



2022 Business Plan Kersley Recreation (1550)

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Working in partnership with communities large and small to offer local, sub-regional, and regional services to ensure that the Cariboo Chilcotin is a socially, economically, and environmentally desirable region.

Department/Function Services

The Kersley Arena and Recreation Service was established through Bylaw No. 109 in 1972 and amended in 1987 through Bylaw No. 2132 following a successful referendum of residents within the local service area. The function was created to support the operations of the arena, community hall and recreation grounds in Kersley.

Kersley Recreation is overseen by the Kersley Community Association/Recreation Commission, which makes recommendations to the Regional District Board for capital improvements and operational requirements. Daily operations of the Kersley arena, community hall and recreation grounds are delivered under contract by a Recreation Director who is responsible for the maintenance and operation of the facilities.

The natural ice arena has an average of 800-1000 users per season, which generally runs from mid-December to early March depending on the weather. The use equates to approximately 10-15 users per day throughout the 65-day season.

The arena change rooms and upstairs lounge were renovated in 2020-21 complete with new washrooms and showers to make the space more functional and inviting.

The community hall was expanded in 2008 with a large addition to the stage and storage areas, a new HVAC system and new outdoor washrooms. Both the arena and the hall also had complete lighting system replacements in 2009 to improve energy efficiency and lighting quality. A new roof of 29,000 square feet was installed over the arena in 2012 to successfully deal with water leaks in the old structure. The arena surface was treated with a dust control product in 2013 to encourage non-ice off-season use of the facility.

Requisition is by way of a tax applied to the assessed value of improvements only on properties within the specified area. The maximum requisition level is \$2.60/\$1,000 of improvements only.

As the Electoral Area A Director is the only stakeholder, and the *Local Government Act* requires more than one vote, the entire Board is responsible for the governance of this service.

Business Plan Goals, Rationale & Strategies

2022 Goals

- 1. Goal:** Complete a renovation of the upstairs kitchen.
Rationale: This is a second phase to the first-floor renovation completed in 2020 to rebuild the arena changerooms. The facility still has many of the same furnishings from its initial construction in the early 1970s. To enable increased use of the arena and attract new rental groups, a major update is required.
Strategy: Project will be led on site by the Kersley recreation director and representatives of the recreation commission with support from Regional District staff. Funding is allocated in the financial plan.
- 2. Goal:** Undertake marketing efforts to increase rentals of the recreation centre.
Rationale: As a follow-up to the major renovations planned in 2021, a marketing effort will help increase community awareness of the spaces the arena and the hall have available for rent. Marketing can be targeted at certain recreation groups or through creative development of activities that encourage community use.
Strategy: Project will be coordinated through the Kersley recreation director with support from the recreation commission and Regional District staff. Contract support for the marketing program may be retained to assist with delivery.
- 3. Goal:** Install a water treatment system to the arena.
Rationale: A water treatment system is required to remove iron and manganese and improve the water for drinking and reduce fixture damage.
Strategy: Project will be coordinated by the recreation director with funding allocated in the financial plan through Community Works Funding.
- 4. Goal:** Deactivate unused water wells on the property.
Rationale: The unused wells are a liability and removing them will improve landscaping and reduce maintenance costs.
Strategy: Project will be coordinated by the recreation director with funding allocated in the financial plan.

2023 Goal

Goal: Complete a renovation of the upstairs lounge.

Rationale: This is a second phase to the kitchen renovation completed in 2022. The facility still has many of the same furnishings from its initial construction in the early 1970s. To enable increased use of the arena and attract new rental groups, a major update is required.

Strategy: Project will be led on site by the Kersley recreation director and representatives of the recreation commission with support from Regional District staff. Funding is allocated in the financial plan.

2024 Goal

Goal: Resurface the tennis courts and replace fencing.

Rationale: The existing court surface has become a maintenance concern and there is major cracking in the existing pavement.

Strategy: Project will be coordinated by the recreation director with funding allocated in the financial plan.

Overall Financial Impact

The 2022 requisition is increased by \$10,000 from the 2021 requisition. A \$10,000 increase is also included in 2023. These increases are necessary to meet the capital project goals set by the Kersley Recreation Commission.

The 2021 requisition was increased by 8% from the 2020 requisition amounting to \$10,000 to rebuild capital reserves after completion of the arena changeroom renovation.

Projected to the end of December 31, 2021, the function had capital reserves of about \$46,000. This will be increased by \$30,000 over the five years of the financial plan.

Rental fees for the hall and arena are retained by the Kersley Community Association to cover much of the day-to-day expenses to maintain the facilities.

Significant Issues & Trends

The COVID-19 pandemic resulted in significant challenges for operation of the community hall and arena and resulted in many event cancellations and much lower rental revenue, which in turn had to be balanced with appropriately reducing expenses. It is unknown at this time if this will continue and to what extent into 2022.

Facility rentals for the hall and arena in 2021 are still lower than historical numbers and not demonstrating a full recovery resulting from wildfire activity and smoke in the North Cariboo in 2017-2018 and the COVID-19 situation of 2020-2021.

The arena did not have ice in 2021 due to the renovation project; however, there were 70 days of ice in 2020 and use was down with only 552 skaters over the season. The long-time average is closer to 800-1,000 per year.

The Cariboo Regional District is a signatory on the Province of BC/UBCM Climate Action Charter and has committed to continuing to work towards carbon neutrality in respect of corporate operations.

Measuring Previous Years Performance

Goal: Complete a renovation of the upstairs lounge.

- Completed. The upstairs lounge was upgraded in conjunction with renovations of the arena change rooms downstairs.

Goal: Undertake marketing efforts to increase rentals of the recreation centre.

- Partially completed. Marketing efforts were deferred due to delays in completing the renovation project and the event restrictions from the COVID-19 situation; however an online community survey seeking input on potential events was circulated.

Goal: Upgrade exterior lighting to LED.

- Completed.

Other Accomplishments

The residential rental suite in the arena was upgraded with new bathroom fixtures and paint.

The recreation complex soft ball diamond continued to have increased activity with the Monday night drop-in ball group, which included both adults and youth, and was led by the Volunteer Fire Department.

Pickle ball was played in the hall regularly through the winter until it was canceled due to the COVID-19 situation.

Use of the hall for dance classes was consistent throughout 2021.

These off-season activities are important aspects of community recreation particularly when the warmer winters continue to make it more difficult to keep the natural ice in the arena.