

2020-2021 Capital Funding Application Form

Grants to Organizations Capital Funding Application

1) ORGANIZATION INFORMATION

Name of Organization: Acadia University Contact

Person: Len Hawley

Mailing Address: Box 99, Acadia University, Wolfville, NS, B4P 2R6

City: Wolfville

Email: len.hawley@acadiau.ca

Telephone: (902) 585-1044 (work) (902) 678-6753 (home)

Website: www.acadiau.ca

Social Media Contact: Eric Cederberg (Facebook, Twitter, Instagram)

Is your organization a registered charity? YES

If yes, what is your CRA registration number: 106681893 RR 0001

Is your group a non-profit organization: YES

Is your organization registered with Joint Stocks? YES

Did you receive funding last year through the CPP? No

What percentage of this takes place in Wolfville? 100%

2) Application Information: Detailed description of Request

It's impossible to overestimate the important role that Acadia University athletic facilities play in the Wolfville community and the County of Kings. In most communities, the town owns major recreational facilities, but in and beyond Wolfville, Acadia is a key provider of recreation services, with the Acadia University Athletics Complex operating such major assets as the pool, the arena, the gymnasium, and the field/walking track. Combined partnerships allow external users access to a world-class athletics facility.

It is for this reason, that we ask the Town of Wolfville for support to replace the dated turf on Raymond Field. Technology has changed since the existing turf was laid in 2007. At that time, a projected life span of 12 years was the best available. Now in the 13th year of use, the turf requires replacement in order to ensure user safety and attract high-level events.

Acadia already has most of the necessary equipment used in synthetic turf management practices. Included in this request is funding for any necessary equipment as recommended by the manufacturer. As part of the Procurement process, additional training will be requested to bring current staff knowledge and expertise up to the required level to satisfy the manufacturer's recommendations, and all warranty requirements.

The Project Management Team will be comprised of Marcel Falkenham, Executive Director of Facilities at Acadia University. There will also be a Superintendent and Project Foreman that will round out the team from the supplier's side. These roles will be assigned upon a successful bid through the Request for Proposal process.

This is not a request for Acadia, but rather, one that supports the entire region by advancing the impact of recreation in Nova Scotia. To put this in perspective:

almost 50 per cent of the annual use of Raymond Field is now community based. Without the new turf, community use will suffer, and Acadia will not be able to host the kind of major events that contribute so significantly to Town revenues.

How does the request align with Council's Strategic Plan?

Acadia University's request for funding to help replace the turf on Raymond Field aligns perfectly with the Town of Wolfville's Strategic Plan (2017 to 2021).

One of the Plan's three pillars calls for a strategy to improve the quality of life for all; a goal further described as offering a dynamic quality of life grounded in the Town's leisure, culture and recreation activities. As the only outdoor, artificial turf playing field in the Annapolis Valley, Raymond Field is well used by community members and students alike and is the primary venue for significant sporting events that draw attendance from the entire region. Proposed upgrades will create a safer, more attractive environment for students, community users, external event organizers, and major attractions.

A second pillar Town of Wolfville's Strategic Plan looks to leveraging economic opportunities by creating a business ready environment for future expansion and attraction opportunities. It also aims to foster the success of the existing business community. Many sport and recreational groups and programs depend upon Acadia University Athletic facilities to serve their members and users. In addition to improving education, health and sport, an updated Raymond Field will lead to financial benefits, both for Acadia University and the Town of Wolfville.

An economic development study of hosting events, conducted by Dr. Brian Van Blarcom, a Professor of Economics at Acadia, revealed that a two-day, 200- participant event hosted at Acadia, would generate as much as \$65,000 in associated expenditures. Similarly, hosting a 1,000- participant provincial athletics event, not including spectators, could result in expenditures of more than \$300,000.

The underlying principle for the Town of Wolfville's Strategic Plan is strong community and municipal partnerships. As the key provider of recreational assets such as the arena and Raymond Field, Acadia contributes in substantive ways to the public good.

What is the target demographic that this request would serve?

Improvements to Raymond Field will benefit a broad demographic of users, from school-age children to seniors.

Categories of Users

- **University Users:** a group comprised of varsity and intramural athletes as well as other participants in University organized athletic activities
- **Club Users:** those who participate in non-University organized groups, such as the Valley Track and Field organization.
- **Community Users:** those who are not affiliated with either the University or an organized club. This category includes school groups, sports camps and para athletics.

Although the number of non-university affiliated users varies by time of year and activity, our figures indicate that on average, we have had an annual external usage of over 41 per cent over the past five years (2014- 2019). Since 2006, we have seen 1,000 per cent growth in community use.

A further breakdown demonstrates the broad community use of Raymond Field.

Community Users: Valley United Soccer, Valley District Soccer Association, Annapolis Valley Regional Centre for Education, Valley Bulldogs Minor Football, Football Nova Scotia, Ultimate Frisbee, and eight individual schools in the area.

Types of Events: Horton High School football, practices for rugby, football, track and field, soccer, Landmark East School, summer camps, high performance youth training

Special Events: District Track & Field meets, Regional Track & Field meets, Provincial Track & Field meets, Eastern Nationals Rugby tournament (U16 / U18), 02 Provincial High School Football Championship, 2016 USport Women's Soccer host, 2018 Tri-Nations Women's Rugby tournament, 2018 Football Canada Cup host, 2018 USport Women's Rugby host, 2019 NS Special Olympics host, 2019 Gunn Balderssun Women's Soccer tournament, Valley Harvest Marathon, Catapult Summer Youth Camp, Relay for Life, 2019 Wanderer's Soccer tournament

Future Hosting Opportunities: Nova Scotia Special Olympics 2020, Indigenous Games, Canadian Special Olympics, Football Canada Cup

What would the tangible benefit(s) be to the community?

Promote Volunteerism: Many of the Acadia University students who use Raymond Field are a resource for the entire community, serving as leaders, volunteers, coaches and mentors in a variety of community-based programs. The quality of Acadia's facilities can influence their level of interest in personal fitness and inspire them to offer their time to a variety of local volunteer opportunities. These are young people who thrive on helping others in a way that relates to their passion for sport. By supporting the infrastructure that enriches their experience at Acadia, we create a valuable resource for the broader community.

Promote the Participation of Women and Girls in Sport and Recreation: Raymond Field quite literally levels the playing field for women and girls in sport & recreation. As host for USport Women's Soccer, Tri-Nations Women's Rugby tournament, USport Women's Rugby and the Gunn Balderssun Women's Soccer tournament, Acadia University demonstrates a commitment to highlighting and supporting the athletic accomplishments of women. **In fact, six of our 11 varsity teams are women's teams.**

Support an Ethos of Inclusion: Acadia University has taken the steps to ensure that Raymond Field is Fully Accessible with the installation of the Wheelchair ramp to Raymond Field from the Concourse level, as well as being able to provide accessible dressing rooms, in the design of the Stevens Centre field accessible locker rooms. By offering facility space for Landmark East School and hosting such events as the 2019 NS Special Olympics, Raymond Field addresses the needs and increases the participation of persons with disabilities in sport & recreation.

Inculcate a Culture of Diversity: As the only professional playing field in the Annapolis Valley, Raymond Field is a key hosting venue for local, regional, provincial and national events and a major draw for spectators from all walks of life. This venue is important to diverse user groups.

Impact Tourism: Events held on Raymond Field have a direct impact on tourism, which helps to attract business and enriches the entire town. Upgrading the turf will ensure the Field remains a viable, high quality venue for hosting events, tournaments and other gatherings that attract visitors to the Town and increase revenue.

3) APPLICATION CHECKLIST

Include any quotes to support project pricing: Acadia has received 5 RFIs from various suppliers. The budget number is approximately \$1.2 million.

Detailed budget including all anticipated revenue sources: Through the process of an RFI the detailed budget will vary based on the supplier.

The areas for price dictation are as follows:

- Removal and disposal of current turf
- Prepare base for planarity and turf install (no additional imported gravels included)
- Sew/Install turf
- Football Lining
- Rugby Lining
- Soccer Lining
- Field Hockey Lining
- Lacrosse Lining
- Center Logo "A"
- Endzone Letters "ACADIA"
- Infilling
- Finishing/Cleanup/ Demo.

A detailed budget can be provided upon the completion of a Request for Proposal (RFP). In addition, we anticipate revenue from alumni & friend donations, community organizations, and all levels of Government.

Timeline of project: May 2020 to August 2020

Previous year's financial statements: NA

Confirmation of partner funding (if applicable). NA at this time

4) EVALUATION PRINCIPLES

Please detail below how your project will meet the principles listed on Page 4 of this application.

Please note: Evidence for Acadia's adherence to the following principles is pulled from the request. Section numbers note the reference.

1. Program/Service Obligation

We see this as a core priority as it provides something the Town would otherwise provide.

Section 2: In most communities, the town owns major recreational facilities, but in and beyond Wolfville, Acadia is a key provider of recreation services, with the Acadia University Athletics Complex operating such major assets as the pool, the arena, the gymnasium, and the field/walking track. Combined partnerships allow external users access to a world-class athletics facility.

2. Council Strategic Plan

We see this request as vital and fundamental to Council's Strategic Plan 2017 to 2021, specifically as outlined in **Section 2** of this document. One of the Plan's three pillars calls for a strategy to improve the quality of life for all; a goal further described as offering a dynamic quality of life grounded in the Town's leisure, culture and recreation activities. As the only outdoor, artificial turf playing field in the Annapolis Valley, Raymond Field is well used by community members and students alike and is the primary venue for significant sporting events that draw attendance from the entire region. Proposed upgrades will create a safer, more attractive environment for students, community users, external event organizers, and major attractions. A second pillar Town of Wolfville's Strategic Plan looks to leveraging economic opportunities by creating a business ready environment for future expansion and attraction opportunities. It also aims to foster the success of the existing business community. Many sport and recreational groups and programs in depend on Acadia University Athletic facilities to serve their members and users. In addition to improving education, health and sport, an updated Raymond Field will lead to financial benefits, both for Acadia University and the Town of Wolfville.

3. Public Need/Benefit

We see this request as providing broad-based benefit to the Community at Large. As noted in

Section 2 under demographics, Improvements to Raymond Field will benefit a broad demographic of users, from school-age children to seniors.

Categories of Users

- University Users: a group comprised of varsity and intramural athletes as well as other participants in University organized athletic activities
- Club Users: those who participate in non-University organized groups, such as the Valley Track and Field organization.
- Community Users: those who are not affiliated with either the University or an organized club. This category includes school groups, sports camps and paraathletics.

4. Human Development and Inclusion - Volunteer and Participant

We see the human development and inclusion factors as high. **Section 2** of this document, details tangible benefits, such as Promoting Volunteerism, Promoting the Participation of Women and Girls in Sport and Recreation, Supporting an Ethos of Inclusion and Inculcating a Culture of Diversity.

5. Quality of Life for the Community

Anyone who has either participated in or attended an event at Raymond Field knows there is no question that this venue supports the vision of a Liveable Community and enhances both community pride and sense of place. With non-university users accounting for approximately half of the Field's usage, this has a major impact on promoting the Town as a place that people would love to live.

6. Alternate Providers

As previously stated, Acadia is a key provider of recreation services in the Town, with the Acadia University Athletics Complex operating such major assets as the pool, the arena, the gymnasium, and the field/walking track.

7. Financial Need

We see this project as having high financial impact for the Town. Events held on Raymond Field have a direct impact on tourism, which helps to attract business and enriches the entire town. Upgrading the turf will ensure the Field remains a viable, high quality venue for hosting events, tournaments and other gatherings that attract visitors to the Town and increase revenue (**Section 2**).

8. Economic Impact to the Town

There is a strong and demonstrated **direct** economic impact to the Town. **Without the new turf, Acadia would not be able to host the kind of major events that contribute so significantly to Town revenues.**

As stated in **Section 2** under the bullet relating to alignment with the Town's Strategic Plan, a two-day, 200-participant event hosted at Acadia, could generate as much as \$65,000 in associated expenditures. Similarly, hosting a 1,000- participant provincial athletics event, not including spectators, could result in expenditures of more than \$300,000.

9. Environmental Sustainability

Acadia's criteria for selecting an appropriate turf replacement product include environmental sustainability. Synthetic Turf manufacturers use a wide range of recycled infill materials ranging from cork to ground tires. The plastic used in the construction of the turf also contains a percentage of recycled material.

As part of the RFP, Acadia University will assign a score based on the company's sustainable practice. This would be scored based on the extent of recycled material used in the construction of the new field, but also and more heavily on methods for discarding of the old surface. Through the RFI, some companies have indicated that the existing field material will be re-purposed in residential settings, dog parks etc.

5) FUNDING REQUEST

Total funding requested of the Town: \$100,000 Total capital costs of project: \$1.2 million
Total project cost: \$1.2 million

6) GRANT APPROVAL

Grant funding is subject to Council's approval of the Community Partnership Program and as a result the Town of Wolfville may not be able to provide the total amount requested in a given year. If there are changes to the Community Development Program, applicants will be notified.

7) CERTIFICATION

I certify that, to the best of my knowledge, the information provided in this application is accurate and complete and is endorsed by the organization which I represent.

Name: Len Hawley

Title: Development Officer, Athletics, Acadia University Signature:

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Date: October 31, 2019

Additional Attachments:

Letters from:

Len Hawley, Acadia University

Michelle Wood, Acadia Sport Camps

Football Nova Scotia

Valley United Soccer Club

Town of Wolfville
Attention: Kelton Thomason
359 Main St.
Wolfville, NS
B4P 1A1

Dear Kelton,

The artificial turf field (Raymond Field) at Acadia University has reached its life expectancy and we are now in the process of raising the necessary funds for a replacement turf. We are submitting a completed capital funding application form (enclosed) for your review.

As the only outdoor artificial turf field in the region, usage on Raymond Field has grown considerably since it was initially installed in 2007. Community organizations and recreation camps have enjoyed the benefits and it has enabled us to attract regional and national organizations to the area providing an economic boost to the town of Wolfville and surrounding areas. It is our hope that with the support of the town, alumni of Acadia, community organizations and all levels of government, we can replace the turf in 2020.

Thank you so much for your consideration. I'm available answer questions at any time.

Sincerely,



Len Hawley
Marketing & Development, Athletics
Acadia University

October 31, 2019

To Whom It May Concern:

Every summer hundreds of children from Wolfville and the surrounding communities join us at Acadia for a fulfilling experience with our Acadia Sport Camps. Families buy into an experience that provides their child with structured and unstructured creative play, development of fundamental movement skills and social skills as well as an understanding of how to work with others and solve problems. Through our partnership with the Town of Wolfville, Acadia University is able to facilitate nine weeks of youth programming for children between the ages of five and thirteen. Participants can register for several sport camps including Multisport, Soccer or Girls Only Sport or various adventure camps including Geocache, Survivor and Leaders in Training. The quality of our programs and the experience of our participants is directly correlated to the quality of our facilities, in particular Raymond Field.

Through our yearly demographic analysis, we learn that families from neighbouring towns choose to register their children in our camps or clinics because of the diverse programming, the quality of instruction and the access to our facilities, including Raymond Field. What our analysis does not measure, however, is the impact when the youth within our community get to step on Raymond Field after watching our Acadia Axewomen and Axemen compete on that same turf. This positive influence is magnified when our camp instructors are student-athletes.

Raymond Field is not only a place where our children get to learn, play and discover, it is also where our student-athletes learn to lead. It is the playing field that provides workplace opportunities to the youth workers through Career Rising, and financially accessible programming to participants who reside in Wolfville. Raymond Field invites physical activity outdoors, combating time youth spend indoors with technology.

According to the 2018 Physical Activity Report Card released by ParticipACTION, "only 35% of youth between the ages of five and seventeen are meeting the physical activity levels as outlined in the Canadian 24-hour Movement Guidelines for Children and Youth" (ParticipACTION, 2018). As an institution with the infrastructure and the ability to take action, it is our responsibility at Acadia University to ensure our community does not reflect the overall national trend. Acadia Sport Camps is the pathway to increasing physical activity and encouraging outdoor play, using the green spaces within our community and Raymond Field.

Each year, Raymond Field is host to numerous provincial and national youth sporting events, local high school events and the hundreds of kids running around with our Acadia



Sport Camps. The wear and tear on the field not only impacts the quality of the programming that we can provide but hinders our ability to increase the number of programs being offered. Please help us invest in the health and wellness of our youth by investing in Raymond Field.

Sincerely,

Michelle Wood

Michelle Wood
Director, Acadia Sport Camps
Head Coach, Women's Volleyball
Acadia University
902-585-1423

References:

ParticipACTION (2018). Report Card on Physical Activity for Children and Youth. Retrieved from <https://www.participaction.com/en-ca/resources/report-card>



October 28, 2019

To Whom It May Concern:

RE: ACADIA ATHLETICS – Artificial Turf Project

On behalf of football in Nova Scotia, I am writing this letter in support of the replacement of the artificial turf project at the athletic facilities at Acadia University. One of the greatest barriers in the development of community and high-performance football players or hosting of national and regional events is the lack of quality facilities in the Province.

Since 2010, Football Nova Scotia has seen a 200% growth in the participation of our provincial football programs. We are seeing an increasing demand in year-round programming and expect the interest to continue to grow. With access to quality facilities, Football Nova Scotia (Football NS) will be able to offer more community and high-performance programming and increase the number of national and regional events hosted within the province.

Football NS fully supports the proposed turf project and would support the facility if built through the development of community and high-performance programming and would look to partner with Acadia through hosting opportunities.

Please do not hesitate to contact me if you have any questions or require any further information.

Kind regards,

Karen L. Ouellette

Karen L. Ouellette
Executive Director
Football Nova Scotia
t. 902.425-5450 ext. 343
e. kouellette@footballnovascotia.ca



Valley United Soccer Club – Commitment to Acadia

Date: October 25, 2019

Dear Len Hawley,

The Valley United Soccer (VU) club is a volunteer, community run organization supporting long term player & coach development in Nova Scotian athletes. Soccer provides a year round athletic pursuit for 230 of the Annapolis Valley's youth. VU recognizes the value of having a University level facility, athletes, coaches and teams in the region to help drive enthusiasm and motivation of the next generation to aspire to those higher levels. For the past 9 years VU has had a strong relationship with Acadia University Athletics. VU has, over those years, utilized Raymond Field as a practice, development, conditioning and game facility to build skills and abilities of athletes in the program. Access to Acadia University Athletics facilities instills a pride for the VU athletes to grow and develop in a local high performance community environment. VU wishes to continue to grow the relationship that has developed over the years.

VU and Acadia Athletics have similar Vision's where commitment to community is an integral part of their values. The partnership of VU with Acadia Athletics can enhance that commitment by developing current and future athletes through the value of sport.

Values of Sport

- Honesty;
- Commitment;
- Work ethic;
- Pursuit of personal excellence;
- Love of sport;
- Fun;
- Respect of self and others;
- [Teamwork](#);
- Patience;
- Perseverance;
- [Resilience](#);
- Embrace failure;
- Balanced life;
- Physical health.

Kind regards,

Troy Lenihan
Valley United President
902-300-1989