

Participation Rates for City Recreation and Cultural Facilities

10-Year Target: Increase visits to City of Saskatoon recreation and culture facilities to 6,600 visits per 1,000 people

Description: The target measures our success in growing and maintaining participation in City-owned and managed recreation and culture facilities and programs which contribute to quality of life of residents. The measure includes number of visits to leisure centres (including registered programs), the Forestry Farm Park and Zoo, outdoor pools, municipal golf courses, playground programs, youth programs, youth centres, PotashCorp Playland, Mendel Art Gallery, and Remai Modern Art Gallery of Saskatchewan.

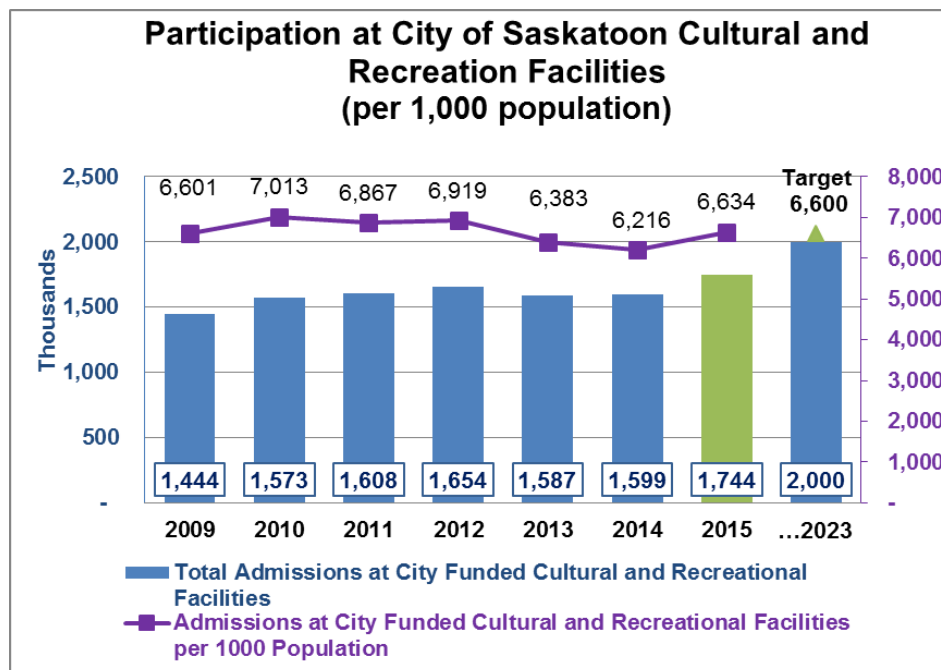
While the City also provides financial and staff support to community-based organizations that offer a variety of sports, culture and recreation activities, attendance at third party facilities, events and programs are not included in the target.

Participation =
$$\frac{\text{Number of visits to city managed recreation and culture facilities}}{\text{Population of Saskatoon} / 1,000}$$

The target represents an increase of about 400,000 visits to two million visits by 2023 based on a 2% annual population growth rate.

How are we doing?

Overall participation at City recreation and cultural facilities increased in 2015 to more



than 1.7 million visits. On average this equals 6,600 visits per 1,000 people. The opening of PotashCorp Playland and an increased number of visitors to the Forestry Farm Park and Zoo contributed significantly to participation increases.

Source: City of Saskatoon

| Attendance at City of Saskatoon Recreation Facilities | | |
|--|------------------|------------------|
| Admissions and Attendance | 2014 | 2015 |
| Indoor Leisure Centres | 771,393 | 798,443 |
| Forestry Farm Park & Zoo | 142,253 | 285,162 |
| Playground Programs | 127,259 | 130,000 |
| Outdoor Pools | 86,061 | 97,327 |
| Municipal Golf Courses | 115,086 | 121,196 |
| Youth Centres, Youth Events & Youth Programs | 12,300 | 7,425 |
| Registered Programs (Average 8 visits per registration) | 181,872 | 131,021 |
| PotashCorp Playland | N/A | 112,518 |
| Mendel Art Gallery | 163,181 | 60,867 |
| Total Admissions | 1,599,405 | 1,743,959 |

Information from other jurisdictions is not directly comparable because of different types of recreation facilities and different ways of counting visits.

What do we need to do to achieve this target?

- New recreation programs and art exhibits to respond to changing demands, attract new users and continue to attract repeat visits
- New fee options to stay competitive
- Effective new marketing and promotions to increase awareness and attendance at facilities and programs
- Facility upgrades, enhancements or new facilities (including the new Remai Modern Art Gallery of Saskatchewan) to address aging infrastructure, reflect changing trends, respond to the growing population, and attract new users

What are the benefits of achieving the target?

- Saskatoon residents, regardless of their income, will have access to leisure activities in their neighbourhood.
- Participation in sports and recreation improves health and fitness. Healthier people are more productive and have a higher quality of life.

- Recreation programs provide Saskatoon with a competitive edge in being a city of choice when families are considering Saskatoon as a place to live, work, or vacation.
- Youth participation in recreation activities can help to reduce crime and mischief and the related costs to society.

What are the risks?

- Private fitness facilities and community organization programs that are conveniently located and meet specific interests may reduce attendance at City recreation facilities.
- Adverse weather has an impact on visits to golf courses, outdoor pools and playground programs.
- Social, cultural and demographic changes influence how people spend their leisure time.