

Living in Niagara – 2020 Report Recreation and Sports

Introduction

Having access to local facilities, spaces, and opportunities to participate in recreation and sport activities, and local facilities enriches residents' lives and helps to attract people to Niagara.

Happening Now

- A brief by The Centre for Sport Capacity at Brock University describes the benefits, beyond economic impact, of developing a regional sport-hosting strategy. The brief emphasizes the importance of focusing on Niagara's unique portfolio of physical, capital and human-resource infrastructure; and on supporting Niagara sport stakeholders such as local sport clubs and associations that already have human resources and technical expertise.
- The connection between access to enjoyment of outdoor spaces and mental wellness is being described through implementing the provincial Mood Walks hiking program in Niagara. Research about the program's benefits call for greater collaboration between the parks and recreation and health sectors, to benefit residents' physical, mental and emotional health.
- The Canada Summer Games will be held August 6 to 21, 2022 in Niagara. An estimated 5,000 young athletes and their coaches, as well as thousands of volunteers will participate.
- The Active Niagara Network and Age-Friendly Niagara Network are two examples of region-wide groups promoting the importance of collaboration, to increase residents' access to opportunities to participate in recreation, sport, and life-long physical fitness activities.

What's Emerging

- The COVID-19 pandemic is resulting in increased attention being paid to the importance, for people of all ages, of being outdoors and connecting with nature.
- The pandemic is having a profound effect on volunteers, and volunteering opportunities across all sectors in our community. This has major implications for the recreation and sports sector in Niagara and beyond.
- Evidence is being gathered to strengthen planning for parks and recreation departments across Niagara as our community emerges from the pandemic.

Suggested Community Action Steps

- Take a coordinated approach across Niagara to gather information from recreation providers, that will help to strengthen planning for getting back to full capacity as we continue to emerge from the COVID-19 pandemic.
- Consider the effects that potential pent-up demand during the pandemic may have on recreation facilities being able to provide access.
- Pay attention to the trend toward balance, with families and individuals participating in unstructured, less formal programming.
- Prepare to safely welcome back volunteers, as programs and services re-open in our community.

Indicators

- **Facilities**
- **Green and Open Space**
- **Participation Levels**
- **Benefits**
- **Partnerships**

Indicator: Facilities

Recreation and Sports Programs in Local Municipalities in Niagara

Each of Niagara's 12 local municipalities provide online information about their recreation and sport facilities and programs, at the following links:

Grimsby

<https://www.grimsby.ca/en/parks-recreation-culture/recreation-programs.aspx>

West Lincoln

<https://www.westlincoln.ca/en/recreation-and-leisure/recreation-and-leisure.aspx>

Lincoln

<https://lincoln.ca/recreation>

St. Catharines

<https://www.stcatharines.ca/en/playin/recreation-programs.asp>

Niagara-on-the-Lake

<https://www.notl.org/content/parks-recreation>

Thorold

<https://www.thorold.ca/en/recreation-and-culture/community-centres.aspx>

Pelham

<https://www.pelham.ca/en/recreation-and-leisure/recreation-and-leisure.aspx>

Welland

<https://www.welland.ca/RecCulture/>

Wainfleet

<https://www.wainfleet.ca/en/recreation-and-culture/recreation.aspx>

Port Colborne

<https://www.portcolborne.ca/en/recreation-and-leisure/recreation-and-leisure.aspx>

Niagara Falls

<https://niagarafalls.ca/living/community-facilities/default.aspx>

Fort Erie

<http://www.forterie.ca/resource/siteArea/visitors>

Seniors Active Living Centres in Niagara

Seniors Active Living Centres in Ontario offer social, cultural, learning and recreational programs for seniors that promote health, well-being and social connections. The provincial government provides funding to support almost 300 Seniors Active Living Centres across Ontario. Of those, a total of 13 are located in the Niagara region, in: Grimsby; Beamsville (Lincoln); St. Catharines (3); Thorold; Niagara Falls; Fonthill (Pelham); Welland; Port Colborne (2); Fort Erie (2).

An interactive map to locate the Centres is available at: <https://www.ontario.ca/page/find-seniors-active-living-centre-near-you>

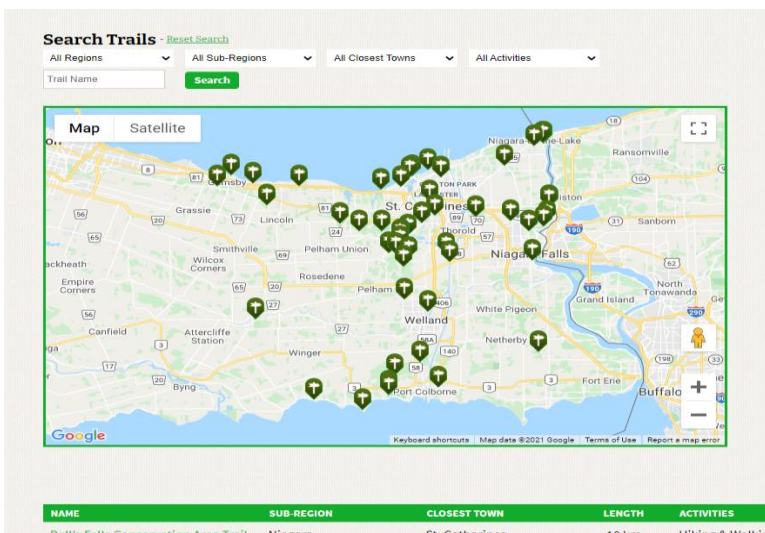
Source: Ontario Ministry for Seniors and Accessibility

Trails in Niagara

The Ontario Trails Council (OTC) includes 'Niagara Canada' as one of 15 distinct Trail tourism regions in the province. The Trails in Niagara are classified in categories, including:

- Backpacking & Camping
- Canoe or Kayak
- Cross Country Skiing
- Cycling – Off-Road
- Cycling – Roads & Paths
- Dog Sledding
- Equestrian
- Hiking & Walking
- Motorcycling
- Mountain Biking
- Running
- Snowmobiling
- Snowshoeing & Backcountry
- Winter (Fat) Biking

The OTC website provides a searchable map, which shows 54 Trail locations within the Niagara region. A list appears below the searched map, with a description of each trail and a link to access more information about that trail.



The screenshot shows the 'Search Trails' interface on the Ontario Trails Council website. It includes a search bar, filters for 'All Regions', 'All Sub-Regions', 'All Closest Towns', and 'All Activities'. Below the map, a table lists trail details:

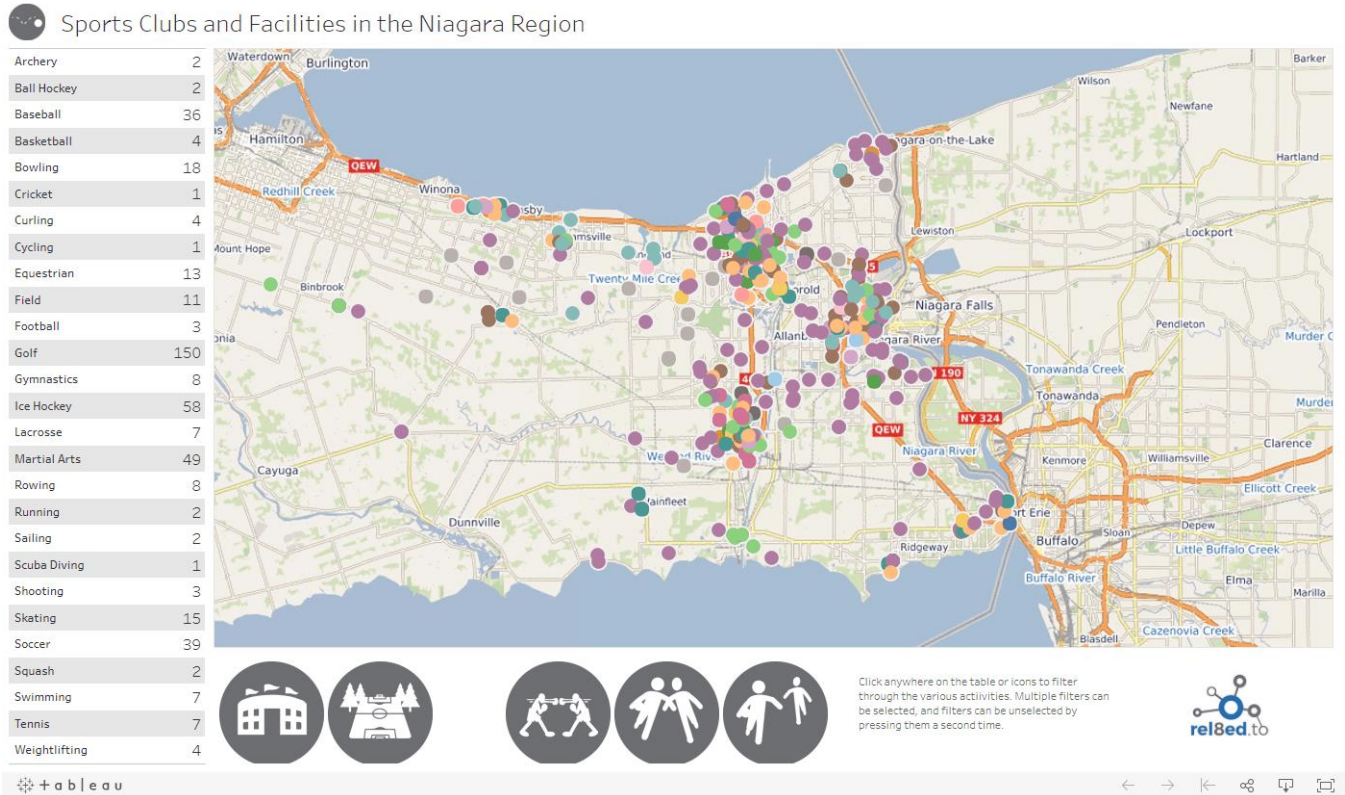
| NAME | SUB-REGION | CLOSEST TOWN | LENGTH | ACTIVITIES |
|--------------------------------------|------------|----------------|--------|------------------|
| Ball's Falls Conservation Area Trail | Niagara | St. Catharines | 10 km | Hiking & Walking |

Source: Ontario Trails Council

Retrieved from: <https://www.ontariotrails.on.ca/>

Sports Clubs and Facilities in the Niagara Region

This geospatial map is based on openly-shared data provided by rel8ed.to, a St. Catharines-based data analytics company.



The data is made available as an open csv file, and in data visualization format on Tableau Public. The set includes 458 Sports Clubs and Facilities in the Niagara region. Of the 458, indoor facilities comprise 180; and 278 are outdoor facilities.

Of the 458, the top 5 categories by facility type are:

- Golf – 150
- Ice Hockey – 58
- Martial Arts – 49
- Soccer – 39
- Baseball – 36
-

Go to map:

https://public.tableau.com/profile/rel8ed.to#!/vizhome/openRaspberry_v4_0/ClubsFacilities

Niagara Open Data Portal “Recreation datasets”

Niagara Region hosts the Niagara Open Data Portal. The portal provides a total of 25 sets tagged as “Recreation datasets”. These include (in no particular order):

- Fort Erie Friendship Recreational Trail
- Niagara Falls Golf Courses
- Niagara Falls Community Public Trails
- Niagara Falls Community Parks and Trail Lands
- City of Welland City-Wide Trails
- City of Welland City Parks
- Niagara Beach Monitoring
- Gold Courses and Driving Ranges
- Monitored Beach Water Quality Results
- Niagara Sports Clubs, Associations and Facilities
- Campgrounds
- Arenas (all arenas & municipality maintained outdoor skating rinks in the Niagara region)
- Lincoln Parks and Facilities
- Niagara Trails (formal bicycle trails within the region)
- Marinas
- Bike Routes Niagara Trails Start Locations
- Bike Routes Niagara Trails
- Welland ISO 37120:2014:Indicators
- Niagara Falls Community Bike Lanes
- Niagara Falls Maintenance – Parks
- Public Beaches
- Niagara Falls 2% or Conveyance of Land for Parks
- The Welland Canal
- Smart Cities Niagara Community Survey Results
- Quality of Life Ratings across 12 Living in Niagara Sectors in 2008, 2011 and 2014

Source: NiagaraOpenData, Niagara Region.

Retrieved from: <https://niagaraopendata.ca/>

Preliminary Scan of Recreation Assets in Niagara

In 2019, Recreation and Leisure Studies students at Brock University completed course projects to examine recreation and sport assets in local municipalities across Niagara. Their projects were informed by the [Framework for Recreation in Canada](#), which is described in the Benefits Indicator section of this document. The national framework focuses on the well-being of individuals, communities, and natural and built environments.

The student reports provide preliminary information about recreation assets in Niagara, including outdoor facilities and open spaces; indoor facilities; dedicated spaces; hosting of events; and policies and communication. The combined information, while not comprehensive, represents a first step upon which to build further such information-gathering initiatives.

This table provides an example of the type of information gathered by the students.

| Summary of a preliminary scan of recreation assets in Niagara, 2019 Example: Outdoor Facilities and Open Spaces | |
|--|--|
| Parks | 251 parks; plus 448.8 hectares |
| Playgrounds | 115 |
| Accessible Parks | 36 |
| Splash pads | 31 |
| Trails (differentiated) | Differentiated trails exist in local municipalities in Niagara |
| Trails (number of kilometers) | 1,614.6 |
| Provincial/national parks and conservation areas | 19 |
| Outdoor recreation facility space (square meters) | 1.2 million |
| Baseball diamonds | 91 |
| Soccer fields | 100 |
| Football fields | 6 |
| Pickleball courts | 41 |
| Various | Skate parks, pavilions, gazebos, picnic shelters, tennis courts, outdoor pools, leash-free dog park, cricket, lawn bowling |

Source: Brock University Recreation and Leisure Studies students, 2019 [data files]

Indicator: Green and Open Space

Niagara Peninsula Conservation Authority (NPCA)

The NPCA is one of 36 Conservation Authorities in the Province of Ontario and manages 41 Conservation Areas within the Niagara Peninsula watershed. The conservation areas are held in public trust by the NPCA for recreation, heritage preservation, conservation, and education. <https://npca.ca/parks-recreation/conservation-areas>

At <https://npca.ca/recreation> , NPCA provides additional information on recreational opportunities available at its various conservation areas, including:

- Fishing
- Camping
- Birding
- Hiking
- Cycling
- Hunting
- Geocaching
- Dog Walking
- Cultural Heritage
- Photography
- Cross Country Skiing

Source: Niagara Peninsula Conservation Authority

Retrieved from: <https://npca.ca/>

Niagara Parks Commission (NPC)

The Niagara Parks Commission (NPC) was established in 1885 to control the lands and buildings immediately surrounding the Canadian Horseshoe Falls. That original NPC area, now known as Queen Victoria Park, encompassed 62.2 hectares (154 acres). Over the years, the NPC has grown to own and maintain over 1,325 hectares (3,274 acres) of parkland along the entire length of the Niagara River, stretching 56 kilometers (36 miles) from Fort Erie in the south to Niagara-on-the-Lake in the north.

The NPC operates like a city within a city, with its own police services, road maintenance, waste collection and other services. During the height of the tourist season, Niagara Parks employs over 1,700 staff: approximately 300 full-time and 1,400 seasonal employees. The NPC receives no government financing and raises its own revenues through its attractions, restaurants, golf courses, gift shops and parking lots.

Information about Nature and Gardens is provided by the NPC, at <https://www.niagaraparks.com/visit-niagara-parks/nature-gardens/> . A range of spaces and attractions offer varied opportunities for people to experience the world-renowned sights and sounds of nature that are available in the Niagara Parks, including:

- Parks
- Gardens
- Garden Theatre
- Floral Showhouse



- Floral Clock
- Butterfly Conservatory
- Botanical Gardens
- Niagara Glen Nature Centre
- Trails
- Whirlpool Aero Car
- Journey Behind the Falls
- Niagara River Recreation Trail (cycling)
- Paradise Grove Oak Savannah Restoration area
- White Water Walk Viewing Platforms (self-guided tour to learn about Niagara Gorge geology and plant and animal life)

Source: Niagara Parks Commission

Retrieved from: <https://www.niagaraparks.com/corporate/about-us/>

The Niagara Children's Planning Council provides a list of Niagara's Walking Trails across all local areas of Niagara, to encourage children and families to stay active outdoors.

- Fort Erie: [Friendship Trail](#)
- Grimsby: [Grimsby Waterfront Trail](#)
- Lincoln: [Parks and Trails in Lincoln](#)
- Niagara Falls:
 - [Heartland Forest](#)
 - [Niagara Parks Trails](#)
 - [Niagara Falls Recreation Trails](#)
- Niagara-on-the-Lake: [Niagara-on-the-Lake Waterfront Trails](#)
- Pelham: [Steve Bauer Trail](#)
- Port Colborne: [Port Colborne Recreation Trails](#)
- St Catharines: [Bruce Trail](#)
 - [Trails in St Catharines](#)
- Thorold: [Thorold Trails](#)
- Wainfleet: [Talbot Trail and other areas in Wainfleet](#)
- Welland: [Canal Trails](#)
 - [Stop 19 Trail](#)
- West Lincoln: [West Lincoln Trails and Parks](#)

Source: Niagara Children's Planning Council, Niagara Knowledge Exchange

Retrieved from: <https://niagaraknowledgeexchange.com/resources-publications/niagara-childrens-planning-council-community-connections/>

Indicator: Participation Levels

The social climate of physical activity among Canadian adults is assessed by the 2018 ParticipACTION Pulse Report. This infographic summarizes the [full report](#).



Only **18%** of Canadian adults are active enough to reap health benefits. ParticipACTION wanted to understand why, so we set out to learn more about Canadians' attitudes, beliefs and opinions on physical activity.

1 Canadians know physical inactivity is a problem.



83% said it's a more serious health issue than tobacco and alcohol use.



2 Canadians are aware people need to be more active.



Yet **82%** of Canadian adults are not.



3 Canadians have positive feelings about being active.



74% said they enjoy being active.



4 Canadians think that a more active life is within reach.



61% said they wouldn't need to change too much to be more active.



5 Canadians think everyone contributes to the physical inactivity problem.



parents • employers • schools • government parks & recreation • fitness industry

6 Canadians think individuals are at the heart of the issue.



88% believe individuals are the solution.

7 Canadians support public policy to encourage increased physical activity.



• mandatory physical activity in schools
• access to recreation facilities
• enhanced green spaces



WANT TO KNOW MORE? Go to [ParticipACTION.com/pulsereport](https://participaction.com/pulsereport) to read the full ParticipACTION Pulse Report powered by MEC.

Retrieved from: <https://niagaraknowledgeexchange.com/resources-publications/what-physical-activity-means-to-canadians-participaction-pulse-report/>

Canadian Kids Need to Move More to Boost Their Brain Health: 2018 ParticipACTION Report Card on Physical Activity for Children and Youth

The 2018 ParticipACTION Report Card on Physical Activity for Children and Youth includes an Expert Statement on Physical Activity and Brain Health in Children and Youth, based on the findings of a team of experts in paediatric neuroscience and exercise science. The report card points out that “there are important connections between the health of the body and of the brain, connections that must be fostered for kids to reach their mental, emotional and intellectual potential.”.

“Only 35% of 5- to 17- year-olds are reaching their recommended physical activity levels as outlined in the Canadian 24-Hour Movement Guidelines for Children and Youth. Just 62% of 3- to 4-year-olds are achieving the recommended activity levels for their age group. In addition, 51% of 5- to 17-year-olds and 76% of 3- to 4-year-olds are engaging in more screen time than is recommended by the Canadian 24-Hour Movement Guidelines for recreational screen-based sedentary behaviours.”

Source: ParticipACTION Report Card on Physical Activity for Children and Youth, 2018.

Retrieved from: https://www.niagaraknowledgeexchange.com/wp-content/uploads/sites/2/2019/11/2018_participaction_report_card_-_highlight_report_0_Children-Brain-Health.pdf

Physical Activity Statistics in Niagara - Niagara Region Public Health emphasizes the importance of being physically active, to help prevent chronic diseases such as diabetes, heart diseases and cancers.

- In Niagara, 57.5 % of residents aged 12 and older report being active or moderately active during their leisure time.
- Among students in Niagara schools, 29.4% of grade 7 and 8 students and 18.8% of secondary students walk or bike to school.
- A total of 59.4% of grade 7 and 8 students and 46.3% of secondary students meet the Canadian guidelines for physical activity, with at least 60 minutes of activity per day.

Injuries - Statistics in Niagara – Niagara Region Public Health reports that, every 10 minutes someone from Niagara visits an emergency department because of an injury. Unintentional injuries are accidental, and include injuries from motor vehicle collisions, falls and sports.

In 2016, in Niagara, there were 930 emergency department visits and 21 hospitalizations for injuries that resulted in a concussion (main diagnosis). Since 2009, emergency department visits for concussions have increased significantly. The most common reason for a concussion is falling. When the concussion is sports-related, the most common sport being played when the concussion occurred is hockey.

Source: Niagara Region Public Health

Retrieved from: <https://www.niagararegion.ca/health/statistics/behaviour/default.aspx> and <https://www.niagararegion.ca/health/statistics/injury/default.aspx#concussions>

Online Directory of Recognized Provincial Sport Organizations – this resource is provided by the Ontario Ministry of Sport, Tourism, and Culture Industries. A total of 63 organizations are listed, with links to their websites. Many provincial organizations' websites provide links to their local member organizations, including those in Niagara.

Source: Ontario Ministry of Sport, Tourism, and Culture Industries

Retrieved from: <http://www.mtc.gov.on.ca/en/sport/sport/psolisting.shtml>

The Niagara Cycling Tourism Centre (NCTC) provides resources to visitors, tour operators, businesses and business improvement districts regarding Niagara's cycling tourism products. The NCTC website includes information about routes, interactive maps, cycle-friendly business services and travel information. *(Note: additional information about cycling tourism in Niagara is provided in the Transportation and Mobility Sector of this report.)*

Source: Niagara Cycling Tourism Centre

Retrieved from: <http://www.niagaracyclingtourism.com/>

Building a Stronger Canada Through Values-Based Sport was the focus of an October, 2019 symposium when the Public Policy Forum (PPF) and the Canadian Centre for Ethics in Sport (CCES) brought together delegates from sport, academia, government and the corporate sector for a symposium to discuss the integration of a values-first approach to sport at all levels. The intent is to address problems such as doping, bullying and harassment; and to encourage more people to take up sport and thereby increase participation. Seven True Sport Principles are set out as the foundation for values-based sport: Go For It; Play Fair; Respect Others; Keep It Fun; Stay Healthy; Include Everyone; and Give Back.

Source: Public Policy Forum, March, 2019.

Retrieved from: <https://niagaraknowledgeexchange.com/resources-publications/the-values-proposition-building-a-stronger-canada-through-values-based-sport/>

Bike-Friendly Communities Designation

The Share the Road Cycling Coalition works to enhance access for cyclists on roads and trails, improve cycling safety and educate citizens on the value and importance of cycling as active, healthy transportation. The Coalition designates municipalities as Bicycle Friendly Communities (BFC). The Award Program helps communities evaluate how bicycle friendly their community is, celebrate progress, and work toward achieving higher-level awards over time, through education, enforcement, encouragement, and evaluation and planning. Five municipalities in Niagara are listed as BFCs, at different levels of BFC progress: Welland (Bronze); St. Catharines (Bronze); Thorold (Bronze); Pelham (Silver); Niagara Falls (Bronze).

Source: Share the Road Cycling Coalition

Retrieved from: <https://www.newswire.ca/news-releases/share-the-road-cycling-coalition-announces-latest-bicycle-friendly-community-awards-868361128.html> and <https://www.sharetheroad.ca/bicycle-friendly-communities-p138264>

[The ProKids program](#) was implemented in Niagara as a pilot project in January 2000, after the release of research from McMaster University, which concluded that investing dollars to support the involvement of children and youth in sport and recreation activities was a sound investment in the healthy development of children, benefitting their families and the community.

ProKids supports the participation of financially disadvantaged children and youth (0 to 18 years) in the sport, recreation or arts program of their choice. The program operates across all 12 municipalities within Niagara. The program is funded through annual investment by Niagara Region, in-kind contributions from participating sports clubs and programs, donations from the private sector, and funds from social service agencies.

This table illustrates total funding provided to the program from 2017 to 2019, and, as a result, the number of children and youth who were able to participate in programming of their choice:

| Year | 2017 | 2018 | 2019 |
|--|-----------|-----------|-----------|
| Total funding provided to ProKids | \$624,029 | \$635,739 | \$654,469 |
| Number of children and youth assisted | 2,520 | 2,398 | 2,244 |

Source: Public Health and Social Services Committee, Niagara Region

2019 figures retrieved from: <https://pub-niagararegion.escribemeetings.com/filestream.ashx?DocumentId=11084>

2018 figures retrieved from: <https://pub-niagararegion.escribemeetings.com/FileStream.ashx?DocumentId=4373#page=106>

2017 figures retrieved from: <https://www.niagararegion.ca/council/Council%20Documents/2018/PHSSC-agenda-june-05-2018.pdf#page=17>

[Canadian Tire Jumpstart](#) supports kids in need through sports and physical activity by providing financial support to families through individual child grants, grants to help community organizations develop or sustain recreational programming, and support for para sports.

There are six Canadian Tire Jumpstart chapters in Niagara; Fort Erie, Grimsby, Niagara Falls, Port Colborne, St. Catharines and Welland. In total, Niagara Jumpstart chapters have disbursed \$526,827 and helped 58,203 kids. Information about each chapter can be found on the [interactive map](#).

Source: Canadian Tire Jumpstart

Retrieved from: <https://jumpstart.canadiantire.ca/>

Indicator: Benefits

The benefits of the Recreation and Sports Sector are both economic and social. Leading up to the Canada-2022 Summer games being held in Niagara, significant attention is being paid to the impact of hosting large sport events in the region; and the intersect between sport and tourism, one of Niagara's key economic sectors. It is important to note that the COVID-19 pandemic is having a major effect on businesses and jobs in this sector.

The Canada Summer Games will be held August 6 to 21, 2022 in Niagara. An estimated 5,000 young athletes and their coaches, as well as thousands of volunteers will participate. The Games are scheduled over a 2-week period and they will involve 17 sporting disciplines. This high-profile event will attract government officials, media, professional sport scouts, participant family and friends, as well as people here in Niagara. The economic impact is projected to exceed \$450 million.

Source: Niagara 2022 Canada Games

Retrieved from: <https://niagara2022games.ca/>

Impact of Hosting Sport Events in Niagara

'*More Than Money: Leveraging the Benefits of Sport Hosting in Niagara*' is a 2018 policy brief by The Centre for Sport Capacity at Brock University.

The brief describes the benefits, beyond economic impact, of developing a regional sport hosting strategy. The brief emphasizes the importance of focusing on Niagara's unique portfolio of physical, capital and human-resource infrastructure; and on supporting groups in the Niagara community that are involved in the sport sector, such as local sport clubs and associations that already have human resources and technical expertise.

The brief states:

"The Niagara region has a long-standing history of hosting sport events, including the 2017 Scotties Tournament of Hearts national women's curling championship, the rowing and canoe/kayak competitions at the 2015 Pan Am/Parapan Am Games, the 2016 U18 Women's World Hockey Championship, the 2012 FINA Open Water Swim Championships, the 1995 Ontario Winter Games, and the annual Royal Canadian Henley Regatta. While many of these events were successful and generated some positive effect, whether monetary or other, regional and municipal governments have lacked an ability to track the collective impact of their support either directly to the event hosts or to the organizations that aid in supporting sport tourism."

Source: More Than Money: Leveraging the Benefits of Sport Hosting in Niagara, NCO Policy Brief, Brock University, February, 2018.

Retrieved from: https://niagaraknowledgeexchange.com/wp-content/uploads/sites/2/2021/03/NCO-Policy-Brief-30_FINAL-Sport-Impact-FEB-2018-1.pdf

Tourism in Niagara

Niagara Economic Development (NED) highlights Tourism as a key economic sector in Niagara. NED's 2019 Niagara Tourism Profile report uses data compiled in collaboration with Statistics Canada to shine a light on the significant benefit of tourism to Niagara in terms of overall jobs, business activity, visitors and expenditures.

The report shows that tourism jobs are increasing at a faster rate than total jobs in the region. Niagara has 1.8 times the concentration of tourism jobs than Ontario. The tourism sector in Niagara is largely comprised of small businesses, with 67.8% having fewer than 20 employees and 28.8% having 20 to 99 employees.

Other key findings include:

- In 2017, Niagara saw 12.95 million visitors, including 4.9 million overnight visitors and 8 million same-day visitors.
- Total tourism expenditures were \$2.4 billion in 2017, including \$1.7 billion from overnight visitors and \$686.4 million from same day visitors. Visitors from the United States spend the most on average than visitors from other geographic markets.
- As of 2018, Niagara has 2,824 tourism businesses and 39,995 tourism jobs.
- Between 2011 and 2018, the number of tourism jobs grew by 6,059 jobs or 17.9%, a faster rate than for total jobs in Niagara.

Source: Niagara Economic Development

Retrieved from: https://niagaracanada.com/wp-content/uploads/sites/7/2019/11/Niagara-Tourism-Profile_FINAL.pdf

Niagara Region Council Strategic Priorities - In 2018, Niagara Region engaged the community to gather feedback on what Niagara Regional Council should focus on in the development of their 2019-2022 strategic plan. Input was collected through in-person engagement events and an online survey. The resulting strategic plan was released in 2019.

Of the five priorities identified, one is directly relevant to the Recreation and Sports Sector:

Priority 1: Supporting Businesses and Economic Growth – a coordinated approach to fostering economic growth in Niagara

Objective 1.4: Strategically Target Industry Sectors

- Define Niagara's role in tourism including areas such as sport, eco, agricultural and culture tourism
- Through advocacy and collaboration with Tourism Partnership of Niagara, encourage visitors to spend more and stay longer, using an inclusive approach across all areas of the region
- Foster opportunities to drive economic diversity through value-add sectors such as agri-business

Source: Niagara Region

Retrieved from: <http://www.niagaraknowledgeexchange.com/resources-publications/niagara-region-strategic-plan-2019-2022/>

The GDP of Sport and Sport Industries in Ontario

Statistics Canada defines GDP (gross domestic product) as ‘the unduplicated value of goods and services produced during a period that is available for final domestic consumption, investment or export. ... In real terms (that is, adjusted for price change), GDP is representative of the volume of economic activity in a given period.’

In 2010, Statistics Canada provided an overview of the ‘Economic importance of culture and sport across Canada’: *“The GDP of sport industries was \$2.3 billion or 0.4% of Ontario’s total GDP. This included \$1.9 billion of sport products and \$369 million of other products. The province produced 43.5% of Canada’s GDP in sport industries. There were 45,797 jobs in sport industries or 0.7% of total jobs in the province, largely in Organized sport (23,399 jobs) and Education and training (10,714 jobs).”*

Source: Statistics Canada

Retrieved from: <https://www150.statcan.gc.ca/n1/pub/13-604-m/2015079/eco-eng.htm>
and <https://www23.statcan.gc.ca/imdb/p2SV.pl?Function=getSurvey&SDDS=1901>

A Framework for Recreation in Canada 2015: Pathways to Wellbeing

The 2015 Framework for Recreation in Canada, published by the Canadian Parks and Recreation Association and the Provincial/Territorial Parks and Recreation Associations, articulates the role of recreation in achieving wellbeing for individuals, communities, and for our built and natural environments. The Framework document provides the rationale for investing in an evolved recreation strategy and describes the need for collaboration with other initiatives in a variety of sectors.

Source: A Framework for Recreation in Canada 2015: Pathways to Wellbeing, Canadian Parks and Recreation Association/Interprovincial Sport and Recreation Council, 2015.

Retrieved from: <https://niagaraknowledgeexchange.com/resources-publications/a-framework-for-recreation-in-canada-2015-pathways-to-wellbeing/>

Indicator: Partnerships

The Mood Walks program promotes the role of parks and recreation in mental health and well-being. It is led by the Canadian Mental Health Association (CMHA) in Ontario, in partnership with Hike Ontario, Conservation Ontario, the provincial government and local social service agencies. Local Mood Walks participants include CMHA Niagara Branch, the Niagara Bruce Trail Club, the Niagara Region Mental Health Program, and Brock University.

A 2020 policy brief, 'Mood Walks: The Role of Parks and Recreation in Mental Health Promotion' by Dr. Kyle Rich and Dr. Martha Barnes from the Department of Recreation and Leisure Studies at Brock University reports on research in which they examined the Mood Walks program partnership. The partners worked together to promote mental health by encouraging participants to engage in a walking program in parks and outdoor spaces throughout Ontario. Using a social network analysis, the researchers sought to understand how partners from health, nonprofit, and municipal recreation sectors worked together using their combined knowledge and resources to promote mental health.

Source: Niagara Community Observatory, Brock University. Policy Brief – Mood Walks: The Role of Parks and Recreation in Mental Health Promotion

Retrieved from: <https://niagaraknowledgeexchange.com/resources-publications/mood-walks-the-role-of-parks-and-recreation-in-mental-health-promotion>

The Active Niagara Network (ANN) is a collective of municipal parks and recreation directors from across the Niagara Region, as well as other provincial and community sport and recreation leaders. The A.N.N meets throughout the year to foster discussion and collaboration related to sport and recreation initiatives throughout Niagara's municipalities.

Source: Brock University Centre for Sport Capacity

Retrieved from: <https://brocku.ca/sport-capacity/research-projects/descriptions/>

The Niagara Sport Database (NSD) pilot project began in 2018. It arose from a desire to gather more information about the impact of sport in Niagara. Data about sport events, sport facilities, and sport organizations is gathered and analyzed in order to generate evidence-based decisions about the social and economic value of sport in the region. The database includes an inventory of sport facilities throughout the region so as to support infrastructure planning and sport event hosting; an inventory of sport-related organizations in the region; and capacity to track and measure economic activity generated by a variety of different sport events throughout Niagara.

Source: Brock University Centre for Sport Capacity

Retrieved from: <https://brocku.ca/sport-capacity/research-projects/descriptions/>

The Niagara Region Active Transportation Sub Committee (formerly Regional Niagara Bicycling Committee) is an advisory arm of Niagara Regional Council. The committee's purpose is to provide input on cycling issues, projects, policies and programs that promote safe bicycling for all ages as a means of transportation, recreation, and tourism.

Source: Niagara Region

Retrieved from: <https://www.niagararegion.ca/government/committees/rnatsc/overview.aspx>

The 2017-19 Physical Literacy for Older Adults Collaborative Project was a partnership with the City of St. Catharines, Niagara Region, Age-Friendly Niagara Network, Sport for Life and Sunnybrook Health Sciences. The project was funded by the Ontario Sport and Recreation Community Fund. The focus was on training over 150 community leaders, health care professionals, exercise specialists and care providers to use a physical literacy-based approach in an older adult population as it relates to increasing physical activity, reducing chronic disease and improving health. An awareness campaign helped to educate older adults on the importance of physical literacy.

Source: Age-Friendly Niagara Network

Retrieved from: <https://www.agefriendlyniagara.com/in-the-news/gateway-to-better-health-and-resilience/>