

Staff Report

Report To: Community Services Committee
Report From: Pamela Coulter, Director of Community Services
Meeting Date: September 23, 2026
Report Code: CS-26-084
Subject: Naming of Kelso Beach at Nawash Park Playground and East Side Boat Launch

Recommendations:

THAT in consideration of Staff Report CS-26-084 respecting Naming the Kelso Beach at Nawash Park Playground and East Side Boat Launch, the Community Services Committee recommends that City Council direct staff to bring forward by-laws to name the facilities based on the contributions from the Order of Good Cheer and Walden Family as follows:

1. The Order of Good Cheer Walden Family Playground; and
2. Ted Bluhm East Side Boat Launch.

Highlights:

- Two naming requests are being considered under City Policy CS33 from the Scenic City Order of Good Cheer, a longstanding local not-for-profit that has funded several community amenities.
- Kelso Beach playground: Following Council's 2024 approval of the Kelso Beach at Nawash Park splash pad revitalization and playground replacement partnership, staff recommend naming the playground "The Order of Good Cheer Walden Family Playground." The Walden Family Foundation has confirmed a \$100,000 grant to the Order in support of the project.
- The Order requests that the East Side Boat Launch facility be renamed "Ted Bluhm East Side Boat Launch" to honour Ted Bluhm's

significant involvement in the original community-led boat launch project and his service to the Order of Good Cheer.

Vision 2050 - Strategic Plan Alignment:

[Strategic Plan](#) Priority: Fostering Mutually Beneficial & Respectful Relationships - Establishing, reconciling, and continually nurturing relationships that result in mutual benefit, trust and shared understanding.

Previous Report/Authority:

Policy CS33 Site and Facility Naming – Donations/Contributions (Attachment 1)

[Report CS-24-106](#) Re: Partnership with the Scenic City Order of Good Cheer - Kelso Beach at Nawash Park

CS-241218-005

"THAT in consideration of Staff Report CS-24-081 respecting Partnership with the Scenic City Order of Good Cheer for the Playground and Splashpad at Kelso Beach at Nawash Park, the Community Services Committee recommends that City Council direct staff to bring forward a draft contribution agreement to Committee for consideration."

The City entered into a contribution agreement with the Scenic City Order of Good Cheer (SSOGC) in support of the replacement of the Kelso Beach at Nawash Park playground and revitalization of the splash pad, with a focus on asset renewal and utilizing existing infrastructure. The SSOGC committed a \$250,000 donation for the project, to be given in 5 annual installments of \$50,000, starting in 2025. The total capital funding for the playground replacement and splash pad upgrade project was initially established at \$500k, split evenly between the City and SSOGC. The Order recently confirmed support for an additional \$35,000 to support the project with the donation being spread over 6 years.

The Contribution Agreement between the Order and the City was updated to reflect this change.

Background:

The City has a naming policy that addresses naming where there is a donation or contribution. This report addresses 2 requests from the Scenic City Order of Good Cheer regarding naming associated with major donations.

The Scenic City Order of Good Cheer is a local not-for-profit organization comprised of a group of dedicated community-minded individuals who raise funds in support of community projects. Past projects have included:

- Eastside Boat Launch Ramp and Building;
- Inner Harbour walkway benches;
- Gazebo at Harry Lumley Bayshore Community Centre;
- Good Cheer Outdoor Artificial Ice Rink at Harrison Park;
- Scenic City Order of Good Cheer Splash Pad at Kelso Beach at Nawash Park; and
- Good Cheer Washroom and Changeroom at Kelso Beach at Nawash Park.

City Policy CS33 states (excerpt):

DONATIONS/CONTRIBUTIONS

A) Any individual donor or corporation seeking to have a facility or site named, should donate either 20% of the capital cost of the project or \$50,000, whichever is higher. It is not considered prudent to allow exceptions to this policy.

As well, this policy should be fully explained to all interested parties.

B) A project costing \$50,000 or less should not be considered for the naming process. This type of project would fall under II,C above.

Analysis and Options:

Kelso Beach at Nawash Beach Splash Pad and Playground

In 2024, Committee and Council passed resolution no. CS-241218-005 which entered into a Contribution Agreement with the Order of Good Cheer respecting the Kelso Beach at Nawash Park Splash Pad Revitalization and Playground Replacement.

Among other things, the contribution agreement provided naming rights to the Scenic City Order of Good Cheer based on the partnership, similar to the Splash Pad and Changeroom/Washroom.

The Contribution Agreement between the Order and the City also noted that the partners would pursue grants to support the project.

A grant has been confirmed by the Walden Family Foundation in the amount of \$100,000 for the project.

The anticipated capital cost of the construction is \$497,000 (plus additional costs for design, survey, construction management).

With the donation from the Walden Family Foundation, the Order of Good Cheer has proposed that the name of the playground be:

The Order of Good Cheer Walden Family Playground

The Walden Family was pleased with the proposed name. The Splashpad and Washroom names will remain.

The donation from the Order of Good Cheer and the Walden Family as well as other major donors including the Sutherland Family, LiUNA Local Labourers Union, and East Court Residences (Peter Vandolder) will be recognized by:

- Sod turning and media release at project start;
- Recognition on the City's Project page;
- Recognition on the Scenic City Order of Good Cheer Website;
- Recognition on an on-site plaque; and
- Ribbon Cutting and media release.

East Side Boat Launch

In June of 1997, a new building and boat launch were constructed on the City's east shore, north of the Harry Lumley Bayshore Community Centre. This project was led by the Bayshore Community Boat Launch Committee who later became the Scenic City Order of Good Cheer.

The launch was refurbished and repaired in 2019 through a partnership with Outdoor Adventures and the City with support from the Tom Williams Fund.

While the signage on the building references the Bayshore Community Boat Launch, the city's website and the City's Recreation Master Plan reference this site as "The East Side Boat Launch".

The contribution of the community group who eventually became the Scenic City Order of Good Cheer is not well documented and the value of the contribution to the project as a percent of the overall project is not clear. The Order of Good Cheer has requested that the boat launch be named the Ted Bluhm East Side Boat Launch in honour of former member Ted Bluhm who was an integral part of the initial project and a long-time member of the Order of Good Cheer.

In an article for the 36th Salmon Spectacular Magazine by Jack Osadzuk he wrote:

"...Ted became an active member of the Scenic City Order of Good Cheer from its inception, serving terms as chairman. This group raises funds to finance many community projects – such as the Bayshore Boat Launch, the Kelso Beach Splash Pad, the Skating Rink at Harrison Park, the shoreline Gazebo and Children's Playground at the Bayshore Community Centre, and many other projects in the community. Ted took great pride and pleasure in being a part of this dedicated group of community-minded volunteers."

The Order has made a request that the City add Ted Bluhm's name to the East Side Boat Launch and building in recognition of the work and donation of what is now the Order to this community asset. The proposed name is the:

Ted Bluhm East Side Boat Launch

While there is no contribution agreement from that time that can be located, the naming to recognize the contribution to this facility is within the spirit of Policy CS33.

Resource Alignment:

Financial Resources

The cost for the playground sign and donor is estimated at \$2500 and will be part of the overall project cost.

The Order of Good Cheer is agreeable to paying for a new sign for the East side launch.

Human Resources

This project has been supported by the Director of Community Services, Manager of Parks & Open Spaces, and Corporate Services Staff including the Purchasing and Claims Coordinator together with the consultant.

Time and Scheduling

Playground and Splashpad

- Design and consultation 2026
- Final design to Community Services Committee June 24, 2026
- Consultation with Joint County Accessibility Committee summer 2026
- Tender preparation Summer 2026
- Construction commences Fall 2026
- Completion in Spring 2027

East side boat launch

- New signage will be installed in spring of 2027

Technology and Infrastructure

The City's Public Engagement Platform, OurCity has been used to support this project.

Climate and Environmental Impacts:

There are no anticipated climate or environmental impacts.

Communication and Engagement:

Policy CS33 does not require engagement for naming associated with a donation.

Report Developed in Consultation With:

Before making the request, the Order has consulted with both the Walton family and the family of Mr. Ted Bluhm.

Attachments:

Attachment 1 – Policy CS33 Site and Facility Naming

Reviewed by:

Tim Simmonds, City Manager

Submission approved by:

Tim Simmonds, City Manager

For more information on this report, please contact Pamela Coulter, Director of Community Services at pcoulter@owensound.ca or 519-376-4440 ext. 1252.