



APPLICATION FOR COUNCIL COMMUNITY FUND

CC 942 (R2021-04)

Be sure to save your completed document to your desktop before you print and/or email the form for submission so you do not lose any content. Please attach the application to the Cover report you would bring forward to the Priorities and Finance Committee

Date of Submission - July 2021

Name of Project - Symons Valley Park

Sponsoring Councilor(s) - Councillor Magliocca

Applicant Name - Kris McPherson - President, Symons Valley Leisure and Amenities Society

Applicant Contact Number - (403) 991-2405

Applicant Business Unit or Name of Organization - Symons Valley Leisure & Amenities Society (SVLAS)

Affected or Supporting Business Units and/or Departments – Calgary Neighbourhoods, Calgary Parks, Calgary Recreation, Facility Management

Amount of Funds Requested - \$500,000.00

Draft PFC cover report attached – Yes

Please list supporting documents provided:

- Symons Valley Park Organizational Chart
- Symons Valley Park Map of Regional Pathways and Residential Development

Type of Application: New Project Grant

Previous Recipient of CCF grant? No

Funding Request: \$500,000

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The Council Community Fund applies to projects that improve quality of life in Calgary. Symons Valley Park is a locally organized, community-driven project that was designed with the community, for the community. The project will provide a year-round recreation hub with leisure amenities and programming for the culturally-, income- and age-diverse residents of Symons Valley communities.

PROJECT DESCRIPTION

Symons Valley Park: A locally organized, community-driven project.

The Symons Valley Leisure & Amenities Society (SVLAS) is a non-profit organization responsible for the planning, building and eventual operating and programming of the future Symons Valley Park. SVLAS was established in February 2017 and is incorporated under the Government of Alberta's *Societies Act*.

Our mission is to create community-accessible, all-season outdoor recreation and leisure amenities for our four Symons Valley area communities west of Shaganappi Trail—Kincora, Nolan Hill, Sage Hill and Sherwood.

In 2019, the eight-person Board of SVLAS planned, organized and executed a Family Fun Day event to bring community residents together. The afternoon included arts and cultural performances and outdoor recreational activities on the site of the future Symons Valley Park, to share more about the Symons Valley Park project. Several thousand community residents attended the event, which further demonstrates the strong desire and need for recreational amenities in the Symons Valley area.

Symons Valley Park is a multi-faceted community and recreational hub designed through community input.

In 2017, more than 1,500 residents shared their input online on what amenities they would like to see in the development of a new recreational destination in the Symons Valley area. Based on residents' responses, a conceptual design of Symons Valley Park was developed (see Cover Report, Attachment 4).

Once built, Symons Valley Park will be a publicly-accessible recreation destination for area residents, four pre/kindergarten care centres and one elementary-junior high school. There are no comparable community amenities for the 21,000 area residents today (Source: City of Calgary, 2016 Census), or the projected 33,700 residents once the communities are fully developed (Source: City of Calgary, Symons Valley Community Plan). Due to the intricate City of Calgary pathway and transit system, our community will also serve an additional 14,000 residents from the community of Evanston. Symons Valley Park will, therefore, be a key community asset for over 47,700 Calgarians.

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As of the 2016 census and the community data program for the 4 main and 1 secondary community include:

- 9525 children
- 960 lone-parent families
- 2,085 seniors
- 14,510 immigrants
- 1,455 refugees
- 20,235 visible minorities
- 585 Indigenous persons
- 1,865 public transit users
- 2,095 low-income residents

As all these communities are more newly-established, this number has likely doubled in the last 5 years. Symons Valley Centre is also building an affordable housing network that is located within 5 mins walk of Symons Valley Park.

People of all ages and abilities will be able to use Symon Valley Park's features and amenities at their leisure--whether it's a game of basketball or ice hockey amongst friends after work or school, a multi-generational family barbecue, a relaxing nature walk through the orchard or a bike ride through the naturalized forest. Symons Valley Park will be a community hub, a recreation destination, demonstrate environmental restoration practices and a reliable place for enhancing the health and well-being of area residents.

PROJECT OVERVIEW AND BUDGET

Developing Symons Valley Park is estimated to cost \$3 million. Sponsorship, community fundraising and government support will be needed to achieve our goal of building a recreation hub that will serve area residents for years to come. Cover Report, Attachment 7 further details the financial costs of the Symons Valley Park and provides a detailed breakdown of this application.

To realize this important initiative, we have planned a three-year period (from 2020 to 2022) to raise a minimum of \$500,000, with the remainder of the funding acquired through matching grants. This is an ambitious goal for a community project but is necessary to help meet the need for community-wide recreational amenities in the Symons Valley area.

The City of Calgary requires that 90% of funds are committed and secured prior to release of land for

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construction. Taking these factors into account, we hope to break ground and begin construction by spring 2022.

A summary of initial key findings from this project will be reported back through the Priorities and Finance Committee, 12 months of the project phase one end date.

FUNDRAISING PLAN

To accomplish our goal, we have developed a fundraising strategy that focuses on three key funding streams:

- Donations and grants from Corporations, Governments, and Organizations
- Corporate sponsorship opportunities
- Fundraising events and donations from private citizens

In December 2019, Symons Valley Leisure & Amenities Society announced our partnership with Parks Foundation. This partnership is expected to further enhance and support our community fundraising efforts. To date, we've applied for or received the following:

Item	Amount	Status
Parks Foundation Concept Design Grant	\$5000.00	Received
Co-op Community Spaces Grant	\$150,000.00	Denied
Community Foundations of Canada Canada Healthy Communities Initiative Grant	\$250,000.00	Denied
Parks Foundation Building Communities Grant	\$30,000.00	Denied
Fundraising - Events, Sponsorships	\$10,000.00	Received
Corporate Donations	\$600.00	Received
Private Donations	\$1400.00	Ongoing

To date, our application to larger grant programs have not been successful. Feedback from these organizations has been that Symons Valley Park is an exciting project with clear benefits for the community, but they are prioritizing their funds to support shovel-ready projects and are therefore not able to support the Symons Valley Park project currently.

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In 2020, despite the impact of COVID-19, the Board of Directors continued its commitment to fundraising by hosting two community-based fundraising events, which together raised approximately \$4,500. These funds help to contribute to Symons Valley Leisure & Amenities Society's operational budget, including stakeholder engagement and communication of the project.

In addition to community-based fundraising, we plan to use the funding allocated from the Council Community Fund to help leverage matching grants from the Government of Alberta's Community Facility Enhancement Program (CFEP) and the Government of Canada's Investing in Canada Infrastructure Program (ICIP).

Successful application to these programs will provide funding for nearly the entire estimated cost of this project, thereby, reducing the financial burden on community residents and quickly advancing the project's financial position to prepare for construction.

The Symons Valley Park project will be led and managed by the SVLAS and its volunteers. The project aims to increase opportunities for its members to contribute to the following Council Priorities:

A prosperous city

Symons Valley Park will:

- Provide affordable and financially sustainable community-level recreational programs, events, and services.
- Serve a culturally, age, and economically diverse population.
- Promote community well-being by providing recreational and leisure amenities that support opportunities for physical activities, mental health, and social interactions.

A city of safe and inspiring neighbourhoods

Symons Valley Park will:

- Be a recreational and community hub where all residents (and the public) are welcomed and can experience a sense of community belonging.
- Provide leisure amenities that encourage people to connect in public spaces.
- Continue to bring residents from four area communities together, volunteering and serving our neighbours, in the spirit of collaboration and partnership.

A city that moves

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Symons Valley Park will:

- Promote the development of bicycling skills of all ages with an onsite bicycle park and multi-use trails.
- Provide a direct connection to community and regional pathway network.
- A community transit hub set 5 minutes from the park

A healthy and green city

Symons Valley Park will:

- Provide outdoor amenities (e.g., playground, amphitheater, ball courts and multi-use arena) that support the physical, mental and social health of all ages.
- Enable community residents to experience a safe and accessible public green space.

A well-run city

Symons Valley Park will:

- Require minimal operation and capital maintenance dollars in the future, as it is designed to be primarily an outdoor space, with trees and green spaces designed with minimal maintenance requirements.
- Demonstrate how a district-wide delivery model for community-based recreational services can be successful in effectively lowering operational costs for communities and reduce The City's asset liability and lifecycle expenditures.

Key Project Dates

Pre-Construction: June 2021 – September 2021

- Enter into a license of occupation agreement with The City of Calgary
- Install project awareness signage
- Production of Design Development drawings for all phases

Phase 1 Construction June 2021 – September 2022

- Production of Contract Document drawings for Phase 1
- Site preparation and servicing
- Basic earthwork and retaining structures
- Non-paved pathways and picnic areas
- Softscaping (trees, grass, planters)

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- Site furniture (benches, BBQ / fire pits, garbage cans)
- Site lighting

Phase 2 Construction June 2022 – September 2022

- Production of Contract Document drawings for Phase 2
- Outdoor multi-purpose rink
- Playgrounds (2-5 zone, 6-12 zone)
- Parking lot
- Paved pathways
- Canopy structures

Phase 3 Construction

- Production of Contract Document drawings for Phase 3
- Tennis courts
- Biking skills park
- Amphitheatre
- Water feature
- Wood decking

Phase 4 Construction

- Production of Contract Document drawings for Phase 4
- Community building

Once developed, Symons Valley Park will be a publicly accessible recreation destination for area residents. There is no comparable community amenity for the 21,000 area residents today (Source: City of Calgary, 2016 Census), or the projected 33,700 residents once the communities are fully developed (Source: City of Calgary, Symons Valley Community Plan), Symons Valley Park is, therefore, a key community asset for residents today and tomorrow.

Our successes to date:

- 1500+ community member input survey completed in 2017
- Formation of a highly skilled volunteer community board of directors
- Several hundred community members attended the Family Fun Day event in 2019
- Water barrel fundraiser (a funding success and environmental success)
- Completed visual concept design plans based on community input surveys

Our project will have been successful in achieving the above-described outcome by measuring key performance indicators such as:

- Completion of strategic plan on time and on budget

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- Completion of phased projects on time and on budget (allowing for market price fluctuation)
- Community satisfaction surveys
- % of annual fundraising targets reached
- Frequency of park amenity usage
- Number of events planned and number of people attending events
- Social media engagement by the public (Facebook, Instagram)
- Engagement of community members on the Board of Directors
- # of community volunteers
- Overall health of our partner Community Associations

Supporting Documents

Symons Valley Park Organizational Chart

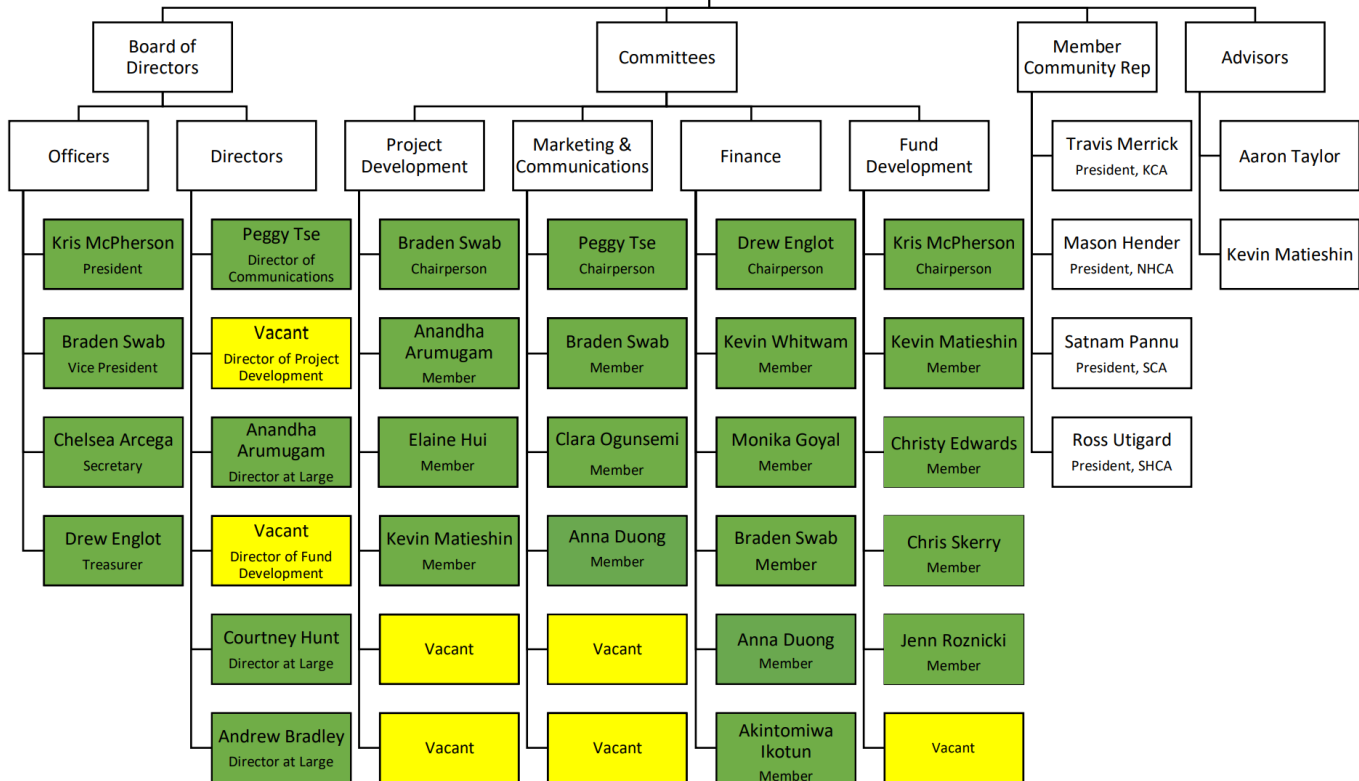
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Updated June 2021

Symons Valley Park Map of Regional Pathways and Residential Development

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