

Participation Rates for City Recreation and Cultural Facilities

Proposed 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, Mendel Art Gallery, and Rемаi Modern Art Gallery of Saskatchewan.

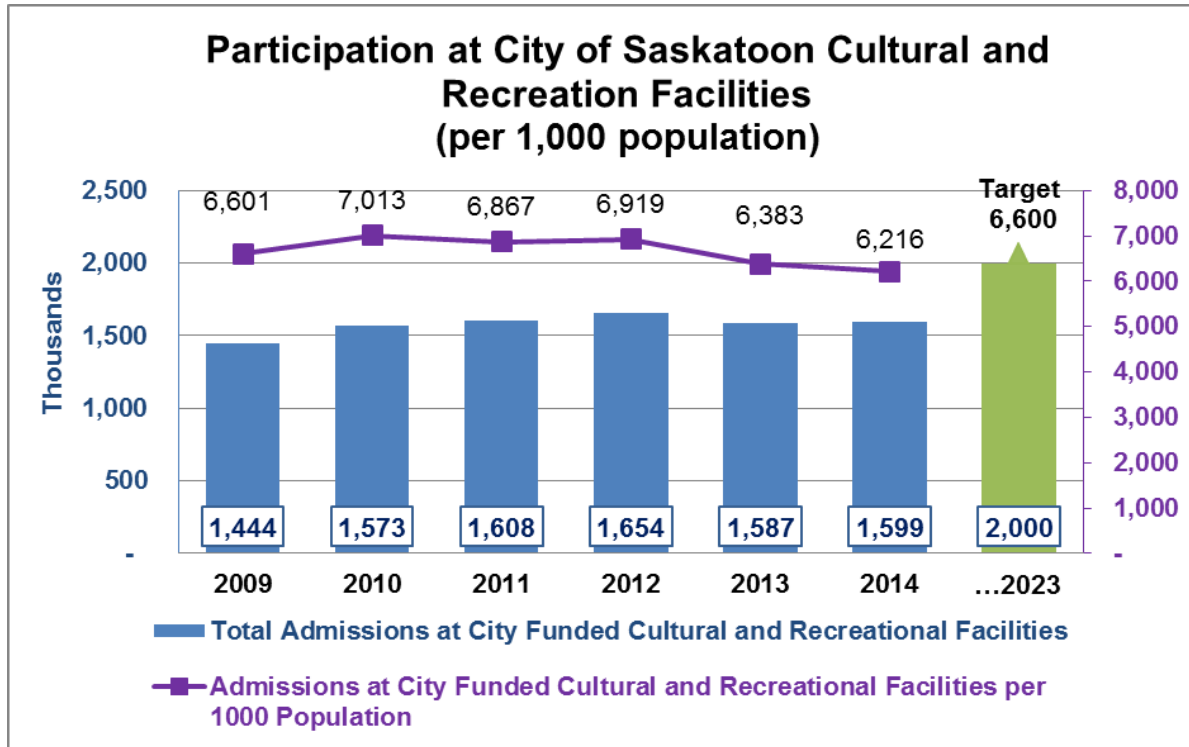
While the City also provides financial and staff support to community-based organizations that offer a variety of sports, culture and recreation activities, attendance at third party facilities, events and programs are not included in the target.

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?

In 2014, City-managed recreation facilities and programs attracted almost 1,600,000 visits or an average of over 6,200 visits per 1,000 residents. Overall participation increased in 2014 with more people visiting leisure centres, playground programs, and “youth centers, events, and programs.” The increase in participation, however, did not keep pace with Saskatoon’s population growth. Attendance is influenced by availability and types of programs, price, other recreation options, and weather.



Source: City of Saskatoon

Attendance at City of Saskatoon Recreation Facilities		
Admissions and Attendance	2014	2013 to 2014 Percent Change
Indoor Leisure Centres	771,393	1.8%
Forestry Farm Park & Zoo	142,253	-0.1%
Playground Programs	127,259	10.0%
Outdoor Pools	86,061	-2.1%
Municipal Golf Courses	115,086	-6.1%
Youth Centres, Youth Events & Youth Programs	12,300	15.1%
Registered Programs (Average 8 visits per registration)	181,872	0.1%
Mendel Art Gallery	163,181	-3.4%
Total Admissions	1,599,405	0.8%

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.