
To: Finance, Facilities and Technology Committee

Prepared By: Jason Reid
Secretary Treasurer

Subject: Parkland Track 2021 Project Launch

Date: January 10, 2020

Purpose

The purpose of this briefing note is to inform the committee and Board of the Parkland Track 2021 Steering Committee's plan for project launch and fund raising before it becomes public.

Background

In April 2019, the Board of Education approved school district staff participating in and supporting the work of the Parkland Track 2020 Steering committee, which has since been renamed to the Parkland Track 2021 Steering Committee (the "Steering Committee").

The core Steering Committee is comprised of Lizanne Chicanot, Parkland Principal, Brad Edgett, Executive Director of the Memorial Park Society (MPS), John Juricic of Harbour Digital Media, and Bryan Franey, President of Peninsula Track and Field Club. The steering committee is also consulting with key stakeholders including the Town of Sidney, the District of North Saanich, the District of Central Saanich, the WSA NEC School Board, and Tourism Victoria.

The objective of the Steering Committee is to raise funds for the replacement of the existing 6-lane track, which has reached the end of its life, with a new 8-lane track. At this time an 8-lane track is the only option being considered because it is now required by BC School Sports in order to hold track and field championships.

As the owner of the property, the MPS has agreed to administer the fund raising campaign on behalf of the Steering Committee. As the school district is the long-term lessee of the land, ultimately the school district will be responsible for maintaining the track in the future. Given this responsibility, the school district has prepared estimates of the capital and operating costs to ensure the new track can be constructed and maintained over the term of the lease without additional incremental cost to the district.

The current lease agreement between the school district and MPS was signed in 1992 and included the following provisions:

- A lease term of 5 years with 15 successive options to extend the term of the lease by a further 5 years provided that the school district was not in default in the performance of any of the provisions of the lease.
- That the school district “at its own expense, keeps and maintains the lands and any permitted improvements to and structures erected, constructed or installed in good repair, order and condition...”

While the remaining lease term including renewals is about 52 years, both the school district and MPS agree that if a new track is built it makes sense to create a new updated lease agreement. To reflect the school district’s responsibility to maintain the site, the Board has previously committed to allocate \$300,000 from a future annual facility grant budget to the replacement project.

In June 2019, the Board of Education approved the contribution of funds of not more than \$10,000 towards fund raising promotion and consultation. To date, the district has contributed about \$5K to planning costs leaving \$5K available to contribute to advertising costs. MPS is sharing these costs with the district.

Project Launch and Fundraising Plan

The Steering Committee has completed the marketing strategy, related promotional materials including the Case for Support and Posters, and has created the website (<https://www.parklandtrack2021.com/>). These documents are attached for the committee’s information.

As shown in the attached marketing strategy the plan will include social media, email marketing, traditional advertising, and earned media. The budget to launch the fundraising campaign is estimated at \$11,050 and these costs will be shared by the district (with remaining authorized funds) and MPS. The media campaign is being undertaken by the Steering Committee representing all member organizations including the school district. The school district will not directly market or promote the project apart from our participation on the Steering Committee. The school district does plan to include links to the project both on the school district and Parkland Secondary websites.

The case for support references the \$300,000 commitment from the school district towards the project, and notes that this commitment will require formal approval each fiscal year. The total estimated cost of the track replacement is \$3,636,292. In January 2018, the school district engaged Marathon Surfaces to develop a plan and cost estimate to replace the existing 6-lane track with an 8-lane track. This cost estimate has been adjusted to reflect 10% annual cost inflation to provide an estimated cost as of January 2021.

As the school district will be responsible for the ongoing maintenance of the track, the installation of an upgraded track as a community asset cannot result in additional ongoing operating costs for the school district. The school district is already responsible for maintaining the site; however, the installation of an expanded 8-lane track will increase ongoing operating costs. While the track has the potential to generate some revenue, our review of rates for similar facilities in the region indicates potential fee revenue will fund only direct costs associated with events (cleaning, etc.) and will not be sufficient to fund track renewal. The estimated annual cost of track pressure washing (annually) and resurfacing (every 10-12 years) is \$42,000. As the annual cost of doing the same for the existing 6-lane track is approximately \$27,000 annually, the district will require an annual operating contribution from a community partner of at least \$15,000.

The plan is to launch the campaign in February 2020 and continue through to June 2021. If the required capital and operating contributions have not been secured by June 2021, the Steering Committee will review its options at that time. If less than the required funds have been raised, it is possible to consult with donors to ask if they would be willing to continue their support for a less expensive option, such as replacing the existing 6 lane track.

With Respect,

Jason Reid
Secretary Treasurer

Attachments: Marketing Strategy
Case for Support
Sample Posters

MARKETING STRATEGY



PARKLAND TRACK PROJECT

Overview

This document presents an overview of social, digital and traditional marketing avenues that could be used to promote the Parkland Track Project in 2020

Goals

The goal for 2020 is to grow the awareness of the Parkland Track project to support the fundraising goals of the 2021 Parkland Track Project

Areas

- 1 Organic Social Media
- 2 Social Media Advertising
- 3 Internal Email Marketing
- 4 External Email Marketing
- 5 Traditional Advertising
- 6 Earned Media
- 7 Potential Budget

1 Organic Social Media

Organic social media posts should be made through the @ParklandTrack2021 accounts on Facebook and Instagram. Supporters and partners should be tagged in each related post and should be encouraged to share or repost @ParklandTrack2021 content.

Weekly posts will provide a standard base of content each week - while other posts can be created intermittently throughout the campaign.

Weekly Posts

Monday #MotivationMonday

Wednesday #PeninsulaCommunity

Friday #FundraisingFriday

FEBRUARY 2020							01
Su	Mo	Tu	We	Th	Fr	Sa	
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9	10	11	12	13	14	15	
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23	24	25	26	27	28	29	

MARCH 2020							02
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29	30	31					

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19	20	21	22	23	24	25	
26	27	28	29	30			

2 Social Media Advertising

There are two Facebook ad campaigns that could be planned for the Parkland Track Project 2021. Each campaign could be split into six ad sets, targeting specific locations within a particular region of the lower island.



FEBRUARY						01
2020						
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SEPTEMBER						02
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29	30	31				

3 Internal Email Marketing

The Parkland Track Project 2021 should be sent to an internal database at regular bi-monthly or monthly intervals to provide updates on the campaign. The email can be sent on the second Wednesday of each month. See below.

MARCH 02 2020						
Su	Mo	Tu	We	Th	Fr	Sa
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8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

4 External Email Marketing

The Parkland Track Project should look for partners who will be able to support the campaign by sending out information via their newsletters. Examples of these partners could include, but not be limited to;

- Mary Winspear Centre
- Panorama Recreation Centre
- Town of Sidney
- Municipality of North Saanich
- Parkland Secondary School
- Local Developers
- Local Businesses



Dodgers, Red Sox put in extra effort

The Associated Press

LOS ANGELES — Game 3 of the World Series is in extra innings with the Boston Red Sox and Los Angeles Dodgers tied at 1.

Los Angeles had a chance in the bottom of the ninth Friday, but pinch-hitter Brian Dozier fouled out with runners on first and second to end the inning.

They were headed to the top of the 12th inning at press time.

Boston manager Alex Cora made all sorts of moves, trying to help his team take a 2-0 lead.

Fresh from starting and winning on Wednesday night at Fenway Park, lefty David Price came out of the Red Sox bullpen to pitch the ninth. He gave up a leadoff single to Cody Bellinger, then picked him off with one out — Bellinger was tagged after a long rundown that led to all nine Boston players nearby, ready to take part.

After a two-out walk, Craig Kimbrel relieved and walked Chris Taylor. Kimbrel kept it tied by retiring Dozier.

Cora reworked his outfield in the eighth when Manny Machado came up with two outs and a runner on first, guarding against the slugger pulling a ball. He shifted stellar defender Jackie Bradley Jr. from centre to left, moved Mookie Betts from right to centre and slid J.D. Martinez — the weakest of the three — from left over to right.



Dodgers third baseman Justin Turner unloads a throw over pitcher Walker Buehler to retire Red Sox hitter Blake Swihart during the sixth inning of Game 3 on Friday. WALLY SKALIJ, LOS ANGELES TIMES

UVic women open hoops season with road win

The University of Victoria Vikes basketball teams split in their Canada West regular-season openers on the road Friday, with the women winning and men losing against their University of Winnipeg Wesmen counterparts.

The Vikes women's team got 25 points off the bench from Ashlyn Day, and then withstood a furious Winnipeg rally, to edge the host Westmen 77-76.

UVic built a 44-31 halftime lead and then hung tight for the victory.

Faith Hezekiah of the Wesmen led all scorers with 32 points but her last-shot effort to win the game bounced off the rim.

Hezekiah pulled down 10 rebounds but UVic won the team battle of the boards 42-32.

Calli McMillan, Amira Giannattasio and Aleah Ashlee scored 11 points each for UVic.

"Winnipeg played with more intensity and togetherness in the second half, and we did more in the first half," said UVic head coach Dani Sinclair, in a statement. "It could have gone either way at the end."

Meanwhile, Surrey-product Adam Benrabah led the Wesmen to a 93-84 men's victory over the Vikes. The Wesmen led by as many as 14 points in the first half, but a 13-2 UVic run got the Vikes back in the game.

Jordan Charles had 19 points for the Vikes.

The Vikes and Wesmen men's and women's teams meet again today in Winnipeg.

SOCCER: The Vikes women's season came to an end Friday with a 2-0 loss to the University of Saskatchewan Huskies in a play-in playoff game at McMahon Stadium in Calgary.

The Huskies were fifth in the Prairie Division in the regular season at 4-6-4 while the Vikes were fourth in the Pacific Division at 7-6-1.

The Huskies got two second-half goals from Payton Izsak to advance to Sunday's Canada West quarter-final matchup against the Calgary Dinos (13-1).

— Times Colonist

Finau survives wild ride to lead HSBC Champions

The Associated Press

SHANGHAI — Tony Finau has enjoyed such a good year that he wasn't about to let one bad break get him down Friday in the HSBC Champions.

Finau had just built a three-shot lead as Patrick Reed began to stumble when Finau hit an approach from the rough on the 11th hole toward the green at Sheshan International. The ball landed on a sprinkler, shot high in the air and rolled over the back and into the hazard. It led to a double bogey and cut his lead to one shot.

Finau didn't flinch, however.

He had a pair of birdies on the par-5s, laid up on the reachable par-4 16th and made birdie, and wound up with a 5-under 67. That put him at 11-under 133, three shots clear of Reed (72), Tommy Fleetwood (68) and defending champion Justin Rose (67).

"That was about as bad a break as I've ever had, to kick all the way over the green into the hazard," Finau said. "One thing I've learned in this game, you take the good with the bad and keep moving forward. I knew I was playing well still and still at the top of the leaderboard. Just keep plugging along and try to get that back and I was able to do that."

Adam Hadwin of Abbotsford had a second round of 68 and moved up seven spaces into a tie for 28th at 2-under.

Reed opened with a pair of quick birdies in a swirling wind that came out of the opposite direction of the first round. He made his first bogey of the tournament on the fifth hole of the second round by missing a four-foot putt after a smart chip shot from deep rough. Then, he hit into the water on No. 6 and had to scramble to make bogey. He also hit into the water on the par-5 eighth, but his short game allowed him to save par.

The Masters champion looked certain to drop another shot on the

par-5 18th when his tee shot had a second round of 68 and moved up seven spaces into a tie for 28th at 2-under. Reed took his penalty drop, and then tried to hit a slice over two portions of the water. He blasted his hybrid on to about 12 feet for a two-putt birdie and a 72.

"I figured I just hit the shot I needed — a big, huge slice," Reed said. "Why not start in toward the grandstands to the left?"

Rose won last year by rallying from eight shots behind on the final day, so a three-shot deficit shouldn't look all that daunting. He plodded his way around the course and kept bogeys off his card.

5 Traditional Advertising

Traditional advertising methods could be used to support this project. The purpose would be to bring brand awareness to the campaign attached to supporting the fundraising efforts.

We would recommend a combination of radio and print for this purpose.

Launch

1. Times Colonist
2. The Q! 100.3FM
3. CFX 1070AM
4. Peninsula News Review



Mid-Campaign

1. Times Colonist
2. Peninsula News Review



Bumps

1. CHEKTU
2. The Zone 91.3FM
3. The Ocean 98.5FM



PARKLAND TRACK 2021

PENINSULA'S PATH TO COMMUNITY HEALTH & WELLNESS

For more information and funding details, visit us online or send us an email. www.parklandtrack2021.com info@parklandtrack2021.ca

6 Earned Media

One of the most important aspects of this campaign will be through direct public relations and 'earned' media.

Working with local journalists and booking interviews with media regarding the Parkland Track 2021 project will be critical in its success.

- CFX 1070 morning and afternoon show interviews
- Times Colonist interviews
- Peninsula Review interviews
- etc.



POTENTIAL BUDGET

	UNIT PRICE	QUANTITY	TOTAL	REMARKS
Organic Social Media	0	-	\$0	-
Social Media Advertising	\$325	2	\$750	Consider increasing by \$1,500
Internal Email Marketing	\$25/campaign	12	\$300	Yearly amount
External Email Marketing	0	-	\$0	
Traditional Advertising	Various	Various	\$10,000	Print = \$7,000 Radio = \$3,000
Earned Media	0	-	\$0	-
M MARKETING PLAN		TOTAL	\$11,050	



**THANK
YOU**

*Peninsula's path to
community
health & wellness*



**PARKLAND
TRACK
2021**

**2020
CASE FOR
SUPPORT**



**PENINSULA'S PATH
TO COMMUNITY
HEALTH & WELLNESS**



MISSION

To create a safe and inclusive athletics environment that will provide health and wellness opportunities to Parkland Secondary students and to Peninsula community members of all ages.

VISION

To provide a location for Peninsula community members to continue developing their health and wellness, for aspiring athletes to pursue their goals, and for youth to learn physical literacy (in a safe environment).



I am very excited to share with you our plans to create a new track and field facility right here at Parkland Secondary School. Parkland is a thriving school of approximately 550 students that is proud to host a number of programs and academies—everything from the only Judo Academy in Canada to the only English IB Program on the island.

The importance of both physical and mental health for young people cannot be overstated. Students need to be outdoors and students need to be active. Our current track is in desperate need of replacing and is close to 35 years old. The centre soccer field is unusable due to poor drainage. As a result, we are now launching a robust campaign to raise the required funds to install a brand-new state of the art eight lane track and field that includes a competition soccer field. This facility will be available not only for Parkland students but for the whole community. An eight-lane track and facility will be a BC Athletics and BC School Sports certified competition track meaning that regional, provincial, and national championships could occur right here in North Saanich. Our location so close to both BC ferries and Victoria International Airport is ideal.

I hope that you will consider contributing to our vision of a community-oriented state of the art track and field facility at Parkland. The funding required for such an endeavor is not insignificant but if we all pitch in in small or large ways I am confident that we will achieve our goal.

Thank you for your help.

Warmest regards,

Lizanne Chicanot
Principal, Parkland Secondary School



COMMUNITY TRACK

With the current track being originally built over 30 years ago, a new track would revitalize the area and provide numerous opportunities for Sidney and the Saanich Peninsula. New community programs can be created and implemented once the new track is installed.

The current track was installed in 1986 and is no longer safe to use as a track. Students, parents, and community members are mobilized to do what it takes to get the track renewal project underway. Parkland is an amazing school and the peninsula is a fantastic place to live—a new track will promote community health and wellness and will put us on the map.

Lizanne Chicanot, Principal, Parkland Secondary School



THE STAKEHOLDERS

MEMORIAL PARK SOCIETY

The Memorial Park Society was established in 1921 and was central to the planning and construction of the Mary Winspear Centre in 2001. The society continues to oversee the Mary Winspear Centre and Blue Heron Park in trust for the communities of the Saanich Peninsula.

PARKLAND SECONDARY SCHOOL

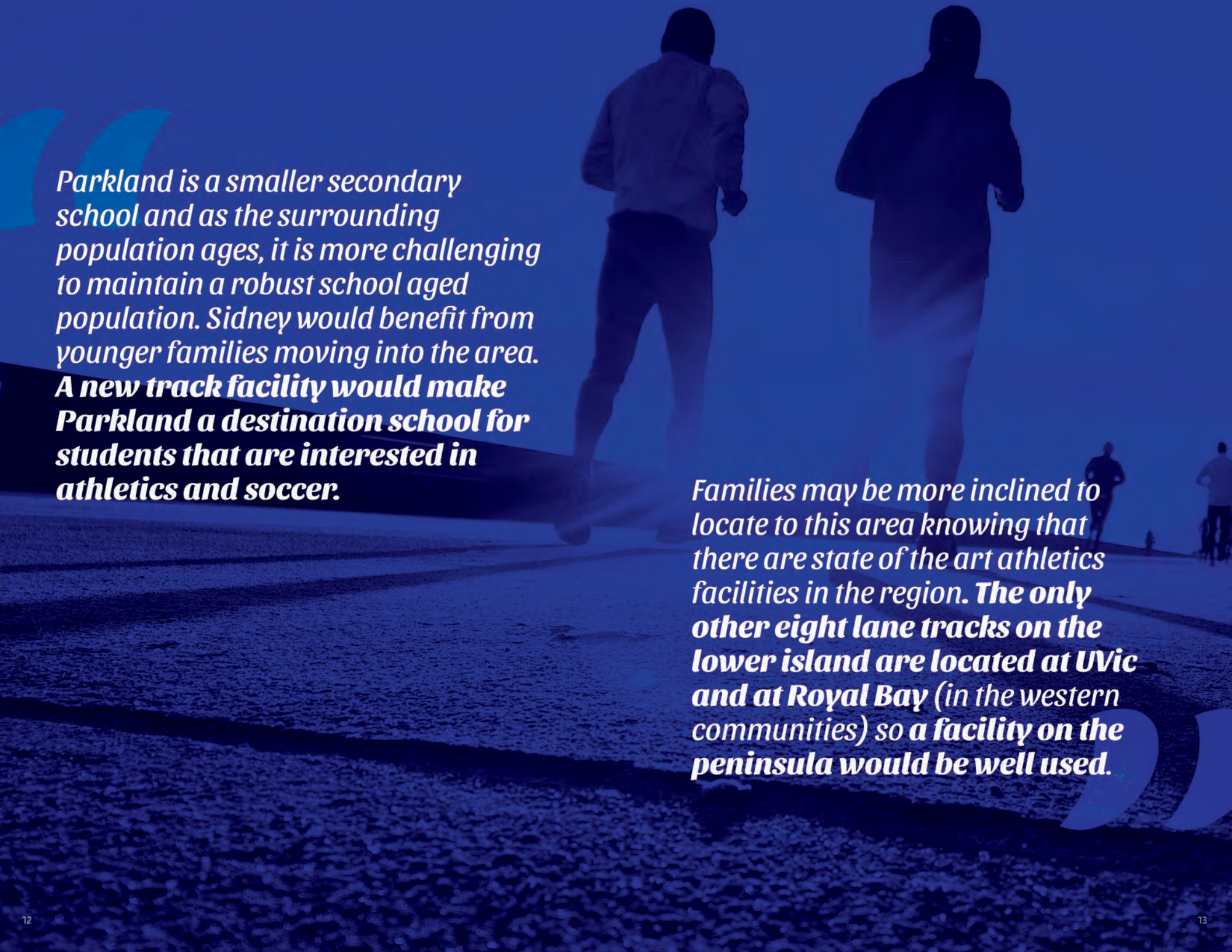
Parkland Secondary School is the only public secondary school in Sidney and North Saanich and through the Saanich School District leases the land on which the track resides.

PENINSULA TRACK & FIELD CLUB

The club operates its programs at the current Parkland track. The club offers opportunities in a variety of athletics programs. The Track Rascals Program was created in 2001 and introduces 6 to 8 year olds to the sport of athletics.

THE TOWN OF SIDNEY AND THE DISTRICT OF NORTH SAANICH

With growing populations, the picturesque town of Sidney and the District of North Saanich are situated within the traditional territory of the W̱SÁNEĆ People on the southern tip of Vancouver Island. The communities are located along the shores of the Salish Sea on the Saanich Peninsula.



*Parkland is a smaller secondary school and as the surrounding population ages, it is more challenging to maintain a robust school aged population. Sidney would benefit from younger families moving into the area. **A new track facility would make Parkland a destination school for students that are interested in athletics and soccer.***

*Families may be more inclined to locate to this area knowing that there are state of the art athletics facilities in the region. **The only other eight lane tracks on the lower island are located at UVic and at Royal Bay (in the western communities) so a facility on the peninsula would be well used.***



LOCATION

Parkland Secondary School is in the enviable position of being situated close to the Swartz Bay Ferry Terminal and the Victoria International Airport. The track would be in an area with a high volume of tourists and visitors to lower Vancouver Island.

LOCAL MANUFACTURING INDUSTRY

The South Island manufacturing sector produces a combined revenue of over \$1-billion annually and employs 3,000 people. There are over 120 manufacturing businesses in the south island, over half of which are located within the Peninsula region. Providing workers in the industry an outlet for health and wellness for their entire family adds to the incentive to make Sidney their home.

WHY THIS PROJECT?

*kids need **active bodies** to build their best brains*

- ParticipACTION



HEALTH + WELLNESS

Sports and athletics add to a community's health and wellness by giving people of all ages and abilities the chance to lead a healthier lifestyle as well as teach the fundamentals of physical literacy to a growing community.



ACADEMIC SUCCESS

There are numerous positive effects on academic success for students who participate in sports during their high school years when compared to their peers that do not take part in sports or athletics. Evidence shows that participation in high school athletics has a direct effect on increased academic performance.



MENTAL HEALTH

Physical exercise and activity has a significant positive impact on mental health which is an area of significant concern, especially among youth.



THE RELATIONSHIP BETWEEN SPORT AND COMMUNITY

The role of sport and the relationship of sport to a community is a powerful one. Sport and sport facilities strengthen communities and foster social inclusion among participants and athletes.

NEW SOCCER FIELD

This project includes the installation of a new grass soccer field inside the new track. This would allow the site to host soccer matches and give Parkland students the opportunity to play on a brand new grass field.

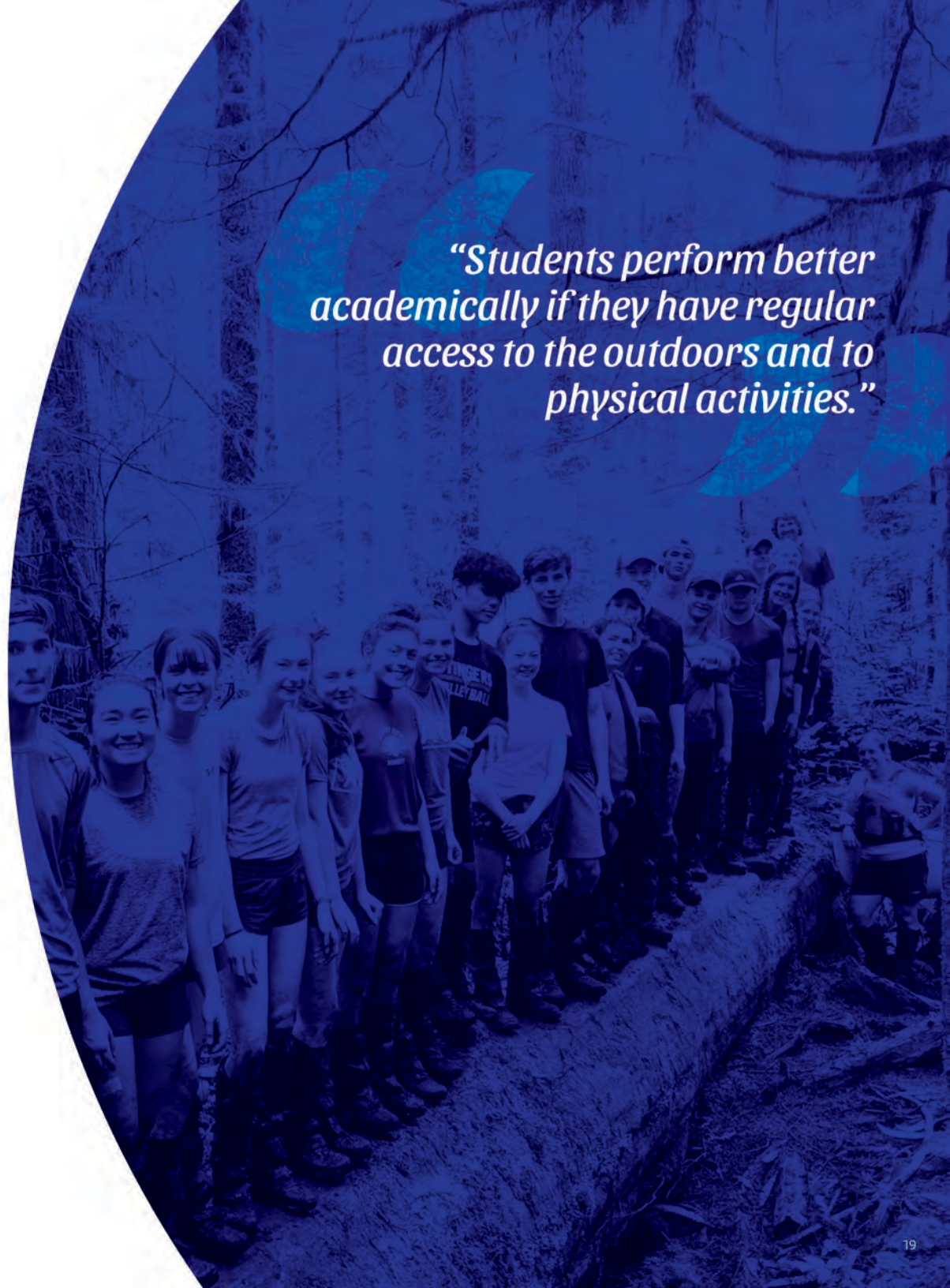
ACADEMY PROGRAMS

Parkland School faculty would like to create an athletics academy or a soccer academy once the project is complete. This would give Parkland students and community members the chance to create and take part in new academy programs.

TRACK & FIELD MEETS

A new track would give the Parkland Secondary School and Peninsula Track and Field Club the chance to host athletic meets (something they're unable to do with the current track). The new track facility could host national, provincial, and local athletic meets right in North Saanich.

“Students perform better academically if they have regular access to the outdoors and to physical activities.”



only
35% of 5- to 17-year-olds
are reaching their
recommended physical
activity levels

**Adults need
at least 150
minutes of
heartpumping
physical
activity
each week.**

Unfortunately, only 16% of adults
living in Canada are active enough to
meet the guidelines

- **ParticipACTION**

22% of adults 65-years-old or
older have difficulties finding
**family-oriented physical activity
programs & classes**

only
16% of adults aged 18 to 79
meet the recommended
targets for physical activity

29%
of adults living in Canada fall
within the **'low active' lifestyle**

only
5% of children and youth in Canada
meet all three recommendations
within the Canadian 24-Hour Movement
Guidelines for their age group

BY THE NUMBERS

School District 63 has committed to funding up to \$300,000 towards field drainage and field resurfacing of grass. Every year the District brings the AFG funding model with the \$300,000 allocated to this project and Facilities will continue to do so each year for approval by the Board.

**TOTAL COST OF FIELD REBUILD
MINUS THE \$300,000 MENTIONED ABOVE**

\$3,636,292

Track lifespan estimated at 10 to 12 years, at which point it will require a resurfacing at a cost of approx. \$400,000.

HELP **FUND** THE PARKLAND TRACK

For more information and funding details,
visit us online or send us an email.

www.parklandtrack2021.com

CONTACT

Brad Edgett

Executive Director
Mary Winspear Centre

Lizanne Chicanot

Principal
Parkland Secondary School

info@parklandtrack2021.ca





PARKLAND
TRACK
2021

PENINSULA'S PATH TO **COMMUNITY** HEALTH & WELLNESS

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PARKLAND TRACK 2021

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