



RURAL RECREATION ASSOCIATION



Economic Benefits of Rural Recreation and Leisure Services





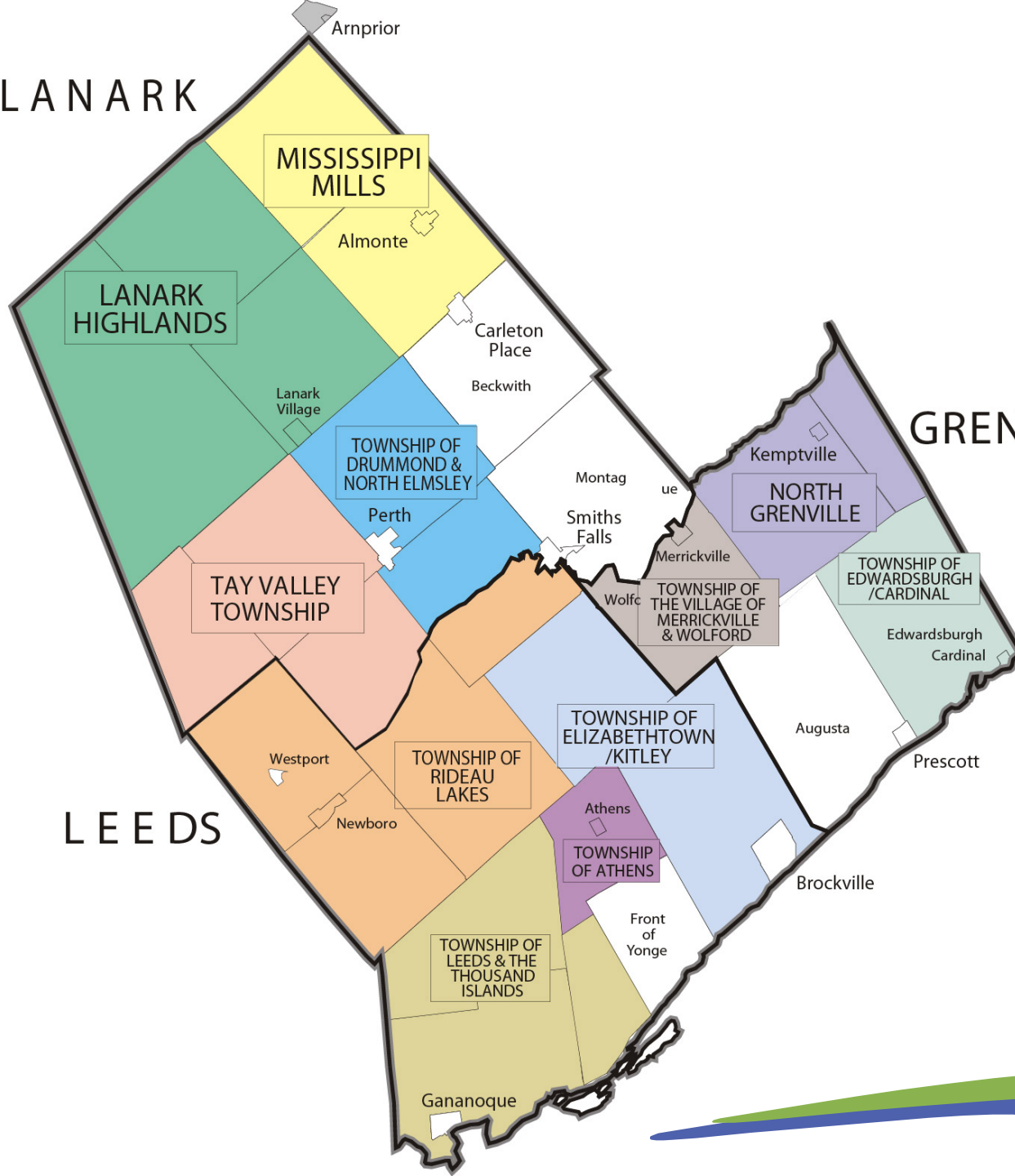
Made possible by:

- RRA Executive members working on this project
- Key Informants from our communities
- Facilitator, Brenda Whitehead from keepingPACE Consulting
- Funding by Lanark Leeds Grenville Healthy Communities Partnership





LANARK



MISSISSIPPI
MILLS

Almonte

LANARK
HIGHLANDS

Lanark
Village

TOWNSHIP OF
DRUMMOND &
NORTH ELSLEY

Perth

TAY VALLEY
TOWNSHIP

Westport

Newboro

TOWNSHIP OF
RIDEAU
LAKES

TOWNSHIP OF
ELIZABETHTOWN
/KITLEY

Athens

TOWNSHIP
OF ATHENS

TOWNSHIP OF
LEEDS & THE
THOUSAND
ISLANDS

Gananoque

Carleton
Place

Beckwith

Montag
ue

Smiths
Falls

Merrickville

TOWNSHIP OF
THE VILLAGE OF
MERRICKVILLE
& WOLFORD

Wolfc

Kemptville

NORTH
GRENVILLE

TOWNSHIP OF
EDWARDSBURGH
/CARDINAL

Edwardsburgh
Cardinal

Augusta

Prescott

Brockville

Front
of
Yonge

GRENVILLE

LEEDS





Community Profile Highlights

- **40.8%** of LGL residents report being ‘moderately active’ to ‘active’ based on average daily energy expenditure – this is significantly lower than the provincial average
- **Falls** are the leading external cause of emergency department visits for LGL residents’ age 0-9 and age 65+
- **12.5%** of secondary students in LGL report alcohol use once a week or more in the past 12-months and 18.4% of LGL secondary students report using cannabis 10+ times in the past 12-months
- **21.7%** of LGL residents (ages 12+) report ‘quite a bit’ to ‘extreme’ life stress and 8.7% of LGL students (grades 7-12) report that they ‘seldom/never’ feel good about themselves
- **59.9%** of LGL residents are overweight or obese



Waterways that course through Lanark Leeds Grenville like the Rideau Canal in Rideau Lakes provide ample opportunities for economic spin-off for municipalities, tourism operators and retailers, as well as encouraging healthy lifestyles and increasing natural outdoor recreation and leisure activities.



Essential Service



*In Ontario (2008),
98% of survey
respondents believe
that recreation and
parks are essential
services that benefit
the whole
community.*

- Harper





**Just as
infrastructure
and taxes
hold a
competitive
advantage for
industrial
development
, quality of
place and
lifestyle
amenities are
competitive
advantages
to encourage
local
economic
development.**

Dr. Paula Stewart =

<https://youtu.be/GDqdbdWFg7E>

Medical Officer of Health, Leeds Grenville and
Lanark District Health Unit

Health, Economy and the Environment

Rural Recreation Association

Time – 1:45



Areas of Focus:

- Capital Infrastructure
- Human Resources Capacity
 - Programs and Services
- Outdoor Leisure Recreation



Capital Infrastructure



Infrastructure is more than just bricks and mortar...one of the key ingredients to creating healthy active communities is “well designed, safe, functional, inviting (recreation and sport) facilities, parks and trails.”



Quality of Life

- Builders will consider proposals for areas where there is access to amenities like:
 - arenas,
 - community centres,
 - parks,
 - playgrounds
 - and trails
- These are things that buyers, especially families, consider as requirements for purchasing as they have direct impact on quality of life.



Alan Medcalf –

<https://youtu.be/wfP3M1kftYo>

City of Brockville Cycling Committee
Brockville's Rotary Park; community part
services for leisure recreation; paved pump
track; attract and retain families
Rural Recreation Association
Time – 4:38



Shared Facilities

- Fewer parents are having fewer children and more opportunities are available to participate.
- A continuous review of available resources has to be considered.
- Key to success in many communities is the concept of shared facilities.



Tourism



“Tourism depends on attractions. Rarely do people travel because they enjoy the car or airplane ride or because they want to stay in a particular hotel or dine at a restaurant in a different city. The desire to go to another place is stimulated by attractions.”

– Crompton 2010



Tom Baumgartner,

<https://youtu.be/YoBlzFdzkDM>

Rural Recreation Association Executive

Time 3:17



Revenue



“The Beckwith Recreation Department generates \$1 million in revenue per year. This is equivalent to 33% of the total taxation revenue collected by the Township in one year. This is a ratio that we are very proud of.”

**- Richard Kidd,
Reeve of Beckwith
Township**





Discussion

- **What resources can be shared?**
- **What policies support facilities (or don't)?**



Kim Goodman –

https://youtu.be/7GxJ_0f8GmA

Recreation Coordinator, Township of Leeds and
Thousand Islands, Rural Recreation Association
Executive member

Landon Bay Pool; service agreements

Rural Recreation Association

Time – 1:57



Human Resources Capacity



Community leadership and effective economic development go together.



“Unless you have good leadership in a community – leaders with the foresight to make the right decisions – you won’t have successful economic development”

– Council on Competitiveness



Rural Communities

Boundary lines that traditionally divide and diminish a community and people from government, corporations, social agencies, ethnic groups, unions, neighborhoods and so on are usually easier to cross in rural communities.



Reality Is ...

- It is more vital than ever that recreation providers work together to avoid duplication of services and ensure the best opportunities.
- That local government has the responsibility to understand the need to facilitate the coordination of recreation services.



Don Ross –

<https://youtu.be/oCvZM5QTwHo>

Vice-chair Frontenac Arch Biosphere Network

Landon Bay Park, Lockout Trail; sustainable communities and environment; covers 15 municipalities; trails; experiences of the landscape; require municipal involvement

Rural Recreation Association

Time – 5:00



Leisure vs Work



“The number of Ontario residents who put leisure before work has risen 24% since 1996. Local parks are essential to the good life, and Ontario residents are clueing in.”

- Harper



New Money

Crompton proves that parks and recreation are one of the few “businesses” in a community likely to bring in “new money”.



Glenn Arthur

https://youtu.be/_wv-2ILa2Ok

Director of Recreation Services, Town of Arnprior

Special events; tournaments; economic benefits
to the community as a whole

Rural Recreation Association

Time – 0:55



Programs and Services





Community Recreation



- 55% of Ontarians rely a great deal on local government and community, non-profit recreation.
- This finding provides clear evidence for significant investment





**Local government recreation
and parks services receive a
strong endorsement with
more than 8 out of 10
households reporting
use of these services.**



The Conference Board of Canada reports that:

- Canadian households spent **\$15.8 billion** on sport in 2004, or **2.18 %** of total household spending;
- This translates into **\$1,963** in sport spending per Canadian household;
- Canada's sport sector employs **262,324** Canadians, accounting for **2 %** of all jobs in Canada;
- Sport contributes **1.2 %** of our national GDP, a significant increase from 1996 when sport spending accounted for just **0.9 %** of GDP.



Kevin Lee,

<https://youtu.be/IbCM9EJvchY>

Professor of the Recreation and Leisure Services

Algonquin College

Time 4:19



The Tennis facility located in Rideau Lakes at the North Crosby Shillington Park has recently shifted management practices to be done by a public body of volunteers that want to continue to have the opportunity to participate in the game.





Discussion

- **Who provides services and programs ?**
- **What are opportunities for facilitation?**



Creating Business

“The Economic Benefits of bringing in Special Tournaments and Events is phenomenal as it not only shows the local businesses that the Town Council is interested in seeing our local economy grow, but they also help to create return business as Events such as these show off the community, and it is hoped that people who attend such Events will come back to visit again.”

- Glenn Arthur RDMR, Director of Recreation Services, Town of Arnprior, presenter at RRA fall 2013.



Outdoor Leisure Recreation





Mark Guy -

<https://youtu.be/wdkcqOnJbRY>

Director of Parks, Recreation & Culture,
Municipality of North Grenville, Rural
Recreation Association Executive member
Settlers' Trail; trail strategy; connecting
community by trails; growth of the community
Rural Recreation Association
Time – 2:51



Barb Tobin –

<https://youtu.be/CG4dkI2E2NA>

Deputy Mayor, Municipality of North
Grenville

Trails; building community to attract
families; economic development;
volunteers; green and growing

Rural Recreation Association

Time – 2:14



**Outdoor
leisure
recreation and
open spaces
are key
ingredients to
healthy
communities,
contribute to a
high quality of
life, and most
importantly,
attract and
sustain
businesses
and families.**



**The Canadian Tourism Commission's research shows one third of all tourists are authentic, cultural and free spirit explorers
Those seeking the experiences that the Lanark, Leeds and Grenville region has in abundance**



Culture and Heritage



“Rural communities often realize their potential as tourist destinations through the development of local natural resources, culture and heritage.”

- (MacDonald and Jolliffe, 2004)



Benefits of Nature



“The presence of trails, parks and waterways in a municipality encourages people to both be physically active and to reap the benefits of being in nature.... It also draws people to the community, both visitors and new residents, with the associated economic benefit.”

- **Medical Officer of Health,
Paula Stewart, MD, FRCPC**

**Key note speaker at Spring RRA event
2013**



A Sense of Place

- The region's vibrant rural and urban communities, steeped in tradition and rich in history, will continue to attract people and visitors seeking a high quality of place experience
- But only if recreation and leisure services and supports remain a priority in order to create a sense of place.



Conclusion



Sue Dunfield

- <https://youtu.be/aZxbdeYj8P8>

Manager Community and Leisure Services,
Township of Rideau Lakes, Rural Recreation
Association Executive member
Economic Benefits of Recreation and Leisure
Services Report summary; Waterways; Rideau
Canal; Youth friendly designation
Rural Recreation Association
Time – 2:59



The Economic Case for Investing in Recreation



\$2.9 Billion

Labour income, jobs created by
Canada's parks (2009)²²



\$3,773

Amount spent on recreation by
average Canadian household
(2012)²⁰



\$8.3 Billion

Total amount spent on
recreational fishing contributed
to local economies (2010)²⁴



\$134 Million

Amount spent by cyclists using
Quebec's Route Verte (2013)²¹



\$14.5 Billion

Amount Canadians spent on nature-
based recreational activities (2012)²⁵



\$6.8 Billion

Total health care costs of
physical inactivity in Canada²³





What does it all mean?

- Worldwide demand that policy be more closely aligned with what really matters to people
- more and more world leaders are talking about the importance of well-being as a guide for their nations and the world.





Good Practices



Niki McKernan =

<https://youtu.be/PhVutdgjw3g>

Senior Planner, Town of Smiths Falls

Recreation is considered in all plans; value
unstructured play and interaction with nature;
cost share facilities and programs with
neighbouring municipalities

Rural Recreation Association

Time – 1:34





Call to Action





What can be done?

1

- Ensure presence at RRA – support work of planning, professional development, communication and sharing of resources

2

- Recognize the value of rural recreation/leisure as a substantial public asset



What can be done?

3

- Develop case studies of entrepreneurs and businesses attracted by quality of place

4

- Consider – assumptions made of strength/weakness of community economy



What can be done?

5

- Consider impact on economy if changing community's infrastructure

6

- Be aware of rural recreation/leisure services in the community



What can be done?

7

- Partner with others to eliminate duplication, share resources and build capacity

8

- Advocate for access to recreation (PRO Access to Recreation)



What can be done?

9

- Adopt the Charter for Recreation and Parks in Ontario (PRO)

10

- Complete economic impact studies
– measure return on park and recreation investments



What can be done?

11

- Support professional training opportunities



Key to success

Stay active with the
Rural Recreation Association



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