

# Parks Service Enhancement - Recreation

## Description:

Building visitor and customer service capacity in the Parks Division is the policy and direction set in the 2014 Community Services Master Plan, 2017 Park Strategy & the 2018 Ball Diamond and Sport Field Strategy. The 2017 park strategy identified the need to bring the people and the parks together through the recreation and booking function to park operations to increase customer service, user group relationships and visitor service experience.

Park Recreation Services consists of: one Community Coordinator, one Park and Recreation Programmer and 0.5 FTE of an Office Administrator. This area manages park, outdoor facility and SD57 recreation bookings; events and tournaments; as well as the promotion of recreation through community associations. Many of the City's established team and resources for this portfolio were lost during COVID and now that bookings, communications, promotions and user group management are continuing to grow again, it is necessary to ask for an enhancement to ensure these programs and events are properly supported.

Events have increased significantly since 2020 such as hosting Canada Day in the Park and seeing the success of pilot projects in activating park spaces like concerts in the park, kids in parks programming, active living market, engage sport, community association recreation programs, spring clean up, gifts and legacies beautification (trees, benches, etc.) and community BBQ's. This has taken the existing team past their capacity of already supporting community association recreation programming and SD 57 school bookings and park, sport field and Masich Place bookings.

Prince George's unique model of delivering recreation through community associations and community use of SD 57 facilities also continues to grow. With no community centres, our winter community relies on the indoor space and facilities through the SD 57 shared use agreement and is looking at new and innovative ways to ensure these recreation opportunities are available and build capacity in our community.

Parks continues to look at delivering the highest quality parks, trails, sport fields and outdoor facilities and managing bookings and events throughout our parks and open spaces. Parks continues to support user groups like youth baseball, soccer, rugby as well as look at building and upgrading our park and sport field infrastructure by adding new ball diamonds, synthetic turf surfaces and sport fields to support the growing sport community. This enhancement will be necessary to support the future growth of this service.

## Financial Cost of Enhancement:

The estimated annual cost for the Park Recreation Event Coordinator is **\$108,287** and an additional **\$100,000** of funding is requested to continue to host events such as Canada in the Park, concerts in the park and community BBQ's as well as programming partnering with communication associations and building on partnerships support through a total enhancement request of **\$208,278**.



**Measurement of Service Level Increase:**

The enhancement will build visitor and customer service capacity in the Parks Division.