

MUNICIPALITY OF GREY HIGHLANDS  
RECREATION MASTER PLAN

# WORKING PAPER

This is a background document based on findings and preliminary analysis for discussion purposes only.

MARCH 2022







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# INTRODUCTION

*Hogg's Falls*

## PURPOSE OF THIS WORKING PAPER

This Working Paper offers an analysis of the current state of the Municipality's recreation and parks system as a baseline of the subsequent Master Plan. It provides an assessment of the Municipality's recreation and parks assets by evaluating the current supply, utilization, location, and functional condition of different types of parkland and recreation facilities. It provides a review of the Municipality's current approach to delivery of parks and recreation services. This Working Paper also provides local and regional planning context to help gauge market influences that may have implications for the direction of the eventual Master Plan.



# PURPOSE OF THE MASTER PLAN

The Municipality’s Recreation Master Plan will chart out the next ten years for parks and recreation services and facilities in Grey Highlands. The Plan will outline how Grey Highlands residents will enjoy parks, sport and recreation activities, and connect with their natural environments. The Plan will be crafted based on public input and discussions with key user groups and community stakeholders.

The Master Plan will be guided by the Municipality’s Strategic Plan which is shaped by a vision to be Canada’s most inspired and well-managed rural community with a focus on Considerate Communities, Healthy Lifestyles, Respected Environments, Strong Governance and a Vibrant Economy. An optimized recreation and parks system features prominently across many of the priorities in the Municipal Strategic Plan.

Practically, the Master Plan will guide how the Municipality will deliver services and programs for residents. This work may include optimizing partnerships with other organizations, optimizing facility footprints, eliminating duplication of services, maximizing, and ensuring resources are used effectively, with the aim to provide one-stop access points in the community for residents.

Based on preliminary analysis, community engagement and Council and staff input, a Recreation Master will be presented for Council’s consideration and approval, and provide support in principle for the blueprint – the Plan’s long-range goals and strategies.

**This Working Paper is the first document prepared during the process of developing the Master Plan. The Master Plan will be prepared in early 2022, after municipal staff and Council’s consideration of this Working Paper.**



## PLANNING AREA AND SCOPE

The Municipality of Grey Highlands covers 882 square kilometers in the southeast corner of Grey County. The area's natural landscape provides many opportunities for outdoor recreation including waterfalls, the Bruce Trail, the Osprey Bluffs, the Saugeen, Boyne and Beaver Rivers, and Lake Eugenia.

Agriculture is the dominant use of rural land in the Municipality. The main population areas – the towns, villages and hamlets that generate the social pulse of community life across the Municipality include: Badjeros, Ceylon, Eugenia, Feversham, Flesherton, Kimberley, Markdale, Maxwell, Priceville, and Rocklyn.

Larger regional centres offering a range of retail, commercial and government services (including recreation) that residents may frequent include Owen Sound and Collingwood to the North and Orangeville to the South. The Town of Hanover is the closest larger town to the west of Grey Highlands. All these municipalities provide indoor aquatics facilities and a mix of public and commercially operated fitness and wellness facilities.

The Master Plan will guide future investments in delivery of recreation and parks and related facilities within the jurisdiction of the Municipality of Grey Highlands. While the Master Plan will consider the regional marketplace and the existence of recreation and parks amenities owned by school boards, conservation authorities, not-for-profits and commercial business within Grey Highlands, the scope of opportunities considered will mainly result in guidance for municipal staff and Council to consider.



Maxwell Community Centre



Rocklyn Community Centre



Kimberly Hall



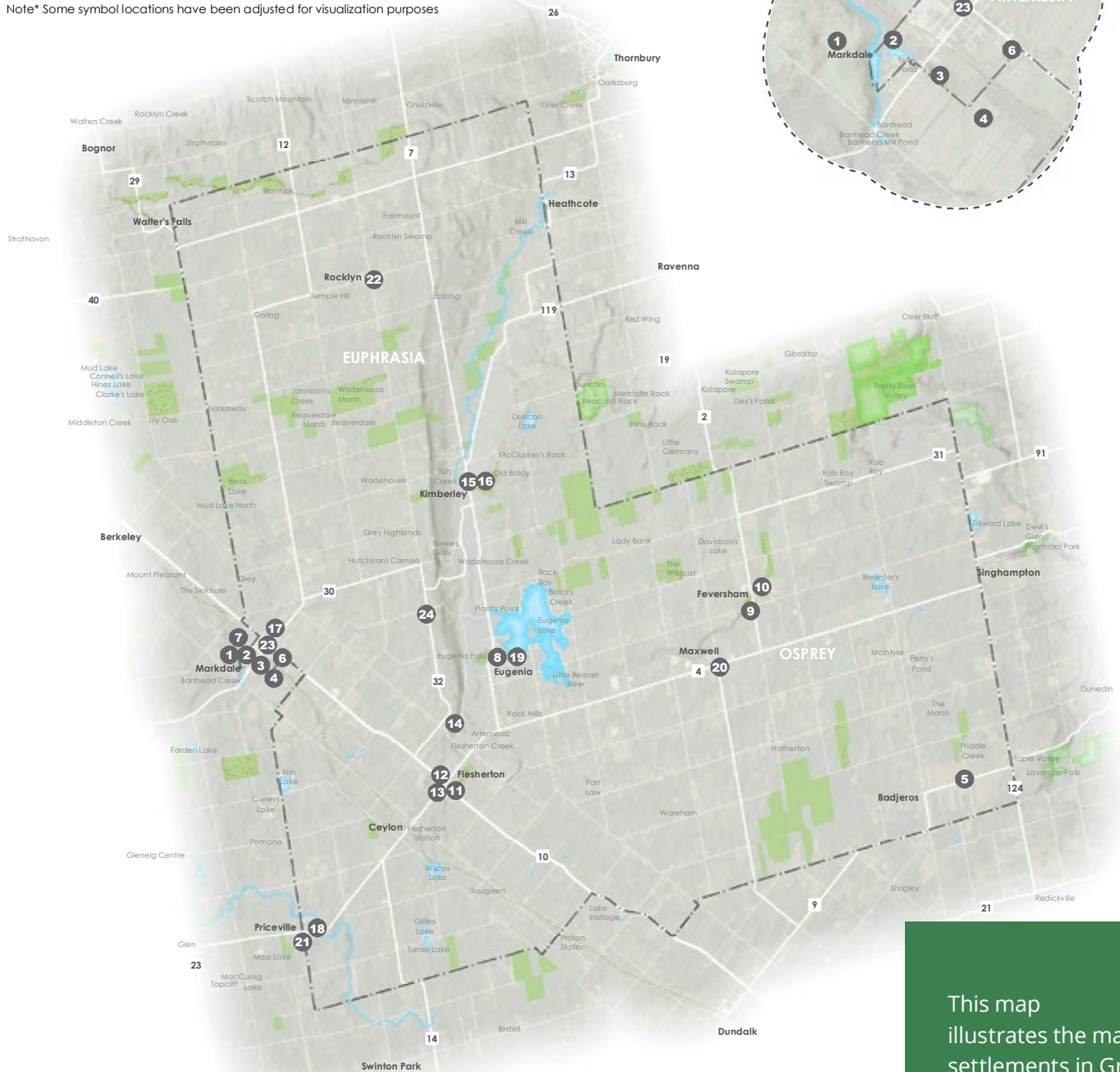
## Base Features:

- Study Area
- Waterbody
- Provincial Park
- Open Space
- Road
- Hiking

## Project Features:

- Park / Indoor Facility Location

Note\* Some symbol locations have been adjusted for visualization purposes



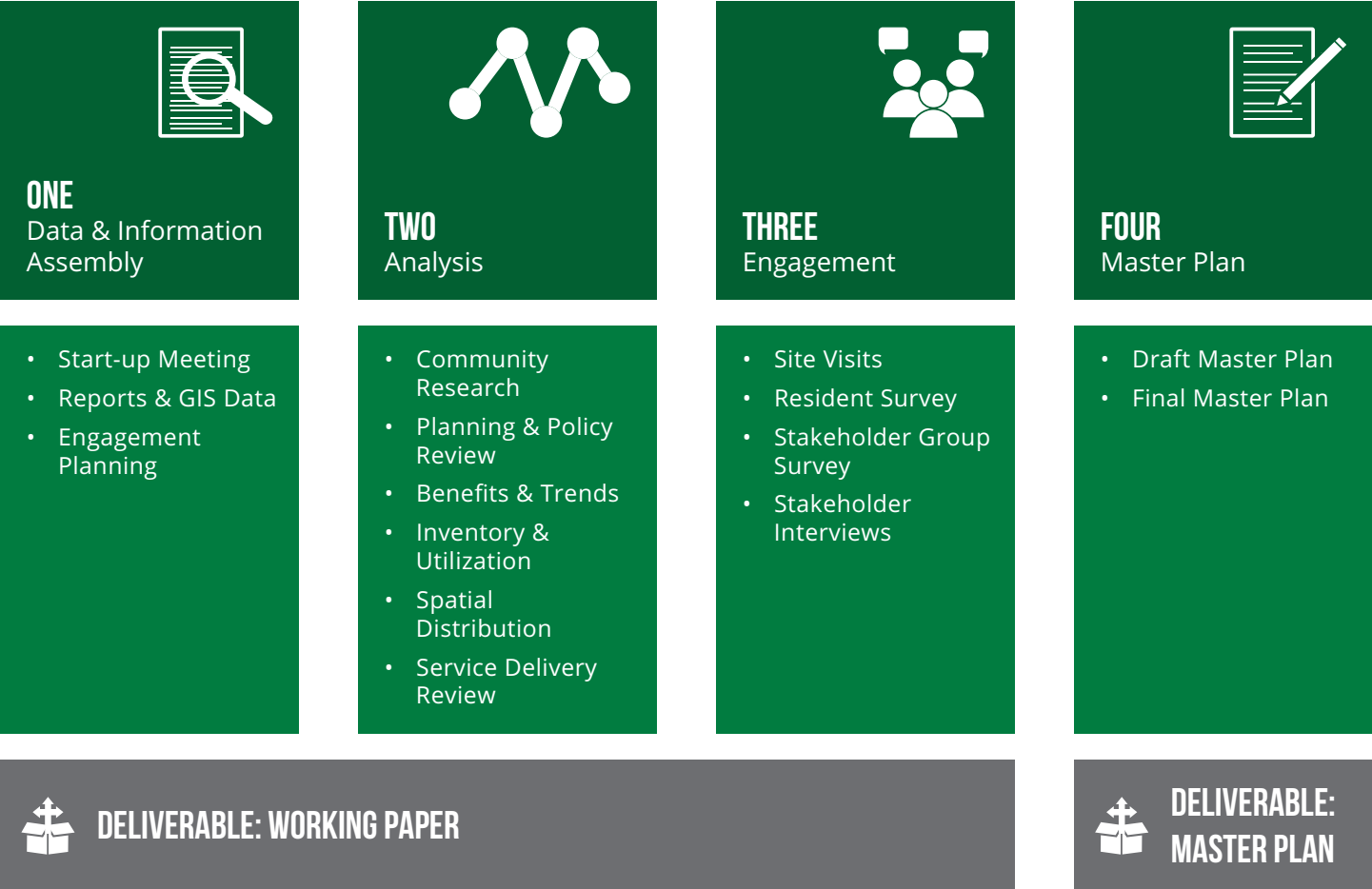
- |                                   |                                      |
|-----------------------------------|--------------------------------------|
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| 11 Fesherton Arena and Sport Park | 23 The Markdale Square               |
| 12 Fesherton Memorial Park        | 24 The SQUA[re]                      |

This map illustrates the main settlements in Grey Highlands with grey dots indicating park locations.



# PROJECT PROCESS OVERVIEW

The Recreation Master Plan project started in September 2021 and is being developed through four phases.



## ENGAGEMENT BY THE NUMBERS



**284**

Resident Surveys



**13 ONE HOUR**

Virtual Discussion  
Sessions



**34**

Representatives  
from Community  
Organizations



**21**

Online Stakeholder  
Surveys

Residents and stakeholders participated in engagement activities as part of the development of the Master Plan.

- The online survey gathered insight from individuals and households about their leisure habits, preferences, interests, and future expectations.
- The stakeholder and user group questionnaires focused on gathering input and ideas about the current needs and future aspirations of organizations involved in the delivery of community recreation, sport, and social activities.
- Virtual discussions informed understanding of each organization's purpose, current programs offered, perspectives of challenges, opportunities, and future priorities.

Opportunities to engage in the process were promoted through the Municipality's website and social media channels, newsletters, and direct contact with representatives of community organizations.



*Feversham Park*

# THE VALUE OF RECREATION AND PARKS

*Centre Grey Recreation Complex (Markdale)*

Recreation and parks bring many benefits to communities, residents, natural systems, and the economy. Investing in recreation and parks is a deliberate strategy to address and positively impact many of the social, environmental, and economic challenges that communities face today, such as:

- Increasing physical inactivity and chronic health problems including mental health,
- Property loss and damage to public infrastructure resulting from climate change,
- Loss of biodiversity, ecosystem services, and natural capital,
- Conversion of viewsapes and loss of culturally important areas,
- Racism, inequity, and social marginalization.



*Flesherton Kinplex*



Research into the benefits of parks, trails and recreation is extensive.<sup>1</sup> This research shows us that when well planned, executed, and appropriately resourced recreation and parks can...

 <p>Build a strong culture of conservation and connection to nature</p>	 <p>Improve physical health of residents and reduce mortality</p>	 <p>Build community pride</p>	 <p>Preserve our viewsapes and sense of place</p>	 <p>Attract new and retain existing skilled labour and businesses</p>
 <p>Protect &amp; restore biodiversity</p>	 <p>Reduce mental health incidents</p>	 <p>Grow learning and appreciation about the region's history &amp; culture</p>	 <p>Reduce self-destructive and anti-social behaviours</p>	 <p>Stimulate capital and business investment in the region</p>
 <p>Provide essential ecological services (e.g., water filtration, pollination, climate regulation)</p>	 <p>Build positive self-esteem and confidence</p>	 <p>Support reconciliation with First Nations communities</p>	 <p>Increase individual productivity</p>	 <p>Increase land values and regional and local government revenues</p>
 <p>Enhance our resilience and adaption to climate change</p>	 <p>Support individuals to achieve their full and holistic potential</p>	 <p>Support the continuation of traditional practices</p>	 <p>Grow our outdoor recreation and visitor economy and diversify the regional economy</p>	 <p>Reduce financial costs for health care, emergency response, and natural disasters</p>
 <p>Mitigate risk from extreme weather events</p>	 <p>Increase social interaction, cohesion, and inclusion</p>	 <p>Protect spiritual and culturally sensitive sites</p>	 <p>Create new direct and indirect jobs</p>	



ENVIRONMENTAL



HEALTH



SOCIAL & CULTURAL



ECONOMIC

<sup>1</sup> <http://benefitshub.ca/recreation-benefits-statements/>

## WHY DO CANADIANS THINK THAT RECREATION IS IMPORTANT?



**93%**

Say it improves health



**98%**

Say it benefits the community



**89%**

Say it creates opportunities to be more social



**77%**

Say it helps to reduce crime



**75%**

Say it helps children and youth lead healthy lifestyles



**90%**

Of children do not meet the Canadian Physical Activity Guidelines

## WHAT MOTIVATES ONTARIANS TO BE ACTIVE?



**85%**

Overall Wellbeing



**56%**

Social Aspect



**80%**

Attitude & Confidence Building



**48%**

Leadership and Teamwork



# PLANNING FOUNDATIONS

## COMMUNITY CONTEXT AND PROFILE

### PLANNING CONTEXT:

The Municipality of Grey Highlands was created in 2001 by the amalgamation of the village of Markdale and the townships of Artemesia, Euphrasia, and Osprey which includes the unincorporated hamlets of Eugenia, Ceylon, Maxwell, Singhampton, Priceville, Kimberley, and Feversham. The former village of Flesherton is also located in Grey Highlands Municipality; it was amalgamated with Artemesia Township in 1998.

The Province of Ontario's Niagara Escarpment Plan, a UNESCO Biosphere Reserve, occupies roughly 18% of Grey Highlands land area. Additionally Grey Highlands holds Eugenia Lake, and Eugenia Falls, Old Baldy, portions of the Bruce Trail, the Beaver Valley, and headwaters for three major watersheds that flow into the Great Lakes and Georgian Bay. Grey Highlands contains the headwaters for the Beaver River system, Saugeen River system, and the Mad River system which

along with the many forested areas and wetlands, make it a provincially significant area and part of the larger ecosystem. An area that is rich in agricultural history, Grey Highlands boasts both scenic landscapes and fertile farmland. Agriculture, agritourism and year-round recreational/ tourism opportunities are shaping a growing Grey Highlands economy.

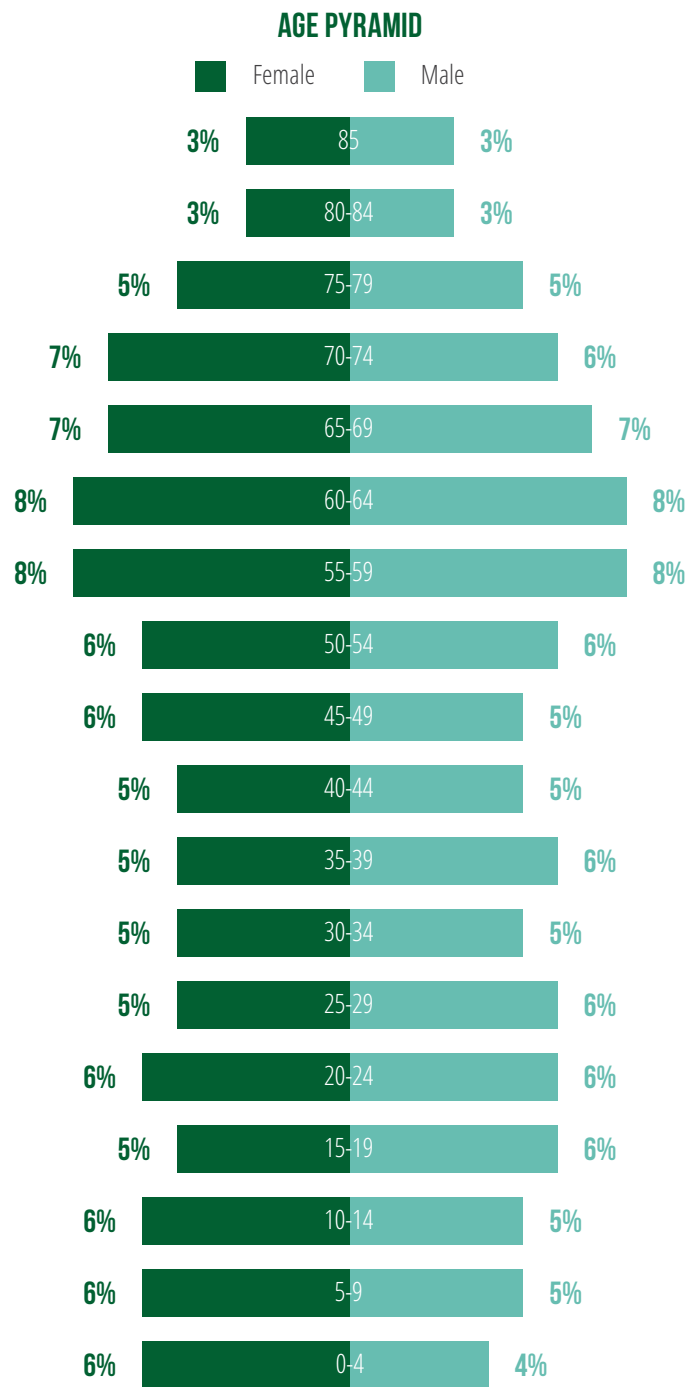
There are three school boards that service Grey Highlands but only Bluewater District School Board operates schools within the municipality. The Bruce Grey Catholic District School Board, and the Conseil Scolaire Catholique Providence School Board service the area. Additionally, there is one private school, Headwaters Academy. Grey Highlands Secondary School is the only high school in the municipality, while there are three elementary schools located in Maxwell, Flesherton, and Markdale.



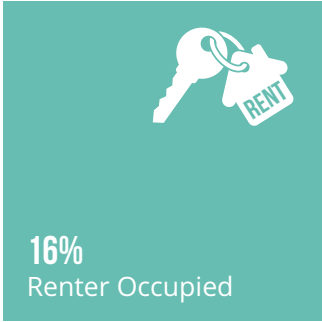
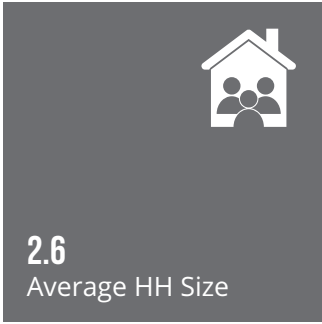
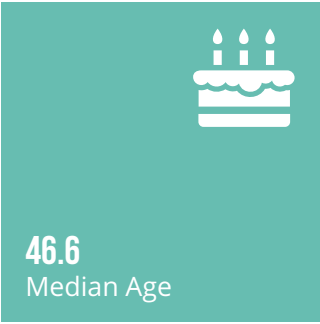
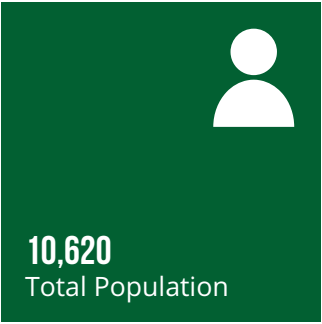
# POPULATION AND SOCIO-ECONOMIC CHARACTERISTICS

Population characteristics influence demand for parks and recreation services and infrastructure. The 2016 census reported a 3% population increase from 2011 in Grey Highlands and a 6% increase from 2016 to 2021. The population of Grey Highlands is expected to grow 5.6% by 2046.<sup>1</sup> Summarized from the graphs and charts provided, all of which show 2020 projection data derived from the 2016 Census, prepared by Environics Analytics, and supplied by ESRI's Business Analyst, Grey Highlands:

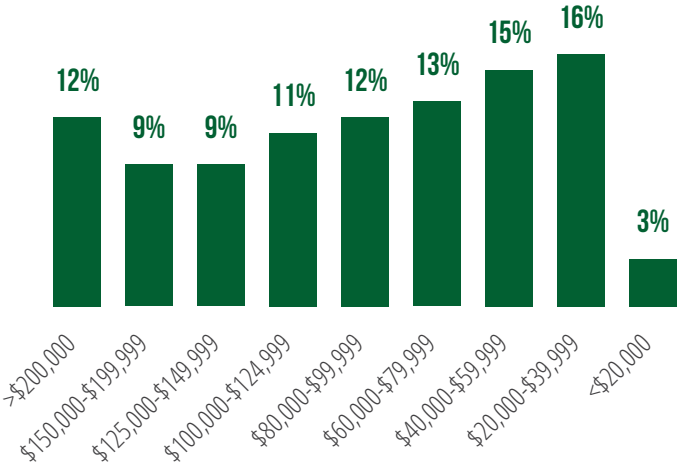
- Is experiencing gradual population aging, with more older adults in senior cohorts compared to Ontario as a whole.
- Has a median household income comparable to the province but has slightly more higher income households (\$80,000 and above) than the provincial average and less top earners (\$150,000 and above) than the provincial average.
- Experiences substantial population growth in the summer months with seasonal residents and visitors. Information collected by the County of Grey in 2019 through mobile data indicated that the volume of traffic in Flesherton and Markdale was 68% and 50% visitors respectively.
- Has the highest allocation of seasonal housing units in Grey County<sup>1</sup>.



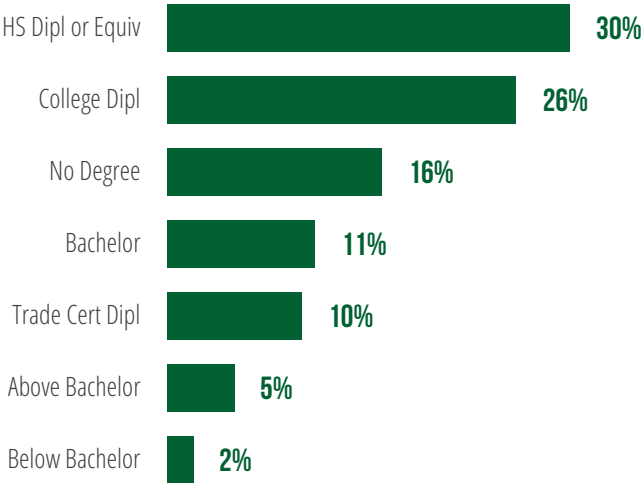
<sup>1</sup> County of Grey Growth Management Strategy Growth Forecast to 2046, Hemson Consulting Ltd. July 14, 2021



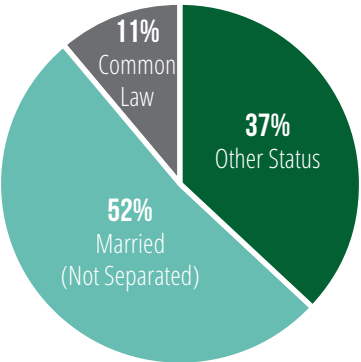
**HOUSEHOLD INCOME**



**EDUCATIONAL ATTAINMENT**



**MARITAL STATUS**



# INDICATORS OF SOCIAL NEED AND VULNERABILITY

The prevalence of low- income households based on Statistics Canada's low- income measure after tax, was 4.3% in 2015, or 415 households. For comparison purposes the prevalence rate in Southgate Township was 5.1% and the Town of Hanover was 5%. The prevalence of low-income households in Grey County was 5.6%.

The low-income measure is based on community size and family size. For example, a 4-person household in a rural area that has a combined household income of less than \$27,085 after tax in 2019 would meet the threshold for the low-income cut-off.



Rocklyn Hall Building Art



Flesherton Pond



Flesherton Kinsmen Park



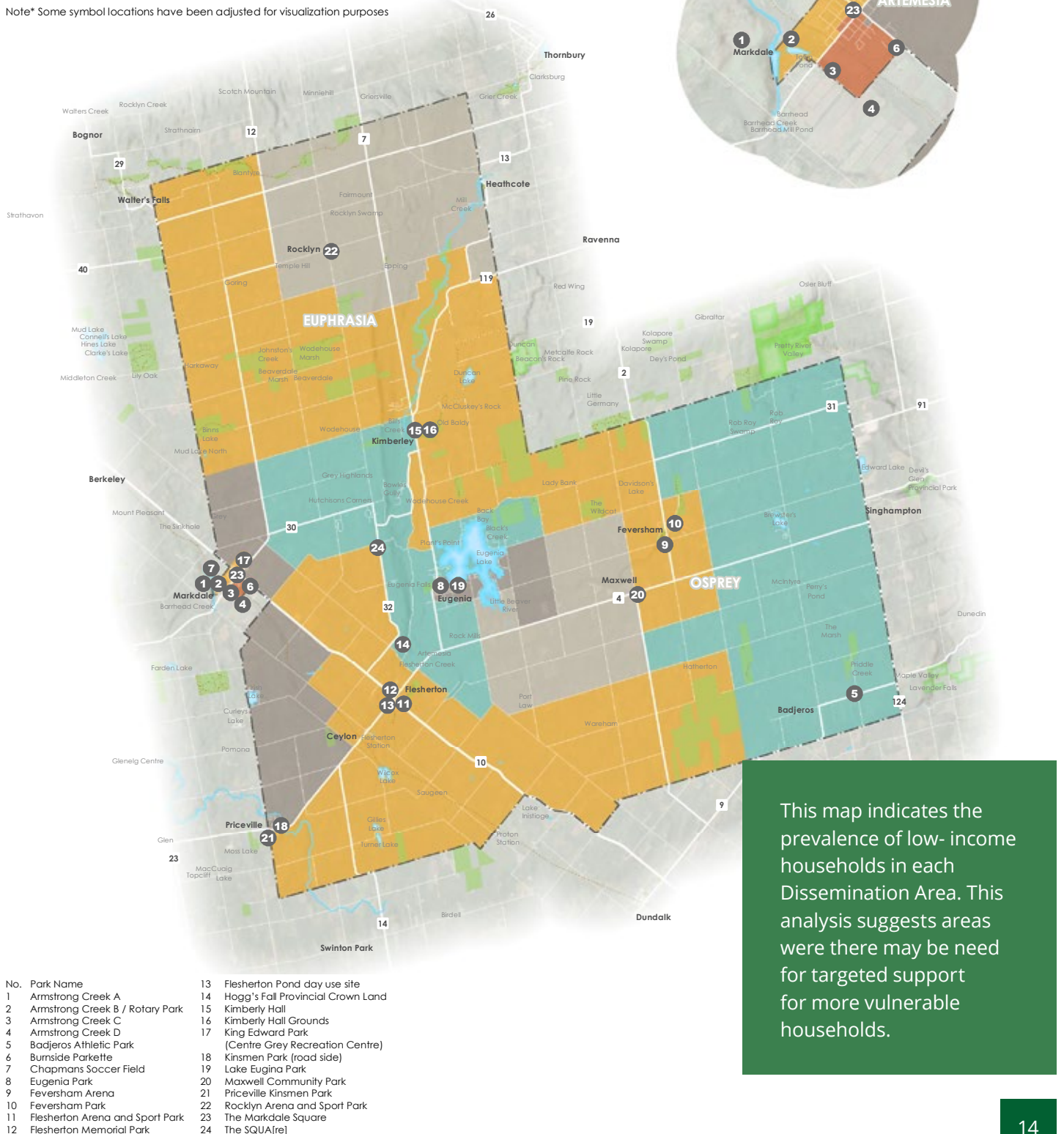
## Base Features:

- Study Area
- Waterbody
- Provincial Park
- Open Space
- Road
- Hiking

## Project Features:

- Park Location
- 2016 Private Housholds with Low income based on the Low-income cut-offs, atertax (LICO-AT)
  - 5 - 10
  - 11 - 15
  - 16 - 20
  - 21 - 30
  - 31 - 45

Note\* Some symbol locations have been adjusted for visualization purposes



# FUTURE POPULATION GROWTH

The County of Grey commissioned the creation of a Growth Management Strategy as an input into the County Official Plan Update in July, 2021. The Growth Management Strategy included population forecasts for each municipality, as is illustrated in the table below, Grey Highlands population is expected to grow by 5.6% or 1,330 people by 2046.

Grey County - Updated Population Forecast by Local Municipality to 2046				
Year	2021	2046	Growth	Share
Town of the Blue Mountains	9,550	16,300	6,750	28.3%
Township of Chatsworth	7,240	7,980	740	3.1%
Township of Georgian Bluffs	11,210	12,780	1,570	6.6%
<b>Municipality of Grey Highlands</b>	<b>10,590</b>	<b>11,920</b>	<b>1,330</b>	<b>5.6%</b>
Town of Hanover	8,450	11,870	3,420	14.4%
Municipality of Meaford	11,800	13,480	1,680	7.1%
Township of Southgate	8,610	12,780	4,170	17.5%
Municipality of West Grey	13,360	15,110	1,750	7.3%
City of Owen Sound	22,510	24,910	2,400	10.1%
Grey County	103,320	127,130	23,810	100.0%

Source: Hemson Consulting Ltd.

Seasonal Unit Estimate by Local Municipality							
Year	2016	2021	2026	2031	2036	2041	2046
Town of the Blue Mountains	3,090	2,850	2,730	2,650	2,610	2,690	2,770
Township of Chatsworth	420	390	370	360	360	370	380
Township of Georgian Bluffs	780	720	690	670	660	680	700
<b>Municipality of Grey Highlands</b>	<b>1,340</b>	<b>1,240</b>	<b>1,190</b>	<b>1,150</b>	<b>1,130</b>	<b>1,170</b>	<b>1,200</b>
Town of Hanover	70	60	60	60	60	60	60
Municipality of Meaford	730	670	650	630	620	640	660
Township of Southgate	270	250	240	230	230	230	240
Municipality of West Grey	550	510	490	470	470	480	500
City of Owen Sound	450	420	400	390	380	390	400

Source: Hemson Consulting Ltd.

# HOUSEHOLD LIFE STAGE PROFILE & ANALYSIS

Market demand for parks and recreation services is strongly influenced by the 'lifestage' of a people in a household. Singles and young couple households, for example, have different leisure participation and spending behaviours than a middle-aged family household or a mature couple household whose children have left the family home. While all segments place demands on the Municipality's parks and recreation system, the demands are often very different by segment, and are most intense from the young singles and couples, and young couples with children segments, and shift over time as the demographics of neighbourhoods change.

Environics Analytics PRIZM is a segmentation system that classifies Canada's neighbourhoods into 68 unique lifestyle types and incorporates data from over a dozen demographic, marketing, and media sources to analyze and understand consumers, customers, and markets.

There are three main life stage groups in Grey Highlands, within those groups there are 7 lifestyle segments. Grey Highlands exemplifies the Canadian demographic trend, the aging population. Below is a list of the main life stages and analysis of segment demographics within the life stages in Grey Highlands.

- Older Families & Empty Nesters (46.6%)
  - » The majority of maintainers are over 55 years old, most commonly empty nesters but more than a third have children of all ages. These households enjoy outdoor activities such as fishing, hunting, gardening and snowmobiling. They are typically lower to middle income earners, likely to enjoy a DIY project.
- Mature Singles & Couples (28.6%)
  - » Another demographic that is typically over the age of 55 and features mostly households of only one or two people. They too enjoy the outdoors, though also enjoy companionship through membership in community clubs and volunteering in the community. There are a mix of income earners from lower to upper levels.
- Middle- Age Families (24.8%)
  - » Household maintainers are between 35 and 64, children are school aged, and three-quarters own their residence. These households enjoy outdoor activities involving their campers, powerboats, and snowmobiles.

Source: Environics Analytics (2020) supplied by ESRI Business Analyst.

Average annual household spending on recreation for Grey Highlands is \$3,988.49 and Ontario is \$5,068.



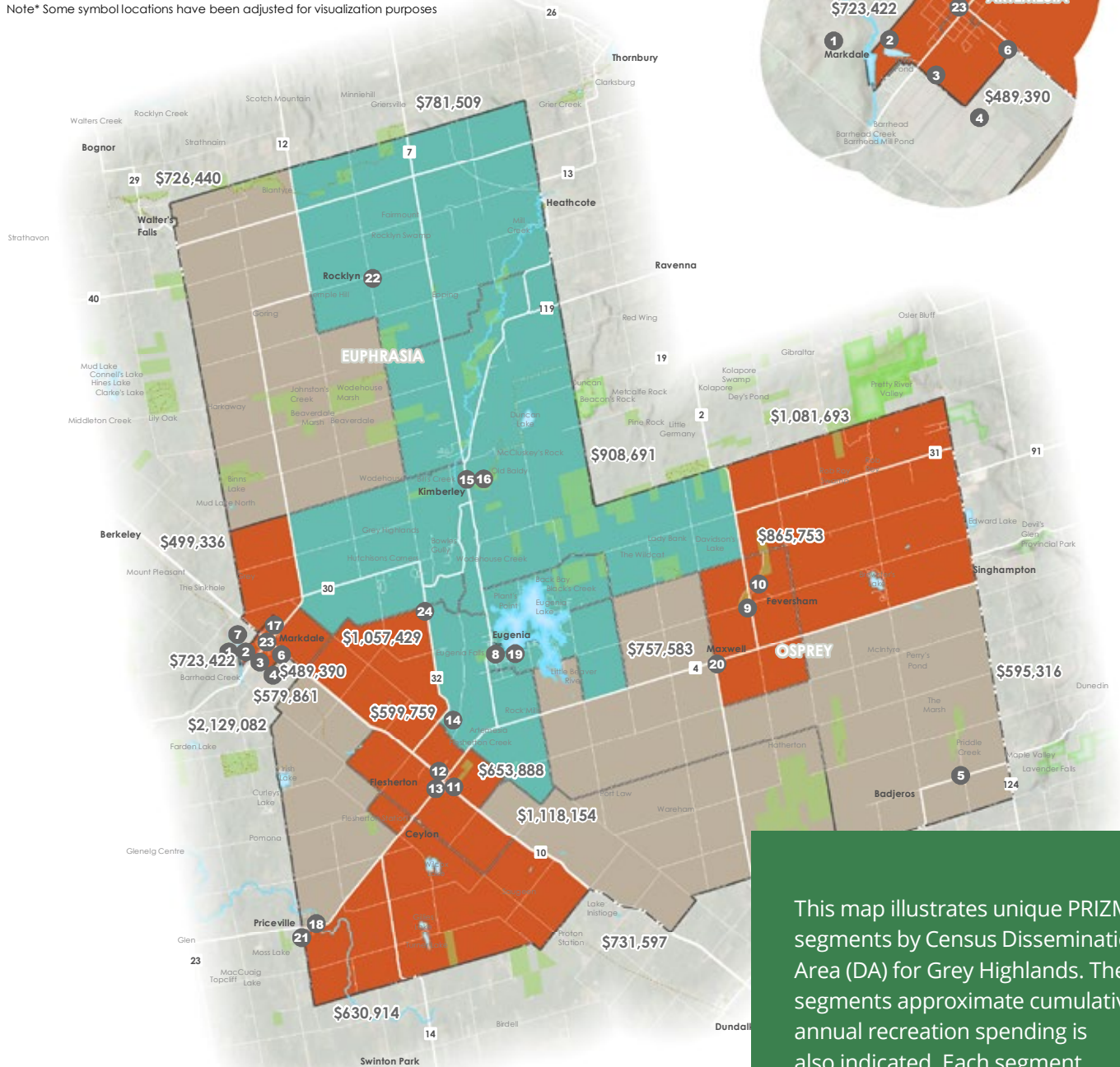
## Base Features:

- Study Area
- Waterbody
- Provincial Park
- Open Space
- Road
- Hiking

## Project Features:

- Park Location
- PRIZM Life Stage Groups:**
  - Mature Singles & Couples
  - Middle-Age Families
  - Older Families & Empty Nests

Note\* Some symbol locations have been adjusted for visualization purposes

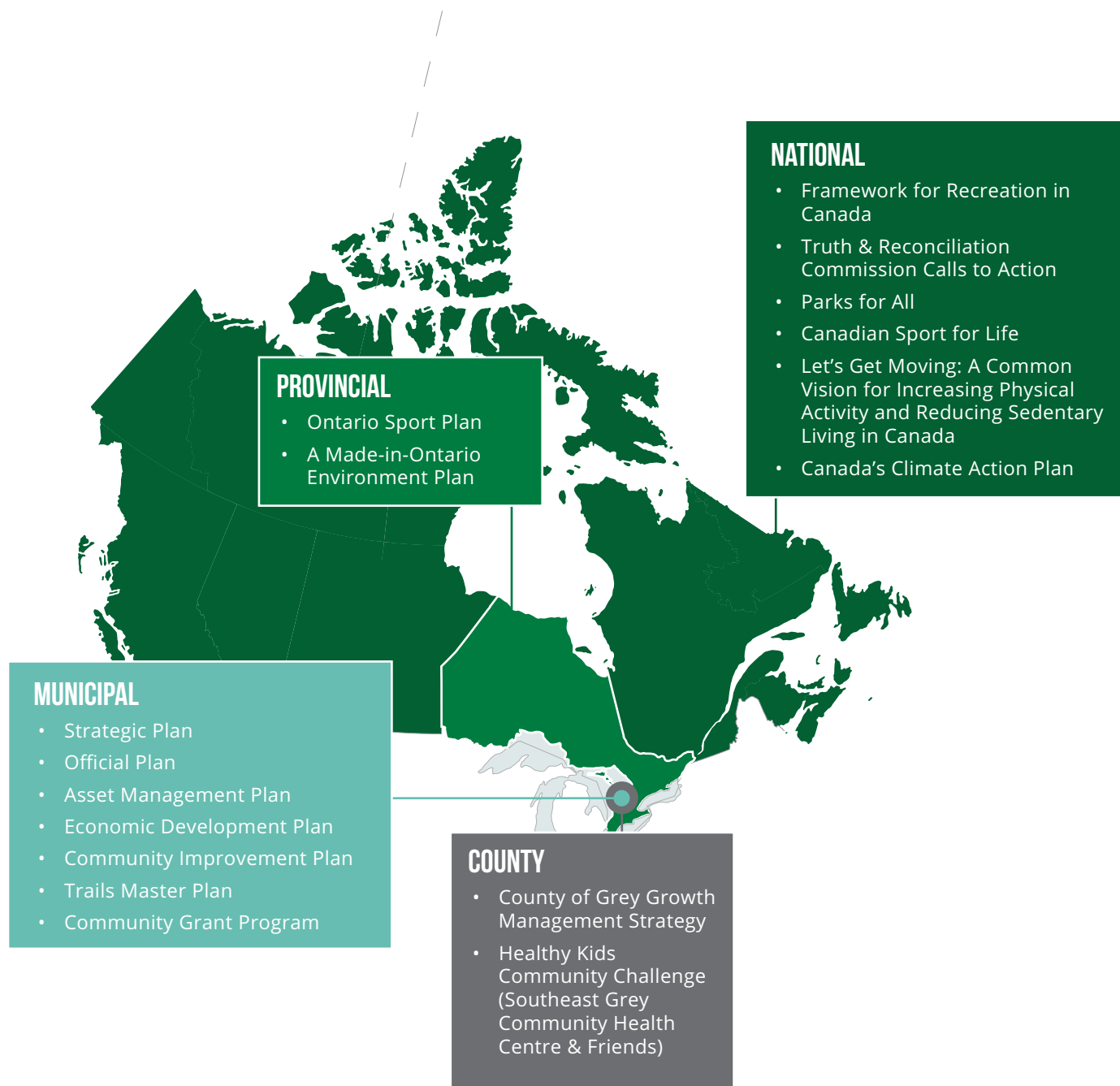


This map illustrates unique PRIZM segments by Census Dissemination Area (DA) for Grey Highlands. The segments approximate cumulative annual recreation spending is also indicated. Each segment is demographically unique and different compared to other segments. Cumulative annual spending of the total population in the DA is also provided.

- |     |                                 |    |                                   |
|-----|---------------------------------|----|-----------------------------------|
| No. | Park Name                       | 13 | Flesherton Pond day use site      |
| 1   | Armstrong Creek A               | 14 | Hogg's Fall Provincial Crown Land |
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# PLANNING AND POLICY FOUNDATIONS

The delivery of recreation and parks involves planning, coordination, and partnerships with other officials, professionals, community members, and organizations. It can be very complex and is, for certain, very interdisciplinary. Local, regional, provincial, and national strategies and policy documents provide a comprehensive framework for strategically aligning the future delivery of recreation and parks in Grey Highlands.

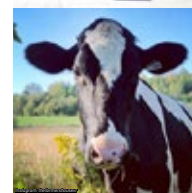


Important themes and direction that emerge from these strategies and planning documents and plans are as follows:

- Future planning must balance needs and interests of both rural and urbanized settlement areas. Markdale will experience a greater concentration of future development as a result of available supporting infrastructure.
- Partnerships and collaborations can be instrumental in mobilization of community resources needed to tackle a major community project and government funding often requires an inter-disciplinary project approach demonstrated by a formal partnership.
- Recreation and parks infrastructure built in 1960s and 1970s likely requires major renewal or replacement, and ongoing maintenance and repair of facilities and spaces as part of an asset management program requires dedicated funding.
- New recreation and parks infrastructure should be green – designed with clean-technologies and resiliency in mind. Environmental sustainability policies and practices should be cornerstone to facility operations plans and event strategies.
- Recreation and parks facilities and programs should be sited, designed, and managed to provide for equitable and inclusive access and enjoyment regardless of ability, race, gender, sexual orientation, age, or income.
- An interconnected network of trails and active transportation routes should be established to provide quality recreation opportunities and safe active transportation pathways that connect residential, employment and recreation areas.
- Recreation and parks should deliberately foster a diversified and strengthened regional economy through appropriate and well managed tourism and as part of a broader outdoor recreation system

## A Framework for Recreation in Canada 2015 Pathways to Wellbeing

A Joint Initiative of the Interprovincial Sport and Recreation Council  
and the Canadian Parks and Recreation Association



[re]IMAGINE

GREY  
HIGHLANDS.

STRATEGIC PLAN  
2019-2023



# TRENDS

This section reviews trends and leading practices identified within the recreation sector that are relevant for consideration in the development of this Recreation Master Plan. Trends and best practices may be of value to refer to in program service delivery and infrastructure investment decision-making. Content is presented below at a high-level, but a more detailed discussion can be found within **APPENDIX A**.

## ASSET MANAGEMENT PLANNING

- The Canadian Infrastructure Report Card recommends that municipalities reinvest between 1.7% and 2.5% of a facility's capital value each year. The average is currently around 1.3%.
- In Ontario, around 32% of tourism, culture, and sport infrastructure is rated in 'good' condition – lowest of all municipal asset classes.
- It is important that municipalities take a proactive approach to identifying ongoing maintenance, rehabilitation, and other investment requirements via transparent Asset Management plans, particularly for parks and recreation infrastructure.
- The Municipality currently has an Asset Management Plan in place to guide decision-making. This Plan should be regularly reviewed and updated as investments are made to rehabilitate or construct infrastructure to ensure the longest functional lifespans for these amenities.

## MULTI-USE SPACES

- Most indoor modern recreation facilities are being designed to accommodate multiple activities and user groups simultaneously – stand-alone, single-purpose facilities are now rare.
- Multi-use spaces create operational efficiencies by enabling program and user group spill overs, as well as by meeting the needs of multiple groups at just one location.
- Facilities should be designed to accommodate multiple activities, spontaneous drop-in users, structured users, incorporate formal and informal gathering spaces, and function as 'one stop shops' for a range of municipal services, including libraries and other services.

Effective asset management planning requires municipalities to develop an accurate inventory of assets, assess intended and current level of service provided by such assets, and to develop lifecycle maintenance schedules to ensure that assets have the longest functional lifespan possible. For parks and recreation service providers, it is important to both understand existing assets under management as well as to proactively identify needed maintenance well in advance of assets being in urgent need of repair.

By designing facilities to be multi-use and multi-purpose, municipalities can diversify potential revenue streams and maximize utilization by providing one convenient location for residents to access a range of spaces and services.

## EQUITY & INCLUSION: PARKS, TRAILS, RECREATION SPACES & PROGRAMS FOR EVERYONE

- Accessibility is an ongoing concern for service providers within the parks and recreation sector, as well as for municipalities more generally.
- The built environment – including parks, trails, and facilities – can be a primary barrier to participation in community life and leading active lifestyles for all residents.
- Indoor and outdoor spaces are now being designed to incorporate universal accessibility features, a wider range of participants are being considered in terms of how people with disabilities can participate in parks and recreation programs, and program design is adapting over time to maximize participation for all.

## MULTI-FIELD SITES AND DEMAND FOR ARTIFICIAL AND INDOOR TURF

- Outdoor athletic fields – including rectangular fields and ball diamonds – are being developed in clusters or as ‘hub’ sites where multiple fields are located proximate to one another.
- Operational efficiencies, increased tournament hosting capacity, and opportunities to develop support amenities such as washrooms, concessions, and playgrounds to be shared between multiple user groups are just some advantages of this approach.
- There has also been a significant increase in demand for artificial turf surfaces by user groups, as well as indoor turf facilities. Outdoor artificial turf fields are commonly designed to be year-round amenities by incorporating inflatable domes or other enclosure facilities into their design.

Grey Highlands is committed to providing inclusive and accessible spaces, places and programs for residents and its Multi-Year Accessibility Plan should be regularly reviewed when making recreation-related decisions for programs and facilities. The Municipality has made improvements in how the design of public spaces has developed, including making its recreation centres and parks more accessible.

Artificial turf fields are commonly designed to be year-round amenities by incorporating inflatable domes or other enclosure technologies. Air-supported domes can also incorporate LED lighting systems that allow for games and practices to be scheduled well into the evening and all throughout the year. Cons to artificial turf include high upfront costs and significant operating costs if such fields are enclosed.

## OLDER POPULATIONS ARE DRIVING NEW EXPECTATIONS FOR SERVICE DELIVERY

- Age friendly communities are ones in which residents of all ages feel welcome, included, and supported; they are accessible, celebrate diversity, recognize unique skills and abilities, and encourage residents to participate in community life.
- Areas where parks and recreation service providers can advance principles of age friendly communities include engaging with the community, offering programs and events that connect multi-generation and multi-cultural communities, and monitoring demographics and registration trends to ensure adequate programming is available for all.

## THERE'S MORE THAN ONE TYPE OF PLAYGROUND

- Parks and recreation departments are increasingly developing 'destination' type or innovative play structures that provide opportunities across a wide range of ages, abilities, and interests.
- There is also interest in exploring how play structures can provide year-round activities by including different types of equipment, support amenities like washrooms and warming huts, and capitalizing on adjacencies with other municipal infrastructure.
- Natural play designs utilize natural materials to create obstacles, climbing areas, and other play features to mirror more natural outdoor environments for children.
- Adult exercise and play equipment is also becoming more common, including outdoor fitness equipment and obstacle courses.

Grey Highlands' 2019 – 2023 Strategic Plan identifies the importance of fostering a culture of connection and belonging, promoting and supporting active, healthy lifestyles, and to be responsive to citizen needs. While being an age friendly community is not explicitly stated in this Plan, the municipality embraces many of the same values and priorities.





## CLIMATE CHANGE IS CHANGING RECREATION PATTERNS

- Climate change will significantly impact how parks and recreation service providers design, construct, operate, and maintain amenities and facilities.
- Municipalities are now developing plans and strategies to both minimize environmental impacts in the immediate term and to adapt to a changing climate over the long term.
- Measuring and monitoring emissions, striving to reduce waste generation, water consumption, and energy use are some operational strategies being incorporated; designing buildings and landscapes to use recycled materials, be low-maintenance, or to incorporate native plantings and local knowledge of landscapes are also common.
- Prudent asset management planning and life-cycle modeling should also factor into design and operation decision making for municipalities, as some investments may be more costly now but may result in significant cost-savings over time.

Grey Highlands takes climate change and sustainable design very seriously. Council's 2019 – 2023 Strategic Plan identifies a number of priorities for addressing environmental challenges that could be aligned in the Recreation Master Plan, including implementing waste diversion practices as recreation facilities, managing resources sustainably, and integrating environmental sensitivity and awareness into procurement, development, and redevelopment decisions.

## RECREATION ACTIVITIES ARE RAPIDLY EVOLVING

- Not only is recreation participation growing but it is rapidly evolving. Recreation activities are changing daily as new technologies emerge.
- Electric bicycles, electric scooters, one-wheels, more capable mountain bikes and even electric off-road motorcycles are just some of the examples of new technologies' integration with recreation. Recreation activities will continue to evolve faster than parks, trails and recreation managers can keep pace. This will drive the need for ongoing focus on recreation management to minimize impacts and conflicts amongst visitors and ensuring parks, trails and recreation spaces and policy frameworks remain flexible.



*Pop Up Park at The SQUAR[re]*

## DATA IS DRIVING EFFORTS TO INCREASING PARTICIPATION IN RECREATION AND SPORT

- Parks and recreation departments are increasingly utilizing data to understand user behaviors, needs, preferences, and to project future demand and utilization for amenities.
- Key data to collect include facility usage information, program utilization, demographic trends, crime data, school enrolment figures, and satisfaction surveys.
- Some municipalities have worked to automate data collection through using tools such as user access cards to track usage of facilities.
- Collaboration within and across departments to collect and share data is also becoming more common, with public works and utilities, police and fire services, and transportation departments all having an interest in and access to various data sets.

While most municipalities collect data in some form, not all take a strategic approach to how data is analyzed or shared with the public or other departments. Major challenges faced by parks and recreation professionals include a lack of staff time and analytical ability to make sense of data collected. Prior to collecting data, it is important to consider how data will be collected, how it will be used / what questions will be informed by data, and how and who is responsible for managing data once collected.

## STRONG COMMUNITY ORGANIZATIONS BUILD STRONG COMMUNITY AND A STRONG RECREATION AND PARKS DELIVERY SYSTEM

- Community-based organizations are often on the front line for program and service delivery, outreach, and data collection within the parks and recreation sector.
- There are many strong organizations in Grey Highlands that play an important role in service delivery and these relationships can form the foundation for new collaborations and partnerships to advance municipal goals – including those articulated in this Master Plan.
- Strategies for fostering and supporting community relationships include providing grant funding, subsidized space or tax breaks, providing professional support for grant writing and financial record-keeping, organizing workshops and training opportunities to build capacity, and assisting with volunteer recruitment and retention efforts.

To support community-based organizations working to make Grey Highlands a great place to live, the municipality offers a Community Grant Program that provides financial support for projects, events, the provision of free rental space, and to expand public access to venues. In addition, the Community Development Advisory Committee is an important body for advancing and enhancing efforts to support community relationships.

## COVID-19 HAS CHANGED RECREATION AND LEISURE PURSUITS

- COVID-19 has dramatically changed recreation participation. Visitation to parks and trails has grown exponentially including significant increases by those who are new to outdoor recreation. In addition to increasing volumes of use, the temporal patterns of outdoor recreation visitation have also shifted.
- Public land providers and managers, including many municipalities have assumed greater responsibility for management and operations of parks and outdoor areas as a result of increased use. Outdoor recreation management has moved closer to the core of municipal parks and recreation service delivery.
- Greater visitation is occurring during previously less busy times (e.g., mid-week, early morning, later evening). Increased visitation and untraditional visitor patterns are expected to continue and could be compounded further with the return of visitors from long-haul and international destinations.
- More structured indoor recreation and sport has experienced declines in participation. Ongoing COVID-19 health and safety measures continue to create uncertainty for organized sport and recreation providers and uncertainty and greater costs for facility operators. This uncertainty is likely to remain until the pandemic is brought under control.





## DEMANDS FOR SPONTANEOUS UNSTRUCTURED RECREATION IS GROWING

- There is growing demand for more flexibility in timing and activity for recreation pursuits. People are now seeking individualized and informal pursuits that can be done alone or in small groups, at flexible times, often near or at home, and year-round. This trend does not eliminate the need for structured recreation but suggests that planning for spaces and places that support spontaneous and unstructured recreation is as important as planning for more traditional structured recreation environments that focus on team-based activity.
- Participation and activity trends are dynamic and often change quickly in response to major events like the Olympics, success of sports teams or individual athletes, and other emergent trends that municipalities simply cannot anticipate.
- Generally, Canadian youth are not meeting physical activity levels needed to combat sedentary lifestyles and COVID-19 has significantly impacted sport and activity participation trends, particularly in team sports.
- Youth preferences have been shifting over time towards individual pursuits and unstructured sporting activities like swimming, skateboarding, and track and field.
- Municipalities have been focusing on providing an expanded array of drop-in activities to better accommodate youth and adults that lack interest or ability to participate in organized and/or competitive leagues.

With the recent success of professional sports teams in Canada (e.g. Toronto Raptors, Toronto FC) and other sport successes (e.g. tennis), Canadian children and youth are becoming more interested in participating in activities like soccer, basketball, tennis, and other activities. Additionally, recent successes of Canadian athletes at the 2020 Olympics are likely to boost interest in swimming, sprinting, and other individual and team pursuits. Interest in activities is diversifying away from just a few sports, like ice hockey, towards many sports and multi-sport pursuits.



Feversham Park

## ICE SPORT PARTICIPATION HAS BEEN DECLINING

- Ice hockey participation has been stagnant or in some cases has declined in some regions in Canada. In response, Hockey Canada has shifted its efforts towards a 'grassroots', partnership-based approach to encourage families, new Canadians, and young athletes to participate in the sport.
- Female hockey registration is increasing over time but is more dependent on capacity of organizers and volunteers at a local level than is the case with male hockey.
- Adult hockey users are viewed as significant revenue sources for facilities, but these user groups are expecting more social amenities at arenas like lounges and kitchens.
- Ice skating registration declined precipitously from 2019-2020 to 2020-2021 in Ontario, largely attributable to COVID-19.
- Programming trends within ice skating are shifting towards physical literacy and skill development (CanSkate) and a new STAR system has been developed to evaluate athlete progress and development.
- Ice sport schools and academies are becoming more common, particularly within hockey. These academies blend education and athletics training to support high-level athletes achieve desired outcomes. These academies are often quite costly to attend and can erode participation in minor sports.



## EFFORTS ARE FOCUSED ON KEEPING PEOPLE IN SPORT FOR LIFE

- Service delivery providers and clubs/sports organizations are acutely aware that sustainable, long-term participation requires all community members to develop a sense of physical literacy and confidence in participating in activities at early ages.
- Canadian Sport for Life (CS4L) is a movement promoting quality sport and physical activities in all communities, focusing on physical literacy programming and long-term athlete development.
- Many Canadian municipalities are utilizing CS4L material and program delivery approaches to evaluate how service delivery supports physical literacy development and if such activities are safe, inclusive, well-run, and developmentally appropriate.

Key takeaways for parks and recreation departments related to physical literacy include evaluating indoor and outdoor amenities for age-appropriateness (i.e. programming spaces can scale-up or scale-down to accommodate age groups and competition levels), providing barrier-free and accessible spaces, and working actively with underserved groups within the community to ensure that first experiences with physical activity and sport are positive and inclusive.



## INVESTMENT IN RECREATION AND PARKS ATTRACTS DIRECT INVESTMENT IN A COMMUNITY'S ECONOMY

- Research demonstrates the positive impact that parks, recreation, sport, and cultural sectors have on advancing economic development at local and regional scales.
- These sectors generate significant economic activity at the community level through employment, procurement, capital spending and investment, and maintenance.
- Recreation and sport tourism are also becoming larger components of the tourism sector overall and municipalities are increasingly viewing investments in parks and recreation infrastructure as supporting economic development by increasing the attractiveness and capacity of amenities to bring visitors, tournaments, and other events to the community.

The Tourism Goals identified in the Municipality's Strategic Plan aim to attract investment in the development year-round natural attractions. There are many opportunities for this Master Plan to align with broader tourism development goals.







# THE CURRENT STATE OF GREY HIGHLANDS RECREATION AND PARKS SYSTEM

## THE OPEN SPACE SYSTEM

The open space system in Grey Highlands provides abundant access to many types of publicly accessible natural areas used for outdoor recreation and includes conservation areas, provincial parks, managed forests and woodlots, waterways and waterbodies, natural heritage areas and municipal parks. The Many government agencies and landowners have interests in and assume stewardship responsibilities for the protection and management of the system and the rich biodiversity it represents.

The open space system is one of Grey Highlands most important assets. Residents and a growing number of visitors enjoy hiking the Bruce Trail and other pathways through the Beaver Valley, visiting conservation areas or cycling the scenic roadways through the municipality. The Beaver River has become a popular fishing destination and paddling route. Downhill

skiing, cross-country skiing and Nordic activities are favorite winter activities enjoyed by residents and visitors alike. These and many other outdoor activity options are critical to retaining and attracting residents and businesses to Grey Highlands and combined have implications for the Recreation Master Plan.

While the Municipality is not directly responsible for coordinating, operating, or maintaining the open space system, the Recreation Master Plan will identify areas or interests where it may be appropriate to focus more attention or resources to achieve desirable outcomes – from economic development or partnership perspectives. The Master Plan will also provide guidance to strengthen the contribution of Municipal parks within the open space system and seek to align with and complement the efforts of other stakeholders and land stewards.



# MUNICIPAL PARKLAND SUPPLY AND CLASSIFICATION

The municipality owns approximately 47.1 Ha. of parkland - a relatively small but important part of the open space system. In 2021, the total managed supply of parkland on 24 individual land parcels was 62.78 Ha. Municipal parkland is 0.071 percent of total land coverage in the municipality. The locations of park properties are illustrated in the map on the following page. A 1,600m catchment area is illustrated to show how accessible each park is by about a 10 minute walk, or 800 meters.



*Flesher Pond*

## Base Features:

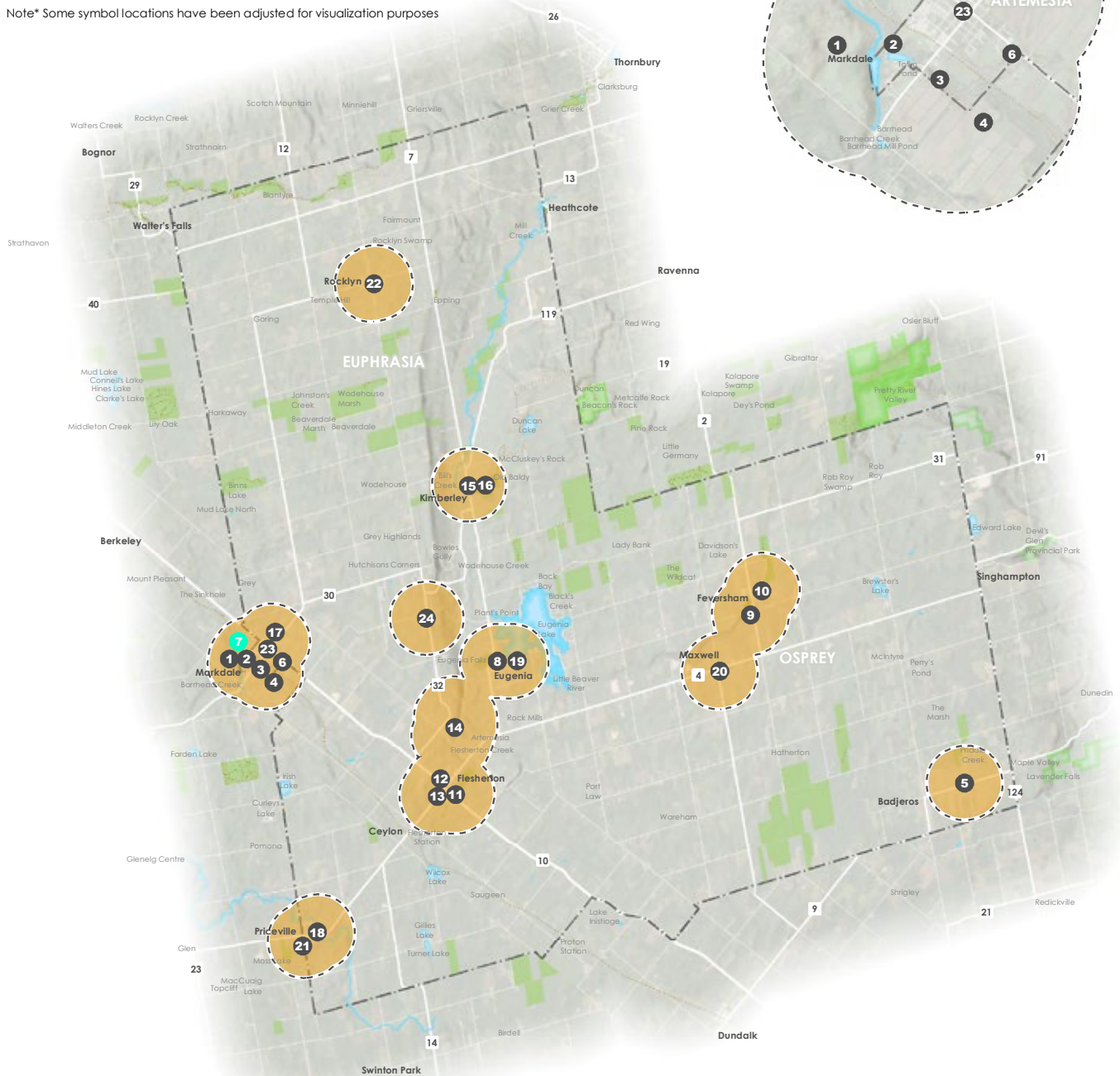
- Study Area
- Waterbody
- Provincial Park
- Open Space
- Road
- Hiking

## Project Features:

- Municipally Owned Park
- 10-minute Walking Distance to Park
- Leased Park



Note\* Some symbol locations have been adjusted for visualization purposes



- |     |                                 |    |                                   |
|-----|---------------------------------|----|-----------------------------------|
| No. | Park Name                       | 13 | Flesherton Pond day use site      |
| 1   | Armstrong Creek A               | 14 | Hogg's Fall Provincial Crown Land |
| 2   | Armstrong Creek B / Rotary Park | 15 | Kimberly Hall                     |
| 3   | Armstrong Creek C               | 16 | Kimberly Hall Grounds             |
| 4   | Armstrong Creek D               | 17 | King Edward Park                  |
| 5   | Badjeros Athletic Park          |    | (Centre Grey Recreation Centre)   |
| 6   | Burnside Parkette               | 18 | Kinsmen Park (road side)          |
| 7   | Chapmans Soccer Field           | 19 | Lake Eugenia Park                 |
| 8   | Eugenia Park                    | 20 | Maxwell Community Park            |
| 9   | Feversham Arena                 | 21 | Priceville Kinsmen Park           |
| 10  | Feversham Park                  | 22 | Rocklyn Arena and Sport Park      |
| 11  | Flesherton Arena and Sport Park | 23 | The Markdale Square               |
| 12  | Flesherton Memorial Park        | 24 | The SQUA[re]                      |



Each park is classified in a Parkland Classification System (PCS) based on its purpose, function, and general characteristics. The PCS recognizes that different types of parks are required to satisfy a range of community and environmental needs. The PCS helps to identify parkland types that may be oversupplied or where there may be supply gaps. Municipalities may also recognize their PCS in the Official Plan. The PCS proposed for Grey Highlands is provided below.

	<b>Recreation Facility / Active</b>	<b>Community</b>	<b>Neighborhood</b>	<b>Parkette</b>	<b>Conservation</b>	<b>Rural</b>
<b>Primary purpose</b>	The site of a major indoor recreation facility and support amenities (i.e., parking). Outdoor facilities such as sport fields are typically provided.	Typically, the most significant park in a settlement area with active and passive recreation facilities and spaces.	A small park within walking distance to residential properties and is typically provided/ acquired through plans of subdivision.	An urban or rural place-making space that provides a small area for assembly.	Protection of a significant environmental feature or system. Often minimally developed with few amenities.	Open space for public gathering, sport and recreation in a predominately rural area.
<b>Defining characteristics</b>	Users: municipality-wide or regional catchment area	Users: settlement area catchment residents	Users: residents with 800-1,000 meters of the park	Users: Visitors, commercial property owners	Users: regional and residents and visitors	Users: rural area residents
<b>Parcel characteristics</b>	Tableland, serviced, highly accessible – transit and walkable	Tableland, serviced, significant frontage	Tableland, central to residential areas, pedestrian access, street frontage	Serviced	Irregular	Tableland and irregular shape
<b>Typical facilities</b>	Indoor and outdoor facilities	Mainly outdoor facilities and small structures	Play facilities, passive open space	Hardened surface, beautification	Natural area; woodlot; walking paths and trails	Play area, passive open area, sport fields
<b>Coverage (ha.)</b>	3-6 ha.	1-3 ha.	0.5-1.5 ha.	.25-.50 ha.	Various	Various
<b>Current supply</b>	19.21 ha. (excluding Chapmans of 15.68 ha.)	8.47	0 ha.	2.26 ha.	12.23	4.93

	Recreation Facility / Active	Community	Neighborhood	Parkette	Conservation	Rural
Existing Parks	Rocklyn Arena and Sport Park Kimberly Hall King Edward Park and Centre Grey Recreation Centre Feversham Arena Flesherton Arena and Sports Park Chapman's Soccer Complex	Flesherton Pond Eugenia Park Lake Eugenia Park		Burnside The SQUA[re] Kinsman Parkette (Priceville)	Rotary Park / Armstrong Creek	Badjeros Athletic Park Maxwell Community Park Vandeleur Park

The existing supply of parkland is mainly concentrated in the Recreation Facility / Active Recreation and Community types – an expected finding given the municipality's settlement pattern and number of existing major recreation facilities. No existing parks are classified as a neighbourhood type, which is also expected given the relatively few significant plans of subdivision where this type of parkland would be acquired. More of this type of parkland may be required within larger settlement areas where large plans of subdivision will be entertained.

The provision level of Municipally owned parkland based on the 2020 population of 10,620 is 4.34 ha. per 1,000 population. It is 5.91 ha. per 1,000 population including the maintained parkland for the Chapman's Soccer Complex (15.68 ha.).

While there isn't an established supply level standard for municipally owned parkland, an optimal range under planned market conditions are between 2.0 and 4.0 ha. per 1,000 population. This suggests that overall, Grey Highlands has a high supply of parkland, though as noted previously, this is attributable to the number of Major Recreation Facilities and Active Recreation sites/parks established prior to amalgamation, the number of settlement areas that ideally all provide a Community park, and the provision of relatively large Rural parks outside of the settlement areas.

## FUTURE PARKLAND REQUIREMENTS

The Recreation Master Plan will establish an overall parkland provision level target to maintain to 2031 as well as offer guidance for optimizing the mix of different types of parkland to satisfy a range of community needs. Recommendations may include parkland divestment and acquisition strategies.

Of all settlement areas, Markdale is the only one that is being planned to accommodate a sizable increase in residential units and population towards 2031. Notwithstanding the existing provision of different

types of parkland in Markdale, the scale of planned residential development indicates that additional neighbourhood parkland will be required to serve the urban population in new residential areas on the periphery of the traditional town-centre (near King Edward Park). The map on the following page illustrates the accessibility (800 meters walking distance) and demonstrates that new residential development areas would be outside of an 800 meter catchment area of the existing King Edward Park.



Grass Area



# Legend

- Park Entrance (Service Catchment Analysis Derived from these Locations)
- Park Boundary
- King Edward Park 10 Minute Walking Distance (800 m)
- Markdale
- Road
- Building Footprint



This analysis demonstrates the neighborhood walkability (within 10 minutes) of King Edward Park. Additional walkable parkland will be required for areas outside of the shaded area.

# EXISTING PARKLAND POLICY FRAMEWORK

Section 3.7 of the Municipality's Official Plan (approved 2017) indicates the intention to acquire parkland under relevant sections of the Planning Act of Ontario and the role of the Recreation Master Plan in determining the future needs for parks and recreation facilities.

While the eventual Recreation Master Plan will prioritize future parkland needs, a more robust parkland policy framework should be contemplated in a future update of the Municipality's Official Plan that specifies the:

- types of parkland to acquire and develop,
- characteristics of land suitable for development as a park that the Municipality would consider acceptable and that would be conveyed to the Municipality through the development process,
- characteristics of land that would not be acceptable for conveyance as parkland, and
- conditions in which the Municipality would likely accept cash-in-lieu of parkland.







# SERVICE DELIVERY REVIEW

*Stothart Hall*

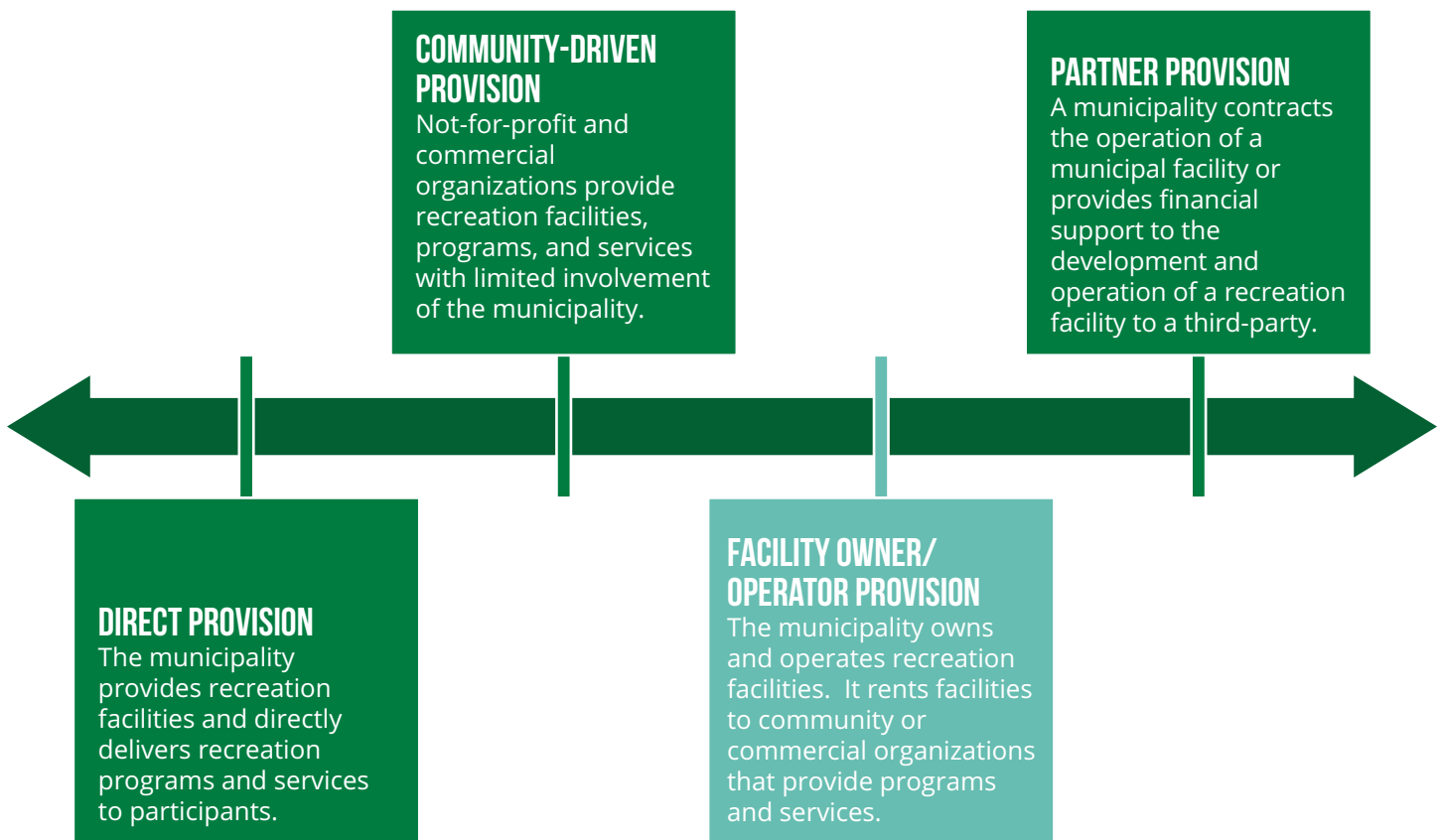
This section provides a rapid review of critical municipal resources, practices, and systems of governance that support the provision of recreation facilities and delivery of services.

## CURRENT APPROACH TO SERVICE DELIVERY

The provision of recreation and parks services is not a regulated or legislated public service in the Province of Ontario. The Master Plan will define the most optimal approach for delivering recreation and parks services in a manner that best responds to community requirements (existing facilities and arrangements) and future needs. Acknowledging the current approach to service delivery helps inform understanding of the necessary changes needed to adjust to a future approach to service delivery.

The infographic on the following page outlines four common models of recreation service delivery. Key municipal functions are provided for each to distinguish unique and dominant characteristics of each model. Grey Highland's current approach to service delivery most closely aligns with the **Facility Owner/Operator** provision model.





Exhibition Hall



Rocklyn Hall

# ORGANIZATIONAL STRUCTURE AND BUDGET

The vast majority of the Department of Economic and Community Development's annual, activity-based budget for recreation is allocated to staff with responsibility for operating major recreation facilities and maintaining relationships with a significant number of community and sport organizations that rent arenas and community halls. Operations and maintenance of the Municipality's four arenas represent the greatest annual Departmental expenditure of \$935,000 in 2021 with a net levy of \$660,000 – budgeted cost recovery of the arena operations was 29% in 2021.

The Department has not and does not currently directly deliver recreation programs to participants. Administration and Facilities Management requires a net levy of \$314,055 (2021 budget).

## COST RECOVERY OF ARENAS (2021, BUDGET)



# COMMUNITY GROUPS AND ORGANIZATIONS

The Municipality engages with over 60 groups and organizations, many of which are informal, but all of which collectively provide a broad range of community-driven services, programs and special events directly to residents. The Municipality values the in-kind support to these organizations at over \$150,000 annually (cash, staff resources and waiver of venue rental fees for the organizations meetings and special events).

The Municipality's annual Community Grant Program provides small cash grant funding and support to many community organizations – over \$127,000 was invested in community projects and programs in 2020 and \$110,000 was committed in 2021 (these totals include the MOU with the SEGCHC and the Grey Highlands Community Fund). The Municipality's grants and in-kind staff support leverage over 30,000 hours of volunteer service. Some examples of funded projects include:

- Canada Day Fireworks
- Flowers for Planter Boxes
- Support for Liability Insurance Premiums
- Park and trail signage and maps
- Support for special events

The Municipality has a formal 10-year partnership with the South-East Grey Community Health Centre that provides a minimum of 20-hours per week of health, wellness, recreation and social programs and services for seniors at municipally owned, designated facilities. Grey Highlands commits to an annual contribution of \$50,000 to support this partnership.

In accordance with its interdisciplinary mandate, the South-East Grey Community Health Centre's involvement in community recreation delivery extends beyond service provision to seniors. The Centre operates an open gym with fitness and cardio equipment, a food cupboard and good food box program, pickleball, and an ice skate lending program. Centre staff managed the Healthy Kids Community Challenge Policy Project that identified policy opportunities to improve access to physical activity opportunities for children and youth (2016).

The Centre produces and publishes a Recreation & Leisure Guide (which includes the Township of Chatsworth, the Municipality of Grey Highlands, and the Township of Southgate) and recently created a permanent, fully-time recreation specialist position to support and enhance delivery of its programs.

The Bluewater District School Board provides community access to gymnasiums and outdoor fields at its three elementary schools and one high school in Grey Highlands. A range of after school and evening programs are offered not-for-profit organizations.

**STAFF ENGAGE  
WITH 60+  
GROUPS  
ANNUALLY.**

**\$127,000+ CASH  
GRANTED IN  
2020 THROUGH  
THE COMMUNITY  
GRANTS PROGRAM.**





# GOVERNANCE

Community-driven delivery of recreation and sport programs and events occurs at a local town or village level. While a few community improvement/development organizations in Grey Highlands assume a mandate for supporting recreation, a Council recognized, formal governance system for recreation and sport planning and service delivery is not in place in Grey Highlands. Further, there are few recreation and sport organizations that take a Grey Highlands approach to service delivery.

Consistent with the current and primary approach to service delivery, the Municipality operates most buildings and parks that it owns (including determining policies, fees, etc.). However, the Municipality has formal MOUs or agreements with community organizations that have historically operated stand-alone facilities or parks, exemplified by the following:

- Maxwell Community Centre: the Maxwell Community Centre Board operates, manages, and performs minor maintenance to the facility
- The Eugenia and District Community Improvement Association: operation, maintenance and management of the boat launch and related premises





# ASSESSMENT OF RECREATION INFRASTRUCTURE

## INFRASTRUCTURE OVERVIEW

This section provides an overview of the indoor and outdoor recreation facilities and the current provision in the Municipality of Grey Highlands. Both a general inventory of facilities in Grey Highlands is provided, and, in some cases spatial analysis of catchment areas for some amenities has been conducted (e.g.

playgrounds). For major amenities such as arenas and ball fields, some benchmarking research has been conducted to identify how Grey Highlands compares to other municipalities in Ontario with similar or comparable populations.



## **SHEETS OF ICE**

#: 4

Provision: 1:2,655



## **RECTANGULAR FIELDS**

#: 6 Full Size Equivalent

Provision: 1:1,770



## **BOAT LAUNCH**

#: 1

Provision: 1:10,620



## **SPORT COURTS**

#: 5

Provision: 1:2,124



## **BALL DIAMONDS**

#: 9

Provision: 1:1,180



## **PLAYGROUNDS**

#: 8

Provision: 1:1,327



## **COMMUNITY HALLS**

#: 6

Provision: 1:1,770



## **SWIMMING BEACH**

#: 2

Provision: 1:5,310

## **LEGEND**

# = number of facilities

Provision = ratio of residents per unit of amenity type



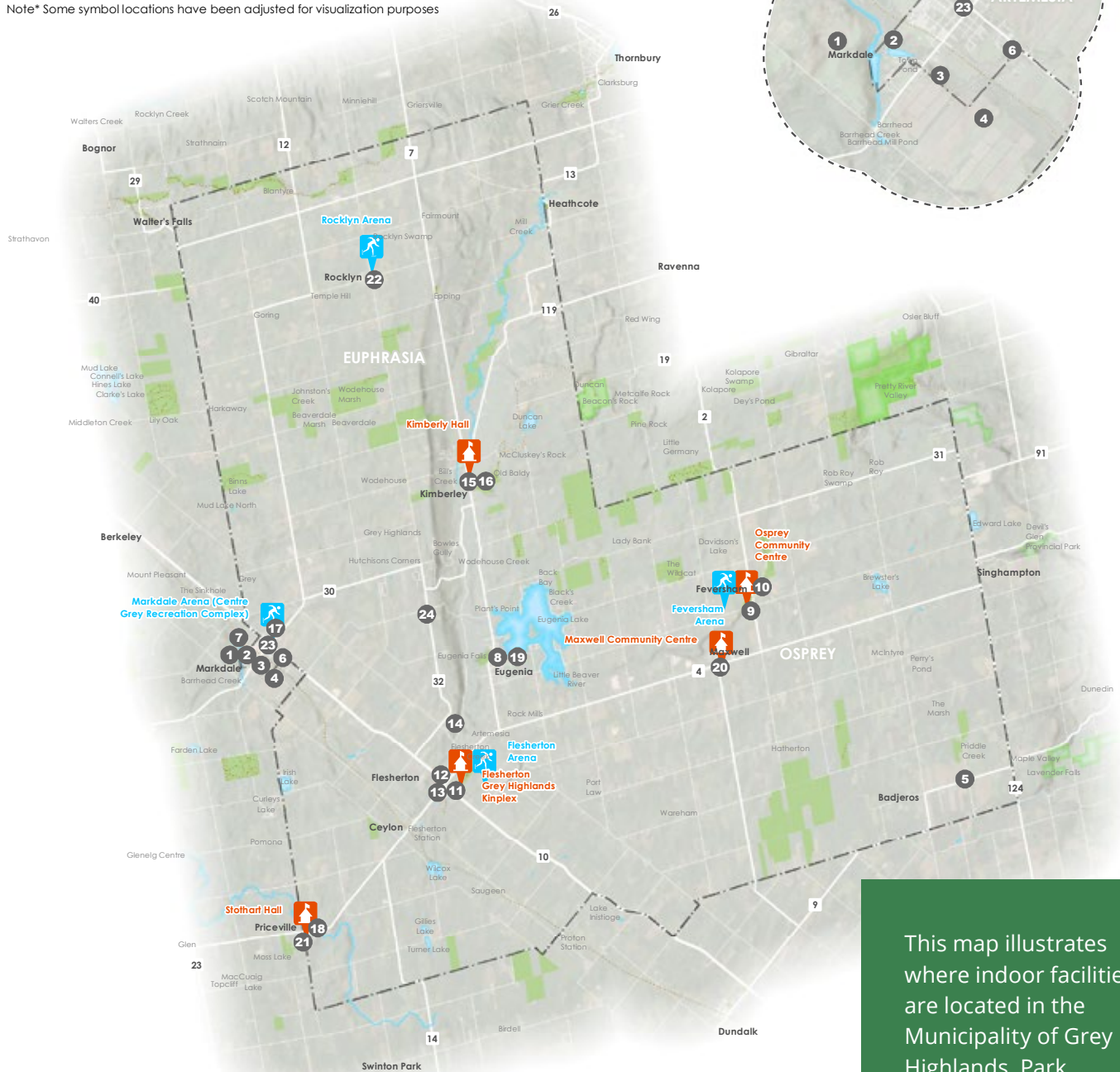
### Base Features:

- Study Area
- Waterbody
- Provincial Park
- Open Space
- Road
- Hiking

### Project Features:

- Park / Indoor Facility Location
- Indoor Recreation Facility
- Arena
- Community Hall

Note\* Some symbol locations have been adjusted for visualization purposes



- |     |                                 |    |  |
|-----|---------------------------------|----|--|
| No. | Park Name                       | 13 | Flesherton Pond day use site                     |
| 1   | Armstrong Creek A               | 14 | Hogg's Fall Provincial Crown Land                |
| 2   | Armstrong Creek B / Rotary Park | 15 | Kimberly Hall                                    |
| 3   | Armstrong Creek C               | 16 | Kimberly Hall Grounds                            |
| 4   | Armstrong Creek D               | 17 | King Edward Park (Centre Grey Recreation Centre) |
| 5   | Badjeros Athletic Park          | 18 | Kinsmen Park (road side)                         |
| 6   | Burnside Parkette               | 19 | Lake Eugenia Park                                |
| 7   | Chapmans Soccer Field           | 20 | Maxwell Community Park                           |
| 8   | Eugenia Park                    | 21 | Priceville Kinsmen Park                          |
| 9   | Fesherton Arena                 | 22 | Rocklyn Arena and Sport Park                     |
| 10  | Fesherton Park                  | 23 | The Markdale Square                              |
| 11  | Flesherton Arena and Sport Park | 24 | The SQUA[re]                                     |
| 12  | Flesherton Memorial Park        |    |  |

This map illustrates where indoor facilities are located in the Municipality of Grey Highlands. Park locations are also indicated with a grey dot.

## INDOOR RECREATION INFRASTRUCTURE

Facility	Management	Description
Centre Grey Recreation Complex	Municipally owned and operated	<ul style="list-style-type: none"> <li>• 1 sheet of ice</li> <li>• Hall (220-person capacity)</li> <li>• Accessible</li> </ul>
Euphrasia Memorial Community Centre / Rocklyn Arena	Municipally owned and operated	<ul style="list-style-type: none"> <li>• 1 sheet of ice</li> <li>• Lower Hall (150-person capacity)</li> <li>• Upper Hall (59-person capacity)</li> </ul>
Flesherton Kinplex	Municipally owned and operated	<ul style="list-style-type: none"> <li>• Hall (220-person capacity)</li> <li>• Commercial kitchen</li> <li>• Accessible</li> </ul>
Flersherston Arena	Municipally owned and operated	<ul style="list-style-type: none"> <li>• 1 sheet of ice</li> </ul>
Maxwell Community Centre	Municipally owned and operated by the Maxwell Community Hall Board	<ul style="list-style-type: none"> <li>• 2 lanes, 5 pin bowling alley</li> <li>• Kitchen</li> <li>• Main floor (132-person capacity)</li> </ul>
Osprey Community Centre and Arena	Municipally owned and operated	<ul style="list-style-type: none"> <li>• 1 sheet of ice</li> <li>• Hall (240-person capacity)</li> <li>• Meeting room (50-person capacity)</li> <li>• Accessible</li> </ul>
Stothart Hall	Municipally owned and operated	<ul style="list-style-type: none"> <li>• Upper floor hall (150-person capacity)</li> <li>• Lower floor (130-person capacity)</li> <li>• Kitchen</li> </ul>
Kimberley Hall	Municipally owned and operated	<ul style="list-style-type: none"> <li>• Hall (90-person capacity)</li> <li>• Kitchen</li> </ul>

## OUTDOOR RECREATION INFRASTRUCTURE

Facility/ Amenity	Management	Description
Badjeros Athletic Park	Municipally owned and operated.	<ul style="list-style-type: none"> <li>• Lit ball diamond</li> <li>• Playground</li> <li>• Pavilion</li> <li>• Concession</li> </ul>
Chapman's Soccer Complex	Chapman's leases the land to Markdale Minor Soccer to operate and Municipality maintains the fields and collects waste.	<ul style="list-style-type: none"> <li>• Disc golf course</li> <li>• 2 full size sports fields</li> <li>• 2 U12 sports fields</li> <li>• 2 U10 sports fields</li> <li>• 3 U6/8 sports fields</li> </ul>
Eugenia Park	Municipally owned and operated.	<ul style="list-style-type: none"> <li>• Sport Court</li> <li>• Ball diamond</li> <li>• Playground</li> <li>• Seasonal outdoor ice rink</li> </ul>
Feversham Park	Municipally owned and operated.	<ul style="list-style-type: none"> <li>• Lit ball diamond</li> <li>• Sport court</li> <li>• Gazebo / picnic area</li> <li>• Playground</li> <li>• Seasonal outdoor ice rink</li> </ul>
Flesherton Arena and Sport Park	Municipally owned and operated.	<ul style="list-style-type: none"> <li>• Lit ball Diamond</li> </ul>
Flesherton Memorial Park	Municipally owned and operated.	<ul style="list-style-type: none"> <li>• Lit ball diamond</li> <li>• Sport court</li> <li>• Pavilion</li> <li>• Playground</li> <li>• Seasonal outdoor ice rink</li> </ul>
King Edward Park	Municipally owned and operated.	<ul style="list-style-type: none"> <li>• Sport court</li> <li>• Lit ball diamond</li> <li>• Playground</li> </ul>
Maxwell Community Park	Municipally owned and operated.	<ul style="list-style-type: none"> <li>• Ball diamond</li> <li>• Day use picnic area</li> </ul>
Priceville Park	Municipally owned and operated.	<ul style="list-style-type: none"> <li>• Sport court</li> <li>• Lit ball diamond</li> <li>• Playground</li> <li>• Seasonal outdoor ice rink</li> </ul>
Rocklyn Arena and Sport Park	Municipally owned and operated.	<ul style="list-style-type: none"> <li>• Lit ball diamond</li> <li>• Playground</li> </ul>
Vandeleur Park	Municipally owned and operated.	<ul style="list-style-type: none"> <li>• Pavilion</li> </ul>



## BENCHMARKING

In the sections that follow, service levels in Grey Highlands are compared with similar or comparable populations, recreation systems and geographies. Data has been gathered using publicly available sources (i.e. online). It is important to note that benchmarking has limitations and needs to be taken in the proper context (e.g., only looks at quantity not quality, does not account for regional dynamics and context, uses secondary sources, etc.).



Rotary Park

# INDOOR RECREATION FACILITIES

## ARENAS

The Municipality of Grey Highlands has 4 arenas, each located in different settlement areas and constructed before the municipality was created in 2001. All with unique maintenance requirements, no two rinks are exactly alike. There are different hourly rates for the ice, seasonal start-up dates, and staffing requirements.

The Municipality will be undertaking building condition and structural assessments of all 4 arenas to determine short and long term capital requirements and estimated costs. Below is an overview of what is currently known about the condition of each arena.

## FACILITY OVERVIEW

Facility	Location	Size	Description
Centre Grey Recreation Complex (Markdale)	75 Walker Street, Markdale	180X 80 ft	<ul style="list-style-type: none"><li>• In- service since 1974</li><li>• Not designed for early ice</li><li>• Required dehumidification upgrades</li><li>• 4 male changerooms and 1 female changeroom</li><li>• Seating for 300</li></ul>
Flesherton Arena	2 Highland Drive, Flesherton	180x80 ft	<ul style="list-style-type: none"><li>• In service since 1974 and renovated in 2004</li><li>• Minimal insulation makes it difficult for an early fall install</li><li>• New ice re-surfacer</li><li>• 5 changerooms</li></ul>
Osprey Arena	494196 Grey Rd, Feversham	180X70 ft	<ul style="list-style-type: none"><li>• In-service since 1982</li><li>• Curling lines overlap hockey lines</li><li>• Plant equipment is 6 years old</li><li>• 4 changerooms</li><li>• New digital ammonia alarm</li><li>• Ice in after thanksgiving</li></ul>
Rocklyn Arena (Euphrasia Memorial Community Centre)	156371 7th Line, Rocklyn	170x 65ft	<ul style="list-style-type: none"><li>• In-service since 1975</li><li>• 1974 freon system</li><li>• Old boards and shielding</li><li>• 4 changerooms and 1 referee room</li></ul>

## BENCHMARKING PROVISION AND RENTAL RATES

Community	Population	# of sheets of ice	Provision	<b>Rates and Fees</b> Generally, prime weekday is 4pm – 10pm and prime weekend is 6am – 10pm (sometimes later). All prices listed below are per hour pricing.
Oro- Medonte Township	21,036	1	1:21,036	Prime Hourly: \$220.00 (Adult) \$171.00 (Youth) Non-Prime Hourly: \$130.00 (ALL)
Meaford	10,991	1	1:10,991	Prime: \$140.00 Non-Prime: \$90.00
Township of Wellington North	11,914	2	1:5.957	Minor Sports: \$54.60 Local Adults: \$140.00 Non-Prime: \$118.75 Non-Resident: \$159.00 Summer Ice: \$173.00
Southgate Township	7,354	1	1:7,354	Prime Ice: \$139.00 Minor Sports: \$128.55 Non- Prime: \$92.60
Grey Highlands	10,620	4	1:2,655	<b>Centre Grey Recreation Complex Arena &amp; Flesherton Arena</b> Prime Resident: \$143.00 Prime Non-Resident: \$160.00 <b>Osprey Arena</b> Prime Time: \$132.00 <b>Rocklyn Arena</b> Prime Time: \$115.00 <b>All Arenas:</b> Non-Prime: \$90.00 Minor Sports Resident: \$105.00 Minor Sports Non-Resident with bookings >50 hours: \$115.00 Sponsorship of Public Skating: \$100.00
<b>Average:</b>	<b>12,383</b>	<b>1.8</b>	<b>1:9,599</b>	<b>Prime Resident Adult: \$154.2</b> <b>Prime Resident Youth /Minor Sport: \$119.83</b> <b>Prime Non- Resident: \$163.60</b> <b>Non-Prime: \$104.27</b>

\* Table presents provision ratios in the form of 1:x residents

1 Prime is defined differently in Grey Highlands. Grey Highlands weekend prime is defined as 6am – 10pm on Saturday and 6am – 4pm on Sunday.



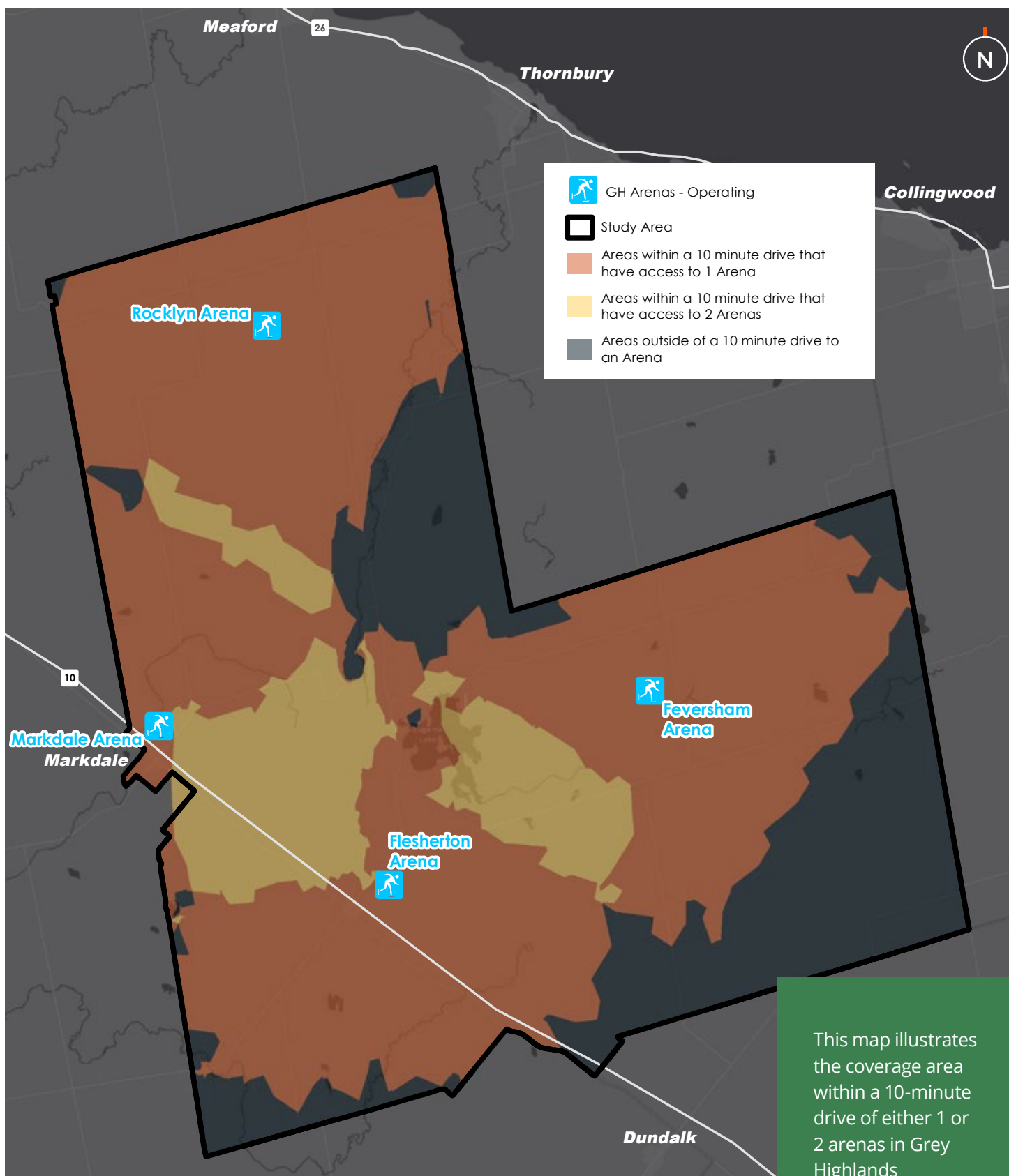
## NEARBY ARENAS

Facility	Location	Description
Durham Community Centre & Arena	West Grey	<ul style="list-style-type: none"> <li>1 sheet of regulation size ice</li> <li>Stadium style seating</li> </ul>
Neustadt Arena	West Grey	<ul style="list-style-type: none"> <li>DECOMMISSIONED ice but used for dry floor indoor sports.</li> </ul>
Normanby Arena Complex	West Grey	<ul style="list-style-type: none"> <li>1 sheet of regulation ice</li> </ul>
P&H Centre	Hanover	<ul style="list-style-type: none"> <li>1 sheet of regulation ice</li> <li>Warm viewing area &amp; stadium seating</li> </ul>
Meaford & St. Vincent Community Centre	Meaford	<ul style="list-style-type: none"> <li>1 sheet of regulation ice</li> </ul>
Beaver Valley Arena	Blue Mountain	<ul style="list-style-type: none"> <li>1 sheet of ice</li> </ul>
Dundalk Arena and Community Centre	Southgate	<ul style="list-style-type: none"> <li>1 sheet of ice</li> </ul>
Williamsford Community Centre & Arena	Chatsworth	<ul style="list-style-type: none"> <li>Not regulation size for hockey bantam level and above</li> <li>Primarily used for curling</li> </ul>
Desboro Community Centre	Chatsworth	<ul style="list-style-type: none"> <li>DECOMMISSIONED</li> </ul>
Julie McArther Regional Recreation Centre	Owen Sound	<ul style="list-style-type: none"> <li>1 sheet of regulation ice</li> <li>Multi-use facility with other amenities co-located</li> </ul>
Alder Street Arena	Orangeville	<ul style="list-style-type: none"> <li>1 sheet of regulation ice</li> </ul>
Tony Rose Memorial Sports Centre	Orangeville	<ul style="list-style-type: none"> <li>2 sheets of regulation ice</li> </ul>
Centre Dufferin Recreation Complex	Shelburne	<ul style="list-style-type: none"> <li>1 sheet of regulation ice</li> </ul>

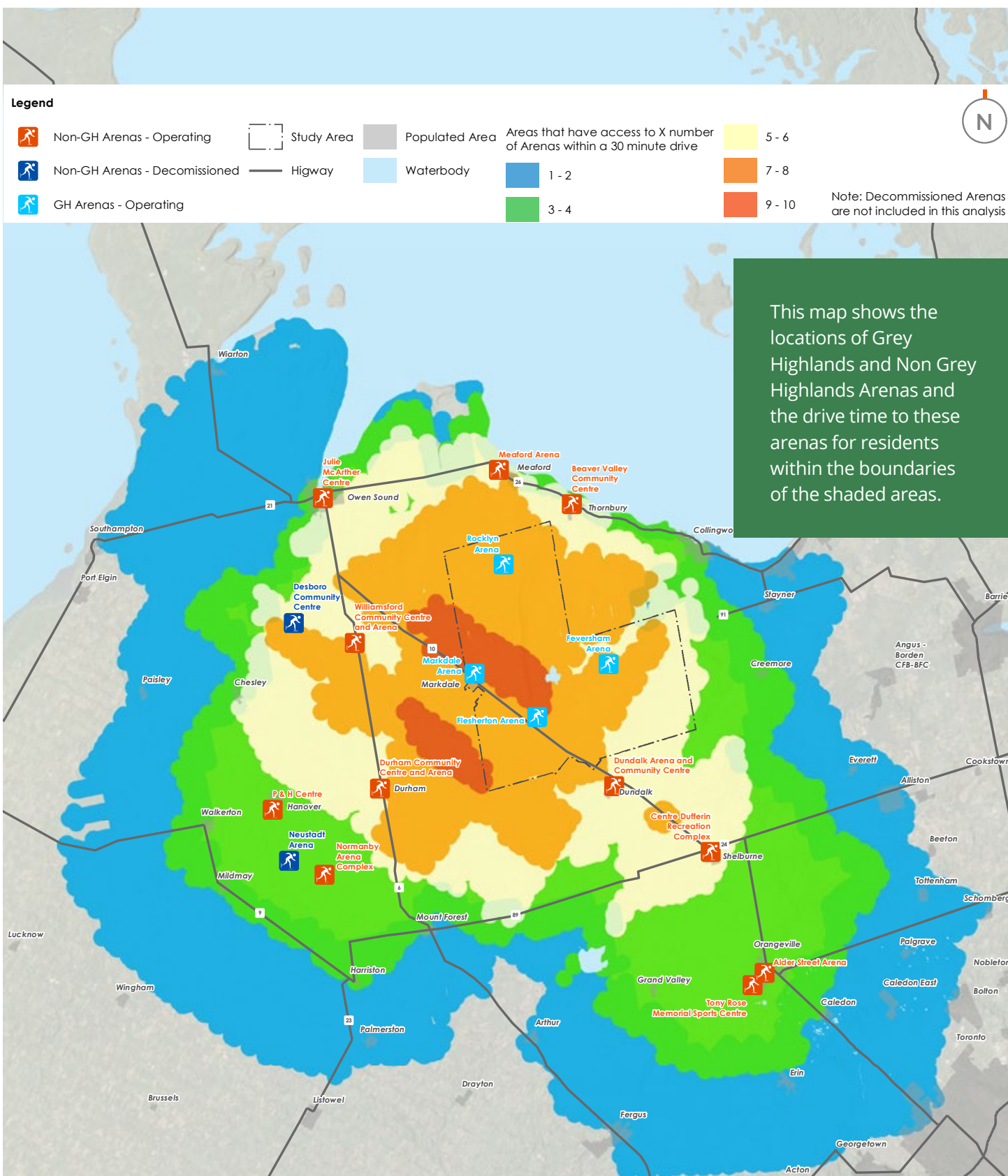
## BENCHMARKING AND REGIONAL ANALYSIS

- Grey Highlands has a significantly higher provision for sheets of ice than all the comparator communities - at 1 sheet per 2,655 residents. This is two or three times the provision of benchmarked communities.
- Rental rates in Grey Highlands are inconsistent across the Municipality's arenas and fall slightly below the average of comparator communities.
- Drivetime analysis demonstrates that all Grey Highlands settlement areas are within a 10 minute drive of an arena and many residential areas are within a 10 minute drive to 2 arenas (see maps on the following two pages).
- Grey Highlands arena users enjoy a high level of access to arenas within 30 minutes compared to users in adjacent municipalities.
- It is reasonable to assume that Grey Highlands arenas are increasingly accommodating regional demand from organizations and individuals who are from outside of the municipality.





This map illustrates the coverage area within a 10-minute drive of either 1 or 2 arenas in Grey Highlands





## UTILIZATION

Ice arenas are costly facilities for municipalities to provide and operate. Optimizing the utilization of available ice is critically important for achieving long-term financial sustainability goals. Common issues impacting utilization include:

- An oversupply of ice that can result in underutilization available hours. Oversupply can occur from building too many ice arenas in a common market or due to uncoordinated development of ice arenas in a broader region.
- A change in demand for arena ice. Communities experience demographic shifts that sometimes lead to a decline in the number of children and youth who typically represent the largest group of ice users. Participation in hockey has been declining over the past decade. These shifts impact how many ice user organizations put teams together; fewer teams mean less ice utilization.
- Poor management practices and under-developed policies related to allocation of ice to users, rental contract administration, pricing, and staff scheduling.
- The design characteristics of the facility may influence the number of weeks an ice arena can be operated in a season and the types and level of competition the facility can accommodate.
- Sometimes due to demand or design characteristics of the arena, the number of weeks that ice is provided in a season affects the calculation of utilization. Ice is typically installed in September and removed by March.
- The pandemic resulted in considerable operation disruption leading to lower utilization.

The following tables provide a three-season snapshot of actual permits issued for ice time rental at the Municipality's four arenas. The analysis compares actual permitted hours against the number of operating hours currently available for rental (8-hours per day) to determine current utilization. And because arenas are typically operated more than 8 hours per day, actual permitted hours are also compared to a "typical" arena operations model to provide an indication of performance against a typical arena operation. Utilization and financial data were provided by the Municipality; a number of record keeping issues were identified in the process of assembling the data that have been subsequently addressed.

Explanations and definitions for the parameters used in the analysis are provided below:

- Number of Major User Groups: this figure reflects the number of sport organizations that booked ice to provide a public recreation program.
- Total Annual Permitted Hours: this figure indicates the total number of hours permitted for ice during the season.
- Permitted Hours by Major User Groups: this figure indicates the total number of hours of ice booked by major user group that provide public recreation programs.
- Permitted Hours by Private Groups/General: this figure indicates the total number of hours of ice booked by private groups for non-public purposes – such as training, development, private events, etc.
- Current Available Hours: this figure indicates to total number of normal operating hours available for use at each rink as is based on the normal operating schedule.

- **Current Utilization:** this calculation indicates the percentage of hours of ice that is permitted compared to the total current available hours.
- **Comparative Total Hours Available:** this figure represents the operations schedule of a typical, comparable arena that is open for bookings Monday through Sunday from 7am to 11pm.
- **Comparative Available Prime Time Hours:** This figure represents a comparable prime time arena operation of total available prime time hours, defined as Monday through Friday from 7-9am & 4-10pm and Saturday and Sunday from 7am-4pm.
- **Comparative Prime Time Utilization:** this calculation compared Total Annual Permitted Hours (which are mostly prime time hours) against Comparative Available Prime Time Hours.
- **Permit Revenue:** this figure is the total value of all revenue generated by all permits issued for ice bookings.
- **Revenue/Hour Permitted:** this calculation indicates the financial impact of different combinations of users (major groups vs. private rentals) on overall revenue.

Definitions	
Comparable Prime Hours	Mon- Fri: 7- 9am & 4pm-10pm Sat & Sun: 7am - 4pm
Comparable Hours of Operation (Total Hours Available)	Mon - Sun: 7am - 11pm
Current Available Hours	Mon - Fri: 2:30PM - 10:30 PM Sat & Sun: 8:30 AM - 4:30 PM
Current Prime Hours	Mon - Fri: 4pm - 10:00pm Sat & Sun: 8:30am - 4:30pm

ARENA	2018- 2019		2019-2020		2020-2021	
	Ice In	Ice Out	Ice In	Ice Out	Ice In	Ice Out
Centre Grey Recreation Complex (Markdale)	16-Oct-18	25-Mar-19	15-Oct-19	16-Mar-20	23-Nov-20	29-Mar-21
Flesherton	24-Sep-18	25-Mar-19	23-Sep-19	16-Mar-20	25-Nov-20	29-Mar-21
Osprey	16-Oct-18	25-Mar-19	15-Oct-19	16-Mar-20	25-Nov-20	29-Mar-21
Rocklyn	01-Nov-18	25-Mar-19	25-Oct-19	16-Mar-20	06-Nov-20	29-Mar-21
Comparative Total Hours Available	17-Sep-18	29-Mar-19	16-Sep-19	16-Mar-20	14-Sep-20	29-Mar-21
<b>Closure due to Princial Health Restrictions</b>	<b>In the 2020-2021 Season, the arenas all closed from Jan 2- Feb 15</b>					

ARENA	Information	Seasons		
		18-19	19-20	20-21
Centre Grey Recreation Complex (Markdale) Arena	Number of Major User Groups	5	4	5
	Permitted Hours by Major User Groups	522	370	138.75
	Permitted Hours by Private/General Groups	345.5	345	77.5
	Total Annual Permitted Hours	867.5	715	216.25
	Current Available Prime Hours	1,032	980	742
	Current Utilization	84%	73%	29%
	Comparative Total Hours Available	3,040	2,864	2,144
	Comparative Available Prime Time Hours	1,520	1,432	1,184
	Comparative Prime Time Utilization	57%	50%	18%
	Permit Revenue	\$82,560.25	\$76,003.50	\$24,587.30
	Revenue/Hour Permitted	\$95.17	\$106.30	\$113.70

ARENA	Information	Seasons		
		18-19	19-20	20-21
Flesherton	Number of Major User Groups	6	7	5
	Permitted Hours by Major User Groups	536	510	275.5
	Permitted Hours by Private/General Groups	319.5	159.25	81
	Total Annual Permitted Hours	855.5	669.25	356.5
	Current Available Prime Hours	1,184	1,132	722
	Current Utilization	72%	59%	49%
	Comparative Total Hours Available	3040	2,864	2,144
	Comparative Available Prime Time Hours	1,520	1,432	1,184
	Comparative Prime Time Utilization	56%	47%	30%
	Permit Revenue	\$95,501.50	\$74,293.75	\$36,643.07
	Revenue/Hour Permitted	\$111.63	\$111.01	\$102.79

ARENA	Information	Seasons		
		18-19	19-20	20-21
Osprey	Number of Major User Groups	5	5	3
	Permitted Hours by Major User Groups	240	213	25.5
	Permitted Hours by Private/General Groups	297.5	249.75	248
	Total Annual Permitted Hours	537.5	462.75	276
	Current Available Prime Hours	1,032	980	722
	Current Utilization	52%	47%	38%
	Comparative Total Hours Available	3,040	2,864	2,144
	Comparative Available Prime Time Hours	1,520	1,432	1,184
	Comparative Prime Time Utilization	50%	32%	23%
	Permit Revenue	\$58,352.50	\$49,165.25	\$29,556.16
	Revenue/Hour Permitted	\$108.56	\$106.25	\$107.09



ARENA	Information	Seasons		
		18-19	19-20	20-21
Rocklyn	Number of Major User Groups	3	4	1
	Permitted Hours by Major User Groups	146	170	288
	Permitted Hours by Private/General Groups	263	165	27
	Total Annual Permitted Hours	409	335	315
	Current Available Prime Hours	928	916	878
	Current Utilization	44%	37%	36%
	Comparative Total Hours Available	3,040	2,864	2,144
	Comparative Available Prime Time Hours	1,520	1,432	1,184
	Comparative Prime Time Utilization	27%	23%	27%
	Permit Revenue	\$44,554.75	\$19,592.50	\$34,857.73
	Revenue/Hour Permitted	\$108.94	\$58.49	\$110.66

*\*There was missing utilization from Rocklyn Hall for the 2019-2020 season. Only September - December 2019 was provided.*

*The estimate permitted hours was calculated by averaging the % decrease in hours utilized from the other facilities (18%) and subtracting from the 2018-2019 season.*

*The revenue reported is only for the half of the year that was provided.*



## UTILIZATION ANALYSIS

- Notwithstanding the operational disruption caused by the pandemic, annual utilization has declined at each arena.
- Current arena operations and ice scheduling practices align with the prime-time ice requests of major ice users and private permit holders, resulting in moderate to low levels of current prime time utilization – the highest being the Centre Grey Arena at 73% during the 2019-20 season and the lowest being the Rocklyn Arena at 37%. Current utilization reflects current operating and ice scheduling practices (all prime time hours) that provide fewer weeks of ice at most of the Municipality's arenas and fewer weekly hours of available ice compared to a typical arena.
- Compared to a typical arena operation model, all four arenas operate at low to very low utilization. A typical arena running at optimal utilization would experience utilization between 80-90%.
- There is an oversupply of available prime-time ice evident by there being virtually no demand for non-prime time ice at any of the Municipality's arenas. This is not typical.
- Private rentals account for a very high proportion of overall utilization of the Rocklyn Arena. This is not typical. Anecdotally, there is reason to assume that non-residents are making private rental bookings and non-residents participants reflect heavily in the public figure skating and hockey programs provided by organizations at the arena.
- The extent of non-resident participation in ice-based sport organizations, non-resident organizations who book ice, and private bookings made by non-residents (either booking as an individual or on behalf of a group of non-residents) is very likely to be significant. Given the net levy required to operate ice arenas, the required supply of ice is typically modeled to accommodate supply for residents only. There is insufficient data to determine the impact of non-residents on current utilization of ice at each of the Municipality's arenas.
- The current pricing model is not consistent amongst the arenas and pricing is generally lower than benchmarked communities. The combination of available primetime ice and low hourly pricing is likely contributing to organizations booking more time than required.

## CONSIDERATIONS FOR THE MASTER PLAN

- The utilization of each arena suggest that there is capacity to accommodate more usage; however, there is no indication of future population-based demand due to minimal population growth projected in the next 10-years.
- The asset management summaries updated by the Municipality in 2012 indicated that Osprey and Rocklyn arena were in poor condition. These arenas will likely require extensive infrastructure reinvestment to continue operation of their ice plants in the future.
- Groups that utilize the arenas have non-resident players or participants. It will be important to monitor non-resident participation numbers and trends post- pandemic and re-evaluate existing fee structures.
- Youth preferences have been shifting towards individual pursuits and unstructured sporting activities. It will be important to monitor participation numbers for ice-based sport activities and trends post pandemic.

## ARENA FLOOR

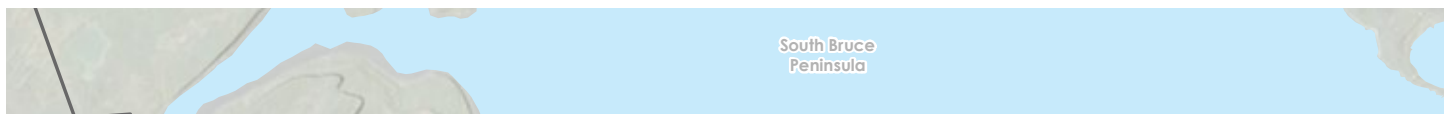
All the arenas in Grey Highlands have their arena floor space available to the public for bookings in the off-ice season. The arena floors are booked less than dozen times a year for larger events such as fall fairs, car shows, and weddings. There are no sprinkler systems in any of the arenas, which has implications for floor use capacity as well as any potential alternative uses.

## NEARBY RECREATION CENTRES

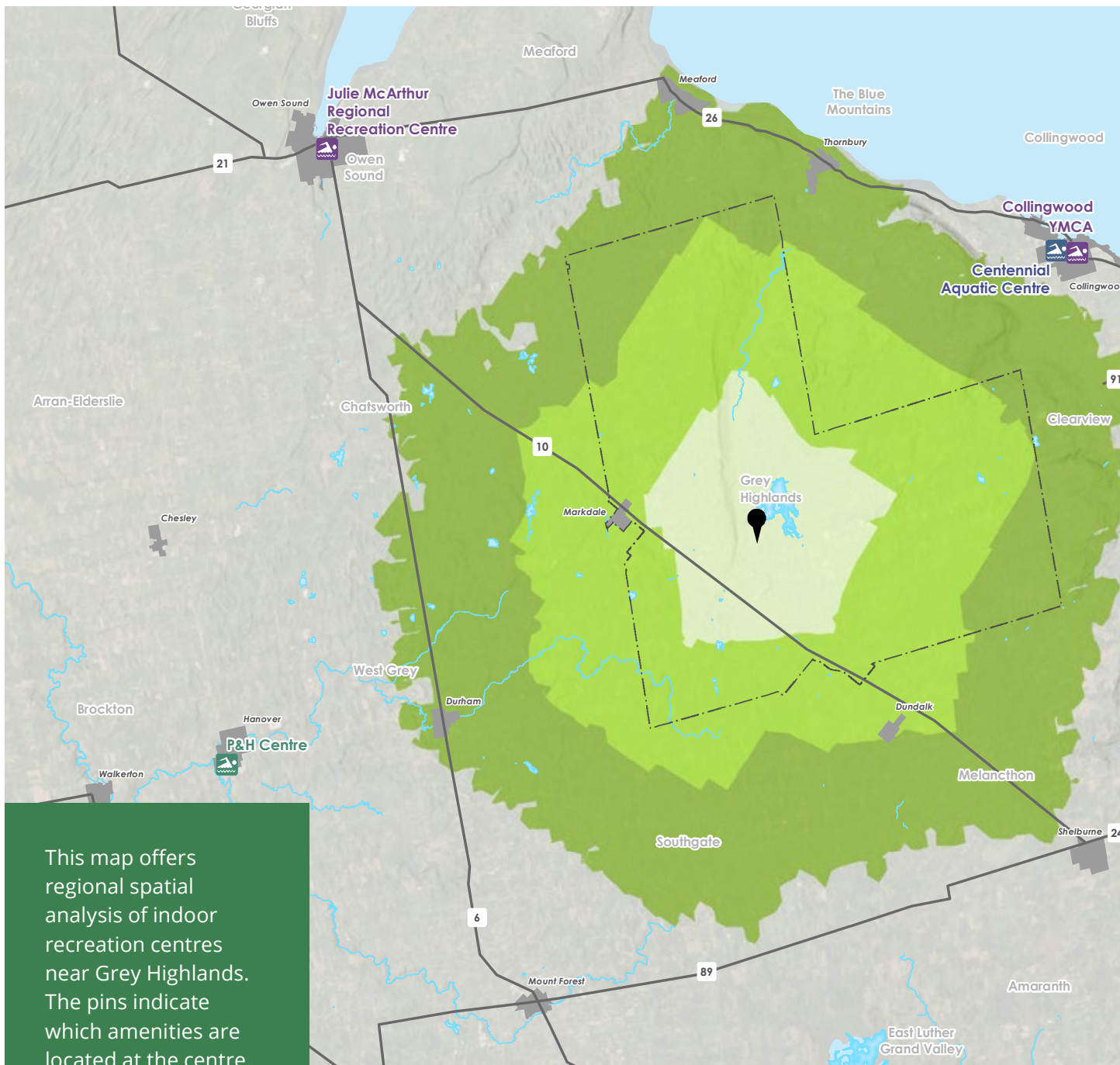
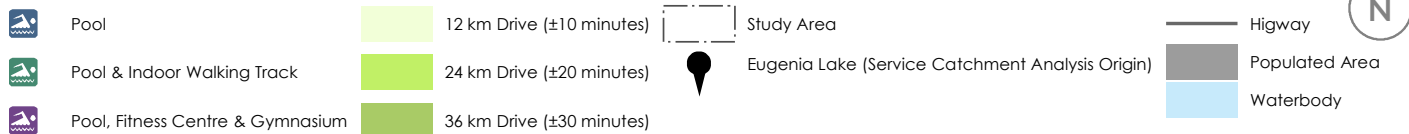
There are no aquatic centres or municipally-operated gymnasiums in Grey Highlands. Below is chart of nearby indoor recreation facilities and their population- based service level. The provision provided does not indicate use by neighbouring communities.

Facility	Location	Provision (# of facilities / population)	Amenities
Julie McArthur Regional Recreation Centre	Owen Sound	1:21,341	<ul style="list-style-type: none"> <li>• Pool</li> <li>• 2 sheets of ice</li> <li>• Fitness Centre</li> <li>• Gymnasium</li> <li>• Soccer field</li> <li>• Skateboard Park</li> </ul>
Centennial Aquatic Centre	Collingwood	1:10,897	<ul style="list-style-type: none"> <li>• Pool</li> </ul>
Collingwood YMCA	Collingwood	1:10,897	<ul style="list-style-type: none"> <li>• Pool</li> <li>• Fitness Centre</li> <li>• Gymnasium</li> </ul>
P&H Centre	Hanover	1:7,688	<ul style="list-style-type: none"> <li>• NHL size rink</li> <li>• Pool</li> <li>• Walking Track</li> </ul>





#### Legend



This map offers regional spatial analysis of indoor recreation centres near Grey Highlands. The pins indicate which amenities are located at the centre.

## PRIVATE RECREATION FACILITIES AND AMENITIES IN GREY HIGHLANDS

Grey Highlands is home to private recreation facilities and amenities in addition to the publicly available opportunities. In the table below are some of the more popular facilities that are embedded in the recreation culture in the community.

Facility	Location	Amenities
Highland Glen Golf Club	305455 Southline A, Priceville, ON. N0C 1K0	<ul style="list-style-type: none"> <li>• 18 hole golf course</li> <li>• Clubhouse with restaurant</li> </ul>
Markdale Golf and Curling Club	85 Edith St. Markdale, ON N0C1H0	<ul style="list-style-type: none"> <li>• 9 hole golf course</li> <li>• 4 sheets of curling ice</li> <li>• Banquet facilities</li> <li>• Outdoor tennis court</li> </ul>
Beaver Valley Ski Club (Membership required)	100 Pioneer Dr, Markdale, ON N0C 1H0	<ul style="list-style-type: none"> <li>• Ski Hill with 6 chair lifts</li> <li>• Snow shoe trails</li> <li>• Cross country ski trails</li> <li>• 2 Clubhouses with multiple restaurants</li> </ul>

### ANALYSIS OF NEARBY RECREATION CENTRES & PRIVATE FACILITIES

- Only one of the comparator communities supplies an indoor pool.
- Residents of Grey Highlands drive more than 30 minutes to access an indoor pool.
- It is unknown how many Grey Highlands residents utilize nearby recreation centres.
- Some private facilities in Grey Highlands are popular enough to have a waitlist but it is unknown how the list is managed or what the membership capacity is.
- Some private facilities in Grey Highlands are not financially accessible for residents of the community to utilize.

### CONSIDERATIONS FOR THE MASTER PLAN

- Trends suggest a demand for leisure based indoor aquatics.
- A market study and business case would be required to determine the feasibility of developing an indoor recreation centre in Grey Highlands.

## COMMUNITY USE OF SCHOOL GYMNASIUMS

Community use of school gymnasiums is organized through the district school board. In Grey Highlands, all 4 schools are part of the Bluewater District School Board. The table below describes the gymnasiums and their capacity as well as the current utilization by community groups.

School	Address	Description	Utilization
Beavercrest Community School	101 Main Street East Markdale, ON	<b>Surface:</b> Wood <b>Size:</b> 2400 sq. ft <b>Occupant Capacity:</b> 200 people	<ul style="list-style-type: none"> <li>• Markdale Arts for Youth » Weekly</li> <li>• Kings Kids » Weekly</li> <li>• Beavercrest kids Club » Daily</li> </ul>
Macphail Elementary School	49 Campbell Street Flesherton, ON	<b>Surface:</b> Rubber <b>Size:</b> 4045 sq ft (double gym with curtain divider) <b>Occupant Capacity:</b> 501 people	<ul style="list-style-type: none"> <li>• Kings Kids » Weekly</li> </ul>
Osprey Central School	408053 Grey Rd 4 Maxwell, ON	<b>Surface:</b> Tile <b>Size:</b> 2400 sq. ft <b>Occupant Capacity:</b> 200 people	<ul style="list-style-type: none"> <li>• Osprey Kids Club » Daily</li> <li>• Healthy Kids » Weekly</li> <li>• Fitness Classes » Weekly</li> <li>• Kings Kids » Weekly</li> <li>• Mountain Movers Dance Classes » Weekly</li> </ul>
Grey Highlands Secondary School	PO Box 460 Flesherton, ON	<b>Surface:</b> Wood <b>Size:</b> 6420 sq. ft (double gym with hard wall divider) <b>Occupant Capacity:</b> 250 (per gym)	<ul style="list-style-type: none"> <li>• Badminton for Adults » Weekly</li> </ul>

### ANALYSIS OF UTILIZATION

- The Bluewater District School Board manages the booking and utilization of the school gymnasiums and did not provide historical booking/utilization statistics.
- Booking the gymnasiums is done through a central contact with Bluewater District School Board; this makes the process consistent across Grey Highlands.

### CONSIDERATIONS FOR THE MASTER PLAN

- Utilization of school gymnasiums is at the discretion of the district school board, which has been disruptive for user groups during the pandemic.
- The gymnasiums can't be booked during school hours and does not appear to be available during the summer months.
- Current utilization appears to reflect community interests and needs, as well as the capacity of volunteers and organizations.



## COMMUNITY HALLS

There are six community halls in Grey Highlands, five are operated and maintained by the Municipality. Maxwell Community Centre Hall is municipally owned but operated by the Maxwell Community Hall Board by means of a memorandum of understanding. The table below describes each Halls condition and amenities, utilization, and assigns an overall level of use classification. Most of the Community Halls have a moderate to high overall level of use and residents

have ample access to book private events and family functions, as well as enjoy community events that many look forward to each year. The types of activities hosted in these Halls has evolved over the past few years with the residents but serve vital community services such as hosting elections, vaccine clinics, and providing spaces for people young and old to be active and socialize.

### COMMUNITY HALL DESCRIPTION & UTILIZATION

Community Hall (A-Z)	Address	Description	Utilization	Overall Level of Use
Flesherton Kinplex	2 Highland Drive, Flesherton	<p><b>Condition:</b></p> <ul style="list-style-type: none"> <li>• Good</li> <li>• Renovated in 2011</li> </ul> <p><b>Location:</b></p> <ul style="list-style-type: none"> <li>• Central location – walkable to downtown Flesherton</li> <li>• Forms a “campus” with the co-location of the Flesherton Arena, Flesherton Library, ball diamond and pavilion.</li> </ul> <p><b>Amenities:</b></p> <ul style="list-style-type: none"> <li>• Commercial kitchen with bar window</li> <li>• Stage</li> <li>• Ground-level and fully accessible</li> <li>• Large parking lot (arena, hall, and library parking lots combined)</li> </ul> <p><b>Occupant Capacity:</b> 220 people</p>	<p><b>Frequent User Groups:</b></p> <ul style="list-style-type: none"> <li>• South-East Grey Community Health Centre <ul style="list-style-type: none"> <li>» Indoor walking club 2 x weekly</li> </ul> </li> <li>• Sparlings Propane <ul style="list-style-type: none"> <li>» Monthly meeting</li> </ul> </li> </ul> <p><b>Frequently used for:</b></p> <ul style="list-style-type: none"> <li>• Weddings</li> <li>• Buck and Doe Events</li> <li>• Elections</li> <li>• Vaccine Clinics</li> <li>• Fundraisers and Charity Events</li> <li>• Banquets</li> <li>• Community Holiday Celebrations</li> <li>• Community Markets</li> </ul>	Moderate Utilization

Community Hall (A-Z)	Address	Description	Utilization	Overall Level of Use
Kimberly Hall	235309 Grey County Road 13, Kimberley	<p><b>Condition:</b></p> <ul style="list-style-type: none"> <li>Fair</li> <li>Renovated in 2021</li> </ul> <p><b>Location:</b></p> <ul style="list-style-type: none"> <li>Central, right on “main street” in village of Kimberley</li> <li>Co-located with Kimberley Library (downstairs of building)</li> </ul> <p><b>Amenities:</b></p> <ul style="list-style-type: none"> <li>Kitchen (non-commercial)</li> <li>Newly installed elevators and ramps for wheelchair access</li> <li>Large deck/balcony at rear of property,</li> <li>View of “Kimberley Pond” at rear of property</li> </ul> <p><b>Occupant Capacity:</b> 90 people</p>	<p><b>Frequent User Groups:</b></p> <ul style="list-style-type: none"> <li>Kimberley Hall Community Association <ul style="list-style-type: none"> <li>» Monthly meetings</li> <li>» Seasonal events</li> </ul> </li> <li>Kimberley Bridge Club <ul style="list-style-type: none"> <li>» Weekly meetings</li> </ul> </li> <li>Kimberley Coffee Club <ul style="list-style-type: none"> <li>» Weekly meetings</li> </ul> </li> <li>Friends of the Kimberley Forest <ul style="list-style-type: none"> <li>» Monthly meetings</li> </ul> </li> <li>Grey County Yoga Collective <ul style="list-style-type: none"> <li>» Sessional yoga classes</li> </ul> </li> </ul> <p><b>Frequently used for:</b></p> <ul style="list-style-type: none"> <li>Small weddings and family events</li> <li>Baby showers</li> <li>Yoga Classes</li> <li>Group meetings</li> </ul>	Moderate to High Utilization
Centre Grey Recreation Complex Hall	75 Walker Street Markdale	<p><b>Condition:</b></p> <ul style="list-style-type: none"> <li>Fair</li> <li>Built in 1974</li> </ul> <p><b>Location:</b></p> <ul style="list-style-type: none"> <li>Central location in downtown Markdale</li> <li>Located on “King Edward Park” property</li> <li>Co-located with Markdale library, playground, ball diamond, Ag. Society storage shed, and horse-riding ring in rear</li> </ul> <p><b>Amenities:</b></p> <ul style="list-style-type: none"> <li>Kitchen (non-commercial)</li> <li>Separate bar area</li> <li>Stage</li> <li>Elevator</li> </ul> <p><b>Occupant Capacity:</b> 220 people</p>	<p><b>Frequent User Groups:</b></p> <ul style="list-style-type: none"> <li>Markdale Recreation Committee <ul style="list-style-type: none"> <li>» Monthly meetings</li> <li>» Seasonal Events</li> </ul> </li> <li>South-East Grey Community Health Centre <ul style="list-style-type: none"> <li>» Indoor walking club 2x weekly</li> <li>» Pickleball league 2 x weekly</li> </ul> </li> <li>VON Grey-Bruce <ul style="list-style-type: none"> <li>» Seniors exercise program 2x weekly</li> </ul> </li> <li>Markdale Agricultural Society <ul style="list-style-type: none"> <li>» Outdoor fundraiser 6x annually</li> <li>» Annual Fall Fair events</li> </ul> </li> </ul> <p><b>Frequently used for:</b></p> <ul style="list-style-type: none"> <li>Activity based programming</li> <li>Weddings</li> <li>Buck and doe events</li> <li>Dances</li> <li>Seasonal Community Events</li> <li>Elections</li> </ul>	High Utilization

Community Hall (A-Z)	Address	Description	Utilization	Overall Level of Use
Maxwell Community Centre Hall	408014 Grey County Road 4 Maxwell	<p><b>Condition:</b></p> <ul style="list-style-type: none"> <li>Fair to poor</li> <li>Built in 1956</li> </ul> <p><b>Location:</b></p> <ul style="list-style-type: none"> <li>Rural (Grey Road 4), beside roads depot.</li> <li>Co-located with a pavilion, playground, ball diamond (nearby)</li> </ul> <p><b>Amenities:</b></p> <ul style="list-style-type: none"> <li>Wheelchair ramp, kitchen (non-commercial),</li> <li>Stage</li> <li>Bar area</li> <li>Bowling alley</li> </ul> <p><b>Occupant Capacity:</b> 108 people (upstairs), 38 people (downstairs)</p>	<p><b>Frequent User Groups:</b></p> <ul style="list-style-type: none"> <li>Maxwell Community Centre Board <ul style="list-style-type: none"> <li>» Monthly meetings</li> </ul> </li> <li>Rachel Stephenson Dance <ul style="list-style-type: none"> <li>» 3 x weekly sessions</li> </ul> </li> </ul> <p><b>Frequently used for:</b></p> <ul style="list-style-type: none"> <li>Private events and parties</li> <li>Small group active programming</li> </ul>	Moderate to Low Utilization
Osprey Community Centre Hall	494196 Grey County Road 2, Feversham	<p><b>Condition:</b></p> <ul style="list-style-type: none"> <li>Good</li> <li>Built in 2000</li> </ul> <p><b>Location:</b></p> <ul style="list-style-type: none"> <li>Rural (Grey Road 2)</li> <li>This location is septic-run. Water pressure on the hall side of the complex is poor.</li> <li>The elevation and rural location of the hall block most cell phone reception.</li> </ul> <p><b>Amenities:</b></p> <ul style="list-style-type: none"> <li>Large hall AND meeting room with divider wall</li> <li>Commercial kitchen</li> <li>Bar serving area</li> <li>Stage</li> <li>Outdoor garden</li> <li>Horse riding ring</li> <li>Facility is all ground-level</li> </ul> <p><b>Occupant Capacity:</b> 240 people (hall), 40 people (meeting room)</p>	<p><b>Frequent User Groups:</b></p> <ul style="list-style-type: none"> <li>South-East Grey Community Health Centre <ul style="list-style-type: none"> <li>» Pickleball league 4 x weekly</li> </ul> </li> <li>Reviresco Fitness <ul style="list-style-type: none"> <li>» Sessional kick boxing classes</li> </ul> </li> <li>Feversham Kinsmen <ul style="list-style-type: none"> <li>» Biweekly meetings</li> <li>» Seasonal events</li> </ul> </li> <li>Feversham Ag Society</li> <li>Monthly meetings</li> <li>Annual general meeting</li> </ul> <p><b>Frequently used for:</b></p> <ul style="list-style-type: none"> <li>Active programming</li> <li>Banquets</li> <li>Mayor's Levee</li> <li>Weddings</li> <li>Dances</li> <li>Buck and does</li> <li>Elections</li> <li>Fall Fair</li> </ul>	High Utilization



Community Hall (A-Z)	Address	Description	Utilization	Overall Level of Use
Rocklyn Arena Hall	156371 7th Line Rocklyn	<p><b>Condition:</b></p> <ul style="list-style-type: none"> <li>Fair</li> <li>Built in 1906</li> <li>New roof in 2019</li> </ul> <p><b>Location:</b></p> <ul style="list-style-type: none"> <li>Rural (7th Line Euphrasia)</li> <li>The rural location of this hall blocks most cell phone reception – wireless internet strength is weak.</li> </ul> <p><b>Amenities:</b></p> <ul style="list-style-type: none"> <li>Commercial kitchen (new in 2020)</li> <li>Separate bar area</li> <li>Upstairs or downstairs hall choice</li> <li>Rink viewing windows in upstairs of hall</li> <li>Stage in downstairs hall</li> </ul> <p><b>Occupant Capacity:</b> 59 people (upstairs), 150 (downstairs)</p>	<p><b>Frequent User Groups:</b></p> <ul style="list-style-type: none"> <li>Rocklyn Ag Society <ul style="list-style-type: none"> <li>» Monthly meetings</li> <li>» Annual general meeting, Fall Fair,</li> <li>» Annual seasonal events</li> </ul> </li> <li>Centre Grey Lions <ul style="list-style-type: none"> <li>» Bi-weekly meetings</li> </ul> </li> <li>Friends of Rocklyn Arena <ul style="list-style-type: none"> <li>» Monthly meetings</li> </ul> </li> <li>Rocklyn 4H Lifeskills Club <ul style="list-style-type: none"> <li>» Monthly meetings</li> </ul> </li> <li>Markdale Veterinary Services <ul style="list-style-type: none"> <li>» Sessional puppy obedience classes</li> </ul> </li> </ul> <p><b>Frequently used for:</b></p> <ul style="list-style-type: none"> <li>Election</li> <li>Meetings</li> <li>Weddings</li> <li>Buck and does</li> <li>Fundraisers</li> <li>Car Shows</li> </ul>	Moderate to High Utilization
Stothart Hall	104 Kinross Street, Priceville	<p><b>Condition:</b></p> <ul style="list-style-type: none"> <li>Fair to Poor</li> <li>Not accessible</li> </ul> <p><b>Location:</b></p> <ul style="list-style-type: none"> <li>Rural, located on side street in village of Priceville (adjacent to Grey Road 4)</li> <li>Co-located with a ball diamond, playground, and gazebo, outdoor ice rink in winter</li> </ul> <p><b>Amenities:</b></p> <ul style="list-style-type: none"> <li>kitchen (warming station only)</li> <li>choice of upstairs or downstairs hall</li> </ul> <p><b>Occupant Capacity:</b> 149 people (upstairs hall), 128 people (downstairs hall)</p>	<p><b>Frequent User Groups:</b></p> <ul style="list-style-type: none"> <li>Priceville Improvement Committee <ul style="list-style-type: none"> <li>» Annual Event</li> <li>» Outdoor ice rink in winter</li> </ul> </li> <li>Priceville Marketing Alliance <ul style="list-style-type: none"> <li>» Annual local vendor market</li> </ul> </li> <li>Denim N Lace Squares <ul style="list-style-type: none"> <li>» Annual events</li> </ul> </li> </ul> <p><b>Frequently used for:</b></p> <ul style="list-style-type: none"> <li>Annual events</li> <li>Private events</li> <li>Craft sales</li> </ul>	Low Utilization

## ANALYSIS OF UTILIZATION

- There has been an increase in pickleball bookings at the Centre Grey Recreation Complex and Osprey Hall over the last three years, reflecting demand for indoor space for this sport.
- Use of halls for private gatherings has declined as alternative spaces – often able to provide a complete range of catering services (including alcohol licencing) – are available.
- Community Halls provide event and meeting room spaces for community organizations in rural settlement areas that they may not be able to acquire elsewhere.

## CONSIDERATIONS FOR THE MASTER PLAN

- While increasing utilization of community halls remains a consistent interest, current utilization reflects community interests and needs and the capacity of mostly volunteer-based groups and organizations to provide programs and events for the community.
- Volunteer groups that have historical interests in supporting their community hall indicate the challenge of recruiting new members, particularly younger ones. Many groups expressed need for small project funding support to complete improvement projects within or on the grounds of community halls. These projects may require coordination and should align with the Recreation Master Plan.
- Many of the halls are aging and are not accessible. Future asset management considerations for all these facilities are likely to be significant.



# OUTDOOR RECREATION FACILITIES

## PLAYGROUNDS

There are 8 playgrounds in Grey Highlands described in the table below. The Municipality works with community organizations to maintain, operate, and improve facilities as needed.

Park	Location	Comments / Notes	Seasonal Temporary Port-o-let
King Edward Park	75 Walker Street, Markdale	<ul style="list-style-type: none"> <li>Flooding issues</li> <li>Woodchip play surface</li> </ul>	Yes
Rocklyn Fairgrounds	156371 7th Line, Rocklyn	<ul style="list-style-type: none"> <li>Maintained and operated by the municipality</li> <li>Woodchip and grass play surfaces</li> </ul>	Yes
Eugenia Park	222 Inkerman Street, Eugenia	<ul style="list-style-type: none"> <li>Woodchip play surface</li> <li>Wooden structure to be removed in 2022</li> </ul>	Yes
Priceville Kinsmen Park	Artemesia Street, South off Grey Rd 4, Priceville	<ul style="list-style-type: none"> <li>Woodchip play surface</li> <li>Flooding issues</li> </ul>	Yes
Flesherton Memorial Park	40 Sydenham Street, Flesherton	<ul style="list-style-type: none"> <li>Municipally operated and maintained</li> <li>Woodchip play surface</li> </ul>	Yes
Badjeros Athletic Park	269627 Grey County Road 9, Badjeros	<ul style="list-style-type: none"> <li>Municipally operated and maintained</li> <li>Backyard play structure not intended for public use</li> <li>Grass play surface</li> </ul>	Yes
Feversham Park	161 Wellington Street, Feversham	<ul style="list-style-type: none"> <li>Municipally operated and maintained</li> <li>Feversham Park Committee does the beautification of the park</li> <li>Play surface is woodchip</li> </ul>	Yes
Rotary Park – Markdale	Grey County Road 12, Markdale	<ul style="list-style-type: none"> <li>Maintained by the municipality</li> <li>Rotary Club of Markdale has fundraised for park improvements</li> </ul>	Yes

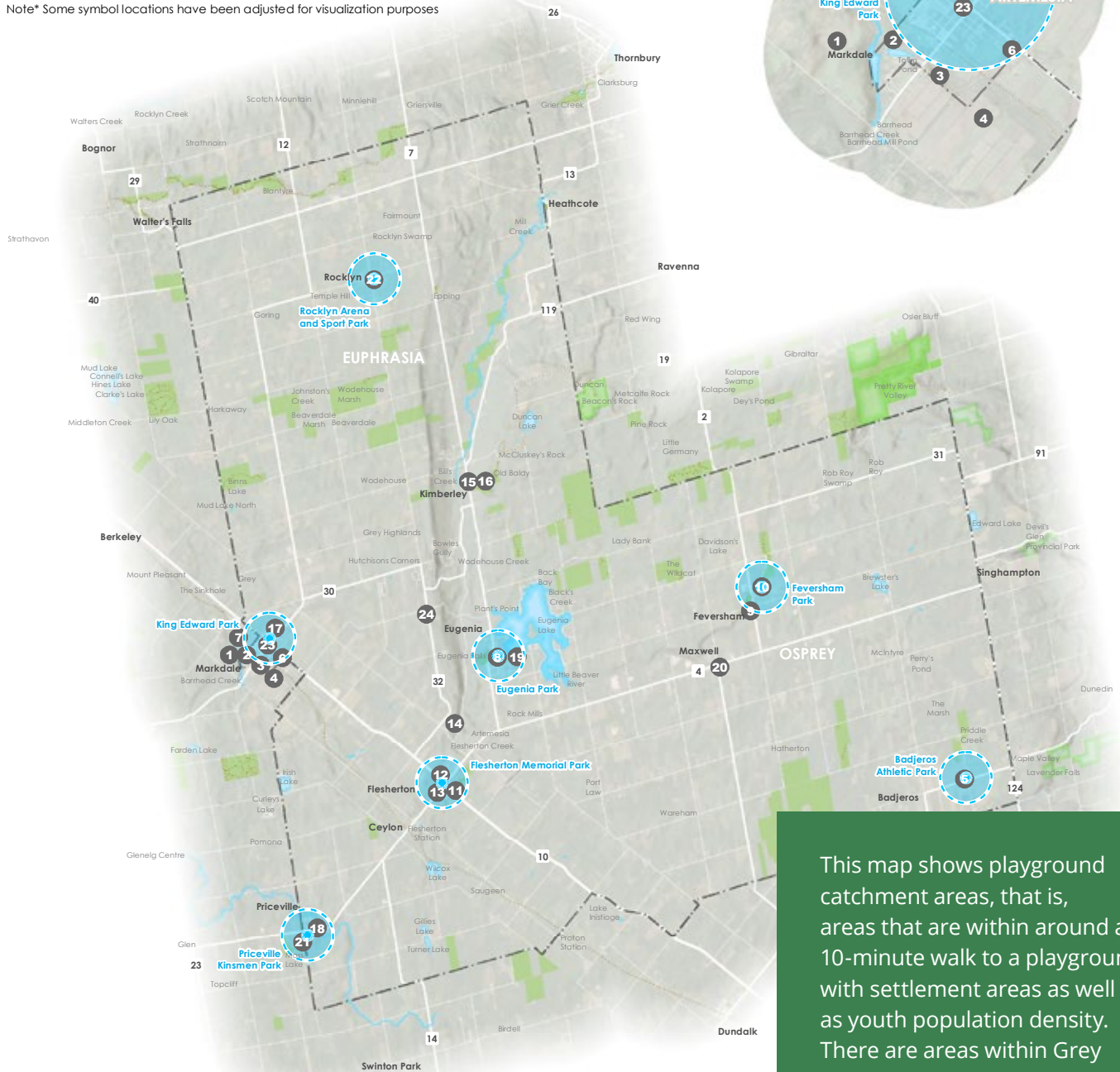
## Base Features:

- Study Area
- Waterbody
- Provincial Park
- Open Space
- Road
- Hiking

## Project Features:

- Park / Indoor Facility Location
- Play Structure
- 10-minute walking distance to a Play Structure

Note\* Some symbol locations have been adjusted for visualization purposes



This map shows playground catchment areas, that is, areas that are within around a 10-minute walk to a playground with settlement areas as well as youth population density. There are areas within Grey Highlands that have a higher population of youth that are not within walking distance to a playground structure.

- |     |                                 |    |                                   |
|-----|---------------------------------|----|-----------------------------------|
| No. | Park Name                       | 13 | Fesherton Pond day use site       |
| 1   | Armstrong Creek A               | 14 | Hogg's Fall Provincial Crown Land |
| 2   | Armstrong Creek B / Rotary Park | 15 | Kimberly Hall                     |
| 3   | Armstrong Creek C               | 16 | Kimberly Hall Grounds             |
| 4   | Armstrong Creek D               | 17 | King Edward Park                  |
| 5   | Badjeros Athletic Park          |    | (Centre Grey Recreation Centre)   |
| 6   | Burnside Parkette               | 18 | Kinsmen Park (road side)          |
| 7   | Chapmans Soccer Field           | 19 | Lake Eugenia Park                 |
| 8   | Eugenia Park                    | 20 | Maxwell Community Park            |
| 9   | Feversham Arena                 | 21 | Priceville Kinsmen Park           |
| 10  | Feversham Park                  | 22 | Rocklyn Arena and Sport Park      |
| 11  | Fesherton Arena and Sport Park  | 23 | The Markdale Square               |
| 12  | Fesherton Memorial Park         | 24 | The SQUA[re]                      |



OVERALL THEMES FROM PLAYGROUND ASSESSMENTS

- Playground structures are provided in key settlement areas and generally accessible by walking or biking to residents in these settlements. Many of the playground structure are aging and work to bring some to a current standard is required.
- Limited diversity in play experience and age group appeal.
- Woodchip surfaces are used in most play structure areas.

PLAYGROUND BENCHMARKING

Community	Population	Playgrounds	Provision
Oro- Medonte Township	21,036	12	1,753
Meaford	10,991	10	1,099
Township of Wellington North	11,914	8	1,489
Southgate Township	7,354	5	1,471
Grey Highlands	10,620	8	1,327
Average	12,383	8.5	1,428

BENCHMARKING AND ASSESSMENT ANALYSIS

- Grey Highlands provision of playground is slightly better than the average of comparator communities, but benchmarking does not account for condition of the assets.

CONSIDERATIONS FOR THE MASTER PLAN

- There is a growing preference among parents for destination style playgrounds and a demand for more diverse and dynamic play.
- Playground replacements are not accounted for in an asset management plan. A number of existing playground structure will required replacement during the term of the master plan.



## RECTANGULAR FIELDS

There are no municipally owned rectangular fields in Grey Highlands Municipality, however Chapman's Ice Cream leases land for the Soccer Complex in Markdale to the Markdale Soccer Association. The Municipality arranges for turf maintenance and has taken responsibility for waste collection. Markdale Minor Soccer completes the field lining, net maintenance, and schedules usage of the fields at the complex.

***The complex has the equivalency of 6 full-size pitches.***

### ONTARIO SOCCER GRASSROOTS STANDARDS

Age Group	Game Format	Roster Size	Field Size
U5-U6	No formal matches	N/A	N/A
U7	3 v 3	6-8 players	Width: 18-22m Length: 25-30m
U8- U9	4 v 4 (no GK) or 5 v 5 (with GK)	8-10 players	Width: 25 -30m Length 30-36m
U10 – U11	7 v 7 (including GK)	10 – 12 players	Width: 30-36m Length: 40-55m
U12 – U13	U12: 9 v 9 (including GK) U13: 9 v 9 or 11 v 11	12- 16 players	Width:42-55m Length: 60-75m
13 +	11 v 11	14 – 20 players	Width: 68m Length:105m

Source: Ontario Soccer Association

Field	Location	Description
Chapman's Soccer Complex	Grey Rd 12, Markdale	<ul style="list-style-type: none"> <li>• 1 disc golf course (future)</li> <li>• 2 full-size soccer fields</li> <li>• 2 U12 fields</li> <li>• 2 U10 fields</li> <li>• 3 U6/8 fields</li> <li>• The complex has the equivalency of 6 full-size fields. Leased by Chapman's Ice Cream to Markdale Soccer Association.</li> </ul>
Beavercrest Community School Field	101 Main Street East Markdale, ON	<ul style="list-style-type: none"> <li>• 1 field</li> <li>• Owned and operated by the Bluewater District School Board.</li> </ul>
Macphail Elementary School	49 Campbell Street Flesherton, ON	<ul style="list-style-type: none"> <li>• 1 field</li> <li>• Owned and operated by the Bluewater District School Board.</li> </ul>
Osprey Central School	408053 Grey Rd 4 Maxwell, ON	<ul style="list-style-type: none"> <li>• 1 field</li> <li>• Owned and operated by the Bluewater District School Board.</li> </ul>
Grey Highlands Secondary School	PO Box 460 Flesherton, ON	<ul style="list-style-type: none"> <li>• 1 full-size field</li> <li>• Owned and operated by the Bluewater District School Board.</li> </ul>

## MARKDALE MINOR SOCCER

Markdale Minor Soccer offers soccer programming for children and youth ages 4 to 18 year-round. In the summer months (June – August) they utilize Chapman’s Soccer Complex where they organize soccer leagues for a variety of age ranges and skill levels. In the winter months, prior to the COVID- 19 pandemic, the club would run indoor soccer program for youth 15 and under in school gymnasiums.



## BENCHMARKING PROVISION

Community	Population	Provision	Property Type		
			Municipal	Private	School
Oro-Medonte	21,036	7,012	2	1	0
Meaford	10,991	1,374	1	3	5
Wellington North	11,914	1,986	4	0	2
Southgate	7,354	7,354	1	0	0
<b>Grey Highlands</b>	<b>10,620,</b>	<b>1,062</b>	<b>0</b>	<b>6</b>	<b>4</b>
<b>Average</b>	<b>12,383</b>	<b>3,758</b>	<b>1.5</b>	<b>2</b>	<b>2</b>

*\*School fields are only counted when the municipality expressed that they are utilized by public groups.*

## BENCHMARKING ANALYSIS

- Grey Highlands has a higher provision of full-size fields than comparators.
- Municipalities typically have a major role and financial responsibility for provision and maintenance of rectangular fields.

## CONSIDERATION FOR THE MASTER PLAN

- Given the number of participating players and the extensive nature of the Soccer Club’s current indoor winter program, there is evidence of demand for a dedicated indoor turf facility in Grey Highlands.
- Given the BWDSB’s current provision of rectangular fields, the municipality may consider partnering with the school board to renew and permit these facilities for community and school use.



## BALL DIAMONDS

Grey Highlands has 9 ball diamonds and about half of them are used regularly in the summer months. Maintenance and operations of these facilities are often shared by the Municipality and user groups or

local recreation and improvement committees. Below is a table reflecting the parks with ball diamonds, which organization use them and who is responsible for maintenance/ operations of those diamonds.

Facility / Park	Location	Description of Utilization	Maintenance / Operation
King Edward Park	75 Walker Street, Markdale	Run by recreation committee. Markdale Minor Softball is a user group.	Municipality maintains fields and Markdale Recreation Committee maintains specifics related to play.
Rocklyn Fairgrounds	156371 7th Line, Rocklyn	Not used or maintained for active field sport activity	Municipality
Eugenia Park	222 Inkerman Street, Eugenia	Not used or maintained for active field sport activity. Space is used for an outdoor rink in the winter months.	Municipality maintains fields and Eugenia Improvement Committee maintains specifics related to play.
Priceville Kinsmen Park	Artemesia Street, South off Grey Rd 4, Priceville	Not used or maintained for active field sport activity. Has a concession stand	Municipality maintains fields and Priceville Improvement Committee maintains specifics related to play.
Flesherton Arena Park	2 Highland Drive, Flesherton	Actively Used by Flesherton Minor Baseball.	Municipality
Badjeros Athletic Park	269627 Grey County Road 9, Badjeros	Actively used by Badjeros Minor Softball .	Municipality
Feversham Park	161 Wellington Street, Feversham	Used occasionally for tournaments; no weekly organized field sport activity.	Municipality
Vandeleur Park	Grey Road 32, Flesherton	Not used or maintained for active field sport activity.	Municipality
Maxwell Community Park	Grey Rd 2, Maxwell	Not used or maintained for active field sport activity.	Municipality



## BENCHMARKING PROVISION

Community	Population	Provision	Property Type		
			Municipal	Private	School
Oro-Medonte	21,036	3,506	6	0	0
Meaford	10,991	2,198	4	1	0
Wellington North	11,914	2,383	5	0	0
Southgate	7,354	3,677	2	0	0
<b>Grey Highlands</b>	<b>10,620,</b>	<b>1,180</b>	<b>9</b>	<b>0</b>	<b>1</b>
<b>Average</b>	<b>12,383</b>	<b>2,587</b>	<b>5</b>	<b>0</b>	<b>0</b>

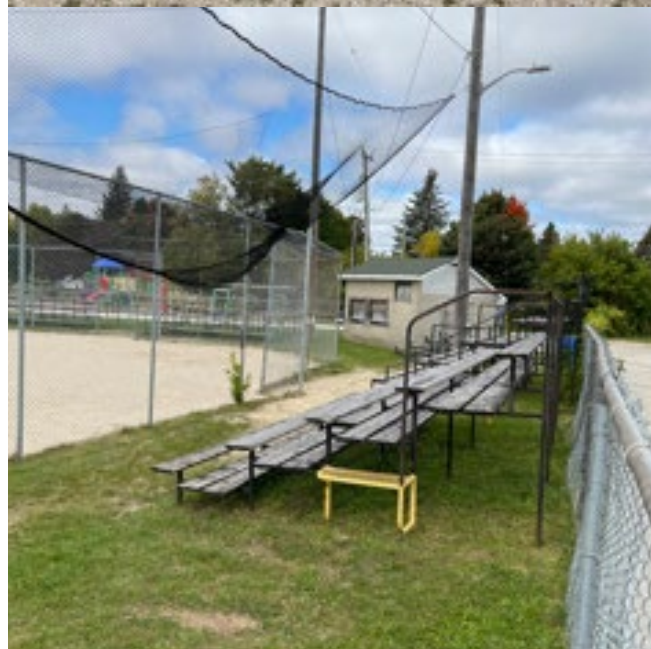
*\*School fields are only counted when the municipality expressed that they are utilized by public groups.*

## BENCHMARKING AND UTILIZATION ANALYSIS

- Grey Highlands has an above average provision of ball diamonds.
- About half of the ball diamonds are not being used or adequately maintained for use.

## CONSIDERATIONS FOR THE MASTER PLAN

- Participation in softball/ slow pitch has rebounded nationally with the younger adult age group.
- Adding lighting and enhancing existing diamonds may improve utilization at parks where there is demand.
- Consider expanding infrastructure at parks where higher utilization is observed and initiated by user groups.
- Consider removing under- utilized diamonds and repurposing for other active/outdoor sports.
- Consider implementing a field booking system that tracks maintenance and hours utilized.



## SPORT COURTS

There are 5 parks that include multi-use sport courts in Grey Highlands. Overall, the courts are in good condition except for Feversham Park, which could use some resurfacing. The court at Eugenia Park is too small to be used for most court sports. King Edward Park, and Priceville Kinsmen Park are maintained by the Municipality and community organizations fundraise and advocate for desired improvements or additional amenities.

### GREY HIGHLANDS SPORT COURTS

Park	Location	Description and Current Use	Overall Assessment
King Edward Park	75 Walker Street, Markdale	<ul style="list-style-type: none"> <li>• 2 basketball hoops</li> <li>• Lines painted</li> <li>• Fenced</li> <li>• Maintained by Markdale Recreation Committee</li> </ul>	Good condition
Feversham Park	161 Wellington Street, Feversham	<ul style="list-style-type: none"> <li>• 2 basketball hoops</li> <li>• No fence</li> <li>• No lines</li> <li>• Used for natural ice in winter months</li> </ul>	Poor condition: surface and equipment require replacement
Eugenia Park	222 Inkerman Street, Eugenia	<ul style="list-style-type: none"> <li>• 1 basketball hoop</li> <li>• No lines</li> <li>• No fencing</li> <li>• Maintained by Eugenia District Improvement Committee</li> </ul>	Moderate condition: in need of some improvement
Flesherton Memorial Park	40 Sydenham Street, Flesherton	<ul style="list-style-type: none"> <li>• 2 basketball hoops</li> <li>• No lines</li> <li>• Fenced</li> </ul>	Good condition
Priceville Kinsmen Park	Artemesia Street, South off Grey Rd 4, Priceville	<ul style="list-style-type: none"> <li>• 2 basketball hoops</li> <li>• No lines</li> <li>• Fenced on one side</li> <li>• Used for natural ice in winter months</li> <li>• Maintained by Priceville Improvement Committee</li> </ul>	Good condition

## BENCHMARKING AND PROVISION

Community	Population	Provision	# of Sport Courts
Oro- Medonte Township	21,036	2,630	8
Meaford	10,991	10,991	1
Township of Wellington North	11,914	11,914	1
Southgate Township	7,354	0	0
Grey Highlands	10,620	2,124	5
<b>Average</b>	<b>12,383</b>	<b>5,532</b>	<b>3</b>

## ANALYSIS OF BENCHMARKING AND UTILIZATION

- Grey Highlands has a higher provision of sport courts than comparator communities.
- The courts are used for a variety of activities and allow for spontaneous and unstructured play. Youth are increasingly more attracted to individual and spontaneous use opportunities.
- 2 of the courts are utilized in the winter for outdoor ice rinks.
- Most courts do not have lines painted but could be lined for multiple activities such as basketball, ball hockey, and pickleball.
- None of the sport courts are lit.

## CONSIDERATIONS FOR THE MASTER PLAN

- Levels of use for spontaneous use are varied and unclear. It will be important to monitor trends and get a better handle of levels of use.
- Other court sports like pickleball are emerging.
- Provision and use of courts for natural ice has been popular during the pandemic.



Markdale sport court



Flesherton Memorial Park



# ENGAGEMENT OVERVIEW

Engagement with residents and stakeholders was identified as a critical aspect of the Master Plan process. Early in the project (as part of Phase 1) an Engagement and Communications Action Plan was developed to guide the project engagement and ensure alignment with leading practices, including IAP2's (International Association of Public Participation) Spectrum of Public Participation. A key overarching objective of the Master Plan engagement was to ensure all individuals were provided with meaningful opportunities to offer their perspectives and viewpoints. As such, the engagement process utilized a variety of methods to garner this input.





## SUMMARY OF KEY FINDINGS AND THEMES

- Residents of Grey Highlands are motivated to participate in parks and recreation by their desire for physical and mental health and to be social.
- Residents agree that parks and recreation are important to the quality of all residents of Grey Highlands.
- The COVID-19 Pandemic has had an impact on recreation participation within organizations and for individuals. Residents indicated that they spend more time in parks and on local trails. Comments from community outdoor groups reiterated the noticeable increase in use and want to advocate for more maintenance and parking at trail heads.
- Nature and conservation areas were the most visited outdoor amenity spaces by residents and most residents indicated that they were satisfied with the trails network in Grey Highlands.
- Satisfaction levels with current service offerings are highest for outdoor space provision (parks and trails) and lower for recreation and related programming. Results suggest that demand exists for more fitness, wellness and active living programming.
- Residents believe that it is important to maintain and reinvest in community halls and social gathering spaces, as well as arenas.
- Residents are interested in spontaneous use and flexible recreation and parks opportunities. There is interest in opportunities that allow for informal gatherings like public events and drop-in skating.
- Community organizations desire more opportunities to collaborate amongst other recreation providers and the Municipality. Some agree that there should be a mechanism to support enhanced information sharing regarding recreation programming across the Municipality.
- Most community organizations in Grey Highlands expect their participation / membership to grow over the next decade.



Osprey Community Centre



Kimberly Hall

# HOUSEHOLD PUBLIC SURVEY FINDINGS

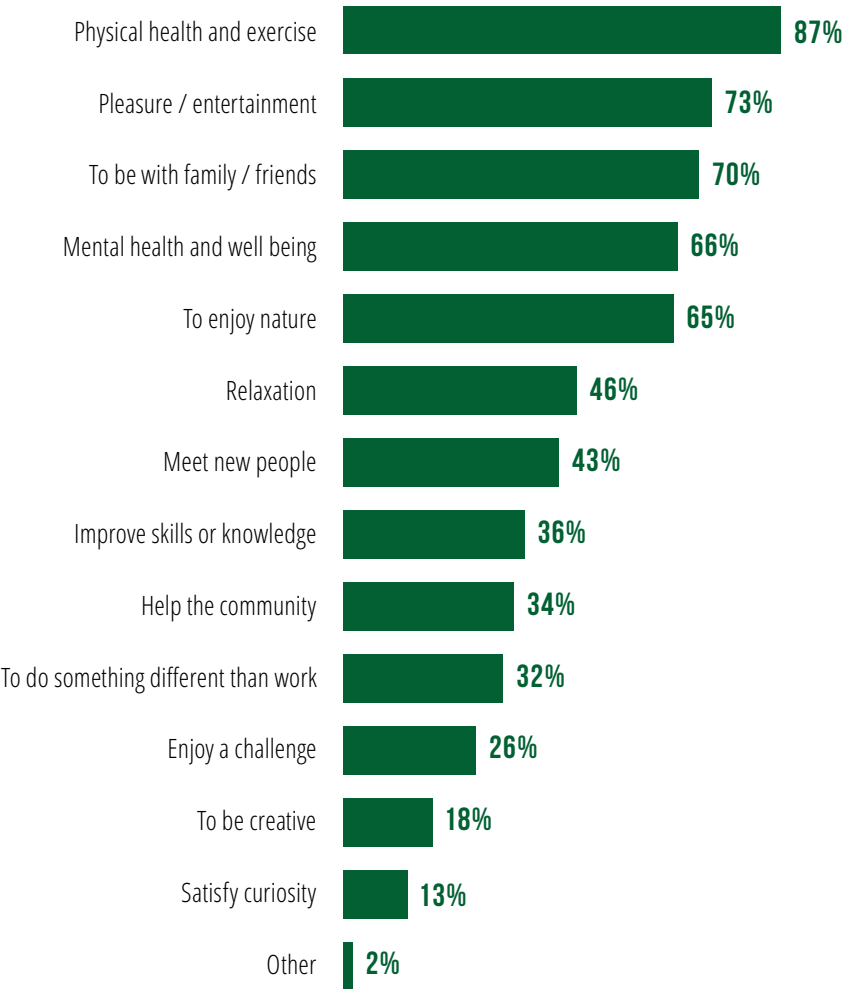
## OVERVIEW OF THE SURVEY METHODOLOGY AND PURPOSE

A Public Household Survey was fielded to gather specific feedback on parks and recreation in the Municipality of Grey Highlands. This survey was made available to the public on the Municipality’s website for approximately one month. In total, 284 responses were provided to the survey.<sup>1</sup> The public survey findings are provided as follows in this section and are generally presented in the order that the findings were asked in the survey.

### MOTIVATION

To begin the survey, respondents were asked what motivates members of their household to participate in parks and recreation opportunities - 87% of respondents indicated that they participate for physical health and exercise, 73% indicated that they participate for pleasure / entertainment, and 70% participate to be with friends and family.

### WHAT MOTIVATES YOU OR MEMBERS OF YOUR HOUSEHOLD TO PARTICIPATE IN PARKS AND RECREATION OPPORTUNITIES?



1 Not every respondent answered every question in the survey.

# IMPORTANCE OF PARKS AND RECREATION

Respondents were asked to indicate how important parks and recreation opportunities are to the quality of life for all residents, 99% of respondents indicated that parks and recreation is either very important (82%) or somewhat important (17%). Similarly, 98% of respondents agree that parks and recreation opportunities are either very important (77%) or

somewhat important (21%) to their household’s quality of life. Only 3% of respondents indicated that they felt that park and recreation opportunities was not important to the appeal and attractiveness of Grey Highlands as 78% indicated that it was very important and 18% indicated that it was somewhat important.

## HOW IMPORTANT ARE PARKS AND RECREATION OPPORTUNITIES TO..

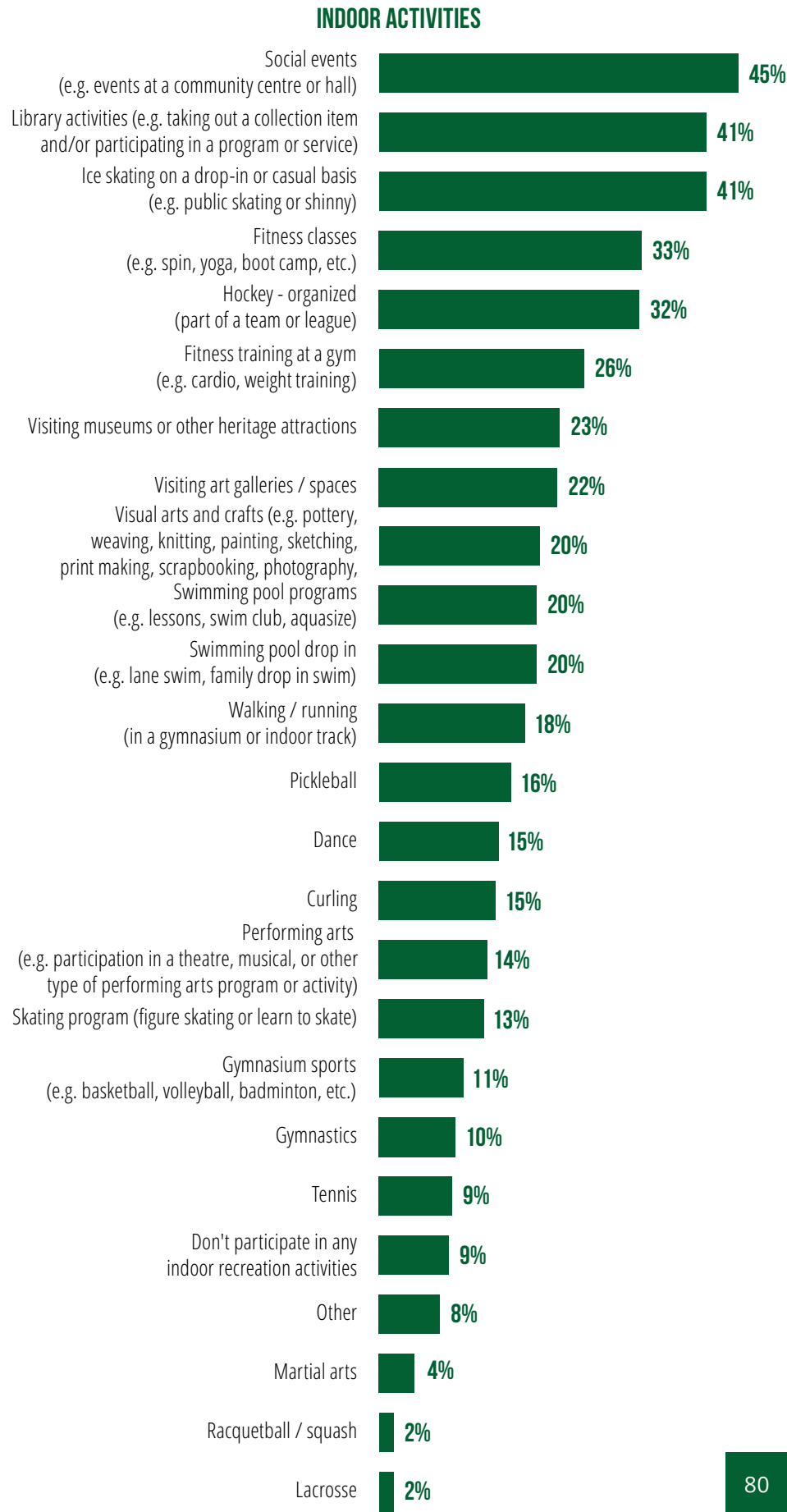
	Very Important	Somewhat Important	Not Important	Unsure
...quality of life for all residents in Grey Highlands?	82%	17%	1%	0%
...your household's quality of life?	77%	21%	2%	0%
...your household's pursuit of active/healthy living?	73%	25%	3%	1%
...the appeal and attractiveness of Grey Highlands for current and prospective residents?	78%	18%	3%	1%



PARTICIPATION IN RECREATION  
AND PARKS ACTIVITIES

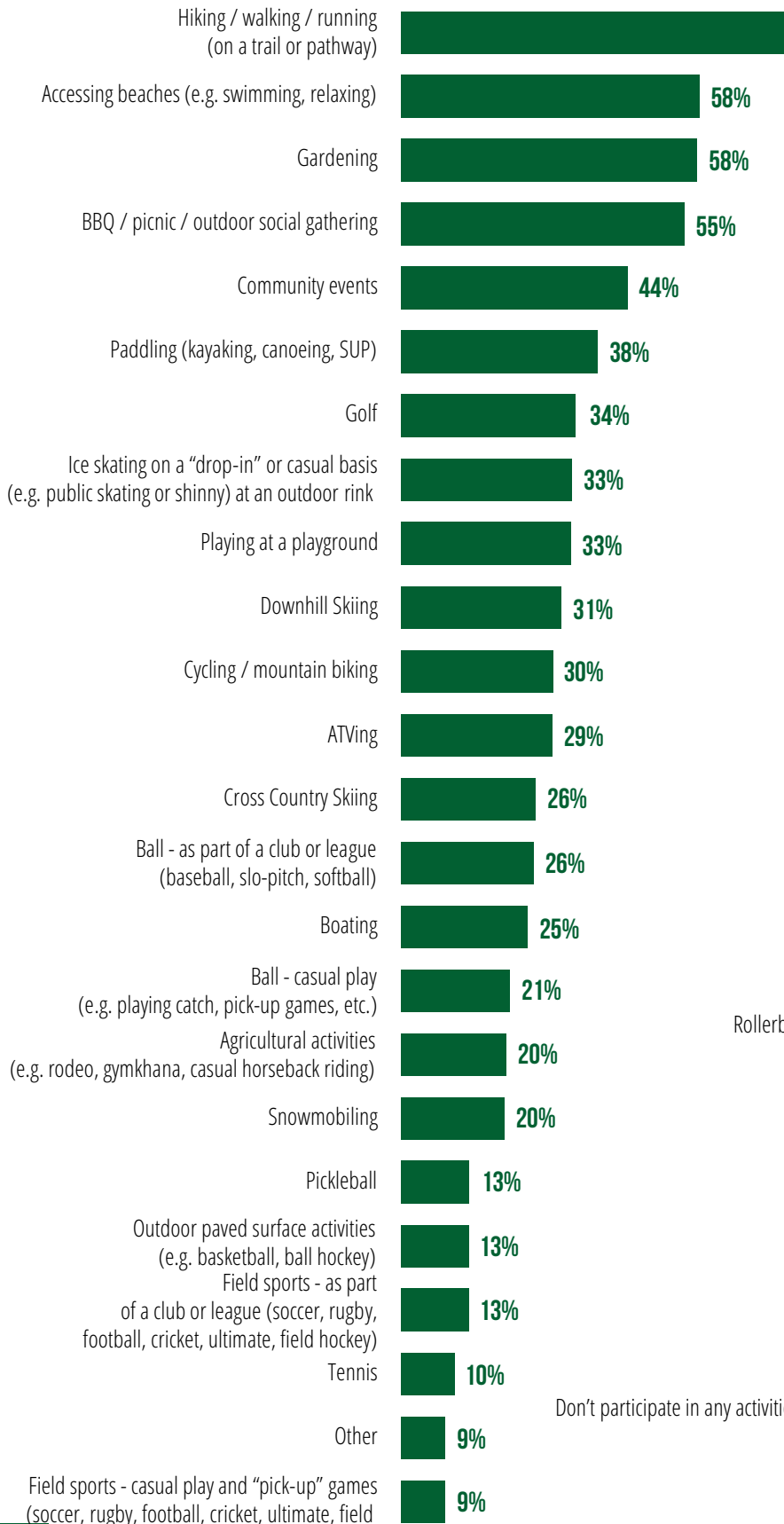
INDOOR ACTIVITIES

When asked what indoor activities respondents and their households participate in, casual or spontaneous activities, such as social events (45%), library activities (41%), and drop-in ice skating (41%) were the most popular choices. Hockey (32%) was the most popular organized/registered activity followed by swimming programs (20%). Most of the written responses for the 'other' response indicated outdoor activities.



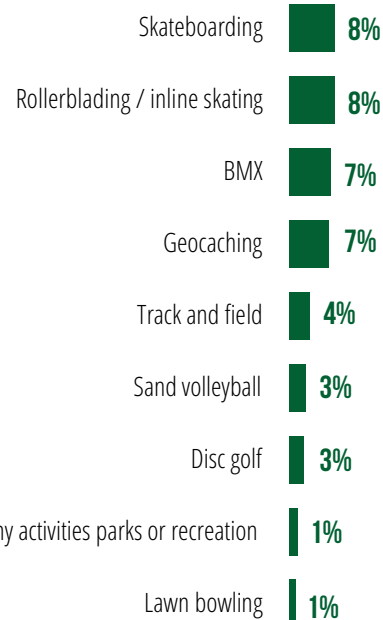


## OUTDOOR ACTIVITIES



## OUTDOOR ACTIVITIES

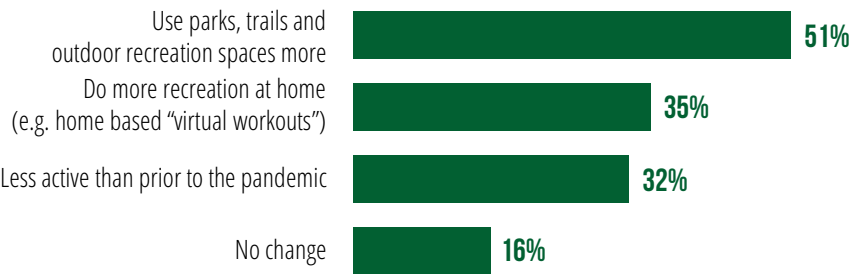
Next, respondents were asked to indicate outdoor activities that their household regularly participates in. Like the indoor activity choices, the top three responses were spontaneous or casual activities; hiking/ walking/ running (75%) was the most popular choice, followed by accessing beaches (58%), and gardening (58%). Of those who selected 'other', several indicated in their written responses indicated that they snowshoe, others described what they do while accessing the beach.



# IMPACTS OF COVID -19 PANDEMIC

When asked how the COVID-19 pandemic has impacted household participation in recreation opportunities, 51% of respondents indicated that they use parks, trails, and outdoor recreation spaces more often - 35 % of respondents do more recreation activities at home such as home based “virtual workouts” and 32% are less active than prior to the pandemic.

## HOW HAS THE COVID-19 PANDEMIC IMPACTED YOUR HOUSEHOLDS RECREATION PARTICIPATION?



## FACILITY/ AMENITY USE

### INDOOR FACILITIES

Respondents we asked to identify how frequently members of their household visit various indoor facilities and amenities in Grey Highlands. The following chart reflects respondents self-identified levels of utilization. The Flesherton Arena, the Centre

Grey/ Markdale Arena and the Osprey Arena had the highest indicated weekly usage among respondents. Stothart Hall, Rocklyn Arena Hall and Kimberley Hall had the lowest reported weekly usage.

Facilities	Daily or Almost Daily (5+ visits per week)	Every Other Day (3 - 4 Visits Per Week)	Weekly (1 - 2 Visits Per Week)	Monthly (1 - 2 Visits Per Month)	A Few Times Per Year	Never
Stothart Hall	0%	0%	0%	1%	21%	78%
South East Grey Community Health Centre Gym	1%	2%	5%	7%	10%	76%
Rocklyn Arena Hall	1%	0%	2%	4%	19%	74%
Kimberley Hall	0%	0%	1%	4%	24%	70%
Rocklyn Arena	2%	2%	3%	2%	24%	69%
School Gymnasiums in Grey Highlands	2%	0%	4%	5%	21%	67%
Maxwell Community Centre	0%	0%	3%	3%	28%	66%
Osprey Arena Hall	0%	2%	8%	11%	26%	52%
Osprey Arena	2%	5%	11%	6%	25%	51%
Centre Grey / Markdale Arena Hall	2%	1%	5%	9%	37%	48%
Centre Grey / Markdale Arena	2%	3%	15%	5%	29%	47%
Flesherton Kinplex	1%	5%	6%	9%	47%	31%
Flesherton Arena	4%	11%	21%	8%	28%	29%

## OUTDOOR FACILITIES / AMENITIES

Next, respondents were asked to indicate how frequently members of their household visits outdoor facilities and amenities in Grey Highlands. Nature and conservation areas, trails in Grey Highlands and

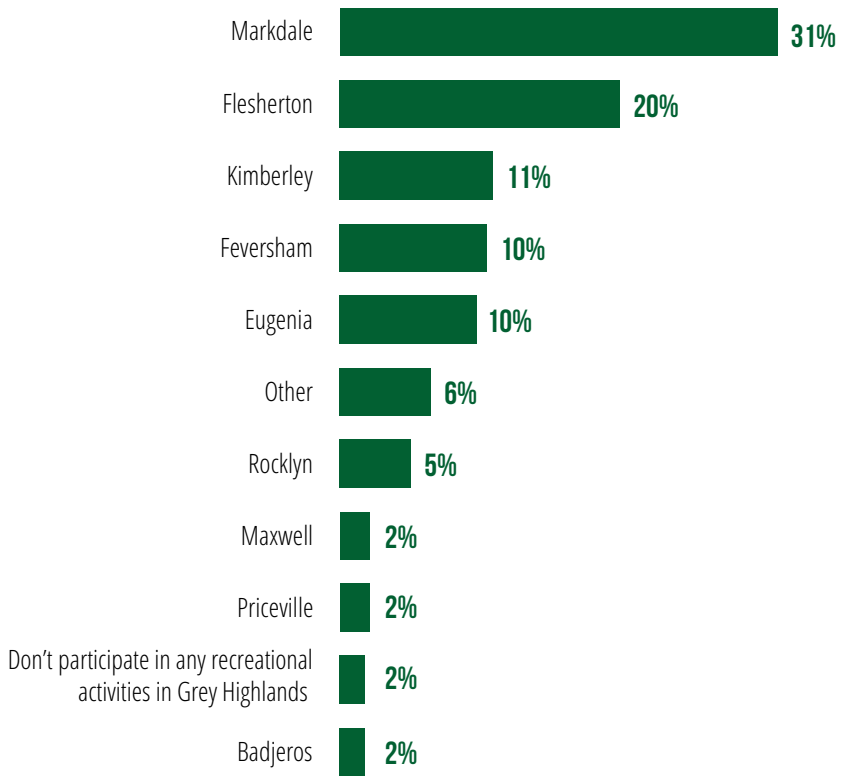
community parks and playgrounds reported the highest weekly use. While sports fields, ball diamonds and rural parks, day use sites through Grey Highlands reported the lowest.

Facilities	Daily or Almost Daily (5+ visits per week)	Every Other Day (3 - 4 Visits Per Week)	Weekly (1 - 2 Visits Per Week)	Monthly (1 - 2 Visits Per Month)	A Few Times Per Year	Never
Sports fields in Grey Highlands (rectangular fields for soccer, football, rugby, etc.)	2%	3%	13%	9%	26%	47%
Ball diamonds in Grey Highlands	3%	5%	12%	8%	28%	44%
Rural parks, day-use sites throughout Grey Highlands	4%	2%	17%	21%	39%	18%
Community parks and playgrounds in Grey Highlands	5%	7%	20%	24%	27%	16%
Trails in Grey Highlands	12%	11%	26%	23%	19%	9%
Nature and conservation areas (trails for hiking, mountain biking, etc.)	10%	10%	26%	26%	23%	6%



Respondents were then asked where members of their households participate in recreational activities in Grey Highlands; Markdale (31%), Flesherton (20%) and Kimberley (11%) were the top three responses. There was space provided to write in a place not listed next to the 'other' option; specific parks such as Beaver Valley and combinations of the communities within Grey Highlands were noted.

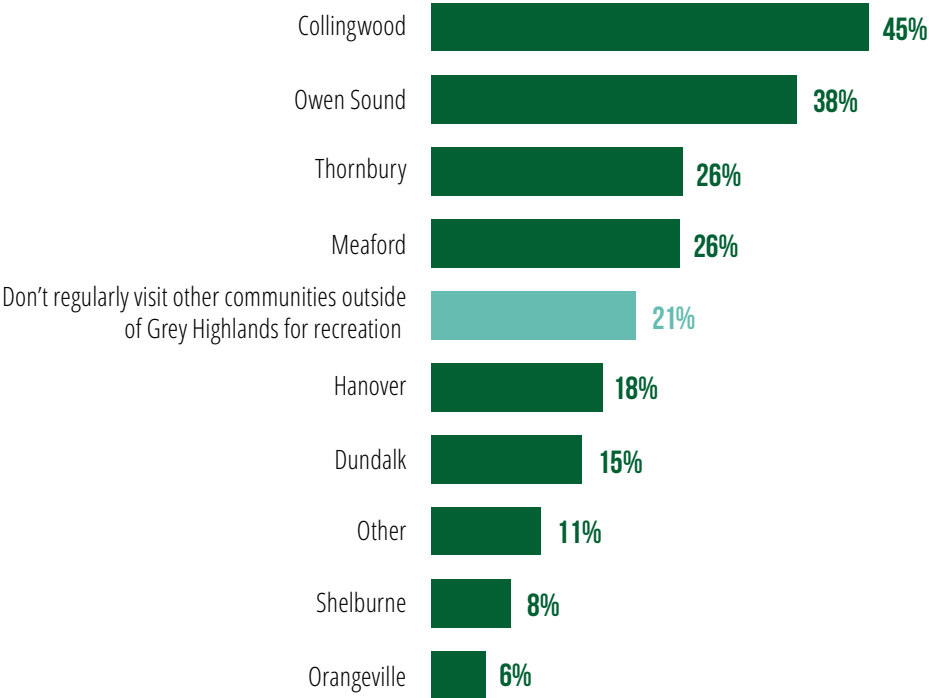
WHERE DO YOU PARTICIPATE IN RECREATIONAL ACTIVITIES IN GREY HIGHLANDS?



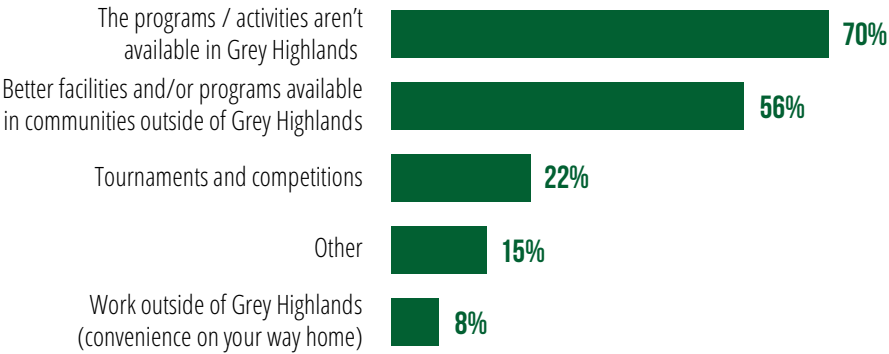
When asked about communities outside of Grey highlands, respondents indicated that they visit Collingwood (45%) the most often for recreational activities. Owen Sound (38%), Thornbury (26%) and Meaford (26%) were also popular responses for places that household members visit on a regular basis for recreational activities - 21% of respondents indicated that they don't regularly visit other communities outside of Grey Highlands for recreation.

When respondents were asked **why** they visit communities outside of Grey Highlands for recreation, 70% of respondents indicated the programs/ activities aren't available in Grey Highlands and 56% indicated that there are better facilities and/or programs available in communities outside of Grey Highlands - 22% indicated that they visit communities outside of Grey Highlands for tournaments and competitions. Space was provided to write in responses when respondents indicated the 'other' option. A variety of responses were provided, the most popular responses included access to different hiking and parks, better water access, and seasonal property ownership elsewhere.

WHICH OF THE FOLLOWING COMMUNITIES DO YOU VISIT ON A REGULAR BASIS FOR RECREATIONAL ACTIVITIES?



WHY DO YOU VISIT COMMUNITIES OUTSIDE OF GREY HIGHLANDS FOR RECREATION?



## SATISFACTION

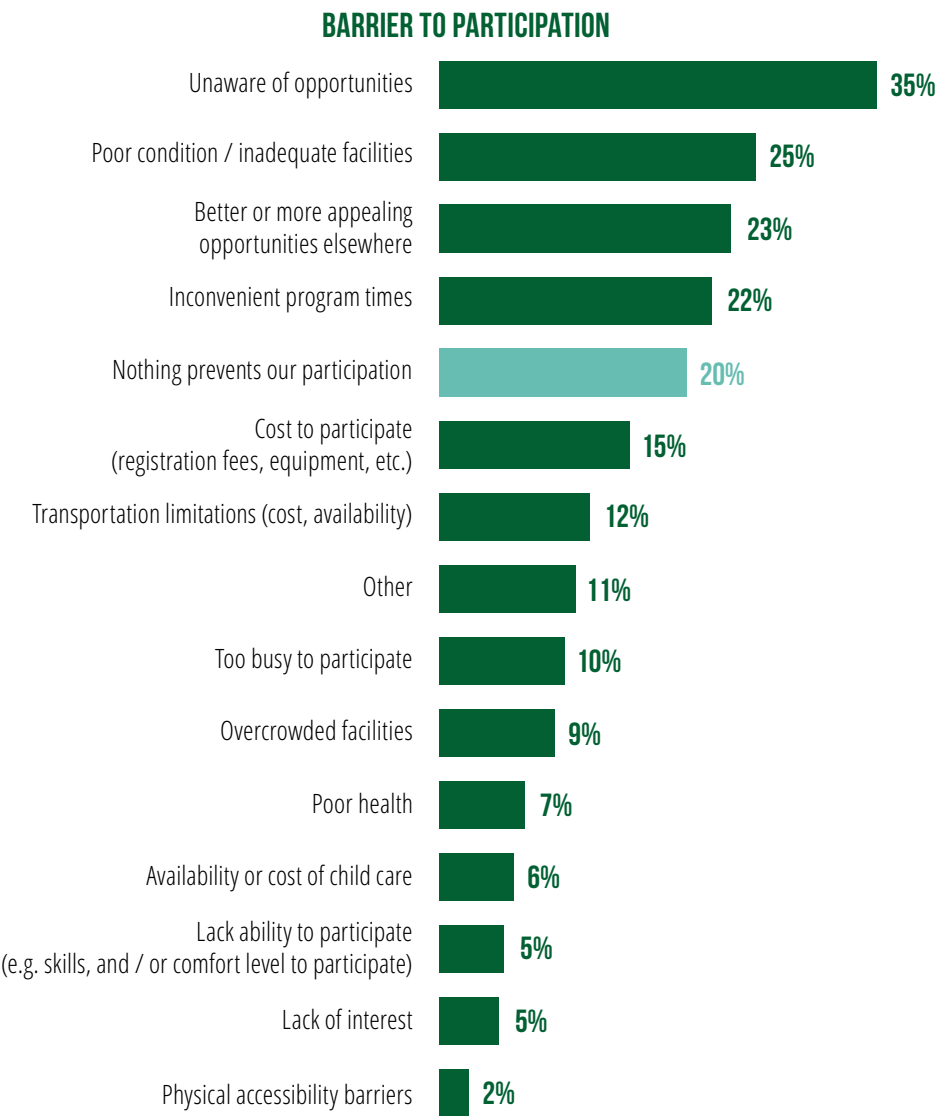
To get a sense of the overall satisfaction of households with the availability of recreation programming and facilities in Grey Highlands, respondents were asked to indicate how satisfied or dissatisfied they are with a list of facilities and programming types - 63% of respondents are either very satisfied (28%) or somewhat satisfied (35%) with the Grey Highlands

trails network and 53% of respondents were either very satisfied (16%) or somewhat satisfied (37%) with the availability of quality parks and open spaces. Conversely, 48% indicated some level of dissatisfaction with the availability of fitness, wellness, and active living programs.

	Very Satisfied	Somewhat Satisfied	Neither Satisfied nor Dissatisfied	Somewhat Dissatisfied	Very Dissatisfied	No Opinion / Unsure
Trails network	<b>28%</b>	<b>35%</b>	18%	10%	4%	5%
Availability of quality parks and open spaces	16%	<b>37%</b>	17%	19%	7%	5%
Availability of sports programs	5%	<b>24%</b>	20%	18%	11%	<b>23%</b>
Availability of spaces for casual and spontaneous recreation (e.g. "Drop-in" activities, "Pick-Up" games, etc.)	1%	11%	<b>23%</b>	<b>26%</b>	14%	<b>26%</b>
Availability of arts and cultural programs	2%	13%	<b>26%</b>	<b>21%</b>	15%	<b>23%</b>
Availability of indoor recreation facilities	6%	21%	15%	<b>27%</b>	17%	15%
Availability of fitness, wellness, and active living programs	3%	17%	16%	<b>27%</b>	<b>21%</b>	17%

## BARRIERS

Respondents were asked what, if anything, prevents them or someone in their household from participating in parks and recreation opportunities in Grey Highlands. Participants were provided a list of options to select from and could select all that applied to their situation. The top three barriers that prevented respondents from accessing parks and recreation opportunities in Grey Highlands were lack of awareness of opportunities (35%), poor condition/ inadequate facilities (25%), and better or more appealing opportunities could be found elsewhere (23%). 20% of respondents indicated that nothing prevents their participation. Many of the comments provided when respondents selected 'other' reiterated the options provided to them, the lack of program offerings and the driving distance from their home.





## PROJECT PRIORITIZATION

### INDOOR FACILITIES / AMENITIES

Respondents were asked to indicate whether they feel existing facilities/ amenities should be enhanced, more should be developed, and whether the facility/ amenity should not be a priority for investment.

Top 3 indoor facilities/ amenities for enhancement:

- Community halls and social gathering spaces (61%)
- Arenas (52%)
- Seniors Spaces (38%)

Top 3 indoor facilities/ amenities that should be developed:

- Indoor aquatic facilities (60%)
- Fitness facilities (52%)
- Youth Spaces (42%)

Top 3 indoor facilities/ amenities that should **not** be prioritized:

- Indoor walking/ running track (29%)
- Curling Facilities (23%)
- Interpretive venues (20%)

Facility/ Amenity	Existing Facilities / Amenities Should be Enhanced	More of These Facilities / Amenities Should be Developed	This Type of Facility / Amenity Should Not be a Priority for Investment	Not Sure / No Opinion
Youth spaces	33%	<b>42%</b>	4%	22%
Seniors' spaces	<b>38%</b>	35%	6%	22%
Fitness facilities	25%	<b>52%</b>	9%	14%
Gymnasium / flex-hall	23%	36%	10%	<b>30%</b>
Indoor aquatic facilities	15%	<b>60%</b>	11%	13%
Indoor children's play spaces	23%	34%	12%	<b>31%</b>
Community halls and social gathering spaces	<b>61%</b>	15%	12%	11%
Multi-purpose program rooms	34%	24%	16%	<b>26%</b>
Arts and crafts spaces (e.g. studios, collaborative work spaces)	34%	28%	17%	21%
Indoor multi-sport facility (e.g. field house with large multi-use surface(s) that can accommodate multiple activity types)	24%	38%	18%	21%
Arenas	<b>52%</b>	10%	18%	19%
Interpretive venues (e.g. museums, heritage facilities, nature centres, interactive learning spaces)	29%	28%	<b>20%</b>	23%
Curling facilities	34%	7%	<b>23%</b>	36%
Indoor walking / running track	18%	33%	<b>29%</b>	20%

## OUTDOOR FACILITIES/ AMENITIES

Respondents were also asked to indicate whether they feel existing outdoor facilities/ amenities should be enhanced, more should be developed, and whether the facility/ amenity should not be a priority.

Top 3 outdoor facilities/ amenities for enhancement:

- Ball Diamonds (54%)
- Playgrounds (51%)
- Skating rinks (51%)

Top 3 outdoor facilities/ amenities that should be developed:

- Pools (62%)
- Splash pad (54%)
- Fitness equipment (40%)

Top 3 outdoor facilities/ amenities that should not be prioritized:

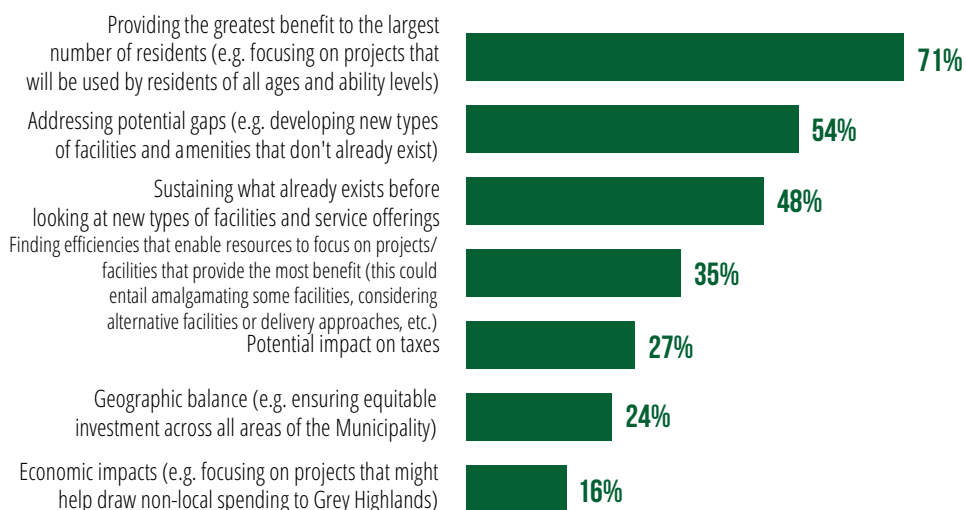
- ATV trails (50%)
- Snowmobile trails (48%)
- Trails – paved (43%)

Facility/ Amenity	Existing Facilities / Amenities Should be Enhanced	More of These Facilities / Amenities Should be Developed	This Type of Facility / Amenity Should Not be a Priority for Investment	Not Sure / No Opinion
Playgrounds	<b>51%</b>	24%	9%	16%
Pools	14%	<b>62%</b>	11%	13%
Skating rinks	<b>51%</b>	21%	11%	17%
Trails - natural surface	44%	34%	12%	10%
Splash pad	13%	<b>54%</b>	13%	20%
Festival and community performance spaces	37%	32%	14%	17%
Paved court spaces (e.g. for basketball, ball hockey, etc.)	38%	26%	14%	22%
Fitness equipment	25%	<b>40%</b>	16%	19%
BBQ / picnic areas / park shelters	46%	23%	17%	15%
Beaches	40%	26%	18%	17%
Ball diamonds	<b>54%</b>	4%	18%	23%
Tennis / pickleball courts	23%	35%	19%	24%
Cross country ski trails	31%	28%	20%	22%
Sports fields (rectangular sports fields for soccer, football, rugby, etc.)	43%	12%	20%	25%
Snowshoe trails	29%	36%	21%	14%
Community gardens	24%	37%	22%	17%
Campgrounds	17%	38%	23%	23%
Skate parks	20%	23%	29%	29%
Public art	22%	24%	30%	25%
Track and field venues	23%	9%	31%	<b>37%</b>
Pump tracks / bike skills parks	12%	24%	31%	33%

Facility/ Amenity	Existing Facilities / Amenities Should be Enhanced	More of These Facilities / Amenities Should be Developed	This Type of Facility / Amenity Should Not be a Priority for Investment	Not Sure / No Opinion
Dog parks	13%	27%	33%	<b>27%</b>
Beach volleyball courts	12%	13%	39%	<b>37%</b>
Trails - paved	16%	22%	<b>43%</b>	18%
Snowmobile trails	22%	11%	<b>48%</b>	20%
ATV trails	17%	11%	<b>50%</b>	22%

When asked what should be factored in future project considerations 71 % of respondents indicated that projects that provide the greatest benefit to the largest number of residents was key. 51% of respondents indicated that addressing potential gaps was also an important factor and 48% indicated that sustaining what already exists before looking at new types of facilities and service offerings is important.

### KEY FACTORS IN FUTURE PROJECT CONSIDERATION



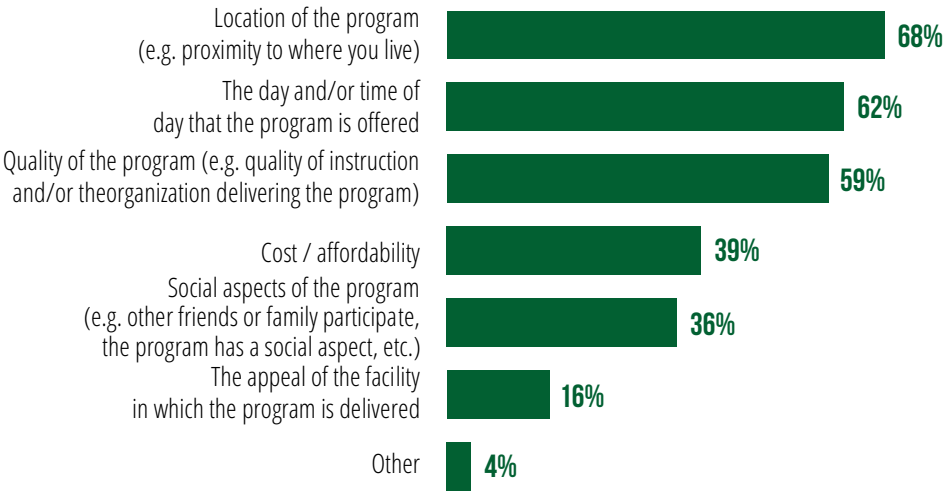
Respondents were given the opportunity to indicate programming opportunities that members of their household would like to see more of. 47% of respondents indicated that they would like to see more fitness and wellness programming for adults ages 19 -

59 years, 39% would like to see more water education and safety programming for children under 12 years of age and 35% would like more casual recreation programming for adults ages 19-59 years.

Programming	Children (12 and under)	Youth (ages 13- 18 years)	Adults (ages 19- 59 years)	Older Adults (ages 60 +)
Nature / outdoor education programming	27%	20%	31%	22%
Fitness and wellness programming (e.g. spin classes, yoga, boot camps, etc.)	12%	17%	<b>47%</b>	24%
Casual recreation programming (“drop-in” and unstructured types of programs like casual basketball, badminton, open gym time, etc.)	20%	26%	<b>35%</b>	19%
Organized sports teams, leagues, and clubs	<b>31%</b>	<b>29%</b>	27%	14%
Visual arts and culture programming (e.g. pottery classes, painting classes, etc.)	20%	18%	<b>34%</b>	<b>28%</b>
Performing arts and culture programming (e.g. theatre clubs, dance, etc.)	24%	20%	30%	<b>26%</b>
Programs for individuals facing social, physical, or cognitive barriers to participation	22%	24%	28%	<b>26%</b>
Programs that encourage socialization and reduce social isolation	21%	21%	27%	<b>31%</b>
Water education and safety (e.g. swim lessons)	<b>39%</b>	<b>27%</b>	19%	16%
Agricultural programs and activities	<b>31%</b>	<b>29%</b>	27%	14%

Respondents were asked what aspects of programming are most important to their household when determining which programs to participate in. The location of the program (68%), the date and time the program is offered (62%), and the quality of the program (59%), were the top three most indicated factors of determining which program activities respondents and their household will participate in.

### PROGRAMMING ASPECTS THAT DETERMINE PARTICIPATION



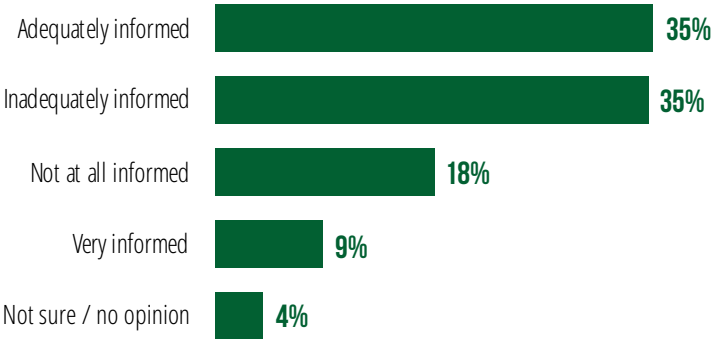


## COMMUNICATION

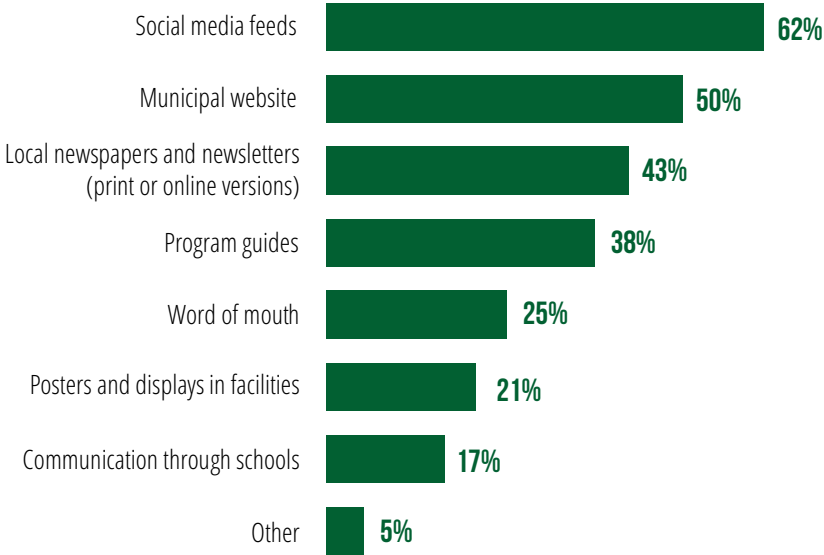
Respondents were asked about how informed their household feels about parks and recreation opportunities and what their preferred method of communication is. 44% of respondents feel that their household is either adequately informed (35%) or very informed (9%), while 53% indicated that there may be some room for improvement as 35% indicated they were inadequately informed and 18% indicated that they are not at all informed.

Over half of survey respondents prefer to hear about recreation and parks opportunities through social media (62%) and 50% prefer the municipal website. Local newspapers and newsletters rounded out the top three methods, with 43% selecting it a preferred way to learn about parks and recreation opportunities.

### HOW INFORMED DOES YOUR HOUSEHOLD FEEL ABOUT PARKS AND RECREATION OPPORTUNITIES IN GREY HIGHLANDS?



### HOW DOES YOUR HOUSEHOLD PREFER TO LEARN ABOUT PARKS AND RECREATION OPPORTUNITIES?



## GENERAL COMMENTS

To conclude the survey, space was provided for respondents to offer additional comments and perspectives on parks and recreation. Summarized below are themes from the 92 comments provided.

- The need for indoor aquatics was expressed and that a municipally owned and centrally located recreation facility with aquatics, fitness equipment, and dry floor space is desired.
- There is a desire for more creative use of current spaces and an increase in programming available to community members young and old.
- Many comments reiterated the importance of outdoor spaces, and some expressed that they would like more outdoor amenities such as spray parks or new playground structures.
- Some believe that the number of arenas currently in operation could be reevaluated and other uses for the floor space should be considered.
- Several comments believe that it is important to take care of the current facilities.
- Several comments suggest that it is important to residents that outdoor amenities are accessible to all and that respondents value 'rustic' elements of current outdoor spaces.



## RESPONDENT PROFILE

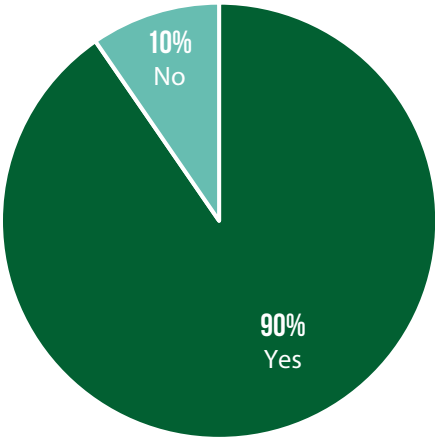
90% of respondents are full- time residents of Grey Highlands.

31% of respondents live in or closest to Markdale, 20% live in or closest to Flesherton and 17% live closest to Eugenia.

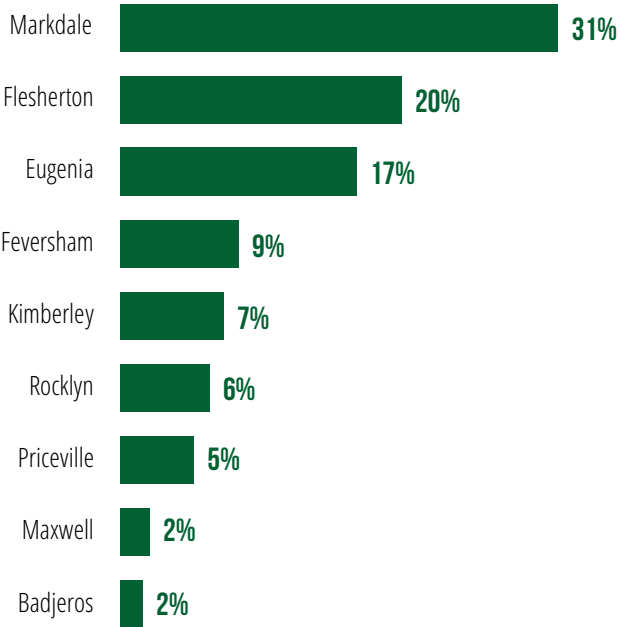
## AGE DISTRIBUTION OF RESPONDING HOUSEHOLDS

Ages	Survey Respondents	Statistics Canada
Age 0 – 4 Years	6%	5%
Age 5 – 9 Years	9%	6%
Age 10 – 19 Years	13%	11%
Age 20 – 29 Years	5%	11%
Age 30 - 39 Years	15%	9%
Age 40 – 49 Years	16%	11%
Age 50 – 59 Years	11%	17%
Age 60 – 69 Years	14%	16%
Age 70 – 79 Years	8%	10%
Age 80 +	2%	5%

## ARE YOU A FULL-TIME RESIDENT OF GREY HIGHLANDS?



## WHAT COMMUNITY DO YOU LIVE IN OR CLOSEST TO?



# COMMUNITY ORGANIZATION DISCUSSIONS

Representatives of more than 34 organizations participated in 13 one-hour discussions sessions to provide insights. Participating organizations are acknowledged in **Appendix C**. Respondents were asked to share thoughts on the current state of parks and recreation – focused on strengths and weaknesses as well as priorities for consideration in the Master Plan. The following broad themes emerged:

- Most organizations acknowledge that existing volunteers are aging and recruiting younger volunteers is challenging, regardless of the purpose and key activities of the community group.
- Small improvement projects on municipal property are the focus of many community organizations. The Community Grant program has been impactful and is well appreciated.
- There is broad recognition of the benefits of structured, recreation program for both seniors and youth – and recognition that there is very little structured programming available for youth. Minor sport organizations are struggling through the COVID-19 pandemic and very uncertain about the prospects for recovery.
- Private golf, curling, and skiing clubs offer a range of services to residents and visitors and have experienced growth in membership in recent years.
- Investment in modern recreation facilities will retain and attract new residents to the Municipality.
- Outdoor areas and public roads are extensively used by residents for walking, hiking, cycling and winter activities and need more intensive management in response to high utilization.
- There's broad understanding that some decision will be required in the future about the Municipality's arenas. There's understanding that Grey Highlands has more arenas than similar municipalities – arenas that are ageing and are not fully utilized for ice. Alternative uses for an arena floor were shared and thought of as a good strategy to pursue.
- Community access to school gymnasiums addresses some demand in for indoor winter program requirements (indoor soccer). Ball and football are also used by several community sport organizations (youth and adult).
- It's difficult to know what is happening across the Municipality. Existing promotional efforts tend to be community-based, not municipality-wide.
- There's a strong understanding of the relationship between the Municipality's plentiful outdoor recreation opportunities and economic development. New residents and businesses are attracted to these natural assets and the quality of life benefits that they offer.
- Grey Highlands offers outdoor recreation opportunities in every season. There's apparent growth in participation of summer and winter pursuits as a result of increased visitation in the area. This has placed more pressure on outdoor recreation areas, trails, and spaces that traditionally would have received 'light' maintenance during the peak season.



# COMMUNITY ORGANIZATION QUESTIONNAIRE

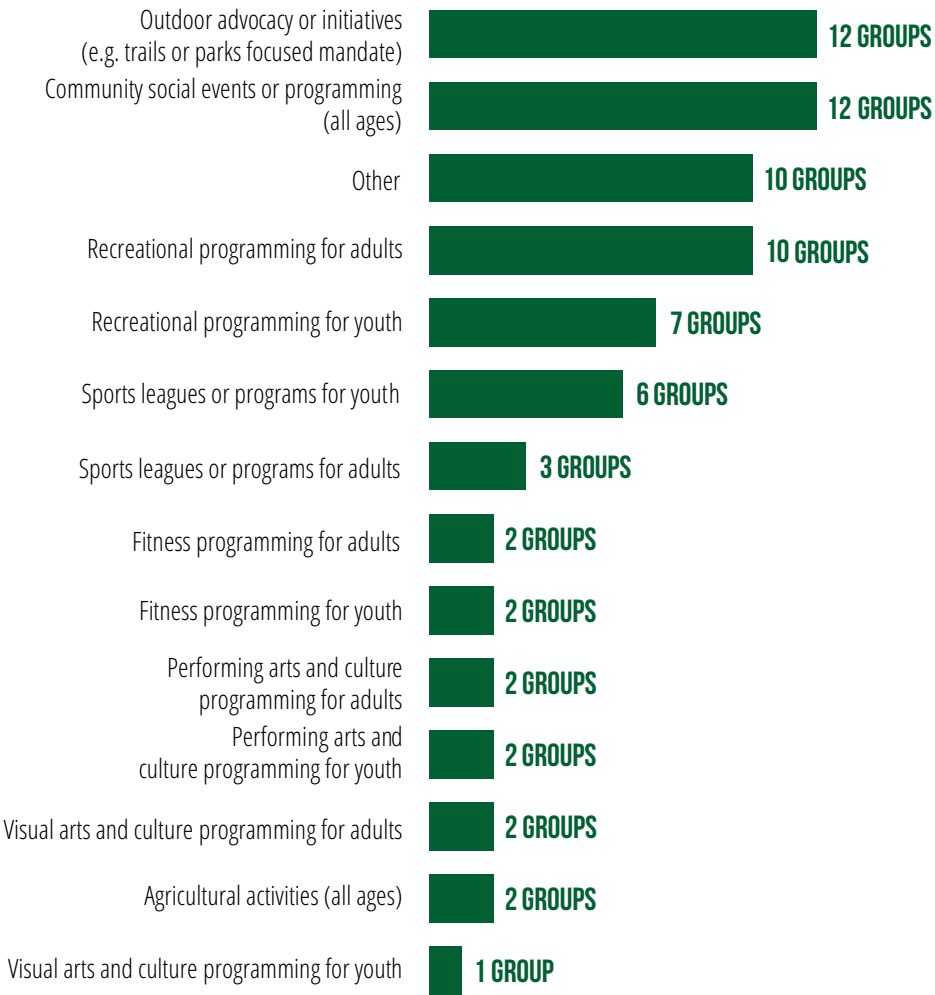
As a compliment to stakeholder discussion sessions and to provide those groups contacted to participate in a discussion that were unable to do so the opportunity to provide feedback, a short community group

questionnaire was also fielded online. 21 groups participated in the online questionnaire. **Please see Appendix C for a list of groups that participated.**

Organizations were asked to provide some information about their mandate by selecting types of activities from a list that are part of their organizations core mandate. They were asked to select all that apply and were given space to identify ‘other’ types of activities not listed. More than half of the organizations indicated that outdoor advocacy or initiatives (12 groups) and community social events or programming for all ages (12 groups) are part of their core mandate. 10 groups selected ‘other’ and used space provided to write in the following additional mandates.

- Health promotion, education, and cultural paths to wellbeing (3 groups)
- Active Transportation (1 group)
- Fundraising for community needs (1 group)
- Environmental causes (climate change awareness, land management, resources planning, etc.) (3 groups)
- Town beautification (1 group)
- Rentals for family gatherings (1 group)

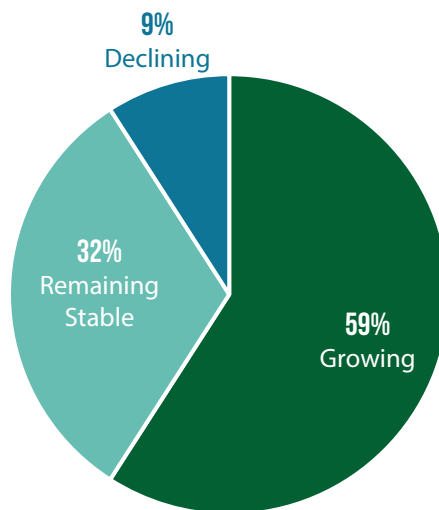
## WHAT TYPES OF ACTIVITIES ARE PART OF YOUR ORGANIZATIONS CORE MANDATE?



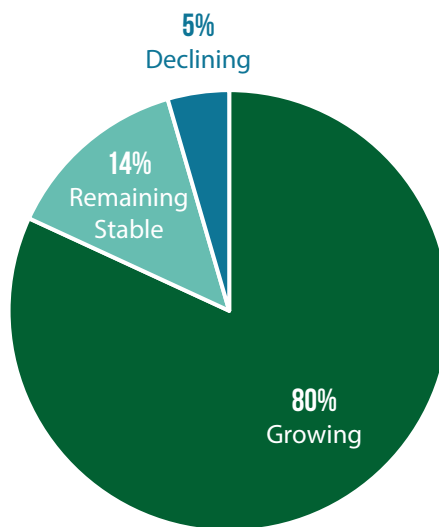
## PARTICIPANT TRENDS

Organizations were then asked to describe what sort of trends they are seeing when it comes to participation rates/numbers, both prior to the COVID- 19 pandemic and expectations for the next 5 to 10 years. 59% of organizations indicated that their groups participation/membership was growing prior to 2020, 32% indicated that their participation/ membership was stable and 9% of organization indicated that their participation was declining. 82% of organizations are optimistic that their participation/membership will increase in the next 5 to 10 years, 14% anticipated remaining stable and 5% expect to see a decline in participation/ membership.

PARTICIPANTS/ MEMBERSHIP (2018 -2020)



EXPECTATIONS FOR PARTICIPANTS/ MEMBERSHIP (2021 -2030)



## FACILITY AND SPACE USAGE

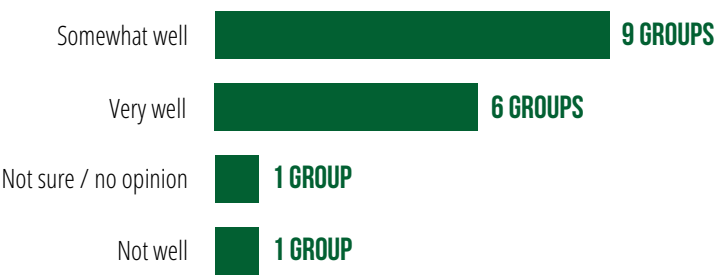
Organizations were asked if they currently have enough access to facility time in Grey Highlands. 11 groups indicated that they do have enough access, 5 groups indicated that are not sure if they have enough access and 1 group indicated that they do not have enough access to facility time. When given space to explain their answers, groups listed the COVID- 19 pandemic as a barrier to accessing the facilities that they need, some referenced a participant waitlist and the growing needs of their group and others indicated that their group does not use any facilities.

Organizations were also asked to indicate to how well facilities and spaces that they use in Grey Highlands meet their needs and the needs of their user groups. Groups are generally satisfied with what is available to them in Grey Highlands. 9 groups indicated that the facilities they use meet their needs somewhat well and 6 groups indicated that the facilities meet their needs very well. Only one group was not satisfied with the facilities and spaces that their organization currently use. Organizations were asked to explain their responses; several comments reiterate that updates and modifications are required to some facilities in order to fully meet the needs of organizations. Additionally, more space for court sports was indicated as a need to meet the current demand in some areas of Grey Highlands.

### DOES YOUR ORGANIZATION CURRENTLY HAVE ACCESS TO ENOUGH FACILITY TIME?



### HOW WELL DO THE FACILITIES AND SPACES THAT YOUR ORGANIZATION CURRENTLY USE MEET YOUR NEEDS?



## FACILITY IMPROVEMENT PRIORITIES

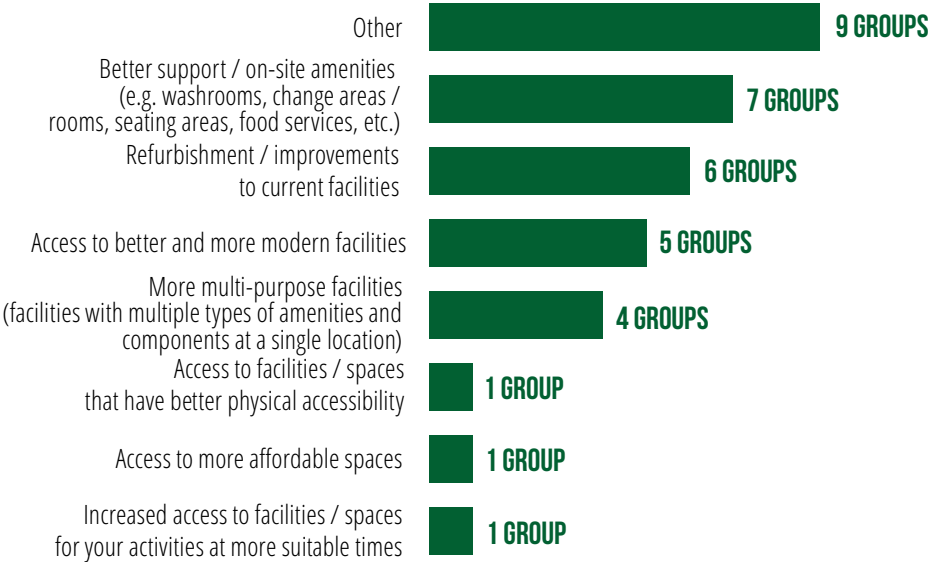
Organizations were asked to identify their top three facility / space improvements that would most benefit their organization. As illustrated in the graph below, the option to select ‘other’ and provide a written response was the most popular option with 9 groups choosing to provide a written response. Responses varied from more communication and partnership with the Municipality, to increase outdoor infrastructure, and accessibility for all ages and abilities. Better support / on site amenities (7 groups), and refurbishment/ improvements to current facilities (6 groups) were the next most prevalent responses.

## ORGANIZATIONAL STRENGTHS

Organizations were asked to describe some their greatest strengths and recent successes. Comments included:

- Successful fundraising efforts
- Increased participation in activities that participants seem to enjoy
- Providing access to low/no cost programming and gym space
- Competent and committed volunteer base as the greatest strength
- Ability to adapt to changing requirement of participants
- Strong committee/ board members with a variety of interests

## WHAT IMPROVEMENTS OR ENHANCEMENTS TO MUNICIPAL FACILITIES WOULD BENEFIT YOUR ORGANIZATION?





## CHALLENGES

Additionally, organizations were asked to identify some challenges that they are facing. The most frequently identified challenge was the uncertainty as a result of the ongoing COVID-19 pandemic (11 groups), followed by attracting and retaining volunteers (10 groups), board sustainability and/or effectiveness and inadequate facilities and spaces (6 groups). Space was provided for groups that selected ‘other’ to write in any challenges that were not listed; trail management and education of outdoor amenity user groups were indicated as challenges facing organizations.

Additionally, respondents were asked what (if any) resources or assistance the Municipality could, or other support organization in the area, do to help with the challenges identified. Below are some of the comments summarized.

- Communication support in educating the public on shared roads, trail etiquette, parking, litter, and other park visitor issues and multi-use/user outdoor spaces.
- Assist organizations in gaining access to indoor spaces for sport and recreation in the community
- Assistance with upgrading and maintaining ball diamonds in the community.
- Increased communication support in promoting existing services and programs for community members and work with those groups and the public to identify programming gaps.
- Assistance with acquiring people and funding for programs and initiatives.

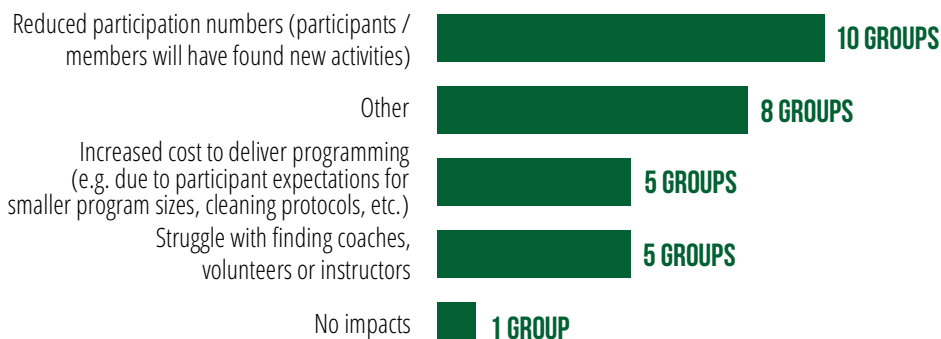
## ORGANIZATIONAL CHALLENGES



## COVID — 19 PANDEMIC

When asked about the long-term impacts of the COVID- 19 pandemic on organizations, reduced participation number (10 groups), increased cost to deliver programs (5 groups) and struggling to find coaches and volunteers (5 groups) were identified as challenges. Organizations that indicated ‘other’ were given space to comment on how the pandemic impacted them; an increase in need for volunteers was the most popular response. Some organizations identified that an increase in people using outdoor trails and spaces has had an impact on not only their need for volunteers but resources to maintain trails that have become more heavily utilized. Additionally, fundraising has become more difficult for some organizations during the pandemic.

## WHAT ARE THE LONG TERM IMPACTS AND CHALLENGES OF THE COVID- 19 PANDEMIC ON YOUR ORGANIZATION?



Badjeros Athletic Field

## FINAL COMMENTS

To conclude the survey, organizations had the opportunity to provide final comments that they would like to share. Comment themes included:

- Parking issues at the trail heads and popular park locations.
- The popularity of cycling and the emergence of Grey Highlands as a travel destination for the sport requires more education for cyclist and motor vehicle drivers alike.
- A desire for improved infrastructure such as parking and traffic management and public park amenities.
- The importance of repurposing and increasing access to spaces and places for recreation opportunities for all ages and changing needs.
- Appreciation for the support of the Municipality and ideas for opportunities to further support their organizations.
- An awareness that as population grows in the community so will expectations around what is offered.





# APPENDICES



# APPENDIX A: TRENDS AND LEADING PRACTICES

## INFRASTRUCTURE AND PLANNING

### ASSET MANAGEMENT PLANNING

The Canadian Infrastructure Report Card regularly assesses and analyzes the state of sport and recreation facilities in Canada. The most recent Report Card (2019) estimates that one-in-three recreation or culture facilities in Canada will require reinvestment within the next 10 years. The Report Card also recommends that municipalities reinvest between 1.7% and 2.5% of capital value back into facilities each year. However, the average annual reinvestment rate is currently 1.3% of capital value.

A recent report released by the Financial Accountability Office of Ontario examining municipal infrastructure in the province notes that there is currently a municipal infrastructure backlog of about \$52 billion – this is the total cost to bring municipal assets that require capital spending into a state of good repair. The report also notes that it is critical for public infrastructure to be kept at a good state of repair to ensure that assets are providing their intended services in a way that maximizes benefits.

In Ontario, the percentage of tourism, culture, and sport infrastructure rated as being in good condition is just 32% - the lowest rating of all municipal infrastructure sectors. While many of these types of facilities are nearing end-of-life and may need replacement, it is critical that municipalities take a proactive approach to asset management planning to prevent current and future infrastructure from deteriorating.

Effective asset management planning requires municipalities to develop an accurate inventory of assets, assess intended and current level of service provided by such assets, and to develop lifecycle maintenance schedules to ensure that assets have the longest functional lifespan possible. For parks and recreation service providers, it is important to both understand existing assets under management as well as to proactively identify needed maintenance well in advance of assets being in urgent need of repair.

Grey Highlands Asset Management Plan focuses on core infrastructure services and provides reference and guidance for renewing, operating, maintaining, building, replacing and disposing of core assets. The Plan should be referred to when considering recreation infrastructure investments – whether renewal or capital construction.

## ACCESSIBILITY

Accessibility is an ongoing concern for service providers within the parks and recreation sector, as well as for municipalities more broadly. In many communities, the built environment – including parks, trails, and facilities – can be a primary barrier to participation in community life and leading active lifestyles for members of the community with disabilities. Several trends have emerged in the design of outdoor and indoor amenities within the sector to enhance accessibility for all users.

## OUTDOOR SPACES

Many outdoor spaces and parks in Canadian communities are now being designed with universal accessibility in mind. For years, efforts have focused on ensuring that outdoor spaces are wheelchair accessible; providing even-level, sufficiently wide pathways and tables that can accommodate users in wheelchairs has become commonplace in modern outdoor space design. However, universal accessibility of outdoor spaces requires service providers to also consider how users with all forms of disability are supported to enjoy amenities as well, including those hard of hearing, with vision loss, and developmental disabilities. Wayfinding features such as accessibility maps, signage at regular intervals, and use of high contrast colours and sensory solutions can support wayfinding.

Grey Highlands is committed to providing inclusive and accessible spaces, places and programs for residents and its Multi-Year Accessibility Plan should be regularly reviewed when making recreation-related decisions for programs and facilities. The Municipality has made big strides in how the design of public spaces has improved, including making its recreation centres and parks more accessible.

## INDOOR SPACES

Designers and operators of indoor recreation facilities must consider how disabilities can take many forms and that creating a solution for one form of disability may not necessarily be accessible for others. Generally, the most accessible areas of indoor spaces tend to be corridors, parking lots, water fountains, and elevators; the least accessible include washrooms and change areas, swimming pools, wayfinding signage, and equipment. Indoor spaces should be designed to minimize the use of stairs, incorporate areas to store assistive equipment, provide bathrooms with adequate dimensions and with automated features, avoid slippery surface finishes, and incorporating indoor wayfinding signage that features braille, larger print, audio, and using images and symbols to communicate with users. When designing new indoor spaces or renovating existing, accessibility audits / assessments should be conducted with those in the community experiencing disabilities to ensure that spaces are as barrier-free as possible.

Grey Highlands' Joint Accessibility Advisory Committee is also an excellent potential resource for seeking feedback and input on new recreation investment decisions or policy development to ensure a high degree of accessibility for all.

## AGE-FRIENDLY COMMUNITIES

Age-friendly communities are ones in which residents of all ages feel welcome, included, and supported, are accessible, celebrate diversity, recognize unique skills and abilities, and encourage residents to participate in community life. Aspects of age-friendly communities that may be advanced through parks and recreation programming include engagement with Indigenous communities, offering programs and events that connect multi-generations and multi-cultural communities, and fostering volunteerism and supporting civic groups.

Grey Highlands' 2019 – 2023 Strategic Plan identifies the importance of fostering a culture of connection and belonging, promoting and supporting active, healthy lifestyles, and to be responsive to citizen needs. While being an age friendly community is not explicitly stated in this Plan, the Municipality embraces many of the same values and priorities.

## INNOVATIVE PLAY STRUCTURES

Many municipalities and play space providers are interested in creating “destination” type or innovative play spaces and structures that provide opportunities across a wide range of ages, abilities, and interests. There is also greater interest in expanding the seasonality of play structures so that sites can be used in winter climates beyond the traditional 4 to 5 months of warm weather in many Canadian communities. By creating and maintaining playground spaces that include a range of equipment, better support amenities (e.g. washrooms, warming huts, wind breaks) and capitalizing on adjacencies with other community spaces (e.g. indoor facilities, skating areas, outdoor aquatic areas), play structures are becoming increasingly multi-purpose and multi-seasonal.

Other notable trends within play structure design include:

- **Natural Play Areas:** natural play areas intend to replicate aspects of the natural environment such as rocks, forests, crevices, slopes, and other natural outdoor elements. Societal concerns over a disconnect with nature by children and youth is driving this trend. In some instances, playgrounds are now being constructed using only natural play equipment. One key attribute of these natural play areas is to create unique “themes” such as woodlands, the arctic, and so forth.
- **Adult Exercise and Play Equipment:** new outdoor spaces are being designed with teens and adult play in mind, which can include outdoor fitness equipment, obstacles, and other equipment that provide opportunities for play and both programmed and spontaneous physical activity.

## MULTI-USE SPACES

Indoor recreation facilities are now commonly designed to accommodate multiple activities and a wide variety of user-groups. Stand-alone, single-purpose facilities are now rare. Some of the benefits of designing facilities to be multi-use include achieving operational efficiencies, having program spillover due to attracting a wide range of users, diversifying revenue streams, and meeting multiple user group and public needs at one convenient location. As such, newer multi-use indoor facilities are increasingly functioning as community hubs – both formally and informally – in addition to primary program functions. Facilities are being designed to accommodate multiple activities, spontaneous drop-in users, structured users, incorporate spaces for gathering, and function as ‘one-stop shops’ for a wide range of community and municipal services.

Additionally, modern indoor facility designs tend to provide a seamless interface between indoor and outdoor environments. For example, some facilities are now incorporating public events that occur both indoors and outdoors by taking advantage of integrated outdoor park areas, plazas, trail networks, and art installations. While this blend of indoor and outdoor spaces may create some operational challenges (e.g. how to control access, how to keep spaces clean), such designs often result in indoor and outdoor spaces complimenting one another. Outdoor amenities, such as rectangular fields, baseball diamonds, basketball courts, and other spaces, benefit greatly from being co-located with indoor facilities that can provide amenities such as washrooms, food services, and other convenience features like WiFi or comfortable seating areas.



## SUSTAINABLE DESIGN AND CLIMATE CHANGE

Climate change will have a significant impact on how Canadian municipalities design, construct, operate, and maintain parks and recreation amenities and facilities. Climate change is affecting average precipitation volumes, number of dangerously hot or cold days, frequency and severity of extreme weather events, and is putting more pressure on how municipalities deal with water use, energy use, and waste management. There are few dimensions of the parks and recreation sector that will be unaffected by climate change moving forward.

Canadian municipalities are now developing plans and strategies to both minimize environmental impacts in the immediate term and to adapt to a changing climate in the long term. Municipalities can demonstrate their commitment to environmental stewardship and sustainability by designing and retrofitting facilities to incorporate sustainable building technologies (e.g. made of recycled or low-impact materials, incorporate power generation, minimize energy use), design and manage landscapes to be low impact (e.g. low water use, low maintenance, use of drought or flood tolerant vegetation), and utilizing technologies like Building Information Management systems to better understand and evaluate the performance of municipal buildings.

Prudent asset management practices and life-cycle modeling are also important considerations when evaluating the cost-effectiveness of design choices and the long-term impact of parks and recreation amenities on both the landscape and a municipality's bottom line. For example, depending on the age and condition of a recreation facility, it may be more environmentally and economically sensible to develop a new facility rather than rehabilitate an existing facility depending on performance analyses. Many municipalities are also now experimenting with re-naturalizing existing parks areas to reduce maintenance requirements, maximize benefits of ecosystem services such as water retention and pollution management, and restore important wildlife habitats.

Grey Highlands takes climate change and sustainable design very seriously. Council's 2019 – 2023 Strategic Plan identifies a number of priorities for addressing environmental challenges that should be reflected within the Recreation Master Plan, including implementing waste diversion practices at recreation facilities, managing resources sustainably, and integrating environmental sensitivity and awareness into procurement, development, and redevelopment decisions.

## MULTI-FIELD SITES AND INCREASING DEMAND FOR ARTIFICIAL TURF

A continuing trend in the development of outdoor athletic fields is to develop these spaces as multi-field 'hub' sites. This practice has some advantages for municipalities, including operational efficiencies, increased tournament hosting capacity, and ability to develop support amenities (e.g. washrooms, change facilities, concessions, parks) that can be shared between users of multiple sites.

When exploring the development of multi-field sites, several design factors should be considered:

- Ensure that fields are spaced and oriented so that activity conflicts are minimized (e.g. baseballs/softballs being hit into adjacent rectangular fields or seating areas)
- Provide adequate parking for tournaments and high use / peak hours.
- Try to develop the site in a way where future growth and or / repurposing is possible, if warranted.

Another important trend when it comes to field provision is the general increase in demand for artificial turf surfaces and indoor turf facilities. When considering the impacts of climate change (e.g. potential for drought, extreme weather), artificial turf significantly reduces risk of infrastructure disruption and reduces maintenance requirements. Upfront costs of artificial turf materials are often significant, but newer materials are more durable and better able to accommodate a wider range of activities, including soccer, football, and baseball/softball.

Artificial turf is becoming more common in smaller communities in Canada as well. Whereas in the past artificial turf was provided almost exclusively in larger urban centres, many small communities are now providing such amenities. Smaller municipalities may find that partnering with local community groups and clubs can help with costs and operational considerations.

Artificial turf fields are commonly designed to be year-round amenities by incorporating inflatable domes or other enclosure technologies. Air-supported domes can also incorporate LED lighting systems that allow for games and practices to be scheduled well into the evening and all throughout the year. Cons to artificial turf include high upfront costs and significant operating costs if such fields are enclosed.

## SERVICE DELIVERY

### FOSTERING AND SUPPORTING COMMUNITY RELATIONSHIPS

Community-based organizations and groups are often on the front-line for program and service delivery, outreach, and data collection within the parks and recreation sector. They are critical partners for municipalities looking to drive positive change at the local and regional level. There are many strong community organizations in Grey Highlands that play an important role in service delivery and these relationships can form the foundation for new collaborations and partnerships to advance various strategic goals and objectives – including those presented in this Master Plan.

Community-based organization and groups actively deliver programs, events, and other opportunities within parks, recreation, leisure, and culture in communities across Canada. To foster and support community relationships, several tactics are being utilized by municipalities, including:

- Providing subsidized access to municipal facilities and spaces, particularly to those groups whose mandates are well-aligned with high level planning strategies, or tax relief on municipally assessed properties
- Providing grant and other funding directly to organizations offering programs or other services
- Providing staff support with tasks such as grant writing, strategic planning, and so forth
- Organizing workshops and training opportunities to build capacity within volunteer organizations in areas such as board development and financial planning
- Facilitating engagement between community groups to break down silos and promote new collaborations
- Creating recognitions and awards acknowledging resident and group contributions to the community
- Developing partnership frameworks that establish clear criteria on how the Municipality develops and supports partnerships
- Developing on-line volunteer registries to connect community groups with community members interested in contributing their time and efforts

To support community-based organizations working to make Grey Highlands a great place to live, the Municipality offers a Community Grant Program that provides financial support for projects, events, and to expand public access to venues. In addition, the Community Development Advisory Committee is an important body for advancing and enhancing efforts to support community relationships.

## DATA COLLECTION

Parks and recreation departments are increasingly utilizing data to understand user behaviors, needs, preferences, and desires. According to an NRPA survey of parks and recreation professionals, more than 90% of respondents (in leadership roles) identified data collection and analysis as important or very important for activities such as master planning, capital investments, programming, and to support staff. However, not every municipality is collecting data and no two municipalities collect data using the same methods. Respondents identified facility usage data, program utilization data, demographic trends, crime data, and school enrolment as important data sources for decision-making.

In terms of methods for collecting data, surveying residents and users is the most common approach. For facility usage, some municipalities have staff manually count visitors and others use automated methods such as scanning user cards. Other departments that may be collecting useful data include public works or utilities, police and fire departments, and transportation departments. Geographic Information Systems (GIS) are also becoming frequently used within the sector to understand where users live, what amenities are available to whom, and to identify gaps and opportunities geospatially.

While most municipalities collect data in some form, not all take a strategic approach to how data is analyzed or shared with the public or other departments. Major challenges faced by parks and recreation professionals include a lack of staff time and analytical ability to make sense of data collected. Prior to collecting data, it is important to consider how data will be collected, how it will be used / what questions will be informed by data, and how and who is responsible for managing data once collected.



## EQUITY, DIVERSITY, INCLUSION AND RECONCILIATION

Parks and recreation amenities can serve as important sites for advancing and promoting equity, diversity, inclusion, and reconciliation by providing spaces and places to build cultural awareness and acceptance. It is critical that such values permeate organizations in a holistic sense – that is, from the very top of an organization all the way to staff working directly with the public. Many parks and recreation departments have specific statements and/or policies on equity, diversity, and inclusion that include hiring practices, staff education and skill development, and promoting awareness of how cognitive biases may create barriers for marginalized communities. Other strategies for enhancing municipal efforts to ensure equity, diversity, inclusion, and reconciliation are core values include reviewing procurement and contracting policies, consistent and transparent community engagement, expanding programming efforts to include traditional recreational and/or cultural activities, and developing new partnerships to promote outreach and collaboration. Making resources like webinars, training, and other professional development opportunities can support staff in advancing their knowledge and skillsets in these areas.

Advancing equity, diversity, inclusion and reconciliation is challenging municipalities to communicate, listen, act, and plan differently, including parks, recreation, leisure, and culture departments and service providers.

## PUBLIC HEALTH IMPLICATIONS ON PARKS AND RECREATION

The COVID-19 pandemic has created many challenges for municipalities, including parks and recreation departments. From having to rapidly pivot operations, temporarily close parks or facilities, implementing new cleaning and distancing protocols at indoor facilities, and experimenting with online program delivery, COVID-19 has fundamentally disrupted the sector. It is expected that experience with this pandemic will have a lasting impact on municipal service delivery and will influence future operating practices, facility designs and operations, participation levels and program delivery approaches, and demand/appreciation for outdoor spaces.

With few open or perceived spaces to recreate in during the pandemic, Canadians flocked to parks and outdoor spaces en masse. An early-2020 survey of Canadian municipalities indicates that around 70% of municipalities noticed an increase or significant increase in use and appreciation of parks by residents. When reopening began, municipalities had to quickly figure out how to resume operations of recreation facilities and program delivery. Research onto the lasting impacts of COVID-19 on recreation facilities suggests that future facilities be designed to deliver hybrid programming (i.e. online and in-person), utilize easy to clean and naturally anti-microbial surfaces, minimize the number of 'touch points' in facilities (e.g. automation of washrooms, doorways), and utilize automated or streamlined cleaning practices to minimize added labour for staff.

Grey Highlands has been adaptable and responsive to the emergent challenges created by the COVID-19 pandemic, including closing or restricting access to public places, arenas, and recreation centres to ensure a high level of public safety. Experience with the COVID-19 pandemic will leave the Municipality better prepared to deal with any future public health challenges.

# PARTICIPATION AND ACTIVITY TRENDS

## YOUTH TRENDS

The Canadian Youth Sport Report (2014) provides the most recent snapshot of popular organized sports and recreation activities for youth in Canada. See the table below:

Activity	Participants
Swimming	1,120,000
Soccer	767,000
Dance	625,500
Hockey	531,000
Skating	436,000
Basketball	354,000
Gymnastics	336,000
Track and Field / Running	330,000
Ballet	277,300
Karate	230,000

The Report also noted at the time that:

- Around 84% of Canadian youth (ages 3-17) participate in sports of some kind and 60% do so in an organized format
- More than half (55%) of youth newcomers to Canada participate in organized sports, but are less likely to be involved in organized team sports. The top team sports for youth newcomers to Canada are soccer, basketball, hockey, and volleyball.
- Canadian families spend, on average, nearly \$1,000 per child on sports participation.

With the recent success of professional sports teams in Canada (e.g. Toronto Raptors, Toronto FC) and other sport successes (e.g. tennis), Canadian children and youth are becoming more interested in participating in activities like soccer, basketball, tennis, and other activities. Additionally, recent successes of Canadian athletes at the 2020 Olympics are likely to boost interest in swimming, sprinting, and other individual and team pursuits. Interest in activities is diversifying away from just a few sports, like ice hockey, towards many sports and multi-sport pursuits.

The COVID-19 has, unsurprisingly, impacted physical activity levels for Canadian youth and the long-term impact on organized sports participation is yet to be understood. However, even prior to the COVID-19 pandemic, youth sport and physical activity trends were gradually shifting away from organized club or team sports and more towards individual, spontaneous, or non-traditional activities such as climbing, skateboarding, and other less programmed activities. Several participation trends may emerge as we recover from the pandemic, including:

- Continued shift in youth preferences for different sports, including more individual or unstructured sports
- Sport club programming shift away from structured programming to non-league or non-competition based programming
- Municipal focus on providing more drop-in programming and less rules on how spaces are utilized

Each year, ParticipACTION releases a report card evaluating physical activity levels and trends for Canadian children and youth. The 2020 Report Card gives Canadian children a D+ for overall physical activity levels and an F for 24-hour movement levels. The report recommends incorporating and prioritizing physical activity into the daily lives of children by embracing active transportation, encouraging more spontaneous or unstructured play and activity.



## GENERAL TRENDS

Looking more broadly at general participation within the parks and recreation sector, trends related to service delivery and observed participation rates in various activities are presented in the table below.

Service Delivery Area	Increasing Demand	Stable Demand	Declining Demand
Indoor Recreation Facilities and Services	Aquatics – therapeutic programming Fitness – individual workout gyms Indoor soccer and field sports Spontaneous, unstructured, and/or individual activities	Aquatics – swimming lessons Arenas – minor and adult recreation hockey, in-line skating	Aquatics – synchronized swimming, competitive swimming Arenas – figure skating
Outdoor Recreation Facilities and Services	Soccer, pickleball, rugby, all trail-based activities (walking, running, cycling, rollerblading), golf, skateboard parks, basketball, special events and festivals Spontaneous, unstructured, and/or individual activities	Football, softball, tennis	Baseball, lawn bowling

Other notable activity and participation trends include:

- With aging population demographics, demand may increase over time for older adult recreation and leisure pursuits, including expanding programming specific to older adults, low-impact activities like aquasize, strength-building programs, as well as casual, drop-in activities.
- Affordability and time remain large barriers to participation in recreation and leisure activities.
- Individual recreational choices are often influenced by socioeconomic factors (e.g. age, gender, culture, income, education), but also availability of infrastructure. Activities that rely more heavily on specialized infrastructure require communities to carefully balance providing infrastructure and managing capital, operational, and programming costs over time.
- Municipalities are now experimenting with several initiatives to try and encourage participation in recreation and utilization of parks infrastructure, including offering free drop-in times, converting public space to host 'pop up' or special events, offering 'try-it' days where community members can participate in programming or activities for free, and leveraging social media to better communicate with community members.

While activity preferences and participation trends are dynamic and vary both over time and by community, municipalities are taking innovative approaches to try and increase participation and utilization of parks and recreation infrastructure. Initiatives like free drop-in days, try it days, and utilizing pilot or pop-up spaces to activate streetscapes are becoming more common.

## ICE SPORT PARTICIPATION TRENDS

Municipalities invest significant resources into the development and operation of indoor ice arenas. To ensure that future decision-making on new capital projects or rehabilitation projects maximize utilization and support user groups, it is important to recognize some broader trends occurring within ice sports participation in Canada.

### HOCKEY

- Hockey participation has been stagnant or declining in some regions in Canada for several years. Hockey Canada has since adopted a 'grassroots', partnership-based approach to encourage families, new Canadians, and young athletes to participate in the sport – particularly female and Indigenous participants.
- Minor hockey participation has remained stable, but most participation growth has and will likely to grow within youth recreation or 'for fun' leagues.
- Female participation in hockey is increasing over time, but is more dependent on capacity of organizers and volunteers at a local level than male hockey.
- Adult hockey users are viewed as significant revenue generators for facility rentals; however, these users are increasingly expecting more social amenities at arena facilities like lounges or kitchen amenities.

### ICE SKATING

- Skate Canada estimates that registration in ice skating programs in Ontario declined from just over 72,000 in 2019-2020 to just under 30,000 in 2020-2021. Nationally, registrations dropped by 54% over this period. Much of this decline is attributed to COVID-19.
- Programming trends within ice skating include more of a focus on basic skill development (CanSkate) and a new STAR system for evaluating athlete progress and development.

### ICE SPORTS SCHOOLS AND ACADEMIES

- Sports schools, or academies, are a growing trend within ice sports – particularly hockey.
- Public school boards and private education providers are now developing sport school programming to meet both academic and athletic expectations of students and families.
- These schools/academies provide students with opportunities to achieve high level outcomes by offering half-days of academic programming and half-days of athletic training.
- Schools/academies can erode participation in minor ice sport programs by offering a wider range of development opportunities, access to higher-level coaching or facilities, and better training/playing schedules.

## PHYSICAL LITERACY AND SPORT FOR LIFE

Service delivery providers and clubs/sports organizations are acutely aware that sustainable, long-term participation requires all community members to develop physical literacy at early ages and to maintain such literacy over their lifetime. Without proper support and confidence to participate, youth may decide to stop participating in recreational activities and/or team sports, creating situations in which the long-term health of programs and activities is uncertain.

Canadian Sport for Life (CS4L) is a movement promoting quality sport and physical activity in all communities, focusing on long-term development for athletes and physical literacy overall. Many Canadian communities are utilizing the CS4L approach to evaluate how service delivery connects to providing residents with access to sport and physical activity opportunities that are safe and inclusive, well-run, and developmentally appropriate. Key takeaways for parks and recreation departments include evaluating indoor and outdoor amenities for age-appropriateness (i.e. programming spaces can scale-up or scale-down to accommodate age groups and competition levels), providing barrier-free and accessible spaces, and working actively with underserved groups within the community to ensure that first experiences with physical activity and sport are positive and inclusive.

Physical literacy means focusing programming and instruction on physical skill development, particularly among children and youth, to ensure that fundamental movement skills that can be used for life are developed. It means that individuals have the motivation, competence, knowledge, and understanding to value physical activity for life.

## ECONOMIC DEVELOPMENT & TOURISM

A large body of research demonstrates the potential positive effect that the parks, recreation, sport, and cultural sectors may have on advancing broader economic development objectives at the local and regional levels. A 2018 NRPA report summarizes some of this research, noting that:

Parks and recreation departments generate significant economic activity at the community level through employment, capital spending and investment in spaces, maintenance, and so forth.

- Homes located near parks and recreation amenities tend to have higher property values due to quality-of-life considerations and neighbourhood perception, helping to attract new residents and the long-term sustainability of tax revenues.
- Communities with abundant parks and recreation opportunities are viewed more favourably by companies looking to expand or relocate operations due to ease of attracting or retaining workers and the quality-of-life available to employees.
- Many leaders within the parks and recreation sector are well-connected at the local and community scale and are important ambassadors for communities and what makes them great.

In addition to the broader economic development potential associated with parks and recreation, recreational tourism and sports tourism are now important sub-segments within tourism overall. Beyond providing attractive places for tourists to visit, parks and recreation amenities are also needed infrastructure for special event hosting, festivals, and sport tournaments. For example, the sport tourism industry in Canada is now valued at more than \$7 billion per year. Major events such as multi-day sport tournaments, marathons, triathlons, and so forth have a direct economic contribution to communities in the form of accommodations and food services expenditures.

Grey Highlands' Economic Development Strategy identifies tourism as a major driver for the Municipality's economy and establishes specific goals related to developing a Tourism Infrastructure Development Plan and sports tourism strategy to fully occupy the four municipal arenas over the winter season. There are many opportunities for this Master Plan to align with broader economic development goals.



## APPENDIX B: SERVICE LEVEL NEEDS ASSESSMENT

### METRIC

#	Service Needs Criteria	Indicators
1	Resident Preferences	<p><b>Expand:</b> Identified as a top 5 Indoor or Outdoor priority by Household Questionnaire respondents (coded or non-coded samples).</p> <p><b>Maintain:</b> Not identified as a top 5 Indoor or Outdoor priority by Household Questionnaire respondents (coded or non-coded samples).</p> <p><b>Reduce:</b> N/A</p>
2	Stakeholder and User Group Preferences	<p><b>Expand:</b> Engagement with community organizations identified the need to expand current provision (5 or more Community Group Questionnaire respondents identified the amenity type as a priority and the amenity type was commonly referenced as requiring increased or improved provision during the stakeholder discussions).</p> <p><b>Maintain:</b> Engagement with community organizations reflect some perceived need for expanded provision (Less than 5 Community Group Questionnaire respondents identified the amenity type as a priority and the amenity type was referenced by multiple groups during the stakeholder discussions).</p> <p><b>Reduce:</b> The amenity type was commonly referenced in the stakeholder engagement as being oversupplied with a need to reduce provision levels.</p>
3	Youth Engagement	<p><b>Expand:</b> Identified as a top 5 Indoor or Outdoor priority by Youth Survey respondents (coded or non-coded samples).</p> <p><b>Maintain:</b> Not identified as a top 5 Indoor or Outdoor priority by Youth Survey respondents (coded or non-coded samples).</p> <p><b>Reduce:</b> N/A</p>
4	Utilization and Capacity Indicators	<p><b>Expand:</b> Utilization analysis suggests that the amenity type is nearing or over capacity.</p> <p><b>Maintain:</b> Utilization analysis suggests that the amenity type is moderately used, but not at or nearing capacity. <i><b>*Amenity types for which sufficient data isn't available to support "Expand" or "Reduce" are assessed as "Maintain".</b></i></p> <p><b>Reduce:</b> Utilization analysis suggests that the amenity type is underutilized.</p>

#	Service Needs Criteria	Indicators
5	Trends	<p><b>Expand:</b> Regional, provincial and national trends suggests that there will be increasing demand in the future for the amenity type or the types of activities that take place at the amenity type.</p> <p><b>Maintain:</b> Regional, provincial and national trends suggests that there will be similar demands in the future for the amenity type or the types of activities that take place at the amenity type.</p> <p><b>Reduce:</b> Regional, provincial and national trends suggests that there will be decreasing demands in the future for the amenity type or the types of activities that take place at the amenity type.</p>
6	Benchmarking	<p><b>Expand:</b> The provision of the amenity type is "Lesser" in Pitt Meadows relative to comparator municipalities.</p> <p><b>Maintain:</b> The provision of the amenity type is "Similar" or marginally "Better" in Pitt Meadows relative to comparator municipalities.</p> <p><b>Reduce:</b> The provision of the amenity type is significantly "Better" in Pitt Meadows relative to the comparator municipalities.</p> <p><b><i>*Amenities for which a benchmarking rating (lesser, similar, or better) was not able to be assigned due to a lack of information are assessed as "Maintain".</i></b></p>

## OVERALL ASSESSMENT EVALUATION

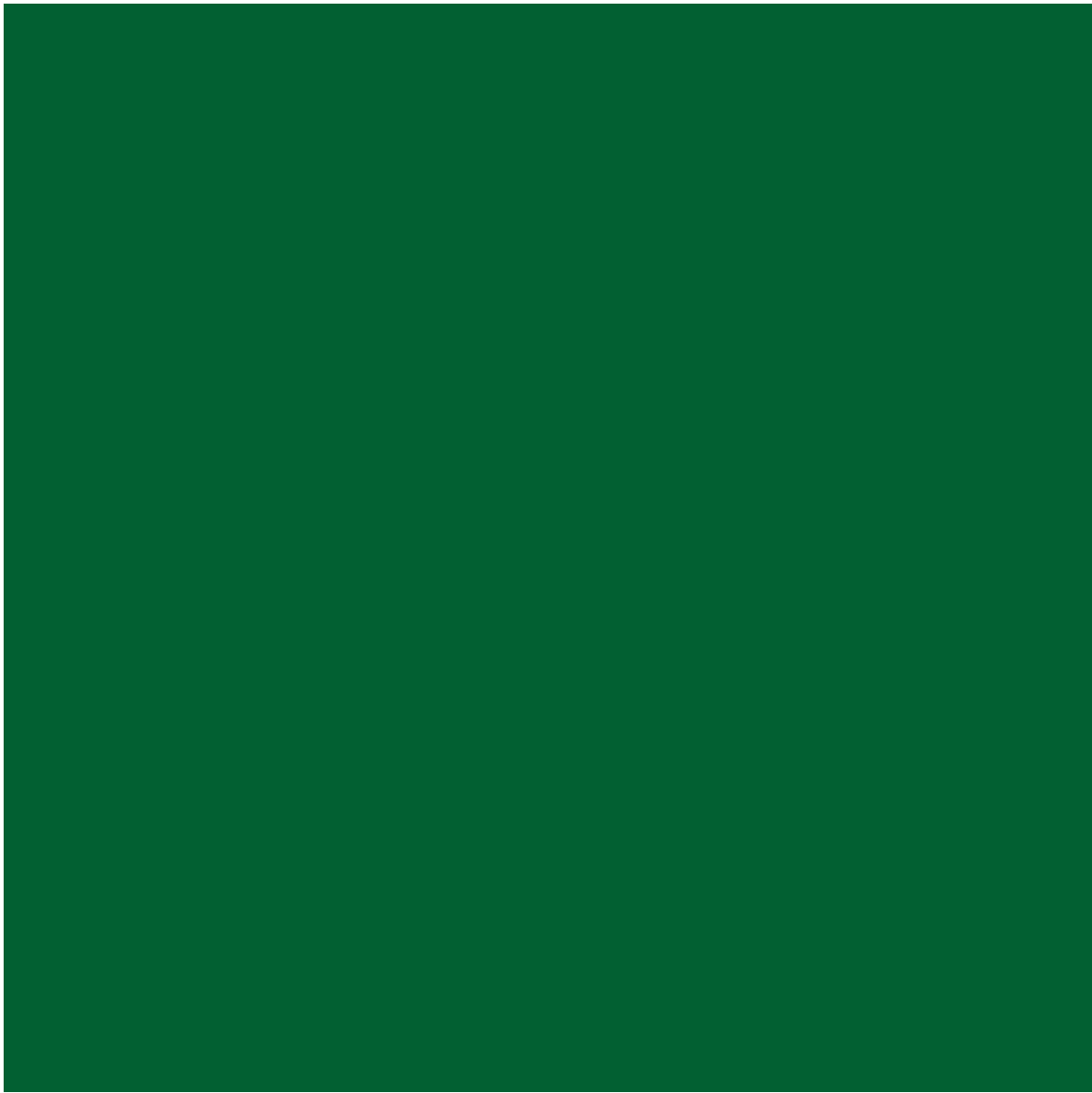
Expand if... "Enhance " in 3 or more of the 5 categories  
 Reduce if... "Reduce" in 3 or more of the 5 categories  
 Sustain if... Does not meet the above criteria

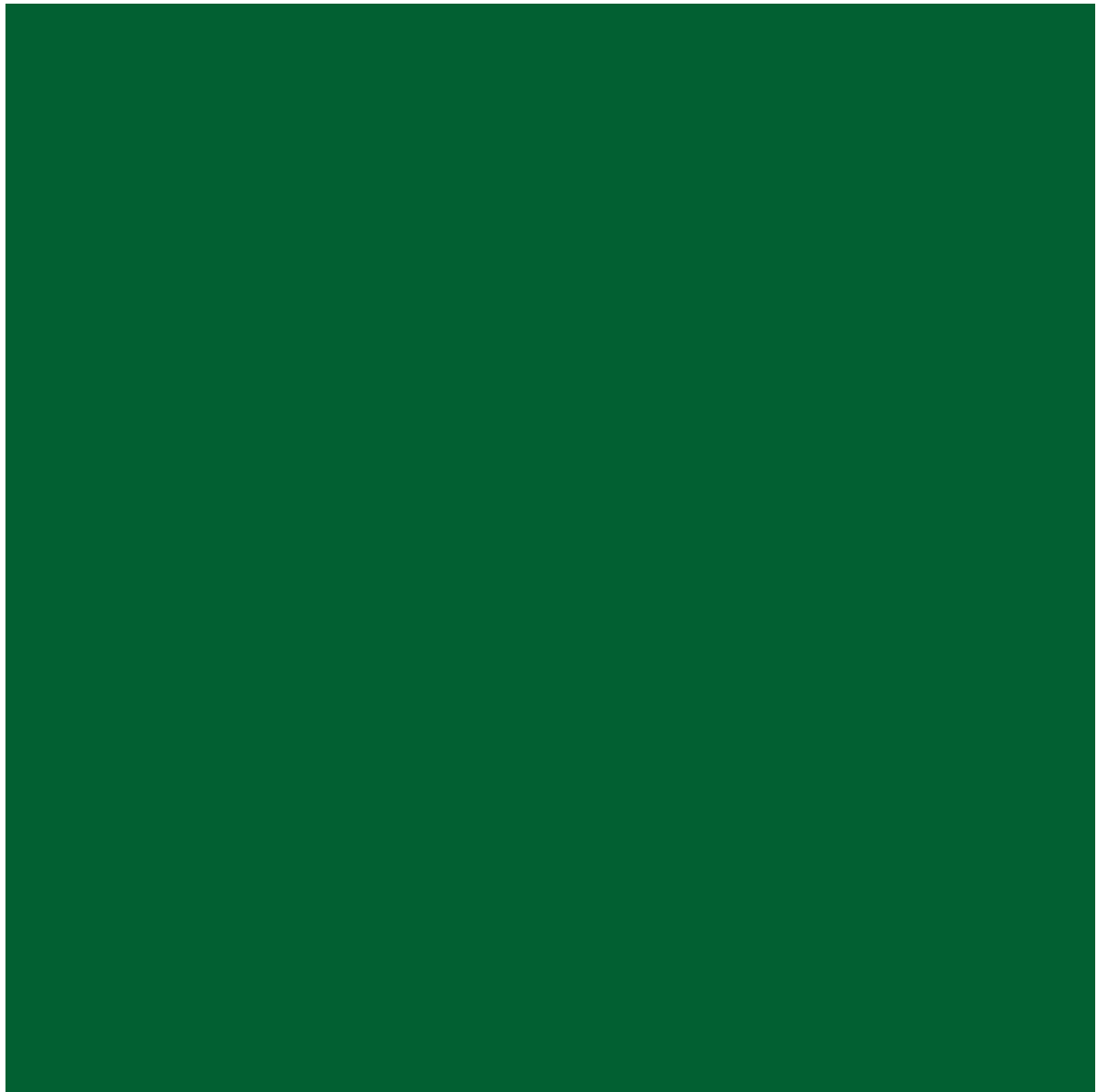
## APPENDIX C: COMMUNITY GROUP QUESTIONNAIRE AND STAKEHOLDER DISCUSSION SESSIONS RESPONDENTS AND PARTICIPATION GROUPS

Community Organization / Community Interest	Questionnaire	Discussion Session
Grey Sauble Conservation Authority	✓	✓
South Georgian Bay Cycling Coalition	✓	✓
Rotary Club of Markdale	✓	✓
Priceville Improvement Committee	✓	✓
Markdale Agricultural Society	✓	✓
Climate Action Group of Grey Bruce	✓	✗
Osprey Pickleball Club	✓	✓
Beaver Valley Ski Club	✓	✓
Bluewater District School Board	✓	✓
South East Grey Community Health Centre	✓	✓
Flesherton Beautification and Improvement Committee	✓	✓
The Friends of the Kimberley Forest	✓	✓
Kimberley Community Association	✓	✓
Markdale Recreation Committee	✓	✓
Rockyn Agricultural Society	✓	✓
Markdale Minor Softball	✓	✗
Grey Highland Shooting Stars	✓	✓
Bruce Trail Conservancy	✓	✗
Beaver Valley Bruce Trail Club (BVBTC)	✓	✗
Badjeros Community Centre	✓	✓
Markdale Minor Soccer	✓	✓
Feversham Agricultural Society	✗	✓
Maxwell Hall Board	✗	✓
Hanley Institute	✗	✓
Kids and Us	✗	✓
Markdale Senior Citizens Club	✗	✓
Markdale Golf and Curling Club	✗	✓

Community Organization / Community Interest	Questionnaire	Discussion Session
Osprey Minor Hockey	✗	✓
Eugenia and District Community Improvement Association	✗	✓
Eugenia Boat Launch	✗	✓
South Grey Minor Hockey	✗	✓
Feversham Park Committee	✗	✓
Badjeros Ballfield	✗	✓
Green Grey County	✗	✓
Friends of Rocklyn Arena	✗	✓
Centre Grey Lions	✗	✓
Feversham Kinsmen	✗	✓











Source: [greyhighlands.ca](http://greyhighlands.ca)

