



# ***2022 Annual Report***

**SPRINGWATER SPORTS HERITAGE**

# 2022 Annual Report

## Springwater Sports Heritage

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### Cover Page

The 2022 Annual Report cover page gives prominence to the 2021 SSH's Hall of Fame Inductees. The SSH Hall of Fame Inductee Alumni Pin sits atop respectfully embracing and commemorating the 2021 Inductees.

### 2022 Annual Report

This report is a summary prepared for the readers understanding of SSH's 2022 activity and a building block to be added to the formation of SSH's heritage narrative. When reviewed, with its Annual Reports, it will provide a linear unveiling of SSH's development and an appreciation of its evolution. As SSH is assembling Springwater's sports heritage it is creating its own chronicle.

### 2021 Induction

#### Date Clarification

For future reference it's important to clarify the usage of "2021" and "2022" when referring to this Induction. The 2021 Inductees were selected in the spring of 2021 by the Board however the Induction Ceremony was unavoidably delayed until October 21, 2022. As a result of Covid 19, public safety became the determining factor for the ceremony. In addition to determining the date it also effected how and when activity was able to be undertaken in preparation for the ceremony. To the credit of the Board, Township personnel, participants and excellent venue support and an extra effort by all the ceremony was very successful.

#### Evaluation

As SSH goes forward the Board will commence its evaluation of the 2021 Induction with a view to further improving the success Inductions have been able to achieve. The desire for continuous improvement and to address new opportunities and challenges is an ongoing aspiration of SSH. As one of SSH's key components it's imperative the SSH Hall of Fame Induction and Inductees be viewed in a highly regarded and admired fashion.

### 2022 Induction Ceremony

#### On-Line Ticket Purchase

Induction ceremony on-line ticket purchase has been a maturing objective for SSH since its first Induction in 2014. With the guidance and support of Township personnel the 2022 Induction Ceremony successfully accomplished the vision. With the exception of two purchases all of the tickets were purchased on-line. A strong indication of continuing to provide this option.

In cooperation with the Township further examination will take place to establish any appropriate adaptations and enhancements that should take place prior to the next induction.

#### Venue

After three successful Induction Ceremonies, with a few glitches, at the Barrie Country Club it was agreed to share the ceremony with other Township venues. After considering the different requirements and options the Snow Valley Ski Resort was selected to host the 2020 Induction Ceremony. However, like many events during Covid, the ceremony had to be put on hold until it was deemed to be reasonably safe to assemble a large group.

At this time the Board has not formally reviewed the results of hosting the ceremony at the Snow Valley Ski Resort but early anecdotal evidence indicates a high degree of success. The SSH Board will also consider any changes and/or additions that will govern the next Induction prior to selecting the ceremony venue.

#### Induction Patrons

The 2022 Induction Ceremony received outstanding financial support from its patrons. Although one previous patron had to withdraw two more were recruited to provide the contributions required. Additionally, the patrons were asked to increase their contribution. SSH is very grateful for the support provided by our patrons. It is important that we provide a high degree of promotion where possible to show our appreciation and respect for their thoughtful contribution.

### Ceremony Summary

SSH is very pleased with the results of the Induction Ceremony. As highlighted earlier in the report the Induction Ceremony too will be included in the evaluation to ensure lessons learned are addressed and appropriate steps taken to utilize their usefulness as SSH moves forward.

### 2022 Financial Report

The majority of the 2022 financial transactions occurred around the Induction Ceremony. SSH is very pleased with the Township personnel and the support they provide to ensure all of our financial matters are appropriately administered to.

See **APPENDIX A** for SSH.s 2022 Financial Statement and **APPENDIX B** for the Township 2022 Trial Balance.

### Standing Committees

As the key operational groundwork and underpinning of SSH the Standing Committees (SC) have developed and furnished the building blocks of SSH. Their value must be recognized, utilized and sustained. Through 2022 most of the SC were unable to achieve their desired objectives for a variety of reasons.

It will be the goal of the SSH Board to identify the existing and anticipated obstacles and opportunities that will impact and influence the success of the SC. Once this has been achieved the Board must prepare desired and rational strategic and tactical plans to support the crucial and essential activity that can only be provided by the SC.

The following are the current SC and a brief statement that reflects their strategic contributions

#### Active Elite

- Public awareness and appreciation of Active Elite

#### Facilities

- Oversee awards, physical and virtual displays, memorabilia, venues

### Finance

- Financial administration, funding strategies, risk mitigation

### Heritage

- Chronicle and display virtual sports heritage content

### Induction

- Conduct biennial Inductions and ceremonies

### Promotion

- Promotional strategies, community liaison, media relations

### Succession

- Recruitment and onboarding support

### Technology

- Website, kiosk and other technical support

### Succession

The most immediate and significant undertaking that SSH must address is building its Board and Committee Membership. The quality and pace of growth is dependent on the number of individuals and the diversity, knowledge and experience they can bring to the Board and Standing Committees. Recruitment and onboarding will demand a significant portion of SSH's time through 2023.

Many volunteer organizations are experiencing a similar shortage of the important human resource of dedicated and willing volunteers. Alternatives will likely need to be explored. SSH is confident its valued purpose will draw together those that can meet the challenges.

### Website

SSH's website proudly possesses and displays all of SSH's assets and content. This extensive digital content can easily be accessed, added to and amended as appropriate. Please inform SSH if you have anything to contribute, improve or modify.

See **APPENDIX C** for the 2022 website usage and **APPENDIX D** for a 2015 to 2022 website usage comparisons.

### 2023 Objectives

SSH will be addressing the following objectives in 2023. The extent of fulfilment will depend on SSH Board and Standing Committee recruitment success and other means of achieving the desired objectives.

1. Recruitment and Onboarding
2. Establish Strategic, Tactical and Operational Plans
3. Renew Board, Standing Committees and Partnership Terms of Reference (ToR)
4. Prepare for the next Induction
5. Prepare and promote SSH's plans and activity for the new Township Community Hub

### Information:

Mailing Address:

**Springwater Sports Heritage  
2231 Nursery Road  
Minesing ON  
L0L 1Y2**

Website: "[www.springwatersportsheritage.ca](http://www.springwatersportsheritage.ca)"

Email: "[info@springwatersportsheritage.ca](mailto:info@springwatersportsheritage.ca)"

Kiosk: "[www.springwatersportsheritage.ca/kiosk1](http://www.springwatersportsheritage.ca/kiosk1)"

Blog: "[www.springwatersportsheritage.ca/blog](http://www.springwatersportsheritage.ca/blog)"

Twitter: "[twitter.com/SpringwaterSH](https://twitter.com/SpringwaterSH)"

Facebook: "[www.facebook.com/springwatersportsheritage](https://www.facebook.com/springwatersportsheritage)"

YouTube: "[www.youtube.com/channel/UCqso\\_Z7cRVIVOQNULUje2ZA](https://www.youtube.com/channel/UCqso_Z7cRVIVOQNULUje2ZA)"

# 2022 Annual Report

## Springwater Sports Heritage

### APPENDIX A

#### 2022 FINANCIAL STATEMENT

Springwater Sports Heritage  
as of January 4, 2023

		INCOME	EXPENSE	TAX RTN	AR/AP	NET
<b>BOARD</b>						
	<b>TOTAL</b>	0.00	0.00	0.00	0.00	<b>0.00</b>
<b>FACILITIES</b>						
	<b>TOTAL</b>	0.00	0.00	0.00	0.00	<b>0.00</b>
<b>FINANCE</b>						
	<b>TOTAL</b>	0.00	0.00	0.00	0.00	<b>0.00</b>
<b>HERITAGE</b>						
	<b>TOTAL</b>	0.00	0.00	0.00	0.00	<b>0.00</b>
<b>INDUCTION</b>						
	<b>Venue</b>					
	Snow Valley Ski Resort		12,772.55	1,339.68		<b>-11,432.87</b>
	<b>Sponsorship</b>					
	Sexton's Mechanical	2,500.00				
	Currie Truck Centre	2,500.00				
	Will Marshall Insurance	2,500.00				
	Powell Jones	2,500.00				
	Geranium Corp	2,500.00				
	Key Mortgage Partners	2,500.00				
	Subtotal	15,000.00				<b>15,000.00</b>
	<b>Tickets</b>					
	Sales (\$60.00x176)	10,560.00	360.00			<b>10,200.00</b>
	<b>Printing</b>					
	Georgian Copy & Printers		2,297.66	228.55		<b>-2,069.11</b>
	<b>Banners</b>					
	Signz N' Designz		707.38	70.36		<b>-637.02</b>
	<b>TOTAL</b>	25,560.00	16,137.59	1,638.59	0.00	<b>11,061.00</b>
<b>PROMOTION</b>						
	<b>TOTAL</b>	0.00	0.00	0.00	0.00	<b>0.00</b>
<b>WEBSITE/KIOSK</b>						
	Heart of Business SSH-03-01		634.88	47.38		<b>-587.50</b>
	<b>TOTAL</b>		634.88	47.38	0.00	<b>-587.50</b>
<b>GRAND TOTALS</b>		<b>25,560.00</b>	<b>16,772.47</b>	<b>1,685.97</b>	<b>0.00</b>	<b>10,473.50</b>

Township Statement as of January 4, 2023 10,473.50

		Reconciled
YEAR	GAIN/LOSS	RESERVE
2019	-4,897.10	18,084.17
2020	-2,981.65	15,102.52
2021	-3,227.67	11,874.85
2022	10,473.50	<b>22,348.35</b>



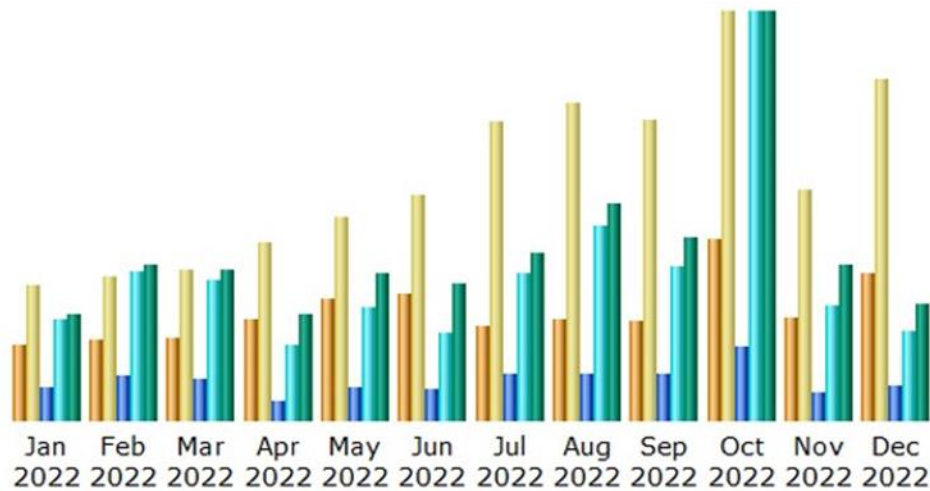
# 2022 Annual Report

## Springwater Sports Heritage

### APPENDIX B

System: 2023-01-04 10:56:24 AM	DETAILED TRIAL BALANCE FOR 2022					Page: 3
User Date: 2023-01-04	Corporation of the Township of Springwater					User ID: ewhent
<hr/>						
	<u>Accounts</u>	<u>Beginning Balance</u>	<u>Net Change</u>	<u>Ending Balance</u>	<u>Debit</u>	<u>Credit</u>
Grand Totals:	4	\$0.00	-\$10,473.50	-\$10,473.50	\$15,086.50	\$25,560.00

### APPENDIX C



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2022	845	1,491	10,453	31,404	2.63 GB
Feb 2022	889	1,610	13,486	46,178	3.84 GB
Mar 2022	924	1,679	13,041	43,473	3.73 GB
Apr 2022	1,125	1,971	6,265	23,442	2.63 GB
May 2022	1,355	2,257	10,451	34,964	3.67 GB
Jun 2022	1,403	2,503	9,228	27,250	3.41 GB
Jul 2022	1,046	3,319	14,452	45,393	4.14 GB
Aug 2022	1,110	3,526	14,651	60,624	5.37 GB
Sep 2022	1,094	3,341	14,716	47,477	4.57 GB
Oct 2022	2,011	4,535	23,038	126,926	10.16 GB
Nov 2022	1,156	2,560	8,894	35,605	3.89 GB
Dec 2022	1,631	3,791	11,134	28,076	2.90 GB
Total	14,589	32,583	149,809	550,812	50.96 GB

# 2022 Annual Report

## Springwater Sports Heritage

### APPENDIX D

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
2020	16,620	46	49,386	135	70	668	344,115	943	872,749	2,391	65.61
2021	14,770	40	27,333	75	-45	325	155,003	425	374,670	1,026	34.48
2022	14,589	40	32,583	89	19	407	149,809	410	550,812	1,509	50.96

**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 over 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