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# URBAN*Voice*

THE OFFICIAL PUBLICATION OF THE SASKATCHEWAN URBAN MUNICIPALITIES ASSOCIATION

## Recreation & Culture



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# URBAN Voice

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Allan Earle, President

Urban governments are responsible for providing a number of important services to the residents of their communities. Safe and clean drinking water, garbage disposal, police and fire protection are all vital services to support a healthy community. However, to make your community a truly attractive place to live, urban governments must provide recreational programs, leisure and cultural opportunities for their residents.

The theme of this *Urban Voice* is community development, and the importance of having recreation, arts and leisure in your community. For many urban communities, this involves providing the infrastructure needed, such as swimming pools, arenas, ball diamonds, art galleries and theatres. In addition to these necessary facilities, urban governments also provide

the required programming for residents. Programming can encompass organized hockey leagues, senior fitness classes, mom-and-tots swimming, and art classes. Often, this is accomplished through local recreation boards, volunteers and municipal employees tasked with organizing recreational and arts programs.

For urban governments, the provision of these programs and services is important not only for quality of life, but also for building community spirit. Local recreational and cultural programs involve many members of the community and give them a common interest to be engaged in. Whether this involves a hockey team having a winning season or the local theatre group putting on a show, the benefits to the community are wide ranging.

The challenge for local councils is finding the resources for these programs and services. The infrastructure alone can be daunting, the cost involved in maintaining, rehabilitating or even building new facilities can be substantial for a council to manage. In addition, finding qualified individuals to organize programming and to deliver the various services is difficult. Luckily, for many urban communities, local residents dedicated countless volunteer hours ensuring the existence of community programs in their communities.

There are many resources available to help local councils in developing these programs and services. Working with other organizations and agencies such as the Saskatchewan Parks and Recreation Association, SaskCulture and Saskatchewan *in motion* can be extremely beneficial. All of the above associations contributed to this edition and I hope you will find their articles informative for your council and administration. ■

*"For urban governments, the provision of these programs and services is important not only for quality of life, but also for building community spirit."*



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## RECREATION FACILITIES – WHO PAYS?

By Laurent Mougeot, Chief Executive Officer

With more citizens moving to our province every day, SUMA members are experiencing an ever-increasing demand for quality infrastructure, programs and services. Quality of life infrastructure is particularly important in building attractive and sustainable communities. People expect access to swimming pools, hockey arenas, curling rinks, ball diamonds, and community halls. I was interested to read recently about the temporary community that BHP is considering building for its workers at the proposed Jansen Lake mine. This community will include a movie theatre, cafeteria, and all of the various recreation facilities I mentioned earlier. I found it extraordinary that even in this temporary worker-based community, a high priority is placed on providing access to quality recreation services.

Cities, towns, and villages – in which nearly all of these facilities are located – know that these facilities are all expensive to build, maintain, and operate. While many communities charge user fees to help

address operational costs, the reality is that in most cases it is impractical to fully cover costs through user fees alone. This means that recreational infrastructure, programs, and services need to be subsidized through provincial grant funding and local tax revenue.

One of the things that sets recreational facilities apart from other types of municipal infrastructure is that the user base often extends beyond the host urban government's corporate boundaries. In other words, recreation is effectively a regional service. As a regional service it is expected that citizens from other municipalities will be able to access recreational facilities on a relatively equal basis to local residents. In this way, access to recreational facilities is similar to access to hospitals. However, unlike hospitals, recreational facilities are generally built, maintained, and operated primarily through the local tax base paid by residents and businesses located in the host municipality. As a result, it would seem reasonable for local governments

providing recreation services to expect equitable contributions from their regional neighbours. While this is happening in some places today, there are still too many situations in Saskatchewan where host urban governments are forced to bear a disproportionate amount of total recreation costs.

As SUMA hears more concerns from our members about the long-term sustainability of urban recreation services, we are increasingly active in this policy arena. Our policy staff is working with ministry officials from Tourism, Parks, Culture and Sport to develop a long-term provincial recreation policy. Meanwhile SUMA recently agreed to form a partnership with the Saskatchewan Parks and Recreation Association (SPRA) to advance mutual priorities. As a lead voice on recreation policy in Saskatchewan, SPRA is well-positioned to collaborate with SUMA to ensure that the recreation services our citizens want and need are available to them. SUMA looks forward to a long and mutually-beneficial relationship with our new partner, SPRA. ■

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# Recreation & Culture



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## Supporting a cultural network Saskatchewan-style

Submitted by SaskCulture Inc.

You may be surprised to hear that Saskatchewan, despite its small population base and its vast geographic expanse, is considered a leader within Canada when it comes to promoting and fostering cultural activities. This reputation is due – at least in part – to the strong tradition people in this province have for coming together and building innovative organizations to support community, such as SaskCulture.

SaskCulture Inc. is a non-profit, community-based, volunteer-driven organization, which works with over 120 member organizations and thousands of volunteers to build a culturally vibrant province, where all citizens celebrate, value and participate in a rich, cultural life. As Trustee for the Culture Section of Saskatchewan Lotteries Trust Fund for Sport, Culture and Recreation, SaskCulture is able to provide funding support to thousands of cultural activities offered in communities throughout the province.

“We are envied by our peers across the country,” says **Rose Gilks**, general manager, SaskCulture Inc., “for the infrastructure that supports cultural activity in communities. This includes our strong network of cultural organizations that is inclusive of arts, heritage, multiculturalism and cultural industries, a system that is supported by thousands of community volunteers and professionals, as well as the support from the Saskatchewan Lotteries fundraiser.” Other Canadian provinces rely on more government support. “No other province in Canada has a system that is more inclusive and more community driven.”

Today, SaskCulture works with hundreds of cultural organizations and other community partners and is focused on serving the people of Saskatchewan. It offers various programs that provide funding support, networking opportunities, organizational development and benefits promotion to all areas of cultural experience in the province.

“One area of focus has been supporting municipal cultural planning,” explains Gilks. “Many Saskatchewan municipalities are discovering ways to increase economic



and tourism opportunities in their communities by investing in and marketing their cultural assets, which historical attractions, area artists, community stories and theatre, public art and more.” SaskCulture offers the Municipal Cultural Engagement and Planning Grant to support municipalities interested in identifying opportunities for cultural development.

Besides working with many cultural organizations, SaskCulture, along with its partners Sask Sport and the Saskatchewan Parks and Recreation Association, share responsibility for the governance and policy direction of their respective Sections of the Saskatchewan Lotteries Trust Fund for Sport, Culture and Recreation. Proceeds from lottery tickets sold in Saskatchewan go to the Saskatchewan Lotteries Trust Fund and are then distributed to over 12,000 non-profit sport, culture and recreation beneficiaries.

“Saskatchewan Lotteries was established as a fundraiser for volunteer sport, culture and recreation groups in the province,” explains Gilks. “The ability to raise funds this way lets groups focus on providing quality programs to residents, rather than spending all their energy fund-

raising.” Programs such as the Community Grant Program support culture, sport and recreation in all communities through an annual grant.

SaskCulture also works with a variety of community partners, both within and outside the cultural community, in order to promote, maintain and develop the cultural richness of this province. “We’ve built strong partnerships with the Saskatchewan Arts Board and different government ministries to help increase the delivery network and meet the diverse needs of Saskatchewan people,” adds Gilks.

Through this work, SaskCulture helps nurture cultural development in the province, providing cultural experiences that reach out to all residents of Saskatchewan in some way.

“Cultural activity is an important part of thriving communities,” adds Gilks. “It gives communities a sense of place; it builds pride; it provides economic opportunity; it strengthens community ties. We always say, ‘culture builds community!’”

For more information on the work of SaskCulture or the Municipal Cultural Engagement and Planning Grant, visit [www.saskculture.sk.ca](http://www.saskculture.sk.ca). ■

## Saskatchewan spirit Recreation centres – worth their weight in gold

By Terry Ross

It doesn't matter where you live in Saskatchewan, odds are you spend time with your neighbours at your local recreation centre. Modern recreation centres are often multi-purpose facilities offering citizens the opportunity to play or watch hockey, have a gym workout, attend concerts and myriad other options. In short, today's rec centres add greatly to the quality of life in Saskatchewan's communities.

Everyone is aware of Saskatchewan's growth in recent years. Thanks to this growth, funds have been more readily available to fund the cost of new rec centres. This is the story of four of these newer rec centres.

### Spectra Place, Estevan

Thanks to the oil sector and the carbon capture project at the Boundary Dam Power Station, Estevan is one of Saskatchewan's fastest growing cities. Reflecting that growth is the magnificent Spectra Place, which opened its doors last summer. Home to the SJHL's Estevan Bruins, Spectra Place holds over 2,200 spectators and boasts an NHL regulation-size rink as well as a second rink and eight dressing rooms, which makes it an ideal site for tournaments. Another exciting feature is the state-of-the-art \$250,000 scoreboard with video screens.

In-floor heating creates a warm, comfortable atmosphere for fans, as does the bright lighting, food concessions and lounge. A rubberized walking track overlooking the ice surface has proven very popular with citizens looking to improve their fitness.

Hockey and walking aren't the only reasons people in the Estevan area come to Spectra Place. It is also an ideal venue for concerts (Paul Brandt, Hedley and others have graced its stage to date) and has hosted a couple of very successful MMA fights.

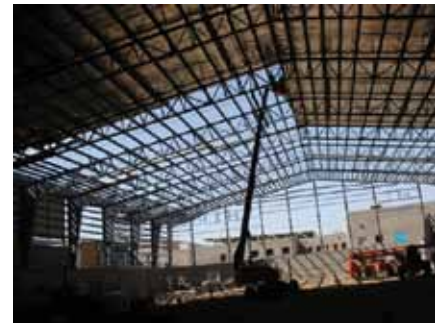
Estevan's Mayor **Gary St. Onge** says, "Spectra Place has created so much excitement for our citizens. We started talking about the possibility of such a venue in 2007. It has been a long road, but it has been worth it. This is a wonderful structure. The committee that oversaw its birth should be proud of themselves. They only accepted the best in everything, and now they are being rewarded for that approach. Spectra Place is a real jewel."

The total price tag for Spectra Place is approximately \$22 million. Ottawa contributed \$5.11 million through the Building Canada Fund – Communities Component or BCF-CC (an infrastructure funding program available to communities with a population below 100,000). The Province came through with \$5.11 million under the BCF-CC after having previously committed \$2.8 million under a different program.

Thanks to local fundraising there is only about \$3 million left to pay. Spectra Credit Union paid \$1 million for naming rights. After 24 skyboxes were sold, there are five groups on the waiting list who have contributed funds so their place on the list is secured. One fundraising dinner featuring NHL General Managers **Steve Yzerman** (Tampa Bay Lightning) and **Ken Holland** (Detroit Red Wings) raised \$309,000.

According to Mayor St. Onge, "While municipalities usually aim for a 50% payback from their arenas, curling rinks, and so on, it looks like Spectra Place will actually make money for the City."

The Mayor concludes, "The community really got behind this project. If citizens weren't happy with it, believe me I would have heard about it. From 2007 when it was a mere idea, to today when we have just concluded the first season of hockey, I have heard only one solitary complaint about Spectra Place. One out of 11,000-plus isn't bad at all!"



Spectra Place



Conexus MCC Centre

## Conexus MCC (Moosomin Communiplex & Convention Centre, Moosomin)

When Geoffrey Chaucer wrote, “Patience is a high virtue, for certain,” he couldn’t have known the line would refer to the citizens of Moosomin, Saskatchewan 700 years in the future. Yet, the virtue of patience was certainly displayed by the almost 3,000 residents of this town located 230 km east of Regina. After 10 long years, they finally saw their multi-purpose rec centre – the Canexus MCC Centre – open its doors last summer.

According to Moosomin Recreation Director **Mike Schwean**, “It has been a long road, but the wait has been worth it. Council took the initiative, did everything right, and should be commended for its good work. Everyone is very pleased with our new complex and it’s certainly being well utilized.”

The facility is joined to the Communiplex arena and replaced the old community centre at a cost of \$2.3 million. The Government of Canada contributed \$553,000 and the Province added

\$750,000 through the Recreational Infrastructure Canada (RIc) program. The Town of Moosomin, which wisely had been setting funds aside for the project for the last decade, came in with \$997,000.

Recent times have been good for this bustling town situated at the junction of Highways 1 and 8. Schwean says simply, “Moosomin is booming!” The potash deposits just north of town, the ever-growing oil industry in the region and the Red Lily Wind Farm have attracted workers and their families from other parts of the province, the country and the world. These complement the robust agricultural sector in which mixed farming is prevalent.

Schwean adds, “Community spirit is at an all-time high. Everyone got behind the project from the start. Now that it is operational, that spirit has grown immeasurably. The Canexus MCC Centre has, without a doubt, contributed a great deal to the quality of life in Moosomin and the surrounding area.”

The MCC Centre holds 500 people. Says Schwean, “It is a state-of-the-art

gymnasium, yet doesn’t ‘feel’ like a gymnasium; and it has attracted a number of important conferences in its brief existence. It hosts numerous weekend and after-school programs for people of all ages. In fact, from now until November there are only two weekends open. Everything else is booked solid.”

As far as doubters, Schwean says there may have been a handful prior to construction due to the amount of money required, but since the centre has been in use, “It’s been overwhelmingly accepted – better than I anticipated!”

## Credit Union CU Plex, North Battleford

The City of North Battleford is home to 14,000. The picturesque community sits in west-central Saskatchewan on the Yellowhead Highway, 140 km northwest of Saskatoon and across the North Saskatchewan River from the Town of Battleford. Thanks to agriculture and resource-based industries, transportation and logistics, and the large-industry sector, North Battleford is one of the fastest-growing municipalities in the province. Excitement is rampant in the city, not only because of this economic growth, but because the Credit Union CU Plex, a multi-use facility (which is actually made up of four separate components) is set to open its doors over the summer.

North Battleford Mayor **Ian Hamilton** says, “So many people worked so very hard to make this multiplex a reality. The entire region is quite pumped these days.”

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The four components of the Credit Union CU Plex (naming rights were purchased by Innovation Credit Union) are:

**Battlefords Co-Op Aquatic Centre** – This almost-\$18 million indoor complex opens in July and is home to a six-lane, 25-metre pool, two waterslides, a wave pool, a lazy river and a steam room. It is anticipated that the centre will become an entertainment destination centre for families.

**Dekker Centre for the Performing Arts** – Sponsored by the Dekker and Rawlinson families, the centre has a theatre with seating for 385, a rehearsal space (which is actually a smaller theatre itself), dressing rooms, a spacious lobby and a box office.

**Battlefords Tribal Council Field House** – The field house contains two indoor soccer pitches with seating for 250 per field. One field has a turf surface for soccer, football and baseball; while the other has a rubberized surface for volleyball, basketball, tennis and the like. There is also a suspended walking/running track and change rooms. The Field House will also be used for trade shows.

**Northland Power Curling Centre** – The new curling rink will have six sheets of ice, a lounge and seating for spectators. North Battleford has been without a curling rink since 2004 when the old rink had to be demolished. In the off-season the facility can be used for weddings and other social affairs.

Mayor Hamilton says the desire for a performing arts theatre in the community dates back 25 years or so, “but we started getting serious about the multi-use concept about a decade ago.”

The Mayor says the original idea was to house the multiplex beneath one roof, but the cost was intimidating to some. He says, “It made more fiscal sense to break it up into four separate projects and then if costs started getting away from us, we could always drop one or two of the components. Once we decided to go this route, Council was quick to get on board.”

He adds with a chuckle, “The four components did complicate matters, however. There were so many questions requiring answers – many of them had to be multiplied by four, and that slowed



Battlefords Co-Op Aquatic Centre



Dekker Centre for the Performing Arts



Battlefords Tribal Council Field House



Northland Power Curling Centre

things down. In the end, we got all four components; so it all worked out.”

Opponents of the project believed priority should be given to replacing the city’s Civic Centre, which was built in 1967 and is beginning to feel its age. These people were swayed when a roofing renovation added 12-15 more years to the arena.

Total cost for CU Plex will be in the range of \$50 million. The senior levels of government contributed \$7 million each (Ottawa’s share was contingent on the project having a cultural aspect to it as in the Dekker Centre). The local

First Nations chipped in with \$3 million, while the Community Development Corporation, Town of Battleford and other local governments in the area helped out. The city assumed some long-term debt while a fundraising committee committed to raise \$10 million within an 18-month period (to date, the figure is at \$9.4 million).

Mayor Hamilton concludes, “Next year, North Battleford will celebrate its centennial. This project demonstrates the city’s maturity and its commitment to citizens of all ages – from youth who require places to run, swim, play and perform, to young adults wanting all the amenities for their growing families, to seniors wanting to remain physically active and enjoy more cultural events.”

It shows the rest of Canada and the world that they can invest in us because we have the confidence to invest in ourselves. Our city is known as the hub of our region, home to the best in health, education and outdoor recreation. The Credit Union CU Plex simply rounds out what we have to offer current and future citizens.”

**Kindersley Multi-Use Facility, Kindersley**

Kindersley, the west-central Saskatchewan town of 4,700 located on Highway 7, has long been known for its quality farm and ranch land and its oil and gas reserves. These days, the town is proud to be ‘rising out of the ashes.’ “Out of the Ashes” is the name given to Kindersley Multi-Use Facility Project. The name came about because of a devastating fire that destroyed the Town of Kindersley’s 55-year-old Exhibition Stadium arena and main lobby on January 8, 2010. Ironically, prior to the fire, plans were already afoot for a multiplex, but those plans had to be delayed (they are now Phase 2) and a new plan to replace the arena (Phase 1) became the priority.

Phase 1 opened its doors on February 18, 2012 – just over two years after the ravaging inferno – with a charity hockey game featuring the Saskatchewan Roughriders against a team of locals. The new arena cost \$12.2 million and \$8.8 million was paid for from insurance monies received following the fire. “The



Kindersley Multi-Use Facility

insurance process went well, and for that we are grateful,” says the town’s CAO **Bernie Morton**.


Recounting the fire, Director of Community Services **Kim Vogel** adds, “Exhibition Stadium held a lot of history for the community. Championship banners, trophies and photos were all lost. Beyond those tangible items, our younger generation knew that parents,

aunts, uncles and grandparents had skated on the same ice. How do you replace that knowledge and those feelings?”


Mayor **Wayne Foster** continues, “Thanks to the presence of firewalls in the buildings and the efforts of our extraordinary fire crews, a secondary rink and our curling rink were saved. Curlers had to enter the rink by the back

door and they lost their concession stand, but they were very patient while the new structure was being built. Our hockey community relied on the rink that was saved (repairs held up usage until October 2, 2010) along with the kindness of neighbouring municipalities, who allowed Kindersley teams to use their facilities.”

As hard a blow as it was to overcome, Kindersley’s citizens picked themselves up off the mat and devoted their energies to a replacement arena. According to Mayor Foster, “The multi-use building committee was given new parameters and began the process anew with public consultations. By April of 2010, we had a Project Manager in place for Phase 1; by June we had drawings. Everyone I spoke to was amazed at how quickly things moved along, while still ensuring we looked after all the tiny details. The fact we were on the ice less than 24 months after the disaster was an outstanding feat.”



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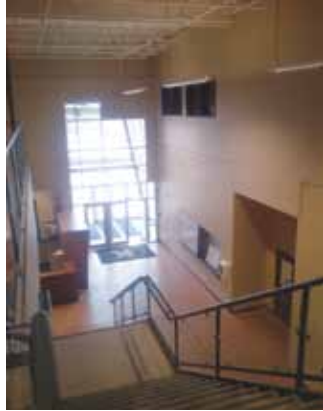


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Kindersley Multi-Use Facility

The new rink seats 450 and standing room increases the capacity to 1,000. It features a NHL regulation-size ice surface, comfortable dressing rooms, meeting/conference rooms, a walking track, large and small concession areas, a large lobby area as well as energy-efficient state-of-the-art lighting and heating. The 'green' facility's lighting and furnace are controlled by a software system that shuts off lights and heat when not in use.

Phase 2 is still undergoing a needs assessment. What the town 'wants' (a performing arts theatre, gymnasium, conference hall and replacement of the aquatic centre with a total price tag of \$36 million) will be balanced against what it 'needs' and funding from Ottawa, the Province, P3 (public-private partnership)

opportunities, the municipality itself and local fundraising efforts. The Federal Government has been silent in terms of what monies it can provide. The Province has given Kindersley a verbal commitment, but so far no actual money. Fundraising efforts ("Out of the Ashes") have topped the \$9.3 million mark thanks to such diverse events as the Rider Pride Hockey Challenge, a golf tournament, a Ukrainian New Years Party, Leaf Your Legacy Blitz, Christmas Ornament Campaign and various raffles. More is to come, especially in the all-important area of corporate sponsorship and naming rights to various aspects of the multi-use facility.

Organizers are committed to what they term the R.E.C. approach to Phase 2. "R" stands for *Recreation* and includes

the gym and aquatic sides of the project. "E" is for *Education*. The town will partner with Great Plains College and Culinary Arts students will learn in the facility's food preparation area while Power Engineering students will study the facility's mechanical components. "C" represents *Culture* and will be reflected in the performing arts/lecture theatre. Phase 2 will be available to neighbouring municipalities to use as the town and building committee believes the multi-use facility should be a regional facility.

Our hats are off to these four communities. Their elected representatives, employees and teams of volunteers went above and beyond the call of duty. The result? Four state-of-the-art recreation facilities! Who's next? ■

## OUR CONCERN FOR THE ENVIRONMENT IS MORE THAN JUST TALK

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## Communities must share the responsibility to keep our kids physically active

By Community Task Force, Saskatchewan *in motion*



Elbow Build Day

It's summer and that means vacation time for thousands of Saskatchewan school-aged children. While some will be playing and enjoying outdoor activities, many children will be sitting in front of screens such as TVs, computers and video games for up to seven hours a day. This means that without school to help keep them active, kids are spending up to seven times more on screen time than playing actively.

Sadly, many of our province's children will go days, weeks, months without any physical activity, and this doesn't just occur in the summer months. Unfortunately, it also happens year-round resulting in children's physical inactivity which is fast becoming a big problem. As a result of physical inactivity, for the first time in history, our children are expected to live a shorter and less healthy life than their parents. Twenty-six percent of Canadian kids are overweight or obese. Only 38% of kids walk to school and less than 15% of our kids are active enough to

stay healthy and be productive.

Saskatchewan *in motion* is a recognized leader in addressing the physical inactivity of kids. As a province-wide movement, *in motion* inspires, galvanizes and connects educators, parents, caregivers, and community leaders who all have a role to play to ensure our kids are moving more. By working together, we can increase opportunities for physical activity for just 30 minutes at home, 30 minutes at school, and 30 minutes in the community.

To create a vision for a healthier, more active place to live, learn, work and play, Saskatchewan *in motion* initiated the Saskatchewan *in motion* Community Pledge Challenge last fall. Saskatchewan communities were offered the chance to win \$10,000 for a community project that increased the physical activity of the kids they care about, and 23 communities and more than 3,200 families responded. The challenge was planned with a two-fold purpose: First, to

inspire families to pledge to take action.

Second, to inspire community leaders to consider ways to increase opportunities for children and youth to be active in their communities.

Through a public voting process that involved six finalists, Elbow was announced as the challenge winner at the Saskatchewan *in motion* luncheon held during the SUMA 2012 convention. The \$10,000 was directed to the Elbow Community Park Project which was recently completed on Saturday, May 12. The huge community work bee called *Build Day* involved hundreds of volunteers and resulted in the construction of a safe and modern playground that provides outdoor fitness equipment and walking paths so all community members can be physically active while having fun. According to Project Chairperson **Sarah Wilm**, "Our project helped to develop a more united community empowered to create positive change. Together, we created a space for

all citizens to keep active, all year long, for many years to come!”

Another Saskatchewan community that implemented initiatives to ensure the kids they care about are active was St. Walburg. Its Summer Fun Program was targeted for kids aged three to 12 and ran three days a week from 8:30 a.m. to 4:30 p.m., attracting kids from St. Walburg, Turtleford, and Lloydminster. Through support from the St. Walburg Recreation Board, the program was staged in the local arena. Thanks to funders, as well as a nominal user fee, budget was available to hire two full-time and two part-time facilitators to ensure the program was managed by experienced and professional staff. According to **Shiloh Bronken**, one of the coordinators and a community parent, “Kids and parents were extremely pleased with the Summer Fun Program. The kids had a blast. They were being active while having fun at the same time. The program also filled the void in the community because prior to the start of our program, we didn’t have anything available to keep our kids active in the summer months. As parents



Elbow Build Day

and role models, we recognized that kids need a minimum of 60 minutes of physical activity every day. To be healthy – physically, mentally, and socially – our kids need to move more.” The St. Walburg Summer Fun Program proved to be so popular and effective with the community that an after-school program was successfully piloted last fall.

Saskatchewan *in motion* and the *in motion* Community Task Force applaud these communities for their creativity and commitment. **Randy Goulden**, Chair of the Community Task Force commented, “We

encourage all communities, such as Elbow and St. Walburg, to take action and work with their municipal leaders by developing policies and strategies that will increase physical activity opportunities, especially for our children and youth.” Goulden added, “We also must think about involving youth to create and increase their opportunities to choose active modes of transportation such as walking, cycling, and skateboarding.”

More than 450 schools, thousands of families and 150 communities have joined the *in motion* movement to pledge to do just one thing to increase the physical activity of our province’s children and youth. Municipal leaders and administrators, now’s the time to meet and work with your community members to develop physical activity action plans. Our kids are counting on us.

If we all work together and share the responsibility of increasing physical activity for our kids, we will be part of a Saskatchewan solution to get our kids moving. For further information, tools and resources, visit [www.saskatchewaninmotion.ca](http://www.saskatchewaninmotion.ca). ■

# LESS THAN 15% OF SASKATCHEWAN CHILDREN & YOUTH ARE ACTIVE ENOUGH. WE’RE NOT OK WITH THAT. ARE YOU?

Let’s share the responsibility to ensure our kids get the 60 to 90 minutes of physical activity they need every day to stay healthy. We all have a role to play to keep our kids physically active for 30 minutes at home, 30 minutes at school and 30 minutes in the community.

Here’s how **YOU** can do your part:

- **Develop municipal policy with dedicated capacity to support actions that increase physical activity opportunities in your community.**
- **Provide active and safe routes for children and youth.**
- **Integrate actions that increase physical activity opportunities into official community plans.**

Municipal leaders and administrators, it’s time to take action and get our kids moving.

For help, go to [www.saskatchewaninmotion.ca](http://www.saskatchewaninmotion.ca) for tools, resources, and support.



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## Creating a tourism destination area with the help of a Community Resource Inventory

By Dan Way, Project Facilitator, Municipal Capacity Development Program



Saskatchewan has many hidden treasures. My work with MCDP takes me off the beaten path to points throughout the province, and I cannot help but marvel at the diversity of our land. There is a common misconception that Saskatchewan is a monochrome land of endlessly flat tilled fields. The fact that my summer schedule is quickly filling up with destinations to return to tells a different story.

Tourism in Saskatchewan is enjoying revitalization as the focus turns to the development of destination areas rather than promotion of single attractions. The idea of destination tourism is to promote regions of the province and highlight the characteristics that make them especially attractive. This new direction is providing opportunities for

inter-municipal cooperation that will strengthen the regional capacity to attract interested travelers. There are many mutual benefits for municipalities who are able to create a tourist draw. Increased traffic to a region means more business for the local economy, more support and interest in economic development, greater opportunity for infrastructure upgrades, and perhaps even population growth. The benefits can be magnified when municipalities work together to ensure that there are multiple points of interest and combined efforts to provide greater hospitality to visitors.

One of the first steps to creating a destination area in your region is to fully understand what makes your area great and what you have to offer. Ask anyone in your community and they could probably

tell you what is good, what needs work, and how things could be better. The challenge is these ideas are most often discussed in casual conversations and not recorded or compiled into useful information. A Community Resource Inventory can help to clarify the position of municipalities.

A Community Resource Inventory is similar to a retail store doing inventory. The inventory is a meaningful record of all of the resources in your community. Community resources include everything – the numbers and types of businesses in your area, the cultural, heritage and nature sites, infrastructure and its assessment, and the unique skills of your community members. The Community Resource Inventory uses primary and secondary sources to take a detailed stock of any and

all resources in the region. There are many advantages to having a comprehensive understanding of the resources in your community:

- *Economic development* - Investors may be influenced by the information they need to gauge the suitability of your community to meet their business needs.
- *Funding* - Being able to show that available resources in your area are used in an efficient way makes you a better candidate for funding. The level of risk may be lower in the eyes of potential funders if it can be demonstrated that all options to complete a project have been examined and you are willing to use available resources in conjunction with a grant or outside funding.
- *Self-reliance and improved quality of life* - With a clear understanding of all of the human and financial resources at your disposal, you are better able to use them more creatively and efficiently. The need for outside assistance

can be reduced as untapped and underutilized resources are identified.

- *Partnerships* - The information gathered assists in building on already existing partnerships, can lead to the development of new partnerships, and can be used to leverage resources by connecting individuals, institutions, and organizations through the identification of common goals and interests.
- *Planning* - As you gather and analyze information about the community, you notice gaps in services, underutilized areas and other resources that can be used to leverage development your area. More information can lead to more informed decisions for the future.

A Community Resource Inventory will provide a greater understanding of factors that will make your region a tourism destination area. A Community Resource Inventory will also identify the target audience for the resources that exist in your region whether it is bird-watching, hiking, fishing, photography, history, art, or any

other attraction. You will be able to plan and search for funding to improve any gaps in the infrastructure and services uncovered in the resource inventory. By cooperating with your neighbouring municipalities to produce a Community Resource Inventory, you create a stronger voice, increase consistency in services, and coordinate a larger draw for tourists. Most importantly, a Community Resource Inventory is a collective process. There is great potential for community engagement and inclusion of the ideas, opinions and resources of residents.

I know I will be out experiencing the many hidden treasures Saskatchewan has to offer this summer. The world wants to know what treasures are hidden in your region. Are you ready?

For detailed guidance on how to undertake a Community Resource Inventory or build an inter-municipal group structure please visit the MCDP website at [www.municipalcapacity.ca](http://www.municipalcapacity.ca) or email us at [info@municipalcapacity.ca](mailto:info@municipalcapacity.ca). ■



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## Recreation, an investment for life

Submitted by Saskatchewan Parks and Recreation Association



The Saskatchewan Parks and Recreation Association (SPRA) is a non-profit member organization whose purpose is to promote, develop and facilitate parks and recreation opportunities throughout Saskatchewan. SPRA provides parks and recreation services and support to Saskatchewan communities and advocates on behalf of the recreation and parks field at the local, provincial and national level. SPRA is recognized as the provincial umbrella organization representing parks and recreation, and manages the Recreation Section of the Saskatchewan Lotteries Trust Fund for Sport, Culture and Recreation.

Parks and recreation offer benefits to all levels of society – the individual, the family and the community. Although these benefits are inherent for recreation participants, it takes time, money and considerable effort to ensure that Saskatchewan people have access to quality parks and recreation programs, services and facilities. SPRA works to provide leadership and support to enhance the quality of the parks and recreation network and to build healthy, active communities.

SPRA has formed numerous valuable partnerships with urban governments, Saskatchewan's post-secondary institutes, the province's Aboriginal community, the North, and with other local, provincial and national associations. Certainly, the most important relationship SPRA has fostered over the years is the one with our valued members. This network of volunteers, industry professionals, and local decision makers is truly the heart of Saskatchewan's parks and recreation system. They are the ones who inspire and implement change, often working at the grassroots level for the betterment of their communities and the province as a whole.

SPRA has worked hard to improve communication with its members and respond to their needs, ultimately providing members with the tools and support required to lead parks and recreation development in their communities. No stranger to leading by example, SPRA and its members are often the first to pilot new projects or introduce new initiatives and ideas to the province, and frequently

accepts the challenge of managing new projects that are being introduced in Saskatchewan, such as the provincial edition of the Communities in Bloom program, the Trans Canada Trail, and the Active Living campaign.

SPRA strives to remain on the cutting edge of new ideas, new methods and new technology and understands that an educated membership with current knowledge and resources is key to maximizing the benefits of parks and recreation. Over the years, SPRA has served as a great source of information for its members by providing training opportunities and educational programs, managing information and research, and providing grants and funding opportunities.

SPRA is committed to representing not only its members, but also the citizens of the province as a whole because parks and recreation benefit *all* levels of society. These benefits help strengthen families, build healthy communities, improve quality of life and support the healthy development of children. For Saskatchewan communities, recreation truly is *an investment for life*.

**Community Benefits**

- Recreation and parks build strong communities.
- Recreation and parks are economic generators in your community.
- Recreation and parks reduce costs for health care, social services, and police and justice.
- Recreation is key to balanced human development.
- Recreation and active living are essential to personal health.
- Recreation and parks are essential to your quality of life!

For more information visit [www.spra.sk.ca](http://www.spra.sk.ca).

**Upcoming Events**

**JUNE 1-30, 2012**

**June is Recreation & Parks Month - Locations across Saskatchewan**

Each year, recreation service providers and park authorities throughout the country utilize June to celebrate the return of summer programming, to gather their communities together, recognize volun-



teers, get residents involved in fun outdoor physical activities and gain support for the parks and recreation sectors. For additional information, visit [www.spra.sk.ca/juneisrecreationandparks](http://www.spra.sk.ca/juneisrecreationandparks).

**JUNE 1, 2012**

**SPRA Scott Irving Memorial Golf Tournament - Shellbrook, SK**

The SPRA Scott Irving Memorial Golf Tournament will be a Texas Scramble, with teams of four. The Tournament will include

supper and a variety of great prizes! For additional information, visit [www.spra.sk.ca/golf](http://www.spra.sk.ca/golf).

**OCTOBER 18-21, 2012**

**SPRA Conference and Annual General Meeting - Melfort, SK**

The 2012 SPRA Conference and AGM will bring together recreation practitioners, parks and facility operators, and volunteers from across the province to learn the latest information and trends in the parks and recreation field. For additional information, call (306) 780-9324.

**NOVEMBER 2-4, 2012**

**SaskFit Conference - Saskatoon, SK**

SaskFit is Saskatchewan's premier fitness and health Conference and is attended by Fitness Leaders and enthusiasts throughout the province. Presenters from across Canada with both national and international exposure will be presenting sessions at the Conference. For additional information, call (306) 780-9470. ■

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## Funding sport, culture and recreation in Saskatchewan communities

Submitted by SaskCulture Inc.



Each year, proceeds from Saskatchewan Lotteries ticket sales go to support over 12,000 sport, culture and recreation groups in more than 1,000 Saskatchewan communities.

Of the total amount raised by Saskatchewan Lotteries ticket sales each year, half of the revenue goes to the lottery prizes won by winners in Saskatchewan. The other half is split between administration costs associated with running the Saskatchewan Lotteries fundraiser throughout the province, an annual license fee payment (currently 3.75% of profits) to the provincial government to run the lottery system, and funds that go to the Saskatchewan Lotteries Trust Fund for Sport, Culture and Recreation.

The Saskatchewan Lotteries Trust Fund is administered by a tri-global partnership of Sask Sport, SaskCulture and Saskatchewan Parks and Recreation Association. Through a license agreement with the provincial

government, these partners administer both shared funding initiatives and funding from their separate Sections of the Trust Fund to volunteer-driven sport, culture and recreation organizations in the province.

As part of the shared initiatives, nearly \$3 million goes to the Community Grant Program and Community Development Fund, which provide funding to Saskatchewan communities and Districts for Sport, Culture and Recreation. Funding levels available to the Community Grant Program are based on proceeds from lottery ticket sales, and distributed on a per capita basis. Districts receive annual operating grants, are in place to facilitate community development, link to municipal recreation boards, and increase access to sport, recreation and cultural programming.

Each Section of the Saskatchewan Lotteries Trust Fund provides direct funding to eligible non-profit organizations, as well

as providing additional funding programs. These funds are distributed based on a highly transparent and accountable system of grants, which are adjudicated by volunteer peer juries. This unique system is based on the goodwill of Saskatchewan people and is not a cost to the taxpayer.

### Funding for culture in Saskatchewan

Funding from the Culture Section of the Saskatchewan Lotteries Trust Fund primarily supports non-profit cultural organizations, which include local museums and libraries. In addition, some programs support local governments, First Nations bands and Métis locals. Programs include:

- **Annual Global Funding Program (AGF)**, supports provincial cultural organizations that have a mandate to serve as a central resource for information, referrals and networking opportunities in their specific cultural discipline.



These organizations are designated by the Minister's Eligibility List as eligible to receive direct funding from the Culture Section of the Saskatchewan Lotteries Trust Fund. Some of these organizations offer funding programs to their members. Check out *Cultural Funding Sources Guide*, available at [www.saskculture.sk.ca](http://www.saskculture.sk.ca), for more information.

- **Aboriginal Arts and Cultural Leadership Fund (AACL)** aims to increase capacity in Aboriginal communities through development of arts and cultural leadership and mentorship opportunities. Deadlines: April 15, October 15.
- **Capacity Building Grant Program (CBG)** supports capacity-building opportunities in existing, new and emerging cultural organizations. Deadlines: May 7, October 15.
- **Métis Cultural Development Fund (MCDF)**, offered in partnership with Gabriel Dumont Institute, this fund supports community-based cultural activities and initiatives that preserve and pass on the Métis culture and traditions. Deadlines: April 30, October 31.
- **Multicultural Initiatives Fund (MIF)** supports multicultural and ethno-cultural initiatives and activities that contribute to the advancement of multiculturalism in Saskatchewan. Deadlines: January 31, March 15, September 30.
- **Municipal Cultural Engagement & Planning Fund (MCEP)** supports local governments working on cultural engagement and planning initiatives such as cultural planning that explores the creative and cultural potential of a community. Deadline: October 31



- **Museums Grant Program (MGP)** supports and promotes the advancement of operational excellence in Saskatchewan Museums. Deadline: November 30.

**The following grants are delivered by the Saskatchewan Arts Board with funding from Saskatchewan Lotteries:**

- **Creative Partnership Explorations Grant Program** supports a community, organization, school or other institution in assessing its cultural development needs and potential for a professional arts partnership. Deadline: May 15.
- **Creative Partnership Innovations Grant**, formerly known as the Artist in Residence program, this grant supports collaborative partnerships between professional Saskatchewan artisans and a community, organization, school or other institution that will increase engagement, and access to, innovative arts and cultural opportunities. Deadline: November 16.
- **Professional Arts Organizations Program** provides funding to support

programs and services, governance, administration and operations costs of arts organizations in the province. Saskatchewan Lotteries supports costs related to operations of art galleries and media arts organizations. Deadline: November 1.

- **SaskFestivals Grant Program** provides funding towards administrative and artistic costs of Saskatchewan cultural festivals. Deadlines: April 15, October 15.

There are many different grants supporting a wide range of cultural activities. It is very important that those interested in grants get in touch with a funding consultant prior to submitting a grant application. The consultants from both SaskCulture and Saskatchewan Arts Board will help ensure that the grant type is appropriate, double-check grant deadlines and answer questions about the type of information required.

All information on funding from Saskatchewan Lotteries available for cultural activity in Saskatchewan can be found at [www.saskculture.sk.ca](http://www.saskculture.sk.ca). ■

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## SPRA grants and funding

Submitted by Saskatchewan Parks and Recreation Association



The Saskatchewan Parks and Recreation Association (SPRA) provides funding to many provincial, regional and local recreation organizations through the Recreation Section of the Saskatchewan Lotteries Trust Fund for Sport, Culture, and Recreation.

### Funding

Thirty-two provincial recreation organizations and seven Sport, Culture and Recreation Districts received almost \$3 million in funding through the Recreation Section of the Saskatchewan Lotteries Trust Fund for Sport, Culture and Recreation in 2010-2011. Through this funding, organizations were able to increase access to quality recreational experiences to residents across Saskatchewan.

### Grants

#### June is Recreation and Parks Month

##### Celebration Initiative Grant

The *Celebration Initiative Grant* for *June is Recreation and Parks Month* (JRPM) supports localized promotion of recreation and parks through planned events or programs in the month of June.

- SPRA will contribute up to a maximum of \$500 per active member.
- Applications for the grant will be accepted between May 1, 2012 and June 15, 2012.
- Applications will be processed on a first-come, first-served basis. Let SPRA help you to celebrate June is Recreation and Parks Month!

### Sogo Active Grants

Groups can receive \$250 up to \$1,000 to support activities for youth ages 13-19.

*Challenge Grants* – Receive up to \$500 to support ongoing youth physical activity.

*Event Grants* – Receive up to \$250 to support a onetime youth physical activity event.

### SPRA Scholarship Program

SPRA supports individuals pursuing careers in the recreation field.

Scholarships are awarded to students enrolled in Recreation and Leisure programs across Saskatchewan.

Recipients are selected on the basis of academic achievement and demonstrated involvement as a volunteer in recreation, parks or leisure services.

### HOW CAN SPRA HELP?

#### Who is an active member?

When you join SPRA you become an active member of the Saskatchewan parks and recreation infrastructure representing 700,000 residents province wide. More than 400 communities of all sizes are members. Membership fees are based on community population.

#### Benefits for members:

- Education and training
- Grants and funding
- Access to SPRA field consultants
- Communications and print resources
- Recognition through special events and awards

#### Funding opportunities

SPRA Information and Research Services staff can access funding directories to help you identify potential grant opportunities for your next project, program or initiative. Contact us at (306) 780-9439 or [resourcecentre@spra.sk.ca](mailto:resourcecentre@spra.sk.ca) for details!

#### Funding news

Visit [www.spra.sk.ca/funding](http://www.spra.sk.ca/funding) for information on SPRA grants, and news about other funding opportunities. ■

## Sask Fests

# 2012 festivals taking place in Saskatchewan

**June 13-17**

JAZZFest Regina, Regina, SK

**June 22-July 1**

Saskatchewan Jazz Festival  
Saskatoon, SK

**June 23-24**

Windscape Kite Festival, Swift Current, SK

**July 4-8**

Regina International  
Fringe Theatre Festival, Regina, SK

**July 11-August 26**

Shakespeare on the  
Saskatchewan Festival, Saskatoon, SK

**July 12-15**

Craven Country Jamboree, Craven, SK

**July 19-22**

Ness Creek Music Festival, Saskatoon, SK

**July 27-29**

The Gateway Festival, Bengough, SK

**August 2-11**

Potash Corp Fringe Theatre Festival  
Saskatoon, SK

**August 9-12**

John Arcand Fiddle Fest, Saskatoon, SK

**August 10-12**

Regina Folk Festival, Regina, SK

**August 16-18**

Saskatoon Folkfest, Saskatoon, SK

**August 24-25**

Wood Mountain Folk  
Festival, Wood Mountain, SK

Source: FestivalTrek



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## Recreation infrastructure

Submitted by Saskatchewan Parks and Recreation Association



**The provincial government announced a number of initiatives that benefit parks and recreation infrastructure, at the March 21, 2012 budget release. A summary of these initiatives follows:**

### **Community Rinks Affordability Grant**

In many Saskatchewan communities, the local ice rink is the center of activity and vital to a community's quality of life. In the budget, the government announced a new Community Rink Affordability Grant of \$2,500 a year that will be provided to approximately 750 municipally-owned indoor ice surfaces in Saskatchewan to help with operating costs.

### **Extra \$2.5 million in parks capital to meet commitment to enhance parks infrastructure**

Recognizing the major role Saskatchewan's parks play in conservation, tourism and in providing

economic benefits to nearby communities, the government has announced a further investment of \$2.5 million this year in maintenance and upgrades.

**The federal government also announced new funding to support parks and recreation initiatives at the March 29, 2012 budget release:**

### **New Community Infrastructure Improvement Fund**

The federal government announced \$150 million over two years for a new Community Infrastructure Improvement Fund to support repairs and improvements to existing community facilities. The federal government stated that community-based facilities contribute to the quality of life in small communities and large urban centres across Canada and that the new Fund will improve the quality of facilities while supporting job creation in communities across the country. Projects will be

selected on the basis of their readiness to proceed and the anticipated economic benefits, including job creation.

### **Did You Know?**

- Recreation programs promote leadership, character, health, and career development of youth while emphasizing social, cultural and educational growth.
- Parks and green spaces encourage socialization, thereby strengthening community relationships.
- Recreation and parks attract tourism and business opportunities while creating employment opportunities for local residents.
- Quality recreation facilities and parks can attract events which can increase the economic vitality of a community.
- Parks and green spaces improve the value of property in communities.
- Recreation provides safe, developmental opportunities during the critical after-school hours. ■

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## Community connections through social media

By Diane Ell, SaskCulture Inc.



Social media continues to grow at a rapid pace. Municipal leaders need to consider how social media could assist them in facing their own communication challenges.

At a SaskCulture event in Regina last year, social media expert **Darren Barefoot** began by clarifying the difference between 'digital immigrants,' those who are just learning to use social media (usually 32 years plus), and 'digital natives,' those that have grown up in an online world. According to Barefoot, social media might have created the greatest age divisiveness since rock and roll.

However, Barefoot feels that organizations can take positive steps to

building social media into their operations and daily routines. Barefoot, who lives in Vancouver, is a co-founder of Capulet Communications, a writer, marketer and technologist, who regularly speaks about social media and has co-authored, along with **Julie Szabo**, the book *Friends With Benefits: a Social Media Marketing Handbook* (2009). In his presentation, he shared several key lessons for the digital immigrants interested in embarking on social media opportunities.

"Teach your staff – digital natives and immigrants alike – about privacy online," Barefoot says. Privacy concerns are usually divided by age, he says, the older you are the more concerned you are.

**"Today, there are over 800 million Facebook users, and another over 200 million using Twitter."**

When in reality, he explains, privacy is less of an issue than one may think.

"Deliver value," he says. There is so much online competition for a user's attention. He says, those using social

media are looking for entertainment, advice, education, information and to be inspired. In addition, he says organizations should be aware of what strategies their competition is undertaking.

Social media continues to grow at a rapid pace. Today, there are more than 800 million Facebook users, and more than 200 million using Twitter. Users continue to create new options to meet every need. For example, LinkedIn offers a professional social network opportunity and FourSquare, which uses a global positioning system on your mobile device, helps build what is known as a “social swarming tool” – where you can track down businesses, friends and special deals by location. MySpace, which was one of the earliest out the gate, is still in use. And, Google+, which has arrived late in the game, is ready to tackle its competition with a user-friendly format.

Studies show that North Americans spend on average 55 hours a week looking at a screen, whether it’s a television, mobile device or computer.

Barefoot notes that the increased use of mobile devices should be seriously considered in marketing products or services. His statistics say that over one-third of Facebook users check Facebook from a mobile device, as do over half of Twitter users. Over 33% of brand searches are on mobile phones or tablets. “Consider how your web site looks on a mobile device,” he adds. And, the increased mobile use has led to an

increased interest in mobile applications, known as apps. However, he points out that more than half of online users still come through a browser.

Barefoot encouraged organizations to think, or rethink, about their online audiences. He shared a concept from **Rick Warren’s** book, *A Purpose-driven Church (1995)*, that involves identifying who is in an organization’s crowd, its community, its congregation, its committed and its core. Each of these groups requires different tactics to move it closer to the core.

He suggested many different engagement tools designed to inspire user contributions, such as reviews, ratings, online polls, storytelling, contests, maps and the use of Quick Response (QR) codes on print promotions. Whatever the tool, he recommended following **Seth Godin’s** advice, from his book *The Purple Cow (2010)*, and “aim for remarkable.”

He urged those interested to create a strategy around social media that included identifying key objectives that would help determine which social media tool would be the best driver. And, once social media programs are in place, Barefoot recommends continued measurement of their use, though readily-available tools such as Google Analytics.

Those in attendance left the event eager to investigate social media further. “It’s early days for social media technology,” says Barefoot. “But it’s here to stay.” ■



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## MAS - helping to emphasize a key component of a community's quality of life

By Ryan Holota



Museums have always been a key tourism draw for a region, and the economic benefits of that are felt across the community. Travelers who take the time to stop at a museum tend to spend a significant amount of time in a community and are much more likely to stay the night in a hotel, eat at a restaurant, shop, or fill their vehicle with fuel before continuing on their journey.

The Museums Association of Saskatchewan (MAS) was founded in 1968, and is the umbrella organization for museums across the province. It was founded "to serve museums in Saskatchewan and work for their advancement." MAS provides a wide range of programs and services to museums including professional development and training sessions at introductory and advanced levels. MAS produces a bi-monthly e-newsletter to spread information to its membership, and also offers a selection of publications

to further educate members. In addition, it works to raise public awareness of museums through participation in events such as the SUMA tradeshow and working with Sport, Culture, and Recreation Districts.



**Wendy Fitch,**

Executive Director of the Museums Association of Saskatchewan, says, "MAS works with municipalities by providing information to

municipal staff, committees and councils on an *ad hoc* basis when they come to us with specific questions. In addition, we provide our bi-monthly e-newsletter to those who are interested. As most of our members are located in urban municipalities, we see a real benefit to working more closely with SUMA members on issues relating to museums."

MAS members include 239 institutional members and approximately

160 individuals. Members consist of provincial institutions such as the Western Development Museums, the MacKenzie Art Gallery, and Wanuskewin Heritage Park, regional museums such as the Humboldt and District Museum and Gallery, the Moose Jaw Museum and Gallery, and community museums such as the Morse Museum and Gallery, and the Star City Museum. Members are located in cities, town, villages and RMs. There are even a few which only exist as virtual museums such as the Saskatchewan African Canadian Heritage Museum and the Gabriel Dumont Institute's Métis Heritage Cultural Museum.

Museums form an important part of the cultural identity of a community. They reflect the history of our civilization filtered through the eyes of a local region, cultural group, or focus point (such as transportation).

Across the province, attendance at



museums has stayed consistent over the past several years. This is considered positive, as the number of entertainment and educational options available to people has grown at a considerable pace. As the population of Saskatchewan continues to grow, a trend has emerged in new residents of a community visiting local museums to learn about the history and people of the region. Many museums are also developing education kits that can be taken, or sent, to schools to share information on a variety of curriculum-based topics. These education kits provide students with opportunities to learn about our rich heritage in Saskatchewan without the cost of field trips. Museums are also providing similar services to residents in extended care homes in the form of visits and reminiscence kits.

"Museums, I think, are a tremendous asset often overlooked in communities," says Fitch. "They provide a place to learn about the past and see how it has created the present and influences the future."

Museums face two main challenges: funding and finding volunteers. MAS is a non-profit organization funded by the Saskatchewan Lotteries Trust through SaskCulture. Individual museums are eligible to apply to the Museum Grant Program for operational funding assistance. While this funding is very helpful it doesn't cover all of the operating expenses of a museum which means they are constantly fundraising. For many of the volunteer-run museums this is becoming increasingly difficult when coupled with the equally difficult challenge of finding volunteers.

"One of the ways that a municipal leader could assist is to see museums not as a drain on public resources, but as an opportunity for investment in a tourism attraction and a key component of their community's quality of life," explains Fitch. "Museums generally buy locally, so dollars invested in the museum will usually be spent in the local economy. Not to mention that if museums were better funded they could more actively market themselves to tourists which would also benefit the community economically. In communities where the municipal tourism board and/or the economic development officer have

recognized the potential of the museum as a tourism draw and work with their museum, the benefits to both parties have been substantial. We have been working with Tourism Saskatchewan on this issue for some time."

The return for municipalities is often great. In addition to tangible tourism dollars, museums add to the quality of life in a community. "Quality of life isn't about the health care system," continues Fitch. "It's all those things that make life enjoyable. Museums are a big part of that for a community. Often when community development is discussed, the focus is on economic development, as if it exists in isolation from the rest of what makes a community a great place to want to live and raise their families. However, there is much more to a community than its

economic activities. People need to feel a sense of belonging to the community and that sense of belonging is more than just their job. Museums can be viewed as the community memory. They are where people go to connect with the stories that enable them to understand how the community developed and, as importantly, how they fit into the continuation of the story and, therefore, of the community itself."

The Museums Association of Saskatchewan maintains a web site at [www.SaskMuseums.org](http://www.SaskMuseums.org). Visitors to this site can learn more about MAS, the ways in which MAS can help municipalities and work with the organization and local museums. "I hope that MAS can continue to build strong ties with municipalities throughout Saskatchewan," concludes Fitch. ■

## "Museums can be viewed as the community memory."

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## Four lakes, four seasons, five communities for culture

By Diane Ell, SaskCulture Inc.



Natural and built heritage, creativity and cultural industry find their home amid the rolling valley and lakes found in and around Qu'Appelle Valley. Visiting this area, which includes the Town of Qu'Appelle, Fort Qu'Appelle, Katepwa, Wolseley and Indian Head, visitors have the opportunity to experience a wide range of arts and culture, as well as step back in time to explore the rich heritage of Saskatchewan.

For this reason, municipal leaders from these five communities were eager to find ways to maximize the cultural assets of their community and use them in their community plans.

"I have always been interested in revitalizing our main street," says **Elaine Hanson**, Councillor and business owner in Fort Qu'Appelle. "We tend to use the beauty of the Qu'Appelle Valley as an excuse to do very little to improve the aesthetics of the town."

Following a 2011 Municipal Cultural Planning Forum featuring cultural planning expert **Gord Hume**, held in partnership with the Ministry of Tourism, Parks, Culture and Sport and SaskCulture, Hanson was pleased to hear from **Ross Keith** that other communities in her area were also interested in the concept of community cultural planning. SaskCulture's newly launched grant, the Municipal Cultural Engagement and Planning Grant, served as an impetus to bring communities together to build a strategy. Keith, a Regina business owner, heritage leader and Qu'Appelle area property owner,

helped pull the communities together.

More and more communities are recognizing how their cultural assets can contribute to the increased quality of life of their residents, attracting and retaining residents, attracting new businesses, as well as providing numerous economic and social benefits. According to municipal cultural planning expert Gord Hume, "The link between municipal cultural planning and community economic prosperity is what drives large and small communities in Canada towards a new economic model."

According to Hanson, there is lots of cultural activity in the area. "Everybody has their own enterprises. There needed to be a catalyst to help organize people better." Through this type of planning, "we could look inward and determine our common interests and create an image and identity for our communities and for our area. It helped us work together towards the same goal."

Fort Qu'Appelle has a long history as a summer gathering place for many First Nations bands that travelled through

the area. It was at Fort Qu'Appelle that Treaty 4 was signed by eight bands and the Government of Canada, on behalf of the growing country. Today, the original Hudson Bay Building, built in 1897, and the first Home Hardware, built in 1910, (owned by Hanson's family) are both still part of the community.

"The community has an active arts community and several designated heritage sites, including the old Central School, which turned 100 years old this year," explains Hanson. "A plan is underway to convert this school into the Valley Centre for the Arts, with studio space, retail gallery, teaching space and even a residential space for a visiting artist." The community's desire to preserve their heritage and celebrate their multicultural community is evident. Hanson has found her community very receptive and had very little trouble finding the funds to match the SaskCulture grant.

Besides Fort Qu'Appelle, the four other communities –Wolseley, Katepwa, Indian Head and the Town of Qu'Appelle

**"SaskCulture's newly launched grant, the Municipal Cultural Engagement and Planning Grant, served as an impetus to bring communities together to build a strategy."**



## Playground: safe haven or catastrophe?

Jim DiNoto, Risk Services, Zurich Insurance Group

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The term playground conjures up the happy sounds of children laughing and playing on a sunny day, kites in the air and maybe even a picnic lunch.

Although minor injury can be thought of as part of learning and playing, sadly every year children are severely injured or killed due to injuries sustained on playground equipment.

Each year, the Canadian Hospitals Injury Reporting and Prevention Program (CHIRP) reports thousands of injuries related to playground mishaps at home, schools, and public parks. The Centre for Disease Control and Prevention (CDC) reports an average of 223,000 emergency room visits each year attributed to playground injury.

Both the CHIRP and CDC highlight falls to the ground as the leading cause of injury for playground equipment. Some of these falls result in serious injury, including death.

The leading injuries on playgrounds include fractures, internal injuries, dislocation and amputation.

The good news is that through redesign efforts playgrounds are now safer. Routine maintenance and inspection practices can reduce or control many of the risks previously associated with playgrounds.

### Standards and laws

The Canadian Standards Association has developed minimum standards for playground equipment under CAN/CSA-Z614-07. This is the only nationally-recognized standard for playground equipment and, while not law, it does set the minimum acceptable standard that should be voluntarily complied with based on industry best-practice standards. Some jurisdictions have adopted this standard in their regulations as their minimum requirement.

### Prevention

#### Design:

Ensure playground equipment is age appropriate and that the area is properly signed to indicate intended age groups.

Since the majority of injuries result from falls, the height of equipment must be reviewed to ensure it is age appropriate. The US Product Safety Commission sets many guidelines that are also accepted in Canada and suggests a height of no more than 2.13 m (7ft) for children aged 6 to 12 years and 1.52 m (5ft) for preschool children.

It is often necessary to provide separate zones for preschool children that are clearly

marked and separated from the zones for older children.

Playground surfacing is also an important factor in mitigating exposures associated with falls from heights. Surfaces should be made of energy-absorbing material as accepted by CAN/CSA-Z614-07. There are many options available from solid to loose fill. Loose fill requires a minimum compacted depth of 300 mm (11.81 in) including wood bark/mulch/fibre, washed round pea gravel, and sand. Shredded tire crumbs require a minimum compacted depth of 200 mm (7.87 in).

Ensure that the play area is designed to facilitate adequate drainage and water runoff. This will extend the life of materials and prevent mould as well as potential slip and fall injuries.

The design of equipment barriers should use vertical bars within railings rather than horizontal to prevent barriers that would entice children to climb on or over them. The barrier top rail should be a round bar to further discourage climbing and sitting on the barrier.

#### Inspection and Maintenance:

Equipment should be inspected by staff

trained and certified in playground equipment safety, or by a qualified contractor. A routine inspection plan should include daily and weekly visual inspections and detailed monthly and annual inspections that look closely at the wear and tear on all aspects of the equipment as well as ground surfacing.

Visual inspections should include a general review for obvious damage and attention to wearing (moving) parts which should be replaced before they are completely worn.

Inspection of the surrounding area for tripping hazards should also be performed with every visit. This includes things like tree roots, exposed footings, rocks, uneven pavement, etc.

All inspections should be completed on a set schedule and a written report kept on file. Follow-up reports are essential when any repairs are made as a result of the inspection. Date-stamped photos should also be included.

Inspections should be completed year round unless the playground is physically closed down and not accessible in winter months.

If loose fill has become displaced, it should be immediately filled to maintain consistent minimum-depth requirements. This commonly occurs in areas such as swings, fire poles and the bottoms of slides. Additional loose fill may also need to be added and/or replaced as the base becomes compacted.

Ensure that posted signs are prominently in place and remain legible. Poorly placed, vandalised or weathered signs offer no advantage in reducing liability and

injury if they cannot be read.

It's a good idea to take pictures of the new installation which can be referred to from time to time to monitor equipment deterioration. This is especially helpful when new staff take over inspection and maintenance.

**Education:**

Design, signage and maintenance will only partially mitigate the exposures associated with playgrounds. Education is still an essential part of reducing incidents.

Education can be achieved through proper signage. Signs indicating the age group the equipment has been designed for, rules of play, and contact details for anyone that has questions or wishes to report any issues must be prominently located around all entrances.

Where feasible, emergency procedures should be posted. Consideration should be given to the accessibility of 911. Service may not be available if there are no telephones in the immediate area and cell phones are not considered reliable for call location.

A playground brochure could be developed to provide playground-safety education for parents and guardians. These could be provided in dispensers right at the playground or through a website listed on posted signs. Education programs can include a discussion of issues such as hazards of loose clothing and helmets as well as the importance of active playground supervision.

The brochure could be used to:

- Highlight the hazards of draw strings and scarves when playing on equipment. Scarves and drawstrings can

become entangled in pinch points such as the deck to a slide or deck to a fire pole. They can also get entangled in swings. Parents and guardians need to be made aware of the increased exposure for injury associated with loose clothing and even items such as headphones.

- Provide insight on equipment design and provide an explanation that the standard is intended for a user group between the ages of 18 months and 12 years.
- Encourage parents and guardians to perform their own inspection of equipment and inform them of the process for reporting instructions to the Parks department.
- Draw attention to community safety issues.

We will never eliminate injuries completely but we can manage the severity and frequency of injuries by educating the general public about hazards and the importance of supervision. Ensure your playground complies with the standards set by the Canadian Standards Association (CAN/CSA-Z614-07) and that regular maintenance and inspection procedures are established.

**References:**

- CAN/CSA-Z614-07 Children's play spaces and equipment ... A National Standard of Canada
- Centres for Disease Control and Prevention
- Canadian Hospitals Injury Reporting and Prevention Program (CHIRP)
- US Product Safety Commission ■

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## SaskCulture - Did you know...?

Submitted by SaskCulture Inc.



- 77.1% of Saskatchewanians attend a performing arts event or cultural festival annually.
- Over half of all Saskatchewanians (52.7%) visit a museum or art gallery each year.
- Over 410,000 people in Saskatchewan attended music performances.
- Saskatchewanians are more likely than other Canadians to attend ethno-cultural or First Nations/Métis music, theatre or dance performance events.

### SASKATCHEWAN VALUES CULTURE!

(Canadians' Arts, Culture and Heritage Activities in 2010, Hill Strategies Research Inc., February 2012)

### DID YOU KNOW...?

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- more than \$3.1 million to support cultural activities reaching youth, that engage more than half a million participants each year; and
- the Saskatchewan Lotteries Community Grant Program provides close to \$4.2 million to support sport, culture and recreation activities in communities in the province each year.

### CULTURE BUILDS COMMUNITY!

Photos courtesy of SaskCulture Inc. ■



Photographers: Diane Ell, Dennis Garreck, James Hare



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# A Saskatchewan perspective on the National Recreation Summit: one step along the way

Submitted by Saskatchewan Parks and Recreation Association

Leaders in recreation development, governmental affairs and public policy from across Canada gathered in Lake Louise for Canada's National Recreation Summit in October 2011. At the summit, discussions explored the challenges and opportunities facing public recreation and parks at national, provincial/territorial and municipal levels in order to identify key priorities that would advance recreation within communities.



Norm Campbell, CEO, Saskatchewan Parks and Recreation

Thirteen invited delegates from Saskatchewan attended the Summit, providing perspectives from a diverse cross section of the province. "I'm very pleased with our representation at the Summit," said **Norm Campbell**, CEO, Saskatchewan Parks and Recreation (SPRA). "Our vision is to be a leader for a parks and recreation network that builds healthy active communities.

"Access to recreation is vital to the health and sustainability of our communities. It

was very important to listen to other provincial recreation strategies and use this information to help strengthen and develop parks and recreation opportunities here in Saskatchewan," continued Campbell. "From Saskatchewan's perspective, the timing of the National Summit was very fortunate. For over a year SPRA and the Ministry of Tourism, Parks, Culture and Sport have been working closely together developing a new Saskatchewan Recreation Policy. Discussions at the Summit provided a lot of valuable information and strong validation for the work and research that we have conducted to date.

"At the conclusion of the National Summit, there was a general feeling that much had been accomplished, but that there was still much more to do. It was regarded by many delegates as a beginning rather than an ending, and there was a sense of urgency and commitment to moving forward at the national, provincial and local levels," concluded Campbell.

**Quotes:**

*"In creating healthy communities, our aim is not to change the people but to change the settings."* - **Dr. Trevor Hancock, University of Victoria**

*"Recreation is both an end and a means to achieving other ends. It is a fundamental, core building block of our notion of healthy flourishing communities."* - **Sherri Torjma, Vice President, Caledon Institute of Social Policy** ■



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Rinks, pools, ball diamonds, rec facilities of all types – they're very much a focal point within communities of all sizes.

Since large groups of people gather there, like at a school or hospital, rec facilities are classed as a public facility and administrators must place importance upon implementing a proper sanitation program. Rec facilities have the perfect conditions to be breeding grounds for micro-organisms: first, there is the frequent turnover in visitors; second, there are lots of high-touch surfaces (doors, vending machines, bleachers, and washrooms); and third, patrons are often snacking while enjoying the big game/event.

Many facility decision makers see cleaning as a cost to be minimized. This is the wrong mindset, as cleaning should be regarded as an investment in public health. We must adopt a new outlook – not just cleaning for appearance, but cleaning to protect those who work and play within these facilities.

Communities across Saskatchewan are growing and that population increase stresses our facilities. Newcomers and visitors have the potential to bring along new micro-organisms. Consider the visiting team from across the province – a highly contagious bug like Norwalk could have caused an outbreak in their community, then those players come to use your town's facilities, bringing along that virus. A rec facility must take their sanitation program seriously, like a hospital or school, in order to prevent the spread of disease and illness.

In many cases, volunteers are performing the cleaning, so the onus is on the facility to create a proper sanitation program to protect the health and safety of both patrons and the workers. Online safety training should be provided in areas such as WHMIS for those using chemicals, due diligence for managers and supervisors, and forklift safety, among others. Facilities need the right products, the right equipment and the right training. This combination allows facility managers to create and measure standards of clean. Take any one element away and it could be a recipe for problems.

Rec facilities possess unique surfaces that create specific challenges and Chatterson Janitorial Supplies has seen all kinds of situations in its 45 years of experience. Whether removing puck marks from the boards, performing touch-free cleaning in restrooms and shower rooms, or properly cleaning those rubber

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#### PRODUCT HIGHLIGHTS FROM CHATTERSON

Many rural areas apply a dust control compound to roads but may not consider other areas where dust control can be beneficial (parking lots, ball diamonds, racetracks, etc.). Keeping the dust down outside prevents it from entering your building. A critical part of managing the cleanliness of a public facility is entrance mats – the first line of defense. A properly-designed entrance mat program can stop up to 85% of the sand, grit and grime from entering the facility. There's no need for costly rentals – Chatterson can design a program to easily care for entrance mats.

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tissue, paper towel, soap, hand sanitizer, heavy-duty cleaners, hospital-grade disinfectants, and deodorizers are essentials for rec facilities.

High soil loads (very dirty floors) and large floor spaces are typically found in rec facilities. Those large floor spaces are often porous and hard to clean. Replacing mop and bucket cleaning with a piece of equipment is critical to improving the facility's appearance and sanitation. Autoscrubbers apply cleaning solution to the surface, agitate with a floor pad or brush, and then vacuum that solution up, leaving a clean, streak-free appearance. Advancements in autoscrubber technology have resulted in autoscrubbers the size of an upright vacuum cleaner, making this equipment choice possible in facilities of all sizes.

Public health threats that were once rumours are now a reality, and the time has arrived where rec facilities of all sizes need to place importance on their sanitation programs. Chatterson Janitorial Supplies is proud to be a SUMAdvantage Partner and is prepared to assist your facility to create standards for cleaning for health.

#### CONTACT

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#### KELLN SOLAR'S SOLAR POOL HEATING OFFERS QUICK ROI

It's green and it makes economic sense. Solar pool heating from Kelln Solar uses solar panels to heat municipal pool water, largely replacing heating done by a gas-fired boiler. A pump forces pool water through the panels where solar absorption warms it before it is returned to the pool. Typically, the solar pool heating system will offset 50-60% of the fossil-fuel-fired boiler contribution during summer months.

Kelln Solar's Will Oddie says his company has installed about 15 solar pool heating systems throughout Saskatchewan since 2006, from Climax in the south to Hudson Bay in the north. "The systems require very little operating energy (just some electricity to run the water through the panel system) and can bring a municipality huge savings in natural gas," he adds. According to Oddie, a municipality's ROI (return on investment) can be three to four years, depending on the original capital cost, available grants and increases in gas price. Once the original cost has been recouped, the system will pay for itself many times over as the panel's expected life span is 20 years or more.

In some instances, if a pool roof is of insufficient size, the construction of a racking system to house the panels may be required. Some installations have benefitted by being in proximity to other large public centres such as arenas, whose roofs can house the panels.

Oddie notes the Town of Bengough experienced over 60% in fuel savings. "It was significant and was the difference between the pool remaining open and having to be shut down."

From a 'green' perspective, a solar pool heating system is a 'no-brainer.' Says Oddie, "If your heating bill is cut in half, it means you are using half as much natural gas – and that means the amount of greenhouse gases going into the atmosphere from your system is also cut in half."

If you are considering solar pool heating for your municipal pool, visit [www.suma.org](http://www.suma.org) under *SUMAdvantage* for more information on this program.

#### CONTACT

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# SUMADVANTAGE *Programs*



Following is a list of our SUMA Advantage programs by category. To learn more about a program, visit the SUMA website.

If you need additional information, please contact SUMA's Event and Corporate Services Manager, **Tania Meier**, at (306) 525-4379 or email [tmeier@suma.org](mailto:tmeier@suma.org)

## OFFICE AND MUNICIPAL ELECTIONS

Apparel, Promotional Items and Sporting Goods	Prince Albert Source for Sports	306-764-3285	<a href="http://www.pasourceforsports.ca">www.pasourceforsports.ca</a>
Election Material	SUMA	306-525-3727	<a href="http://www.suma.org">www.suma.org</a>
Lapel Pins	Laurie Artiss Limited	800-667-8168	<a href="http://www.thepinpeople.ca">www.thepinpeople.ca</a>
Municipal Magazine	Municipal World	306-525-3727	<a href="http://www.suma.org">www.suma.org</a>
Network and Email Solutions	Lexcom Systems Group Inc.	306-545-9242	<a href="http://www.lexcom.ca">www.lexcom.ca</a>
Office Machines	SUCCESS Office Systems	800-667-8173	<a href="http://www.successos.com">www.successos.com</a>
Office Products	Supreme Basics	800-667-3690	<a href="http://www.supremebasics.com">www.supremebasics.com</a>
Shipping Labels	SUMA	306-525-3727	<a href="http://www.suma.org">www.suma.org</a>
Software	Acrodex	306-584-3401	<a href="http://www.acrodex.com">www.acrodex.com</a>

## PUBLIC WORKS/PARKS AND LEISURE

Building Valuations	Suncorp Valuations	800-764-4454	<a href="http://www.suncorpvaluations.com">www.suncorpvaluations.com</a>
Cat and Dog Tag Licensing and Animal Control	Ketchum Manufacturing	306-525-3727	<a href="http://www.suma.org">www.suma.org</a>
Equipment Rental	Hertz Equipment Rental	800-777-2700	<a href="http://www.hertzequip.com">www.hertzequip.com</a>
Fuel Supply	Prairie Fuel Advisors	800-807-3750	<a href="http://www.prairiefueladvisors.ca">www.prairiefueladvisors.ca</a>
Janitorial Supplies	Chatterson Janitorial Supplies	800-667-8178	<a href="http://www.chatterson.com">www.chatterson.com</a>
Mosquito Control	Agrium Direct Solutions	800-661-2991	<a href="http://www.growercentral.com">www.growercentral.com</a>
Municipal Tires	Kal Tire	Contact nearest location	<a href="http://www.kaltire.com">www.kaltire.com</a>
Municipal Tires	Michelin	Purchase through Kal Tire, Saskatoon Wholesale Tire or Graham's Tire.	
Natural Gas	Connect Energy Partnership	866-934-6918	<a href="http://www.connectenergy.ca">www.connectenergy.ca</a>
Pest Management	Braun Agro	306-773-9006	306-773-9006
Recycled Rubber Products	Assiniboia Rubber Recycling Inc.	306-642-5599	<a href="http://www.recyclerubber.ca">www.recyclerubber.ca</a>
Solar Pool Heating	Kelln Solar Consulting Ltd.	306-731-2224	<a href="http://www.kellsolar.com">www.kellsolar.com</a>
Traffic Signs	Signal Industries Ltd.	800-565-9443	<a href="http://www.signalindustries.ca">www.signalindustries.ca</a>

## HOTEL AND VEHICLE

Fleet Management and Vehicle Rental	Enterprise Rent-a-car	800-736-8227	<a href="http://www.enterpriserentacar.ca">www.enterpriserentacar.ca</a>
Regina Hotel	Regina Inn	800-667-8162	<a href="http://www.reginainn.com">www.reginainn.com</a>
Regina Hotel	Travelodge Regina	306-586-3443	<a href="http://www.travelodgeregina.com">www.travelodgeregina.com</a>
Saskatoon Hotel	Park Town Hotel	800-667-3999	<a href="http://www.parktownhotel.com">www.parktownhotel.com</a>
Saskatoon Hotel - 2013 Convention Host Hotel	Sheraton Cavalier	306-652-6770	<a href="http://www.sheratoncavaliersaskatoon.com">www.sheratoncavaliersaskatoon.com</a>
Saskatoon Hotel	Travelodge Saskatoon	888-278-4209	<a href="http://www.travelodgesaskatoon.com">www.travelodgesaskatoon.com</a>

## FINANCIAL

Borrowing & Financing	BMO Bank of Montreal	Contact nearest branch location	<a href="http://www.bmo.ca">www.bmo.ca</a>
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Catterall and Wright Consulting Engineers	35	306-343-7280	www.cwce.ca
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Jeff Jackson PlayGround Pro	23	866-757-5502	www.playgroundpro.ca
Massage Therapist Association of Saskatchewan	9	306-384-7077	www.saskmassagetherapy.com
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Provincial Pothole and Paving	9	306-540-5425	www.provincialpothole.com
Python Manufacturing Inc.	10	306-337-4440	www.pythonmfg.com
RC Strategies	25	780-441-4262	www.rcstrategies.ca
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Saskatchewan Association for Resource Recovery	4	877-645-7275	usedoilrecyclingsk.com
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Saskatchewan Heritage Foundation	37	306-787-2105	www.tpcs.gov.sk.ca/shf
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Rod Evason, *Marketing Manager*

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