

# Journey to a Solution: Rotary Cove Beach

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# *Rotary Cove Beach*



*"the prettiest town in Canada"- Queen Elizabeth II*

- Goderich, Ontario
- YMCA Goderich-Huron Branch
  - Family-Friendly
  - Lifeguards
- Goderich Town Council
- The Issues/Crisis
  - Breaching of the YMCA mission statement
  - Attracting Visitors and being competitive
  - Issue of Profitability

SUMMIT

# *Crisis One : Mission Statement*

Finances:

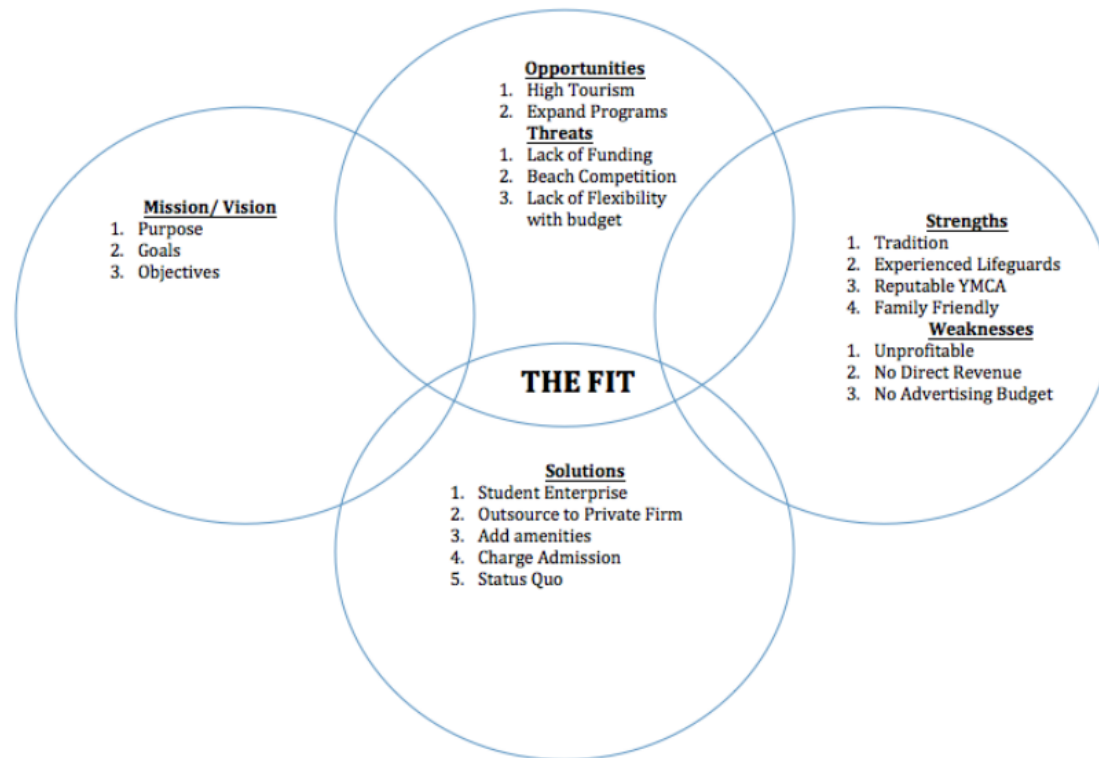
1. Council allotted \$20,000 each fiscal year
2. \$370,000 for net loss allowance

Options to add revenue sources:

Mission statement Breach

1. Student Model
2. Outsource Operations
3. Admission Charge
4. Volleyball Court
5. Sell the beach

## SWOT Analysis - Strengths, Weaknesses, Opportunities and Threats





## *Crisis Two*

- Local Competition
- Fitting the Mission
- Highlighting the Strengths of Lifeguards
- Adding a Volleyball Court



## *Crisis Three*

### In the **Red**...

- Rotary Cove has lost money since 2003
- No direct revenue stream
- Potential budget cuts on horizon



### Options available...

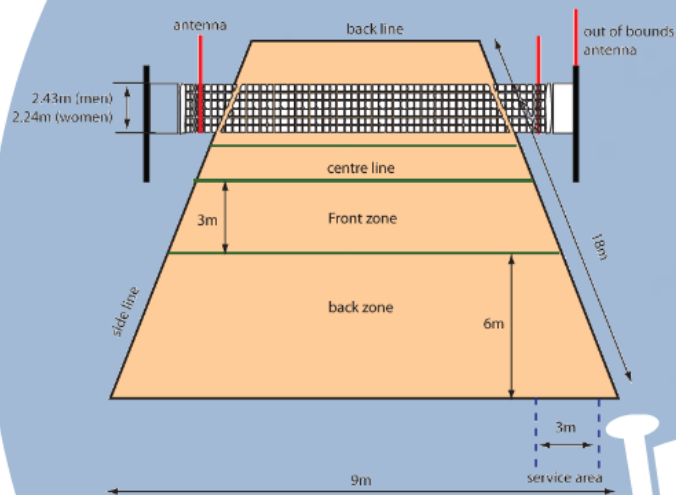
- Student-Run Model
- Outsource Operations



### Revenue Opportunities...

- Admission Fees
- Amenity Rental
- Volleyball Courts

# *Solution*



- \$2,300 to construct
- Extend Programing
- Bring Cove back into the Black

