

ATTACHMENT A  
EXECUTIVE SUMMARY  
INVENTORY DEVELOPMENT & VALUATION REPORT



## Inventory Development & Valuation Report

***Developed for& Presented to:***

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***Developed & Presented by:***

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Submitted: May 1, 2023

## Executive Overview

Partnership Group Sponsorship Specialists® (PGSS) was engaged by the City of Nanaimo to execute the following as part of our agreement:

- 1) Inventory Asset Valuation (IAV) including the IAV Report for the entire City of Nanaimo based on the scope of the agreement and selected facilities, programs, features and events to determine what the City has available for sale and the associated marketing values of those assets from a marketing perspective that would be worthwhile for a sponsor / business to purchase to market themselves better and more effectively than traditional marketing channels. From this the Partnership Group - Sponsorship Specialists® was responsible for determining the potential overall potential revenue that can be achieved on an annual basis for the City for revenue purposes beyond taxation and user fees.
- 2) Delivery of a detailed strategy for monetization of the IAV including proposed sales approach, associated job descriptions, implementation plan, 5-year revenue forecasts and expenses and success / progress measurement benchmarking indicators measuring activity and financial benchmarks.
- 3) Development of a municipal sponsorship and advertising and naming rights policy.
- 4) The City of Nanaimo will also receive 40 hours of consulting and mentoring time for support of staff in the monetization strategy

**The full Report and accompanying Inventory Asset Valuation spreadsheets represents numbers 1 & 2 in our work scope as per above.**

What follows in this Executive Summary is a general synopsis of this Inventory Asset Valuation (IAV) Report. It touches generally on the mandate, the outcomes, the observations and the recommendations. It is not intended to replace the full report which clearly is more in-depth, but also focuses on key elements of the process and understanding of sponsorship opportunities for the City of Nanaimo.

The Partnership Group - Sponsorship Specialists® was to identify sponsorship marketing assets associated to the City of Nanaimo with a detailed scope of properties to be audited (in Appendix A). The goal was to identify assets within each of the properties of the scope of the project as well as determine and validate your achievable sponsorship revenue.

The valuation process took a three-step process using industry accepted standards to initially place real market value on each asset. Then those same assets and their value were benchmarked and compared to similar assets at other properties across the region and

nation to ensure they are accurate. Then finally members of our team of consultants (all with over 25 years of industry expertise in valuations of assets) review the assets from an “experience” perspective to ensure the numbers were correct. Then finally a propriety tiering format was allocated to each asset to determine what level of investment was required to be able to include that asset in a proposal.

We have determined that the City of Nanaimo’s sponsorship program should operate with a four (4) tier revenue level format. Those investment levels for potential partners based on the present scenario are outlined in the table to the left.

Tier	Annual Spend Range
1	\$40,000 +
2	\$25,000 - \$40,000
3	\$10,000 - \$25,000
4	\$3,500 - \$10,000

**Figure 1 - Tiering levels**

Essentially you would not accept anything under the value of \$3,500 with respect to a customized integrated sponsorship package. This would not be applicable to a “one-off” advertising purchase such as a rink board.

It is important to understand that this inventory of assets is not exhaustive. It is comprehensive, but not exhaustive.

From this process above and the aligned analytics and metrics we have used, the following is the financial potential outcome of the IAV:

1. Overall there are close to 2,400 unique individual assets on the IAV spreadsheet. These in turn extrapolate to over 17,000 individual assets that could be sold.

2. The total value of all the identified assets is \$9,412,176.21. Of this about 30% is intangible goodwill (\$2,172,041) and the remaining \$7,240,135 value in assets is tangible or physical such as presenting sponsor, banners or right to sample a product etc.)

3. It is important to note that this \$9.4M in assets includes properties such as Port Theatre, Nanaimo Art Gallery, Nanaimo Museum, VICC who’s revenues are associated back to those organizations for the most part versus to the City. As well it includes inventory that you don’t get revenue from such as signage and rink

<u>RELATED ASSET VALUE*</u>		<u>%</u>
Facilities	\$1,298,821.14	13.80%
Destination Parks	\$520,558.30	5.53%
Area Parkland (by neighbourhood)	\$934,909.28	9.93%
Other Parks, Trails, Playgrounds and Benches	\$243,552.50	2.59%
Gardens	\$91,751.55	0.97%
Public Safety Related	\$325,723.37	3.46%
Public Works Related	\$124,799.97	1.33%
Real Estate Related	\$60,579.51	0.64%
Recreation Facilities	\$1,715,354.50	18.22%
Events	\$425,270.31	4.52%
Programs / Programming	\$1,847,014.95	19.62%
Publications/Collateral	\$133,127.03	1.41%
Digital/Web/Social Media	\$862,390.28	9.16%
Projects   Services	\$397,181.71	4.22%
Fleet	\$87,525.87	0.93%
OTHER	\$193,675.13	2.06%
Supplier Categories	<u>\$149,940.81</u>	<u>1.59%</u>
	<b>\$9,412,176.21</b>	<b>100.00%</b>

boards in the hockey arenas etc. where it has been allocated to teams like the Buccaneers and the Clippers. These combined revenue opportunities are worth approximately \$1.4M

4. Of the \$9.4M in total assets we estimate that the City of Nanaimo should be generating about \$850,000 (about 9% of the \$9.4M or 11% of the \$8M) of revenue annually if they follow the suggested recommendations and meet the proposed staffing levels. Should you follow the recommendations of this report we estimate that you will reach the estimated target of approximately \$850,000 in gross annual sponsorship/advertising revenue in a maximum of three to four years.

Our overall observations from the IAV are as follows:

1. The City of Nanaimo has tremendous opportunity, through your enormous variety of assets, for growth in revenue generation through sponsorship opportunities within the scope of this project.
2. A professional sales strategy needs to be developed. (This is included as part of the overall scope of this project). From this strategy, implementation will be critical, whether that is internal or external sales and how you will approach sponsorship based on the policy associated to corporate sponsorship. Policy review and development is also part of the overall project undertaking.
3. There does seem to exist within pockets of the administration hesitancy or trepidation to adopt this new approach to sales. *"If it ain't broke why fix it"* is a familiar refrain that comes to mind. This is not uncommon. Many organizations do require a "culture shift" towards acceptance of sponsorship which delays and sometimes impedes success. No doubt this approach will require some selling internally before you are selling externally armed with this material. This is not uncommon and generally produces some healthy discussion.
4. The staffing levels for a sponsorship team do not presently exist and will have to be developed and enhanced as more and more revenue is generated and the plateau is reached should you choose to go the route of internal sales.
5. In addition to staffing levels for sales (be that internal or external sales), there will need to be a position solely dedicated to the sales fulfillment and stewardship of sponsorship including the tracking and administrative requirements that go with this activity. You will need to have .5 to 1 fulltime FTE to fill this role.
6. If this exercise has proven anything it is that the City of Nanaimo has an abundance of assets at its disposal. Many of which are unique and novel opportunities to leverage with partners. As many forward-thinking cities, such as Nanaimo, are also

using doughnut economics as their compass for a circular future it is a perfect segue for *Reimagine Nanaimo* kick which starts the opportunity for constituents to have a say in how that could/should look for the City. There will be many sponsors who have stated environmental core beliefs that will want to get involved in this community investment piece. It will be crucial to interview” prospects to ensure they are truly committed to the cause and not just looking for clicks”. *Reimagine Nanaimo* is a prime example of an asset that’s value is not measured metrically but from being involved in building something great for and in the Community.

And finally, our overall recommendations from this IAV are as follows:

1. The City of Nanaimo needs to have a sponsorship policy, naming rights policy and advertising policy developed / updated so they are integrated together and can provide council, administration and front-line staff concrete direction and written support for the sponsorship program. (This exists as part of the overall deliverables for the project. Once the inventory and this report have been approved, the strategy and policy can be developed.)
2. A clear strategy needs to be developed and endorsed / approved by senior administration and council with a minimum five-year mandate for the strategy. This strategy will follow the approval of this inventory asset valuation and associated report and be the game plan for the next five years. This is included in the overall engagement of the Partnership Group – Sponsorship Specialists®
3. Staffing levels for the **centralized** sponsorship team needs to be developed (internally or externally) and followed. We strongly believe that wherever possible our clients should retain the sales element as relationships are critical to long term growth. If you have 3<sup>rd</sup> party selling and a couple years down the road they leave; that relationship, and likely hopes of a renewal, goes with them. We would highly recommend that the City of Nanaimo build your own internal sponsorship team from scratch. This would initially include a salesperson with part time support growing in time to full time support person.

During our discussions we have agreed that perhaps the best short and long term sales approach would be to engage a third party to do sales of key facilities / features / programs and events that engages City staff in the process versus manages the whole sales process. This has been undertaken for the \$270,000 Serauxmen Stadium Field naming right that is still in the works. That project has been led by Partnership Group - Sponsorship Specialists® but it may be any third party sales group undertaking these initial sales. This could be delivered on a consulting fee “per hour basis” as has been done with the Serauxmen Stadium

Field opportunity or with a small retainer and commission format. The proposed assets to be featured would be the following:

- i. Nanaimo Ice Centre
- ii. Nanaimo Ice Centre Rink One
- iii. Nanaimo Ice Centre Rink Two
- iv. Nanaimo Ice Centre Lobby
- v. Nanaimo Ice Centre Dressing Rooms
- vi. Nanaimo Aquatic Centre
- vii. Nanaimo Aquatic Centre Pool
- viii. Nanaimo Aquatic Centre Slide
- ix. Nanaimo Aquatic Centre Fitness Centre
- x. Nanaimo Aquatic Centre Lazy River
- xi. Nanaimo Aquatic Centre – key features
- xii. Frank Crane Arena\*
- xiii. Cliff McNabb Arena\*
- xiv. Rotary Bowl\*
- xv. Stadium District Overall
- xvi. Mariner Field
- xvii. VICC and all expired room naming's
- xviii. Main Turf at Stadium District
- xix. Beban Park\*
- xx. Beban Pool\*
- xxi. Beban Park Social Center\*
- xxii. Harewood Centennial Park and two artificial fields
- xxiii. South End Community Wellness Centre
- xxiv. Oliver Woods Centre
- xxv. Harewood Activity Centre

\*Consideration of these features will need to take into account the naming of these after individuals and families and those families will need to be consulted before any decision to rename is undertaken.

4. A strong sponsorship culture of developing a holistic sponsorship program that uses discovery session format with sponsor prospects; development of programs that deliver ROI for sponsors, the City of Nanaimo and the audiences that attend the events, facilities and properties.

5. The social and digital media from a sponsorship perspective needs to be further developed and engaged. We are looking at the need for this specifically in the sponsorship area, but it goes well beyond that across all departments and operations.
6. You will need to tread carefully as sponsorship or naming rights will not fit in all places. For example, even though we have listed naming or Presenting Status in some areas you will and in some case should not be selling in specific parks, especially those tied already with Lions or Rotary clubs.
7. There will require a “Summit” of sorts with the local junior hockey team to discuss the plans moving forward to relay fears that you will be taking away revenues as you look to potentially “undo” some of the advertising wallpaper that have become common place in municipalities with Junior teams selling advertising. “Less is more” and that value proposition can be proven to the hockey group with a well-planned outline on the approach moving forward. It will serve everyone well.

The key to the short-term strategy would be that within two (2) years you have undertaken to sell naming rights to a portion of the full list noted above. The longer the list of available assets the better the chances of raising revenue. We believe that within 24 months of go ahead you should be able to generate a minimum of \$300,000 in annual revenue with the sale of a minimum of 10 of these 25 featured areas.

We would like to thank you in earnest for the opportunity to work with the City of Nanaimo. All the people we interviewed were a pleasure to work with and provided terrific insights. We sincerely hope that this information will provide you with the necessary information to enhance your sponsorship program.

We look forward to the prospect of a continued working relationship with you as you progress your sponsorship efforts moving forward.

Respectfully submitted,



Brent Barootes  
President & CEO  
Partnership Group – Sponsorship Specialists®

## **Appendix A: Project Scope**

The following outlines the scope of this project.

### City of Nanaimo - Asset List

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<b>Facility</b>
<b>ADMIN</b>
Service and Resource Centre (SARC)
City Hall
<b>CONFERENCE CENTRE</b>
Vancouver Island Conference Centre
<b>CULTURE</b>
Nanaimo Art Gallery
Nanaimo Museum
Community Theatre Building
The Port Theatre
Centennial Museum Building - Military
Bastion Building
Miner's Cottage
Rowbottom Residence (Miner's Cottage)
Museum Train Shelter
<b>PARKADES</b>
Port Theatre Parkade
Bastion Street Parkade
Harbourfront Parkade
<b>PARKS</b>
Beacon House Community Hall (Protection Isl)
Beban Artificial - Merle Logan
Beban Artificial - Second Artificial
Beban Artificial - Storage Building
Beban Artificial - Washrooms
Bowen East - Washroom/Storage Building
Brechin Boat Ramp - Boat Wash Building
Brechin Boat Ramp - Washrooms
Brechin Boat Ramp and Wharf
Brechin Boat Ramp Fish Cleaning Shelter
Brechin Boat Ramp Paddling Dock
Caledonia Park - Changeroom Building
Caledonia Park - Fieldhouse & Concession
Caledonia Park - Grandstand
Caledonia Park - Press Booth / Office



Caledonia Park - Washrooms
Canoe Shelter (Georgia Park)
Chinese Cemetery Entrance & Gazebo
Colliery Dam Park - Washrooms
Comox Gyro Park - Washrooms
Departure Bay Centennial Park - Washrooms
Deverill Square Park (Gyro 2) - Fieldhouse
Elaine Hamilton Park - Fieldhouse
Gallows Point Wharf & Ramp (Protection Isl)
Harry Wipper Park - Washrooms
Judo Building - Sid Clark Park
Kinsmen Park - Washrooms
Loudon Park - Washrooms
Maffeo Sutton - Spirit Tent
Maffeo Sutton Park - Electrical Building
Maffeo Sutton Park - Lions Pavilion
Maffeo Sutton Park - Washrooms
Mansfield Park - Fieldhouse
Mary Richard Bennet Pioneer Skate Park
May Richards Bennett Pioneer Park - Announcer Building
May Richards Bennett Pioneer Park - Washrooms
McGirr Sports Fields Dugouts
McGirr Sportsfield Fieldhouse
Nanaimo North Gateway
Nanaimo South Gateway
Neck Point Park - Boathouse
Northfield Rotary Visitor Info Centre
Parks Annex - Old #1 Reservoir - Office Building
Parks Yard - Administration
Parks Yard - Equipment Bays
Parks Yard - Greenhouse
Parks Yard - Workshop
Pawson Park - Washrooms
Picnic Shelter x2 - Bowen Park
Pipers Lagoon Park - Washrooms
Protection Island Museum
Robins Park - Announcer Building
Robins Park - Fieldhouse
Rotary Ball Park Batting Cage
Rotary Ball Park No 1 Dugout
Rotary Ball Park No 2 Dugout

Rotary Ball Park No 3 Dugout
Rotary Picnic Shelter
Rotary Bowl
Serauxmen Stadium
Sid Clark Gyro Park - Concession
Sid Clark Gyro Park - Washrooms
Sid Clark Gyro Park Bleachers
Westwood Lake Park - Washrooms
<b>PUBLIC SAFETY</b>
Police Operations Building
Police Operations Annex Bldg (ARC Building)
Fire Station #1
Fire Station #4
Fire Station #2
Fire Station #3
Fire Rescue Administration Building
Fire Training Centre
Animal Control Building
Fire Station #7 (Protection Island)
Fire Station # 2 - Storage
Animal Control Residence
Fire Hall No 2 Storage Container
<b>PUBLIC WORKS</b>
South Forks Water Treatment Plant
Public Works Yard - Administration Office
Reservoir No.1 and Energy Recovery Facility
Bowen Cemetery - Office
<b>REAL ESTATE</b>
Northfield School
<b>RECREATION</b>
Nanaimo Aquatic Centre (NAC)
Beban - Centennial Building
Beban - Cliff McNabb Arena
Beban - Frank Crane Arena
Beban- Agriplex
Beban House
Beban Pool including Frank Crane Arena
Beban Social Centre
Beban Sports Pavillion (Lions Pavillion)
Bowen Amphitheatre
Bowen Clubhouse (Lawn Bowling)

Bowen Complex
Boys and Girls Club of Nanaimo (Chase River old Fire Hall)
Curling Club
Departure Bay Activity Centre
Harewood Activity Centre (NSAR)
Harewood Centennial - Covered Multi-purpose Court
Harewood Centennial Park - Washrooms
Kin Hut Activity Centre
Kin Pool Washroom/Changeroom Building
MR Bennett Pioneer Park - Football Building
Nanaimo Ice Centre (NIC)
Oliver Woods Community Centre (OWCC)
Rotary Fieldhouse - Serauxmen Sportsfields
<b>CEMETERIES</b>
Bowen Road Cemetery
Townsite/Chines Cemetery
Wellington Cemetery

## PARK AMENITIES

### GATED PARKS

<b>Name</b>
Elaine Hamilton
Robins Park
Colliery Dam
Harewood Centennial
Serauxmen Sports Field
Westwood Lake Park
Beaufort Park
Brannen Lake
Diver Lake
Loudon Park
Neck Point
Pipers Lagoon
Blueback Beach Access

### BASKETBALL COURTS

<b>Name</b>
Beaufort ( <b>Gated</b> )
Beban
Bob O' Link
Cinnabar Valley ( <b>2 gated, 1 not</b> )

Comox
Crystal Brook
Departure Bay Centennial <b>(Gated)</b>
Emery Way
Forest Drive
Groveland <b>(Gated)</b>
Latimer
Linley Valley Gyro Park <b>(gated)</b>
Maffeo Sutton
Mansfield
Morningside <b>(Gated)</b>
Westdale / Leslie
Waddington Gyro

#### TENNIS COURTS

<b>Name</b>
Beban Park
Bowen Park
Cinnabar
John Weeks
Departure Bay Centennial
Diver Lake <b>(not lockable)</b>
May Richards Bennett <b>(not lockable)</b>
Morningside Park

#### PICKLE BALL COURTS

<b>Name</b>
Beban Park
Beaufort
Departure Bay Centennial
May Richards Bennett

#### VOLLEYBALL COURTS

<b>Name</b>
Bowen Park - Sand Volleyball
Mansfield Park

#### BIKE PARKS

<b>Name</b>
Beban Park - Steve Smith
Beban - Mountain Bike Skills Park

Beban Park - Marie Davidson BMX
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#### SKATE PARKS

##### Name

Bowen (Wall Street)
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Youth Park - Harewood Centennial
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May Richards Bennett
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#### BALL HOCKEY COURTS

##### Name

Beban Park
------------

Bowen Park
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Comox Gyro Park
-----------------

Crystal Brook Park
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Departure Bay Centennial
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Harewood Centennial
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Linley Valley Gyro Park
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Morningside Park
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#### DOG OFF-LEASH

##### Name

Beban Park <b>(Fenced)</b>
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Beaufort
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Cable Bay
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Colliery Dam
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Divers Lake
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Northfield Visitors Centre <b>(Fenced)</b>
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Invermere Beach
-----------------

May Richard Bennett
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Westwood Lake
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Wardropper <b>(Fenced)</b>
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St. George Ravine <b>(Fenced)</b>
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Gallows Point (Protection Isl)
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#### PUBLIC WASHROOMS (OPENED TO PUBLIC)

##### Name

Beban Park (Altrusa)
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Bowen East
------------

Brechin Boat Ramp
-------------------

Caledonia (showers)
---------------------

Colliery Dam
--------------

Diana Krall Public Washroom
Kinsmen Park
Maffeo Sutton Park
Neck Point
Northfield Visitor Centre
Pipers Lagoon
Westwood Lake Park

#### WASHROOMS OPENED BY USER GROUPS

Name
Calendonia Park
Comox Park
Colliery Dam
Departure Bay Centennial Park
Deverill Square Park
Elaine Hamilton Park
Harewood Centennial
Harry Wipper Park
Loudon Park
Mansfield Park
May Richards Bennett
NDSS Artificial Turf
Pawson Gyro Park
Robins Park
Sid Clark Gyro Park

#### ARTIFICIAL SPORTS FIELDS

Name
Merle Logan Artificial
Beban Second Artificial
NDSS Community Artificial

#### SPORTS FIELDS

Name
Barney Moriez
Beban Gyro Fields
Bowen West
Caledonia
Comox
Departure Bay
Deverill

Diver Lake
Elaine Hamilton
Groveland
Harewood
Harry Whipper
Mansfield
May Bennett Pioneer
Pleasant Valley
Robins Park
Serauxmen Fields (3rd Street)
Sherry Fields
Sid Clark Gyro

#### BOAT RAMPS

Name
Brechin Boat Ramp
Brannen Lake Boat Ramp
Charlaine Boat Ramp
Westwood Lake Boat Ramp
Green Lake Boat Ramp
Fillinger Boat Ramp

#### playgrounds

Name
Colinwood Park
Everest Drive Park
Rock Ridge Park
Cinnabar Valley Park
Country Hills Park
John Weeks Park
Ranchview Park
Comox Park Gyro 1
Maffeo Sutton Park
Nob Hill Park
Pawson Gyro Park
Cottle Creek Park
Jesters Way Park
Keighley Park
Kinsmen Park

Staffordshire Park
Carmanah Park
Groveland Gyro Park
McGirr Community Park
Seabold Rotary Park
Sechelt Drive Park
Southampton Park
Pirates Park
Lewis Park
McKinnon Place Park
Norasea Park
Oceanview Park
Parkway Park
Roxanne Park
Westdale/Leslie Park
Westhaven Park (Bayshore)
Applegreen Park
Cambie Park
Harewood Centennial Park
Hawthorne Park
Janes Park
Kinette Evergreen Park
Knowles Park
Nova Park
Railway/Connaught Park
Linley Point Gyro Park
Robin's Den Park
Barney Moriez Park
Kenwill Park
Kerry Lane Park
Malibu Terrace Park
Salal Park
Deverill Square Gyro 2 Park
Beban Park
Bob-O-Link Park
Bowen Park (Lower)
Bowen Park (Upper)
Diver Lake Park
Forest Drive Gyro Park
Latimer Park
Mansfield Park



Theresa Terrace Park
Thunderbird Park 1
Daynes Park
Loudon Park
Oliver Woods Park
Orchard Circle Park 1
Cariboo Park
Westwood Lake Park
Arbutus Park
Brackenwood Park
Broadway Park
Brookwood Park
Camcrest Park
Country Club Park 2
Crystal Brook Park
Davies Lane Park
Noye Park

Name of Park / Trail
1 Port Drive - new waterfront walkway
Amsterdam Park
Barsby Park
Beach Estates Park
Beaufort Park
Beaver Creek Trail
Beban Park (including Participark)
Bing Kee Trail
Blueback Beach Access
Bowen Park (including bridge/shelter)
Bowen Park Disc Golf Course
Brookwood Park
Browns Lane - Brackenwood
Butcher Road Public Access
Buttertubs Marsh
Cable Bay / Joan Point
Caledonia Park
Camas Park
Carrington Park (Rutherford Stairs)
Cathers Lake Beach Access (4)
Chase River Estuary 1&2

Colliery Dam
Diver Lake
Dufferin Crescent Trail
Dunster Park
E & N Trail - Central (Fibber McGee's)
E & N Trail
East Wellington Road Park
Ecole Ocean (Terminal Ave/Brechin Rd.)
Georgia Avenue School
Gilfillan Stairs
Glen Oaks Park 1&2
Greenaway Park
Hammond Bay Accesses (all)
Hawthorne Park Trail
Invermere Stairs (plus 12)
Jack Point and Biggs Park
Jacob's Lane Walkway
Janes Park
Kinette Evergreen Park
Koram Park
Linley Point (Rutherford Road)
Linley Valley / Cottle Creek (Rock City Rd)
Lost Lake
Loudon Park
May Richards Bennett - Off Leash Area
Neck Point Park
Northfield Marsh / Mtn. Vista
Northfield Nature Park
Northfield Rotary Lookout
Oceanview Park
Oliver Woods Trail
Park Avenue Bridge
Parkway Trail
Parkway Trail
Pipers Lagoon Park
Pirates Park - All Protection Is Parks
Planta Park / Stephenson Point
Reservoir Park - Harewood Dam
Richards Marsh / Kells Bay
Rocky Point Park 1&2 (Beach Access)
Rutherford Park 1&2

Salal
Saxer Park
Seabold Park Stairs
Sealand/Waldbank Stairs
Sheridan Ridge Stairs
Shiloh
Song Bird Place
St. George Ravine Park
Stephenson Pt. Beach Access
Steve Marshall (Diver Lake)
Sugar Loaf Mountain
Tamara/Goldfinch Trail
Third Street Trail
Tralee Trail (College Heights)
Walley Creek Trail
Wardropper Park
Wellington Trail
Westwood Lake Park
Wexford Creek Park
White Eagle Beach Access
Woodstream

## COMMUNITY GARDENS

Location
Beaufort Park Community Garden
Beban Urban Gardens Society (BUGS)
Beban Learning Gardens - Including Greenhouse
Forest Drive Park
Pawson Park
Smugglers Park Community Garden

The gardens are initiated under the City's Partners in Parks Program (PIP). Groups applied for seed money through the PIP Granting Program, and they facilitate the initial setup of the gardens.

## ORNAMENTAL GARDENS

Chinese Memorial Garden  
Catherine Gisborne Garden  
Billy Lewis Rose Garden  
Hailey Rhodendron Grove

## Hosted events

Canada Day  
Healthamoungus  
Winter Wonderland  
New Years Eve (Finale)  
Concerts in the Park  
Family Fun nights  
Lions Club Free swims - sponsored  
Lions Club Free skates – sponsored  
Coast Capital Savings swim/skates - Sponsored  
Earth Day skate  
Themed skates for Easter, Valentines Day, St Patrick's Day, Thanksgiving  
Glow in the dark skates  
Dive-in Movies  
Pop up events in parks  
Walk On Winter Wellness Challenge  
Golden Bucket  
Frosty Bucket  
National Lifejacket Day  
Water Safety Week  
Drowning Prevention Week  
Civic Sport Merit Awards  
Culture & Heritage Awards  
Harbour City Seniors Weekly Events  
Public Works Days

## Assist other organization in hosting - Terry Fox Run

## City-assisted or attended

Water to Earth Month  
Oceans Day  
Rivers day  
Active for Life  
Invasive plant awareness  
Family Fishing Day  
Teddy Bear Picnic

Story walk  
Youth Week  
Go-by Bike / Commuter Challenge  
Healthy Start Fairs  
International Students Welcome – VIU  
Children’s Fair

**Assisting in others in hosting in partnership with other departments:**

Remembrance Day  
Dragon Boats  
Marine Festival  
Thursday Night Market  
Filming

**PROJECTS / SERVICES**

TYPE

Mayor's Table
REIMAGINE Nanaimo
Water Management
Sanitation Operations
Urban Forest
Partners in Parks

