

Recreation and Culture Strategy

Annual Update

Priorities Committee
October 18, 2022

What is the purpose of the Strategy?

- Serves as a **shared strategy** to guide the County and the community to enhance the recreation and culture delivery system
- Provides a foundation to align stakeholders and steer efforts and investment in recreation and culture opportunities to **best meet community needs**
- Identifies areas of focus that will **inform the priorities** in the implementation plan



Five key areas of focus

- **Community needs**
Identifying, prioritizing and serving the needs of the community
- **Inclusion**
Addressing barriers to participation
- **Building capacity**
Exploring partnerships and collaboration
- **Environmental stewardship**
Respecting the natural environment
- **Fiscal responsibility**
Making the most of our resources



Timing and measures



- The plan is dependent on budget approval
- Initiatives will be reviewed annually to inform the department Business Plan and the operating and capital budget plans
- Project-specific measures will also be part of the evaluation
- The implementation plan is considered successful when the three overarching Strategy outcomes are achieved

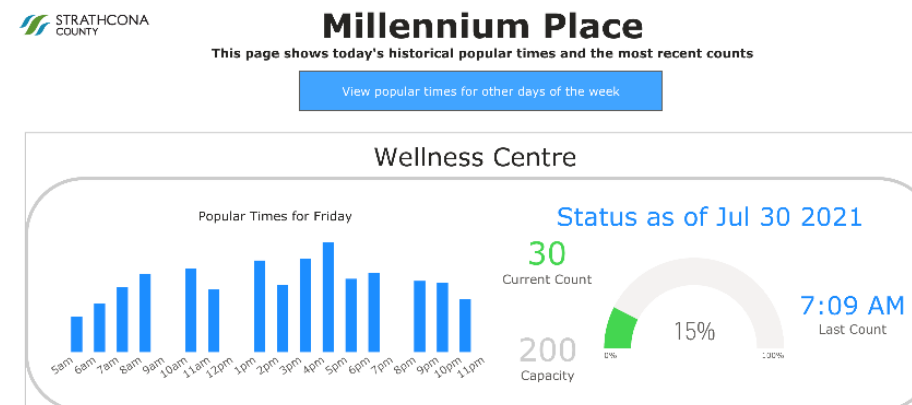
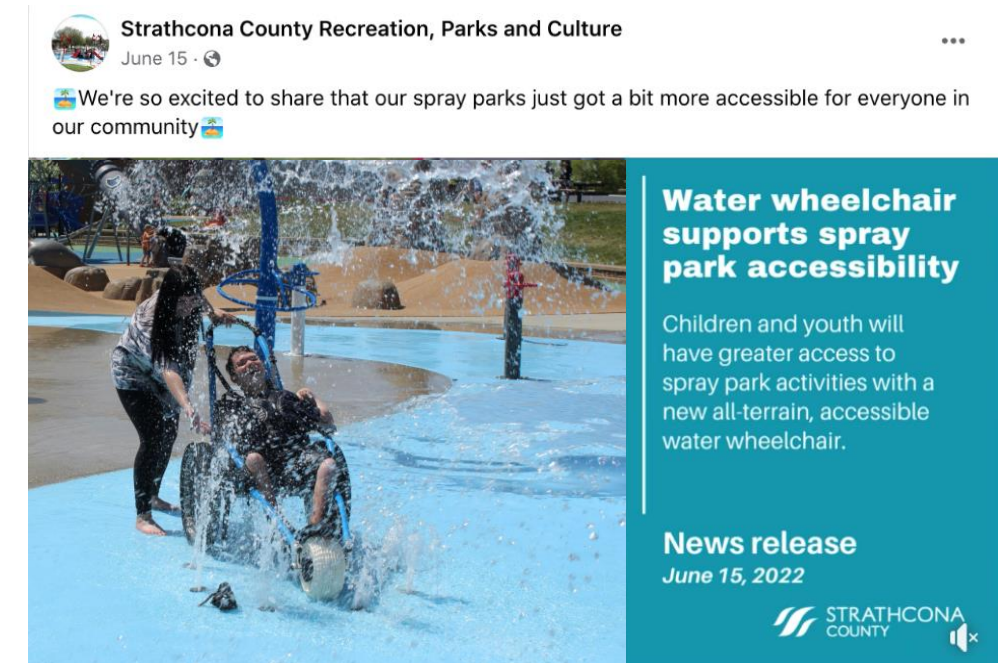
Strategy outcomes





Well-being of all individuals

- Created inclusive opportunities for community engagement including online, 'read-back' materials for sight impaired, closed-captioned videos, ARCGIS story maps
- Understanding community needs and how needs have shifted
- Water wheelchair to access spray parks
- Facility [capacity maps](#)
- FREE accessible skate
- Sensory toolkits for children

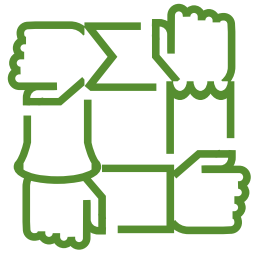


Removing barriers to participation



Everybody gets to play[™]
Recreation without barriers
in Strathcona County

Recreation Access Program
supporting 1,579 residents



Well-being of our community

- Indigenous land-based learning
- National Day for Truth and Reconciliation
- Gallery@501 closet and exhibits
- Global Week of Inclusion



Liked by teresakoslo and 39 others
gallery501 To commemorate National Indigenous Peoples Day coming up on June 21st, we are hosting a free Fish Scale Art workshop with Edmonton-based Métis artist, educator and curator MJ Belcourt. MJ will share the beauty of traditional fish scale art and guide participants in creating



26 likes
gallery501 NEW EXHIBIT - Reckoning | Unraveling | Reclaiming; a journey to self On display until October 6, this exhibit features poetry and writings of three Alberta authors: Nisha Patel, Temi Phillips and Adetola Adedipe (aIoT of Poetry).



Liked by teresakoslo and 27 others
gallery501 NEW EXHIBIT - AMPLIFY Showcasing from September 10 to October 30, 2021, AMPLIFY celebrates and amplifies the voices of contemporary Alberta artists with a focus on notions of identity in their work. Four local artists who

National Day for
TRUTH AND RECONCILIATION

Join us as we work together to learn about, celebrate and nourish relationships and conversations with Indigenous Peoples.

September 30 | 1 - 4 p.m.
Broadmoor Lake Park and Gallery@501

In Strathcona County Hall, at 2:30 p.m., the County will celebrate the opening of a stunning art installation "ᑭᓄᓐᓂᓐᓂᓐ miyotamon nananis – it is a good road in all directions" by Métis artist Heather Shillinglaw.

At Gallery@501 from 1-4 p.m., "The Healing Language of Alex Janvier" will be open.

Broadmoor Lake Park events include an Indigenous Elder welcome and blessing, Indigenous performances, nature scavenger hunts, and other family friendly activities.

strathcona.ca/reconciliation



Global Week of
Inclusion event



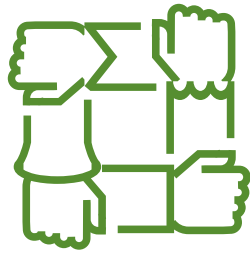
NATIONAL INDIGENOUS PEOPLES DAY

FREE Virtual Activities
JUNE 19 – 21, 2021

Visual arts, dance and more!
Register early June through RecOnline.
reconline.strathcona.ca

#NIPD2021





Well-being of our community



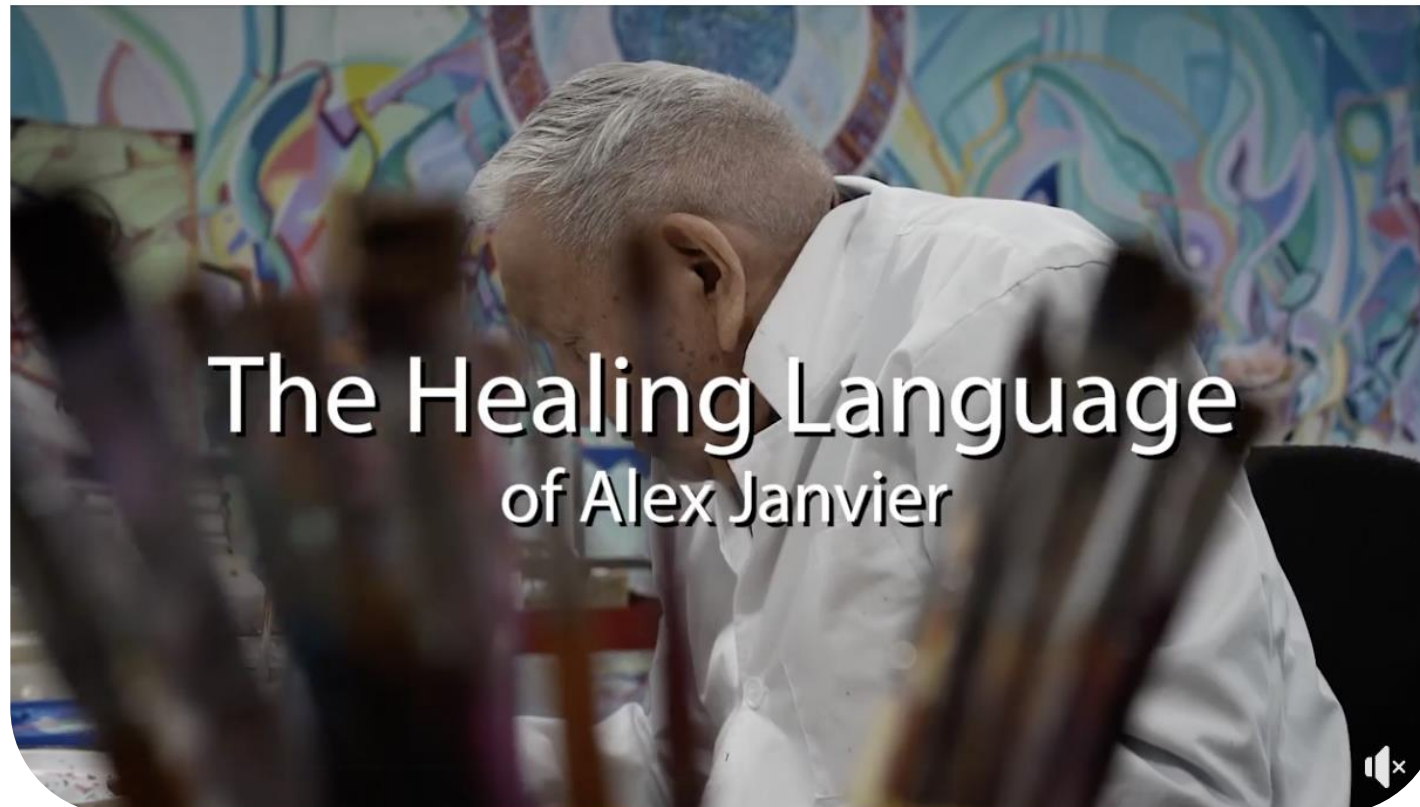
Strathcona County Recreation, Parks and Culture

August 11 · 🌐

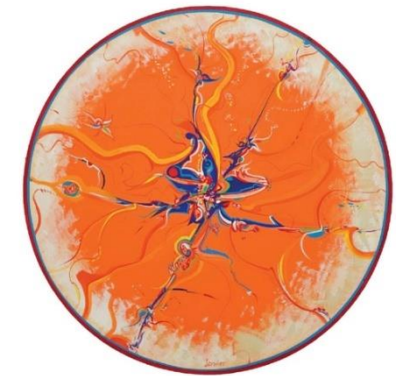
We're so honoured to present "The Healing Language of Alex Janvier" by world-renowned Denesuline artist, [Alex Janvier](#), from Cold Lake First Nations, Treaty 6 Territory.

📅 The exhibition runs September 9 to November 20, 2022.

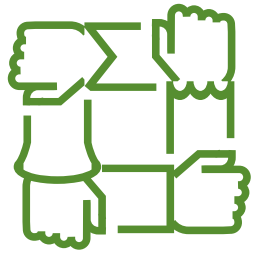
Curated in partnership with the Janvier Gallery and Gallery@501, this exhibition features paintings, sketchbook drawings, video and audio works that reflect Janvier's experiences within Canada's residential school system.... [See more](#)



Janvier

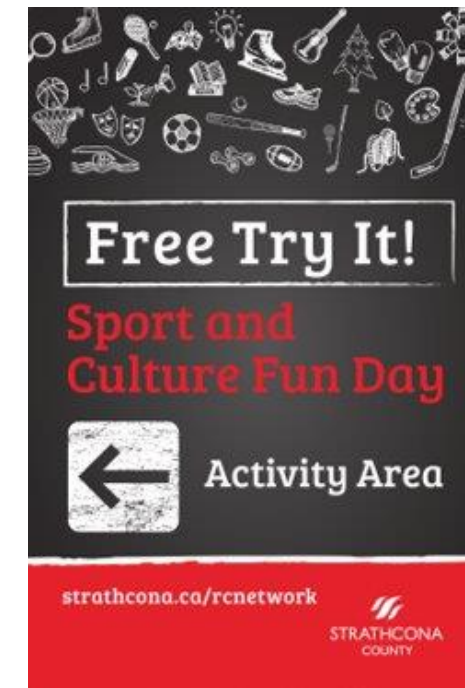


The Healing Language of Alex Janvier



Well-being of our community

- Try-it events to create awareness, build community capacity (sledge hockey, ParaNordic skiing etc.)
- Sit ski access from parking lot to trails
- Volt hockey – new partnership
- Event planning toolkit
- Showcasing Ukrainian Heritage through art
- Cultural arts



Heather Shillinglaw



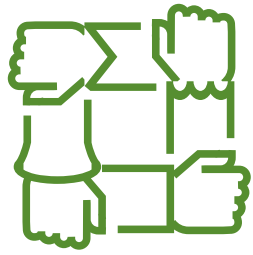
N. Saskatchewan River, Edmonton

Lac Ste. Anne

Joseph Lake

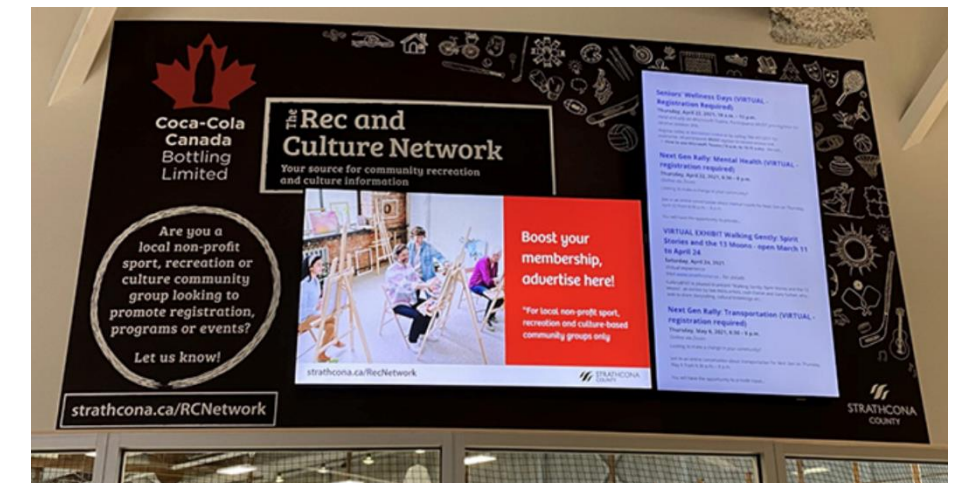
Cooking Lake





Well-being of our community

- Community partnerships
 - Health-based prevention programming for mobility challenges and chronic illnesses with health partners
 - Elders and knowledge keepers
 - River Valley Alliance
 - TransCanada Trail
 - Event and program sponsors
- Active Pass reimagined to be more inclusive and accessible
- [The Rec and Culture Network](#)
- At home activity kits for families





Ambassador program

SPECIAL OLYMPICS
ALBERTA WINTER GAMES
STRATHCONA
COUNTY 2023



Strathcona County Recreation, Parks and Culture
September 9 at 3:31 PM · 🌐

Looks like two of our 2023 Special Olympics Alberta Winter Games ambassadors, Declan and Evan, are gearing up for a great weekend!

[Savour Strathcona](#) is running at the Community Centre Agora this Sunday, September 11, from 3-7 p.m.



Strathcona County Economic Development and Tourism
September 9 at 11:43 AM · 🌐

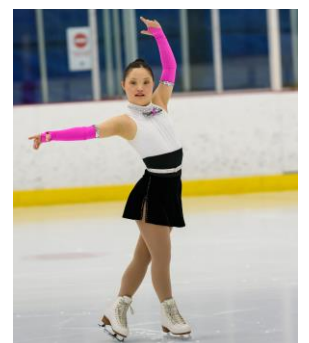
Declan and Evan, two of our Recreation and 2023 Special Olympics Alberta Winter Games Ambassadors, wanted to try out some local food and drink prior to [Savour S...](#) See more

Become a volunteer!

Strathcona County is seeking enthusiastic volunteers from the community to join in the celebration of the 2023 Special Olympics Alberta Winter Games.



Volunteer sponsor: Imperial
Esso Mobil





SPECIAL OLYMPICS
ALBERTA WINTER GAMES
STRATHCONA
COUNTY 2023





Welcoming places and spaces

Partnerships and engagement

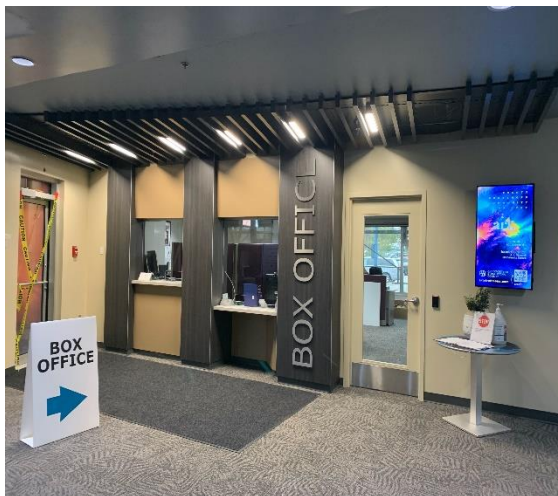
- Council Committees – regular engagement with Accessibility, Seniors, Community Living and Youth
- Access Now and TransCanada Trail
- The Steadward Centre for Personal and Physical Achievement
- **New public art installations**
 - Kinsmen Leisure Centre
 - Ardrossan Skateboard Park

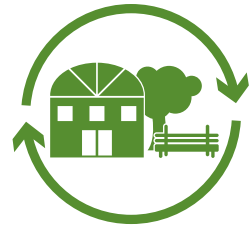




Welcoming places and spaces

- Accessibility improvements
 - Festival Place box office
 - Kinsmen Leisure Centre universal changeroom addition
 - Gymnasium and bleachers at École Père Kenneth Kearns
 - Millennium Place reception desk
- Accessible equipment
 - new pool pod lift at the Emerald Hills Leisure Centre



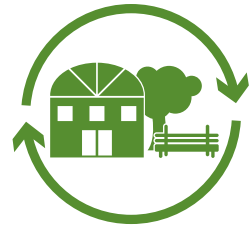


Welcoming places and spaces

Asset management

- Millennium Place revitalization
- Festival Place modernization
- Strathcona Olympiette Centre curling floor
- Village on the Lake outdoor pickleball court replacement
- Playground replacements

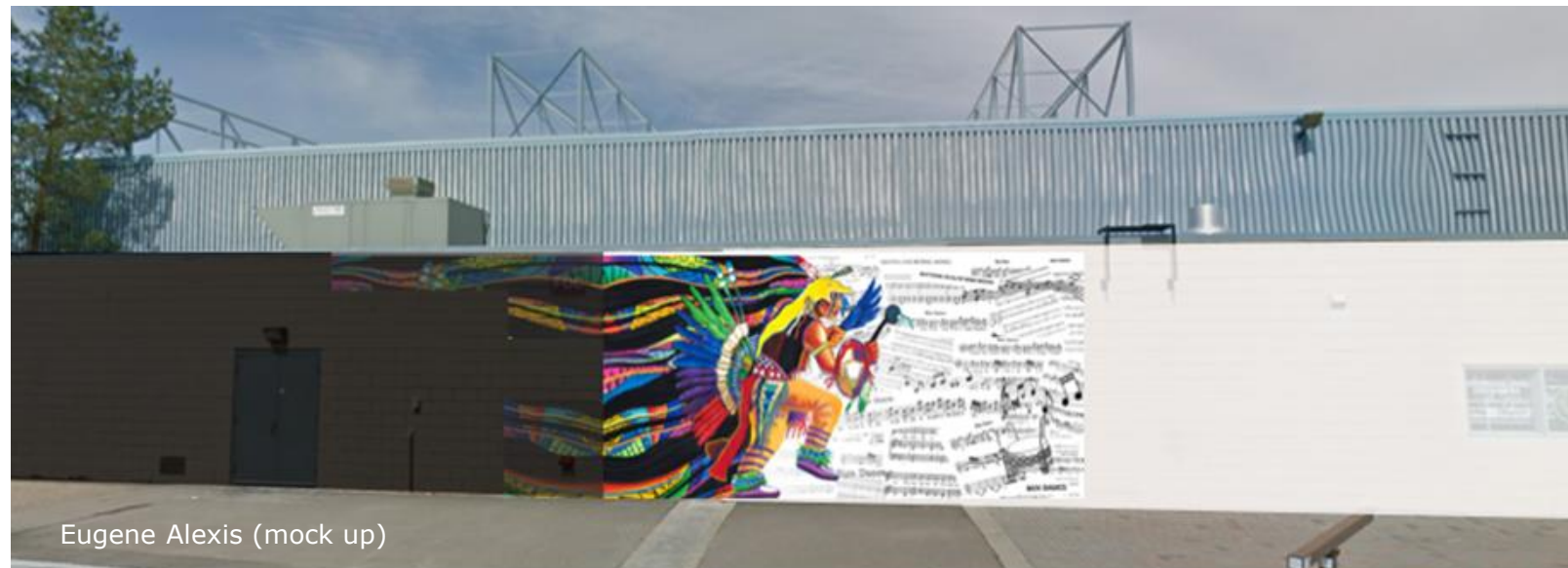




Welcoming places and spaces

Planning and design

- The Pointe concept design
- Indoor Fieldhouse concept
- Strathcona Regional Park Master Plan
- Open Space Master Plan
- New public art concepts





Welcoming places and spaces

New infrastructure

- Gymnasium at École Père Kenneth Kearns
- Ardrossan Skateboard Park
- Emerald Hills Leisure Centre 2nd Floor addition with elevator access
- Greengrove 5-hole disc golf course (pilot)

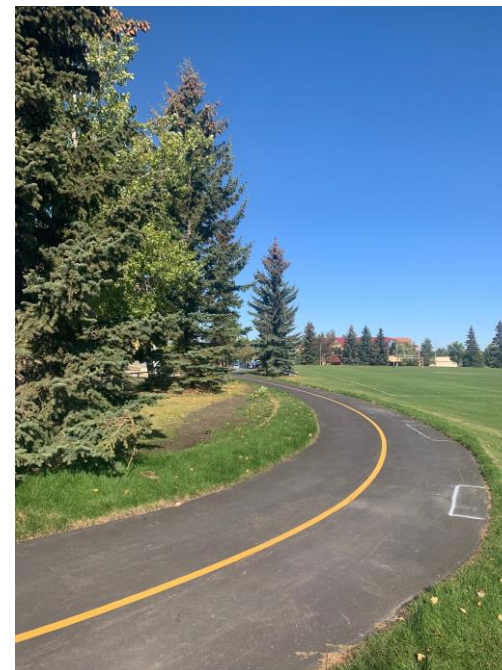
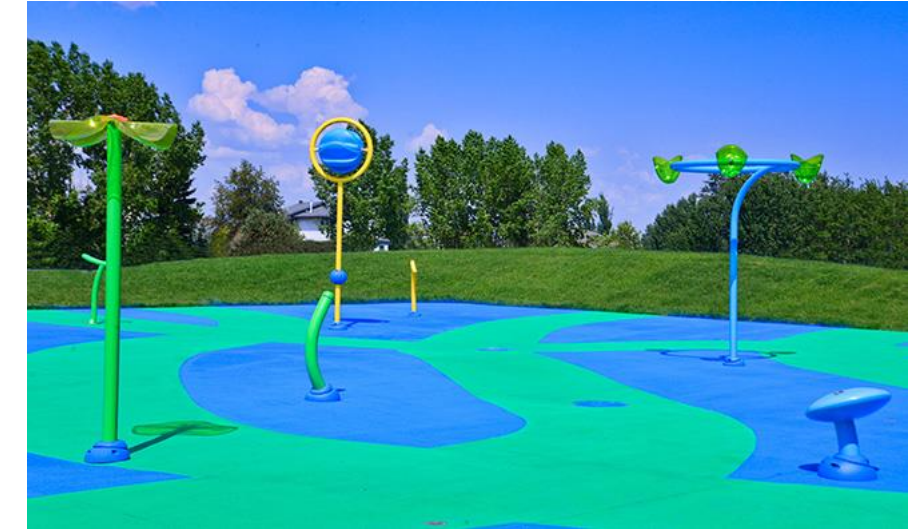




Welcoming places and spaces

New infrastructure

- Skate Spot at Strathcona Athletic Park
- McPherson and Summerton Spray Decks
- Outdoor pickleball courts in Ardrossan and Josephburg
- Trails (6.3 km)
- Heritage Hills boarded rink and dog off-leash area



County opens four new pickleball courts

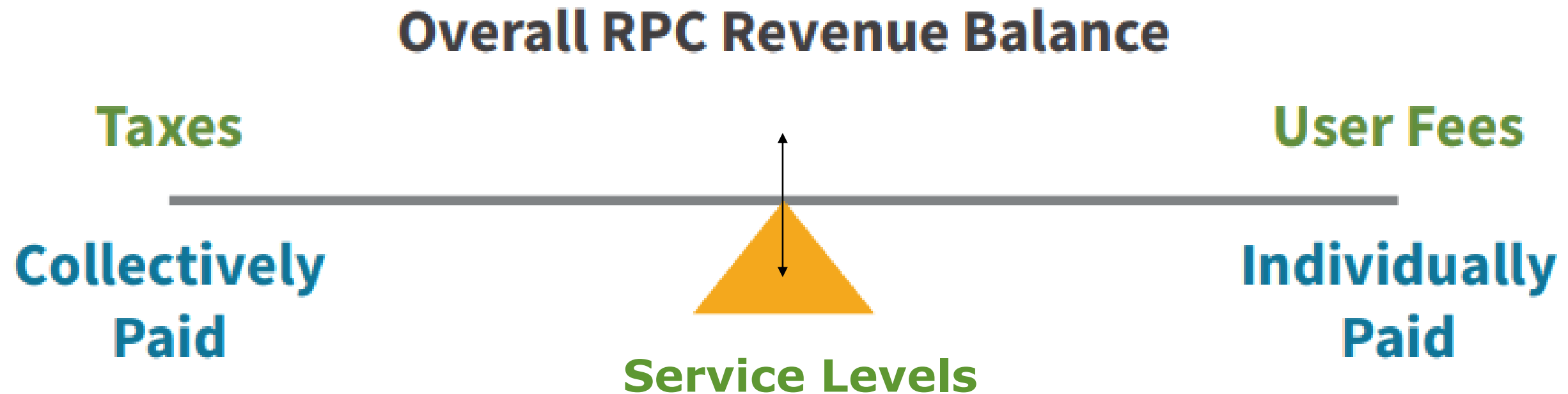
Josephburg court openings latest sign of sport's growing popularity

News release:
June 3, 2021

 STRATHCONA
COUNTY

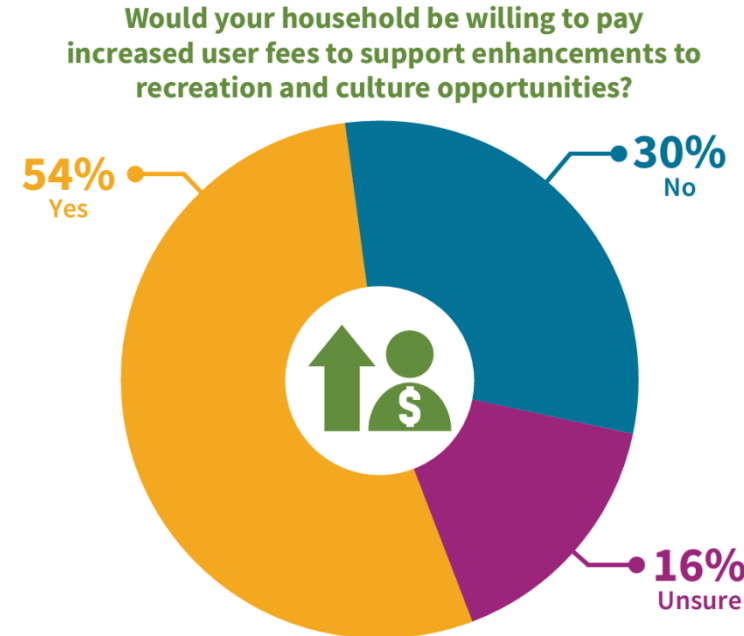
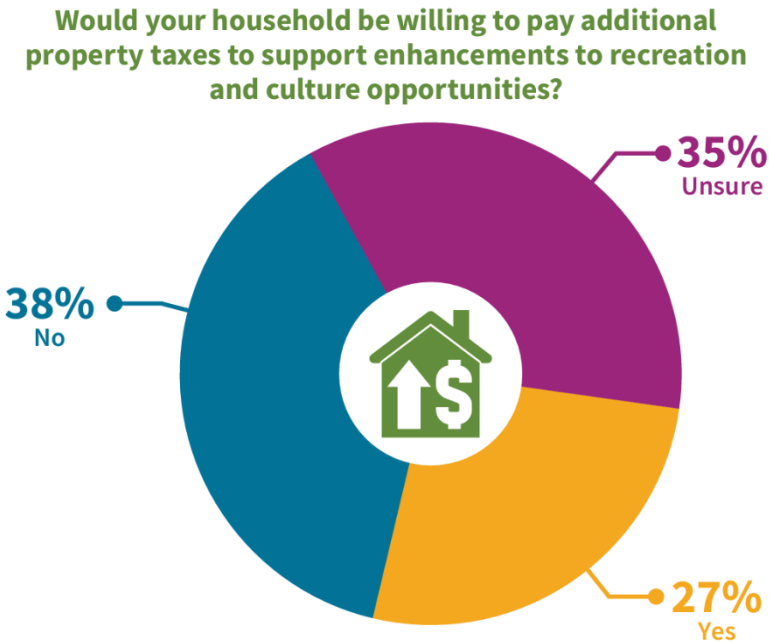
A framework for setting fees and charges

Balancing service, user fees and taxes

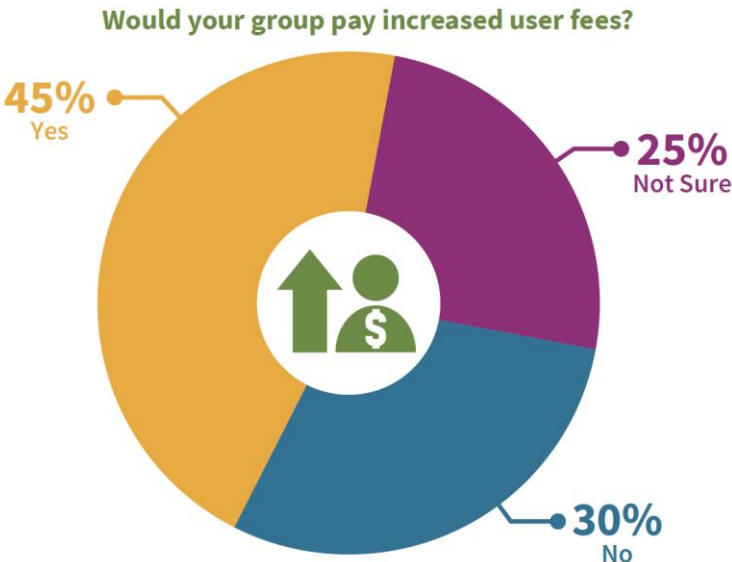


Balancing service, user fees and taxes

HOUSEHOLD SURVEY



USER GROUP SURVEY



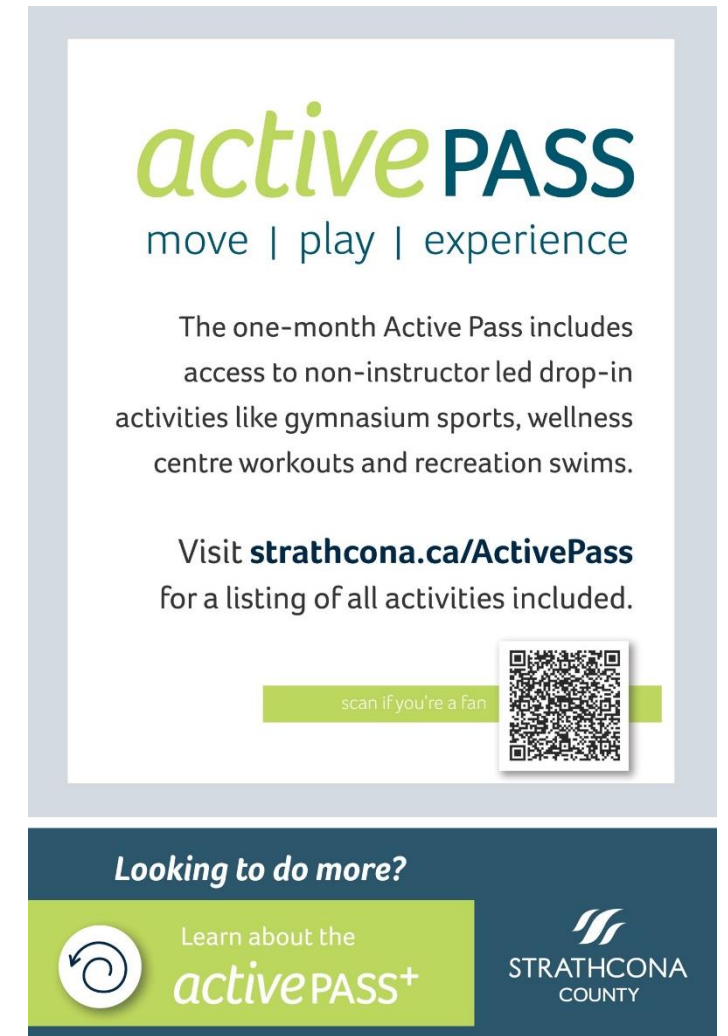
An approach to setting fees



- Sustainable and strategic planning on pricing is critical
- Numerous factors come into play (e.g. political, economic, social)

Fees and Charges Framework Implementation Plan

- Budget work for 2023 fees, rates and charges:
 - Admission alignment to Active Pass with market corrections
 - Bookings - review categories based on utilization trends and priority need
 - Price increases – balance inflation and market adjustments with ability to pay
- Memberships: Millennium Card reimaged to Active Pass series with online pass sales now available
- Market review for 2023 is complete
- Next steps for 2024: phased in approach



activePASS
move | play | experience

The one-month Active Pass includes access to non-instructor led drop-in activities like gymnasium sports, wellness centre workouts and recreation swims.

Visit strathcona.ca/ActivePass for a listing of all activities included.

scan if you're a fan

Looking to do more?

Learn about the **activePASS+**

STRATHCONA COUNTY

Questions

