtual involvement in the “Community Hub”.

For 2020 Rob has scheduled a January meeting with Jeff Schmidt the new Township CAO to discuss the “Community Hub”. Other matters, including eligible memorabilia, that fit into the Facilities domain have been or will be identified, investigated and actioned by Rob’s Committee.

Financial

The financial activity in 2019 was very capably handled by the new Chairperson Barb Maw. Barb was formally approved by the Board at the 2018 AGM. 2019, being a non-induction year, was an opportunity for Barb to commence her responsibilities.

Following a successful meeting with the Township CAO and Deputy Treasurer Barb established the financial pathways with the new Township financial personnel. As a result of her actions formal procedures are in place and agreed to with relevant staff. From this Barb has assembled SSH's 2020 Budget and completed timely Financial Statements including the 2019 Yearend Statement.

- APPENDIX A [2019 Financial Statement](#)
- APPENDIX B [2020 Budget](#)

Barb is continuing to work on establishing online Induction ticket sales and a Legacy Fund. The Board has requested the online ticket sales be in place for the 2020 Induction.

Induction

Since the 2014 Inaugural Induction Darrin Robertson has been the Induction Chairperson. He has patiently and skillfully grown and improved the structure and supporting material through each biennial cycle. Identified and beneficial changes have been explored by Darrin's Committee and will be implemented in 2020.

During 2019 all of the 2020 nomination materials were reviewed, modified and placed on the website in early October by the expected date. Darrin organized a promotional nomination piece and arranged for it to be run in the Springwater newspaper.

After three successful Induction Ceremonies at the Barrie Country Club the 2020 Ceremony will be moved to Snow Valley Ski Resort. The Ceremony is scheduled for September 25, 2020. As previously mention 2020 ticket sales will be available for purchase online for the first time. Payments will still be possible at the Township Administration Centre.

Darrin's Committee will be busy throughout 2020 in preparation of the event. SSH encourages all to submit Nominees by the March 31, 2020 deadline.

Promotion

Deb White is the Chairperson of the Promotion Committee. Her Committee is responsible for SSH's communications, promotional strategies, media contacts, social media, branding and relevant liaisons.

During 2019 Deb maintained an updated media contact list and prepared SSH's first promotional brochure. Copies of the brochure were shared with the Board for their distribution throughout the Township.

SSH, as a relatively new entity, can continue to work on expanding its awareness and developing the necessary supporting promotional media.

Sports Heritage

This vital Committee is chaired by Trish Campbell. It is central to the purpose of SSH. The website has been established to provide a means of storing and sharing Springwater's valuable sporting heritage. It could be considered a virtual archive of Springwater's sporting heritage.

Throughout 2019 Trish's Committee has focused on working with the Technology Committee to provide a suitable website framework to host the extensive multimedia made available by some of our outstanding Inductees. An expansive collection of photos, articles and newspaper clippings has been digitally captured and her Committee is in the process of finalizing the inputting and organizing the desired means of displaying.

For 2020 the opportunities seem endless and they provide the excitement to encourage others to share their valued material.

Succession

This Committee is always looking for individuals to join the Board or a Committee and will match their expertise and area(s) of interest. Success for this Committee is paramount and it will allow SSH a much better opportunity for it to serve the community.

The Committee would appreciate hearing from all interested individuals and would be pleased to find a role, big or small, that fits their circumstances. SSH believes those who join in will benefit and appreciate being part of this unique organization.

For the coming year it is important that the Committee focus on expanding membership and fitting the pieces together to provide the valuable expertise that will move SSH forward.

Technology

Larry Simpson is the Chairperson of the Technology Committee and has outstanding support from fellow Committee member Faye Stone and the Board. The prime goal of the Committee is to improve and maintain the website and kiosks while providing technical support to other Committees as required.

From the original formation of SSH's website Brenda Stanley, of the "Heart of Business", has been the principle provider of design, expertise and development support. Much of what Brenda provides is "In Kind" and her contributions cannot be overstated. SSH very much appreciates her enthusiasm, wisdom and guidance.

To date the [website](#) has been the main instrument supporting and displaying SSH's virtual assets. A secondary role has been the [Kiosk](#) located at the Elmvale Community Arena. The Kiosk is another example of the support and positive experience SSH has with the Township of Springwater. It is hoped the bandwidth for the arena will be expanded thus permitting additional functions for the kiosk.

Website activity from 2015 to 2019 provides objective measurements to quantify and emphasize the website value, usage and growth. As the website content grows so should its usage. SSH is proud of the website and is very pleased to acknowledge its continued expansion

and user access. Note the following 2019 Website activity and year-over-year data comparisons

- APPENDIX C [2019 Website Usage](#)
- APPENDIX D [2015 - 2019 Website Usage Comparisons](#)

The expanding and elaborating assets in our virtual archive are quite flexible and provide a multitude of opportunities for their usage. It's expected they will play a significant role in the development of SSH's vision for the pending Township "Community Hub".

As stated earlier in the report the Technology Committee is working closely with the multimedia development project. Once completed it is expected to provide a meaningful example and incentive for others to search out and make available their treasures. Throughout 2019 the Committee has also introduced a "filter application" to the website. This has proven to be very beneficial in assisting users as they search for specific information related to their interests.

Today's technology is a fast moving target and SSH hopes to make use of and adapt to its possibilities to improve how the material can be accessed and drawn on. Lots of potential and exciting possibilities are ahead.

Patrons

Every opportunity should be taken to recognize our many Patrons. The website identifies all of the Patrons and the different categories that support SSH. We could not achieve what we have been able to without the financial and in-kind support we have generously and appreciatively received. Checkout the section of the website dedicated to our [Patrons](#).

The following clip from the 2018 Annual Report remains comparable to SSH's 2019 activity:

- [Induction Sponsors](#) (two year commitment 2018/19)
 - [Currie Truck Centre](#)
 - [Diamond Head Sprinklers](#)
 - [Powell Jones LLP](#)
 - [Sexton's](#)
 - [Will Marshall Insurance](#)

- [Heart of Business](#) (Brenda Stanley countless In-Kind hours and guidance)
- [Elmvale Maple Syrup Festival](#) (sixth year of donations)
- [Springwater News](#) (ongoing promotion/support)
- Private Donors (anonymous & unsolicited donation)
- Numerous treasured volunteers

SSH encourages all to support our Patrons. They support the community that we care about.

Hall of Fame Alumni

Starting in 2016 SSH created a “Hall of Fame Alumni”. The tangible recognition of the Inductees becoming part of the Alumni is recognized with the presentation of a distinctive and exclusive “Alumni Pin” available only to Springwater Sports Heritage Hall of Fame Inductees. On special gatherings the Alumni proudly wear their Alumni Pin.

The Inductees are currently represented on the SSH Board by the Ex Officio Induction Chairperson Don Stoddart. He is following in the footsteps of the initial organizer and builder Lou Belcourt. Don’s role is to provide the Board with the input and wisdom shared through the Alumni which will wisely guide SSH as it evolves.

SSH believes the Alumni members are the foundation of the Springwater Sports Heritage Hall of Fame and their recognition should continue beyond the Induction Ceremony. Collectively the Alumni have amassed unsurpassed experience and wisdom that can best serve SSH. Given the Alumni’s distinguished stature their welcoming of the new Inductees into the Hall of Fame adds a heightened recognition and value to their new position within the sporting community and the community as a whole.

For the coming year it’s expected the Alumni will play an active and supportive role in the upcoming 2020 Induction and expand on Alumni communications.

In Memory

Springwater Sport Heritage Hall of Fame mourns the loss of and recognizes the passing of its celebrated Hall of Fame Inductees. SSH’s “[In Memory](#)” segment on the website is an opportunity to bring together a

summary of those that have deceased since their Induction into the Springwater Sport Heritage Hall of Fame. It also provides a summary of events and testimonies dedicated to their memory at their time of passing.

SSH is very saddened to report that two outstanding members of the Hall of fame passed away during 2019. The following is a brief summary (with links) of the 2019 “In Memory” Inductees and their achievements.

Doug Barnes [Passed April 23, 2019](#)

- 2014 Inductee- 1977 Elmvale Merchants Fastball Provincial Champions

Louis (Lou) Turner [Passed December 11, 2019](#)

- 2014 Inductee- 1977 Elmvale Merchants Fastball Provincial Champions
- 2016 Inductee- Elmvale Merchants Barrie Major League Champions

Contact Information:

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Closing Comments

Thank you for your taking time and showing an interest. SSH is always looking for means to improve and would appreciate any feedback you can share. [Please let us know.](#)

2019 Annual Report

Springwater Sports Heritage

APPENDIX A

2019 Yearend Financial Statement

2019 FINANCIAL STATEMENT							
Springwater Sports Heritage							
as of December 31, 2019							
	INCOME	EXPENSE	TAX RTN	AR/AP	NET	BUDGET	
BOARD							
Sundry							
CASH 2019 Membership		50.00					
TOTAL	0.00	50.00	0.00	0.00	-50.00		-600
FACILITIES							
Displays							
TOTAL	0.00	0.00	0.00	0.00	0.00		-5,000
FINANCE							
Revenue							
Private Donation (DD)	50.00						
Elmvale Maple Syrup Festival	500.00						
TOTAL	550.00	0.00	0.00	0.00	550.00		3,000
HERITAGE							
Expense							
TOTAL	0.00	0.00	0.00	0.00	0.00		-300
INDUCTION							
Expense							
TOTAL	0.00	0.00	0.00	0.00	0.00		-500
PROMOTION							
Expense							
Georgian Copy and Printers Inc #34594		88.14	8.77				
TOTAL	0.00	88.14	8.77	0.00	-79.37		-900
WEBSITE/KIOSK							
TOTAL	0.00	5,905.11	587.38	0.00	-5,317.73		-5,000
GRAND TOTALS							
	550.00	6,043.25	596.15	0.00	-4,897.10		-9,300
Township Statement as of January 7, 2020					-4,897.10		
Reconcile					0.00		
	YEAR	GAIN/LOSS		RESERVE			
	2018	6,088.31		22,981.27			
	2019	-4,897.10		18,084.17			

2019 Annual Report

Springwater Sports Heritage

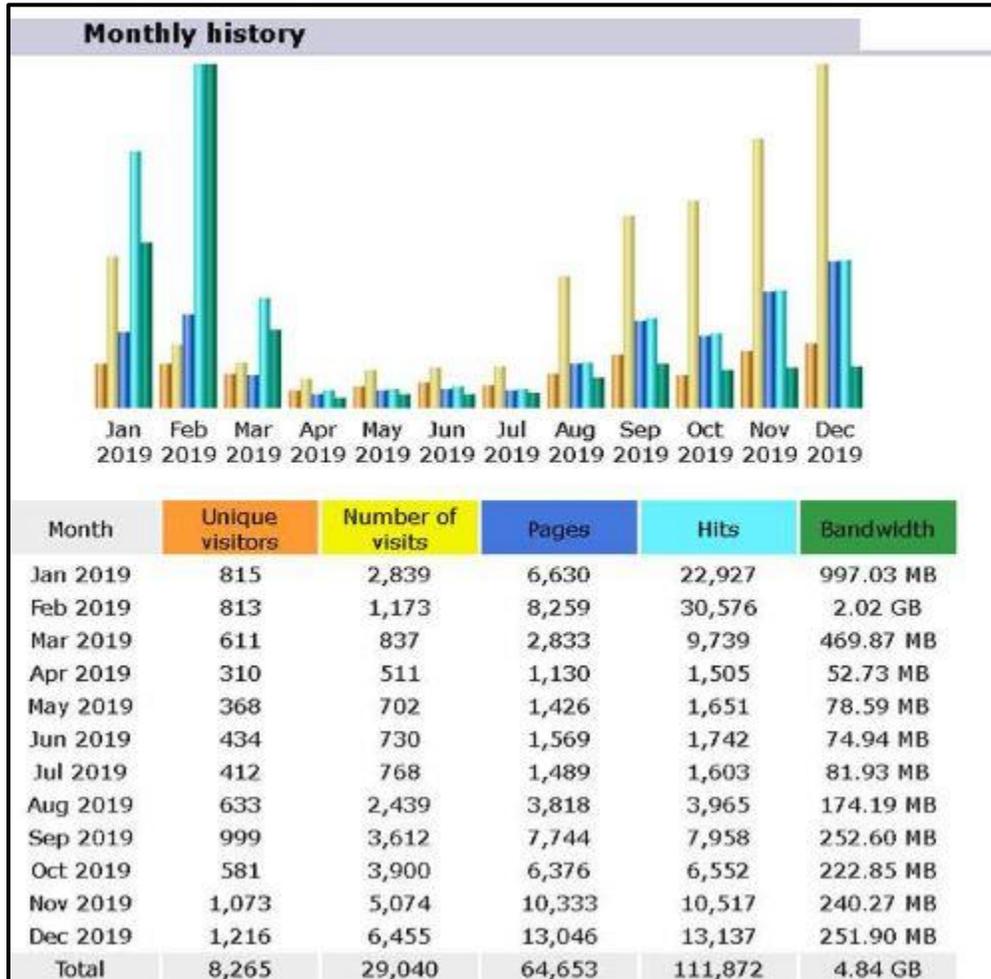
APPENDIX B

2020 Budget

2020 BUDGET										
SPRINGWATER SPORTS HERITAGE										
October 3, 2019										
		Board	Active Elite	Facilities /Awards	Finance	Heritage	Induction	Promotion	Web/Kiosk	TOTALS
Revenue										
	TV/Kiosk Ads				3,000					3,000
	Patrons						10,000			10,000
	Ticket Sales						10,500			10,500
Total Revenue		0		0	3,000	0	20,500	0		23,500
Expense										
	Displays			4,000						4,000
	Web/Kiosk								3,000	3,000
	Venue						12,000			12,000
	Printing	100					800	200		1,100
	Awards						1,000			1,000
	Banners						1,200			1,200
	Video					500	1,000	500		2,000
	Sundry	500					500			1,000
Total Expense		600		4,000	0	500	16,500	700	3,000	25,300
Net		-600		-4,000	3,000	-500	4,000	-700	-3,000	-1,800

APPENDIX C

2019 Monthly Website Usage



2019 Annual Report

Springwater Sports Heritage

APPENDIX D

2015-2019 Annual Website Comparisons

ANNUAL WEBSITE ACTIVITY & COMPARISON											
Year	Unique visitors	UV /Day	Number of Visits	NV /D	% Yr/Yr	% 2015	Pages	Pages /Day	Hits	Hits /Day	Bandwidth GB
2015	3,796	10	6,430	18	n/a	n/a	44,597	122	239,562	656	5.18
2016	4,416	12	8,246	23	28	28	126,938	348	584,932	1,603	30.42
2017	7,558	21	15,368	42	86	139	87,784	241	303,671	832	18.54
2018	10,841	30	27,212	75	77	323	130,005	356	393,728	1,079	29.84
2019	8,265	23	29,040	80	7	352	64,653	177	111,872	306	4.84

Unique Visitors: annual initial visits per day
UV /Day: annual initial visitors/365
Number of Visits: total annual initial visit & revisits per day
NV /D: total annual initial visit & revisits per day/365
% Yr/Yr: percentage increase year over year
% 2015: percentage increase from 2015
Pages: annual number different pages visited
Pages /Day: annual number different pages visited/365
Hits: annual different actions visitors engaged in
Hits /Day: annual different actions visitors engaged in/365