



Cumberland Sportsplex Development Society

2011 Sportsplex Needs Assessment Full Package





Executive Summary

CREDA and the Cumberland County Sportsplex Development Society have asked the Saint Mary's University Business Development Centre to complete a needs assessment to identify the need and scope of a Sportsplex facility within the Municipality of the County of Cumberland in close proximity (or within) the Town of Amherst.

Research was conducted through telephone and online surveys with 505 residents as well as focus groups and interviews with key stakeholders and existing Sportsplex facilities.

In the needs assessment results two variations of a Sportsplex facility have surfaced, the first being a multi-purpose field to accommodate various community activities; the second concept is a comprehensive indoor facility with a wide range of activities similar to the Dartmouth Sportsplex and the Dundee Sports dome.

The results indicate that although a variety of sports show up, soccer and football are the top dominant sports listed to be included in a sports facility. Our main recommendation is to develop multi-purpose outdoor fields with lights initially based on usage, user needs, cost and time to implement.

Site evaluation criteria were developed to assist the committee with the proposed next step to develop a feasibility study. The criteria included public opinion, functional capabilities of the land, ownership, development costs and maintenance. Based on an initial assessment we have deemed the Boomer Loop, Enheat and Dolan locations to be most appealing for development.



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Methodology

- 505 telephone and online interviews with randomly selected representative sample of Cumberland County residents ranging in age from less than 18 to greater than 75.
- 2 focus groups were conducted and 3 categories of interview groups that represent the major stakeholders in the community (seniors, sport groups, municipalities, high schools/businesses and wellness).
- 3 telephone interviews with Atlantic Canadian Sports Complex Facilities
- Conducted between November 18th and December 13th, 2011
- Final data was weighted to ensure the age and geographic location of residents reflects the actual population of Cumberland County according to the 2006 Census data.

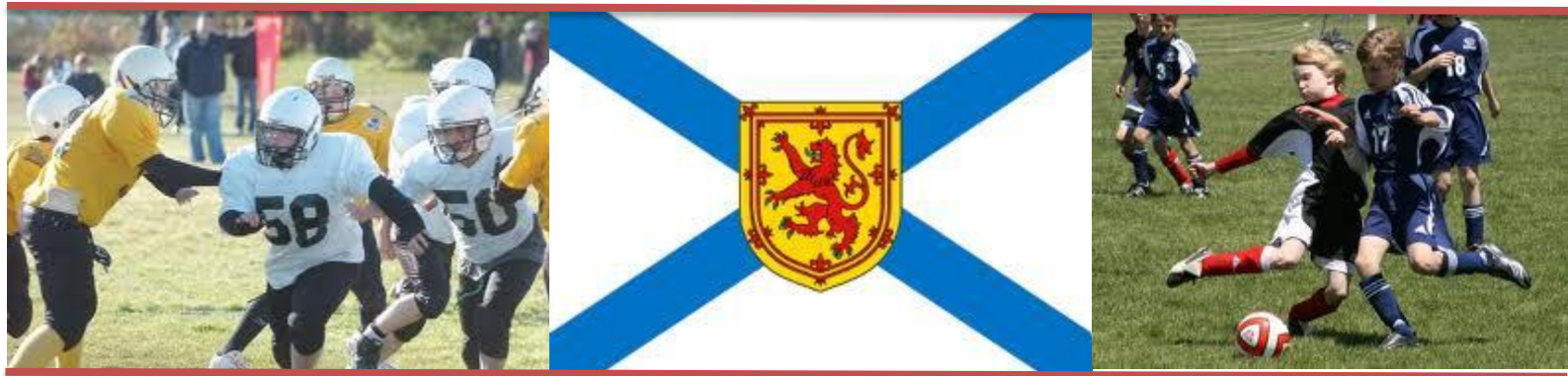


Project Objectives and Deliverables

- **CREDA and the Cumberland County Sportsplex Development Society have asked the Saint Mary's University Business Development Centre to complete a needs assessment to identify the need and scope of a Sportsplex facility within the Municipality of the County of Cumberland in close proximity (or within) the Town of Amherst.**
- **The Sportsplex Needs Assessment will guide the decision making of the Cumberland County Sportsplex Development Society.**
- **The key deliverables are:**
 - **Needs Assessment Results**
 - **Recommendations on an appropriate facility that meets the identified needs**
 - **Provide a site selection criteria matrix based on identified needs to be used by the committee in the project development stage.**
 - **Determine if there is a business case to be made**
 - **Identify potential challenges, weaknesses and strengths based on the needs assessment and the research conducted with local sports facilities.**



Section One: Focus Group Feedback





The Wellness and Senior Focus Group

Four representatives participated from the Cumberland Health Authority and one from Continuing Care in Cumberland County

Awareness of Resource Availability

- There are no indoor tracks for running.
- Soccer and football are the major sports that need a facility to call home.
- Hockey, baseball, outdoor track, and swimming are well taken care of in the area.

Highlights from the Age-friendly Communities Nova Scotia Implementation-Summary of Consultations for the Municipality of the County of Cumberland¹⁷

- Outdoor spaces and parks are great assets for recreation and opportunities for physical activity.
- Indoors walking tracks are ideal means of both getting exercise and engaging in social participation, especially during winter months due to poor conditions of the secondary roads.
- Accessibility to facilities and transportation issues are major concerns. Recreational activities such as golf, curling, walking or exercise clubs are available, if not right in the community, then nearby but the road conditions and the public transit system in the rural areas makes transportation very difficult.



The High School and Business Group

Five representatives participated; Cumberland County (ARHS) and two elementary schools; and Sackville (Tantramar High School)

The High School and Business Group

- Urgent need goes to football as they do not have a field and soccer had inadequate field conditions to train athletes.
- Indoor golf (driving range) and an indoor track for running are needed
- Basketball, hockey and baseball have great facilities to use.



Sports Focus Group

Interviews were conducted over the phone with 6 people from Football, Soccer, Rugby, and Basketball

Awareness of Resource Availability

- A consistent theme from the interviews and focus groups was that football and soccer have urgent needs as the football doesn't have a home and the Dolan's field (used for soccer) is inadequate and causes injury and lack of appropriate skill building.
- Hockey, basketball, walking, and swimming have adequate facilities.
- Elite athletes will need to go to elite sites to gain access to high level technical training resources as these may not be available locally.
- The feeder pool for elite athletes requires adequate facilities for athletes to develop appropriate skills.



Municipalities Focus Group

Interviews were conducted over the phone with 9 people from Amherst, Parrsboro, Oxford, Springhill and the Municipality of the County of Cumberland

Awareness of Resource Availability

- Overall comment is that we have facilities but they are not adequate
- There is recognition that Football, Lacrosse and Rugby have no fields.
- They feel the stadium addresses the indoor walking needs but not the indoor running needs
- Baseball and hockey have adequate facilities
- Parrsboro does not have a swimming pool



Section Two: Sportsplex Facility Feedback





Sportsplex Facility Interview Feedback

Capital Costs: Costs of developing the facility ranged from \$3M to over \$10M for developing a multi-purpose field facility and upwards of \$50M for a full Sportsplex.

Maintenance: Cost ranged between Turf at \$5K to Grass at \$52K per year

Upgrade costs: The feedback ranged from a \$100K to over \$2M depending on the size and type of the upgrades.

Usage: The usage rates varied greatly between 330 to 900 users per day

Implementation: The time needed to develop the facilities ranged between 1 and 3 years

Interviews were conducted over the phone with HB Studio Sports Center (Bridgewater), SNS Fields (Halifax), and the UNB Center (Fredericton). Secondary research about sustaining a sports facilities. More detail can be found in the appendices.



Section Three : Survey Feedback





Community Support Questions

Q12: Do you support a project that would increase the quality of the sports fields for the Cumberland County residents?

Support Field	Count	%
Yes	132	26.1
No	11	2.2
I don't know	13	2.6
Missing	349	69.1

Note: This was an additional question added after 350 surveys had been completed

Q18: Overall do you support the idea of developing a new Sportsplex Facility?

Support Facility	Count	%
Yes	453	89.7
No	39	7.7
Missing	13	2.6

Note: This question was consistent in all surveys

Base: All respondents (n = 505)



Rate Existing Sports Facility Conditions

Q4: How would you rate the current Cumberland County facilities for the following sports?

Sport	Excellent	Good	Average	Poor	Very Poor	Missing	# Above Average	# Average and below
Count (%)								
Football	6 (1.2)	32 (6.3)	91 (18.0)	187 (37.0)	141 (27.9)	48 (9.5)	38 (7.5)	419 (82.9)
Soccer	61 (12.1)	177 (35.0)	157 (31.1)	53 (10.5)	29 (5.7)	28 (5.6)	238 (47.1)	239 (47.3)
Rugby	1 (0.2)	24 (4.8)	64 (12.7)	163 (32.3)	180 (35.6)	73 (14.5)	25 (5.0)	407 (80.6)
Lacrosse	1 (0.2)	21 (4.2)	51 (10.1)	151 (29.9)	200 (39.6)	81 (16.1)	22 (4.4)	402 (79.6)
Baseball	96 (19.0)	217 (43.0)	116 (23.0)	24 (4.8)	25 (5.0)	27 (5.4)	313 (62.0)	165 (32.8)
Ultimate Frisbee	2 (0.4)	30 (5.9)	74 (14.7)	146 (28.9)	176 (34.9)	77 (15.3)	32 (6.3)	396 (78.5)
Running	49 (9.7)	142 (28.1)	145 (28.7)	93 (18.4)	44 (8.7)	32 (6.4)	191 (37.8)	282 (55.8)
Track and Field	49 (9.7)	127 (25.1)	138 (27.3)	112 (22.2)	44 (8.7)	35 (6.9)	176 (34.8)	294 (58.2)

The lowest rated sport facility conditions are Football, Rugby, Lacrosse and Ultimate Frisbee

Base: All respondents (n = 505)



Indicated Level of Change for Each Sport

Q14: Please indicate which level of change is most appropriate for each sport listed below.

Sport	No change to field	Upgrade existing field	Develop new multi-purpose fields	Develop new multi-purpose fields with lights	Develop indoor fields	Missing
Count (%)						
Football	16 (3.2)	22 (4.4)	23 (4.6)	52 (10.3)	27 (5.3)	365 (72.3)
Soccer	11 (2.2)	30 (5.9)	14 (2.8)	54 (10.7)	35 (6.9)	361 (71.5)
Rugby	30 (5.9)	21 (4.2)	31 (6.1)	34 (6.7)	14 (2.8)	375 (74.3)
Lacrosse	38 (7.5)	20 (4.0)	28 (5.5)	30 (5.9)	14 (2.8)	375 (74.3)
Baseball	38 (7.5)	53 (10.5)	12 (2.4)	33 (6.5)	6 (1.2)	363 (71.9)
Ultimate Frisbee	44 (8.7)	20 (4.0)	29 (5.7)	20 (4.0)	14 (2.8)	378 (74.9)
Running	32 (6.3)	31 (6.1)	24 (4.8)	32 (6.3)	24 (4.8)	362 (71.7)
Track and Field	27 (5.3)	37 (7.3)	21 (4.2)	33 (6.5)	24 (4.8)	363 (71.9)
Total	236	234	182	288	158	

Note: This was an additional question added after 350 surveys had been completed

The majority of the respondent indicated that developing new multi-purpose fields with lights was the best choice for the field related sports



Importance of Developing Sport Facilities

Q5: Please indicate the importance level of developing sport facilities for the following groups.

Group	Very Important	Important	Neutral	Not Important	Not Important at all	N/A	Missing	# Above Neutral	# Neutral and below
Count (%)									
Competitive Athlete	233 (46.1)	175 (34.7)	56 (11.1)	12 (2.4)	2 (0.4)	21 (4.2)	6 (1.2)	408 (80.8)	70 (13.9)
Recreational Adults / High School Aged Youth	258 (51.1)	206 (40.8)	24 (4.8)	3 (0.6)	1 (0.2)	7 (1.4)	6 (1.2)	464 (91.9)	28 (5.6)
Elementary School Age Youth	318 (63.0)	141 (27.9)	26 (5.1)	8 (1.6)	3 (0.6)	4 (0.8)	5 (1.0)	459 (90.9)	37 (7.3)
Walkers	181 (35.8)	215 (42.6)	76 (15.0)	19 (3.8)	5 (1.0)	2 (0.4)	7 (1.4)	396 (78.4)	100 (19.8)
Runners	169 (33.5)	209 (41.4)	88 (17.4)	25 (5.0)	4 (0.8)	3 (0.6)	7 (1.4)	378 (74.9)	117 (23.2)
Able- Bodied Participants	115 (22.8)	180 (35.6)	108 (21.4)	49 (9.7)	14 (2.8)	31 (6.2)	8 (1.6)	295 (58.4)	171 (33.9)
Non-Participants	180 (35.6)	225 (44.6)	69 (13.7)	10 (2.0)	1 (0.2)	13 (2.6)	7 (1.4)	405 (80.2)	80 (15.9)

The highest rated sport facility development categories are Recreational adults and high school aged youth, Elementary aged youth, competitive athletes and non-participants

Base: All respondents (n = 505)



User Fees

Individual User Fee For Sportsplex

Q10: How much would you spend per visit at a New Sportsplex Facility in dollars? (1 – 2 hours per visit).

TOP CHOICES

1. \$9 to \$10	126
2. \$3 to \$5	92
3. Nothing	71
4. Greater than 20	69

Team User Fee For Field Use

Q16: How much would you expect a team, group or organization to pay to use these fields for one hour?

TOP CHOICES

1. \$1 to \$50	44
2. \$51 to \$100	37

Note: This was an additional question added after 350 surveys had been completed

Base: All respondents (n = 505)



Feedback About Sport Activities in a Sportsplex Facility

Q6: Which sports activities would you most like to see included in a new Sportsplex facility?

Q7: Top 3 Sport Choices

Sport Activity	Count
Soccer	159
Swimming	153
Hockey	143
Basketball	136
Football	115
Running	103
Fitness	95
Ice Skating	86
Track & Field	85
Badminton	83
Baseball	80

Sport Activity	Count
Volleyball	64
Tennis	59
Weight Lifting	57
Yoga	53
Lacrosse	49
Rugby	44
Curling	33
Squash	31
Ultimate Frisbee	30
Golf	23
Bowling	22

Q7: TOP THREE CHOICES

1. Soccer 71
2. Football 63
3. Ice Skating 34
4. Basketball 25
5. Swimming 23
6. Track and Field 21

Note: This was an additional question added after 350 surveys had been completed

Base: All respondents (n = 505)



What is Most Important to include in a Sportsplex?

Q8: Please indicate how important it is to have the following included in a new Sportsplex facility?

Feature	Very Important	Important	Neutral	Not Important	Not Important at all	N/A	Missing	# Above Neutral	# Neutral and below
Count (%)									
Multiple Turf Fields	156 (30.9)	211 (41.8)	68 (13.5)	38 (7.5)	9 (1.8)	9 (1.8)	14 (2.8)	367 (72.7)	115 (22.8)
Outdoor Lights	217 (43.0)	210 (41.6)	45 (8.9)	14 (2.8)	3 (0.6)	3 (0.6)	13 (2.6)	427 (84.6)	62 (12.3)
Indoor Fields	139 (27.5)	213 (42.2)	79 (15.6)	51 (10.1)	7 (1.4)	2 (0.4)	14 (2.8)	352 (69.7)	137 (27.1)
Locker Rooms	236 (46.7)	212 (42.0)	29 (5.7)	13 (2.6)	1 (0.2)	1 (0.2)	13 (2.6)	448 (88.7)	43 (8.5)
Bath Rooms	356 (70.5)	127 (25.1)	7 (1.4)	2 (0.4)	0 (0.0)	0 (0.0)	13 (2.6)	483 (95.6)	9 (1.8)
Running Track	171 (33.9)	219 (43.4)	70 (13.9)	25 (5.0)	4 (0.8)	3 (0.6)	13 (2.6)	390 (77.3)	99 (19.7)
Accessibility	332 (65.7)	139 (27.5)	15 (3.0)	3 (0.6)	0 (0.0)	2 (0.4)	14 (2.8)	471 (93.2)	18 (3.6)
Parking	280 (55.4)	182 (36.0)	21 (4.2)	8 (1.6)	0 (0.0)	1 (0.2)	14 (2.8)	462 (91.4)	29 (5.8)
Food Facilities	95 (18.8)	194 (38.4)	122 (24.2)	62 (12.3)	16 (3.2)	2 (0.4)	14 (2.8)	289 (57.2)	200 (39.7)

The highest rated items to include in a Sportsplex are Bathrooms, Parking, Locker Rooms and Outdoor Lights

Base: All respondents (n = 505)



What type of Surface should be used for Any New Fields?

Q15: In your opinion what material should cover the surface of a multi-purpose field?

Choice	Count	%
Artificial Turf	94	18.6
Grass	33	6.5
Other	2	.4
I don't know	21	4.2
Missing	355	70.3

Turf Fields were preferred by the survey respondents for new surfaces.

Note: This was an additional question added after 350 surveys had been completed



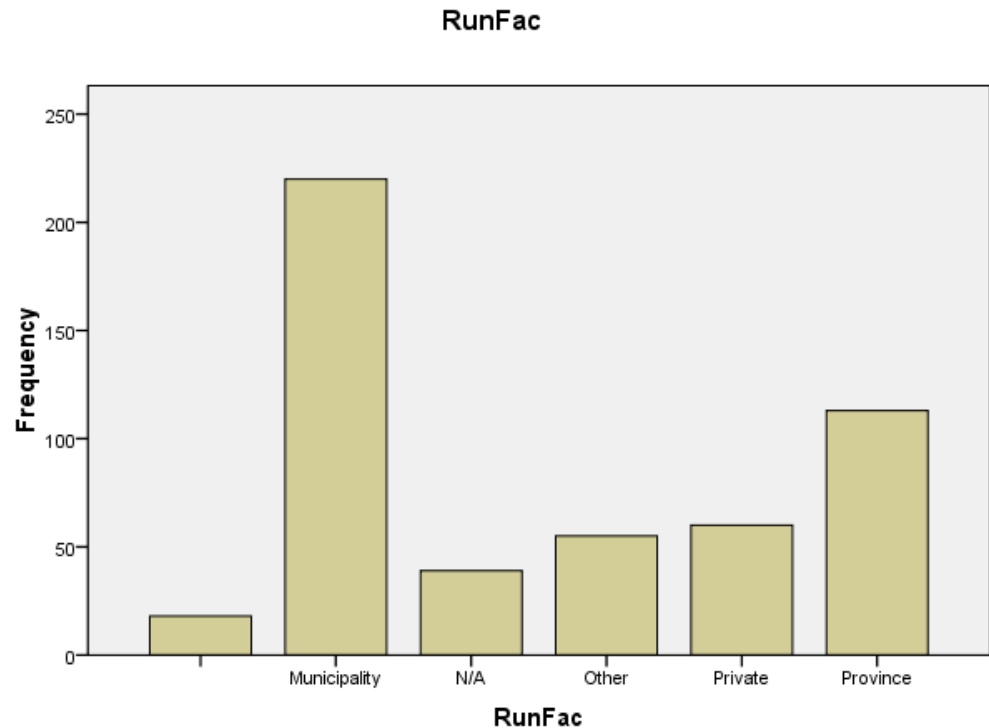
Who Should Run the Facility?

Q17: Who do you believe should run a sports facility in Cumberland County?

Rank Order

1. Municipality	220
2. Province	113
3. Private Ownership	60
4. Combination	55
5. N/A	39
6. Missing	18

Note: This question was consistent in all surveys



Base: All respondents (n = 505)



Sample Demographic Characteristics

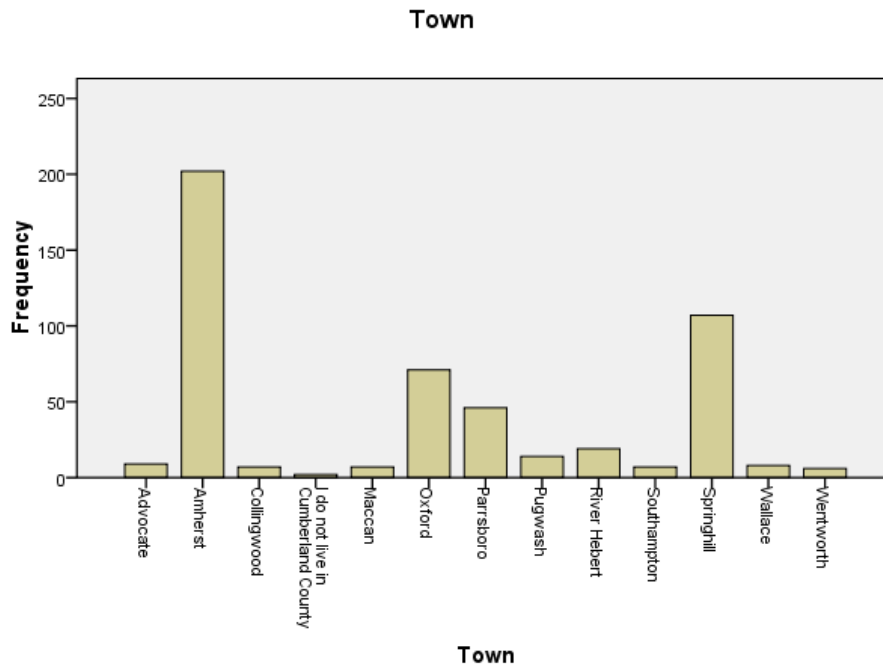




Sample Demographic Characteristics

Location

Q1: Please select the location that best represents where you live in Cumberland County



Location	Count	%
Amherst	202	40
Oxford	71	14.1
Parrsboro	46	9.1
Springhill	107	21.2
Municipality of County of Cumberland	77	15.4
Outside Cumberland County	2	.4

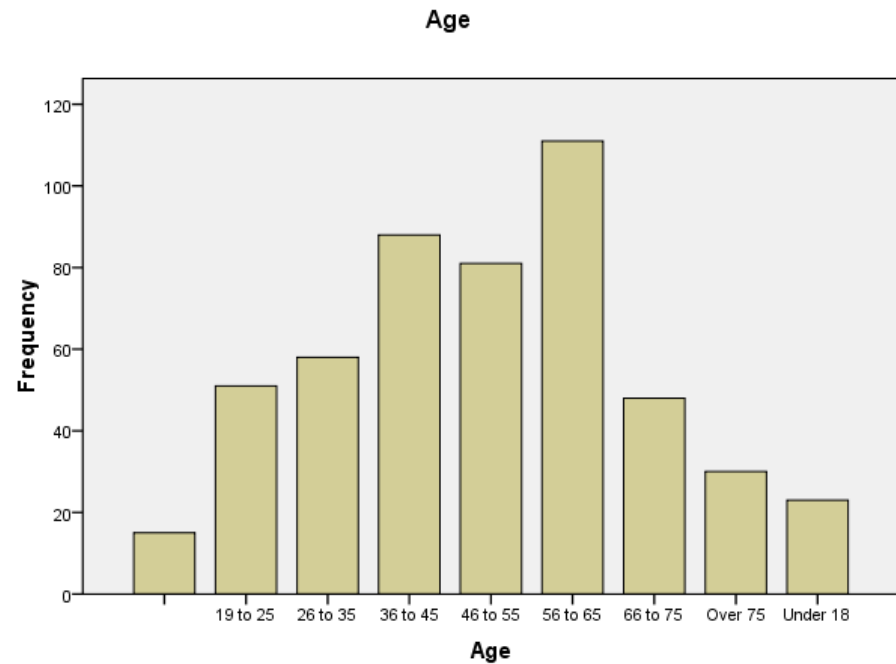
Base: All respondents (n = 505)

Sample Demographic Characteristics

Age

Q19: What is your age?

Age Category	Count	%
> 18	23	4.6
19 to 25	51	10.1
26 to 35	58	11.5
36 to 45	88	17.4
46 to 55	81	16.0
56 to 65	111	22.0
66 to 75	48	9.5
< 75	30	4.6
Missing	15	3.0



Base: All respondents (n = 505)



Sample Demographic Characteristics

Activity Level

Q2: How active would you consider yourself to be?

How Active	Count	%
Very Active	84	16.6
Moderately Active	252	49.9
Neutral	85	16.8
Not Active	57	11.3
No Activity at all	26	5.1
Missing	1	.2

Participate in Organized Sport

Q3: Do you or a family member participate in organized sport in the Cumberland County area?

Participate	Count	%
Yes	220	43.6
No	284	56.2
Missing	1	.2

Base: All respondents (n = 505)



Section Four: Site Selection Criteria





Site Selection Criteria Determination Process

- Information and criteria were gathered through the following:
 - Literature review and researching existing sport facilities
 - Interviews with local sports facilities
- The following categories have been created for the selection criteria:
 - Public access and opinion (Safety, public input, access to road networks...etc.)
 - Landscaping and functional capabilities (Lights, Parking, Site layout...etc.)
 - Site ownership (Lease/buy options)
 - Land development (Waste management system)
 - Cost justification (capital and maintenance)
- The criteria was then linked to the solution criteria and then ranked accordingly
 - User interest
 - Community needs
 - Cost
 - Time to implement



Site Selection Criteria

Site Criteria	Public Access and Opinion	Landscaping and Functional Capabilities	Site Ownership	Maintenance	Cost Justification
Descriptive Criteria	Neighborhood Safety Prestige of location Visibility Public Input Proximity to the core user group Access to Road Network Public Transport Links Traffic Volume	Lights Parking Site current status Site Layout Accessibility Site area size Room for expansion	Lease/Buy Options availability	Waste Management System	Economic Impact Permits Cost of land Projected customer base Untapped demand in area
Solution Criteria	Cost; User Interest; Community Needs; Time to Implement	Cost; User Interest; Community Needs; Time to Implement	Cost Time to Implement	Cost Time to Implement	Cost; Time to Implement
Ranking by Criteria Match	4	4	2	2	2
Weighting	A	A	B	B	B



Site Selection Evaluation

Site Criteria	Public Access and Opinion	Landscaping and Functional Capabilities	Site Ownership	Land Development	Cost Justification Capital and Maintenance
Site 1 Boomer Loop	<ul style="list-style-type: none"> •Springhill Pubic Meeting Participants were not in support of a West Amherst location •Amherst Public Meeting participants feel that this is the most feasible site 	<ul style="list-style-type: none"> •Required through feasibility study with Engineers 	<ul style="list-style-type: none"> •Owned by the Cumberland County 	<ul style="list-style-type: none"> •High level of development required 	<ul style="list-style-type: none"> •Land is available for use to the committee •Land needs to be restructured
Site 2 DR Polley/ Enheat Site	<ul style="list-style-type: none"> •There are concerns with contamination in the site 		<ul style="list-style-type: none"> •Privately owned 	<ul style="list-style-type: none"> •High level of development required •Land was leveled by pipeline workers but still needs to be maintained 	<ul style="list-style-type: none"> •Land has to be purchased and restructured

•Site #1 Boomer Loop is listed as our first choice and Site 2 Enheat is listed as our third choice



Site Selection Evaluation Continued

Site Criteria	Public Access and Opinion	Landscaping and Functional Capabilities	Site Ownership	Land Development	Cost Justification Capital and Maintenance
Site 3 Dolan Property	<ul style="list-style-type: none"> •Size of the location is big and the site is accessible •There's a threat that the site could be sold 	<ul style="list-style-type: none"> •Required through feasibility study with Engineers 	<ul style="list-style-type: none"> •Owned by the Dolan family 	<ul style="list-style-type: none"> •Moderate Level of development is required •The fields in the site used to be split by a driveway 	<ul style="list-style-type: none"> •Land has to be purchased and restructured
Site 4 Maltby Property (Property in ARHS)	<ul style="list-style-type: none"> •The fields are good and are used currently for practice and warm-ups 		<ul style="list-style-type: none"> •Privately owned 	<ul style="list-style-type: none"> •No Information 	<ul style="list-style-type: none"> •No Information

- Site #3 Dolan is listed as our second choice



Site Selection Criteria

Site Criteria	Public Access and Opinion	Landscaping and Functional Capabilities	Site Ownership	Maintenance	Cost Justification
Site 5 Bragg Land	•No commentary from public meeting participants	•Required through feasibility study with Engineers	•Privately owned	•No Information	•No Information
Site 6 Milner Lands	•No commentary from public meeting participants		•Privately owned	•No Information	•No Information

•Not Recommended



Site Selection Criteria

Site Criteria	Public Access and Opinion	Landscaping and Functional Capabilities	Site Ownership	Maintenance	Cost Justification
Site 7 Dickey Park	<ul style="list-style-type: none"> •Amherst Public Meeting Participants indicated that only one field is feasible for development •There's a development already in place for the park 	<ul style="list-style-type: none"> •Required through feasibility study with Engineers 	<ul style="list-style-type: none"> •Owned by the town of Amherst 	<ul style="list-style-type: none"> •No Information 	<ul style="list-style-type: none"> •No Information
Site 8 West Highlands Elementary School	<ul style="list-style-type: none"> •Amherst highlighted that a potential partnership with the West Highland school is possible 		<ul style="list-style-type: none"> •West Highlands Elementary 	<ul style="list-style-type: none"> •High level of development 	<ul style="list-style-type: none"> •Costs can be split between the school and the users

•Not Recommended



Section Five: Recommendations





Project Recommendations

Our recommendation is to pursue a multi-purpose outdoor turf field with lights is based on the following selection criteria and feedback:

Community Needs

- 89% of respondents support the development of a new Sportsplex
- Football, rugby, lacrosse and ultimate frisbee are deemed to have inadequate fields
- Development of multi-purpose turf fields with lights was strongly supported by the respondents
- Respondents felt recreational and competitive teams need adequate facilities as well as involvement of non-participants.
- Soccer and Football were the two most desired activities to be included in a new Sportsplex.

Usage

- The Sportsplex research indicates that a minimum range of users would be 300 per day. Assuming usage of 6 hours per day in the summer months and scaled down for the Spring and Fall season due to school and work hours a reasonable usage rate would be 171 users per day averaged over the year with peaks of 300 in the summer months.



Project Recommendations

Costs

- Facility costs would need to be developed in the follow on feasibility study but our research has determined an approximate costs of \$1.2M for two multi-purpose outdoor turf fields with outdoor lighting estimates at \$250K. Costs for facilities for bathrooms and locker rooms would need to be priced out based on infrastructure needs.
- Assuming 15 players per team the multi-purpose fields could support over 3900 teams in a year. According to the respondent's a \$50/hourly fee would be reasonable which would generate \$200K in revenue based on a usage time of 1-2hrs. Turf costs are estimated to be \$5K per year and assuming reasonable staffing costs this should support the maintenance fees although a full feasibility study should be completed to determine exact costs as maintenance costs for bathrooms and locker rooms requires contractor quotes.

Implementation

- Our research indicates the outdoor field with lights would be a 1-2 year project depending on availability of contractors.



Recommendation Summary Sheet

Options	User Needs	Usage	Cost (Capital and Maintenance)	Implementation	Recommendation
A No Change	Low	Low	Low	None	Not recommended
B Upgrade Fields	Moderate	Moderate	Low	Low	3
C. Develop Outdoor Fields	Moderate	Moderate	Moderate	Moderate	2
D. Develop Outdoor + Lights	High	High	Moderate	Moderate	1
E. Build Indoor Fields	High	High	High	High	Not Recommended at this time
F. Build a Sportsplex Facility	High	High	High	High	Not Recommended



Option A: No Change to Current Facilities

User Needs	Usage	Cost (Capital and Maintenance)	Implementation	Recommendation
<ul style="list-style-type: none"> •There is a need for fields as soccer and football come up as the highest priority •Without a new fields, the needs of the community will not be met. 	<ul style="list-style-type: none"> • The users will keep using the current fields available for them to use. 	<ul style="list-style-type: none"> •No or minimum costs 	<ul style="list-style-type: none"> •There is no time associated with this option 	<ul style="list-style-type: none"> •This option is the most cost-effective cost but will not meet the current needs of the residents

•Not Recommended



Option B: Upgrade Current Fields

User Needs	Usage	Cost (Capital and Maintenance)	Implementation	Recommendation
<ul style="list-style-type: none"> •There is a need for fields as soccer and football come up as the highest priority •Upgrading an existing field will help meet the needs of the community 	<ul style="list-style-type: none"> •The current fields are used whenever possible but is a safety hazard due to their conditions •The number of current fields are not many 	<ul style="list-style-type: none"> •The costs are moderate as the sites are partially ready to be developed •The land needs to be relayed and regularly maintained afterwards 	<ul style="list-style-type: none"> •The time required to upgrade the fields that are currently available is low 	<ul style="list-style-type: none"> •The fields are available for the public but they are rarely used and can be cost effective to develop.



Option C: Build New Outdoor Turf Field

User Needs	Usage	Cost (Capital and Maintenance)	Implementation	Recommendation
<ul style="list-style-type: none"> •There is a need for fields as soccer and football come up as the highest priority •The outdoor fields will help meet the needs of soccer and football in the Cumberland County area. 	<ul style="list-style-type: none"> • There are a number of potential sites to choose from •The sites are accessible and have enough space to handle a new field 	<ul style="list-style-type: none"> •The cost of acquiring/leasing the land •The cost of developing the site •The total costs are moderate 	<ul style="list-style-type: none"> •The time to build an outdoor field is moderate 	<ul style="list-style-type: none"> •The cost of building the new fields is moderate and building them will meet the current needs of the have-not group



Option D: Build New Outdoor Turf Fields with Lights

User Needs	Usage	Cost (Capital and Maintenance)	Implementation	Recommendation
<ul style="list-style-type: none"> •There is a need for fields as soccer and football come up as the highest priority •The outdoor fields will help meet the needs of soccer and football in the Cumberland County area. •The lighting will make the field usable during the winter season 	<ul style="list-style-type: none"> • There are a number of potential sites to choose from •The sites are accessible and have enough space to handle a new field •The inclusion of lights will make the fields a year-round facility 	<ul style="list-style-type: none"> •The cost of acquiring/leasing the land •The cost of developing the site •The cost of lighting the fields is moderate •The total costs are moderate 	<ul style="list-style-type: none"> •The time to build an outdoor field is moderate 	<ul style="list-style-type: none"> •The cost of building the new fields is moderate and building them will meet the current needs of the have-not groups which can be used all year-round.



Option E: Build New Indoor Turf Fields

User Needs	Usage	Cost (Capital and Maintenance)	Implementation	Recommendation
<ul style="list-style-type: none"> •There is a need for fields as soccer and football come up as the highest priority •The indoor fields will help meet the needs of soccer and football in the Cumberland County area. •It will also meet the needs of having a field during the colder seasons 	<ul style="list-style-type: none"> • There are a number of potential sites to choose from •The sites are accessible and have enough space to handle a new field •The indoor fields will provide year-round activities to meet the needs of the have not groups 	<ul style="list-style-type: none"> •The cost of acquiring/leasing the land •The cost of developing the site •The dome or structure to cover the fields is expensive •The total costs are high 	<ul style="list-style-type: none"> •The time to build an indoor field is high 	<ul style="list-style-type: none"> •The cost of building the new indoor fields is high and building them will meet the current needs of the have-not groups which can be used all year-round.

•Not recommended



Option F: Build New Sportsplex

User Needs	Usage	Cost (Capital and Maintenance)	Implementation	Recommendation
<ul style="list-style-type: none"> •There is not a big need for a Sportsplex as the top two priorities are soccer and football. •It will meet the needs of having a facility to participate in different activities during the colder seasons 	<ul style="list-style-type: none"> • There are a number of potential sites to choose from •Most sites have enough space to handle a new Sportsplex •The Sportsplex will provide a variety of activities and access all year-round 	<ul style="list-style-type: none"> •The cost of acquiring/leasing the land •The cost of developing the site •The dome or structure to cover the facility is expensive •The total costs are extremely high 	<ul style="list-style-type: none"> •The time to build an indoor field is high 	<ul style="list-style-type: none"> •The cost of building the new Sportsplex is extremely high and building them will provide all season access and a variety of activities for the community. •Soccer and football are the top two user needs and would require a field facility.

•Not recommended



Next Steps

Feasibility Study

- The findings in this Needs Assessment Study indicate that a multi-purpose turf field would meet the needs of the Cumberland County resident's and is strongly support by the community. The recommended next step is to conduct a feasibility study to determine the exact costs by engaging contractors to submit quotes for the work and to determine what funding is available to support the initiative. Funding should be considered for both the initial capital costs as well as the maintenance of the facility.

A Champion to Manage the Process

- In our experience most projects require a champion to see it through to development. The champion would act as a advocate to ensure the project is able to be seen by the decision makers and that they research completed to date is represented in the final business case to show the communities support and need for a new multi-purpose turf field facility.
- The Saint Mary's University Business Development Team can be engaged to assist with any presentations to help ensure the data is represented accurately in discussions.



Appendices





Sites Map

Firefox | Pacers vs. Bulls | NBA.com | Potential Sport Facility Sites - Google ...

maps.google.ca/maps/ms?ie=UTF8&hl=en&oe=UTF8&msa=0&msid=205297602642934567673.0004b422bb2cdf280f169

Norton Safe Search Search Safe Web Identity Safe

Google Bader AlTarrah + Share

Get directions My places EDIT

Collaborate

Potential Sport Facility Sites
Unlisted · 4 Collaborators · 4 views
Created on Dec 15 · By Bader · Updated 5 days ago
Rate this map · Write a comment · KML

- 1- Boomer Loop
- 2- DR Polly/Enheat Site
- 4- Maltby Property
- 8- West Highlands Elementary
Amherst, NS B4H 2M3
- 7- Dickey Park
- 3- Dolan Property
- 5- Bragg land
- 6- Milner lands
- 6- Milner lands
- 6- Milner lands

Potential Sport Facility Sites - Google Maps - Mozilla Firefox | Imagery ©2011 Cnes/Spot Image, DigitalGlobe, GeoEye, Map data ©2011 Google | Edit in Google Map Maker Report a problem

Potential Sport Faci... Final Report Inbox - Microsoft O... CRDA File - Messag... Microsoft PowerPoi... EN 10:47 AM



Estimated Cost Assumptions

1. Cost of full size synthetic multipurpose field = \$1,295,000
2. Cost of lighting a full synthetic field = \$250,000
3. The air structure price to cover the field = \$1,200,679
4. The expansion in the SNS fields was between \$3-\$4 million

Installed Synthetic Turf Cost (Self Installation)			
Description	Cost Per Square Foot	Infill Turf	Non-Infill Turf
Infill Turf	\$1.70-\$4.00	✓	n/a
Non-Infill Turf	\$3.00-\$6.00	n/a	✓
Rubber Infill (2-3lbs/sf)	\$0.50-1.05	✓	n/a
Spare Turf*	\$0.10-\$2.50	✓	✓
Turf/Rubber Shipping^	\$0.15-\$1.50	✓	✓
Crushed Limestone Base Material	\$0.50-\$1.00	✓	✓
Misc. Materials (e.g., landscape fabric, nails, tape, glue)	\$0.25-\$0.75	✓	✓
Equipment Rental	\$0.00-\$1.00	✓	✓
Fuel, Vehicles & Labor (Provided by Self, Family, and Friends)	\$0-?	✓	✓
Total Cost Per Square Foot		\$3.20-\$10.80	\$4.00-\$13.80

* Spare turf is the extra turf that you **must order** but that will **not** be in your finished yard. The more odd shapes and incontinuity that you have in your yard, the more spare turf you'll have and the higher your spare turf cost.

^ The smaller your yard, the higher your delivery costs will be on a 'per square foot' basis.

<http://www.synthetic-turf-installer.com/artificial-grass-cost.html>



Appendices B: References

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Appendices C: Contact Sheet – Wellness Group

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	Sarah MacPherson	Sarah.MacPherson@cha.nshealth.ca	Cumberland Health Authority	
	Patricia Harrington	Patricia.Harrington@cha.nshealth.ca	Continuing Care in Cumberland county	Director



Contact Sheet – High School and Business Communities

Schools and Business
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Contact Sheet – Sport Associations

Sports Associations

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Contact Sheet – Municipal Participants

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