

Bell Park Outdoor Exercise Equipment Donation

Presented To:	Community Services Committee
Meeting Date:	June 21, 2021
Type:	Managers' Reports
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Recommended by:	General Manager of Community Development

Report Summary

This report provides a recommendation regarding a naming of the outdoor exercise area to be installed at Bell Park, the “Pitter Patter Park”, in recognition of the donation by New Metric Media as per the Building, Property and Park Naming Policy.

Resolution

THAT the City of Greater Sudbury approves naming of the outdoor exercise equipment area ‘Pitter Patter Park’, as outlined in the report entitled “Bell Park Outdoor Exercise Equipment Donation”, from the General Manager of Community Development, presented at the Community Services Committee meeting on June 21, 2021.

Relationship to the Strategic Plan, Health Impact Assessment and Community Energy & Emissions Plan (CEEP)

This report supports Council’s Strategic Plan in the area of Creating a Healthy Community and aligns with the Population Health Priority of Play Opportunities. The donation of outdoor exercise equipment by New Metric Media will result in new opportunities for physical activity for Bell Park users.

This report refers to operational matters and has no connection to the Community Energy & Emissions Plan (CEEP).

Financial Implications

New Metric Media will be responsible for costs associated with the acquisition and installation of equipment.

City of Greater Sudbury costs related to the installation of required safety surfacing will be covered within approved operational budgets for 2021.

Ongoing operational costs associated with maintaining and inspecting equipment are estimated at \$2,500

annually and will be incorporated into the 2022 Budget.

Executive Summary

This report provides information on the donation of outdoor exercise equipment for Bell Park by New Metric Media. The report seeks approval to name the outdoor exercise area “Pitter Patter Park” as per the City of Greater Sudbury’s (City) Building, Property and Park Naming Policy.

Background

Based in Los Angeles, Toronto and Sudbury New Metric Media Inc., is an award-winning production company that develops, finances, and produces premium scripted content for an international audience. Recipient of the Banff World Media Festival’s 2018 Innovative Producer Award and winner of 12 Canadian Screen Awards to date, the company’s current slate of programming includes hit Hulu/Crave original comedy Letterkenny, the Netflix/CityTV premium drama series Bad Blood, the half-hour comedy What Would Sal Do? and the upcoming all-new CTV comedy series Children Ruin Everything.

LETTERKENNY is a great example of the success of Canadian film productions in northern Ontario. The show has been nominated for over 40 Canadian Screen Awards and has won 11 of them, including Best Comedy Series, Best Actor, Best Director (three years in a row) and Best Writing (also three years in a row) and has been recognized by media including the New York Times and The Australian weekly magazine.

Representatives from New Metric Media reached out to City of Greater staff inquiring about a potential donation, wanting to give back to the community that has supported LETTERKENNY and other productions. New Metric Media has approached the City about the donation of outdoor exercise equipment to be installed in Bell Park at an estimated value of \$35,000 to \$40,000.

New Metric Media has provided a letter of commitment (Appendix A) accepting the role of constructor for the project and assuming costs associated with the acquisition and installation of equipment. The City of Greater Sudbury will be responsible for installation of required safety surfacing and ongoing operating costs.

Signage will be installed on site recognizing the donation and New Metric Media is seeking approval to name the exercise equipment area.

Parks Services Donation and Memorial Program

Donations to parks are governed by the City of Greater Sudbury Parks Services Donation and Memorial Program policy which invites members of the public and corporations to make donations for park enhancements, including capital investments which shall be funded by the donor. The donation of outdoor exercise equipment is consistent with the types of amenities considered through the program.

Building, Property and Park Naming Policy

New Metric Media has asked that upon the completion of the project that the asset be named ‘Pitter Patter Park’. The park itself will continue to be named Bell Park. The City of Greater Sudbury’s Building, Property and Park Naming Policy notes that when there is a large financial support that exceeds 35% of the total capital contribution towards new or redeveloped facilities and properties, the naming of a municipal facility or property may be brought forward to Council for approval. The policy also provides for the naming of individual elements (components) within a park or facility.

Bell Park Master Plan

The Bell Park Master Plan (2000) noted the park could be naturally divided into a number of zones. The

identified area for the donated exercise equipment (Appendix B) is described as the Recreation Zone (main beach area) in the Bell Park Master Plan. Installation of this type of equipment is viewed as appropriate for the Recreation Zone. Appendix C shows an example of the type of equipment to be installed in Bell Park (final park lay out may differ from image).

Bell Park Advisory Panel

The City has established the Bell Park Advisory Panel to serve as a link between the City of Greater Sudbury, various stakeholders of Bell Park and the community at large, to ensure that the facility continues to be Greater Sudbury's premier outdoor public space and open and accessible to all. The Panel also provides input on Bell Park site developments and improvements.

At its meeting of Thursday, May 6, 2021, the Bell Park Advisory Panel was provided information on the exercise equipment to be donated by New Metric Media in Bell Park. The panel members supported the addition of this equipment and commented that this type of equipment would provide new opportunities for physical activity for citizens who visit the park. There were no objections to the project

Next Steps

New Metric Media is anticipating completing the project in the Summer of 2021.

Resources Cited

City of Greater Sudbury Parks Services Donation and Memorial Program

<https://www.greatersudbury.ca/play/parks-and-playgrounds1/park-donations-or-memorial-gifts/#:~:text=If%20you%20donate%20more%20than,is%20received%20by%20Parks%20Services>

City of Greater Sudbury Building, Property and Park Naming Policy

<https://www.greatersudbury.ca/play/parks-and-playgrounds1/name-a-building-property-or-park/#:~:text=What%20are%20the%20policies%20around,their%20community%20or%20their%20neighbourhood>