

Leisure Trends Monitor

Canada's resource for culture, parks and recreation services

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Where's That Life of Leisure?

With downsizing, rightsizing and the all too common 90's mantra of "doing more with less," the dream of a leisure society that many Canadians predicted in the 1970's has all but evaporated. The Millennium brought in trends geared towards dual income families. Canadian men and women work longer hours, and stress levels are on the rise as people attempt to juggle their work, family, personal, civic and social responsibilities. The promised life of leisure has eluded individuals and corporations.

Leisure service providers, whether designers of places or programs, should be concerned. Recreation is not only "first on the agenda, last on the budget," it is also losing priority in our lives. The attention of mainstream media to balance, simple living, getting a life, as well as the proliferation of spas, wellness centers and retreats, are telltale signs of our harried leisure lifestyle.

For much of the twentieth century there was a social movement to reduce the work week, beginning with the Factory Acts in England and the Fair Labor Standards Act of 1938 in the United States. These led to a 40-hour workweek and an overtime pay premium. But increasingly in the latter part of the twentieth century there appears to be a growing divergence in the trend toward work time reduction. Annual work hours have declined by more than 10% from 1979-2000 in France,



Germany, Japan and the Netherlands. Canada showed a slight decline from 1979-90 but an increase in 1990-2000. In the United States average hours worked per person annually actually rose 3.2% between 1990-2000. (www.oecd.org)

The leisure industry has moved beyond providing playgrounds to keep kids occupied and idle hands from mischief. Today there are playground safety audits, CSA design standards, risk management and maintenance procedures.

Amid the growing complexities, it is useful to find new perspectives, some distance, and time for reflection, a spark that ignites a new initiative or an idea that evolves from a connection that wasn't there previously.

The *Leisure Trends Monitor* offers reflection on what is known to be true and on what may be possible for tomorrow. It is a confluence of ideas, not one discipline, but the synergy gained from several professions and varied perspectives. All of these influence the quality of our lives. *The Monitor* is about creating healthy communities with healthy people and healthy spaces; it is about ideas and change.

This publication addresses goods and gaps, highlights useful research, and identifies areas where work may need to be done. It is about policies that work and ones that do not. It is best

practices and paths to be avoided; products that have made a difference and programs that have had a measure of success.

While cognizant of the leisure-work imbalance and the challenges in the culture, parks and recreation field, *The Monitor* is not just a resource to save time and money. Instead, it fosters the kind of "smart connections", as defined by Keith Laughlin (Executive Director of the U.S. Rails-to-Trails Conservancy), "across the landscape, across policy objectives and across constituencies."

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So grab your coffee, your latté, your herbal tea, or your bottle of water... and enjoy what we hope will become regular reading of the Leisure Trends Monitor!

Anne Robinson
&
ASSOCIATES



Today's Priority Investment: Parks

So what are the hallmarks of an excellent community park system?

A superb publication titled, *The Excellent City Park System, What Makes It Great and How to Get There*, elaborates on seven key factors: (Harnik, 2003)

1. A clear expression of purpose (Do you have an up-to-date Open Space Master Plan?)
2. An ongoing planning and community involvement process (Do you have an implementation plan? How do you engage the community in park design and development? Do you have a Parks Board?)
3. Sufficient assets in land, staffing and equipment to meet the system's goals (What is the acreage that you own? Has funding been maintained over time? Do you market your park system?)
4. Equitable access (Which residents don't have access to your parks?)
5. User satisfaction (Do you know the annual use of your parks? Do you regularly survey park users?)
6. Safety from crime and physical hazards (Do you collect data on crimes and accidents in parks?)
7. Benefits for the city beyond the boundaries of the parks. (Does your city systematically collect data comparing property values near parks versus further from parks and report findings?)

How does your community's parks and open space system rank?

Park Excellence Checklist

- A clear purpose
- An on-going planning and community involvement process
- Sufficient resources in land, staffing and equipment to meet the system's goals
- Equitable access
- User Satisfaction
- Safety from crime and physical hazards
- Benefits for the city beyond the boundaries of the parks

It is time for municipalities to forego "doing more with less" and attempting to be "all things to all people". Instead, why not focus on a few, strategic priorities that accrue multiple benefits? For many urban and small-town Canadian communities, the acquisition and/or development of parkland might prove to be such a priority, and one of the best investments in tomorrow's quality of life. In a review of over 60 fiscal impact studies in the U.S., well-known writer and researcher, John Crompton, found that preserving open space is usually a less expensive option than residential development. "On average, for every \$1 million received in revenues from residential developments, the communities had to expend \$1.15 million to service them." (Crompton, 2000) Providing that annual park maintenance costs don't exceed \$150,000, the net cost of maintaining parks and open space can be cheaper than residential development.

Another economic argument, the "proximate principle" – which purports that increased property values are experienced by landowners in proximity to parks – was actually first put forward and empirically verified by Frederick Law Olmsted in the context of Central Park in New York City. This principle was the justification for many major early park investments in the late nineteenth and early twentieth centuries. Recent research indicates that there is, on average, a 20% increase on property values abutting or fronting a park with active recreation areas. Property values in proximity to passive parks show even higher values. Increased property values also generate increased tax revenues for the municipality. On the other hand, poor maintenance, design and landscaping of parks can also have a negative impact on property rates.

It is commonly perceived today that while parks may be beautiful and beneficial, they are costly to develop and maintain, and offer little economic return. While the social and environmental benefits of parks are often appreciated and understood, planners and politicians often overlook the economic value of parkland or the "proximate principle". The challenge for park advocates is to appropriately measure and communicate the economic benefits of parks and open space. The American examples are instructive in their methodology and Canada needs to pursue this type of research.

We can see that golf course developments have

quite successfully adapted and exploited the "proximate principle." As noted by Crompton, there are two reasons why developers include golf courses in their projects: to increase the land values and to accelerate sales. "The developers are not philanthropists! They incorporate these recreational features because they generate more revenues for the developer than it costs to create them." (Crompton, p.102) The proliferation of golf course developments that take maximum advantage of frontage and edge, is testimony to the fact that parkland is an investment, not a cost, and mirrors the message advocated by park supporters over a century ago.

Beyond economics, there are public health concerns that parks and recreation spaces impact. Neighbourhood parks and pathways are an integral part of community design solutions that address both physical inactivity and obesity issues. In a survey of American adults, people with access to neighbourhood parks were nearly twice as likely to be physically active as those without access to parks (Brownson, et al., 2001). In Canada, 64% of all Canadians live within a 30-minute walk (2.5km) of a routine destination (such as work, leisure, shopping, friends/ family or school). Nearly 58% of Canadians walk as a mode of transport to at least one of these destinations (Go for Green, 1998).

Statistics Canada reported in 1999 that one-third of Canadians aged 25-44 identified themselves as workaholics and more than half reported worrying that they do not have enough time to spend with their family and friends (Statistics Canada, 1999, November 9). Parks and open spaces, especially large passive and natural parks, provide a 'food for the soul' refuge from hectic lifestyles and opportunities to exercise, alone or with family or friends. Finally, parks are popular. A recent survey in Ontario found that one or more individuals in 75% of the responding households were using the community's parks or pathways daily (39.8%) or more than once a week (35.9%) (Manotick Community Association, 2003). In their 2003 Open Space Strategic Plan, the Municipality of the District of Lunenburg, Nova Scotia, noted: "Resource extraction and residential housing development contribute to a rapid decline in available open space. Land negotiations and acquisition is necessary to ensure adequate and accessible open space with an emphasis on lakeshore and coastline." (Municipality of the District of Lunenburg, 2003)

Look for the review of John Crompton's report on page 15 of this issue.



Best Practices: Confederation Trail, P.E.I.

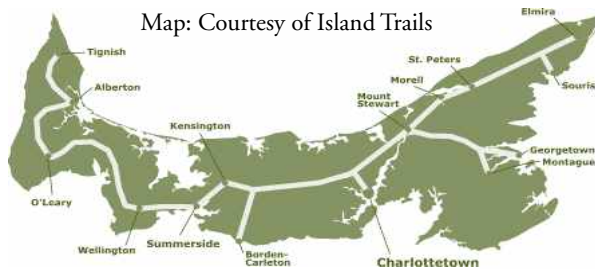
The Trans Canada Trail is a 17,250 km shared-use recreation trail that runs through every province and territory. It is the longest trail of its kind in the world, and it captures the Canadian spirit and dream of joining the country from sea to sea to sea. Much of the final Trans Canada Trail will be built on recycled rail corridors. Prince Edward Island's Confederation Trail is the only portion that has 100 per cent of its trail designated. It is one of the most advanced rail-trails in Canada, from both a construction and programming perspective.

The rail line was abandoned in 1989 and the last piece of track removed by CN Rail in 1993. In an unprecedented move, the province purchased the whole corridor the following year. It was a meandering 450 km, "meandering" because the rail company had originally been paid by the mile – so it was financially in their interest to have the route "wander" slightly. The province recouped their full cost of acquisition by selling some of the extraneous pieces, including much of the Charlottetown waterfront, to local authorities and individuals. With cooperation from provincial and federal economic development and tourism ministries, legal authorities, engineering officials, parks agencies and more than six departments, the province began to set the ground work for its Confederation Trail.

Construction began in August 1994 with the province providing overall policy framework, development standards and construction management. Agreements were established with a variety of local community groups to provide advocacy, guidance and programming of various portions of the trail. The province has continued to be involved with Transportation providing trail maintenance and Tourism providing operational management.

The model adopted in Prince Edward Island for development and management of the Confederation Trail has applications for other jurisdictions. The higher provincial or County authority can address policy matters, route specifications, signage and construction standards, promotion, insurance, and multi-area program launches. Local, not-for-profit groups can manage

the community's user conflict issues, local programming and promotion. This two-tier "partnership" approach has been very successful in P.E.I. because it uses the strength of both government and the volunteer sector to produce a top-notch tourism destination and a local recreation amenity.



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Confederation Trail has been a success because, from inception, it simultaneously addressed both local use and the tourism market. In a 2000 survey of islanders, all residents contacted were aware of the Confederation Trail and 92.4% thought the trail would provide economic benefits. On the program side, the Confederation Trail has been a smashing success. Island Trails and the P.E.I. Medical Society have initiated Trailfest – an event that works with more than 30 local communities – to encourage healthy, adventurous activity on the Island's extensive trail network. The Women's Institute held a new Legacy Bike Tour event as part of the "Bring Good Health to Life Campaign" and raised in excess of \$50,000 for hospital equipment in 2000. The Trail was part of the 2001 International Boy Scout's Jamboree. The PEI Snowmobile Association approved reciprocal off-island permit holders use of the trail and the Canadian Diabetes Association sponsored a walk/jog/cycle event in support of their efforts.

Confederation Trail Awards have been created to recognize individual, group and community contributions to the enhancement, protection or promotion of the Trail. Island Trails is about to launch its new Tip-to-Tip Award for those who walk or cycle the trail across the entire province. Safety and

the Environment are also central elements. Island Trails has initiated the first "Volunteer Trail Police Program" in Canada and this program is expected to become a model in other provinces. A comprehensive maintenance program has been developed and biophysical inventory of flora and fauna has been done by Island Nature Trust along approximately half of the trail.

Resources: Visit www.islandtrails.ca for details about the Confederation Trail. Visit Canada's foremost trail web site, www.trailpaq.ca.

See www.recplan.ca for a description of other successful Canadian Trail initiatives.



Physical Activity and Obesity



Cora Craig, Executive Director

"The numbers are telling us that Canadians are becoming more active in their leisure time," said Cora Craig of the Canadian Fitness and Lifestyle Research Institute (CFLRI) in Ottawa. (CBC News, 2004) Thanks to the excellent work of this Research Institute (a national non-profit agency recognized around the world for its research in this field), Canadians have benchmark data with which to measure progress towards achieving a "healthy lifestyle."

Compared to 1981, twice as many adult Canadians are getting the equivalent of one hour of exercise daily. This is an increase from 20 percent in 1981 to 41 percent in 2000 (Craig, et.al., 2001). While improving, the research also indicates that a majority of Canadians, 55%, are still physically inactive. The highest rates of inactivity occur in Newfoundland (61%), Prince Edward Island (62%), New Brunswick (63%) and Manitoba (61%). The lowest rate is British Columbia with 47% (CFLRI, p.6).

The five most popular physical activities for Canadian adults have remained fairly consistent over the past decade with spontaneous, unstructured physical activities such as walking or gardening, being amongst the most popular, particularly among women (CFLRI, p.23). "Women are more likely than men to report walking, participating in home exercise and exercise classes. Men are more likely than women to report participating in gardening, biking, golfing, jogging, weight training, fishing, baseball or softball, basketball, and hockey." (CFLRI, p.6)

Although the proportion of Canadians who are active in their leisure time has grown, the percentage of obese Canadians has also increased, according to results from the Canadian

Community Health Survey (CCHS,2002). An article titled "The Canadian Obesity Epidemic" by Dr. Peter Katzmarzyk, York University, in the Canadian Medical Association Journal noted:

- The national prevalence of obesity has been on a steady increase, moving from 5.6% in 1985; 9.2% in 1990; 13.4% in 1994, 12.7% in 1996 and 14.8% in 1998.
- The direct medical costs attributable to adult obesity in Canada were estimated at \$1.8 billion in 1997, or 2.4% of total direct medical cost. (Katzmarzyk, 2002)

Obesity increasing faster among baby boom men

The Canadian Community Health Survey collected information from over 130,000 individuals, aged 12 and older. The survey was

"There is recent evidence that there have been large increases in the national prevalence of overweight and obesity in Canadian children and adults over the last 2 decades, similar to the increases observed in other industrialized nations. Although the causes of this are not well defined, lack of physical activity may be an important factor."

Dr. Peter Katzmarzyk, York University

conducted in 136 health regions covering all provinces and territories between September 2000 and November 2001. The 2001 Canadian Community Health Survey provides further insight in to what is being dubbed an obesity "pandemic." Highlights include: (Statistics Canada, May 8, 2002)

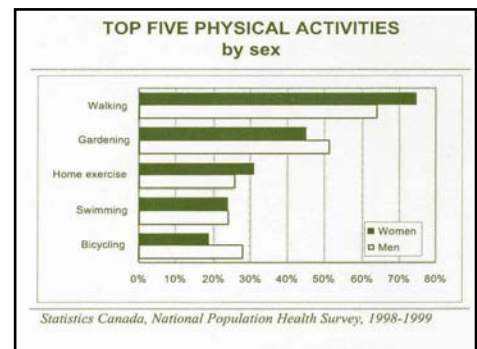
- From 1994/95 to 2000/01, the number of obese Canadians aged 20 to 64 grew by 24%. Comparable statistics for the United States show that the increase of adults considered obese was much larger there than in Canada, over the same time period.
- Obese individuals tended to be the least active
- Obesity is on the rise for all ages and sex groups except among women aged 20 to 34, where it fell 9% from 1994/95.
- Increases were greatest among men and women aged 45 to 54, who alone accounted for one-fourth of all obese adults in Canada, however the rate was increasing fastest among baby boom men.

- From 1994/95 to 2000/01, the number of adults aged 20 to 64 who were considered obese increased by an estimated 532,000. Men accounted for two-thirds of the increase during this six-year period. In 2000/01, an estimated 1,508,000 men were considered obese, up 32% from 1994/95. In contrast, the number of obese women rose 15% to 1,280,000.
- Part of the increased number of obese adults in older segments of the population can be attributed to the aging of the baby boomers. During the same six-year period, the age group 45 to 54 was the fastest-growing segment of the population advancing 25% compared with 7% overall for the population aged 20 to 64. The increasing number of people entering this age group has had a compounding effect on obesity numbers.
- Large urban areas have lowest obesity rates

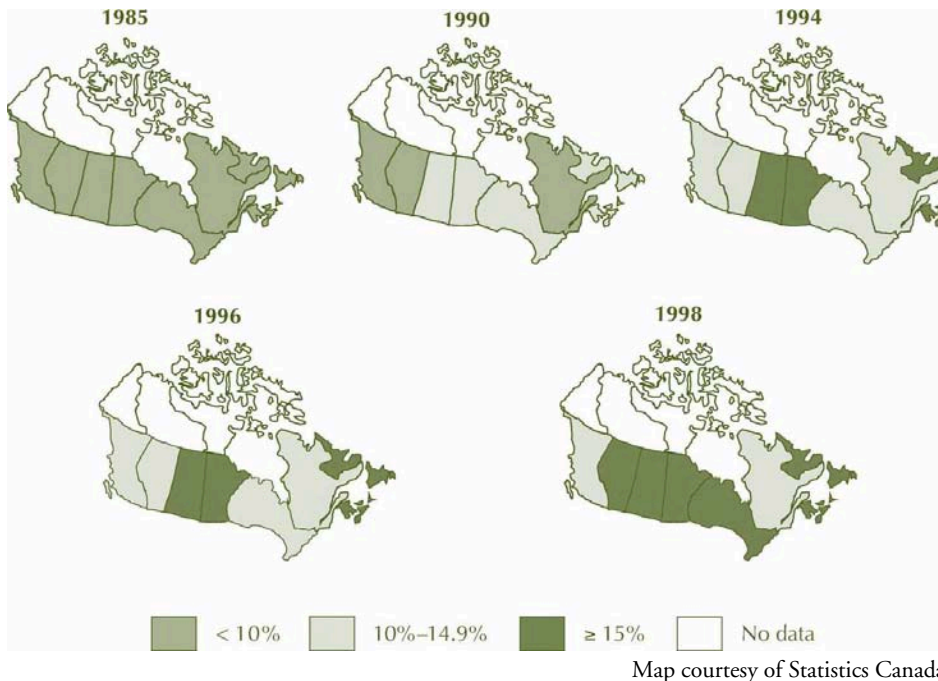
Obesity increased in most provinces from 1994/95 to 2000/01, with the largest growth in Alberta. (The Study notes that Alberta's increase may have also been due to the province's high population growth.)

Obesity and physical activity levels varied considerably across the 136 health regions for which 2000/01 information is available. Overall, only 13 health regions had obesity levels lower than the national average of 15%. These regions are all located in Ontario, Quebec and British Columbia and most include large cities such as Montreal, Toronto and Vancouver, where the average obesity rate ranged from 6% to 12%. A total of 51 health regions had obesity levels higher than the Canadian average. All provinces and territories had at least one health region showing an obesity rate above the national average.

The Health Indicators Map (next page) captures the extent of the obesity "pandemic" in Canada and can be accessed by going to the Statistics Canada website.



Physical Activity and Obesity



Map courtesy of Statistics Canada

The CCHS clearly shows that obese individuals are the least active. In 1994/95, approximately 33% of obese people participated in at least moderate physical activity. This proportion remained essentially unchanged in 2000/01. The change in physical activity patterns came from those who were not obese. In 1994/95, 38% of the individuals whose weight was in the acceptable range were at least moderately active and that proportion increased six years later, to 43%.

A study by Sletzer et al. (2004) at Duke University in North Carolina indicated that the equivalent of 30 minutes of brisk walking per day is usually sufficient to maintain a steady weight. The eight-month study found that people who didn't exercise at all gained an average of just over one kilogram. But 73% of those who briskly walked 30 minutes a day were able to maintain their weight or even lose some weight. Those who participated in the most vigorous exercise experienced the most noticeable weight loss.

With all of society's technical advances – from escalators to automatic door openers to ride-on lawnmowers to TV remotes, people are often tacitly encouraged to physically “do less” in their everyday routines. If Canadians are to achieve the recently announced national Healthy Living Strategy target (10% more Canadians active by

2010), they will need to make physical activity an integral part of their everyday “lifestyle”. From CFLRI's Report, *Increasing Physical Activity*, it is evident that as Canadians age, they are less active. 43% of 20-24 year-olds are inactive compared to 62% of adults over 65 years of age. Moreover, in the older age cohort, 67% of women are inactive, compared with 55% of men. (CFLRI, P.22) The level of physical inactivity is also correlated with education, the higher the level of education, the greater the percentage of active adults. Of those with less than secondary graduation 64% are inactive compared to 51% among college and university graduates. Physical activity levels also increase with income. 62% of adults with an income of less than \$20,000 were inactive, compared to 44% with an income of \$80,000 or greater. (CFLRI, p.67)

To measure obesity, the CCHS used the body mass index (BMI), which is based on both an individual's weight and height. BMI is calculated by dividing your weight in kilograms by the square of your height in metres. A quotient of 18.4 or less is considered underweight, 18.5 to 24.9 acceptable weight, 25.0 to 29.9 overweight, while 30 or more is considered obese.

Some Implications for Parks and Recreation Service Providers:

- Recognize that a holistic approach is needed - programs aren't the only solution: community design, awareness and policy development may be part of the answer
- Put “healthy food” options in facility canteens and snack machines
- Integrate “physical activity” in to every summer camp program
- Foster “walking or cycling” amenities in every neighbourhood development
- Encourage sport groups to schedule games locally so that children and families can walk or cycle to nearby fields or facilities
- Make “recreation facilities” a route destination, complete with bike racks, lockers and showers
- Create public art in recreation buildings that encourage physical activity
- Consider recreation amenities/ destinations on public transit routes
- Consider the location of parking lots in the context of ‘health and the environment’
- Support local initiatives that foster spontaneous, unstructured physical activity e.g. outdoor rinks, neighbourhood parks, trails and cycling routes

Do you have an example, a strategy or policy that's made a “healthy lifestyle” difference in your community?

Contact us with your idea or example at

anne@recplan.ca

as we'll be highlighting these in our next issue.

CCHS data shows that from 1994/95 to 2000/01, the number of obese Canadians aged 20 to 64 grew by 24% (more than 500,000 to almost 2.8 million).

These individuals represented about 15% of the adult population, or one out of every seven people, up from 13% six years earlier.



Harm Reduction

By Birgitta Bisztray



Birgitta Bisztray has a Masters in Public Health & is a harm reductionist currently living in Norway.

In our fast paced society, many leisure professionals are incorporating ideas, best practices and models from outside the traditional realm. Harm reduction is one such idea. Harm reduction is a set of practical strategies to reduce negative consequences of actions or behaviours, working to minimize harmful effects rather than simply ignoring or condemning them. Harm reduction builds upon existing skills and strengths within individuals and communities, encouraging people to determine their own goals, while providing the necessary services, structures, and tools.

Harm reduction is most commonly associated with drug use and risk reduction strategies in the intravenous drug using community. However, harm reduction is increasingly being recognized as a model of behaviour change that can be used to address any problem; harm reduction principles and strategies are popping up in public health, fitness and recreation initiatives. Challenging the starting point of “people should not be using drugs”, harm reduction initiatives instead focus on the idea that “since people are using drugs, how can they be enabled to use them in the safest manner possible”. In many ways, it is an alternative to abstinence-based approaches to drug treatment that simply do not work for many people.

For those who embrace all or nothing behaviours, there are many existing paradigms. Harm reduction acknowledges that within most

behaviours and life situations there is a huge range in experiences and ways of being; there is a focus on, and celebration of any positive change. There is an acknowledgement that when people feel empowered, and are able to set their own agenda and goals based on what they feel is realistic and pertinent, they continue to make healthy, life affirming choices.

Harm reduction is a practical set of tools and risk assessment skills that are easily acquired, useful, and reduce the negative consequences of any actions. Wearing knee and elbow pads while rollerblading, or a helmet while bike riding are examples. These things do not annul the harm done to our bodies, but rather reduce it. Harm reduction enables people to improve their quality of life and overall health no matter where one's

Initiatives will not convert non-outdoorsy people into hikers, but relatively small changes, including moderate activity incorporated into people's daily routine, may have better results - especially if there are a variety of options presented.

starting point may be. This is what harm reductionists refer to as meeting people “where they are at.” Change is talked about as a process instead of an outcome.

It is this creation of a spectrum of behaviours that may be most useful for recreation service providers and planners. The process of getting people involved in their physical environment, participating in public life, and being more active does not necessitate that people spend hours running every week, or hike long distances. It is possible to encourage people, and to make it enjoyable for people to take small steps towards a healthier lifestyle. Solutions should be about

creating alternatives for people. Not everybody can walk/cycle to work. But if there are pleasant sidewalk or path systems from public transportation to offices, people can be encouraged to walk shorter distances, or to take a walk during lunch break.

Some Northern European countries have successful campaigns to get people to move for 10 minutes, three times a day. Schools and offices give “physical activity breaks” (the equivalent of a cigarette break); some employers are buying walking poles (that look like ski poles) and exercise shoes for employees; there are signs on buses encouraging people to get off a few stops early and walk the last bit to their destination (especially if there is a scenic route or landmark to be enjoyed.) There are a growing number of free bikes that people are encouraged to use between public transportation stops and their destination.

It is time for the links between public health initiatives, park planning and recreation activities to be more firmly cemented. Individuals who already take full advantage of, and have access to parks or recreation activities, or those who exercise regularly and rigorously, are not the audience most in need of new initiatives. It is the people who do not use parks, who do not exercise, and who can not “find the time” for physical activity, that new initiatives should be focused on.

Mental health messages that talk about the social and tranquil aspects of utilizing green space and paths should be interwoven with physical health promotion messages addressing heart disease, weight control, and muscle stimulation aspects of recreation. Harm reduction strategies, supporting positive changes in behaviours on an individual and community level, and the creation of policies and physical spaces that encourage and allow people to make healthier choices, are vital components to change.

*For more information on Harm reduction see
<http://www.harmreduction.org>
Contact Birgitta at bbisztr@yahoo.com*

"Know thyself."

"Moderation in all things"

Aristotle



New Recreation Facilities in Canada

Hockey Canada estimates that 4.5 million Canadians are involved in hockey in Canada as coaches, players, officials, administrators or direct volunteers. There are more than 1.5 million games and 2 million practices held every year in Canada, in over 3,000 arenas across the country.

Compared to the "Centennial" arena boom, the 1980's and 1990's brought little in the way of new arena construction. However, there are some new arenas that have been recently constructed or are in the midst of construction. Several are highlighted here.



East Elgin Community Complex

Aylmer, Ontario

The Township of Malahide (population 8,800) and the Town of Aylmer Ontario (population 7,200) have collaborated to build a new recreation complex. The East Elgin Community Complex will include a multi-purpose community hall for 600 people, two ice arenas with the primary arena seating for 756 spectators. A secondary arena will have bench seating for 366 spectators. The community hall can be divided into three separate areas and there will be parking for 450 vehicles. The estimated cost is \$9.2 million, with the land donated by a private sector partner. To date the Township of Malahide and Town of Aylmer have each put in \$2 million. The province and federal government, through Super Build, have committed another \$2.7 million. Community

fundraising was targeted at \$2.5 million with \$2.8 raised to date. The new Complex is scheduled to have their donor recognition dinner on May 28, 2004 and their grand opening on June 11.

The new facility will be operated by a board of management consisting of three councilors from each municipality and one member-at-large from each area, for a total of eight board members. Rental rates will be established by the board. Projected surpluses or deficits will be equally divided between the Township and the Town. The campaign team, which has been so successful in raising capital funds for the project, will continue as a smaller group to work with the general manager of the complex.

For more information visit:

www.township.malahide.on.ca

or call Theresa Klachan at 519-773-5631



Multi-Purpose Complex

Town of Greater Napanee, Ontario

The Greater Napanee Council struggled for several years with what to do with an aging arena and increasing demands for ice. They eventually decided to sell the Memorial Community Centre to the Agricultural Society and on September 23, 2003 signed a letter of intent with Peak Engineering and Construction Limited for the construction of a new multi-purpose facility at a cost of \$8,647,468. With site work and parking the full cost will be \$9.8 million. The new center, located on municipally owned property, will include a twin pad ice surface and community hall. Pad A seating capacity will be 1050 and B will be about 300. The hall capacity will be 400. An outdoor soccer pitch is also planned, along with a

private sector hotel complex adjacent to the site. The building is scheduled to open in September 2004.

With a population of approximately 15,000, the Town of Greater Napanee is funding the complex principally through user surcharges, sale of assets, investments, lease agreements and fundraising. The municipality has signed a 10-year naming agreement with Strathcona Paper Company for \$200,000 and has included 7600 square feet of retail space with 10-year leases signed.

For more information visit:

<http://www.town.greaternapanee.on.ca/arenafundraising.html>

*Kevin Hill, Director of Parks and Recreation
at 613-354-3351 ext 265*

CN Sportsplex

Moncton, New Brunswick

The Greater Moncton area has a population of 117,700 and the City of Moncton has a population of 61,000. In 1997 a 282 acre brownfields site was re-developed by the Canada Lands Company to include a \$30 million CN Sportsplex with 4 new arenas, 10 baseball diamonds, and 6 soccer fields. For this revitalization, the Canada Lands Company won the first International Phoenix Award given by the U.S. Environmental Protection Agency, and they received the Canadian Urban Institute Brownie Award for Best Overall Environment Project in Canada. The City of Moncton received the Scotts Turf Builder Award, through the Communities in Bloom Canada competition, for the best sports field turf in Canada.

The Slapshots Sports Bar & Grill has a view of all four rinks and a patio that services the outdoor field amenities in the summer season. An on-site trail network will link with the city's trail system and this multi-functional park has led to Moncton hosting several Canadian championships.

The CN Sportsplex and Tim Horton's 4-Ice Centre were fostered by the leadership of Mayor Brian Murphy and City Council, in partnership with the Canada Lands Company, Moncton Arena Partners, and the support of corporate partners such as CN and Tim Horton's. Managers anticipated 570,000 visitors in 2002-03. A demographic profile of users indicated that 42% were adult males aged 18-45; 12% adult males 45+, 10% adult females 18-45 and 1% adult female 45+, 35% youth aged 7-18.

For more information, visit:

www.moncton4plex.com



Facilities

Tri Leisure Centre - Alberta

Tri Leisure Centre

Alberta

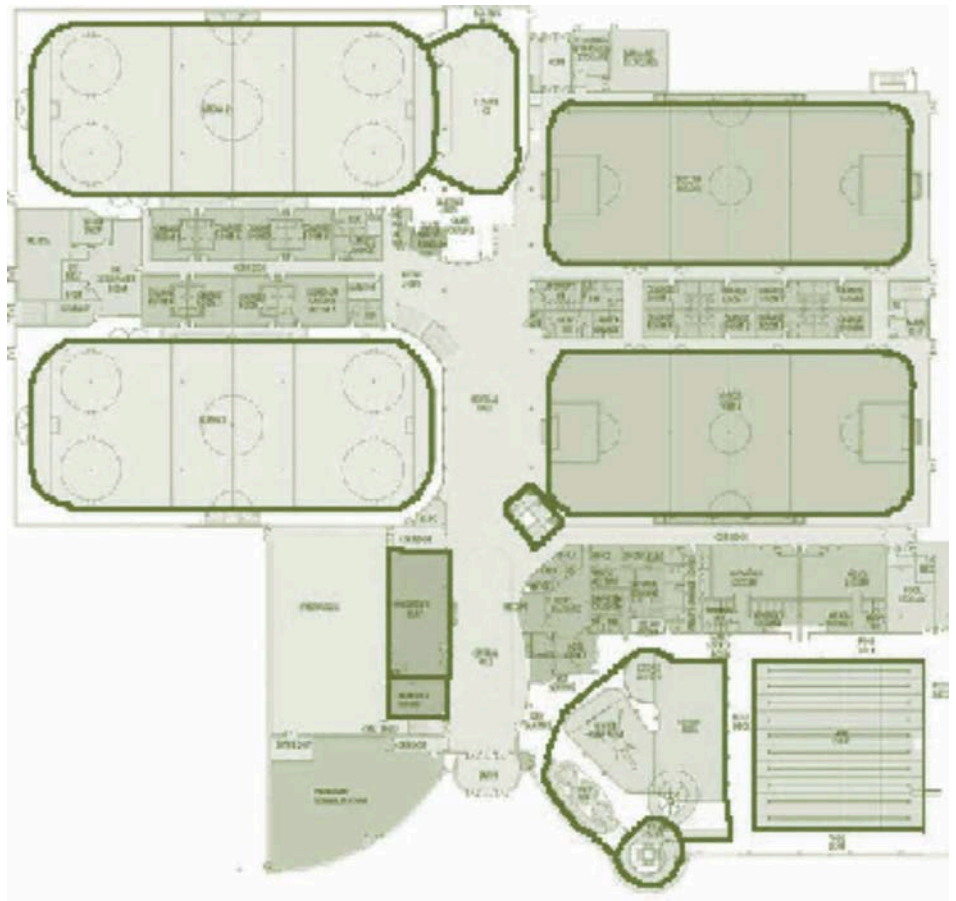
The municipalities of the City of Spruce Grove, the Town of Stony Plain and Parkland County collaborated on the construction of a \$28 million sport complex. The Tri-Leisure Centre [TLC] opened in September, 2002. The final design has:

- 2 NHL sized Hockey Rinks
- Rinks for spontaneous use
- An Aquatic Centre that hosts
 - 25 meter pool with 10 lanes
 - leisure pool with play structure
 - water slide
 - hot tub
 - steam room
- Gymnasium with hardwood floor
- 2 Soccer pitches; one hosts field house flooring for court activities
- Indoor Fitness Track
- Fitness Centre with state of the art training equipment
- 2 Fitness Studios
- Children's Play Centre
- Meeting Rooms

Input for the TLC's final design was gathered through an extensive series of public consultation meetings. Following those meetings, plebiscites were held in each municipality on December 13th, 2000. Enough residents in all three communities voted yes for the project to proceed. On March 21, 2001 the ground-breaking ceremony was held; the centre opened to the public on June 29, 2002 with over 30,000 people visiting the new facility during the long weekend.

The Tri-Leisure Centre is operated by an independent, arms-length, not-for-profit board with representation from all three municipalities. Each municipality pays its proportionate share of capital and operating costs. The board consists of equal representation from the municipalities regardless of the population of each municipality within the service area.

The corporation endeavours to operate the TLC on a financially breakeven basis, and is very close to achieving this goal. User charges, rents and facility leases are set by the board. All profits from the TLC operation go back into the facility for the purpose of debt retirement or reduced costs of operation. Any deficit capital or operating budgets prior to December 31, 2006, are shared by way of a subsidy or grant to the corporation in the proportions illustrated in the adjacent chart.



Municipality	Population*	Percentage
Spruce Grove	15,983	42.0%
Parkland	27,252	33.5%
Stony Plain	9,589	24.5%

*Statistics Canada, 2001

The Memorandum of Agreement clearly specifies that the corporation, established by the municipalities, is for the purpose of managing and operating the Facility. There are 9 directors with 3 representatives from each municipality. At least one and not more than two are members of Council. (City of Spruce Grove, 2000)

For more information visit:

www.trileisure.com

or call 780-960-5080; Fax: 780-960-0454



Sport Tourism

For many years, recreation service providers have realized the benefits of sport events to the economy of their respective town or city. Recently, the Canadian Sport Tourism Alliance (CSTA) took this concept a step further and developed a Sport Tourism Economic Assessment Model (STEAM), an enhanced version of the Conference Board of Canada's Tourism Economic Assessment Model. STEAM is the first web-based economic impact model in Canada and was collaboratively developed in conjunction with Sport Canada, Canadian Tourism Commission, Skate Canada and the Conference Board of Canada. This new tool will be of interest to large and small Canadian communities that are considering a more active involvement in the sport tourism industry.

The model estimates the direct, indirect and induced economic impacts of nearly 60 measures, including employment (jobs and/or person years), wages and salaries, and gross domestic product (GDP) by categorical industry output. The intent is to create a standardized tool to measure the economic impact of sporting events and to assist municipalities and agencies in predicting and more accurately measuring the economic impact of a sport event.

The Canadian Sport Tourism Alliance is a member based, industry led organization that promotes sport tourism as an economic development initiative at the community level. Created in November 2000 with 18 founding municipal members, the CSTA now services over 100 members across Canada, including approximately 60 municipalities, 25 national sport organizations and a variety of other national and provincial sport and tourism industry partners. In addition to the STEAM model, the CSTA has developed a number of other cutting edge industry tools, designed to assist communities to become more actively involved in the industry segment. These include the Events Database and Search Engine, a secure-access, web-based intranet platform that is designed to match national and international sport events with potential host communities across Canada. The Database currently contains over 350 events that are open and available for bid. Two other industry tools are also in development and scheduled to be launched at the CSTA's annual Sport Events Congress scheduled for April 29 – May 1st in Ottawa. The first is a Community Sport Tourism Planning Template, designed to assist communities to take a step-by-step strategic approach to planning their involvement in the industry. Second, a Sport Event Business Plan

Template will promote a planned, professional approach to event planning and will serve as a risk assessment instrument for events of all sizes.

How do you access STEAM?

To access STEAM you must be a member of CSTA. Workshops are provided at the CSTA Sports Events Congress, in Ottawa, April 29 and May 1, 2004.

For more information about the CSTA and the upcoming Sport Events Congress, visit:

www.canadiansporttourism.com

Canada has some noteworthy "sport tourism" success stories that are briefly highlighted below.

UCI 2003 Road World Cycling Championships

Hamilton, Ontario

The Road World Championships were awarded to Hamilton in 1999 and the event took place in October, 2003. It was only the sixth time the Road World Championships had been held outside Europe and the second time they were held in Canada (the first was 1974 in Montreal).

The CSTA and the Canadian Tourism Commission worked with organizers to prepare an Economic Impact Assessment, using the STEAM model, described above.

The CBC, as host broadcaster, estimated that a total of 267 million viewers around the world saw the event. The media presence was also significant, totaling more than 900 people, from 33 countries. In addition the Championships attracted in excess of 23,800 spectators from outside the Hamilton area, including 13,850 from within Canada, 7,150 from the United States and 2,760 from overseas countries. (Canadian Sport Tourism Alliance, p.3)

The Economic Assessment Report concluded that the Cycling Championships generated a total economic activity of \$48.3 million in Ontario, including nearly \$31.1 million in Hamilton and another \$17.2 million for other regions of Ontario. The event supported 527 jobs, of which 410 were in Hamilton, paying wages and salaries totaling \$9.4 million in the city and \$4.5 million for the rest of the province.

A total of \$3.8 million in taxes was paid including nearly \$3.8 million to the federal government, \$3.3 to the provincial government and \$1.4 to municipal governments, of which \$980,000 went to Hamilton. (CSTA, p.10)

The Tournament Capital of Ontario

Brantford, Ontario

In March 1996 the Brant News wrote, "Brantford is the home office of one of the province's most successful industries and nobody knows that it's here...Literally millions of dollars are funneled into this city as a direct result of this industry, yet support and funding for it is treated like a benevolent hand out rather than an investment that could help the city establish civic, provincial, national and even international acclaim. It is the minor sports tournament industry."

Brantford is the home of Wayne Gretzky and since 1996 this town of 100,000 has advanced the sports tournament sector in a way that few other Ontario communities have. In 1996 Brantford estimated that their 25 major sports tournaments were bringing in more than 20,000 people to their town "for at least one over night stay at local hotels and motels; six meals at a variety of restaurants; one tank of gas per family car; at least one pizza for a late night bite and a souvenir of their stay in Brantford... The Gretzky Hockey Tournament hosted by Brantford Minor Hockey was estimated to generate \$1.3 million..." (Brant News, 1996)

Today, the Tournament Capital of Ontario (TCO) Committee, a coalition of interested citizens, businesses, and sports associates in Brantford and the surrounding area, work in partnership with Tourism Brantford to ensure excellence in sport tourism and tournament hosting services. The TCO offices have evolved to include a uniquely designed web site, staff support services and a full range of resources for tournament organizers and participants.

Recently the TCO Committee and four area hotels joined in partnership to develop a program that offers a 5% commission to local sport organizers who register their events on the TCO website and encourage participants coming to their events to stay in the participating hotels. Brantford is one of the first communities in the province to offer this value added incentive to tournament organizers.

For further information contact:

www.city.brantford.on.ca/TCO
email: pshewchuk@brantford.ca T: (519)751-9900
Pat Shewchuk, Tournament Capital Coordinator



Sport Tourism

	Brantford	Kamloops
Population (StatsCan 2001)	86,417	77,281
Arena Ice Surfaces	5	5
Civic Centre	1 major, 3000 seats	1 major, 5000 seats
Curling Rinks	2	2
Swimming & Diving	Gretzky Sports Centre, 65 m. Olympic pool	Canada Games Aquatic Centre Westsyde Pool
Track	All weather track enclosed, outdoor track with seating	Several
Soccer, Football, Rugby	25 soccer fields, 2 irrigated football fields	76 soccer fields (12 to Class A standard)
Baseball, Softball	30 softball fields, 15 baseball fields	70 ball fields (12 to Class A standard)
Main Stadium	Seats 700	Seats 700
Community Theatre	Sanderson Centre – 1600 seats	2 theatres (1 large, 1 small)
Other Stages	Several school stages	Several school stages

Tournament Capital of Canada

Kamloops, British Columbia

The direction that Brantford took was influenced by Kamloops, British Columbia. On June 18, 1985, Kamloops proclaimed its official slogan to be "BC's Tournament Capital." In November 2001 that slogan was revised to "Tournament Capital of Canada," reflecting the community's intent to be the 'best' tournament locale and also its 'active and healthy' lifestyle. These communities have much in common as the chart above illustrates.

A recent referendum approved \$37.6 million for new and improved sports facilities. These extensive retrofits are designed to meet both the local and tourism needs. The project includes a new Olympic size rink, 8 dressing rooms, trade show and convention capacity and "green building" design and construction at the McArthur Island Sport Centre. Also at this location, 7 Class A grass soccer pitches including a championship stadium with 500 seats, washrooms, concession and storage. The site will also include 12 baseball diamonds for rookie to midget levels and renovation of NorBrock Stadium with 1500 seat capacity, new officials room, improved concessions and washrooms. Park enhancements include parking, servicing, landscape and pathway development.

At their Hillside Stadium (UCC), project construction will include an indoor track - 200 metre, 6 lanes, international standard; a multi-function gymnasium with 3 basketball/ volleyball courts, movable partitions, championship court with 2,500 seat capacity; dedicated gymnastics space (15,000 sq. ft. or 1,350 sq. metres), lease

space (19,650 sq. ft. or 1,785 sq. metres) for classrooms, retail, food court, sport medicine, rehabilitation, plus a fitness and health studio. Approximately \$13 million is allocated for the McArthur Island site and about \$24 million for the Hillside Stadium. The City will borrow the full amount and implement a 1% tax increase over 3 years, a total 3% increase for the 25-year borrowing term. The operating costs are projected to move from \$591,332 to \$608,958, an increase of \$17,626 annually. Meanwhile, new events are projected to attract over 21,000 new visitors who will spend an estimated \$7.9 million locally.

The City of Kamloops administers its Tournament Capital program through its Parks and Recreation Department. Park staff maintain and improve playing fields, while the Recreation staff allocate facilities and assist sport groups with promotional kits and various tournament incentive programs.

Kamloops hosts hundreds of tournaments each year in a variety of sports, ranging from a local to an international level, including such events as:

- Brier Curling Championship
- Canadian Hockey League Memorial Cup
- World Fly Fishing Championship
- BC Seniors' Games
- BC Games for Athletes with a Disability

Recent bids include:

- 2004 Eco Challenge North American Championship
- 2004 National Disc Golf Championships
- BC Scott Tournament of Hearts
- World Junior Baseball Championships

The City has a confirmed bid to host 2006 BC Summer Games, a multi-sport event that will see 4,000 BC athletes in Kamloops for 4 days of competition. Kamloops will also host the 2004 Tim Horton's National Road Race this June 24-27 with close to 600 riders. The finalists go on to the Olympics and the City has just been awarded the 2005 Canadian Lifeguard Championships. Later this April they will host the BC High School Girls Rugby Tournament with 32 teams. This event takes place just after the annual Rugbyfest, which attracts 1600 players for 2 days of play.

The City statistics for 2003 reported 105 tournaments, 23,000 sport participants, 68,000 people days and \$8.3 million in direct spending. These figures increased from 2001 when 94 tournaments were held, with more than 13,000 people visiting Kamloops to participate in sporting events, accounting for about 28,000 visitor nights. On average, in 2001, tournament participants spent more than \$125 per day, and tournament spending was estimated at \$8 million.

For more information, visit:

<http://www.city.kamloops.bc.ca>

Contact Sean Smith, Tournament Capital Coordinator, City of Kamloops at 250-828-3552

New Facilities, New Opportunities

City of Moncton, New Brunswick

In the last three months the City of Moncton has been awarded the 2005 U-15 Boys and Girls Canadian Soccer Championships, the 2004 and 2005 U-168 Canadian Volleyball Championships and the 2004 Canadian Senior Baseball Championships. Moncton's recently constructed \$30 million dollar CN Sportplex is home to 4 new arenas, 10 baseball diamonds, and 6 soccer fields, and has been a factor in attracting these events.

For more information, visit:

www.moncton4plex.com



Sport Tourism

Ottawa International Hockey Festival, Bell Canada Cup

Ottawa, Ontario

The 5th Annual Ottawa International Hockey Festival, Bell Canada Cup was held January 1-4, 2004, in 22 hockey rinks throughout the City of Ottawa. A total of 397 teams and 7000 Atom/Squirt and Minor Pee Wee hockey players participated in what has been declared the largest hockey tournament in the world.

Teams came from the United States, Europe and across Canada. A total of 91 American teams representing 15 states came out for the tournament. European teams traveling from Finland, Hungary and the Czech Republic were billeted with local hockey families to reduce their travel expenses, and also to participate in a meaningful cultural exchange. More than 1000 Ottawa volunteers assisted with various aspects of the event.

This year's sponsors in addition to the major contributor, Bell Canada, included McDonald's, the Ottawa Citizen, Canadian Tire, Esso, the Government of Canada and the Government of Ontario. The organizers estimate that \$18 million poured into the city's local businesses, restaurants and hotels. A total of 33 hotels and 12,500 room nights were booked, at a time when the hotel season is slow. \$260,000 was raised for regional charities and hockey associations including \$20,000 to Child and Youth Friendly Ottawa, and \$50,000 in support of Roger's House, a pediatric palliative care and education unit in memory of Roger Neilson.

The Canadian Sport Tourism Alliance plans to collaborate with Bell Cup organizers in 2005 to apply the STEAM model to this event and to more accurately calculate the economic impact of this tremendously successful hockey festival.

For more information, visit:
www.oihf.net

Big League Baseball Championships

Village of Lanark, Ontario

The Village of Lanark, a community of about 1000, located in the Township of Lanark Highlands, Eastern Ontario, has hosted the Canadian Big League Baseball Championships for the past two years and will host them again in 2004. This small Ontario town was economically devastated when the Glen Ayr Kitten Mills closed, bringing an end to busloads of weekend shoppers

from many parts of Canada. In an effort to bring tourists back to the community, local volunteers successfully bid for the Big League Baseball Championships. This event draws thousands of spectators to a baseball site that kindles visions of Doubleday stadium in Cooperstown, New York, home of the Baseball Hall of Fame. The event has had a very powerful and positive impact on the revitalization of Lanark Village.

Visit this web site for the tournament schedule:
<http://www.lanark-highlands.com>

Vélo Québec's Montreal Bike Fest

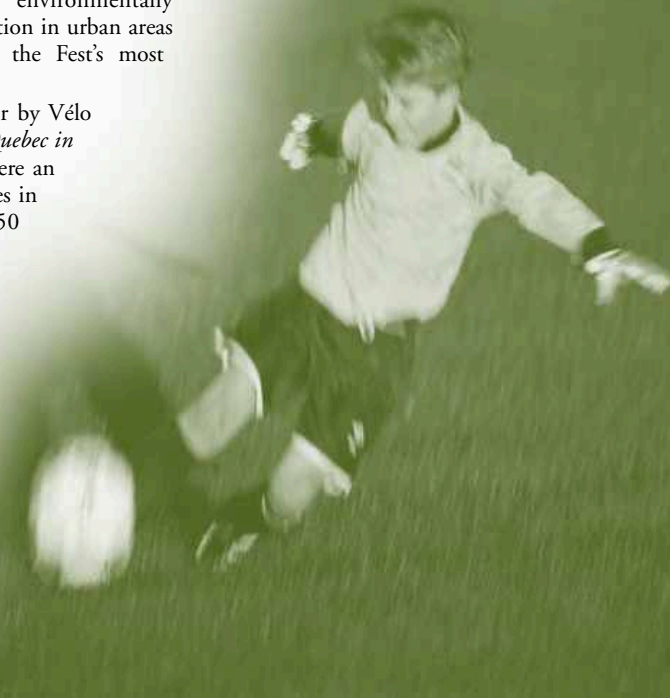
Montreal, Quebec

Montreal's Tour de l'Île drew 30,000 cyclists, 4000 volunteers and thousands of spectators in 2003. This program is the principle event in a week-long emphasis on "the bicycle". This year's Bike Fest which marks the 20th anniversary of the Tour de l'Île is dedicated to all lovers of cycling, nature, physical activity and fun. The Operation Bike-to-Work, mobilization campaign encouraged Quebecers to use the bicycle as a means of transportation and numerous businesses and organizations took part. Many of them went further, and improved the facilities available to cyclists. Vélo Québec organizers noted, "In the long term, helping to popularize an active and environmentally friendly means of transportation in urban areas will no doubt be seen as the Fest's most significant achievement."

A superb report put together by Vélo Québec, titled *Bicycling in Quebec in 2000* indicated that there were an estimated 5.5 million bicycles in Quebec in 2000, or 750 bicycles per 1,000 inhabitants. This places Quebec among a leading group of cycling nations, behind the Netherlands and Denmark, but well ahead of France and Great Britain. (Vélo Québec, p.3)

Vélo Québec also reports that 625,000 bicycles were sold in Quebec in 2000 at an average cost of \$140 for a children's bicycle and \$310 for an adult's bike (up from 1994, at \$120 and \$240 respectively). A total of one bicycle per 12 people is sold in Quebec, compared with the Canadian national average of 1 per 15 and one per 16 in the United States. When the sale of bicycles and accessories are combined, \$26 per person is spent in Quebec and \$21 per person in Canada. (Vélo Québec, p.3)

For more details on this report, visit:
<http://www.velo.qc.ca/>



Programs & Services

Public Art

Public Art can be transitory or permanent, internal or external. It can be integrated subtly into functional items such as seating, doors and handles, textiles and fabrics, floors, lighting, fencing, drinking fountains, stairwells, shade structures, playgrounds, manhole covers, etc. Public art can also include video, sound and digital technology. Designed as site specific work or combined with community cultural facilities or events, public art, like art in one's home, may reflect the values, character, and humour of its owners.

In Ottawa, management staff recommended the following cuts to arts support in the 2004 Budget:

- Elimination of arts and heritage planning and development, including annual promotion of local arts and culture, and e-ticketing
- Closure of four City-owned museums and elimination of funding for six community museums
- Elimination of funding to 28 major festivals, fairs and special events
- Suspension of the acquisition of art for the City's public art program
- Reduction of the Canada-Council-style arts funding program by 80%
- Elimination of funding to 31 community associations and recreation boards that provide community recreation funding. (City of Ottawa, February, 2004)

After three days of deliberation, the city council left most of the arts budget in tact but proposed to explore an Endowment Fund for the arts as a permanent means of supporting this sector. (For details of the final budget, see <http://www.ottawa.ca>.)

Few Canadian cities have contemplated such measures to address budget constraints. During the past 17 years, the municipal share of cultural spending has grown by nine percentage points to 25%, while the federal share has declined by an equivalent amount to 45%. The provincial and territorial share has remained constant at 30%. On a per capita basis, total government spending in 2001/02 amounted to \$217 for each Canadian, compared with \$204 the previous year and about \$202 in 1990/91. (Statistics Canada, August 1, 2003)

The chart to the right gives an overview of arts spending in Canada.

A Public Art Model that Works

The City of Vancouver

The City of Vancouver has a three-prong approach to public art that is strongly supported by the present City Council:

1. The Civic Public Art Program
2. The Private Development Program
3. The Community Public Art Program.

The overall Public Art Program is coordinated through the Office of Cultural Affairs in collaboration with the City Clerk's, Engineering, Parks, Planning, Housing, Legal Services, and Permits divisions.

The Public Art Program began in 1986 when City Council appointed an advisory group of citizens to work with City staff to prepare guidelines for art donations to civic sites. Many works of art were being offered as donations from Expo 86, an international transportation exposition held that year. As the advisory group gained experience, it took an increasingly proactive approach and, in 1990, recommended a comprehensive public art program.

Today the Public Art Advisory Committee, which is appointed by Council, includes 2 artists, 3 members of the "arts community", 1 developer, 1 citizen-at-large, and 2 urban designers (often an architect and a landscape architect). This Advisory Committee proved to be invaluable in the early days of the public art initiative, bringing needed expertise to the program, advisory interface and acting as a buffer between staff, council and the public at large. The Public Art Advisory Committee has a mandated role to oversee processes for selection and the implementation of public art policy.

In 1988, the Vancouver Park Board adopted the advisory group's recommended procedures for accepting gifts of art intended for outdoor sites under the Board's jurisdiction. City Council adopted these procedures in 1990 and also instituted A Public Art Program for Civic and Private Development.

Civic Public Art Program

The Civic Public Art Program develops public art at new or existing City buildings, utility works, parks, and other public spaces. Each year the City allocates a capital budget for projects that 'reflect civic priorities.' Over the past several years this budget has been \$250,000 per year, of which \$75,000 goes to the Community Public Art Program

A consultant is hired to undertake community consultation, to assemble a jury and coordinate the call for artists and submissions. The project prospectus, the artist call, and the makeup of the Selection Panel are reviewed by the Public Art Advisory Committee. Submissions are by open calls though specific artists may also be invited to submit. Bryan Newson, Public Art Program Manager, notes, "one of the benefits of the program has been the attention paid to looking after the 'artist' community and finding unique ways or venues, for various artists to participate in public art." Projects are reviewed by staff who ensure that the submissions meet the program requirements and are feasible. The Advisory Committee evaluates proposals for the quality of the community process, for relevance of the site to the neighbourhood or larger community, and for artistic merit. The Selection Panel makes recommendations to City Council and Council makes the final selection decision.

Per-capita government expenditures (\$) on culture (2001/02)

	Federal	Provincial/Territorial	Municipal*
Canada	103	69	58
Newfoundland and Labrador	89	63	22
Prince Edward Island	160	79	18
Nova Scotia	106	63	42
New Brunswick	67	61	28
Quebec	149	102	46
Ontario	105	46	69
Manitoba	65	89	36
Saskatchewan	45	83	58
Alberta	50	57	50
British Columbia	39	74	76
Yukon	444	421	17
Northwest Territories	797	177	36
Nunavut	285	..	1

Source: Statistics Canada * Spending on a calendar-year basis. .. Figures not available.



Public Art

Private Development Program

The Private Development Program develops artwork in public areas of major private developments. Private-sector re-zonings greater than 160,000 sq.ft. contribute \$.95 per buildable foot to public art. This funding mechanism, which is similar in intent to "percent for art" programs in other cities, is negotiated at the time of re-zoning, it is by far, the greatest contributor to public art in the City of Vancouver, with about \$1 million of public art created annually. Public art consultants hired by the developer prepare a public art plan for review by the Public Art Advisory Committee. The Committee reviews the art sites, budget allocations, and artist selection procedures before passing its recommendations back to staff and the developer. The City does not generally collect private-sector public art funds. Instead, these funds are retained and expended by the developer.



Scopes of Site: Six stainless steel and concrete shafts rise from the ground on a south facing grassy knoll that forms a public garden for a residential tower. Artist is Jill Anholt. Installed 2003.

Community Public Art Program

The Community Public Art Program encourages artist/community collaborations on projects that address neighbourhood needs or ambitions. A total of \$75,000 is allocated annually from the City of Vancouver's Public Art program. Since 1993, the program has funded 92 different projects totaling \$321,929. These artworks are located in parks, schoolyards and streets, producing wall murals, tile and pebble mosaics, totem and other types of symbolic poles, fences, quilts, banners, walkways, and information signs. As noted by Bryan Newson, "This program has terrific support at the political levels and has received a lot of interest from across Canada. It's probably the easiest for communities to initiate and develop."

An evaluation of the Neighbourhood Matching Fund, done by the Strathcona Research Group in April 2003 found that:

- Site accessibility and usability were improved
- Projects also functioned as successful community development initiatives – strengthening connections among neighbours, developing community leadership and capacity-building in communities
- Many interviewees found program staff to be an excellent resource
- Sometimes 'site maintenance' after the project completion was a problem
- The number of people involved in the projects ranged from 20-50 in smaller project to 300-1000 in the larger projects
- Projects provided a useful way to connect agencies and mobilize a community
- Many of the projects involved school children, both elementary and secondary.

The Strathcona research group found that "For less than \$350,000 in grants plus a part-time allocation of staff-time over a ten year period, the Board has facilitated citizen action in public space improvement across the city. In return for these allocations, a tremendous amount of volunteer labour and other resources have been devoted to improving public space." (2003)

What About Maintenance?

Most public art projects are owned by the City of Vancouver, not the sponsoring association or agency. Maintenance costs are covered by funds placed in the City Public Art Maintenance Reserve. Sponsors of work installed on civic lands donate from 10% to 20% of the art project budget to the reserve. This applies to projects initiated by the City, by private developers, or donors.

For more information, visit:
www.city.vancouver.bc.ca/commsvcs/oca/PublicArt/



The Three Watchmen, by artist, Jim Hart. All photos in this section courtesy of City of Vancouver.

Purpose of the Public Art Program:

"The program aims to commission art that expresses the spirit, values, visions, and poetry of place that collectively define Vancouver. Artists working at new private developments may try to connect new development and populations to historic buildings and older communities. Artists commissioned to work at City-owned buildings, parks, and utilities may create work based on traditional civic values, or may try to humanize hard-edged urban infrastructure. And artists working with communities may put their design skills, aesthetic sense, and intuitive connection to place, at the service of neighbourhoods, working on projects that build community pride, cohesion, and identity. The Public Art Program encourages art-making of many kinds and at many levels."

City of Vancouver



Reports & Resources

Publications

Throughout this publication we have made reference to several important publications. They are listed on page 15 (organized alphabetically by section). In addition, we have reviewed three important and timely publications: *Sport and Adventure Tourism*, by Simon Hudson; *The Municipality of Lunenburg's Open Space Strategic Plan*; and *The Impact of Parks and Open Space on Property Values and the Property Tax base* by John L. Crompton.



Sport and Adventure Tourism

Edited by Simon Hudson, PhD, Associate Professor at the University of Calgary, Hard copy: \$86.95 Cdn. Soft copy: \$36.75 Cdn. ISBN: 0-7890-1275-8 (2003)

This book provides and in-depth examination of many aspects of sport tourism including historical, economic, administrative and sport-specific perspectives. It covers primary areas such as “an introduction to sport and adventure tourism” and “historical perspectives of sports tourism,” but also covers specific areas such as “winter sports tourism,” “marine tourism,” and “golf tourism.” “The business of adventure tourism” is covered, as is “spa and health tourism,” “virtual sport tourism,” and the a particularly interesting section on “sport and event tourism: planning, development, and marketing.” The book is useful for professionals, academics, and anyone interested in sport-related travel or business opportunities. The author elaborates on a profile and future of the Sport Tourism industry, its Greek foundations and evolution through various cultures including Persian, Etruscan, Renaissance, English, and 19th and 20th century civilizations. The forces and trends that have shaped Sport Event Tourism, marketing and management issues, and specific sports such as Golf and adventure tourism are described along with a variety of interesting and informative case studies.

For further details and comments, visit:
<http://www.haworthpress.com>

Open Space Strategic Plan

Municipality of the District of Lunenburg, 2002-2003.

Concerned with the loss of public open space and the negative impact to the quality of life in the municipality, the Municipality of the District of Lunenburg initiated an Open Space Strategic Plan for the acquisition and development of future parkland. The study was to:

- Involve the community
- Evaluate existing municipally-owned open space
- Identify recreational needs
- Develop an Implementation Plan, including budget
- Prioritize acquisition and development initiatives

Consultation with the community was extensive. There were public meetings in 17 locations and at each of these sessions, three interesting questions were posed, as the basis of discussion:

1. Where were your favourite recreation spots when you were young? What did you like about them? Are they still around?
2. What activities do you like to do now?

3. What would you like to see acquired, preserved and/ or developed for the future in terms of recreation and open space in the Municipality?

The Study included a demographic profile including age, household income and education data, a leisure trends analysis, geographic profile and maps including ownership, restricted and limited land use, and significant habitat areas, and a SWOT analysis. A priority list of 26 open space actions was developed and this list was reviewed, adjusted and prioritized by the municipal council.

The Open Space Strategic Plan also recommended on-going demographic monitoring, a municipal signage policy and standardization, maps and brochures developed for local and tourism use, the development of minimum parks standards, the development of a policy to address acquisition, disposal or exchange of land, and incentives to encourage land donations (e.g. tax receipts, property tax rebates, etc). With respect to trail development the Plan strongly supported existing trail initiatives and identified the need for a coastal walking trail and further research in this area. The Open Space and Strategic Plan was accepted Jan. 6, 2004, and Council allocated \$50,000 annually for land acquisitions.

For details, contact the Municipality of the District of Lunenburg, Carroll Randall at 902-541-1333 or e-mail at crandall@modl.ca.



Publications

The Impact of Parks and Open Space on Property Values and the Property Tax Base

John L. Crompton, 2000, *Michigan Recreation and Parks Association*.

Well-known American author and researcher, John Crompton, crafts an excellent 120 page parks report that was commissioned by the National Recreation and Park Association with funding provided by the National Recreation Foundation (both are American agencies).

This report is an outstanding piece of work that should be read by every Parks and Recreation Commissioner across Canada. While the data is American, the principles are certainly applicable. Canada has little research on the financial impact of parks and open spaces, which is instructive to provincial or federal authorities or foundations that support applied research initiatives. There is a clear need for this type of research in Canada.

The report builds on Olmstead's "proximate principle," the fact that people will pay a premium price to live adjacent to parks and open spaces. The higher the property value, the higher the taxes paid to the municipality. This principle was first put forward and empirically verified by Frederick Law Olmstead in the development of Central Park in New York City. Planners and politicians of the day applied this principle across the U.S. to garner support for park projects in their respective cities. Crompton's report is an historical review of early park-related research that clearly "illustrates the rich historical pedigree and tradition of the proximate principle, and its effectiveness in persuading decision-makers to invest in parks." (p.2) A review of over 60 fiscal impact studies "clearly indicated that preserving open space is likely to be less expensive alternative for communities than residential development. On average, for every \$1 million received in revenues from residential developments, the communities had to expend \$1.15 million to service them. This suggests that if the area of land on which a development generating \$1 million in revenues is located was used as a park instead, then if the park's operation and maintenance costs did not exceed \$150,000 the community would financially benefit." (p.3)

The benefit of trails, versus parks, is derived from access, not from the attractiveness of the open space. The review of the literature in this area consistently indicated that trails have no negative impact on either the "saleability" of property or its

value. Finally, a section of the report profiles how golf course developments have adopted and taken advantage of the proximate principle. "Contemporary golf courses exemplify the important role of "edge" in maximizing real estate values." (p.4) Not only are sales expedited but lots adjacent to a golf course sell at a premium value. "The developers' strategy mirrors that which has been advocated by supporters of public parks and open space for

over a century, i.e. parks are an investment not a cost because they generate more property taxes for a city than it costs to service the annual debt charges incurred in creating the amenities." (p.4)

The concluding chapter of the Report highlights the economic, social and environmental benefits of parks development and is available online at: <http://www.rpts.tamu.edu/Faculty/PUBS/Property%20Value.PDF>

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Welcome to Canada's 'Leisure Trends Monitor'

The *Leisure Trends Monitor* is a quarterly publication concerning leisure trends in Canada.

The Monitor be of interest to professionals working in various fields including recreation, health, park planning, landscape architecture, community and cultural services, municipal, provincial and federal departments and non-government associations. Additionally, Canadian Universities and Colleges providing courses related to the provision of leisure services, may also find this publication of use.

Subscribers to *Leisure Trends Monitor* will:

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This quarterly publication will be a top quality Canadian trends source designed to meet the needs of busy professionals who want to be informed, up-to-date and connected.

The *Leisure Trends Monitor* is produced by Anne Robinson & Associates. Ms. Robinson has over 20 years experience in community planning, completing numerous strategic and master plans, needs assessments, feasibility studies, policy and evaluation projects. Anne has worked in the leisure services sector as a researcher,

administrator, university lecturer, politician, advocate and volunteer. Having the unique privilege of these various perspectives has resulted in a multi-faceted overview of Canada's leisure scene.

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