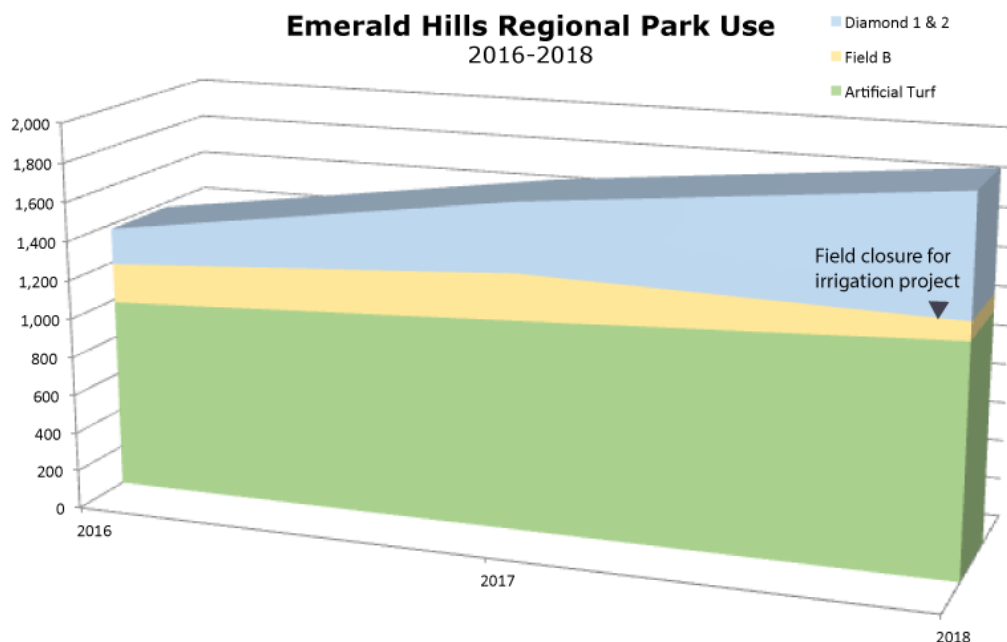


## Emerald Hills Regional Park Usage

Sport tourism exposure for Strathcona County has increased with events such as the Alberta Schools' Athletic Association Football Provincials, Metro Edmonton Football Playoffs, Bala Cup Soccer Championships, and Northern Alberta Institute of Technology's (NAIT) Alberta Colleges Athletic Conference Soccer Championships. County-hosted events such as Freeze Fest, Family Day and FREE Play Days have further enhanced community outdoor recreation opportunities. The artificial turf (open April to November) supports an extended season for football and soccer, as well as baseball, rugby, field hockey, athletics and bubble soccer. Recent additions of the skating pathway and snow bank skating rink have created a four-season park for residents to enjoy. The Emerald Hills Regional Park (EHRP) also supports a neighbourhood seasonal dog off leash area located in the ball diamond.

The following usage information indicates the positive impact and growth in park usage through programming, organized sport groups and schools use.



- Since opening there have been 4,935 hours booked; 3,242 hours for the Sport Pavilion (artificial turf field) and 1,693 hours for ball diamonds and an irrigated field.
- Turf rental hours have increased year over year by approximately 12%. This trend is anticipated to continue with capacity for additional bookings.
- The artificial turf was added to the reciprocal use agreements with both Elk Island Schools Divisions, adding priority usage to the schools from 4 p.m. - 6 p.m. weekdays. Under this agreement, the schools have utilized 890 hours since opening plus additional school time hours when the facility is not booked.
- Since the park first opened, over 3,000 skaters have enjoyed the new leisure ice and Cowan Graphics Skating Path with a warm change facility to get off on the right skate.

**2018 Financial Summary:**

Revenue	\$ 54,000
Expense	<u>\$259,600</u>
Net Cost for EHRP	\$205,600