

Community Parks, Recreation & Cultural Strategic Master Plan Presentation Model

Process Guideline

Design Open House Presentation – Community Presentation Committee
Schedule presentations
Presentation to Council
Present to prioritized locations
Complete Presentation and Report to Council on community meetings
Identified Master Plan Items included in 2012 Business Plan

Format

- A. Open House with full presentation using display boards as well as powerpoint if preferred (formal option)
- B. Open House with presentation boards on display and staff available for discussion (leisure option)

Presentation Locations

Annandale National Historic Site	Lake Lisgar Waterpark
Arena / Ball Diamond Users	Library
Baldwin Place	Local Service Clubs
BIA	Multi Service Centre
Bingo	Parents Council (local schools)
Canada Day Celebrations	Station Arts Centre
Chamber of Commerce	Tillsonburg Community Centre
Curling Club	Tillsonburg Seniors Centre
External Communities:	Tim Hortons
Norwich, SWOX, Bayham, Malahide, Norfolk	Town Centre Mall
Golf Courses, Bridges. Tillsonview, Mt. Elgin	Tri County Agricultural Fair
Grocery Stores	Upper Deck
Hickory Hills	

Presentation Outline

Five presentation boards were prepared by Monteith Brown Planning Consultants and delivered to the Community Centre. These boards will be displayed at each presentation. In addition, Lake Lisgar Waterpark and Tillsonburg Trail presentation boards will be displayed.

The focus of the presentation will be the six Guiding Principles, as identified in the Parks, Recreation and Cultural Strategic Master Plan. This information will be supplemented by highlighting the short terms goals within each Guiding Principle, as outlined in the Implementation Table of the Master Plan (page 134). Short Term goals are recommended as being years 2011-2014 inclusive.

Following are the identified short term goals found within the Implementation Table (Master Plan page 134), per Guiding Principle.

Presentation Boards 1&2

Board 1

How the Community Influenced the Strategic Master Plan:

- Regular meetings with a Steering Committee made up of Town Staff and interested community representatives
- Random telephone survey of 386 local households
- Questionnaires sent to dozens of local community groups
- A 'Community Search Conference' to brainstorm needs and priorities
- Interviews with community stakeholders, Town Staff and members of Council
- Written feedback sent through letters and e-mails
- Presentation of the Strategic Master Plan to Town Council

PURPOSE OF THE STRATEGIC MASTER PLAN



The Strategic Master Plan provides a framework for planning and addressing needs and priorities for parks, recreation and cultural facilities, programs and services over the next twenty years.

The Strategic Master Plan explores topic areas such as:

- the type and amount of parkland required to serve Tillsonburg's residents
- **indoor** recreation facilities such as community centres, arenas, pools, fitness space and gymnasiums
- **outdoor** recreation facilities such as sports fields, hard surface courts, playgrounds, splash pads and skateboard parks
- **arts and cultural** facilities such as the Annandale National Historic Site
- programs and services required for **core markets** such as children, youth, families, and older adults
- opportunities for residents that are **inclusive** of all abilities, incomes and interests
- ways in which spaces and services can be **most effectively** provided by the Town, community groups, volunteers and businesses

GUIDING PRINCIPLES

Six Guiding Principles form the basis for all recommendations contained within the Strategic Master Plan:

1. Striving for Service Excellence
2. An Integrated & Collaborative Approach
3. Innovative & Appropriate Infrastructure
4. Embracing Arts, Culture & Heritage
5. Focus on Health & Wellness Through Programming
6. A Functional & Sustainable Parks System

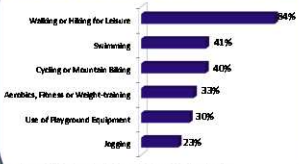


Community Parks, Recreation & Cultural STRATEGIC MASTER PLAN

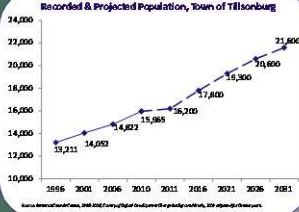


Board 2

Most Popular Parks, Recreation & Cultural Activities in Tillsonburg



Recorded & Projected Population, Town of Tillsonburg



TRENDS IN PARKS, RECREATION & CULTURE

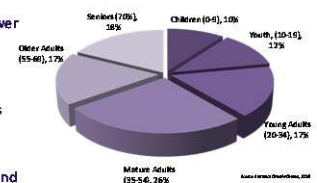


- Busy lifestyles are resulting in less time being spent on organized recreation and cultural activities, increasing demand for spontaneous activities that offer flexibility to one's schedule.
- 'Creative communities' enhance quality of life and contribute towards economic development objectives.
- Providing opportunities for physical activity can lead to healthier lifestyles
- Walking is one of the most popular activities, leading to a greater demand for trails.
- Centralizing major facilities (such as sports fields or community centres) to create efficiencies in operations and hubs of activity.
- Partnerships and resource sharing to deliver a broad range of services while minimizing costs.

A SNAPSHOT OF TILLSONBURG'S DEMOGRAPHICS

- The 2010 population estimate of 15,965 is forecasted to grow by over 5,600 residents by the year 2031 to 21,600, generating new needs and demands for services.
- The Town had a higher median age, lower median income, and fewer immigrants than the Provincial average, according to the 2006 Census.
- The large proportion of mature adults, combined with aging population trends, will result in the need for activities and services that meet the needs of older adults and seniors.
- Greater socio-economic diversification can be expected with population growth – it will be important to consider affordability and emerging interests when providing programs and services.

Age Distribution, Town of Tillsonburg



Community Parks, Recreation & Cultural STRATEGIC MASTER PLAN



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Guiding Principles 1&2

Board 3



Guiding Principle #1 STRIVING FOR SERVICE EXCELLENCE

- The Town should continue to be a **provider** of parks, recreation and cultural opportunities, while engaging the broad expertise that exists within the community to complement municipal programs and services.
- Create an **Ice Allocation Policy** to ensure equitability in scheduling ice times, rental rates, user responsibilities, etc. at municipal arenas.
- Investigate ways in which to **enhance the delivery of services** to customers, with a continued view on quality, training, technology and accessibility.
- Undertake a **Marketing Strategy** to promote awareness of Tillsonburg's parks, recreation and cultural assets.
- Ensure that the Town's **marketing methods** remain current, innovative and targeted.
- Increase the amount of **information** provided to the community through the Recreation & Leisure Program Guide, newsletters, online tools, and word-of-mouth advertising.

Guiding Principle #2 AN INTEGRATED & COLLABORATIVE APPROACH

- Empower, enable and help to develop the capacity of community groups to deliver their own services through a **Community Development** model.
- Use a standardized approach to evaluate potential **partnerships** in order to determine partners who are ideally suited to maximizing benefits to residents and the Town of Tillsonburg.
- Undertake a **Volunteer Management Strategy** to increase coordination and communication between the Town and volunteer groups through networking, recognition, and other necessary supports.
- Continue to support Town facilities, services and programs with appropriate **staff resources** and excellent customer service.
- Evaluate ways to **strengthen agreements** with the local School Boards to access their facilities.



Community Parks, Recreation & Cultural STRATEGIC MASTER PLAN



Guiding Principle 1: Striving for Service Excellence

Topic Area	Short Term Goals 2011-2014
Maximizing Performance	1-7. Establish a simple set of quantifiable targets and performance measures that can gauge the efficiency and effectiveness of services, and eventually programs, which are offered by the Town. These measures can be refined and expanded upon over time to respond to changing consumer expectations and Departmental operating practices
	1-8. In consultation with local user groups, establish an Ice Allocation Policy to formalize equitable access to municipal arenas. Allocation Policies may also be created for other municipal facilities (e.g. sports fields, gymnasium, etc.) should the need arise to do so
Customer Service	1-12. After consulting with the general public, Town Staff, and the identified Council advisory committees, investigate the need to rename the Community Services Department to better reflect and articulate the role of municipal parks, recreation and cultural services.
Marketing & Awareness	1-13. Update the municipal corporate communications program and undertake enhanced marketing and public awareness efforts, after considering the return on investment of these initiatives through business planning.
	1-14. Undertake a Marketing Strategy to promote local and regional awareness of parks, recreation and cultural assets in Tillsonburg, which at a minimum should consider the Lake Lisgar Water Park, the local trails system and the Annandale National Historic Site.

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Guiding Principle 2: An Integrated & Collaborative Approach

It has been discussed that our definition of a Community Development Model will be as follows:

“The Community Development Model seeks to empower individuals and groups of people by providing these groups with the skills they need to affect change in their own community.”

Topic Area	Short Term Goals 2011-2014
Fostering Volunteerism	2-2. Build upon existing databases of volunteer groups to facilitate volunteer-based networking opportunities (e.g. sharing resources and combining training opportunities) across the entire Town and possibly with other volunteer agencies in the Tri-County area. Efforts should be made to ensure that all information in the database is kept up-to-date and accurate.
Supporting Town Staff	2-4. Continue to ensure that municipal facilities, services and programs are supported by appropriate staff resources. Given the growth and complexity within the municipal parks, recreation and cultural system, undertake a process to develop appropriate staffing standards that reflect service levels. These standards should lead to a 'Long-Term Staffing Review' to ensure support for Departmental objectives.
Community Development	2-14. Maximize synergies within the Community Services Department and the rest of the Town of Tillsonburg through joint planning, integrated communications and the sharing of resources, where possible
	2-15. Ensure that elements of the parks, recreational and cultural system are aligned with goals and priorities associated with economic development and tourism objectives.
	2-16. As part of the proposed Marketing Strategy, ensure the inclusion of a specific Sport & Cultural Tourism Policy that creates a framework for assessing the ability of local facilities and services to serve a broader market, potential partnerships, funding opportunities, and the benefits that would be incurred through the promotion of sport and cultural tourism objectives

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Guiding Principles 3& 4

Board 4



Guiding Principle #3 INNOVATIVE & APPROPRIATE INFRASTRUCTURE



- Explore options to **maximize operational performance**, such as energy efficiency and water conservation initiatives during capital renewal projects.
- Undertake a business planning and/or concept design exercise for the **Tillsonburg Community Centre** to modernize the level of amenity and functionality.
- **Create a ball diamond complex** with the assistance of local ball organizations to ensure that these facilities are of required size and quality that would allow ball groups to thrive – the Memorial Park diamond, at least one of the Fairgrounds diamonds, and all of the Annandale Ball Diamonds should be relocated to this complex after consulting with stakeholders.
- 2 new soccer fields should be considered at an appropriate location, such as a sports field complex.
- Provide one additional **tennis court**, one new **basketball court** and one **fully accessible playground** at Optimist/Memorial Park sites.

Guiding Principle #4 EMBRACING ARTS, CULTURE & HERITAGE

- Strengthen appropriate sections of the **County Official Plan** to recognize the importance of arts, culture and heritage in Tillsonburg.
- Promote **awareness** and **community-based delivery** of local arts, culture and heritage opportunities.
- Undertake a **Library Master Plan** to assess ways in which to improve utilization, operation and responsiveness of the Tillsonburg Public Library.
- **Partner** with local heritage volunteers and the Museum Advisory Committee to investigate ways to bolster attendance at the Annandale National Historical Site.
- Ensure **parks** and **outdoor civic spaces** are designed with arts and culture in mind, including integration of public art and heritage features.

Community Parks, Recreation & Cultural STRATEGIC MASTER PLAN



Guiding Principle 3: Innovative & Appropriate Infrastructure

Topic Area	Short Term Goals 2011-2014
Funding Infrastructure	3-2. The Town should approach adjacent municipalities to develop a cost-sharing approach associated with operating the Tillsonburg Community Centre given the share of non-residents that it serves
Tillsonburg Community Centre	3-7. In addition to other recommendations contained throughout this Strategic Master Plan that pertain to the Tillsonburg Community Centre's individual components, the Town should undertake a business planning and/or concept design process to investigate opportunities in which to modernize the facility in a manner that responds to the needs of current and future populations. At a minimum, the Town should consider opportunities to improve accessibility for patrons, level of amenity, and operational efficiencies
	3-9. Consider reconfiguring program and meeting spaces within the Tillsonburg Community Centre as a means to accommodate certain smaller-scale gymnasium activities, thereby, freeing up time at the Glendale gym for additional uses.
	3-10. The Town should undertake a comprehensive examination into the reconfiguration/expansion of its Health Club and squash courts in order to provide a higher quality, higher performing level of service geared to addressing the fitness-related needs of future residents and facility users.
Outdoor Ice Skating	3-12. Work with community and neighbourhood groups to encourage residents to maintain natural ice rinks on municipal land for public use, particularly at future multi-use courts and existing parks and open spaces which are suitable to accommodate the use.

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Gymnasiums	3-14. As part of the two year review for the Glendale Gymnasium Agreement, the Town should try to maximize the number of Permitted Activities that can occur in order to keep pace with demands for new and emerging gymnasium activities. Community access to other local school gymnasiums should also be pursued by working with the respective School Boards
	3-15. The Town should work with Tillsonburg Minor Soccer and the Thames Valley School Board to facilitate greater access to the Glendale High School gymnasium as a means to develop indoor soccer programming. This approach should also be undertaken with other user groups who are looking to deliver indoor recreation or dry-land training programs.
Sports Fields	3-17. To address the long term need for soccer fields, the Town and Tillsonburg Minor Soccer should collaboratively assemble lands capable of holding a minimum of two soccer fields, preferably adjacent to the Tillsonburg Soccer Park. Tillsonburg Minor Soccer should also be encouraged to install additional field lighting as a means to increase the effective capacity and supply. Subsequent to these actions, soccer field needs should be re-examined as part of the five year review and update of the Community Parks, Recreation & Cultural Strategic Master Plan to confirm the need for additional facilities based upon future trends and market characteristics.
	3-18. The Annandale Ball Diamonds should be relocated to an alternative location where they can be reconstructed with appropriate field dimensions and playing standards required to meet the needs of local ball organizations. As such, consultations with local user groups will be required prior to relocating and redesigning the Annandale Ball Diamonds.
	3-19. The Town should consider repurposing and/or relocating the ball diamond from Memorial Park as well as at least at least one of the Fairgrounds diamonds. This would allow a greater diversity of events to occur (e.g. at the Fairgrounds) and alleviate vehicular parking pressures associated with the sports fields and the Tillsonburg Community Centre.
Hard Surface Courts	3-21. The Town should provide one additional tennis court at Optimist Park, and construct a basketball/ball hockey court at the same location in order to take advantage of amenities already offered at the park site.

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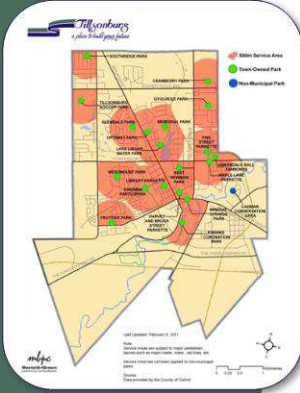
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Guiding Principle 4: Embracing the Arts, Culture & Heritage

Topic Area	Short Term Goals 2011-2014
Strengthening Policies	4-2. Draft a Public Art Policy that outlines the benefits of public art, a process through which public art is selected, and the importance of recognizing local artists.
	4-3. Work with the local arts and culture community to seek creative ways of funding local initiatives, specifically through the creation of a funding strategy that targets investment in the creative industries.
	4-4. In line with other marketing and branding initiatives proposed through this Strategic Master Plan, enhance efforts targeted to community awareness of arts, culture and heritage opportunities in Tillsonburg.
Bolstering the Arts & Cultural Sector	4-5. Undertake a Library Master Plan to assess ways in which to improve utilization and amenity level for patrons, while ensuring that service delivery practices are current and geared to maximizing financial performance
	4-6. Investigate ways to bolster attendance at the Annandale National Historic Site through facility improvements, enhanced marketing and awareness efforts, etc., which would ideally be undertaken in consultation with local heritage volunteers and the Museum Advisory Committee (the latter whose role and decision-making ability should be expanded).

Guiding Principle 5&6

Board 5




Guiding Principle #5 FOCUS ON HEALTH & WELLNESS THROUGH PROGRAMMING

- Initiate a **Pricing Strategy** to balance cost-recovery with the Town's ability to sustain affordable and high quality services.
- Keep up-to-date on **existing and emerging programs** that may become popular as the demographic profile evolves.
- Ensure that parks, facilities and services align with provincial and municipal **accessibility standards**.
- Become a "**Youth-Friendly Community**" to ensure local youth are engaged and involved in available opportunities.
- Continue to **consult with local older adults and seniors** to understand their evolving needs and preferences.

Guiding Principle #6 A FUNCTIONAL & SUSTAINABLE PARKS SYSTEM

- Target parks within a 5 to 10 minute walk of major residential areas.
- Continue to **develop and enhance the local parks and trails system** by making them safe, comfortable and well signed.
- Integrate **non-programmed spaces** within parkland, in order to allow spontaneous uses.
- Undertake **pilot projects** with community groups for the provision of services such as an off-leash dog park or continued efforts surrounding community gardens.
- Continue to expand upon the **natural green space system**, while incorporating indigenous vegetation into parks and trails.
- Work closely with the local **conservation authority** with regard to planned recreation and trail amenities, collaborate on stewardship programs, etc.
- Undertake revitalization studies for **Lake Lisgar and the Tillsonburg Cemetery** to promote appropriate recreational, cultural and economic development potential.

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Guiding Principle 5: Focus on Wellness Through Programming

Topic Area	Short Term Goals 2011-2014
Affordability & Pricing	5-3. Initiate a Pricing Strategy to review the current fee structure in relation to the Town's ability to sustain high quality facilities and services, with a particular focus on areas such as affordability and usage by non-residents.
Meeting the Needs of Children & Youth	5-9. Strive towards obtaining accreditation as a "Youth Friendly Community", as promoted through Play Works.

Guiding Principle 6: A Functional and Sustainable Parks System

Topic Area	Short Term Goals 2011-2014
Piloting Projects in Parks	6-10. In collaboration with appropriate community organizations, undertake pilot projects for the provision of an off-leash dog park and a community garden. Additional sites may be considered if warranted by demand and supported through community involvement.
Memorial Park Fairgrounds	6-15. In consultation with the Tillsonburg Agricultural Society, local baseball and softball organizations, and other community representatives, develop a vision and concept for the Memorial Park/Tillsonburg Fairgrounds in order to provide a functional community gathering place. Any costs associated with improving the site according to the developed vision should be rationalized through business planning and partnership evaluations prior to implementation.
Tillsonburg Cemetery	6-16. Undertake a Revitalization Plan for the Tillsonburg Cemetery in order to maximize the existing cultural heritage of the site, assess if additional passive uses should be accommodated within the Cemetery, and identify any needed improvements to lands and services which are required. Consultation with appropriate community organizations (such as the Historical Society and Cemetery Board) and the general public will be required throughout this process.

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