Memo

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	2673 Dunsmuir Avenue		
From	Adam Fawkes	Date	May 25, 2022

Project	Village of Cumberland – Recreation, Arts and Culture Plan
Subject	Interim Report

Details

Introduction

In January 2022, **hcma** and GDH Solutions were engaged by the Village of Cumberland to develop a Plan to guide the delivery of its recreation, arts, and culture services to the community over the next ten years. The work is currently at beginning of Scope 3, with the completion of a comprehensive Community Engagement process and the start of the Analysis of 'what we heard'. This interim report is provided to staff and Council for information purposes and as a way of checking in to ensure the work is taking the right direction as it continues the final Scope 3 - Analysis and Plan Development.

Scope 1 – Data Collection & Review Scope 2 – Community Engagement Scope 3 – Analysis & Plan Development

Scope 1 – Data Collection & Review

Scope 1 was completed in the winter months of 2022 and included a review of background information on existing facilities in the Village, programming, special events and previous related studies and reports. This review included information on relevant partnerships and relationships with other government agencies, education organizations, non-profit societies, and businesses.

This scope included an inventory of existing recreation and culture facilities and services in the Village, with a focus on the Cumberland Recreation Centre, the Cultural Centre and Cumberland Museum and Archives, Village Park, Village Square and No. 6 Mine Park. This included an in-person tour on February 1st.

To understand the context of recreation, arts and culture in the Comox Valley, an overview of regional facilities and organizations was conducted including the City of Courteney, the CVRD, and School District 71. Lastly, current and projected demographics for the study area were examined with a view to potential impact on Cumberland's facilities, programs, services, and events.

Scope 2 - Community Engagement

What We Heard

GDH Solutions and **hcma** undertook an extensive consultation process during March and April 2022. Consultation methods included Survey Monkey which generated 247 responses, interviews and meetings with 35 key community stakeholders and Village staff, and an in-person public engagement event held on March 16th.



The consultation process resulted in a large number of suggestions as to how recreation, arts and culture might be improved and or enhanced in the future. The stakeholders provided exceptional insight into how the facilities, parks, programs, events, venues, organizational structures, policies, and funding could be improved.

The community stakeholders represent a broad spectrum of the community. Some were staff with organizations that had a role in the recreation, arts, and culture sector. This included not-for profit organizations, the public sector, the private sector, and many not-for-profit community organizations. Many of the stakeholders were volunteers supporting the numerous organizations in Cumberland.

In addition to the stakeholder meetings and interviews, the community survey using Survey Monkey provided additional insight into the needs and wants of the community. It also indicated the level of satisfaction with the current programs, services, and facilities in recreation, arts, culture, and events.

A large amount of information was gathered throughout the consultation period – from early March until the end of April. A number of "themes" emerged from these consultations. As this process proceeds, the themes will be enhanced as needed.

Key Themes

- 1. A growing and changing community with potentially different expectations
- 2. The role and impact of arts and culture on the future of Cumberland, including economic development.
- 3. The many Events that are an integral part of Cumberland's culture and history
- 4. The importance of inclusion of the First Nations community in recreation, arts, and culture
- 5. Accessibility and Inclusion both facilities and activities
- 6. **Service Delivery** recreation, arts and culture programs and activities by the Village and through partnerships.
- 7. Partnerships and Collaboration
- 8. Ageing and insufficient physical infrastructure to support recreation, arts, and culture
- 9. The role of the **Village outdoor spaces** in community gatherings, sports, and events; and the need to enhance/upgrade those spaces

The detailed consultation findings can be found in the Appendices.

The first page of Appendix A is a list of discussion points raised by the community stakeholders. The lists of comments are divided into Community Stakeholders and Staff. These Community Stakeholder comments are a compilation of comments from various individuals. In most cases similar comments were made by more than one person.

The "Summary Document for Recreation, Arts and Culture Engagement Interviews" also included in Appendix A, identifies themes that contributed to the development of the nine (9) "Key Themes". The Stakeholders provided many comments and suggestions as to how the parks, recreation, arts and culture experience in the Village of Cumberland could be improved.

The "Summary Document – Recreation, Arts and Culture Engagement Event #1" is a summary of the comments in response to the question "What is your story?" and "What is your Vision".

The list of comments and suggestions from both consultation methods will be helpful in the next phase of Plan development.

Scope 3 - Analysis & Plan Development

The final scope of work begins with an analysis of the key themes that emerged from the community engagement process. The nine themes listed above, plus two additional themes (**Climate Change** and **Fiscal Responsibility**) have been reorganized to better guide the development of the Plan.



Foundational

1. K'ómoks First Nation

One of the goals of this Plan is to involve and work in co-operation with K'omoks First Nation to ensure their voices are heard and that the Plan addresses their needs and interests.

2. Accessibility and Inclusion

Accessibility and Inclusion are key issues that were requested multiple times in the community survey. These will need to be addressed as much as possible in the short term.

3. Climate Change

Community resilience. Adaptation and mitigation response to climate change.

4. Fiscal Responsibility

All planning to occur within context of the community size and budget realities.

Setting the Context

5. A growing and changing community

The 2021 Census data indicate that the Village of Cumberland had the third fastest growth in British Columbia. The current population (2021) is 4,447, which is up from 3,753 in 2016. The community is expected to continue to grow. The census indicates a younger demographic, with an average age of 39 versus an average of 51 on the rest of the Comox Valley.

6. Arts and Culture

Cumberland is a community that values its arts and culture. There are a number of Societies and other non-profit organizations that stage events and offer workshops and programs. There are several buildings in the community that are used for cultural activities, for example an Art Gallery was created by a member of the Culture and Arts Society in Weird Church. The Museum was recently updated and is now able to offer a variety of experiences for all age groups.

7. Events

Cumberland has a long tradition of community events. They are organized by non-profit organizations and the private sector. The events have a significant economic impact on the community.

Services

8. Service Delivery

The provision of programs and service is constrained due to the constraints of the current facilities, both the Recreation Centre and the Cultural centre. Many of the adult programs are physical activity based. A limited number of children's programs are offered, with the addition of day camps in summer and spring break. Aquatic programs are available for all ages at one of two indoor pools in Courtenay (operated by CVRD).

9. Partnerships and Collaboration

There is a longstanding tradition of collaboration between the Village of Cumberland and the many other service providers and events organizers that should be enhanced and formalized to ensure longevity of these relationships.



Infrastructure

10. Ageing Infrastructure

The Recreation centre is not serving the needs of the growing, changing community. The large gymnasium is not suitable for the many activities that the community wants. These include a large variety of recreation, arts and culture activities for different age groups. The facility will likely need significant investment in the near future for refurbishment or replacement. In the meantime, there are small improvements that could be made to better serve the community.

The Cultural Centre is also outdated but could be enhanced (for the short term) to allow for a broader community use.

11. Village outdoor spaces

The Village outdoor spaces include Village Park, Village Square, and #6 Mine Park. All of these areas are very well used. The main issues with all of these parks is the infrastructure. Village Park needs new washrooms, changerooms, concession, storage etc. spaces to replace the existing buildings. New features should also be considered for these parks.

Appendix A - Includes the following:

Community Stakeholder Interviews and Group Discussions	Page 1
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Summary of Survey Monkey Responses	Page 3 to 8
Summary Document – Recreation, Arts and Culture Engagement Interviews	Page 9 to 11
Summary Document – Recreation, Arts and Culture Engagement Event #1	Page 10 to 18

Appendix B - Full Survey Monkey document.



Village of Cumberland - What We Heard APPENDIX A

Community Stakeholder Interviews and Group Discussions

Key items that arose in the discussions with the community stakeholders.

- 1. Future Youth Centre School will need the classroom being used as a Youth Centre in near future.
- 2. Cumberland Community School Society is running out of space for their range of programs and services (due to higher school enrolment).
- 3. Consider a "joint-use" agreement with SD 71 re gymnasium and field use.
- 4. Aquatic services are provided by the Comox Valley Regional District at two indoor pools.
- 5. An expanded relationship with the Village will help the Museum achieve their goals, to the benefit of Cumberland (Arts and Culture).
- 6. Business Association wants downtown public washrooms, designated (marked) parking areas. They support a "balance" of arts and culture events and updated recreation facilities.
- 7. Enhanced, redesigned Village Square to better accommodate events and the Farmers Market.
- 8. Events have a significant, positive, economic impact on the Village, however there is a lack of infrastructure, both physical and organizational for major events.
- 9. Arts and Culture Organizations need more funding support operational and capital.
- 10. Cumberland would benefit from a Policy for Arts, Culture and Heritage.
- 11. Comox Valley Arts Council is developing a relationship with the Museum.
- 12. The Arts have big impact on community economics.
- 13. The Regional Arts Gallery has good participation from Cumberland artists, as well as a large number of volunteers from Cumberland.
- 14. Sid Williams Theatre would welcome more involvement from Cumberland re funding (all other municipalities support the theatre), and a Board member that resides in Cumberland.
- 15. Event organizers are seeking more support through the provision of outdoor event infrastructure (permanent stage, permanent washrooms) and easier access to Village equipment.
- 16. "Third spaces" need to be recognised and supported. Third spaces are generally buildings owned by non-profit organizations such as the Legion Hall, the Library, the Society Hall, Churches etc.
- 17. The Culture and Arts Society would like a theatre, outdoor covered stage, a sound studio and an arts space with good lighting.
- 18. Need a long range Plan for the Arts. A "Vison" is needed for both indoor and outdoor events. There is a need to encourage young people to be involved in planning for the Arts.
- 19. Any new facility should have flexible spaces with movable walls and retractable seating.
- 20. Village Park needs one or more new buildings that include washrooms and changerooms, storage, clubhouse space and mechanical systems.

- 21. Village Park sportsfields need improved drainage, new dugouts and backstops, improved lighting.
- 22. BMX is a good feeder for mountain biking. Lighting would be great. There is a need for security of use of the BMX track for the long term.
- 23. Membership in the Horseshoe Club is declining, despite their efforts to attract more participants.

Consultations With Staff

List of Key items that arose in the Staff Consultations

- 1. The Recreation Centre has poor outdoor lighting, unsightly exterior. Indoors not enough space for staff, no foyer, need a large multipurpose room and smaller program rooms, improved lighting, more and larger changerooms, new squash courts.
- 2. Need covered area in Village Park for programs and community group use.
- 3. Need one large building with one mechanical room for the whole park as well as washrooms and changerooms. Current buildings do not meet the needs of the users.
- 4. There is no service map sometimes electrical works, sometimes not.
- 5. Mine #6 Park is not suitable for events very poor drainage and grass gets wrecked.
- 6. Staffing –would benefit from more part-time staff to support administration and parks admin.
- 7. Staff (individuals) are alone in the building. Doing Health & Safety Review.
- 8. The level of staff support for events needs review e.g., Cumberland Events Society runs events, but Village support role is unclear.
- 9. Clarity is desired regarding contracted versus part-time staff.
- 10. There is opportunity for more daytime programs for children, as there are many children that are home-schooled; could include "Phys-ed" style programs
- 11. There is need for a dedicated child-minding space.
- 12. There is interest in programs for 3 to 5 year olds.
- 13. Additional priorities for a new facility (by contract staff):
 - Dedicated fitness space, big weight room, room for classes
 - A large multi-purpose room that could be split in half
 - A large space (dividable) so you don't need to put away all the equipment all the time suitable for gymnastics, climbing, cross-fit, TRX
 - Keep indoor rock climbing there are very few on the island that are accessible to all
 - Need space for Yoga, Barre classes
 - Covered outdoor space
 - Outdoor "functional movement" structure (example in Lethbridge)

Summary of the Survey Monkey responses.

Key Themes

- Need for more multi-purpose/activity rooms
- Need improvements to the Fitness Studio, the gymnasium and the washrooms
- In Village Park need new washrooms and changerooms
- The Playground equipment, sports fields and spray park facilities were the next three amenities needing upgrades.
- The three top priorities for outdoors were multi-use covered areas, family gathering areas and event performance facilities.(*outdoor arts, culture and community facility improvements*)
- Sport and physical activity were the top activities for all age groups
- Need improved accessibility

Survey Monkey Synopsis by Question

Q1 Where do you reside?

The vast majority of respondents (85.77 %) lived in the Village of Cumberland. Thirteen (13.1%) lived in the Comox Valley.

Q2 What is your age?

Seventy-two percent were between the ages of 19 to 59; twenty-seven percent were 60+, and only one person was 18 or younger.

Q3 How many people currently live in your household?

Most of the respondents lived in households of 2 to 4 people, with about fifteen percent of households consisting of only one person.

Q4 Did you or any member of your household visit, participate in or attend any of the following in the last 3 years? Select all that apply.

Organized events, outdoor recreation facilities (in parks) and the Recreation Centre were the most popular, with the Cultural Centre next in popularity and outdoor sports least popular.

Q5. Which of the following Recreation Centre facilities did you or members of your household use? Select all that apply.

The gymnasium was most used at 70%, with the Fitness Studio at 51% and the climbing wall at 28%. Use of the recreation centre as a trailhead – for parking and washrooms & bike wash was at 47%.

Q6 How satisfied are you or other members of your household with your experiences at the Cumberland Recreation Centre and why?

Only 25% of respondents were very satisfied, with 62% satisfied.

Q7 Have you had any issues registering for a program or booking a time/space at the Cumberland Recreation Centre?

Eighty-five percent had no issues, with 15% indicating they had issues.

Q8 Have you had any issues with booking special events, facility rentals, or park use permits?

Very few respondents had issues , only 5 %, and 50% did not answer this question.

Q9 Which of the following Cultural Centre facilities did you or members of your household use? Select all that apply.

Seventy-two percent used Moncrief (upper hall) and 60 % used Buchanan, the lower hall.

Q10. How satisfied are you or other members of your household with your experiences at the Cumberland Cultural Centre?

About 23% were very satisfied, and 71% were satisfied with their experiences at the Cultural centre.

Q11. What areas could be improved or added to make Village indoor fitness and sport facilities better suit the needs or you or members of your household?

The number one choice for improvements was the Fitness Studio at 56%, followed by the gymnasium at 36% and the washrooms at 34%. Improved accessibility for persons with disabilities was at 26%.

Q12 *Please indicate your top 3 priorities for Village indoor recreation facilities from the choices below.* Gymnasium, Fitness Studio and Multi-purpose activity rooms were the top three choices.

Q13 Which areas could be improved or added to make Village indoor cultural and community facilities better suit your needs or the needs of members of your household? (Select all that apply)

The Buchanan Hall was the top choice for improvements along with a desire for more multi-purpose cultural and community rooms. Improved accessibility also ranked high.

Q14 Please indicate your top 3 priorities for Village indoor cultural and community facilities from the choices below.

All of the choices for the addition of cultural spaces ranked high, with the most popular being event and performance space, performing arts spaces and visual art programming.

Q15 Which of the following Village outdoor facilities did you or members of your household use? Select all that apply.

The majority of the Village facilities are well used. Most popular are the Village Park forested area, 74%, the Playground, 59% and the Village Square 58%. The spray park, the Mine 6 playground and the Village Park family picnic area are also popular. The ones with the lowest percentages of use are the Horseshoe Pits at 1%, the concession, 8% and the sports field lights, 9%.

Q16 How satisfied are you or other members of your household with your experiences accessing Cumberland's outdoor recreation facilities?

The majority of respondents were either satisfied (55%) or very satisfied (36%) with the outdoor facilities.

Q17 What areas could be improved or added to make the Village outdoor recreation facilities better suit your needs or the needs of members of your household? (Select all that apply)

The washrooms were by far the most selected amenity in need of improvement at 70%. Changerooms came in second at 30%. All of the other facilities scored fairly low in terms of needing improvement.

Q18 Please indicate your top 3 priorities for Village outdoor recreation improvements and additions from the choices below.

The washrooms were again the top amenity in need of improvement. The Playground equipment, sports fields and spray park facilities were the next three amenities needing upgrades.

Q19 What areas could be improved or added to make the Village outdoor arts, culture and community facilities better suit your needs or the needs of members of your household? (Select all that apply)

Multi-use covered areas scored the highest at 75%, with Family gathering/picnic areas coming in next at 64%. Event performing facilities also scored fairly high at 58%.

Q20 Please indicate your top 3 priorities for Village outdoor arts, culture and community facility improvements and additions from the choices below.

The three top priorities were Multi-use covered areas with a score of 3.08, family gathering areas 2.88 and event performance facilities 2.73.

Q21 Which of the following organized events have you participated in or attended? Select all that apply.

The most popular events were (in order): Farmer's Market, Cultural events, Arts & Craft Market, Music Event or Festival, Trail based event, Heritage event.

Q22 Please indicate your top 3 priorities for improvements to organized events from the choices below.

Permanent Outdoor stage was the top score, followed by more and better washrooms, then Variety in e types of vents, and Improved venues for events.

Q23 If there are specific improvements to organized events you would like to see, please describe them.

This open ended question involved responses created by the survey participant. There was a long list of responses that are included in the next section.

Q24 For which demographic would recreation, arts and culture programs be of interest to you or anyone in your household? Please select all that apply.

The largest demographic was Adults (30-59) at 71%, followed by Older Adults 40%, Children (5-11) 35%, Youth 28%, and Preschoolers at 20%. Families were selected by 37% of the survey group.

Q25 What types of programs are of interest to you for children ages 0 to 4? Please list.

This open ended question also involved responses created by the survey participant. The list of responses was large and are included in the next section.

Q26 What types of programs are of interest to you for children ages 5 to 18? Select all that apply.

Physical Activity and sport led this list at 70%. Arts and crafts and Music and drama tied for the next most popular group at 48.34%. The last category, Social programs had 41%.

Q27 What types of programs are of interest to you for adults (19 to 59)?

The responses to this question were very similar to the previous question regarding children. Physical activity and sport was the highest at 78% followed by Arts & crafts – 49%, and Music and drama at 47%. Social programs were at 41%.

Q28 What types of programs would are of interest to you for Older Adults(60+)

This demographic still led with Sports and physical activity, but to a lesser extent – 56%. , Music and drama, Arts & crafts and social programs were all in the 39 to 40% range.

Q29 What types of programs would are of interest to you for persons with special needs? Please list.

This open ended question required responses created by the survey participant. The list of responses are included in the next section.

Q30 What are the barriers (if any) to you or anyone in your household to participate in recreation, arts and culture activities in Cumberland? Select all that apply.

The barriers in order of number of responses were: Lack of information, Inadequate facilities, Facility hours of operation, and Cost.

Open-Ended Questions

Number 23. If there are specific improvements to organized events you would like to see, please describe them.

Summary of comments related to events:

- Year round farmers market
- Larger outdoor covered area for music events.
- Local Artists regular performance evenings outdoors when the weather permits
- Dances
- More events
- A covered area by the BMX, and additional bathrooms in that area
- Closing Dunsmuir to vehicle traffic for markets and other events is always a good time!
- More live events, help local artists
- Kid's festivals and concerts
- Dog shows, Craft Fairs
- Diversity being welcomed and encouraged on all levels
- A small stage at Village Square for the summer music events
- A large stage at Village Park
- Renovated washrooms
- Get the town involved with more mountain bike events
- Bring back the May 1st Bean Dinner!
- Outdoor performance area and covered area for activities/competitions such as dance, fitness
- More senior's accessibility, and more attractions for their age
- More active participation by the Village for signage and improvement to off street parking adjacent to the event areas
- Just more events in the off-season, like Nov and Spring
- We need a better venue for musicians. Masonic hall acoustics aren't great.
- Absolutely need permanent (non porta potty) village washrooms
- The sound system in the CRI hall needs to be improved.
- Greater access to Cultural Centre
- Dirt jump and skating events at an improved space, better washroom access, sealed pump track.
- Definitely like to see Dunsmuir shut down for markets, etc.
- For larger events that attract non-locals, maybe some kind of ambassadors circulating to help people with appropriate parking, accessing toilet facilities and discouraging negative behaviours.
- Would love if events held on the field at village park did NOT ruin the field for sports, and/or the turf was improved to handle the traffic (e.g. better drainage, resod, etc.)
- Washroom facility with change room and showers. Multi use area to host gatherings

• Clearer communication and better stewardship from race organizers.

Number 25: What types of programs are of interest to you or your children ages 0-4 Please list.

Summary of program suggestions:

- Toddler and children outdoor dance party (daytime)
- Swimming
- Art, visual art
- Music (several comments re music)
- Stem based challenges
- More play groups or informative forest sessions
- Pre-school programs for babies and toddlers
- Play groups on weekends
- Art classes for pre-schoolers not during work week hours (9-5)
- Group activities
- Variations on toddler gym events
- Sensory development movement
- Gymnastics/ninjas
- Sports at the park
- Drop-in parent and tot gymnastics and climbing
- Free community activities for kids e.g., play and learn groups (low barrier so everyone can attend)
- Outdoor learning
- Parenting support
- Parent and baby, literacy, networking
- Painting, sculpture
- Dance
- Story time
- Mom groups to meet others, fitness with kids
- Early years style play/learning
- Physical activity stations outdoors for toddlers and kids
- Drop-in activities for toddlers, art/ride-on toys/story-time etc.

Number 29: What types of programs would be of interest to you for persons with special needs?

Summary of suggestions:

- Art therapy
- Arts and crafts
- Life skills, cooking etc.
- Outdoor dance/music
- Guided hiking, accessible trails, nature walks
- Adaptive trails
- Similar to regular programming but more inclusive facilities
- Arts and performances
- Social opportunities

- Yoga for people with PTSD
- Adaptive sports
- Gymnastics
- Accessible outdoor programming being able to join in typical programming
- Smaller group activities for children with Autism
- Inclusivity into regular programs
- All events awareness of barriers to access
- Fully accessible public washrooms
- Swimming
- Access to arts, music and outdoor physical activity
- Need more activities in general for persons with disabilities
- Full accessibility to mobility devices
- Programming for persons with diverse cognitive needs, including all age groups

Summary Document - Recreation, Arts and Culture Engagement Interviews

This consultation phase was designed to gather information from Core Organizations, Regional Arts and Culture Organizations, Cumberland Arts & Culture Organizations, Village Park Sport Stakeholders, Internal Village Staff, and Village Program Staff (contractors).

Interviews, both individual and group, were conducted from mid-March until late April 2022. In total thirty-five stakeholders provided their input on Parks, Recreation, Arts and Culture in the Village of Cumberland during this consultation phase.

Themes

Several "key themes" were identified through the discussions with community leaders and staff active in parks, recreation, arts, and culture in Cumberland. These themes are:

- Changing demographics many young families; older residents moving out of the area
- Significant growth in population
- The Cumberland Community School is an integral part of the Village. Their facilities need to be considered as they relate to future recreation programs and facilities
- Arts and Culture organizations want more collaboration with the Village both in terms of facilities, programming, and funding
- Event organizers are seeking more support primarily through the provision of outdoor event infrastructure such as a permanent outdoor stage
- Village Park sportsfields and buildings need considerable upgrading/rebuilding
- The BMX Park is very popular, but there is concern for long term use of the site
- Village Square would better serve the community through upgrades to accommodate gatherings and events (including permanent washrooms)
- The Recreation Centre and the Cultural Centre do not serve the needs of the community and require extensive renovations or replacement.
- A new facility needs a variety of distinct and dedicated program spaces large, medium, and small
- The economic impact of the Arts is huge

What Is Your Vision?

The participants in the consultation process provided an extensive list of suggestions as to what was great and what is needed to improve the parks, recreation, arts, and culture experience in Cumberland.

Activities, Programs, Events, Services

- More arts and culture events would be good for the Village businesses huge economic impact
- Continued events/activities such as the Woodstove Festival, the Night Market, the Farmers Market, Concerts, large outdoor events
- Work more closely with the regional arts and culture organizations Comox Valley Arts Council; Comox Valley Art Galley; Sid Williams Theatre
- Village programs such as gymnastics, personal training, climbing and others are often full, but cannot be expanded due to lack of adequate facility space

Infrastructure

- Permanent public washrooms in the Village downtown
- The Village Square made more usable for larger crowds (remove spruce tree, reconfigure park amenities)
- Kiosk in Village for information and maps
- Modifications to outdoor and indoor spaces to better support arts and culture
- More indoor space to provide programs that are currently in the school (e.g., Youth Drop-In)
- Address the lack of infrastructure for arts and culture
- The Recreation Centre needs to be replaced, not renovated
- The Cultural Centre needs to be replaced, not renovated
- A new indoor facility should include a large multi-purpose room, large changerooms, several smaller multi-purpose rooms, a fitness room, squash courts, staff offices
- A large, dedicated fitness space with a weight room and a room for fitness classes
- Also need space for yoga and other "physical" classes
- A new facility should also include an indoor space that can be used for small theatrical/dance/music productions, rehearsals, and a sound studio
- The Cumberland Lake Park and Campground need a solution to the parking issues in the summer, and another outdoor covered space for programs and events
- Important to recognize the role of "third spaces" e.g., Weird Church, private businesses
- Village Park needs new support buildings or one combined building washrooms, changerooms, and storage as existing buildings are in very poor condition and not very

functional. They have electrical and water issues. They are not meeting the needs of the users.

- Village Park needs a covered outdoor space for programs
- Village Park needs an outdoor stage for events
- The sports fields need attention dugouts, lighting and field conditions
- BMX park could use lights

Partnerships

- The Museum would benefit from a closer relationship with the Village to achieve common goals
- Currently there is no Joint-Use Agreement between the Village and the School; the Village makes no financial contribution to the School, although the school facilities indoors and out are extensively used by the community
- The BMX group wants "security" for use of the track in the long term

Village Support

- The Cumberland Community Grant is not "focussed". They need sector specific grants.
- Organizations need funding for their operations and projects
- Cumberland needs a Policy for Arts, Culture and Heritage
- Continued grant support from the Village for Events
- An Asset Management Plan
- More staff is needed to support administration, to run programs and to support community organizations. Parks has no administrative staff

Summary Document - Recreation, Arts and Culture Engagement Event #1

During a Recreation Arts and Culture planning process for the Village of Cumberland, an open house was held on March 16, 2022. Visitors to the session where asked. "What is your story?" and "What is your vision". This is a summary of comments from that session.

Subheadings have been created enhance readability. Comments were taken from large-format, open brainstorm process and are listed in no specific order.

What is Your Story?

Things I love – the new museum reno, science pubs, home and garden tour, Village Square events

I grew up in the Valley (Black Creek) and started coming to Cumberland at a young age to attend the Big Time Out. Loved Cumberland vibe, very laid back, outdoorsy and let 'your freak flag fly'. When I joined the Women's Rugby team out of high school, this was our playground and hub. I have since moved here and I am continuing to do the things that originally attracted me to Cumberland in addition to more! I have tried mountain biking here for the first time, exploring more mountainous views and lake spots and enjoying the live music at the Wave or other outside/inside venues have to offer. Everything is a bike ride away and I love that the way to town is always downhill.

Love the small town feel of Cumberland, active arts and music, energy of mountain bikers. The small venues are a treat. Village has a great spirit!

Love, love love the potential! We have lots of space to be 'IN' and to create, and 'OUT' to do the same. Some use of space in small businesses is exquisite – would love to see more!

Bike culture – my son started riding the BMX track at 3 years old and continues to BMX at 8. The BMX track has taught him the bike skills to gain confidence in riding the dirt jumps and mountain bike trails. We spend 7 nights a week at the dirt jumps, BMX track and skateboard park.

I love the excitement and the energy. Great community and want to be more involved

Love the arts culture and scene here - community events and markets, great food

Just made it to the Valley. Love it. Tulloch Academy is my company. I teach acting, dance, voice performance, camera, voice over. I write, direct and produce. Some of my work 'Bullying Games', 'Canada 150', 'Coquitlam Rises'. Here to help!

Love the strong sense of community and the strong commitment of its community members. It's very inspiring! I hope the community continues to welcome new people as warmly as we have been welcomed.

I love it here. I love you here. The music, the creators who need homes, the families who see, feel, engage with the arts, the stories, old and new, still unfolding. We are all in it. Counting houses, jobs, lovers, friends, disasters, change, gentrification. Let's create space for art and people.

What is Your Vision?

Activities/Programs

More inclusive recreation for various ability levels

Affordable yoga classes

Use of arts and cultural programs, facilities to share the stories of Cumberland's heritage, values, and shifting perspectives, place for dialogue

Music and dance recitals with workshops at Weird church. Youth workshops in basement

Have dance classes at Cultural Centre and recitals at Weird Church

More street fairs

Seniors' fitness class for older seniors

Chair yoga

Carpet bowling

Senior's chair fit class

Chair yoga for seniors

Services

Draw in more tourists and keep them coming back with new community events, new signs (ie. Maps pointing people to significant historical/cultural sights)

More concerts in the park beside the bakery with kid-friendly start times and more adultfriendly ones with beer gardens

Bulletin board to announce events

Food Court or food truck areas

A community map to share with residents as well as tourists to direct them clearly to all the various rich parts of Cumberland. This could help spread out tourism 'traffic' to make it manageable

Access to stage rental and chair rental, etc.

Community Village map in the 'downtown' area for visitors and also to act as an affordable 'info booth' with QR code to update tourism info on website. Right now, tourists seek guidance from businesses

It would be awesome to display the financial and community benefit of the bike wash station. Example: the operating cost vs the money mountain bike tourism brings

Collaborations

More collaboration with BC transit for Valley folks to attend Cumby events

More partnerships with the Sid Williams Theatre

Look at Weird Church as Cultural hub. This is a beauty venue. Village should help and support renovations

General Culture

I hope that the community grows/improves within their means and remembers that although they have become quite the destination that they are still a community where people live and order of importance should lie with its residents rather than visitors.

Let the music culture bloom and progress just as it was before the pandemic. Outdoor music events and gathering back this summer

Venues/infrastructure

Park at upper Kendall Indoor market space Studio space for artists where they can leave their art and access to public to show their art Extra outdoor plugins in Village Square Access to move portable staging from CRI to smaller rooms (i.e. Cultural Centre) Blackout windows available for Cultural Centre CRI gym sound treatment Improve audio for non-sport events Thick drapery to improved acoustics in CRI and Cultural Centre up and downstairs New roof did not fix the leaks so ceiling can still drip in heavy rains Lacrosse box that could be fun for other user groups too – like outdoor roller skating More patio space Outdoor Amphitheatre Soundscape improvement for CRI gym Blackout panels in Cultural Centre Accessible & affordable community space for workshops and rehearsal Covered stage area Rename Cultural Centre – no one gets it Make bottom floor of Cultural Centre soundproof in ceiling Make bottom floor of Cultural Centre dividable with accordion wall Change lighting to separate controls and dimmable Collapsible bleachers for CRI Swimming Pool **Covered Patios** Playground up amongst the new development (Kendall/Kentmore) to help with all the children

Flat ground skater area with a few 'curbs' to grind - between dog park and existing skate park

on the street

Dirt Jumps

Outdoor table tennis

Multi-use flex spaces that can accommodate a number of varied uses

Combining recreation and culture with art-bike storage @ arts facilities

Gardens that are culturally purposeful (Indigenous plants, Chinese and Japanese)

Make Cultural Centre (Montcrief and Buchanan) and CRI could be improved for entertainment events with 1. Incandescent dimmable valence lighting with switches located in one place for ease of starting and ending a performance. Electrical breakout or 3 - 20-amp circuits located in one place for stage area to accommodate lights and sound.

Build an official trail through vacant treed lot across from Pharmasave, bottom of freaky Friday trail

Lots of outdoor events - update the small venues

More bike racks downtown

Parking lot at Cultural Centre have walk/ride. Markets too (*we're wondering if they're referring to a park and ride?*)

Add a washroom and covered space to Village Square

Blank site plans for all facilities and outdoor spaces. Used for liquor licenses, electrical needs, etc.

Support community recreation teams/clubs by providing support they may need to improve their organizations, i.e.: Cumberland Village Park washroom/changeroom/shower facility could 100% use an upgrade. Love how raw the park is (no fences, bleachers, etc.) but field maintenance could be improved (i.e. holes in the field for drainage).

Summary of staff conversations/engagement

Indoor Facilities:

- Noise transfer between upper and lower floor in the Culture Centre is a barrier to running cultural / "less active" programs in the Buchanan Hall
- Some relatively easy building improvements would make the Buchanan Hall much more amenable to arts and cultural programs: e.g. stage; black out curtains; room divider; improved lighting
- Similarly, some relatively easy building improvements to the Gymnasium in the Rec Centre could also make it much more amenable to arts and culture programs – e.g. sound / acoustic improvements

Partnerships:

 Need to engage with key "3rd party" venues/spaces.... to seek out potential partnerships, ensure service gaps are filled but not overlapping.
Important spaces for consideration include The Abbey, The Weird Church, the School, and the Masonic Hall.

Outdoor Facilities:

- Replace the Village Park east ball diamond/dugout/scorekeeper hut with a multipurpose covered space to be used for programs, concerts/stages, awards ceremonies, etc. Face one side north (into the forested area), the other side south (lookout to the mountain). Include some storage space and washroom
- Improve west diamond amenities
- Village Park desired recreational amenities: more pickleball courts (add lines to the tennis court?); paved pump track; MTB skills zone; "street"/flat pad addition to skatepark
- Concession facilities aren't required in VP, but services for food truck to "plug and play" would be needed instead

- Village Square: improved landscaping to facilitate special events.... covered area (potential partnership with private owner of customs building... at top of stairs?); permanent washroom in SE corner
- Build a playground in CVE
- No. 6 Mine Park
- -

Administration:

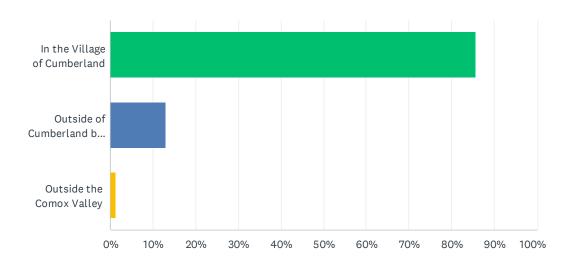
- Rename "Parks, Recreation and Culture Department"
- Facilitate easier access to Village furniture / event support items such as stage (in Rec Centre Gym), chair and table rental
- Create a "service map" of all venues... Gym, Buchanan Hall, Moncrief Hall, No. 6 Mine Park, Village Square, Village Park... similar to what Courtenay has for Native Sons Hall

-

Recreation, Arts & Culture Planning Survey

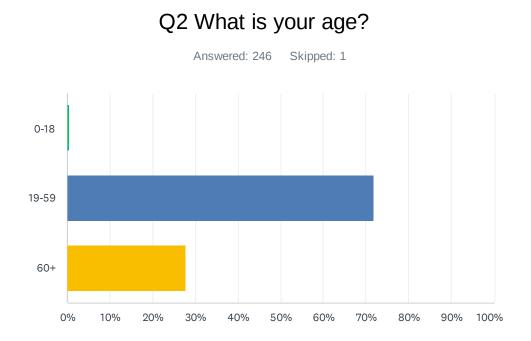
Q1 Where do you reside?

Answered: 246 Skipped: 1



ANSWER CHOICES	RESPONSES	
In the Village of Cumberland	85.77%	211
Outside of Cumberland but in the Comox Valley	13.01%	32
Outside the Comox Valley	1.22%	3
TOTAL		246





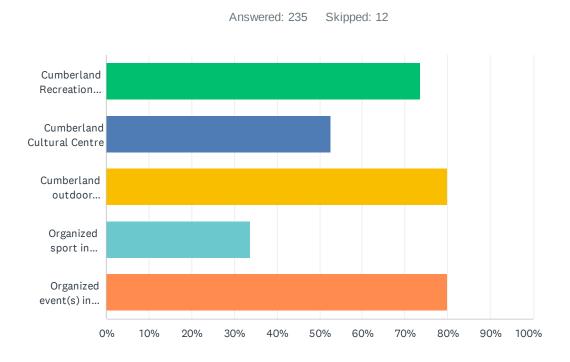
ANSWER CHOICES	RESPONSES
0-18	0.41%
19-59	71.95% 177
60+	27.64% 68
TOTAL	246

Q3 How many people currently live in your household?

Answered: 247 Skipped: 0

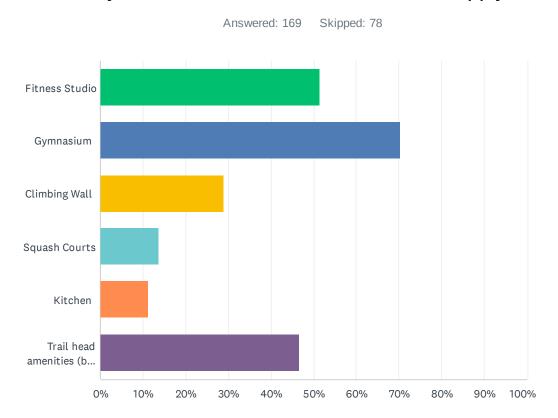
Number in Household	Count
1	37
2	86
3	52
4	53
5	11
6	7
7	1
Total	247

Q4 Did you or any member of your household visit, participate in or attend any of the following in the last 3 years? Select all that apply.



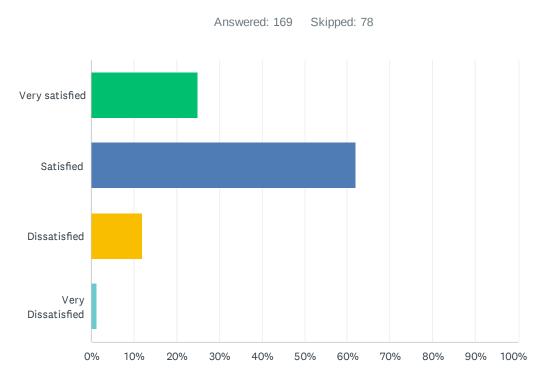
ANSWER CHOICES		RESPONSES	
Cumberland Recreation Centre	73.62%	173	
Cumberland Cultural Centre	52.77%	124	
Cumberland outdoor recreation facilities in Village Park, No. 6 Mine Park and/or Village Square	80.00%	188	
Organized sport in Cumberland	33.62%	79	
Organized event(s) in Cumberland	80.00%	188	
Total Respondents: 235			

Q5 Which of the following Recreation Centre facilities did you or members of your household use? Select all that apply.



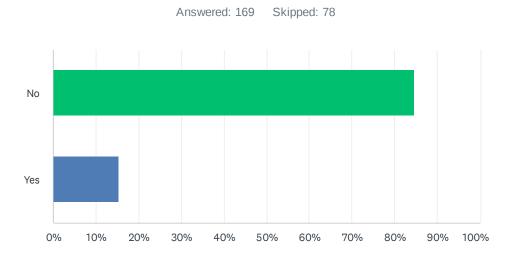
ANSWER CHOICES	RESPONSES	
Fitness Studio	51.48%	87
Gymnasium	70.41%	119
Climbing Wall	28.99%	49
Squash Courts	13.61%	23
Kitchen	11.24%	19
Trail head amenities (bike wash and public washrooms)	46.75%	79
Total Respondents: 169		

Q6 How satisfied are you or other members of your household with your experiences at the Cumberland Recreation Centre and why?



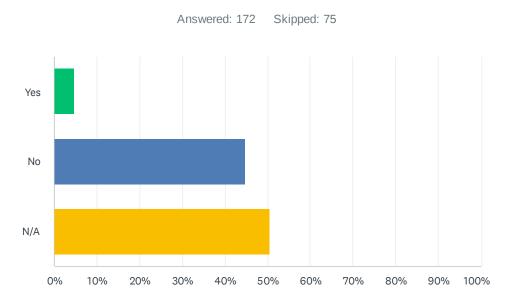
ANSWER CHOICES	RESPONSES	
Very satisfied	24.85%	42
Satisfied	62.13%	105
Dissatisfied	11.83%	20
Very Dissatisfied	1.18%	2
TOTAL		169

Q7 Have you had any issues registering for a program or booking a time/space at the Cumberland Recreation Centre?



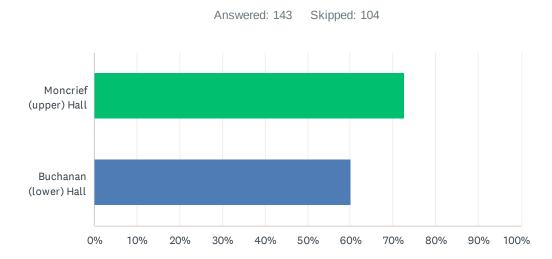
ANSWER CHOICES	RESPONSES	
No	84.62%	143
Yes	15.38%	26
TOTAL		169

Q8 Have you had any issues with booking special events, facility rentals, or park use permits?



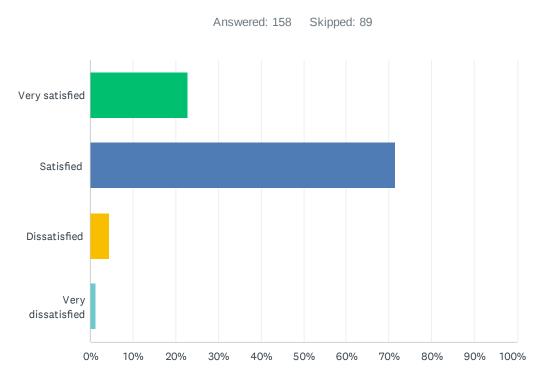
ANSWER CHOICES	RESPONSES	
Yes	4.65%	8
No	44.77%	77
N/A	50.58%	87
TOTAL		172

Q9 Which of the following Cultural Centre facilities did you or members of your household use? Select all that apply.



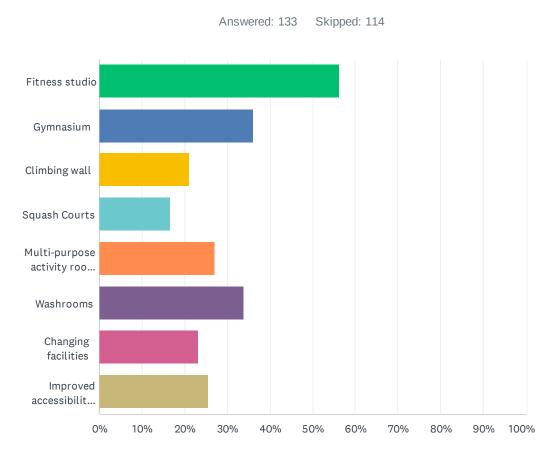
ANSWER CHOICES	RESPONSES	
Moncrief (upper) Hall	72.73%	104
Buchanan (lower) Hall	60.14%	86
Total Respondents: 143		

Q10 How satisfied are you or other members of your household with your experiences at the Cumberland Cultural Centre?



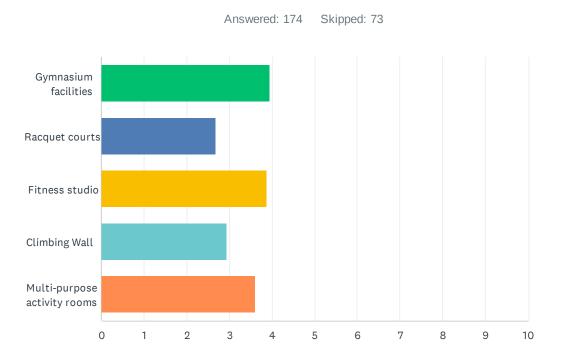
ANSWER CHOICES	RESPONSES	
Very satisfied	22.78%	36
Satisfied	71.52%	113
Dissatisfied	4.43%	7
Very dissatisfied	1.27%	2
TOTAL		158

Q11 What areas could be improved or added to make Village indoor fitness and sport facilities better suit the needs or you or members of your household? (Select all that apply)



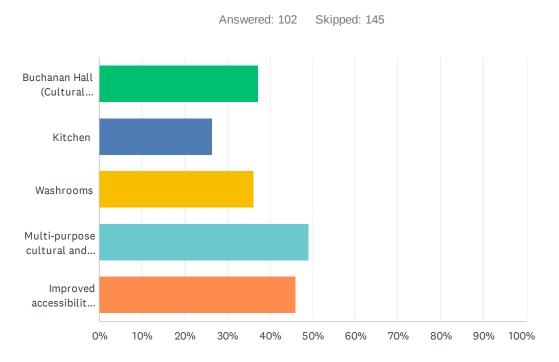
ANSWER CHOICES	RESPONSES	
Fitness studio	56.39%	75
Gymnasium	36.09%	48
Climbing wall	21.05%	28
Squash Courts	16.54%	22
Multi-purpose activity rooms (e.g. Moncrief Hall)	27.07%	36
Washrooms	33.83%	45
Changing facilities	23.31%	31
Improved accessibility for people with disabilities	25.56%	34
Total Respondents: 133		

Q12 Please indicate your top 3 priorities for Village indoor recreation facilities from the choices below.



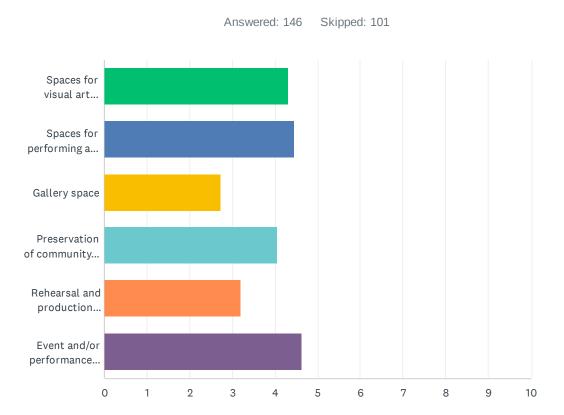
	1	2	3	4	5	TOTAL	SCORE
Gymnasium facilities	28.08% 41	44.52% 65	21.92% 32	4.11% 6	1.37% 2	146	3.94
Racquet courts	14.77% 13	12.50% 11	25.00% 22	21.59% 19	26.14% 23	88	2.68
Fitness studio	41.96% 60	23.08% 33	22.38% 32	6.99% 10	5.59% 8	143	3.89
Climbing Wall	17.00% 17	17.00% 17	29.00% 29	18.00% 18	19.00% 19	100	2.95
Multi-purpose activity rooms	28.47% 39	27.01% 37	29.93% 41	6.57% 9	8.03% 11	137	3.61

Q13 Which areas could be improved or added to make Village indoor cultural and community facilities better suit your needs or the needs of members of your household? (Select all that apply)



ANSWER CHOICES	RESPONSES	
Buchanan Hall (Cultural Centre Lower Level)	37.25%	38
Kitchen	26.47%	27
Washrooms	36.27%	37
Multi-purpose cultural and community rooms (e.g. Buchanan Hall)	49.02%	50
Improved accessibility for people with disabilities	46.08%	47
Total Respondents: 102		

Q14 Please indicate your top 3 priorities for Village indoor cultural and community facilities from the choices below.

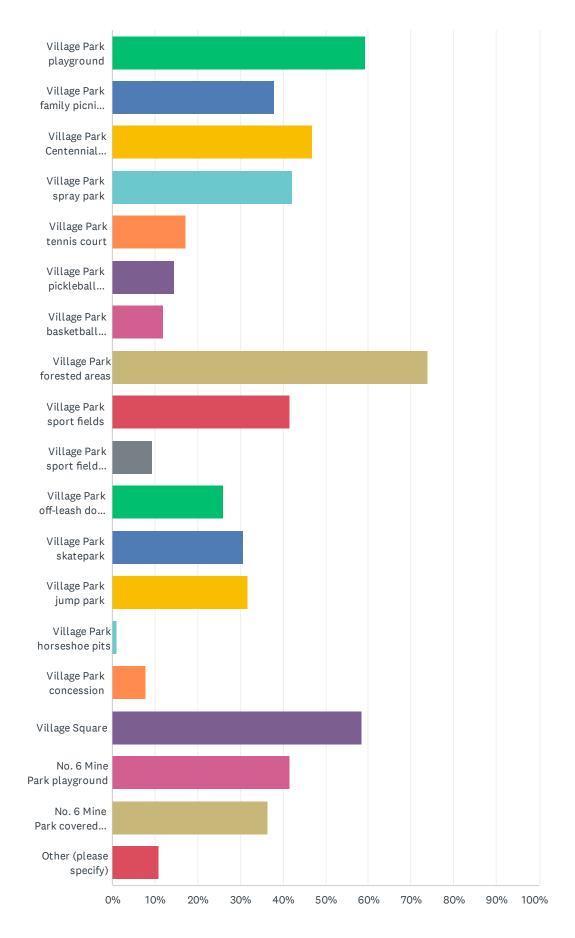


	1	2	3	4	5	6	TOTAL	SCORE
Spaces for visual art programming	26.53% 26	18.37% 18	27.55% 27	16.33% 16	9.18% 9	2.04% 2	98	4.31
Spaces for performing art programming	16.24% 19	40.17% 47	26.50% 31	10.26% 12	4.27% 5	2.56% 3	117	4.46
Gallery space	4.55% 4	10.23% 9	20.45% 18	13.64% 12	20.45% 18	30.68% 27	88	2.73
Preservation of community heritage	30.43% 35	15.65% 18	18.26% 21	12.17% 14	12.17% 14	11.30% 13	115	4.06
Rehearsal and production space for artists	7.00% 7	17.00% 17	21.00% 21	14.00% 14	25.00% 25	16.00% 16	100	3.19
Event and/or performance venues	40.46% 53	25.95% 34	12.98% 17	6.11% 8	4.58% 6	9.92% 13	131	4.62

Q15 Which of the following Village outdoor facilities did you or members of your household use? Select all that apply.

Answered: 192 Skipped: 55

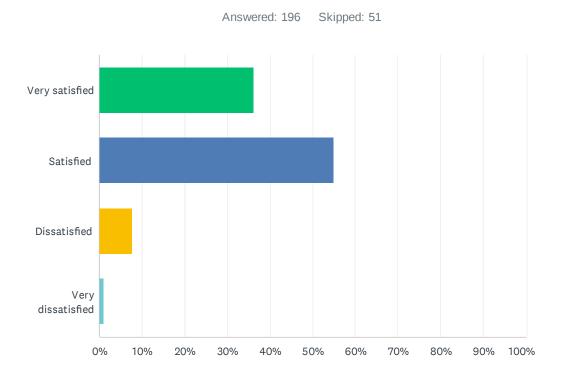
Recreation, Arts & Culture Planning Survey



Recreation, Arts & Culture Planning Survey

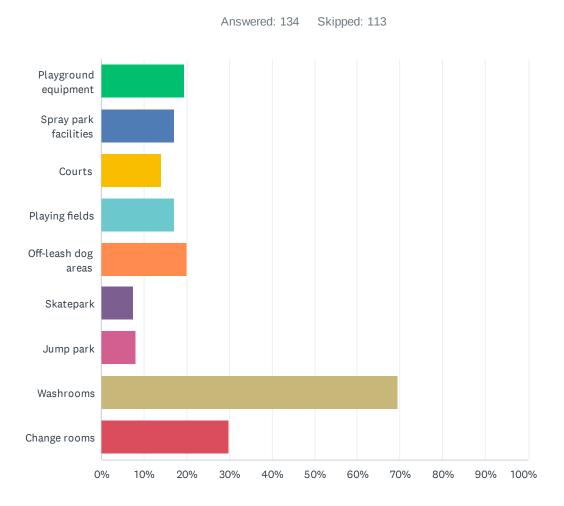
ANSWER CHOICES	RESPONSES	
Village Park playground	59.38%	114
Village Park family picnic area	38.02%	73
Village Park Centennial building (washrooms/change rooms)	46.88%	90
Village Park spray park	42.19%	81
Village Park tennis court	17.19%	33
Village Park pickleball court	14.58%	28
Village Park basketball court	11.98%	23
Village Park forested areas	73.96%	142
Village Park sport fields	41.67%	80
Village Park sport field lights	9.38%	18
Village Park off-leash dog park	26.04%	50
Village Park skatepark	30.73%	59
Village Park jump park	31.77%	61
Village Park horseshoe pits	1.04%	2
Village Park concession	7.81%	15
Village Square	58.33%	112
No. 6 Mine Park playground	41.67%	80
No. 6 Mine Park covered area	36.46%	70
Other (please specify)	10.94%	21
Total Respondents: 192		

Q16 How satisfied are you or other members of your household with your experiences accessing Cumberland's outdoor recreation facilities?



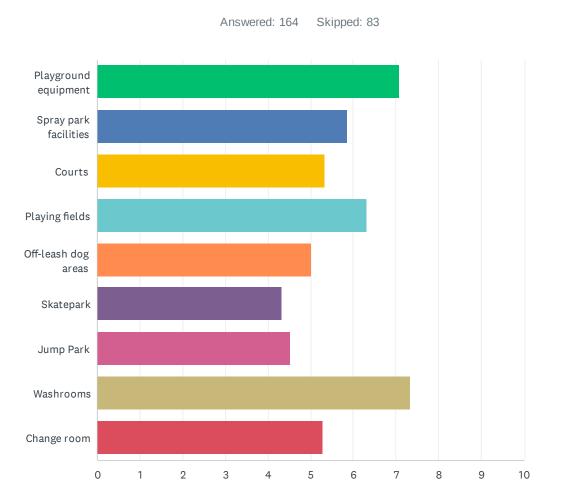
ANSWER CHOICES	RESPONSES	
Very satisfied	36.22% 7	71
Satisfied	55.10% 10)8
Dissatisfied	7.65% 1	15
Very dissatisfied	1.02%	2
TOTAL	19	96

Q17 What areas could be improved or added to make the Village outdoor recreation facilities better suit your needs or the needs of members of your household? (Select all that apply)



ANSWER CHOICES	RESPONSES	
Playground equipment	19.40%	26
Spray park facilities	17.16%	23
Courts	14.18%	19
Playing fields	17.16%	23
Off-leash dog areas	20.15%	27
Skatepark	7.46%	10
Jump park	8.21%	11
Washrooms	69.40%	93
Change rooms	29.85%	40
Total Respondents: 134		

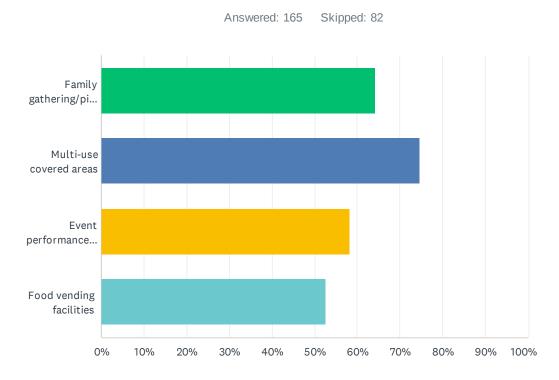
Q18 Please indicate your top 3 priorities for Village outdoor recreation improvements and additions from the choices below.



Recreation, Arts & Culture Planning Survey

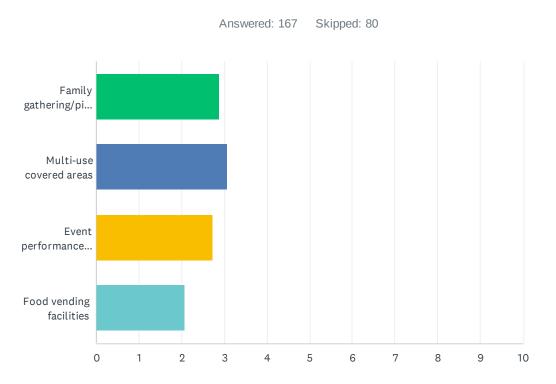
	1	2	3	4	5	6	7	8	9	TOTAL	SCORE
Playground equipment	29.41% 30	25.49% 26	13.73% 14	14.71% 15	5.88% 6	2.94% 3	1.96% 2	1.96% 2	3.92% 4	102	7.08
Spray park facilities	6.74% 6	17.98% 16	23.60% 21	11.24% 10	14.61% 13	10.11% 9	7.87% 7	4.49% 4	3.37% 3	89	5.87
Courts	14.29% 14	5.10% 5	21.43% 21	9.18% 9	12.24% 12	12.24% 12	6.12% 6	10.20% 10	9.18% 9	98	5.33
Playing fields	22.33% 23	12.62% 13	17.48% 18	17.48% 18	9.71% 10	5.83% 6	5.83% 6	3.88% 4	4.85% 5	103	6.31
Off-leash dog areas	12.04% 13	12.96% 14	9.26% 10	11.11% 12	8.33% 9	11.11% 12	15.74% 17	5.56% 6	13.89% 15	108	5.02
Skatepark	2.22% 2	11.11% 10	8.89% 8	3.33% 3	13.33% 12	21.11% 19	17.78% 16	14.44% 13	7.78% 7	90	4.32
Jump Park	10.87% 10	9.78% 9	13.04% 12	5.43% 5	4.35% 4	7.61% 7	15.22% 14	19.57% 18	14.13% 13	92	4.51
Washrooms	40.00% 58	23.45% 34	15.17% 22	4.83% 7	3.45% 5	3.45% 5	2.07% 3	6.90% 10	0.69% 1	145	7.34
Change room	7.00% 7	29.00% 29	14.00% 14	3.00% 3	8.00% 8	6.00% 6	6.00% 6	8.00% 8	19.00% 19	100	5.28

Q19 What areas could be improved or added to make the Village outdoor arts, culture and community facilities better suit your needs or the needs of members of your household? (Select all that apply)



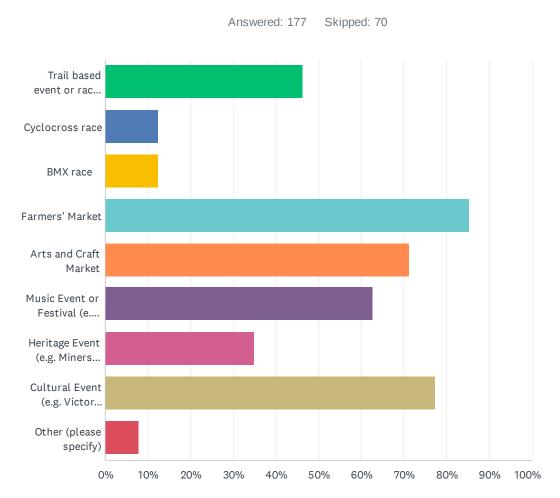
ANSWER CHOICES	RESPONSES	
Family gathering/picnic areas	64.24%	106
Multi-use covered areas	74.55%	123
Event performance facilities (e.g. stage)	58.18%	96
Food vending facilities	52.73%	87
Total Respondents: 165		

Q20 Please indicate your top 3 priorities for Village outdoor arts, culture and community facility improvements and additions from the choices below.



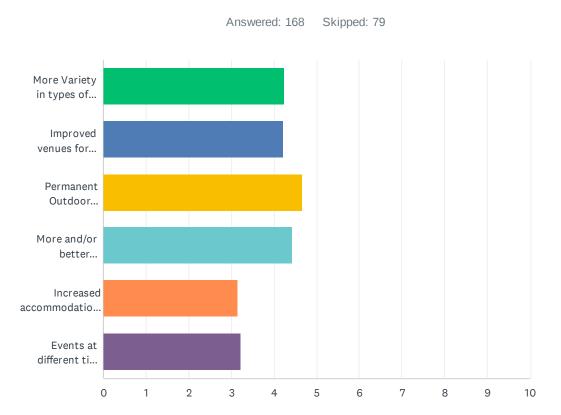
	1	2	3	4	TOTAL	SCORE
Family gathering/picnic areas	35.62% 52	28.08% 41	25.34% 37	10.96% 16	146	2.88
Multi-use covered areas	35.85% 57	39.62% 63	20.75% 33	3.77% 6	159	3.08
Event performance facilities (e.g. stage)	30.94% 43	25.18% 35	29.50% 41	14.39% 20	139	2.73
Food vending facilities	12.17% 14	19.13% 22	32.17% 37	36.52% 42	115	2.07

Q21 Which of the following organized events have you participated in or attended? Select all that apply.



ANSWER CHOICES	RESPONS	ES
Trail based event or race (e.g. mountain bike, trail run or adventure race)	46.33%	82
Cyclocross race	12.43%	22
BMX race	12.43%	22
Farmers' Market	85.31%	151
Arts and Craft Market	71.19%	126
Music Event or Festival (e.g. Cumberland Wild, Woodstove Festival, Perseverance Folk Fest)	62.71%	111
Heritage Event (e.g. Miners Memorial)	35.03%	62
Cultural Event (e.g. Victoria Day Celebrations, Lantern Festival, Foggy Mountain Fall Fair)	77.40%	137
Other (please specify)	7.91%	14
Total Respondents: 177		

Q22 Please indicate your top 3 priorities for improvements to organized events from the choices below.

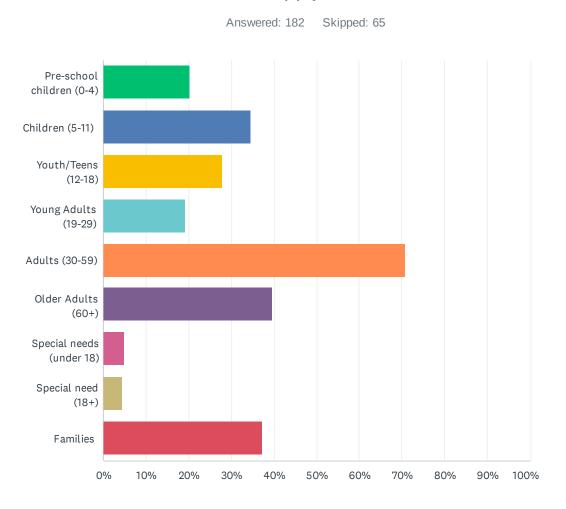


	1	2	3	4	5	6	TOTAL	SCORE
More Variety in types of events	25.40% 32	21.43% 27	24.60% 31	15.87% 20	6.35% 8	6.35% 8	126	4.25
Improved venues for event	15.74% 17	29.63% 32	28.70% 31	15.74% 17	7.41% 8	2.78% 3	108	4.22
Permanent Outdoor Stage/covered area	39.52% 49	25.81% 32	14.52% 18	8.06% 10	7.26% 9	4.84% 6	124	4.68
More and/or better washrooms	32.35% 44	23.53% 32	19.85% 27	10.29% 14	7.35% 10	6.62% 9	136	4.43
Increased accommodations for people with disabilities	15.45% 17	12.73% 14	14.55% 16	10.00% 11	24.55% 27	22.73% 25	110	3.16
Events at different times of the year	7.76% 9	20.69% 24	23.28% 27	6.90% 8	16.38% 19	25.00% 29	116	3.22

Q23 If there are specific improvements to organized events you would like to see, please describe them.

Answered: 37 Skipped: 210

Q24 For which demographic would recreation, arts and culture programs be of interest to you or anyone in your household? Please select all that apply.

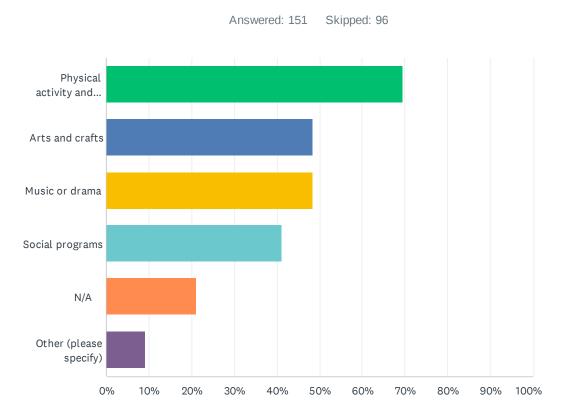


ANSWER CHOICES	RESPONSES	
Pre-school children (0-4)	20.33%	37
Children (5-11)	34.62%	63
Youth/Teens (12-18)	28.02%	51
Young Adults (19-29)	19.23%	35
Adults (30-59)	70.88%	129
Older Adults (60+)	39.56%	72
Special needs (under 18)	4.95%	9
Special need (18+)	4.40%	8
Families	37.36%	68
Total Respondents: 182		

Q25 What types of programs are of interest to you for children ages 0 to 4? Please list

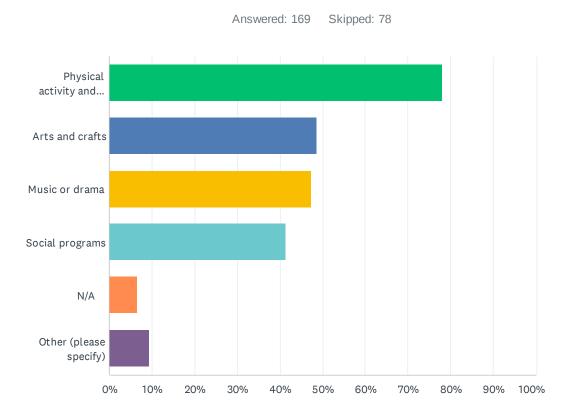
Answered: 61 Skipped: 186

Q26 What types of programs are of interest to you for children ages 5 to 18? Select all that apply.



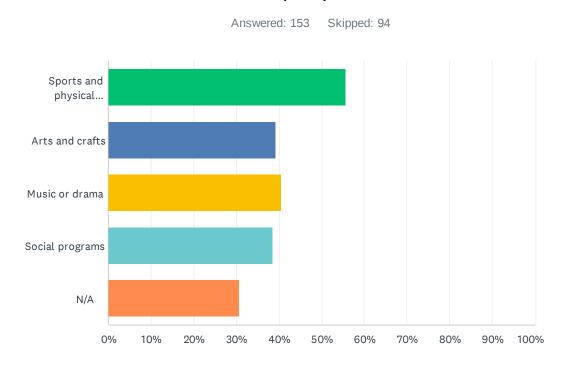
ANSWER CHOICES	RESPONSES	
Physical activity and sport	69.54%	105
Arts and crafts	48.34%	73
Music or drama	48.34%	73
Social programs	41.06%	62
N/A	21.19%	32
Other (please specify)	9.27%	14
Total Respondents: 151		

Q27 What types of programs are of interest to you for adults (19 to 59)



ANSWER CHOICES	RESPONSES	
Physical activity and sport	78.11%	132
Arts and crafts	48.52%	82
Music or drama	47.34%	80
Social programs	41.42%	70
N/A	6.51%	11
Other (please specify)	9.47%	16
Total Respondents: 169		

Q28 What types of programs would are of interest to you for Older Adults (60+)

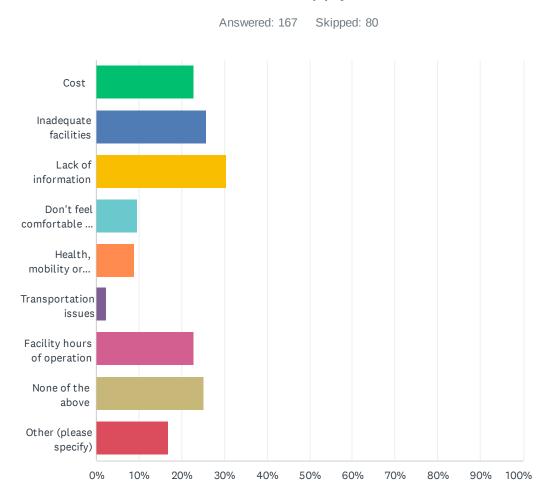


ANSWER CHOICES	RESPONSES	
Sports and physical activity	55.56%	85
Arts and crafts	39.22%	60
Music or drama	40.52%	62
Social programs	38.56%	59
N/A	30.72%	47
Total Respondents: 153		

Q29 What types of programs would are of interest to you for persons with special needs? Please list:

Answered: 39 Skipped: 208

Q30 What are the barriers (if any) to you or anyone in your household to participate in recreation, arts and culture activities in Cumberland? Select all that apply.



ANSWER CHOICES	RESPONSES	
Cost	22.75%	38
Inadequate facilities	25.75%	43
Lack of information	30.54%	51
Don't feel comfortable or welcome	9.58%	16
Health, mobility or accessibility issues	8.98%	15
Transportation issues	2.40%	4
Facility hours of operation	22.75%	38
None of the above	25.15%	42
Other (please specify)	16.77%	28
Total Respondents: 167		