

Report to Council



Date: March 5, 2018
File: 0610-51
To: City Manager
From: Doug Nicholas, Sport & Event Services Manager
Subject: Community Sport Plan – Guiding Principles, Strategic Goals & Action Items

Recommendation:

THAT Council receives, for information, the report from the Sport & Event Services Manager dated March 5, 2018, regarding the activities related to the development of a Community Sport Plan;

AND THAT Council approves in principle the guiding principles and strategic goals as outlined in the report;

AND THAT Council directs staff to report back at a future Monday afternoon Council meeting with the final plan for consideration of endorsement.

Purpose:

To provide Council with an update of the activities related to the development of a Community Sport Plan and to seek Council's input on the guiding principles, strategic goals and action items of the draft Plan.

Background:

In October 2017, City staff met with Council to outline the Sport Plan development process, provide an update on the activities taken to date, and share the initial findings from the consultation phase. At that time, Council provided feedback on the process and findings, and approved in principle the proposed focus areas as a basis for the draft Community Sport Plan. Staff continued analyzing and deliberating on the findings and began developing the plan.

Based on the analysis and feedback, a draft "Vision" for sport in Kelowna, along with "Guiding Principles" and "Strategic Goals", were created. Residents were invited to provide feedback through the City's engagement site at getinvolved.kelowna.ca from January 10 to January 19, 2018. More

than four hundred visitors viewed the information online. The online feedback augmented the input that had been received in the earlier consultation process. Comments were taken into consideration in the development and refinement of the following information:

Vision for Sport in Kelowna:

Kelowna's dynamic sport system inspires lifelong participation in sport, improves residents' quality of life and strengthens our community. Our citizens are encouraged to enjoy sport and physical activity in our exceptional facilities regardless of their skill level, physical abilities or resources.

Guiding Principles:

Provide Positive Sport Experiences – Our sport system is fair, safe, sustainable, focusing on participants' positive sport experience while promoting physical literacy.

Celebrate our Champions – Our sport system recognizes our volunteers and sport partners as invaluable champions of sport, who are vital to our adaptive leadership model that fosters sport development and improves the quality of sport and physical activity experiences for everyone.

Achieve Excellence – Our sport system pursues excellence that enables community members to enjoy sport and events at a level that matches their capabilities and interests.

Promote Inclusivity – Our sport system is open, diverse, welcoming and accessible to all citizens regardless of their point of entry to the system, their skill level, their physical capabilities or their financial resources.

Build Collaboration – Our sport system is grounded in collaboration that is fair, respectful and reliant on collective contributions of the City, local sport organizations, allied government agencies, not for profits and the private sector.

Develop Quality Infrastructure – Our sport system enjoys high-quality sport and recreation facilities that are developed and maintained to support diverse abilities, aspirations and goals.

Accomplish Results – Our sport system promotes increases in sport participation, delivers programs that improve community wellness and offers supports that result in positive personal development through sport.

Strategic Goals:

1. **Increase participation in sport and physical activity for all ages** – promote sport participation for all citizens, increase the awareness and understanding of the benefits of physical activity through sport, and address barriers that may inhibit participation in sport.
2. **Create quality, inclusive programs, services and events that are available at all stages of the CS4L continuum** – create programs and supports that are evidence based, accessible to all and consistent with the most up-to-date knowledge about health, wellness, physical activity and sport development.
3. **Strengthen interaction and collaboration between sport delivery agencies and allied partners** – solidify existing relationships between partners in sport and expand the number of those within or contributing to the sport community through the development of a collaboration framework.

4. **Improve organizational capacity and sustainability of Local Sport Organizations** – develop services that support the development and sustainability of Local Sport Organizations and adopt a planned and progressive method of strategically investing in sport.
5. **Provide exceptional facilities for sport participation and performance initiatives** – develop, operate and maintain sport and recreation infrastructure that is consistent with the evolving needs of our sport community.
6. **Be recognized as the premier sport event destination in Western Canada** – create a comprehensive sport tourism framework to facilitate the event procurement process, support event hosting opportunities, and advance local sport tourism initiatives.

Action Items:

A series of draft “Action Items” (see Appendix A) were developed for each of the Strategic Goal areas that outlined the appropriate activities needing to take place in order to achieve the goals. Additionally, draft “Tactics” are under development that will detail the “how to” steps for each action item. Together, the action items and subsequent tactics will provide clear direction and manageable progressions for plan implementation.

Next Steps:

In the final phases of plan development, staff will work with the Community Sport Plan Steering Committee to review and finalize the draft Community Sport Plan document and develop an implementation strategy based on the established action items and tactics. Once complete, the final document will be presented to Council for their consideration of endorsement. Project completion is anticipated for the April 2018.

Internal Circulation: Divisional Director, Active Living & Culture; Communications Advisor

Financial/Budgetary Considerations: Budget for the development of the Community Sport Plan is \$50,000, funded through a \$25,000 grant (RBC Learn 2 Play) and \$25,000 (one-time) approved through the 2017 budget.

Considerations not applicable to this report:

Communications Comments:

Legal/Statutory Authority:

Legal/Statutory Procedural Requirements:

Existing Policy:

Personnel Implications:

External Agency/Public Comments:

Alternate Recommendation:

Submitted by:

D. Nicholas, Sport & Events Development Supervisor

Approved for inclusion by:

J. Gabriel, Divisional Director, Active Living & Culture

Attachments: Draft Action Items

PowerPoint Presentation

Cc: Corporate Strategic Services