



Cedar Beach and Marina Action Plan

Developed in partnership with the Town of Kingsville, the Kingsville Marina Committee and Community Stakeholders

Executive Summary

The Cedar Beach and Marina Action Plan represents a guide to the development and operation of the municipal marina and Cedar Island Beach area. The Plan was developed in partnership with various stakeholders including, homeowners, community groups and Council. It will help ensure the viability of the marina, which in turn will have a positive economic impact for the community. Through public meetings, online surveys and meetings with stakeholders the plan recommends Short, Medium and Long Term goals. These goals follow the SMART principle of planning;

Specific – target a specific area for improvement.

Measurable – quantify or at least suggest an indicator of progress.

Assignable – specify who will do it.

Realistic – state what results can realistically be achieved, given available resources.

Time-related – specify when the result(s) can be achieved.



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Cedar Island Marina and Beach

Beach and boating enthusiasts can find a naturally untouched area within the Town of Kingsville at Cedar Island. The municipal marina is open for business from the Victoria Day weekend until Thanksgiving weekend annually.

Cedar Island Marina, located at 982 Heritage Road in the Cedar Island Harbour, offers transient and seasonal boat slips with a public boat launch. Amenities offered include a gas dock, shared public washrooms, electrical, and launch ramp.

Cedar Island Beach, located at 1031 Heritage Road in the Town of Kingsville, provides a community park and picnic area. Amenities offered include shared public washrooms, picnic area, volleyball courts, and access to Lake Erie and playground.

Marina Committee

The Town of Kingsville Committee was established as a forum to provide advice and direction to the Municipal Council on issues affecting the municipal marina and beach area. The Committee is comprised of two Councilors' and the Mayor. Public stakeholder sessions occur on an annual basis. Members invited to these meetings include individuals who own property adjacent to the area, recreational boaters who dock within the marina, representatives of the yacht club, and owners of private businesses who have an interest in harbour operations.

As a part of its mandate, the Town of Kingsville Council tasked the Committee with the following areas of responsibility:

- Review the scope of short and long term harbour plans.
 - Develop overarching principles to guide the evolution of the harbours.
 - Develop partnerships and collaborative approaches to issue resolution.
 - Improve Stakeholder engagement.
 - Identify needs of various marina and beach users.
 - Seasonal and transient docking options.
 - Review of the necessity for gas services.
 - Response to low water conditions.
 - Explore possible avenues for harbour funding programs.
 - Explore changes to business operations
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To further these goals, the Committee initiated a Community Consultation exercise with a purpose to develop a long range planning document to advise Council on short and long term goals for the Municipality's marina and beach area.

The Committee undertook a methodical approach, and completed a seven step process to develop a Plan for the municipal marina and upstream harbour areas. These steps included:

- Readiness assessment and planning.
- Review and clarify committee mandate.
- Review and determine the mission and values.
- Internal and external environment scan/SWOT analysis.
- Detailed review of strategic issues.
- Strategy development.
- Draft plan.

Mission Statement

A mission statement is an action-oriented formulation of the Municipality's purpose as it relates to marinas and harbours, and answers the following question: "What are we here to do, and why?"

***The Town of Kingsville will provide safe, functional, and attractive
Marina and beach area to ensure that these are enjoyed to all
members of the public.***



SWOT Analysis

Internal and External Environmental Scan (SWOT Analysis)

As a part of the planning process an internal and external environmental scan was completed to identify:

Internal Strengths – Resources or capabilities that the Town of Kingsville, as an organization, possesses that will enable it to accomplish its mission, mandates, and strategic agenda for the Cedar Island Marina and Beach.

Internal Weaknesses – Deficiencies in resources or capabilities that may prevent the Town of Kingsville from fulfilling the mission, mandates, and strategic agenda for the harbours. These are internal to the organization/location and can be controlled by the Town.

External Opportunities – Outside factors or situations that the Town of Kingsville can leverage to enable the organization to fulfill the mission, mandates, and strategic agenda for the Cedar Island Marina and Beach.

External Threats/Challenges – Outside, uncontrollable situations, and factors that can affect the Town of Kingsville in a negative way – making it harder to fulfill mission, mandates, and strategic agenda for the harbours/marina.



Strengths

- Fishing
- Nature opportunities are nearby
- Boat Launch ramp
- Access to quality beach
- Surrounded by natural environment
- Access to marina services
- Family oriented
- Municipally owned marina
- Large established boating community
- Conservation lands
- Cedar Island Yacht Club
- Marina Committee
- Beautiful Beach
- Knowledgeable staff

External Opportunities

- Room for expanded facilities at Municipal Marina
- Tie in eco-tourist elements
- Additional programming
- Private/Public partnerships
- Room for expanded facilities by private facility operators
- Marketing to attract transients
- Increase capacity
- Repair vs. rebuilding of infrastructure
- Linkage of municipal assets – Downtown Kingsville, Beach
- Plan for the future – long range plans
- Positive economic impact on the community
- Positive education on environmental issues
- Federal transfer of property

Weaknesses

- Parking
- Tricky approach to harbour when lake is rough
- Services are not close to docks
- No diesel fuel available
- No Showers
- Infrastructure – docks, launch ramps
- Parking capacity
- Off the map
- Lack of marketing
- Lack of Lighting
- Inconsistent funding/maintenance/planning
- Lack of long term planning
- Funding priorities

External Threats

- Phragmites
- Expanded private facilities could interfere with civic planning or be at cross-purposes
- Municipal competition
- Community buy-in
- Political Will
- Financial Support
- Lake Levels

Goals

The definition of goal setting is the process of identifying something that you want to accomplish and establishing measurable goals and timeframes. As part of the review of operations and public input the following items have been categorized within short-term, medium-term and long-term goals.

Short Term Goals (1-2 years)

A short-term goal is proposed to be completed within the next two years. These projects will see an immediate improvement to the area and do not have a large impact on the business unit. These short term goals include: beautification, installation of fencing, installation of wayfinding signage, improved programming and events and improved garbage collection.

Medium Term Goals (3-5 years)

The medium term goals are proposed to be completed within the 3 to 5 year mark of the plan. These are projects which require more planning, time and public input. These include; completion of a masterplan, moving forward on these recommendations, review of operational plans and resources, and development of economic development strategies for small business, installation of Wi-Fi and security cameras.

Long Term Goals (6-10 years)

The long term goals are proposed to be completed within 6 to 10 year mark of the plan and possibly beyond. These goals will require a substantial amount of capital resources and will require assistance from a provincial grant program. These projects will include recommendations from the masterplan, however, projects such as road reconstruction, active transportation initiatives, and marketability will be addressed.



Initiative	Short Term	Medium Term	Long Term
Installation of new garbage containers	X		
Installation of planter boxes at the gas tank	X		
Installation of a fence to visually conceal the gas tank	X		
Installation of new benches	X		
Installation of wayfinding signage	X		
Implementation of programming and events targeted to the area	X		
Complete Marina and Beach Masterplan		X	
Installation of Wi-Fi for boaters		X	
Installation of security measures such as cameras		X	
Installation of landline for Canada Customs		X	
Implementation of Masterplan			X
Engineering and Design of road			X
Implementation of Economic Development Attraction plan			X
Implementation of Marketing campaign			X
Design and implementation of Active Transportation program			X

Review

The plan will be reviewed on an annual basis by the Marina Committee and staff for implementation and provision within the operational and capital budgeting process, and status updates. Annual open houses will also occur for resident input and to provide updates to the plan.

