

## What is a Parks and Recreation Master Plan?

A shared vision for Summerland's parks and recreation which:

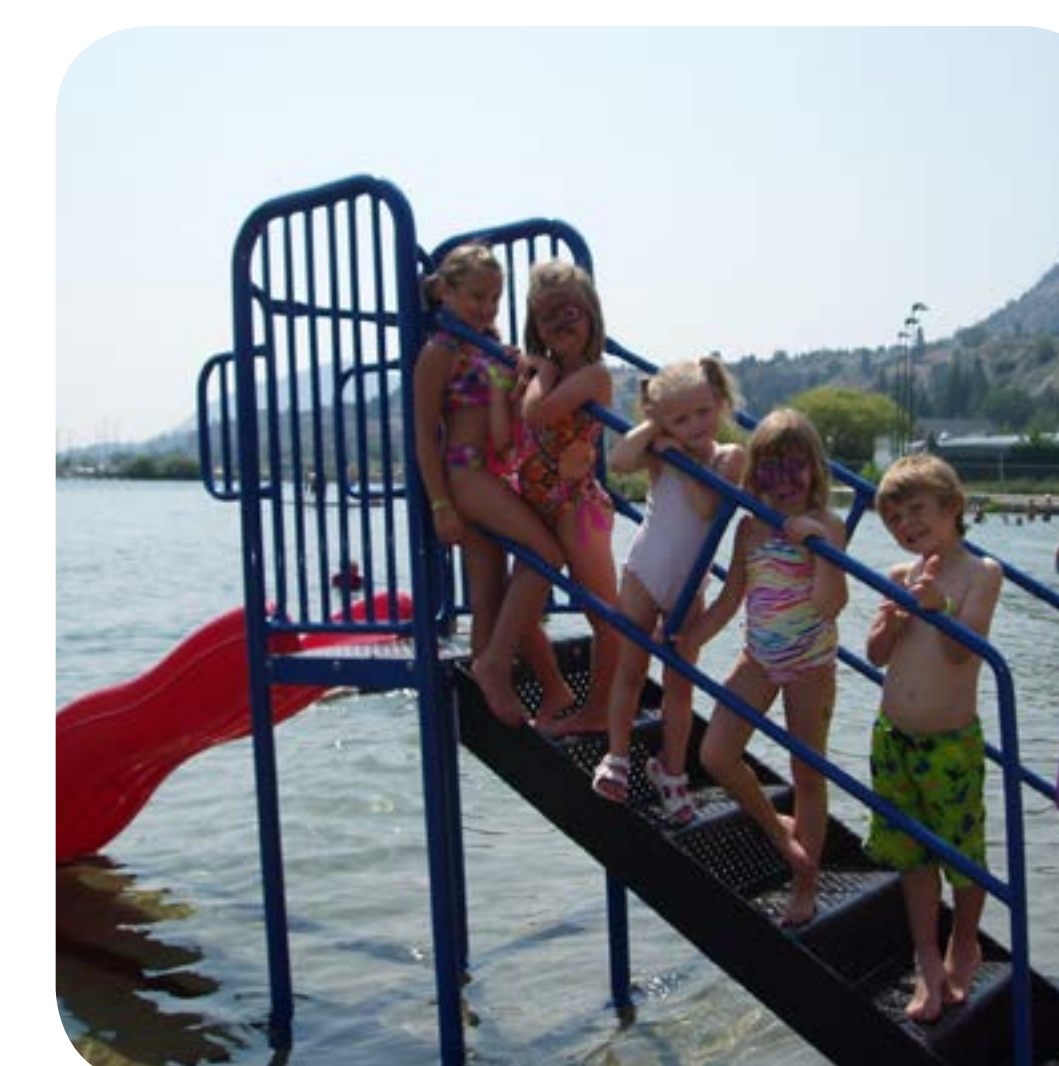
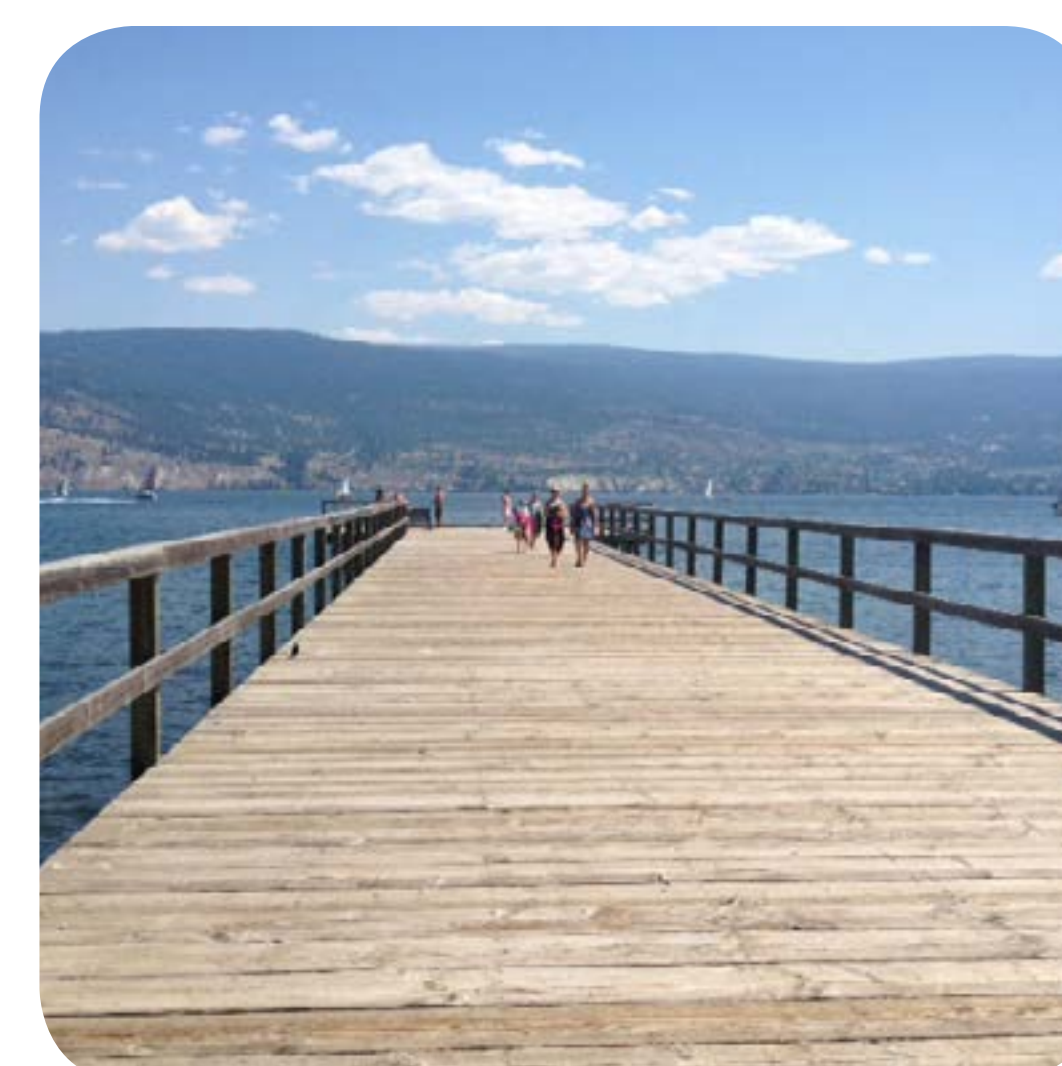
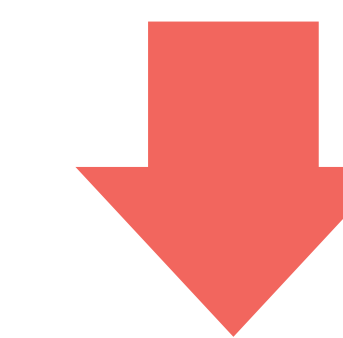
- Identifies key issues, opportunities, and constraints.
- Identifies community values, interests and needs.
- Provides strategic direction to the District of Summerland over the next 10 years.

## Why is the plan needed?

- To ensure high quality parks and recreation facilities.
- To address changing demands.
- To create a shared vision for parks and recreation.
- To focus efforts on those aspects that reflect community values and priorities.

## PROJECT TIMELINE

We are here







# COMMUNITY ENGAGEMENT

## ENGAGEMENT ACTIVITIES

### Community members

- OPEN HOUSE #1: June 19, 2017
- TELEPHONE SURVEY: 200 responses
- ONLINE/HARD COPY QUESTIONNAIRE #1: 268 responses
- DISPLAYS/BOOTHs at:
  - Aquatic Centre
  - Farmer's Market, July 23, 2017
- Youth engagement
  - Interactive display at Summerland Middle School: Oct. 5, 2017
  - Workshop with leadership class at Summerland Secondary School: Oct. 6, 2017
- OPEN HOUSE #2: May 9, 2018
- ONLINE QUESTIONNAIRE #2: OPEN UNTIL MAY 21ST



### HAVE YOUR SAY!

You can provide your comments online until MAY 21st  
<https://www.surveymonkey.com/r/SummerlandPRMP>

### Stakeholders

- Group interviews
  - Park users
  - Trails groups
  - Outdoor field users
  - Indoor
- Questionnaires

### Steering Committee

- Visioning workshop
- Meetings at key milestones
- Review of draft master plan

### Council

- Visioning workshop
- Participation at open houses
- Presentation of Final Master Plan

### Staff

- Meetings with staff to gather input to plan
- Staff review of draft master plan



## WHAT WE HEARD: KEY THEMES

### Strong community spirit

Summerland is a close-knit, vibrant community with many active civic, cultural and sports groups. Festivals and events are held throughout the year and are important to the community, including Action Fest, Light Up, and the Farmer's Market.

### Summerland has excellent parks and trails

Community members, stakeholder groups and user groups all commented on the excellence and variety of Summerland's parks and trails. Many had specific requests and suggestions for improvements, but generally agreed that there is a wealth of outdoor recreation opportunities in Summerland.

### Requests for maintenance/upgrades and amenities at various parks

Community members and user groups identified several needed improvements and amenities in Summerland's parks and trails, including better maintenance, expanding the number of recreation areas/parks, expanding activities for children/youth, upgrading washrooms and improving access.

### Need for better signage, promotion

Community members and stakeholders agreed that while Summerland has a wealth of excellent parks and trails, there is a need for signage for wayfinding, promotion and clarity on accepted uses.

### General support for upgrade/replacement of Aquatic Centre

Summerland's aging Aquatic and Fitness Centre is a popular community amenity, but people agreed that it is outdated and lacks important amenities. There appears to be a high level of community support for expanding and updating the existing facility or building a new pool, ideally as part of a new community centre.

### General support for upgrade of Arena

Like the Aquatic Centre, the Arena is a popular community amenity. The needs of residents and user groups are generally being met, but additional ice time and an additional ice surface was requested by many. People generally felt that the arena should be upgraded and had specific suggestions for upgrades.

### Need for improved recreation programming

Residents are travelling outside the community to access newer facilities offering a greater selection of recreation programs. There is a desire for more local, accessible, and expanded programming especially for young families.

### Youth Workshops

- Young people appreciate Summerland's small town character, feeling of safety and high walkability.
- Older teenagers feel that there is not enough for them to do in Summerland, and often go to Penticton to use the amenities there.
- Young people are interested in participating in recreation programs, and helping to plan them.
- Young people would like to see a variety of new amenities in Summerland including a new skate park, places to support informal socializing, outdoor sports amenities, play amenities such as slides and a Wibit water park at the beach, biking and walking trails, outdoor rinks, off-leash dog parks, community gardens, and indoor recreation facilities.
- Youth would like more festivals, concerts and movies in parks.





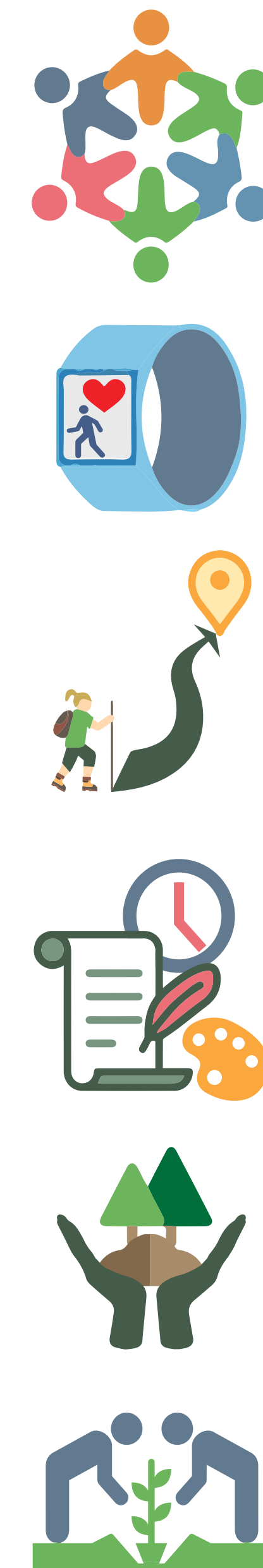
# VISION AND PRINCIPLES

## DRAFT VISION STATEMENT

*Summerland's parks and recreation system contributes to a high quality of life for residents and visitors by providing accessible, inclusive and engaging indoor and outdoor recreation opportunities that reflect Summerland's distinctive natural setting, healthy and active lifestyles, flourishing artistic and cultural communities, and close-knit, small-town character.*

## DRAFT PRINCIPLES

- Parks and recreation facilities are accessible, affordable and inclusive to people of all ages, abilities and income levels.
- Residents are inspired and actively engaged in a healthy lifestyle.
- Residents of all ages have pride in the community and a strong sense of belonging.
- Parks, recreation and community facilities are linked through a network of greenways, walkways and trails.
- Parks, trails, and recreation facilities and programs attract new residents, encourage tourism and stimulate the economy.
- Summerland's history and culture are celebrated.
- Partnerships are encouraged and supported to deliver a wide range of parks and recreation amenities, services and programs.
- The environment is respected, protected, enhanced and contributes to the quality of life in the community.
- Staff, volunteers, visitors and partners are valued.



## WHAT DO YOU THINK?







# SUMMERLAND'S PARK SYSTEM

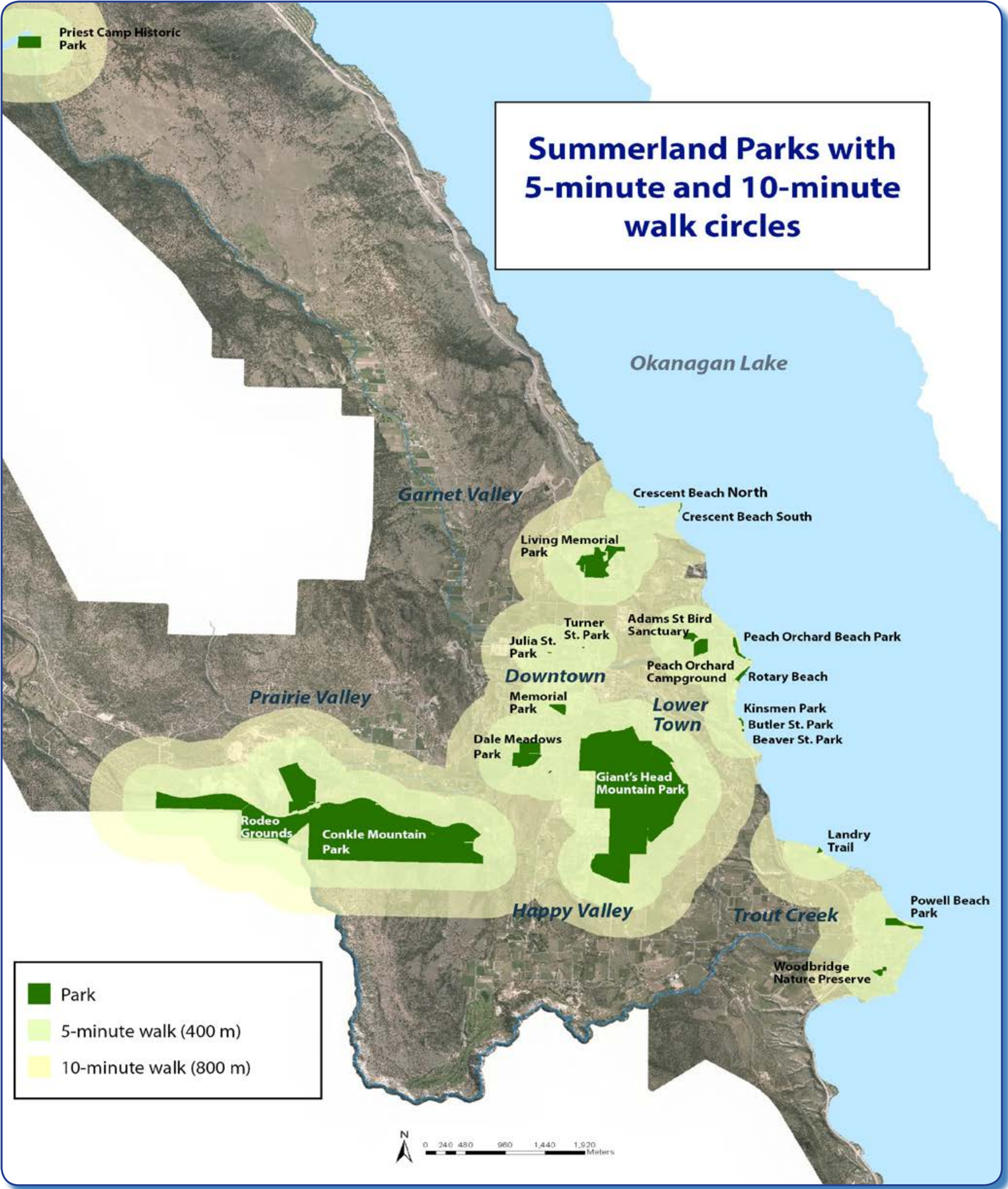
## KEY FINDINGS

- Summerland is well-served in terms of total quantity of parkland and most of Summerland is within a 10-minute walk of a park.
- Summerland is well-served for city parks, less well-served for community parks, and poorly served for neighbourhood parks.
- Two neighbourhoods (the western part of Trout Creek and Happy Valley) are not within a 10-minute walk of a park.

## RECOMMENDATIONS

- Adopt recommended park supply standards:
    - 0.5 ha/1,000 residents for neighbourhood parks, and
    - 2.2 ha/1,000 residents for community and city parks.
  - Summerland currently has:
    - 0.06 ha/1,000 residents for neighbourhood parks, and
    - 2.0 ha/1,000 residents for community and city parks.
- \*Note that this does not include the community spaces at Peach Orchard Campground or Giant's Head Mountain
- Meeting the recommended park supply standard will require adding 7.8 hectares of parkland.
  - With future population growth, more parkland will need to be added to continue meeting this standard.

- Residents are active and frequent users of Summerland's parks and trails and in general are satisfied with the quantity, distribution and maintenance of parks, trails and open space.
- Summerland's Development Cost Charges (DCC) Bylaw specifies a charge for parks that is charged on new developments.
- Summerland is rich in biodiversity and Summerland's parks have ecologically-valuable natural features.
- Ensure that new developments include adequate parks and open space to meet the needs of new residents:
  - All residents within a 5-10 minute walk of a park, and
  - At least 2.7 hectares of developed parkland for every 1,000 new residents.
- Develop a Parkland Acquisition and Improvement Program
- Create new neighbourhood parks, particularly in upper Trout Creek and Happy Valley
- Develop a parks natural features/areas management strategy.
- Add interpretive signage in parks and trails.



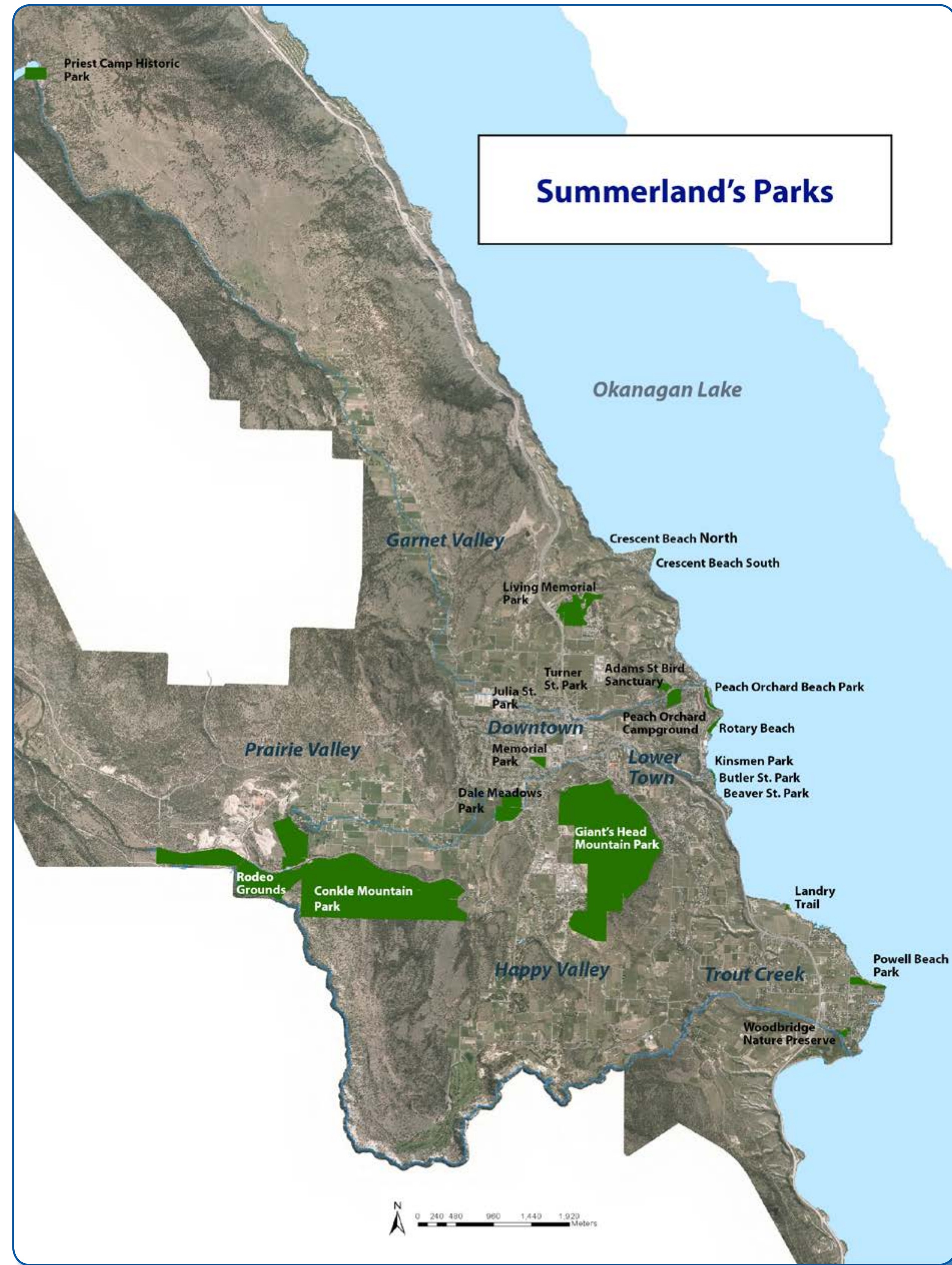
## WHAT DO YOU THINK?

Developed Parkland Provision by Type of Park – Selected BC Municipalities (hectares of parkland per 1,000 residents)					
	City/ Destination	Community	Neighbourhood	Total	Population
Provincial average	1.6	1.0	1.4	3.2	
<b>Summerland</b>	<b>1.5</b>	<b>0.5</b>	<b>0.1</b>	<b>2.3</b>	<b>11,615</b>
Peachland		2.1	0.2	3.8	5,428
Penticton	0.9	0.6	0.1	1.6	33,761
Kelowna	1.2	0.4	0.6	2.2	127,380
W. Kelowna	1.8	1.9	1.1	4.8	32,655
Vernon	2.0	1.0	1.0	4.0	40,116
Osoyoos	1.4	2.1	0.7	4.1	5,085
Golden		2.2	1.4	3.6	3,708
Merritt	2.2	1.5	0.8	4.5	7,139
Fernie	10.1	3.3	0.7	14.3	5,249

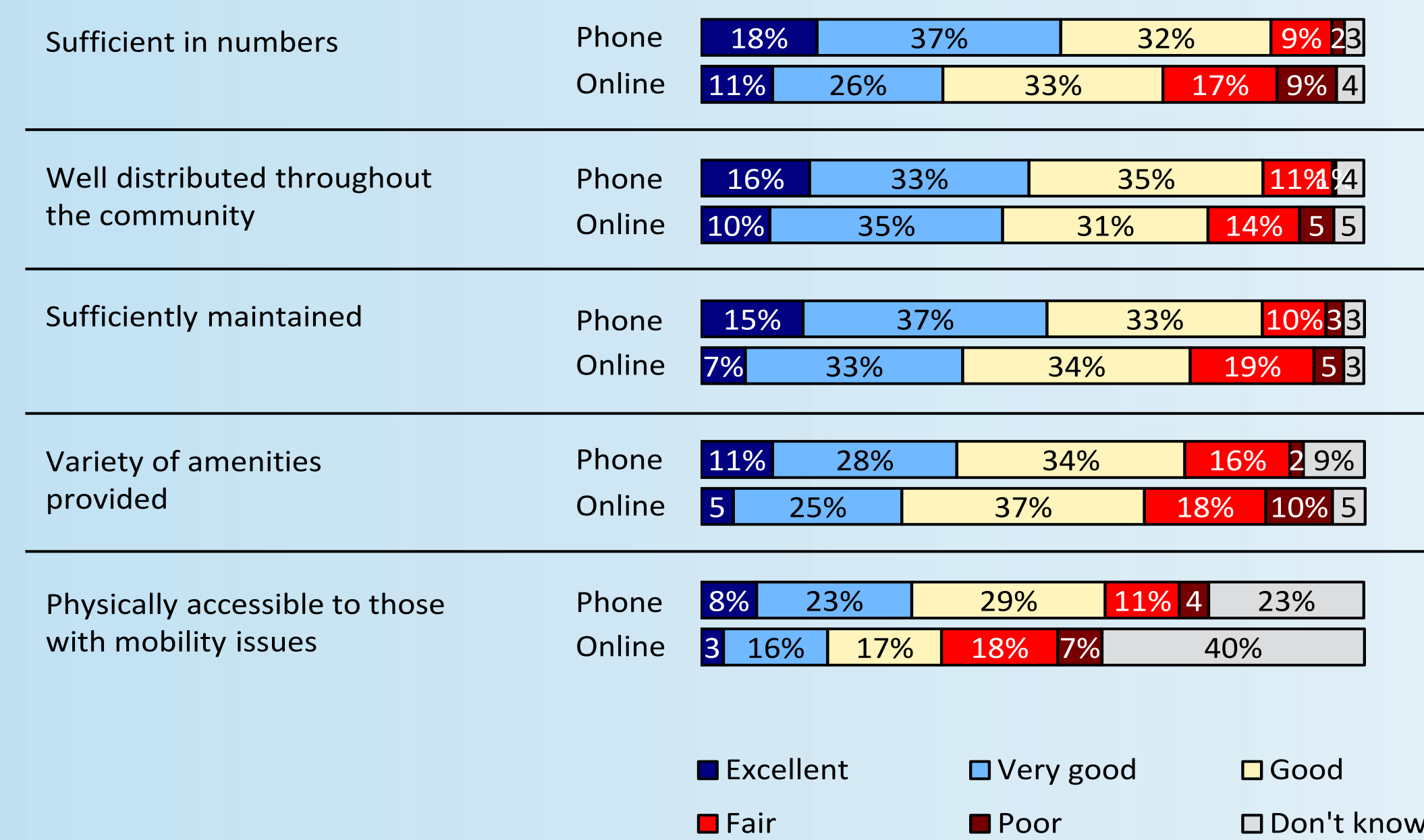




# SUMMERLAND'S PARK SYSTEM



## Assessment of Summerland's Parks, Trails and Open Spaces



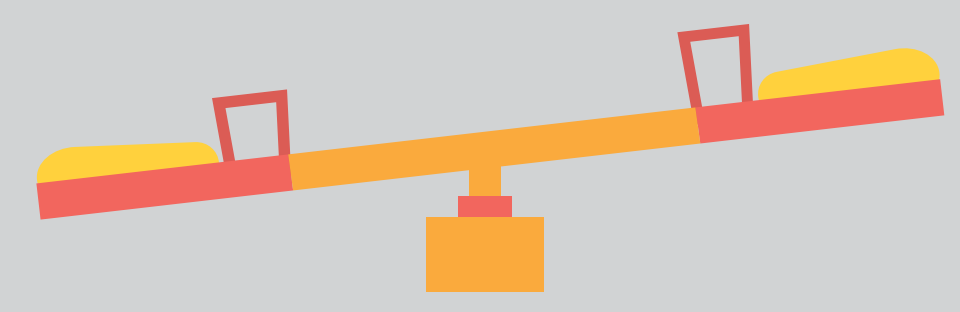
## RECOMMENDATIONS

- Upgrade washrooms in **Rotary Beach Park** and **Peach Orchard Campground**.
- Explore the feasibility of upgrading and winterizing washrooms at **Peach Orchard Beach Park** and **Memorial Park**.
- Undertake park master plan/visioning for **Memorial Park**.
- Repair roof and enclose stage of bandshell in **Memorial Park**.
- Add more play equipment such as a slide and sun shelter (pergola) to the picnic area along the walkway in **Rotary Beach Park**.
- Investigate the feasibility of making **Dog Beach** accessible to people with mobility challenges.
- Explore opportunities to expand boat launch parking lot adjacent to **Peach Orchard Beach Park**.
- Implement a long distance designated swim lane from **Peach Orchard Park to Rotary Beach**.
- Undertake conceptual planning for **Peach Orchard Beach Park**.
- Undertake management planning for **Powell Beach Park**
- Resurface **Dale Meadows** parking lot using permeable paving.
- Consider building a change room/clubhouse facility at **Dale Meadows** in partnership with sports clubs.
- Resurface perimeter track at **Dale Meadows Park**.
- Undertake master planning for **Conkle Mountain Park**.
- Explore possibilities for community off-season use of **Peach Orchard Campground**.
- Undertake a master plan for the **Rodeo Grounds**, exploring community needs and possible uses for the site, servicing requirements and costs, and possible operating arrangements.
- Implement the recommendations of the Downtown Strategic Plan to create a **central gathering place in the Downtown core** and enhance public open space.
- Explore other opportunities for permanent or temporary public plazas/gathering spaces in the **downtown area**, in collaboration with Chamber of Commerce, School District, and churches.
- Enhance the public gathering space in **Memorial Park**.

## WHAT DO YOU THINK?

Do these recommendations reflect your priorities?  
What 3 projects should be done first?





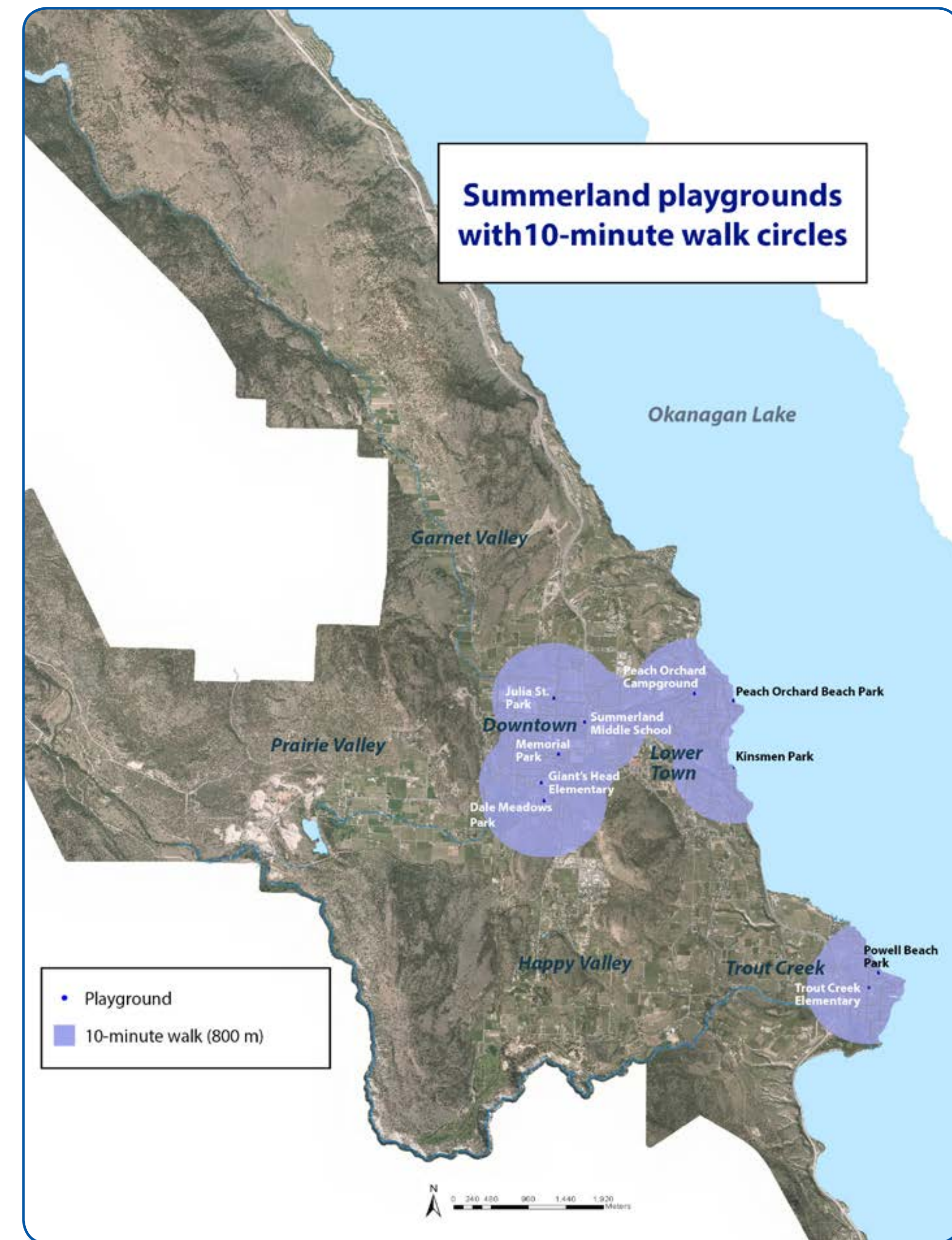
# PLAYGROUNDS

## KEY FINDINGS

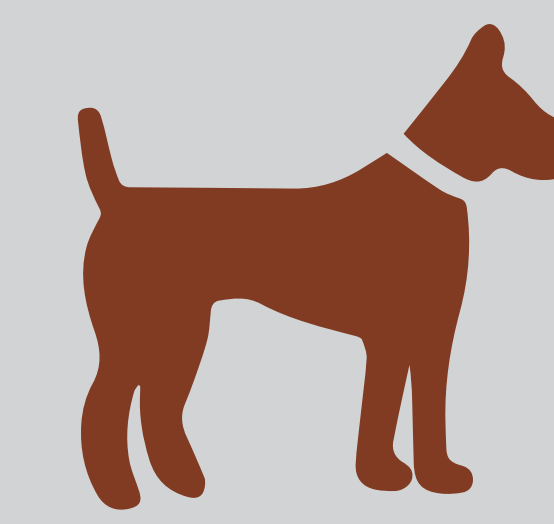
- Summerland has 10 playgrounds
- Some areas of Summerland are within a ten-minute walk (800 m) of a playground, but others are not, including the western and southern parts of Lower Town, the northern part of Trout Creek and Happy Valley.
- Summerland's playgrounds are well-maintained and inspected regularly
- Natural playgrounds have become increasingly popular and offer benefits for children's development.

## RECOMMENDATIONS

- Replace the playgrounds in Memorial Park, Peach Orchard Beach Park, and Peach Orchard Campground as planned.
- Create new playgrounds, including natural playgrounds, in areas that are not currently within 10-minutes of walk of a playground.



## WHAT DO YOU THINK?



# PLACES FOR DOGS

## KEY FINDINGS

- Dog parks provide benefits to dogs and their owners and to the broader community.
- Summerland has one year-round fenced off-leash dog park at Dog Beach and dogs are permitted off-leash from October-April in Peach Orchard Beach Park.
- Dog Beach is not accessible for people in wheelchairs or with other mobility challenges.
- Summerland has fewer off-leash dog parks than selected other communities in the Okanagan, including smaller communities like Peachland and Osoyoos.
- The community feels there is a need for additional off-leash dog park areas; provision of a new off-leash dog park in a park/field setting could help keep dogs off sports fields.
- Providing garbage cans, bags for dog waste and signage in parks where dogs are permitted helps ensure that people clean up after their dogs.

## RECOMMENDATIONS

- Explore options for one or more additional full-time, year-round off-leash dog parks.
- Explore options for allowing dogs off-leash in designated areas of parks during certain times of day or months of the year. Possibilities might include Peach Orchard Campground, the Rodeo Grounds and Powell Beach Park.
- Explore feasibility of making Dog Beach accessible to people with mobility challenges.
- Provide garbage cans, dog waste bags and signage in parks and at trailheads where dogs are permitted.
- Revise the Dog Regulation and Impounding Bylaw (96-002) to permit dogs on leash in all parks except on sports fields, playgrounds, spray parks, skate parks, and beaches or at events unless specifically permitted by the event organizer.

## WHAT DO YOU THINK?





# OUTDOOR SPORTS

## KEY FINDINGS

- Summerland is well-served for outdoor sports amenities.
- Sports fields are well-used.
- Summerland has outdoor basketball courts at Dale Meadows Park, Summerland Middle School and Summerland Secondary School.
- Summerland has one waterpark, located in Peach Orchard Beach Park.
- The community has identified the need for a new skatepark and is actively fundraising to cover the estimated \$600,000 cost. A concept plan has been created and location identified. District Council has committed to covering the remaining cost.

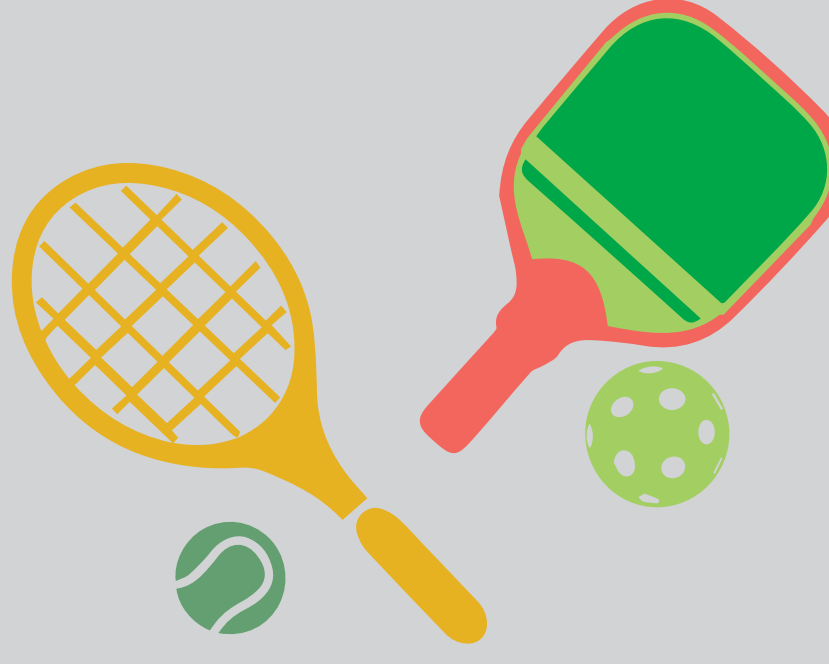
## RECOMMENDATIONS

- Additional sports fields are not needed currently, but District should monitor over time to determine whether community needs are continuing to be met with existing fields.
- Prioritize construction of the new skatepark.

Comparison of Outdoor Sports Amenities		
Number of sports amenities	Summerland	BC municipalities w/ population 5,000-15,000 (average)
Soccer Fields Outdoor	6.0	4.7
Baseball and Softball Fields	9.0	6.4
Basketball Courts Outdoor	4.0	1.1
Tennis Courts Outdoor	5.0	3.9
Pickleball Courts Outdoor	2.0	n/a
Shared Tennis-Pickleball Courts	1.0	n/a
Skateboard Parks	1.0	1.0
Water and Spray Parks	1.0	0.8



## WHAT DO YOU THINK?



# TENNIS + PICKLEBALL

## KEY FINDINGS

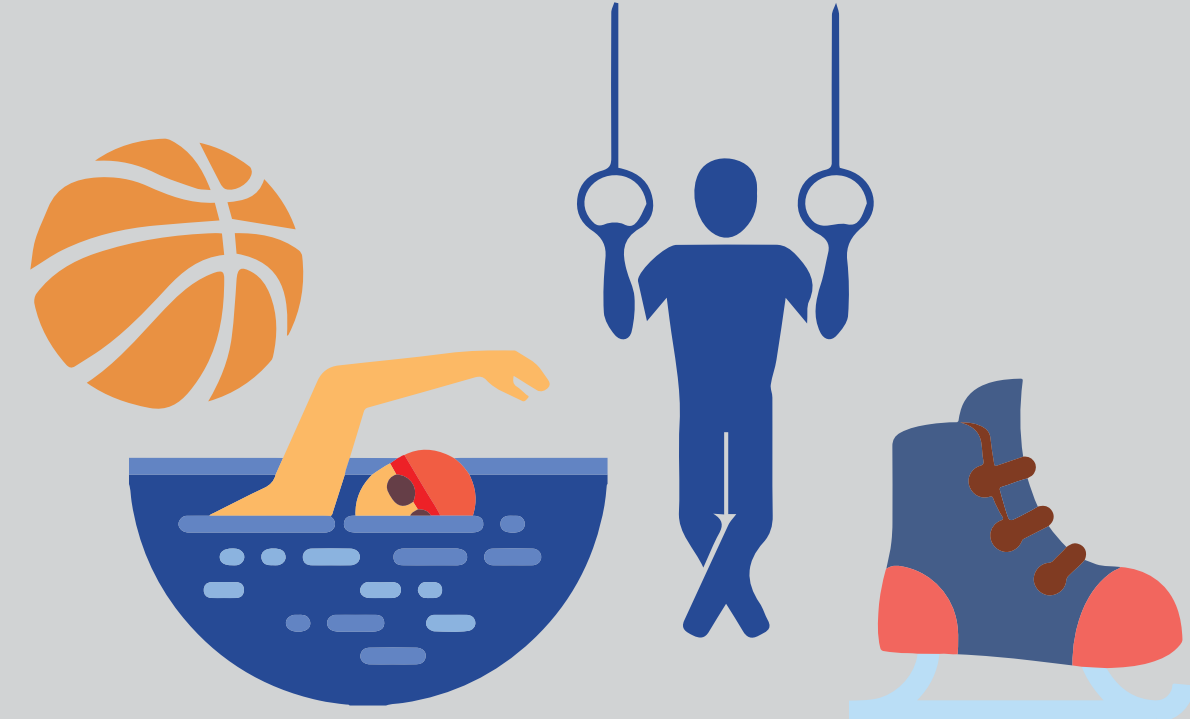
- Summerland has 3 public outdoor tennis courts, including 2 courts at Powell Beach Park, which have cracks and are subject to flooding, and one court at Peach Orchard Campground, which is shared with pickleball.
- There are also 3 public courts at Summerland Secondary School, which are in disrepair.
- In addition, the Lakeshore Racquets Club has 3 tennis courts.
- Summerland is well-served for the number of public tennis courts, but use of these courts is low because they are not well-maintained.
- Pickleball is an increasingly popular sport in the South Okanagan. The Summerland Pickleball Club (SPC) has 100+ members.
- Summerland has 2 dedicated outdoor pickleball courts and 1 court that is shared with tennis, all at Peach Orchard Campground.
- The SPC plays indoors during the winter at the Harold Simpson Youth Centre and the Badminton Club.
- Summerland is relatively under-served for pickleball courts. Pickleball players would like additional outdoor courts as well as indoor courts.

## RECOMMENDATIONS

- Assess the Powell Beach tennis courts and undertake any needed repairs.
- Work with the School District to rehabilitate the tennis courts at Summerland Secondary School.
- Convert the 2 pickleball courts at Peach Orchard Campground to 4 courts.
- Once the tennis courts at the Summerland Secondary School have been rehabilitated, convert the shared tennis-pickleball court at Peach Orchard Campground to dedicated pickleball courts.
- In the long term, the District could explore the potential for creating an indoor facility, for instance in a bubble or multi-purpose gymnasium.

## WHAT DO YOU THINK?

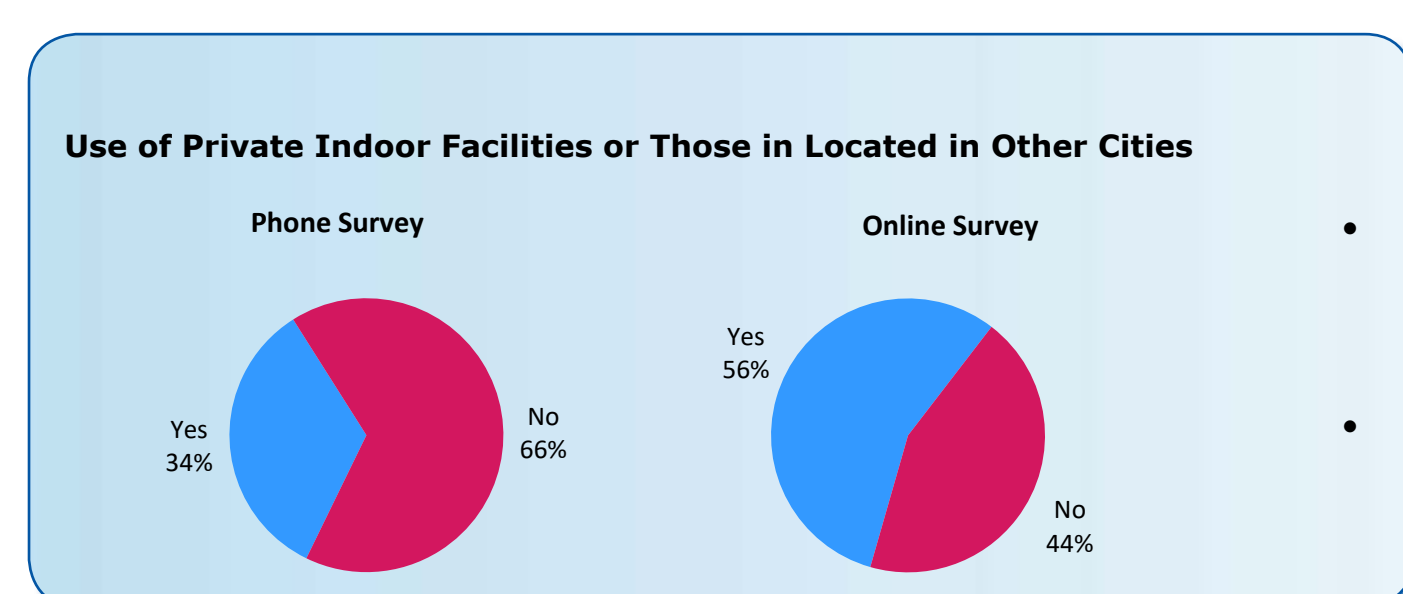
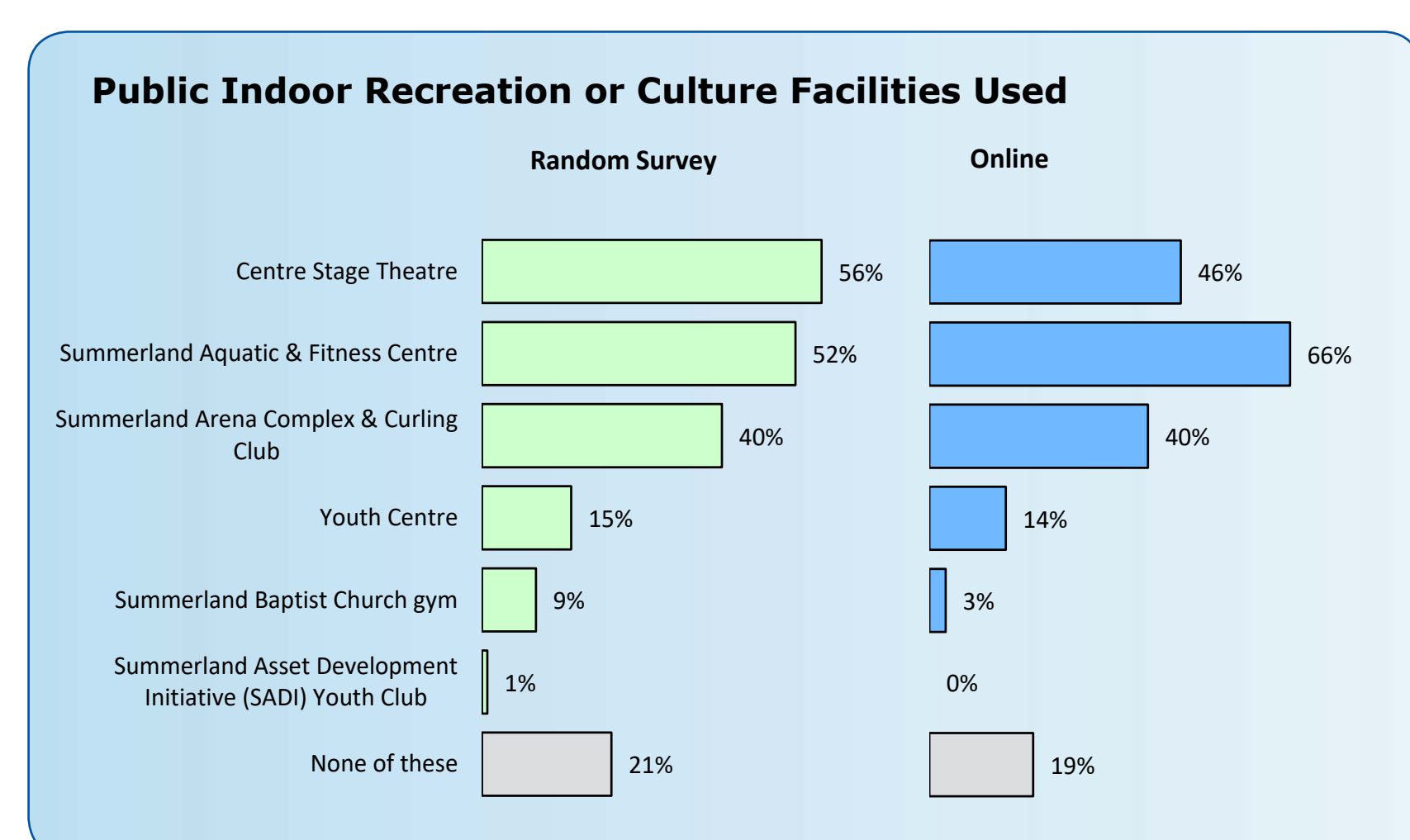




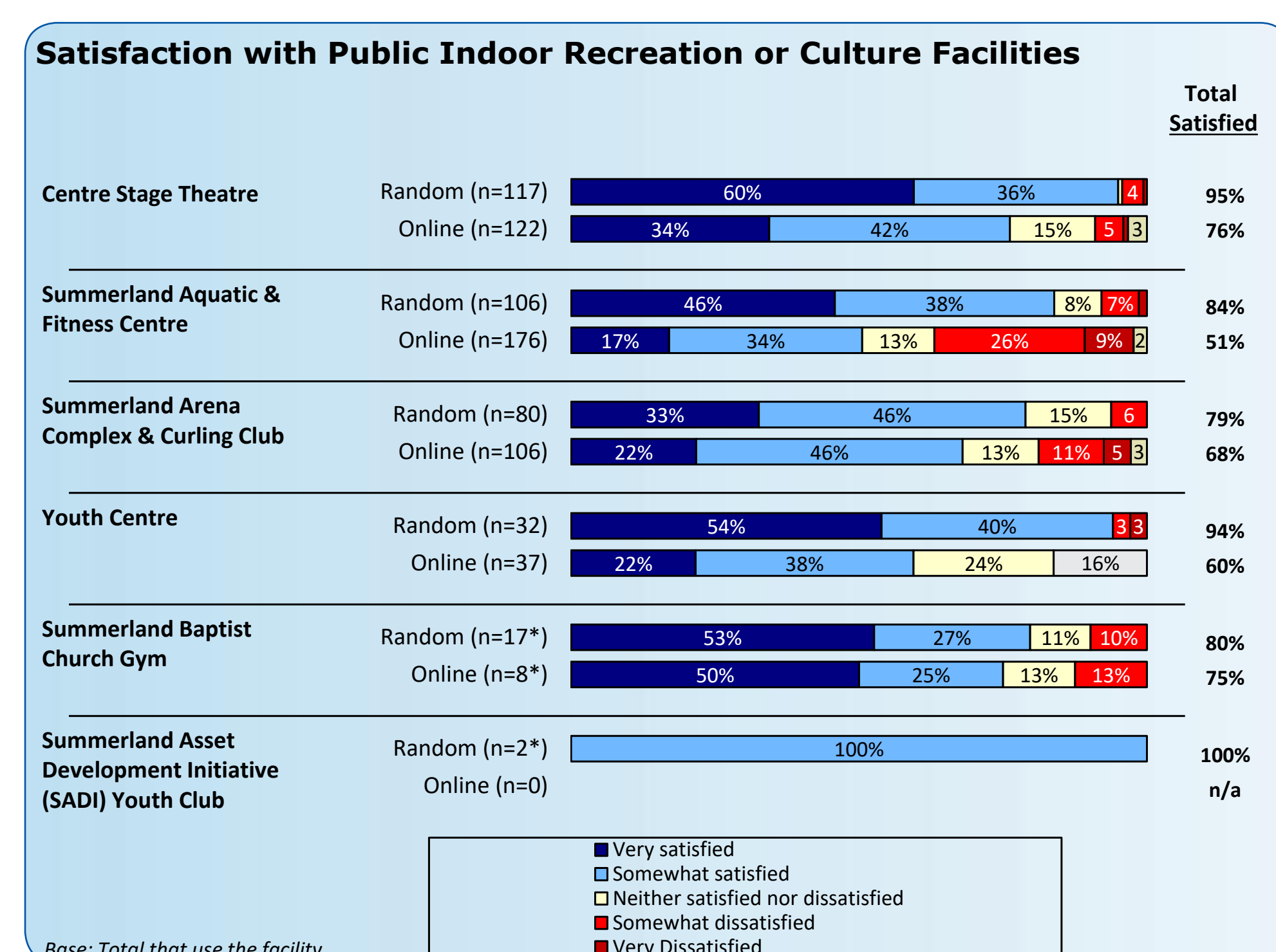
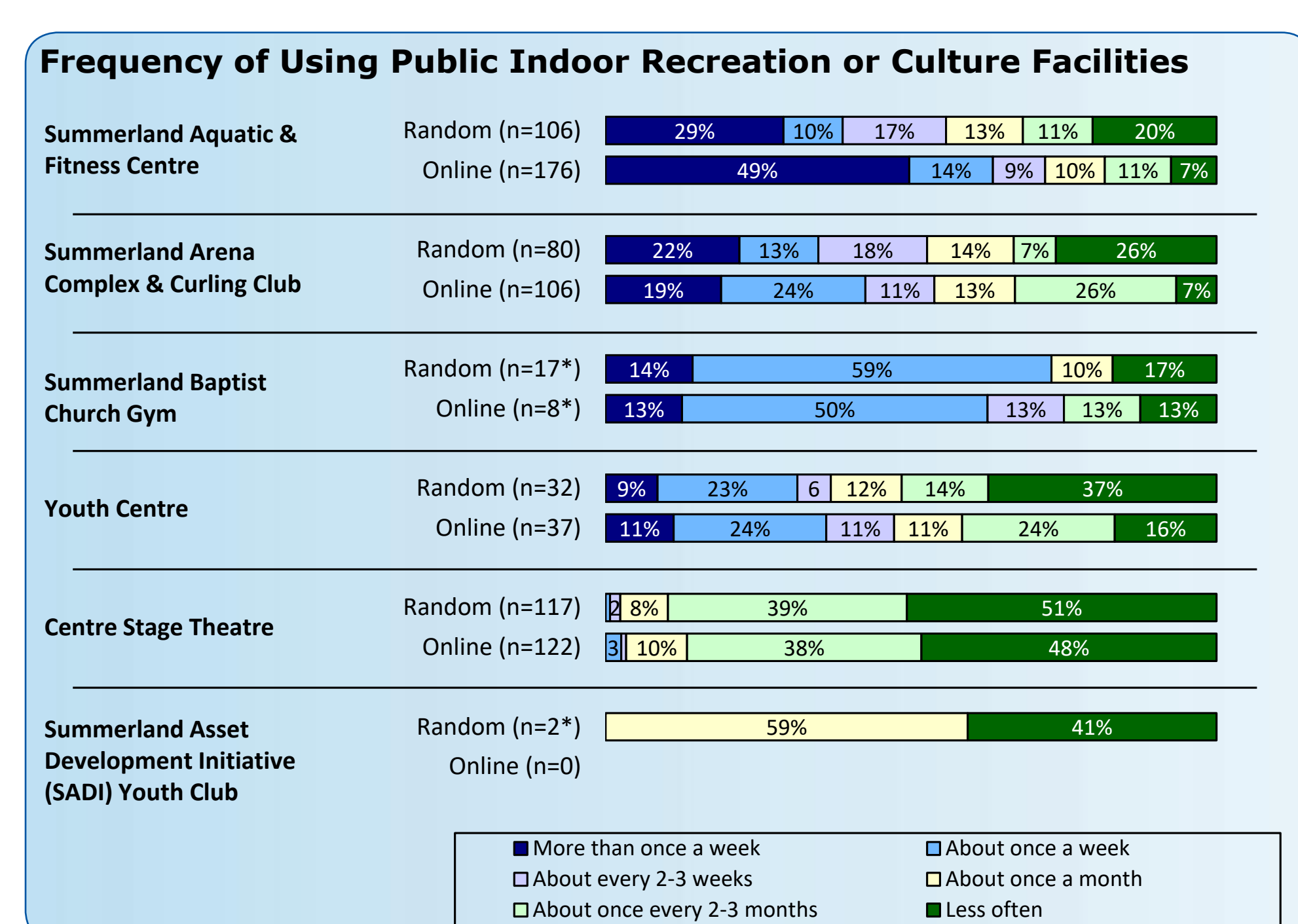
# INDOOR FACILITIES

## KEY FINDINGS

- Summerland's provision of indoor recreation facilities is on par with similar sized BC communities.
- Summerland directly operates two core recreation facilities and works with community groups to operate more specialized recreation facilities. However, there are some recreation demands that are not being fully met.
- Indoor recreation facilities in nearby neighbouring cities help meet community demand.
- Lack of a District-operated gymnasium and multi-purpose rooms is hampering delivery of recreation programs.
- The community survey highlights that a significant number of residents feel that there is a lack of indoor recreational facilities and programs which is resulting in residents using facilities in other communities.
- There is notable public support for improvements to indoor facilities.
- With the exception of the school facilities and the Baptist Church, all indoor recreation facilities are aging, and currently operating near full capacity.



Reasons For Using Private Facilities and Those in Other Cities	Phone (66) %	Online (149) %
Better facilities (i.e. more options, bigger)	50	60
Variety of programs/ activities available	39	20
Atmosphere (type of clientele, facility amenities, etc.)	25	6
Hours of operation/ schedules	21	16
No facilities available locally	17	8
Convenience to another location	18	5
More affordable	9	7
Quality of instructors/ staff	4	5
No reason	-	13

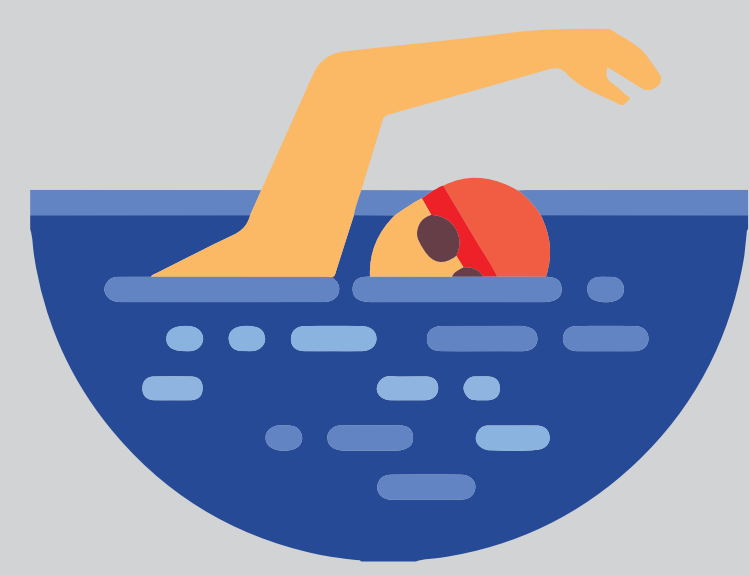


## RECOMMENDATIONS

- Continue to work closely with and support the non-profit societies operating the indoor facilities to expand programming and help ensure facilities meet community needs
- Continue to liaise cooperatively with the school district during any future facility expansion, especially regarding the opportunity to include expanded community use of the secondary school gym if redeveloped.
- Continue to explore opportunities to utilize existing facilities for recreation programs such as the Summerland DropIn Recreation Centre, Odd fellows/Rebekah hall and the UNISUS (former Glenfir) school.
- Explore the possibility of converting the arena concourse into a multi-purpose recreation room.
- During any future plans to redevelop the aquatic centre, add several multi-purpose recreation rooms and consider adding a gymnasium.

## WHAT DO YOU THINK?





# AQUATIC CENTRE

## KEY FINDINGS

- At 42 years old, the Aquatic and Fitness Centre facility is nearing the end of its life.
- There is no detailed facility audit to guide long term facility management or a long term replacement strategy.
- The pool and fitness rooms are used to capacity during all prime time hours. Key programs such as aquafit, swim lessons and Recoup are full with waiting lists for future programs.
- The pool is a traditional single tank design which is outdated and lacks many of the modern features and amenities such as family leisure space, shallow teach pool, accessible entry, family changerooms and swim competition space.
- Overall community satisfaction is currently high, but there is a desire for improvements in the aquatic facilities and programs.
- Lacks the support space typical of modern recreation complexes including multi-use recreation rooms, fitness rooms and gymnasium, which helps create the one- stop centre for everyone in the community.

## RECOMMENDATIONS

- Conduct a detailed facility audit.
- Develop an asset lifecycle plan and adjust budgets accordingly.
- Develop a long term strategy for the eventual replacement of the Aquatic and Fitness Centre with a community recreation facility + pool, including plans, designs, confirm location, public support and cost estimates
- Implement a facility replacement reserve to support the eventual replacement of the facility.
- If the estimated life expectancy of the pool is greater than 10 years, add a UV system to reduce chlorination and maintenance costs.

## WHAT DO YOU THINK?



# ICE ARENA

## KEY FINDINGS

- At 41 years old, the facility is nearing the end of its life.
- No detailed facility audit to guide long term facility management or a long term replacement strategy
- The arena ice facility is currently meeting most of the needs of the community. Survey respondents did express some interest in expansion and updating the facility.
- Given the number of ice sheets in neighbouring communities, a second ice sheet is not warranted at this time.

## RECOMMENDATIONS

- Conduct a detailed facility audit.
- Develop a facility maintenance management plan and adjust budgets accordingly.
- Develop a long term asset lifecycle plan.
- Implement upgrades to the washrooms and changerooms and partner with the Junior "B" club to improve their washroom/changeroom facility.
- Continue to upgrade the concession and concession services.
- Develop a long term strategy for the eventual replacement of the Arena Complex, likely beyond the 10 year timeframe of this plan. Monitor community use levels of the curling rink over the long term.
- Implement a facility replacement reserve to support the eventual replacement of the facility.
- Work with neighbouring communities to identify opportunities for access to more ice time for local clubs.
- Explore options for increasing recreational opportunities, such as ball hockey, indoor lacrosse, and roller derby in arena during the spring dry floor months.

## WHAT DO YOU THINK?



## KEY FINDINGS

- Summerland is well-served for trails, with more kilometers of trails than the average for similar-sized BC communities.
- Summerland is below average for paved bike paths.
- The District of Summerland intends to prepare a Trails Master Plan.
- Trail users are contributing to the regional tourism economy and there are opportunities to expand service as the sport continues to grow.
- There are several active trails user groups and clubs in the Summerland area, as well as service clubs that have contributed to development of trails
- Trail users identified a pressing need for clarity on permitted uses and signage for wayfinding and promotion of trails and information on permitted uses.
- Trail users identify a need for management planning of natural areas
- Trail users can have negative impacts on natural areas, so recreation and trails in natural areas should be carefully planned to avoid and minimize impacts on ecologically sensitive or significant habitats, plants or animals.
- Conflicts among different trail users is not a serious problem in Summerland, but clarity on permitted uses will help avoid potential conflict.
- The importance of connectivity was identified in engagement with staff and the community for this Master Plan and is discussed in Summerland's Official Community Plan, Strategic Plan, and Cultural Plan.
- Connectivity facilitates active transportation and can provide corridors for wildlife to move between natural areas.
- ATV users would like more staging areas and access to amenities in town.

## RECOMMENDATIONS

- The District of Summerland should develop a Trails Master Plan to plan a trail network that:
  - Connects neighbourhoods, parks and open spaces, and community amenities;
  - Provides active transportation and recreation opportunities; and
  - Avoids environmentally sensitive or hazard areas and does not facilitate access to these areas.
- The District should involve trails user groups, environmental groups, and others with an interest in trails in development of the Trails Master Plan.
- The Trails Master Plan should identify ways that the District can collaborate with groups with an interest in trails.
- Following development of the Trails Master Plan, the District should implement signage to provide clarity on permitted uses on trails as well as wayfinding and promotion of trails (and parks).
- The District should collaborate with the South Okanagan Similkameen Conservation Program (SOSCP), local naturalists and environmental groups, and trail user groups and clubs to understand and inventory ecological values in Summerland's parks and natural areas.
- The District should develop a Cycling Network Plan.
- Add interpretive signage in parks and trails.

## WHAT DO YOU THINK?





# RECREATION PROGRAMMING

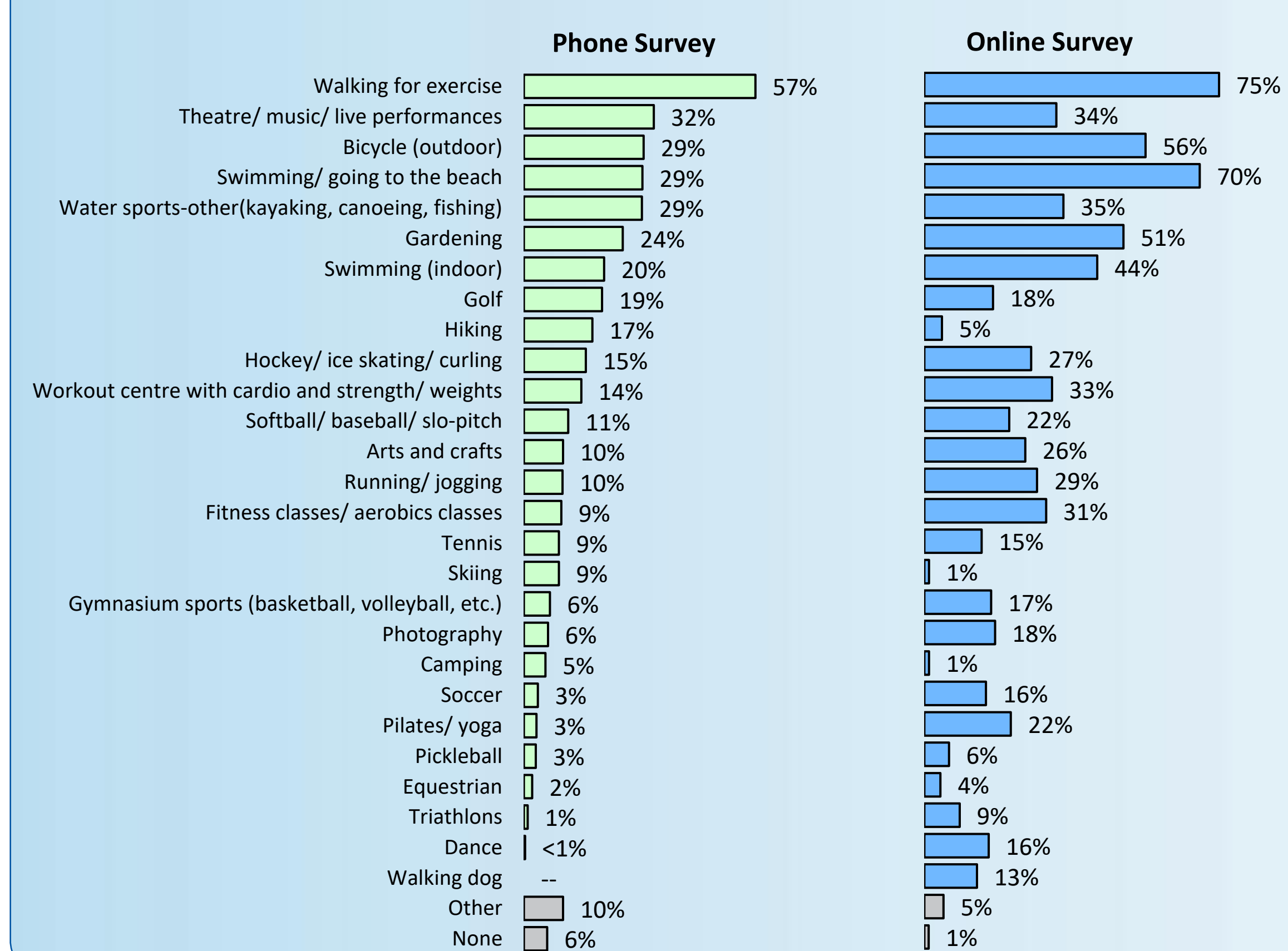
## KEY FINDINGS

- There is a desire for more aquatic and recreation programs for various age groups, especially families and children, as well as expanded operating hours for fitness classes. This will be a challenge for staff based on current budget allocations, staffing levels, and limited indoor facilities.
- Swimming, going to the beach, ice sports and walking /biking/ hiking combined are the most common activities for families with children.
- There are very limited recreation programs in Summerland for children and young families.
- Public input reflects a desire for a safe, family-friendly community.
- Young teens use recreational facilities to a limited extent, while older teens rarely use the District's recreation facilities or programs.
- Youth recreation opportunities are minimal and youth expressed a desire for more options of things to do during the year as well as expanded activities and opportunities for socializing and more festivals, events, and concerts.
- Walking, going to the theatre, biking, going to the beach and watersports are the most common recreational activities for adults.
- Lack of time and physical limitations are the prime reasons for not participating in recreation, followed by lack of facilities.
- Residents are going outside the community for recreational activities.
- Seniors aquatic and rehab programs are very well attended.

## RECOMMENDATIONS

- Increase family programming and provide more flexibility in programs, especially unstructured/ drop-in programs.
- Explore the potential for a child-minding facility near the aquatic centre.
- Review the ice allocation policy to expand family skating.
- Develop a Youth Engagement Strategy and clearly define the role of the District in the delivery of youth services. Include a youth representative on the Parks and Recreation Commission to include one. Assess potential of social media to communicate with youth.
- Encourage all clubs and associations to host programs for youth.
- Explore the potential of running spring dry floor activities in the arena for youth such as ball hockey, lacrosse, roller derby, volleyball, basketball.
- Work with the Seniors' Association and related agencies to determine gaps in program services and the best means to deliver programs, particularly for fitness, wellness, health, independence.
- Work in conjunction with local natural history clubs to offer environmental awareness programs and host events that raise environmental awareness.

Recreation or Cultural Activities Participated in on Regular Basis



Types of Recreation/Cultural Activities Children Enjoy	Phone (38) %	Online (125) %
Swimming (indoor)	63	81
Swimming/ going to the beach	56	83
Hockey/ ice skating/ curling	48	51
Water sports – other (kayaking, canoeing, fishing, etc.)	39	38
Walking for exercise	26	30
Bicycle (outdoors)	25	74
Soccer	25	50
Softball/ baseball/ slo-pitch	24	31
Dance	24	37
Theatre/ music/ live performances	23	31
Hiking	16	3
Running/ jogging	15	34
Skiing	15	1
Gymnasium sports (basketball, volleyball, etc.)	13	51
Golf	13	14
Fitness classes/ aerobics classes	7	14
Martial arts	7	2
Equestrian	7	-
Arts and crafts	6	58
Tennis	6	20
Skateboarding	6	2
Camping	4	-
Lacrosse	4	2
Triathlons	2	18
Workout centre with cardio and strength equipment, weights	2	14
Photography	2	9
Gardening	2	14
Pilates/yoga	-	6
Walking the dog	-	2
Pickleball	-	1
None	3	1

## WHAT DO YOU THINK?





# RECREATION SERVICE DELIVERY

## KEY FINDINGS

### Recreation Programming

- Recreation programming is being delivered by a combination of direct delivery and by non-profit associations and clubs. With limited staff capacity, growth in service will depend on partnerships and community engagement.
- This “Community Development Model” will require the District to adopt more of a facilitator role, working with associations to directly encourage and promote more programming.

### Tourism and Festivals & Events

- Tourism helps build amenities and supports events for the community.
- With improved or additional facilities there is an opportunity to expand sports tourism
- There is a history of strong support from service groups for festivals and events, but some event organizers express concern about the decrease in volunteers.
- Some residents and the Chamber express concern about a decrease in the number of festivals and events over time.

- With limited capacity, the role of the Recreation Department in tourism-related activities needs to be defined.
- The Chamber of Commerce and some residents feel that a lack of campgrounds and the quality of Peach Orchard Campground negatively affect tourism.

### Fees & Revenues

- Parks and Recreation accounts for 6.6% of total District expenditures budgeted for 2018.
- In 2018, the net cost of Parks and Recreation (budget expenditures minus budget revenues) will be \$317.64 per household and \$134.96 per person.
- Overall Summerland’s admission fees and arena rental rates are lower than the regional average.
- There appears to be public support for a combination of an increase in user fees and taxes for increased services.

## RECOMMENDATIONS

### Recreation Programming

- Adopt a facilitator role in working with clubs/associations and other partners to help meet the recreational needs of residents.
- Explore opportunities for programming with new partners such as Okanagan College, the agriculture research station, Summerland Ornamental garden, Summerland Trout Hatchery.
- Host an annual Community Fair in conjunction with all sports clubs, to help raise awareness of the programs available.
- Experiment with “Try it for free” or “Bring a Friend” initiatives to increase participation
- Launch a Marketing and Promotion campaign to raise awareness of the health and wellness benefits of leisure activities and awareness of the local clubs, facilities and organizations.
- Work with the community to establish outdoor adventure programs: hiking, paddleboard, kayaking, rock climbing, equestrian, and nature appreciation.

- Collaborate with the Regional District of Okanagan Similkameen, Penticton Indian Band, Interior Health and neighbouring communities to identify service gaps, overlaps and opportunities to expand recreation services on a joint regional scale.

### Tourism and Festivals & Events

- Initiate an Events Policy to guide the coordination, planning, and administration of events

### Fees & Revenues

- Review recreation fees and charges.
- Explore with residents where more free/low cost programs are most needed.
- Establish a financial assistance program to assist families and individuals on low incomes and advertise in the leisure guide.
- Explore more opportunities to increase recreation revenues.

## WHAT DO YOU THINK?



# What are your top priorities for Summerland’s parks and recreation?

Place dots next to your top 5 priorities. If you have additional priorities, put them on the next panel.

## Parks

Create new neighbourhood parks	
Upgrade/expand existing parks (provide details on a post-it)	
Better maintain parks (provide details on a post-it)	

## Park amenities/kinds of parks

Create/protect more natural areas	
Create new playgrounds	
Create new permanent, full-time off-leash dog park	
Provide additional off-leash areas in off-season or at certain times of day	
Create additional pickleball courts	
Create additional tennis courts	
Create additional sports fields (soccer, baseball)	
Improve water access (provide details on a post-it)	

## Indoor facilities

Build a new Aquatic Centre	
Build a new multi-purpose community centre with pool	
Upgrade the arena	

## Recreation programming

Improve recreation programs	
Keep recreation opportunities affordable	

## Trails

Develop Trails Master Plan	
Create more multi-purpose trails	
Install signage on trails (wayfinding, permitted uses)	
Createmore off-road staging areas	



# Additional Priorities? Comments?



## HAVE YOUR SAY!

You can provide your comments online until May 21st

<https://www.surveymonkey.com/r/SummerlandPRMP>