

COMMITTEE OF THE WHOLE – JUNE 19, 2006

OUTDOOR SKATEBOARD PARK IN THE CITY OF VAUGHAN

Recommendation

The Commissioner of Community Services, in consultation with the Director of Parks Development, the Director of Recreation and Culture and the Director of Reserves and Investments recommend:

1. That this report be received for information; and,
2. That this project be considered for capital funding in the 2007 budget.

Economic Impact

There will be up to a \$498,000.00 impact on the capital budget (taxation) should Council approve the capital funding request as part of the 2007 budget cycle. If approved during the 2007 capital budget cycle, an annual operating cost of \$15,000.00 will be required in the operating budget.

Purpose

The purpose of this report is to provide the Council with information relating to a proposed outdoor skateboard park at Concord Thornhill Regional Park in the City of Vaughan.

Background - Analysis and Options

At its meeting of December 12, 2005, the following recommendation was adopted by the Committee of the Whole:

“that the deputation of Mr. Michael Brooke, Publisher, Concrete Wave Magazine, 1054 Centre Street, Suite 293, Thornhill, L4J 8E5 and written submission dated November 3, 2005, the Concrete Wave magazine and the Best of the West Skatepark Guide submitted, be received and referred to staff for a report”.

According to the market research conducted by BoardTrac, there are over 1 million skaters in Canada and 12.4 million skateboarders in the United States. In Canada, there are more people that skateboard than participate in organized hockey. This sport is not a passing trend and is supported by the fact that USA Today indicates that anywhere from 2-3 skateparks are built each week in the United States alone.

The pressure to build skateparks has grown dramatically over the last 5 years. Increased focus on skateboarding in the media (the X-Games and Gravity Games, for example) has fueled this growth. Many municipalities in the GTA are constructing large skatepark facilities to meet the demand. These municipalities include Mississauga, Burlington, Toronto, Markham and numerous skateparks in Brampton (refer to Attachment 'C').

The City of Vaughan currently has only one established skate park facility which is located at the Vellore Village Community Centre. This skatepark, on average attracts an estimated 50 – 100 novice and intermediate skaters daily during the weekends and slightly fewer numbers during the weekdays. The skatepark operates unsupervised and has been extremely popular for children and youth.

As outlined in his deputation to City of Vaughan Committee of the Whole and in recent correspondence (refer to Attachment 'A'), Mr. Brooke has committed to raising \$500,000.00 in donations that would be added to any future City of Vaughan capital funding with the intent of designing and constructing a world class skate park. A formal agreement will be established with

Mr. Brooke whereby the City of Vaughan, pending approval by Council, will match dollar for dollar the donations generated by Mr. Brooke. The City of Vaughan's maximum financial contribution, subject to Council approval is \$498,000.00. It is anticipated that the donations will be recognized through naming rights or signage at the facility.

As publisher of Concrete Wave Magazine, Mr. Brooke states that he will utilize his contacts in the skateboard community to assist in initiating this project. He has committed to provide space within each Concrete Wave Magazine issue that will document the progress of the fundraising efforts and the project. In addition an advertisement that will publicize the opening day has also been committed.

Monetary donations for the design and construction of a "world class skatepark facility" at Concord Thornhill Regional Park will be administered through the City of Vaughan Finance Department.

Relationship to Vaughan Vision 2007

Through the innovative use of sponsorship, this report encourages Public Private Partnerships throughout the organization.

This report recommends a change from the priorities previously set by Council and the necessary resources have not been allocated.

Conclusion

That Council receive this report for information and that a capital funding request be brought forward for consideration in the 2007 capital budget cycle.

Attachments

Attachment 'A' – Mr. Michael Brooke Correspondence dated May 16, 2006

Attachment 'B' – Concord Thornhill Regional Park Location Map

Attachment 'C' – Summary of Skateboard Parks in Surrounding Municipalities

Report prepared by:

Paul Gardner, Director of Parks Development, Ext. 3209

Respectfully submitted,

Marlon Kallideen
Commissioner of Community Services

ATTACHMENT 'A'

concrete wave
THE MAGAZINE

May 16, 2006

Paul Gardiner
City of Vaughan
Parks Development
2141 Major Mackenzie Drive
Vaughan, ONT
L6A 1T1

CITY OF VAUGHAN DEPT. OF PARKS DEVELOPMENT RECEIVED	
MAY 19 2006	
ROUTE TO	INITIAL
PG	
NAME	

Dear Paul,

As per our conversation, I am pleased to outline my role in the raising of funds for a local skatepark here in the City of Vaughan. I am excited to work with the City and community to raise additional funds above and beyond what is being committed by the City. As mentioned, the City has been asked to budget \$498,000 for the park and Concrete Wave Magazine will make the first donation of \$2,000 to bring it to an even \$500,000. My goal is to reach a total of \$500,000 in donations. This will mean that the City will have \$1,000,000 with which to build a world-class park.

My intention is to solicit donations from key local area businesses along with specific skateboard companies. There are a number of excellent reasons for local businesses to help fund this skatepark. Their donations will mean that something extraordinary will be provided to our youth (along with the subsequent generations of skaters). Building a world-class facility will also greatly bolster the profile of Vaughan. The fact that the park will be used by hundreds thousands of people will mean a vast amount of exposure. In fact, a number of cities that have built world-class skateparks have seen an influx of tourism dollars along with international media attention.

As publisher of Concrete Wave Magazine, I plan to use my contacts in the skateboard world to help move our cause forward. I plan to allocate space within each issue to document the progress of our efforts – basically a diary of what has taken place. This space translates into approximately \$40,000 worth of publicity. I also plan to run an advertisement in the magazine to publicize the opening day. This has a value of \$2,300.

I see myself doing a number of different things to ensure the success of this venture:

1. working with skateboarders to understand their needs with respect to the park
2. addressing the concerns of citizens with respect to skateboarding
3. working with Vaughan's Community Development Coordinators

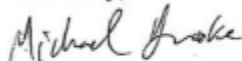
1054 Center Street, Suite 293, Thornhill, Ontario L4J 8E5

Tel: 905.738.0804 • Fax: 905.761.5295 • Email: mbrooke@interlog.com

4. ensuring that fundraising goals are on track and are on-going
5. Acting as a Liaison between the City, Skaters and donors
6. Attending presentations/meetings at the City or off site (ie schools/community centers)
7. Ensuring the City of Vaughan gets the best value for their money when it comes to the actual construction of the park
8. Keeping the focus on WORLD CLASS – this means (in no specific order)
 - a. A skatepark that contains beginner, intermediate and expert areas – and allows a separation for each group.
 - b. A large skatepark of 40,000 square feet
 - c. A variety of terrain that can be enjoyed by streetskaters and transition skaters
 - d. A skatepark that has excellent flow
 - e. A skatepark that has superb construction
 - f. A skatepark that is remarkably fun to skate
 - g. A skatepark that is challenging for riders of all abilities

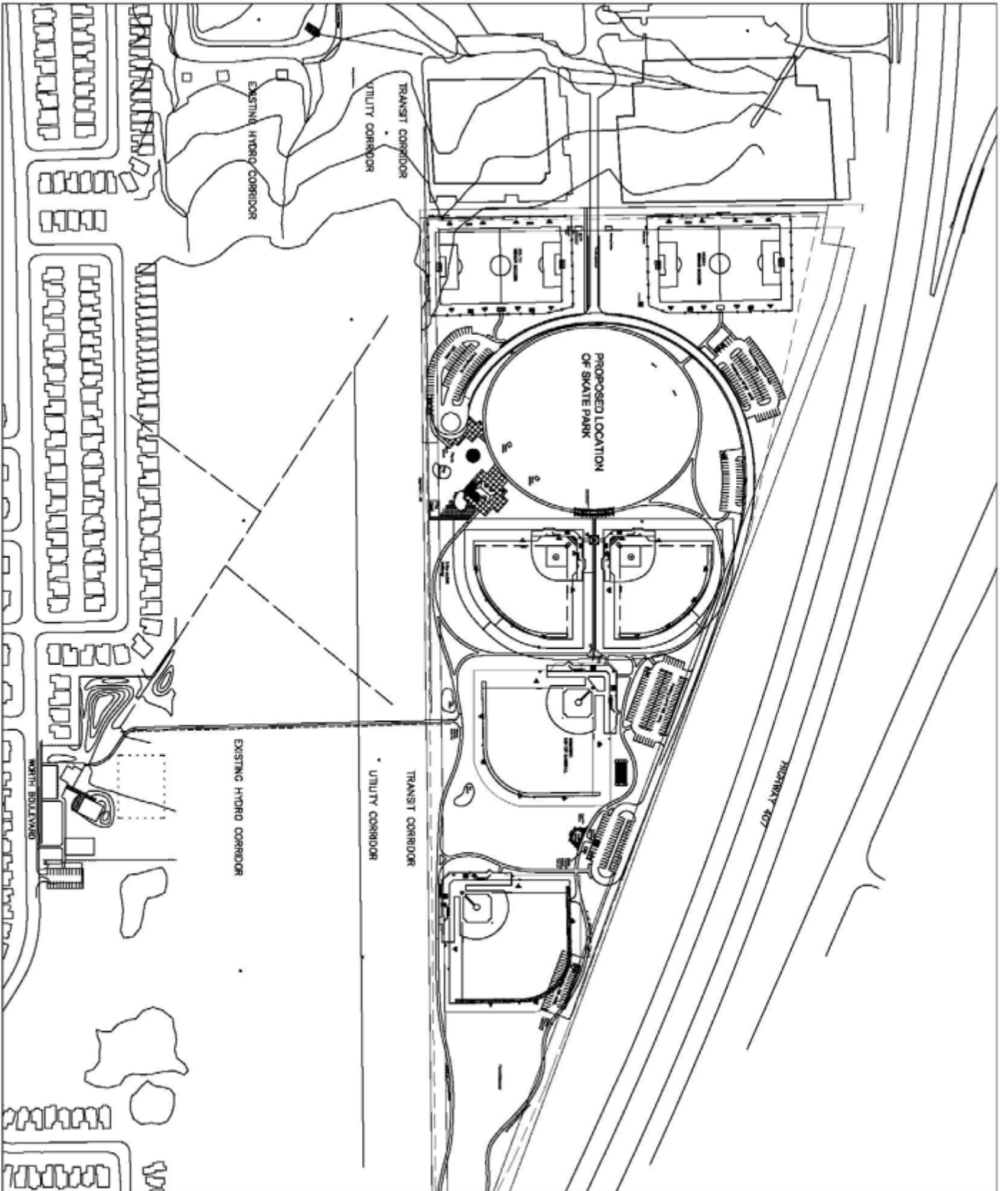
I look forward to meeting with City stakeholders to discuss fundraising strategies and start implementing a successful campaign.

Yours truly,



Michael Brooke
Publisher
Concrete Wave Magazine

ATTACHMENT 'B'



<p>27-126 U.S. G.S. 4842888</p>	
<p>Concord-Thornhill Regional Park</p>	
<p>Parks Facilities, Design and Planning Capital Plan</p>	
<p>1-300</p>	<p>UP-65</p>

ATTACHMENT 'C'

SUMMARY OF SKATEBOARD PARK S IN SURROUNDING MUNICIPALITIES

LOCATION	CONTACT	PARK NAME	SIZE	AMENITIES	OTHER
Brampton	Derek Begley 905 874-2000 ext 110	Jim Archdekin Skatepark	800 sq ft Not Concrete	Tall Quarterpipe to Quarterpipe 90-Degree Hip 5' Quarterpipe 5' Tall Spine 3.5' Tall Pyramid With 18" High Grind Ledge 4' Tall Quarterpipe the Hip Bank with 1' Tall Quarterpipe Extension 16' Long Grind Ledge with 1' Tall Extension	Not Lit Unsupervised
Brampton	Derek Begley 905 874-2000 ext 110	Chinguacousy Park	1000 sq ft Not Concrete	2' Tall 4-Way Pyramid 4' Tall Spine 3' Tall Quarterpipe and Bank 5' Tall Quarterpipe and Bank 16' Wide 4' Tall Mini Halfpipe 2' Tall Pyramid with Grind Ledge 5' Tall 90 Degree Quarterpipe to Bank Hip 4' Tall 45 Degree Quarterpipe to Quarterpipe Hip 5' Tall Bank Two 5' Tall Quarterpipes	Not Lit Unsupervised
Brampton	Derek Begley 905 874-2000 ext 110	South Fletcher's Sportsplex	800 sq ft Not Concrete	3' Tall Bank to Bank 90-Degree Hip (X 2) 2' Tall 2-Way Pyramid with Two Grind Ledges 4' Tall Bank with 1' Tall Grind Ledge 3' Tall Mini Ramp (halfpipe)	Not Lit Unsupervised
Brampton	Derek Begley 905 874-2000 ext 110	Memoral Skatepark	800 sq ft Not Concrete	5' Tall Quarterpipe 4' Tall Spine 4' Tall Quarterpipe 3' Tall Concrete Quarterpipe 2' Tall Concrete Pyramid with Grind Ledge and Rail 4' Tall Concrete Bank BANK 4' Tall Concrete Bank 8' Long Concrete Grind Ledge	Not Lit Unsupervised
Markham	Neal Unsworth 905 477-7000 ext 5757 Recommends Feasibility Study, Hire Consultants, Survey for Community/Skaters input, Visit Markham Park	Markham Skate Park	15,000 sq ft Concrete	Stainless Steel Coping Coloured Concrete Surfaces Full Street Course with Funboxes, Pyramid, 8 Step, 3+3 Step Stairs, Flat Banks, Ledges, Walls 8' Bowl 6' Spine Elevator and Tombstone	Not Lit Unsupervised
Mississauga	Web Joanne Uhlmann 905-896-3200 x5346	Mississauga Skatepark Iceland Mississauga Clarkson CC Churchill Meadows Malton Arena Port Credit Park Huron Park	22,000 sq ft 6000 sq ft Concrete each	Transitions, Banks, 1/4 Pipes Funboxes, Varied Ledges, Varied Rails Gaps, A Bowl	Not Lit Unsupervised
Toronto	Web Alex Shevchuk	Cummer Skateboard Park Port Union CC ("Cross Roads" Sk*park) Leonard Linton Park ("Vanderhoof") John Innes Community Rec Centre Smithfield Park Greenwood Park Weston Lions Park Scarborough Portable Skatepark Alexander Park Beaches R.C. South Etobicoke Ward 6 East York Stan Wadlow Park Ashbridges Bay	1440 sq ft Concrete 840 sq m Concrete 650 sq m Concrete 485 sq m Indoor Portable Elements 535 sq m Belair Portable Elements 750 sq m Belair Portable Elements 700 sq m Solo Elements Portable Elements Wood Ramps Portable Elements Permanent Permanent 65,000 sq ft	Stairs, Railing Benches and Curbs	Not Lit Unsupervised
Oakville	Susan Fanelli 905 338-4250 ext 3155	Oakville Skateboard Park	14000 sq ft Concrete	26 Cement Ramps Transitions, Banks, Rails, Ledges Bowls, Funboxes	Not Lit Unsupervised