

The Economic Case for Investing in Recreation



\$2.9 Billion
Labour income, jobs created by
Canada's parks (2009)²²



\$3,773
Amount spent on recreation by
average Canadian household
(2012)²⁰



\$8.3 Billion
Total amount spent on
recreational fishing contributed
to local economies (2010)²⁴



\$134 Million
Amount spent by cyclists using
Quebec's Route Verte (2013)²¹



\$14.5 Billion
Amount Canadians spent on nature-
based recreational activities (2012)²⁵



\$6.8 Billion
Total health care costs of
physical inactivity in Canada²³





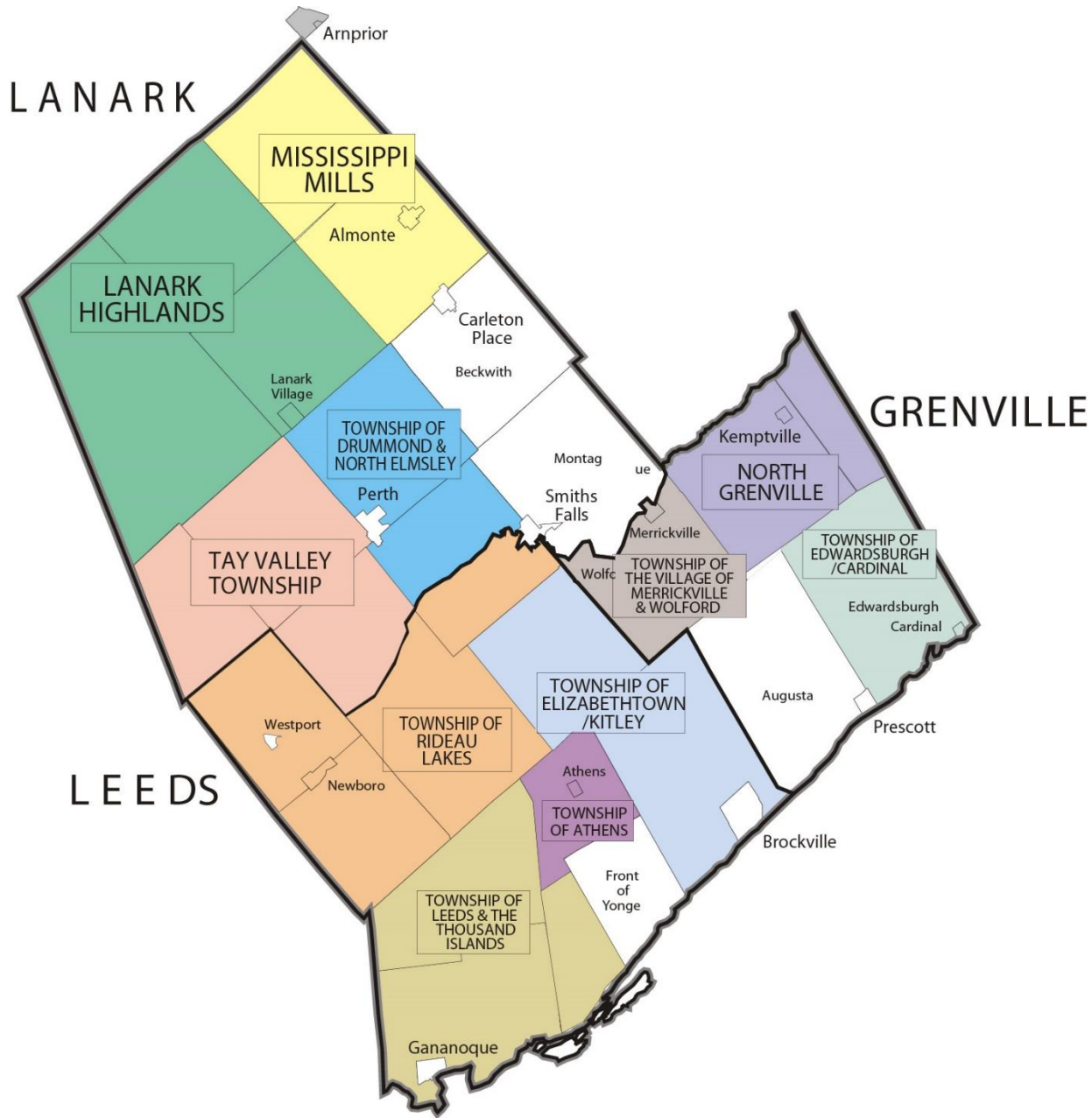
Economic Benefits of Rural Recreation and Leisure Services Ontario East Municipal Conference September 13, 2018



Economic Benefits of Rural Recreation and Leisure Services

- About the Rural Recreation Association
- Why this Report
- Process
- Findings
 - Capital Infrastructure
 - Human Resources Capacity
 - Programs and Services
 - Outdoor Leisure Recreation
- Best Practices





About the Rural Recreation Association



The Report Process

- Funding by Lanark Leeds Grenville Healthy Communities Partnership
- Facilitator, Brenda Whitehead from keepingPACE Consulting
- RRA Executive members working on this project
- Key Informants from our communities
- Research Review



Key Findings

- **Capital Infrastructure**
- **Human Resources Capacity**
 - **Programs and Services**
- **Outdoor Leisure Recreation**

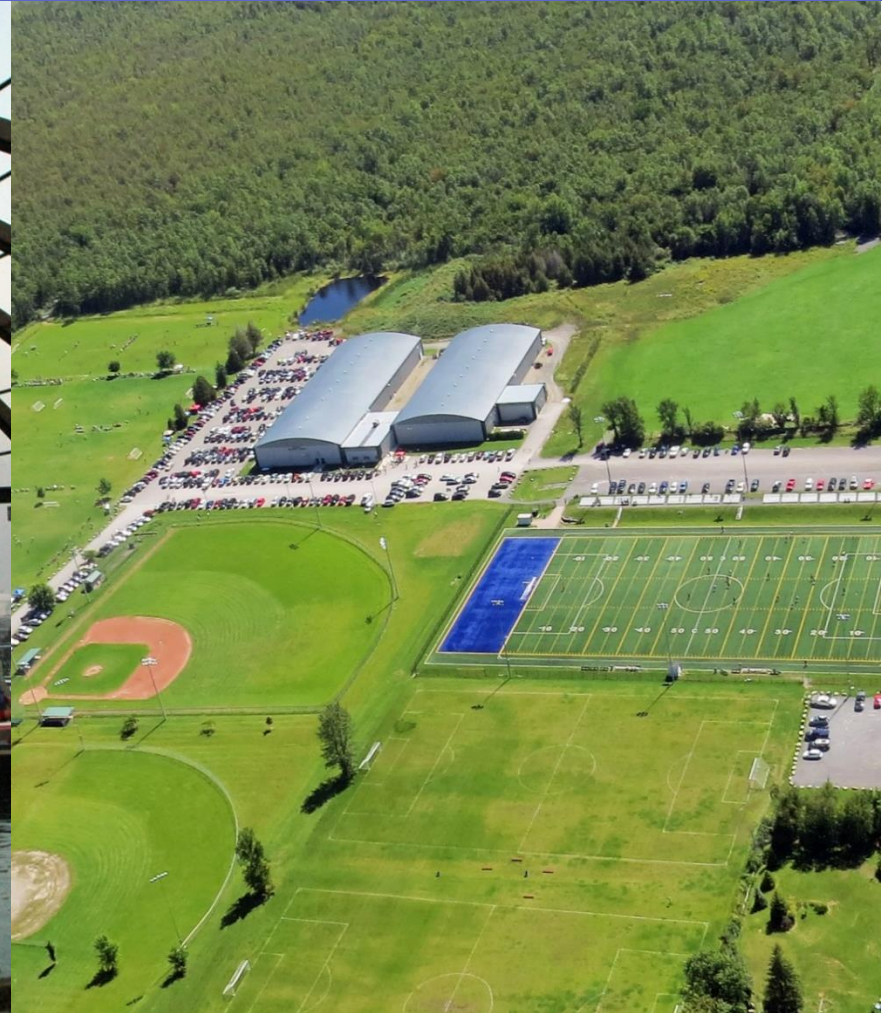
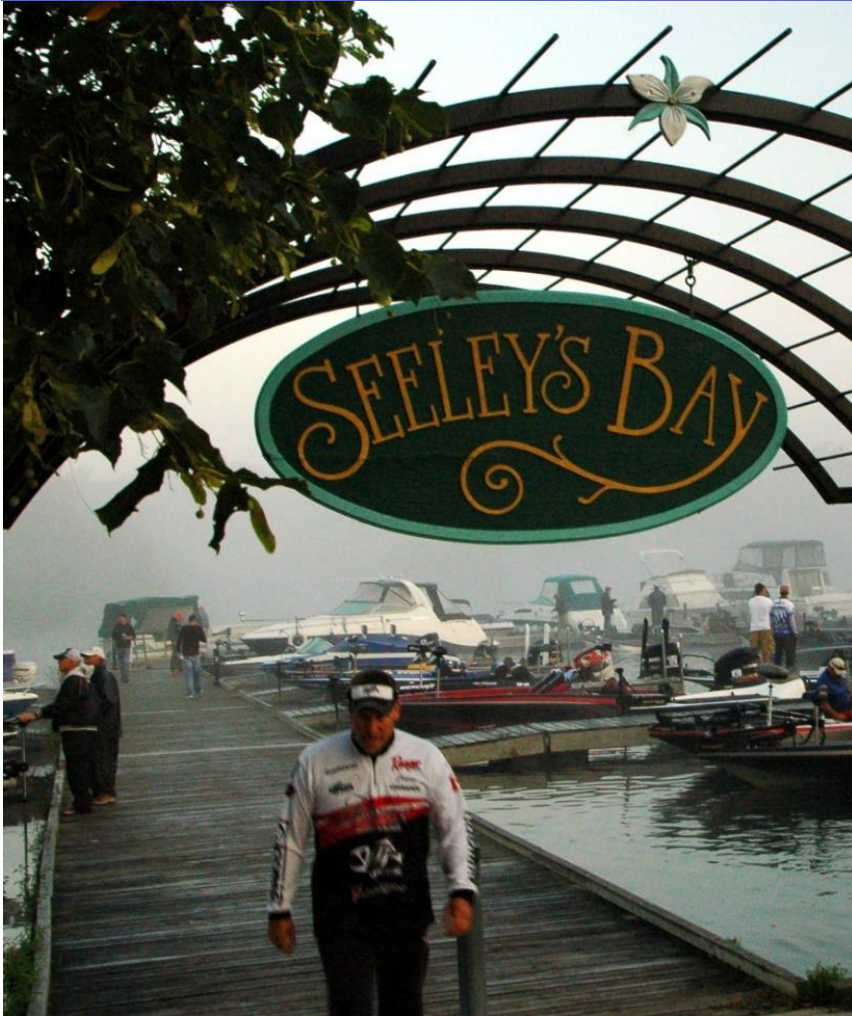


Capital Infrastructure

Infrastructure is more than just bricks and mortar...one of the key ingredients to creating healthy active communities is “well designed, safe, functional, inviting (recreation and sport) facilities, parks and trails.”



If you build it....



Quality of Life

- Arenas
- Community centres
- Parks
- Playgrounds and trails



Tourism



"Tourism depends on attractions. Rarely do people travel because they enjoy the car or airplane ride or because they want to stay in a particular hotel or dine at a restaurant in a different city. The desire to go to another place is stimulated by attractions."

– Crompton 2010



Revenue



“The Beckwith Recreation Department generates \$1 million in revenue per year. This is equivalent to 33% of the total taxation revenue collected by the Township in one year. This is a ratio that we are very proud of.”

**- Richard Kidd,
Reeve of Beckwith
Township**



Human Resources Capacity

“Unless you have good leadership in a community – leaders with the foresight to make the right decisions – you won’t have successful economic development”

– Council on Competitiveness



A good leader...



Rural Communities

Boundary lines that traditionally divide and diminish a community are usually easier to cross in rural communities.



New Money

Crompton proves that parks and recreation are one of the few “businesses” in a community likely to bring in “new money”.





Glenn Arthur | Director of Recreation - Arnprior

Glenn Arthur - <https://www.youtube.com/watch?v=wv-2lLa2Ok>

Director of Recreation Services, Town of Arnprior

Special events; tournaments; economic benefits to the community as a whole

Rural Recreation Association

Time – 0:55



Programs and Services

Local government recreation and parks services receive a strong endorsement with more than **8 out of 10 households** reporting use of these services.



We like to move it...



The Conference Board of Canada reports that:

- Canadian households spent **\$15.8 billion** on sport in 2004, or **2.18%** of total household spending;
- This translates into **\$1,963** in sport spending per Canadian household;
- Canada's sport sector employs **262,324** Canadians, accounting for **2%** of all jobs in Canada;
- Sport contributes **1.2%** of our national GDP, a significant increase from 1996 when sport spending accounted for just **0.9%** of GDP.



Outdoor Leisure Recreation

The Canadian Tourism Commission's research shows one third of all tourists are authentic, cultural and free spirit explorers Those seeking the experiences that the Lanark, Leeds and Grenville region has in abundance



Take a hike...





Niki McKernan - <https://www.youtube.com/watch?v=PhVutdgjw3g>

Senior Planner, Town of Smiths Falls

Recreation is considered in all plans; value unstructured play and interaction with nature; cost share facilities and programs with neighbouring municipalities

Rural Recreation Association

Time – 1:34



Culture and Heritage



“Rural communities often realize their potential as tourist destinations through the development of local natural resources, culture and heritage.”

- (MacDonald and Jolliffe, 2004)



Benefits of Nature



“The presence of trails, parks and waterways in a municipality encourages people to both be physically active and to reap the benefits of being in nature.... It also draws people to the community, both visitors and new residents, with the associated economic benefit.”

- **Medical Officer of Health, Paula Stewart, MD, FRCPC**



A Sense of Place

- The region's vibrant rural and urban communities, steeped in tradition and rich in history, will continue to attract people and visitors seeking a high quality of place experience
- But only if recreation and leisure services and supports remain a priority in order to create a sense of place.



Quality of Life



Just as infrastructure and taxes hold a competitive advantage for industrial development, quality of place and lifestyle amenities are competitive advantages to encourage local economic development.



Best Practices



- Consider shared use agreements
- Build and foster partnerships
- Capacity building in volunteer organizations



Best Practices

- Official planning should consider trails and pathways
- Parkland development vs cash in lieu
- Paved shoulder strategy





Dr. Paula Stewart | Leeds, Grenville & Lanark District Health Unit

Dr. Paula Stewart -

<https://www.youtube.com/watch?v=GDqdbdWFg7E>

Medical Officer of Health, Leeds Grenville and Lanark District
Health Unit

Health, Economy and the Environment

Rural Recreation Association

Time – 1:45



Key to success

Stay active with the
Rural Recreation Association

