



# ***2023 Annual Report***

**SPRINGWATER SPORTS HERITAGE**

# 2023 Annual Report

*Springwater Sports Heritage*

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### Cover Page

The 2023 Annual Report cover page highlights both the ten years of fashioning a foundation and the present renewal pursuits. The ambiguous dream, ten years ago, of a Springwater Sports Heritage (SSH) has systematically and patiently morphed into its current being. Twenty twenty-three (2023) became the opportunity for reflection and renewal.

The creation of a Tenth Anniversary logo signifies the reflection on the past ten years, and the lessons learned. while suggesting a starting point for renewal that builds on SSH's achievements and visions.

The Board Members, over the past decade, have shared their ambitious thoughts, commitment and boldness to arrive at this celebratory position.

### 2023 Annual Report

SSH is proud of its Annual Reports and confident they'll document SSH's history which will also reflect the Heritage it's creating for itself, the sporting community and other interconnected stakeholders. Similar to previous Annual Reports this report is a summary prepared for the readers understanding of SSH's 2023 activity and a building block to be added to the formation of SSH's heritage narrative.

As suggested in the "Cover Page" section above, the Board paused, where possible, its established routine throughout 2023 and directed its focus towards preparing SSH's future. Reflection and renewal became the key considerations and was thoughtfully applied where and when it was practical.

### Board Meetings and Members

Board Meetings create and direct the highest level of value towards the success of an organization. Board Members are the Board and as such are the core and heart of the administration. The SSH Board is not an exception and with that awareness recognizes the significance and worth of its role and responsibility.

For the 2023 Board the beginning of the year could be described as feeling phoenix like. The realities facing the Board at that time seemed quite

daunting and stark. Three years of Covid and a Board reduced to three Directors fleetingly summarizes the Board's reality.

Fortunately, the proverbial adage "*the light at the end of the tunnel*" was glimmering, albeit faintly. Sustained by SSH's purpose and the Board's belief in its value the challenges were considered and addressed.

Six Board Meetings, a major Retrospective Meeting of SSH supporters, an ongoing mid to long term Strategic Plan undertaking, a significantly renewed website, four new outstanding Board Directors, two new valuable and valued Ex Officio Board Members and all nourished by a strong will to succeed will now reveal the accomplishments of 2023.

SSH's foundation is modernizing and materializing. The 2024 trajectory is promising and in sequence with the Boards desired anticipations.

### 2023 Retrospective

On March 6, 2023 twenty-eight (28) SSH interested persons joined a SSH retrospective meeting at the Elmvale arena. The group represented a blend of new, current and previously connected individuals. ([Attendees](#))

#### March 6, 2023 Retrospective Agenda

1. *Welcome*
2. *Video Wall Presentation*
3. *Session Overview*
4. *Who we are*
5. *Triumphs*
6. *Lessons*
7. *Undertakings*
8. *Discussion/Feedback*
9. *Post Meeting Feedback*
10. *Adjournment*

The session proved to be a constructive and a positive event. Although there was a large contingent of SSH supporters the evening was productively serious about critiquing the past ten (10) years. A sense of what to maintain and what to move towards was shared and will be applied when and where appropriate.

### Retrospective Session Photo

The photo captures some of the 28 attendees, the displays and attentiveness given to achieving the evening's purpose.



The information gathered from the session and post meeting feedback has been and will continue to be advantageous.

### 2023 Financial Report

Given the limited number of SSH Directors, at the beginning of 2023, and the absence of a 2023 approved budget the following motion was approved by the Board at its January 30<sup>TH</sup> meeting:

THAT the existing SSH Financial procedures remain in place with the addition of all Board members being included/copied on any SSH finically related activity until further determined by the Board.

Further financial guidance was developed and approved at the Board's April 24<sup>TH</sup> meeting:

THAT for the remainder of 2023, or until the Board determines otherwise, the Executive Committee will obtain Board approval (in-person or email) of all prospective financial activity in advance of making or committing to them.

Thanks to Faye Stone, SSH's Secretary/Treasurer, for her work with SSH's financial activity and responsibilities throughout the modified practices and procedures related to 2023 financial matters.

Faye arranged an Executive Meeting with Eric Whent, of the Township of Springwater's Financial Department, to ensure SSH's financial practices were current and following agreed to procedures. Working with Eric, Faye also updated the Township/SSH Procedures Manual.

As with previous years SSH remains very pleased with the Township financial personnel and the support they provide to ensure all of our financial matters are appropriately administered.

### Budgets and Statements

As mentioned above SSH operated without a budget through 2023 and all expenditures were approved in advance by the Board. Similar to previous non-induction years it was once again normal that SSH operated with a deficit (-\$5,354.82).

For more detail see the following:

[APPENDIX A](#) SSH's 2023 Financial Statement

[APPENDIX B](#) Township's 2023 Trial Balance

[APPENDIX C](#) SSH's 2024 Budget

### Strategic Plan

As a result of the 10 Year SSH Retrospective the Board commenced the development of a mid-to long-term Strategic Plan to consider and develop its future goals and tactics. SSH's evolution has provided it with valuable experience and an improved level of appreciation and understanding of its purpose. With this heightened awareness and keen respect of a continuously altering environment the Board strongly supported the need to prepare its future direction.

#### Strategic Planning Work Group

A "Strategic Planning Work Group" was established and charged with the responsibility of developing a proposed draft Strategic Plan for the Springwater Sports Heritage Board to consider and approve.

### Work Group Members:

Barb Maw  
Monique Kovacs  
Larry Simpson (Chairperson)  
Faye Stone (Recording Secretary)  
Nelson Wood  
Alanna Kovacs-Gunn (Alumni Support)

The development of the draft plan requires a number of meetings spread over the needed amount of time. The group held its inaugural meeting on October 30, 2023. [Minutes](#) from the meetings can be found on the website. It's expected the Draft Plan should be ready for the Board's consideration and approval during the spring of 2024.

### Committees

SSH has paused its Standing Committees pending the approval and commencement of direction resulting from the pending Strategic Plan and any changes to governance. The following two Committees are currently active and dealing with SSH operational issues to ensure day-to-day responsibilities are met.

#### Executive Committee

The Executive Committee was established and approved at the April 24<sup>TH</sup> Board Meeting. The Committee Members for 2023 were:

Chairperson: Larry Simpson  
Vice Chairperson: TBD  
Secretary/Treasurer: Faye Stone  
Past Chairperson: n/a

The Executive Committee maintained and acted on SSH's tactical and operational needs throughout 2023. The expectations of the Executive Committee in the future will be guided by the Strategic Plan when it's approved.

A growing and concerning reality is the absence of a SSH Vice Chairperson. The position is a vital requirement for the Board, Executive Committee and SSH's administrative succession. If SSH is to continue it is imperative that

a Vice Chairperson be established and commence the development and preparation necessary to lead SSH forward.

### Induction Committee

As the 2024 Induction was approved in 2023 it became necessary to make sure all commitments were met on time and to ensure the success of the process and Induction Ceremony.

Barb Maw and Carl Luoma agreed to take on the roles of Chairperson and Vice Chairperson respectively. In addition to the major task of the Induction Barb has taken on the task of creating a binder to document the detailed procedures for future volunteers to use.

#### Committee Members:

Barb Maw (Chairperson)  
Carl Luoma (Vice Chairperson)  
Darren Robertson (Past Induction Chairperson)  
Faye Stone (SSH Secretary/Treasurer)  
Larry Simpson (SSH Chairperson)

The Committee held its first meeting on December 20, 2023 ([minutes](#)) to finalize the current requirements and establish next steps and timing.

#### 2024 Induction's major benchmarks and timing:

Nominations Opened: (October 5, 2023)  
Nominations Close: (March 31, 2024)  
Announcement of 2024 Inductees: (Early May)  
Inductee/Guests Ticket Sales: (After Announcement)  
Public Ticket Sales: (July if available)  
Induction Ceremony: (September 27, 2024)  
Ceremony Location: Snow Valley Ski Resort

### Website Renewal and Usage

One of the most exciting projects in 2023 was the website redesign. The user friendliness and visual impact of this undertaking is very impressive. A few minor tweaks were expected and have taken place. To date very positive feedback has been received.



It's important to remember the website remains SSH's essence. It is designed to possess and display all of SSH's assets/content. With the new look and ease of use the extensive digital content can easily be accessed, added to and amended. As SSH grows so does the website.

See [APPENDIX D](#) for the 2023 website usage and [APPENDIX E](#) for a 2015 to 2023 website usage comparisons.

### Heritage Discussion

At SSH's June 19 Board Meeting four outstanding contributors to Springwater sports history and also to the building of SSH were invited to share their thoughts and visions. These well qualified "advisory Invitees" were outstanding and their contributions will be very beneficial.

Advisory Invitees:

George Allen  
Frank Archer  
Lou Belcourt  
Paul Priest

See [APPENDIX F](#) for highlights of the invitees' individual achievements

The following are some of the noteworthy points they shared with the Board:

- Broaden participation. Create events/opportunities for groups, teams and individuals to attend and/or be involved in
- Use sport memorabilia to create an interest/theme/event. Example given was "Team Jackets".
- Participate in community events/festivals where possible to improve awareness and value.
- Use the recognition value of the Inductees and heritage to improve awareness and participation/attendance
- Digital assets are valuable and can be complimented with tangible memorabilia/artifacts
- Website is a well done and respected. More heritage will enhance its attraction
- Physical memorabilia on display must be refreshed on a timely basis

- Be multigenerational
- Be mindful of the many and different communities within the Township
- Active Elite should remain if possible. Perhaps in a modified format.

This valuable input is meaningfully being considered and will be reflected in the development of the Strategic Plan.

### Community Hub

Throughout 2023 the reality of a Springwater Township Community Hub became a closer probability. During the year, SSH remained abreast of the Hub's activity and proceedings. In 2024 SSH will continue to firm up its vision and meet its related obligations. The project recently moved from the concept stage to firming up the actual design.

SSH's vision of having a "Bricks and Mortar" element appears to be coming closer to a reality. Through next year it will be important for SSH to be prepared and respond to the various requirements of the project to meet our desires and the expectations others will have/require of us.

### 10<sup>TH</sup> Anniversary

Looking back the time has passed quickly. Memories of the first meetings to try and establish what should take place to assemble the desirable but fuzzy ideas that would, in some fashion, admirably and commendably recognize the outstanding athletes and builders. Many questions and answers began to create a vision that would assist the formation of what would become SSH.

To start the idea of a 10<sup>TH</sup> Anniversary SSH created a logo that would be used to identify SSH's activity through the year. Ideas are being considered. The 2024 Induction will be the 10<sup>TH</sup> Anniversary highlight.

### Fall Fair

This year the SSH Board made a decision to participate in the 161st Elmvale Fall Fair. The Fair is a large annual event spread over three days and is held on Thanksgiving weekend.

SSH's principal objective was to increase the awareness of SSH and its purpose. It was also an opportunity to start the recognition and celebration of SSH's 10<sup>TH</sup> Anniversary.

The interaction with the Fall Fair attendees was viewed as an opportunity for SSH to gain a firsthand awareness of the general public's understanding of SSH. Equally important it would be a chance to receive immediate and personal feedback that would assist SSH's ability to improve its role and an interconnection with its stakeholders.

Gratefully, the Flos Agricultural Society provided helpful support that very much benefitted SSH's ability to participate. From start to finish the Society's considerate and respectful volunteers were always there to answer our new found questions and other assistance that proved to be extremely helpful.

It's important to note that a number of Board Members, and other volunteers, provided the timely and constructive support to bring a concept together and make it happen. The display would not have happened without these generous contributions.

### Fall Fair Images

The following images are visual reminders/memories of the effort and creativity achieved.



### Handouts

4" x 6" images printed back-to-back  
for the Elmvale Fall Fair



### Social Media

SSH is currently exploring the opportunities/options and cost benefits of a restored and revitalized SSH social media. Our web developer Brenda Stanley is providing the service. In 2023 there was seven (7) months of activity (June-December). In 2024 the Board will be assessing the metrics gathered to determine the value of continuing with the project.

### 2024 Objectives

SSH will continue with “business as usual” until the Strategic Plan is approved and enacted. Much will be required until that point and current practices will be followed until then. The 2024 Induction and completion of the SSH Strategic Plan will be the main focus at the outset. Once the Strategic Plan is completed and approved the next phase of SSH will be undertaken.

# 2023 Annual Report

## Springwater Sports Heritage

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### SSH's Affiliates, Sponsors and Patrons

The following represent associations and business that support SSH



### Contact Information:

Mailing Address:

**Springwater Sports Heritage  
2231 Nursery Road  
Minesing ON  
L9X 1A8**

Email Address:

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

Website

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

Kiosk

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

# 2023 Annual Report

## Springwater Sports Heritage

### Appendages

#### APPENDIX A

<b>2023 FINANCIAL STATEMENT</b>						
Springwater Sports Heritage						
as of December 31, 2023						
	<b>INCOME</b>	<b>EXPENSE</b>	<b>TAX RTN</b>	<b>AR/AP</b>	<b>NET</b>	
<b>BOARD</b>						
<b>TOTAL</b>	0.00	83.90	3.37	0.00	<b>-80.53</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>TOTAL</b>	0.00	1,017.00	101.16	0.00	<b>-915.84</b>	
<b>PROMOTION</b>						
<b>TOTAL</b>	0.00	198.82	19.78	0.00	<b>-179.04</b>	
<b>WEBSITE/KIOSK</b>						
<b>TOTAL</b>	0.00	4,641.08	461.67	0.00	<b>-4,179.41</b>	
<b>TOTAL</b>	0.00	5,940.80	585.98	0.00	<b>-5,354.82</b>	
<b>Township Statement as of December 31, 2023</b>					<b>-5,354.82</b>	
<b>Reconciled</b>					<b>0.00</b>	
<b>YEAR</b>	<b>GAIN/LOSS</b>		<b>RESERVE</b>			
2014	19,533.59		19,533.59			
2021	-3,227.67		11,874.85			
2022	10,473.50		22,348.35			
2023	-5,354.82		<b>16,993.53</b>			

# 2023 Annual Report

## Springwater Sports Heritage

### APPENDIX B

System:	2024-01-26	4:15:36 PM	<b>DETAILED TRIAL BALANCE FOR 2023</b>				Page:	1
User Date:	2024-01-26		Corporation of the Township of Springwater				User ID:	ewhent
			General Ledger					
Ranges:	From:	To:	Subtotal By:	No Subtotals	Include:	Posting, Unit		
Date:	2023-01-01	2023-12-31	Sorted By:	Fund				
Account:	1-590-031-421110	1-590-111-727600						

	<u>Accounts</u>	<u>Beginning Balance</u>	<u>Net Change</u>	<u>Ending Balance</u>	<u>Debit</u>	<u>Credit</u>
Grand Totals:	6	\$0.00	\$5,354.82	\$5,354.82	\$5,354.82	\$0.00

### APPENDIX C

2024 BUDGET									
SPRINGWATER SPORTS HERITAGE									
as of December 31, 2023									
	Board	Active Elite	Facilities	Finance	Heritage	Induction	Promotion	Web/Kiosk	TOTALS
<b>Revenue</b>									
TV/Kiosk Ads									0
Donations				5,000					5,000
Patrons						12,500			12,500
Ticket Sales						10,000			10,000
<b>Total Revenue</b>	0	0	0	5,000	0	22,500	0	0	27,500
<b>Expense</b>									
Displays	500								500
Web/Kiosk								4,000	4,000
Social Media							2,000		2,000
Venue						14,000			14,000
Printing						800	200		1,000
Awards						1,000			1,000
Banners						800			800
Video						1,200	500		1,700
Sundry	500					500	1,000		2,000
<b>Total Expense</b>	1,000	0	0	0	0	18,300	3,700	4,000	27,000
<b>2024 Net</b>	-1,000	0	0	5,000	0	4,200	-3,700	-4,000	500
					<b>YEAR</b>	<b>GAIN/LOSS</b>	<b>RESERVE</b>		
					2014	19,533.59	19,533.59		
					2023	-5,354.82	16,993.53		
					2024	500.00	17,493.53		



# 2023 Annual Report

## Springwater Sports Heritage

### APPENDIX D

#### 2023 Website Statistics

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2023	1,434	3,795	10,909	33,532	3.35 GB
Feb 2023	1,236	3,302	15,355	47,276	4.21 GB
Mar 2023	1,333	3,586	17,511	52,247	4.35 GB
Apr 2023	1,506	3,054	10,331	38,685	4.21 GB
May 2023	1,065	1,772	11,689	30,370	5.41 GB
Jun 2023	1,211	1,829	9,369	37,086	2.69 GB
Jul 2023	1,436	2,124	15,024	50,748	6.11 GB
Aug 2023	1,326	1,946	9,862	57,448	4.30 GB
Sep 2023	1,161	1,806	8,928	41,805	4.53 GB
Oct 2023	1,413	2,361	12,582	70,330	7.43 GB
Nov 2023	1,490	2,532	9,457	46,875	6.52 GB
Dec 2023	1,182	2,050	9,757	43,892	6.46 GB
Total	15,793	30,157	140,774	550,294	59.57 GB

### APPENDIX E

#### 2015-2023 Website Statistics Summary

ANNUAL WEBSITE ACTIVITY & COMPARISON (2024,2,5)											
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
2023	15,793	43	30,157	83	-7	369	140,774	386	550,294	1,508	59.57
<b>Unique Visitors:</b> annual initial visits per day <b>UV /Day:</b> annual initial visitors/365 <b>Number of Visits:</b> total annual initial visit & revisits per day <b>NV /D:</b> total annual initial visit & revisits per day/365 <b>% Yr/Yr:</b> percentage increase year over year <b>% 2015:</b> percentage increase over 2015 <b>Pages:</b> annual number different pages visited <b>Pages /Day:</b> annual number different pages visited/365 <b>Hits:</b> annual different actions visitors engaged in <b>Hits /Day:</b> annual different actions visitors engaged in/365											



### APPENDIX F

A summary of the June 19 Board Meeting **Advisory Invitees'** individual qualities and achievements:

#### **George Allen**

- Publisher of numerous heritage books including sports
- Provided SSH with the rights to use his material
- Multi-Sport coach and administrator
- Educator
- Foremost community contributor

#### **Frank Archer**

- Inaugural SSH Chairperson
- Inductee, Builder Category
- Multi-Sport coach and administrator
- Educator
- Foremost community contributor

#### **Lou Belcourt**

- Inaugural Board Member & Inductee Ex Officio
- Past SSH Treasurer
- Continues to provide ad hoc support
- Multi-Sport coach and administrator
- Inductee, Team Category
- Foremost community contributor

#### ♦ **Paul Priest**

- Inaugural Board Member
- Inaugural Facilities and Displays Chairperson
- An ardent Sports memorabilia aficionado
- Devoted Induction Patron
- Multi-Sport coach and administrator
- Inductee, Team Category
- Foremost community contributor

# 2023 Annual Report

## Springwater Sports Heritage

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### 2023 Board Members

Chairperson	Larry Simpson
Vice Chairperson	TBD
Secretary/Treasurer	Faye Stone
Director	Monique Kovacs
Director	Carl Luoma
Director	Barb Maw
Director	Darrin Robertson
Director	Nelson Wood
Alumni	Alanna Kovacs-Gunn
Township	Phil Fisher

### Retrospective Meeting Attendees

Adams	Dan
Allen	George
Archer	Lori
Belcourt	Lou
Clement	Dan
Dean	Briana
Dixon	Adam
Fisher	Phil
Fralick	Barb
Jackson	Douglas
Kirton	Angela
Leigh	Michelle
Luoma	Carl
Maw	Barb

McConnel	Ross
McLean	Dan
Player-Delgado	Jodie
Priest	Paul
Priest	Allan
Robertson	Darrin
Simpson	Larry
Simpson	Luella
Simpson-Adams	Kari
Stanley	Brenda
Stone	Faye
Townes	Mike
Townes	Patrick
VanNatter	Thomas