

Community Recreation Planning

Effective Use of Your Resources

*Manitoba Culture, Heritage
& Tourism*

Per Capita Spending

(excluding Winnipeg)

Towns/Municipalities contribute an average of \$69.00 per capita towards recreation and culture

Source: Intergovernmental Affairs, Statistical Information

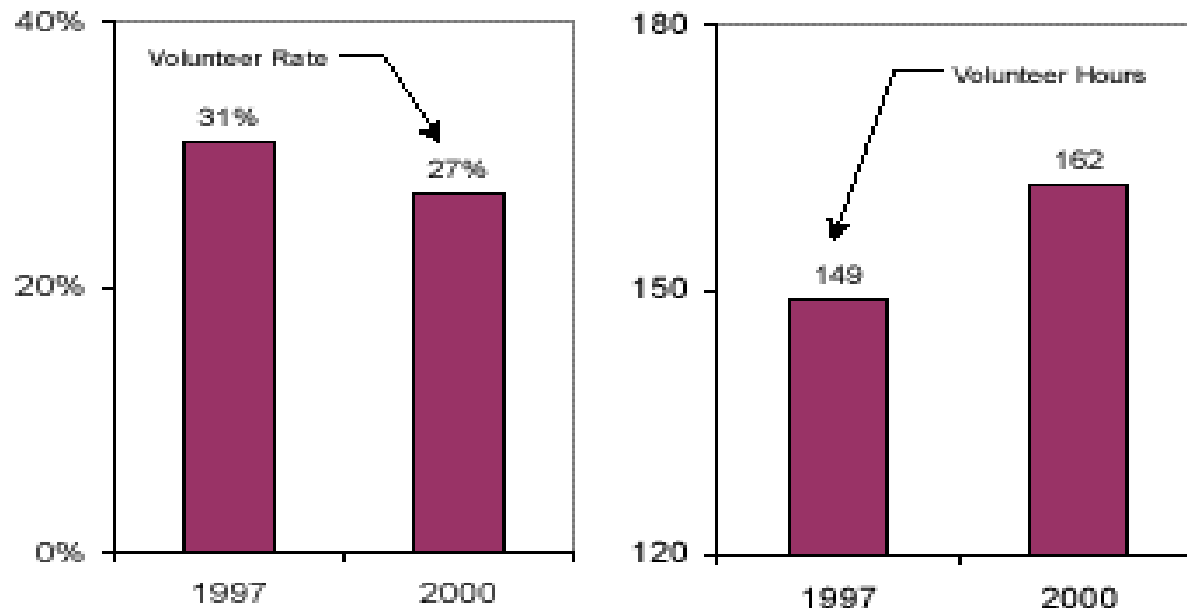
Facility Up-grading

85% of the 1,600 facilities visited by MCPP have a critical repair need that threatens their survival.

Source:: Manitoba Community Places Program

Volunteering

Percentage of Population Volunteering and Average Annual Volunteer Hours



Source: Voluntary Sector Initiative

What is a Community Recreation Plan? ⁽¹⁾

Gathering of information to help make decisions about the future development of recreation/leisure opportunities or services in your community.

What is a Community Recreation Plan? (2)

RECREATION PLANNING ESTABLISHES WHAT RECREATION OPPORTUNITIES ARE DESIRED BY A COMMUNITY; WHAT OPPORTUNITIES PRESENTLY EXIST AND WHAT ACTION IS NECESSARY TO BRING ABOUT THE LEVEL OF RECREATION OPPORTUNITY SOUGHT BY THE COMMUNITY.

A Community Recreation Plan answers 3 simple questions?

- Where are we now?
- Where would we like to be?
- How are we going to get there?

What does a community recreation plan do for you?

- Provides a road map to show where the community is going
- Identifies priorities for facility and program development
- Ensures a coordinated delivery of service
- Balances short-term planning and crisis management with long-term vision and direction
- Provides continuity in case of staff, committee or council turnover

What are the outcomes?

- Affordable recreation
- Efficient delivery system
- Well used facilities and programs
- Strong recreation commissions/committees
- Multi-use, well planned facilities

3 Components of a Community Recreation Plan?

- Programs
- Facilities
- Service Delivery

What planning options are available?

- Evening planning session
- One day/weekend workshop
- Comprehensive community plan
 - 6months - 1 year

1. Evening planning session

Pros

- easily organized

- low cost

Cons

- based on opinion rather than fact

- not a comprehensive plan

- little time for discussion

- “Not Recommended”

2. One day/weekend workshop

Pros

- easily organized
- low cost
- some opportunity for discussion

Cons

- not wide community input
- special interests could dominate
- not a comprehensive plan

3. Comprehensive community plan (6months - 1year)

Pros

- extensive community consultation
- informed decision making
- good community support

Cons

- 6months - 1year
- financial commitment
- community loses interest

What influences the level of planning?

- Financial resources
- Leadership
- Human resources
- Community commitment

Who could complete a community recreation plan?

- **Volunteer committee**
 - **low cost, high time**
- **Paid professional, firm or individual**
 - **high cost, low time**
- **Combination of volunteer committee and paid professional**
 - **relatively low cost, high time**

What are the recommended
steps to completing a
comprehensive recreation
plan?

1

Establish a planning committee to
take the community through the
process

2

Develop a “Terms of Reference” that defines the committees role, responsibility and authority

3

Determine where we are now

Complete an inventory of existing programs, facilities and services in your community

4

Determine where we want to be

- Community Consultation - surveys, interviews, questionnaires, public meetings, focus groups
- Evaluate current programs, services and facilities
- Use current and future trends in leisure and recreation
- Understand demographics and population trends

5

How are we going to get there?

Identify the gaps between “where we are now” and “where we want to be”

6

Fill the Gaps

Identify key areas and set goals and
action steps to fill the gaps

7

Implement

Monitor

Evaluate

Planning your new building



What we thought we needed



Second attempt



Way more than what we needed



What we could have had with proper planning!



We believe the only way to make good building decisions is to have a comprehensive plan.

Needs Analysis

- Develop concept vision
- Community consultation
- Establish working committee of stakeholders
- Review all existing community reports and planning
- Develop a draft functional program
- Begin communications campaign

Survey!

Survey!

Survey!

For a survey to be useful it has to:

- Reflect current recreational trends
- Ask direct questions
- Involve as much as the *silent majority* as possible.

A survey can be very useful for:

- Community involvement
- As a education tool for planners and the community
- Proof of community support
(no support - no funds!)

The overwhelming majority of funds for community projects come from local sources

After determining the functional program of the building you need to:

- develop a business plan
(make sure you can afford it)
- Design building using the most durable products possible (Replacement cost is high)
- Design building to be very energy efficient
(the higher the efficiency the lower the operational costs) C2000, LEED

A Business Plan/Feasibility Study should:

- Identify Market Characteristics
- Identify Activity Specific Market Characteristics
- Evaluate Project Characteristics and Objectives
- Estimate Facility Design and Capital Costs
- Estimate Capital Project Resources
- Estimate Operational Revenues
- Estimate Operational and Maintenance Cost
- Have a Summary of Decisions and Priority of Steps

For help with your planning
please call us!

- Summery & Comprehensive Planning Guides available
- Sample Surveys & business plans are also available

Community Places Program

Regional Offices / Bureau Régionaux			
Central Region	225 Wardrop St. ph. 822-5418 Tél.	Morden MB R6M 1N4 e-mail gtimmerman@gov.mb.ca courriel	225, rue Wardrop fax 822-4792 Téléc.
			Région du Centre
Eastman Region	Box 50, 20 - 1st St. S. ph. 268-6018 Tél.	Beausejour MB R0E 0C0 e-mail dweibel@gov.mb.ca courriel	C.P 50, 1 ^{re} Rue S., bureau 20 fax 268-6070 Téléc.
			Région de l'Est
Interlake Region	Box 1519, 62 - 2nd Ave. ph. 642-6006 Tél.	Gimli MB R0C 1B0 e-mail dgcaain@gov.mb.ca courriel	C.P. 1519, 2 ^e Avenue, bur. 62 fax 642-6080 Téléc.
			Région d'Entre-les-Lacs
Norman Region - The Pas	Box 2550, 3rd and Ross Ave. ph. 627-8213 Tél.	The Pas MB R9A 1M4 e-mail whuculak@gov.mb.ca courriel	C.P. 2550, angle de la 3 ^e Rue et de l'avenue Ross fax 623-5792 Téléc.
			Région du Nord et du Pas
Norman Region - Thompson	59 Elizabeth Dr. ph. 677-6780 Tél.	Thompson MB R8N 1X4 e-mail santila@gov.mb.ca courriel	59, prom. Elizabeth fax - 677-6862 Téléc.
			Région du Nord et de Thompson
Parkland Region	27 - 2nd Ave., S.W. ph. 622-2022 Tél.	Dauphin MB R7N 3E5 e-mail ebillows@gov.mb.ca courriel	27, 2 ^e Avenue, S.-O. fax 638-6558 Téléc.
			Région des Parcs
Westman Region	Room 112, 340 - 9th St. ph. 726-6066 Tél.	Brandon MB R7A 6C2 e-mail cmoore@gov.mb.ca courriel	340, 9 ^e Rue, bureau 112 fax 726-6583 Téléc.
			Région de l'Ouest
Winnipeg Office	3rd Floor - 213 Notre Dame Ave. ph. 945-0502 Tél.	Winnipeg MB R3B 1N3 e-mail mcpp@gov.mb.ca courriel	213, av. Notre Dame, 3 ^e étage fax 948-2086 Téléc.
			Bureau de Winnipeg

Call us!