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TOWN OF GRIMSBY

Parks, Recreation and Culture Master Plan

Presentation to the Recreation, Facilities and Culture Committee

March 20, 2019



Outline



1. Purpose
2. Grimsby Facts
3. How Facts Impact PRC
4. Other Influencers of PRC
5. Methods
6. Results
7. Emergent Themes
8. Recommendations

Purpose of the PRCMP

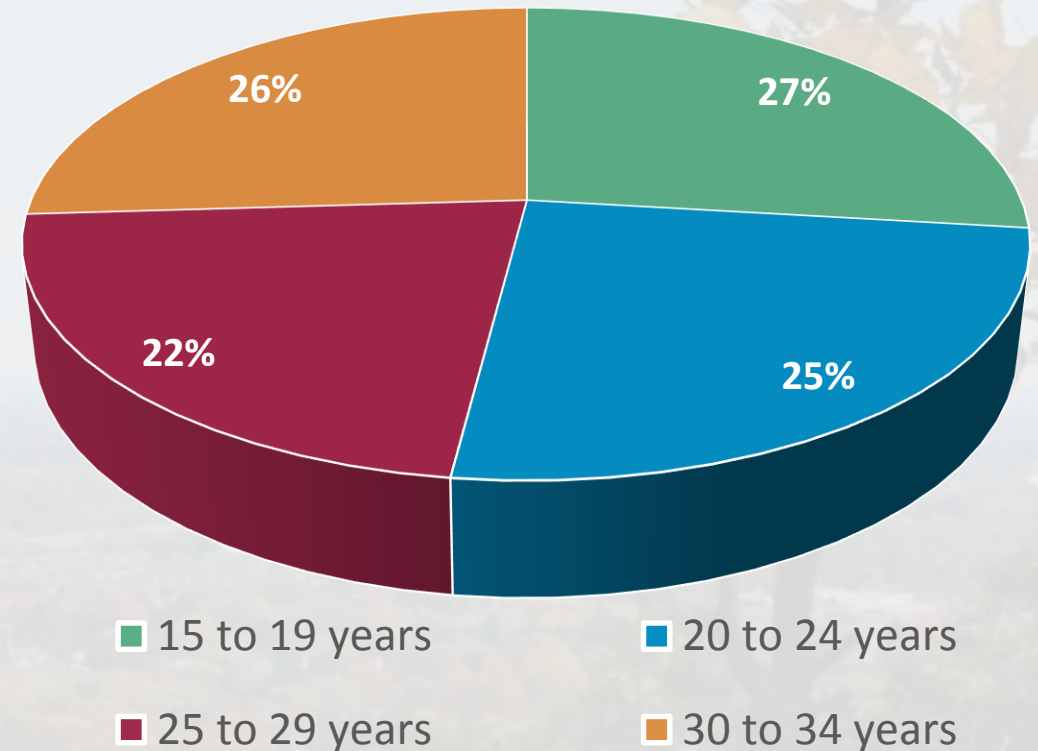


- Identify needs and priorities to 2029.
- Provide long-term direction on provision of PRC services.
- Provide long-term strategy based on community values, operational needs and financial realities.
- Shape decision making over next 10 years.
- Provide an assessment and progress tool.
- Flexible, working document adaptable to changing trends/values

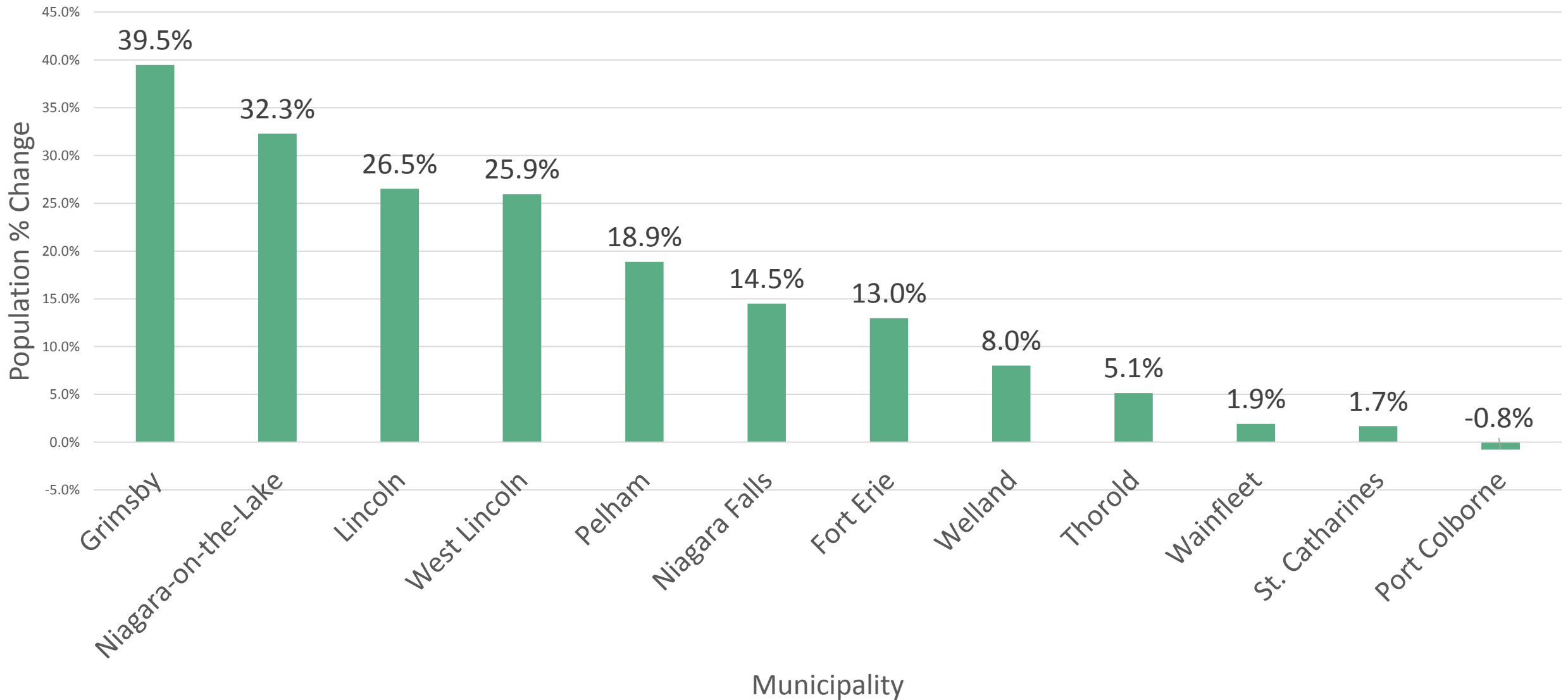
Grimsby Facts

- 5th largest municipality in Region (27,314 as of 2016)
- Highest population growth in Region (1996 – 2016)
- Averaging 9% growth every 5 years (1996-2016)
- Population of 33,000 by 2031
- Greatest proportion of residents are between the ages of 45 to 70

Proportion of Youth (Ages 15 -34)



Total Population Percentage Change in Niagara Region 1996 - 2016



Grimsby Facts

- Average household income = \$93,145. Higher than national (\$70,366) and provincial (\$74,287) averages
- Higher labour participation rate (66.6%) compared to 64.7% in Ontario
- Large proportion work full-time
- Older adult females outnumber older adult males.
- 57.9% have post-secondary certificate, diploma or degree
- Majority language is English
- Other than English and French, most common languages are Dutch, Italian, and Polish
- Grimsby is experiencing a changing demographic.
- Arabic, Punjabi, and Romanian speakers increased (2011-2016),
 - Now in top 15 most common languages spoken in Town.

How Facts Impact Parks, Rec & Culture

- What do these facts mean for Parks, Recreation and Culture?



- **Changes in most common languages spoken** = indication of ethnographic distribution
 - Need for different programs
 - Need for different facilities
- **Aging population** = increased demand for programming that meets accessibility and physical and mental activity needs

How Facts Impact Parks, Rec & Culture

➤ **More people** = More demand on level of service :

- more parks
- more/better facilities
- more/enhanced cultural opportunities
- more/different programs

➤ **Higher than average full-time workers** = indication of timing requirements for programming

➤ **Higher proportion of youth aged 15 to 19** = indication of where priority should be placed in youth programming

➤ **Higher than average income** = more participation in recreation activities = more demand on programming

Other Influencers of PRC



- Visitors/Tourists
- Changing Trends
- Policies
- Available Resources
- Community Capital (Local Assets, Space, etc.):
 - **Natural:** (e.g. Lake Ontario, Escarpment)
 - **Physical:** (e.g. Peach King Centre, Trails)
 - **Economic:** (e.g. Budgetary Considerations)
 - **Human:** (e.g. Staff, Volunteers)
 - **Social:** (e.g. community events)
 - **Cultural:** (e.g. Local Artists, Public Art Gallery)

Preparing the PRCMP (Methods)

- Developed under the guidance of Department, key staff, and Council
- Community engaged at the onset of the project and throughout
- Public always had direct access to provide input or ask questions
- Provided variety of engagement opportunities:
 - ✓ Open Houses
 - ✓ Survey
 - ✓ Stakeholder Groups Sessions
 - ✓ Staff Sessions
 - ✓ Department Heads Sessions
 - ✓ Council Sessions
 - ✓ Walking Tours

What was the outcome?

Results

- Created context for Department and the Master Plan
- Defined Town's role in providing PRC services
- Identified Department's role
- Provided baseline assessment of the PRC service areas
- Provided framework of priorities for future decision-making
- Created an implementation strategy for 2029 vision

Emergent Themes

1. Accessibility & Inclusiveness

2. Partnerships & Collaboration

3. Communication & Engagement

4. Innovation and Building Capacity

5. Optimization of Infrastructure



Recommendations

Over 100 recommendations
and strategic actions

➤ Top recommendations in
the following categories
next:

➤ **The Department**

➤ **Parks**

➤ **Trails**

➤ **Outdoor/Indoor Facilities**

➤ **Arts & Culture**

➤ **Programming & Staff**

An aerial photograph of a residential neighborhood. The top half shows houses with swimming pools and green lawns. The bottom half shows a large body of water, likely a lake, with a rocky shoreline and some trees. The text is overlaid on a semi-transparent white background.

The Department

- Department name change

- ❖ **Parks, Recreation and Culture Department**

- Reflects changing priorities of Town and affirms current and evolving scope of service delivery



The Department **Mandate**

“The Parks, Recreation and Culture mandate is to promote and facilitate healthy and active lifestyles in Grimsby. This is achieved by taking a leadership role through programming, facility development and creative partnerships with public and private sector groups who share our passion for a dynamic, inclusive, innovative, and fun community.”

Parks



1. Create park and facility guidelines.
2. Use Parks Inventory to develop strategy and implement its parks recommendations. → E.g. Signage
3. Explore opportunities to acquire/develop parkland within identified gap areas.
4. Explore hi-tech solutions for maintaining parks.
5. Whenever possible, direct new parkland to West-end
6. Revise relevant sections of the Official Plan.

Trails



1. Invest in trail enhancements and connections by preparing a Trails and Bicycling Master Plan (TBMP).
2. Prepare a Parks & Trails Wayfinding Strategy.
3. Install wayfinding/entrance signs at key focal points, park entrances and along trails.
4. Provide on-road bike lanes for improved connectivity.
5. Consider constructing paved trails through some naturalized areas for barrier-free access and use.
6. Consider installing energy-efficient lighting along waterfront multi-use trail.
7. Expand upon and/or provide new hiking trail routes.

Outdoor Facilities



1. Consider installing a permanent or temporary band stand in one or two key parks.
2. Revitalize the Elizabeth Street Pier.
3. Prioritize cash-in-lieu funds to park and facility upgrades and maintenance and trail linkages.
4. Again, use Parks Inventory to develop a strategy and implement its outdoor facility recommendations.

Indoor Facilities



1. Prepare a Facility Feasibility Study for a new multi-use recreation facility (MURF).
2. Review hours of operation of all indoor facilities to optimize use.
3. Ensure existing and new facilities are physically accessible.
4. Develop and maintain a PRC Partnership Framework.
5. Review feasibility and sustainability of a multi-functional arts and cultural centre (performing arts theatre/stage).
6. If deemed surplus, consider acquiring all or part of the Grimsby Secondary School for a community hub.

Arts & Culture



1. Host more large cultural events such as festivals, concerts, events, or shows.
2. Prepare a Culture, Events & Sports Tourism Strategy.
3. Encourage and build awareness of spontaneous and drop-in recreation and cultural activities.
4. Institute annual public art exhibit outside - exhibits become temporary permanent installations.
5. Consider creating Public Art Standards and a Public Art Policy.

Programming & Staff



1. Implement recommendations from Org Review.
2. Consider implementing a Recreation Access Program (RAP), and establish online Community Recreation Access Portal.
3. Review rates and fees annually.
4. Develop an “Active Aging” strategy.
5. PRC Department to development community-wide Volunteer Strategy.
8. Increase opportunities for sponsorship, corporate volunteerism and shared expertise.
9. Adopt Signage Advertising Policy.
10. Include emerging sports and activities into programming.

QUESTIONS



Thank you!