



2021 ANNUAL REPORT

**RECREATION
LOISIRS NB**





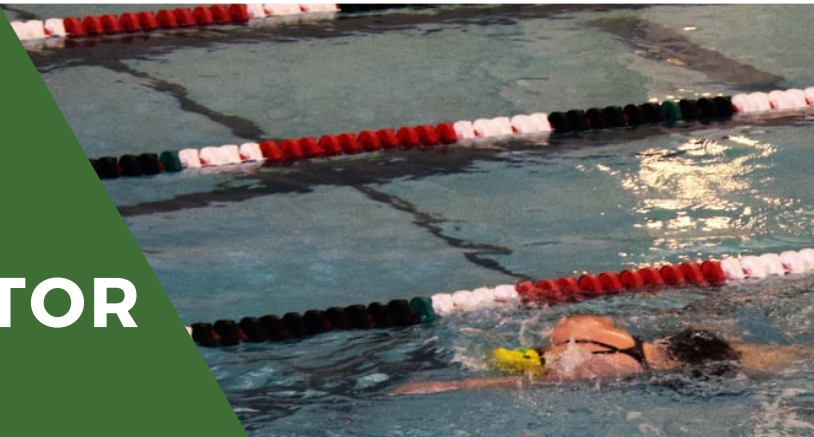
Land Acknowledgment:

We would like to begin by acknowledging that the land on which we work and play is the traditional unceded territory of the Mi'kmaq Peoples. This territory is covered by the "Treaties of Peace and Friendship" which Wəlastəkwiyyik (Maliseet), Mi'kmaq and Passamaquoddy Peoples first signed with the British Crown in 1726. The treaties did not deal with surrender of lands and resources, but in fact recognized Mi'kmaq and Wəlastəkwiyyik (Maliseet) title and established the rules for what was to be an ongoing relationship between nations."

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A MESSAGE FROM THE PRESIDENT & EXECUTIVE DIRECTOR

A photograph of a swimmer in a pool, viewed from above. The swimmer is wearing a yellow cap and is in the middle of a stroke. The pool is divided into lanes by red and white lane lines. The water is blue and reflects the light.

This time last year we were all hopeful the Covid-19 pandemic was coming to an end, and we would be back to a somewhat “normal” operating year. Alas, we now know that it wouldn’t be the case. We have had many ups-and-downs over the past year, but one thing that has remained a constant throughout this ordeal has been the importance of the recreation sector as an essential service. As we’ve seen from countless research studies – and our own experiences in neighbourhoods across New Brunswick – parks, trails and green spaces continue to be a vital resource to our communities. As gathering restrictions lifted, recreation facilities also experienced a huge demand for access. A job well done to the hard-working New Brunswick parks and recreation professionals who demonstrated expertise in managing the ever-changing regulations and public health directives that come with delivering essential services during a pandemic.

Following the move to the “Green Phase” of operating this summer, Recreation NB | Loisirs N.-B. was once again able to host, following the prescribed guidelines, in-person training! It was great to be able to safely host these events face-to-face with experts in the field as well as the recreation and parks sector employees who were ready and eager to learn, network and share with colleagues.

Along with the many changes happening to how we operate also came changes to our team. We were happy to welcome Jacob Weinstein to the role of Engagement and Education Coordinator. Jacob joins the Recreation NB | Loisirs N.-B. team with his Masters in Business in Sport and Recreation Management from UNB, and a background in membership services with the CFL’s Ottawa Redblacks. Michelle Decourcey welcomed a healthy baby Nova in January and continues her maternity leave. In Michelle’s absence we hired UNB Kinesiology student, Ashtyn Smith, for the summer months and she has stayed on and continued working on projects this fall while completing her internship.

We’re also very pleased to announce that our team has grown. Kristin O’Brien joined us as the Physical Literacy Coordinator. We were approached by the Sport and Recreation Branch about bringing this vital program under the Recreation NB | Loisirs N.-B. umbrella, and we were very happy to do so. He had previously been in the role for about a year and has a Bachelors of Kinesiology from Dalhousie University.

Continued...

A Message from the President and Executive Director Continued...

Through all these changes, Recreation NB | Loisirs N.-B. remained a unifying presence. From making space for virtual knowledge sharing, advocating for the sector and meeting with the Minister of Tourism, Heritage and Culture, to tackling critical issues through events and working with our sector partners on online trainings. Like many of our members, our team has had to pivot how we operate to keep up with the latest demands and we will continue to do so.

We have continued our collaborative work with key sector partners, including officials with the Department of Tourism, Heritage and Culture's Sport and Recreation Branch. Our work would not be possible without the support given to us by our members. Membership numbers have remained constant despite the gloomy outlook this pandemic posed, and we are truly grateful for your continued faith in the work we do. We will continue to do our very best to position the recreation and parks sector as an essential service, thus creating a happier, healthier New Brunswick.

Matt Pryde,
President



Chris Gallant,
Executive Director



Recreation NB | Loisirs N.-B. Staff



Chris Gallant
Executive Director



Jacob Weinstein
Engagement and Education Coordinator



Ashtyn Smith
Projects Intern



Kristin O'Brien
Physical Literacy Coordinator



Nicole Bell
Bookkeeper



Recreation NB | Loisirs N.-B. Board of Directors

EXECUTIVE

Matt Pryde

President | Sackville

Greg Cutler

Past President | Saint John

Cynthia Stacey

Treasurer | UNB - Retired

DIRECTORS

John Burns

Director | Fredericton

Jeremy McShane

Director | St. Stephen

Jackie Dunn

Director | Oromocto

Maryse LeBlanc

Director | Memramcook

Ryan Wilbur

Director | Bathurst

Tanya Hawkes

Director | Hartland

Charlene Shannon-McCallum

Director | UNB

EX-OFFICIO

Grant Sinclair

Dept. Tourism,
Heritage & Culture

2021 Membership Breakdown and Social Stats



1833 Followers



1895 Followers

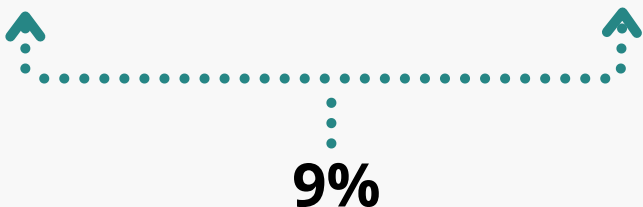


762 Followers



20 Followers

*New in 2021



Overall Increase



220 Subscribers
28 Points of Interest
33.5% Open Rate



New Website: (June)
1,231 Unique Visitors
1,886 Site Sessions

ENGAGEMENT REPORT

Recreation NB | Loisirs N.-B. has remained committed to providing quality professional development to our members during the pandemic, by working with national and regional partners offering virtual trainings, and in-person professional development sessions when permitted.

Recreation NB | Loisirs N.-B. continued to host virtual knowledge exchanges for recreation professionals, both urban and rural. The knowledge exchanges have provided opportunities for members to share best practices, key leanings and ask for support. From resources, knowledge exchanges to advocating for recovery funding on behalf of our members and the recreation and parks field, our association is dedicated to helping our sector navigate this experience.

One common need that came out of hosting our virtual knowledge exchanges was the need for a rate determination survey. This survey was shared with urban and rural municipalities across New Brunswick. The survey consisted of 7 questions regarding rate determination for recreation facilities and related topics. The purpose of this survey was to create an avenue for municipalities across the province to share their practices and policies, facilitating a collaborative approach to the development of optimal rate determination for recreation facilities. In terms of the rates reported by municipalities, the main finding is that there are notable inconsistencies across the province in both urban and rural communities. For rate determination we found that the majority of both urban and rural municipalities use one or more of the following methods: cost recovery and subsidy model, local community comparison, historical rates and annual rates increases dependent on review and approval by local council. For subsidization the preponderance of rural and urban municipalities allocated theirs for youth, ranging between a subsidization rate of 26-50%. A miniscule amount of all respondents indicated a subsidization rate for seniors, and adults, ranging between 25-75%. Additionally, most municipalities are using the recreation software Max-Galaxy which is soon becoming active net. Out of the respondents, 36% are with max galaxy/active net. Three rural municipalities do not use any recreation management software or booking software.



ENGAGEMENT REPORT CONTINUED...

Highlights:

- Knowledge Exchanges
- Rate Determination Survey
- Trail User Groups Survey
- Website launch
 - New: Ability to accept payments for memberships, trainings, events, advertisements, sponsorship, and logbooks directly through our website.
 - New: Ability to submit requests for trainings through a book system directly through our website.
 - New: Restricting access to pages for non-members (incentivizing non-members to sign up).

Membership:

- Net gain of seven members
- Loss of 8 corporate members (We're still chasing these members).
 - We've seen certain members go out of business
 - Budgetary priorities change due to stress from the pandemic
 - We're working towards revamping our corporate member package so that we can provide more tangible and relevant benefits. Some these activities include recording impressions, website visits and other traffic metrics to demonstrate the exposure they would receive as corporate members with Recreation NB.
- Despite this we're on par financially with last years membership revenues.
- We've gained 26 student members; this group has historically been difficult to recruit as members. A large contributing factor to the increase has been making it easier to sign up (paperless sign up), creating networking opportunities, and in-person recruiting.

Recreation's Voice

We are pleased to partner with government, like-minded organizations and national bodies as part of a variety of relevant networks and committees. These links with our sector partners and allies in health, education and wellness allow us to ensure that New Brunswickers benefit from best practices, the latest research and up-to-date standards. Our seat at these tables assures that the voices of our members are heard across the province and country.

National Bodies

Canadian Parks and Recreation Association (CPRA)

Canadian Recreation Facilities Network

Active Living Alliance for Canadians with a Disability

HIGH FIVE® National

Committees

Atlantic Recreation and Facilities Conference Planning Committee

CPRA Finance and Risk Management Committee

Healthy Start for Active Kids Advisory Committee

Provincial Government Affairs Committee - Sport NB

Healthy Eating and Physical Activity Coalition Steering Committee

ZOOMERS on the Go Advisory Committee

WELLderness Planning Committee

Councils / Networks

The Network for Safe Sport and Recreation in New Brunswick

She is Active NB: The Network for Women and Girls in Sport and Recreation

Healthy Eating in Recreation Environments Working Group

Provincial Trails Advisory Committee - Greenway Working Group



Facilities Committee Report

The purpose of the Facilities Committee is to promote education, safe operating standards, professionalism and support among recreation facility operators, in the successful operations of arenas, community centres, swimming pools, sport fields, parks and other recreation facilities. The Facilities Committee will continue to make recommendations to the Board of Directors concerning matters with respect to: training for facility staff, planning and use of physical facilities, and procedures for planning and designing physical facilities.

East Coast Arena Training - Course

Recreation NB | Loisirs N.-B , Recreation PEI and Bernie Hurley from the Town of Oromocto successfully held the 'East Coast Arena Training' course in 2021. Recreation NB held its course from June 14-16, 2021. 19 individuals from 8 different municipalities across New Brunswick registered and participated in the course.

The course is interactive, provides the necessary instruction to train individuals in proper arena operation techniques and be delivered by arena operators from Atlantic Canada. We are excited to have been able to utilize the expertise of recreation professionals across New Brunswick and Atlantic Canada to deliver this new and improved arena operator's workshop.

Sports Turf: Management & Maintenance Course

Recreation NB | Loisirs N.-B. in partnership with Sports Turf Canada held a Sports Turf Management & Maintenance course at the end of September 2021. The course was held virtually and was designed to introduce the latest principles and techniques of managing and maintaining natural sports turf. The course offered participants a range of options to deal with issues such as restricted pesticide use, restricted water use, and how best to manage with limited financial resources."

Certified Pool Operators Course (CPO)

We co-hosted a CPO course with corporate member Water and Ice North America. After several delays due to changes restrictions, we were finally able to host the training in August at the qplex in Quispamsis. Nine individuals were able to attend and from all accounts it went well. We hope to host one in early spring of 2022 as originally planned for this year, and as we have in the past. This will allow folks to take the training before opening their outdoor pools for the season."

Submitted by: Jeremy McShane - Chair, Facilities Committee

Inclusive Recreation Committee Report

Highlights:

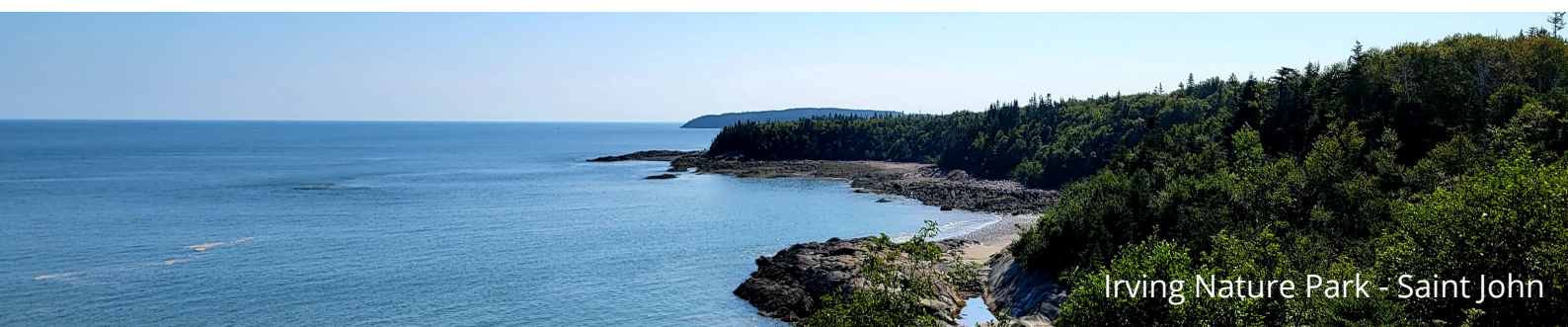
- The Inclusive Recreation Committee welcomed a new Chair, Charlene Shannon- McCallum.
- The Inclusive Recreation Activity Fund agreement has been completed with the Sport and Recreation Branch. A new fund has been created and this funding is now available directly through the Branch. The Committee dispersed the remaining funds from last year's final agreement and the following communities and organizations received funding for inclusive projects:
 - City of Dieppe
 - Village of Memramcook
 - Estey's Bridge Recreation
 - Canada Easy Spine Centre
 - KV Boxing
 - Champions for Change
- A new partnership with the Active Living Alliance and the University of Toronto has emerged, but has been delayed slightly due to Covid-19. Funding from that partnership will be used specifically for projects that can promote inclusion in New Brunswick.
- The Committee is currently undergoing a re-brand/name change to better reflect what the committee represents which is to serve as a support body to various provincial sport and recreation organizations which focus on meeting the needs of persons with a disability.
- The plan for the Committee is to re-engage former members and attract new members to help steer the direction and create educational resources and events that will help create a more inclusive recreation sector in New Brunswick.

Submitted by: Charlene Shannon-McCallum - Chair, Inclusive Recreation Committee

She is Active NB Report

She is Active NB (SIANB) continues its work to address identified needs and gaps facing the New Brunswick Sport and Recreation delivery system for women and girls as participants, coaches, officials and leaders at all levels. Some 2020-2021 highlight include:

- Continued work on the development of a promotional campaign
- Development of SIANB webpage to be launched in Fall 2021
- Q&A webinar with New Brunswick's perspective 2020 Tokyo athletes
- Workshop with Imagine NB Students



Canadian Parks and Recreation Association Report

CPRA has a new strategic outlook document for 2021-2023. Of note:

Our vision:

CPRA is an alliance of all provincial and territorial parks and recreation associations across Canada. Collectively we envision a Canada in which everyone is engaged in meaningful, accessible parks and recreation experiences that foster:

- Individual wellbeing
- Community wellbeing
- The wellbeing of our natural and built environments

Our strategic goals:

CPRA is a VOICE: We are the national voice for parks and recreation, advancing the collective interests of our members through leadership in advocacy, policy and research.

CPRA is a COMMUNITY: We are a national network dedicated to the wellbeing of people, communities and the natural and built environments.

CPRA is a RESOURCE: We are a contributor of knowledge and opportunities that enhance and grow the sector.

Webinars and Workshops

Webinars

CPRA continued to host a number of webinars this past year including:

·The Gender Equity series continued: Intersectionality and socio-cultural barriers to engaging/retaining girls, women and non-binary people, Lessons from women 55+ on ageism and the importance of remaining engaged in recreation, Engaging women during and after pregnancy in physical activity and recreation. One more webinar, in this series, is planned for 2022

- CPRA also worked with CWS to deliver a number of additional workshops related to gender equity
- Topics related to winter recreation and parks strategies, encampments for people experiencing homelessness

Workshops

In an effort to offer a more interactive experience, CPRA is testing a new workshop format for our gender equity initiative and ReImagine RREC

- Two pilot workshops focused on organizational culture and community engagement related to gender equity took place in October. A third workshop about facility design takes place on Nov. 1 and the final workshop regarding evaluation is on Dec. 8
- The REIMAGINE RREC series will be 5 workshops, the first of which (Safe return to Recreation, Physical Activity and Community Sport) took place on Oct. 19. For information about the next four (2 in 2021, and 2 in 2022), please check the CPRA website and social media
- Approximately 1,300 people participated in the 'live' version of the webinars and many others are referring to the recorded versions.

Canadian Parks and Recreation Association Report Continued...

Reimagine RREC (Renew, Retool, Engage and Contribute)

This initiative, funded, in part, by Sport Canada, entailed a systematic investigation, documentation, and transfer on the impacts of the COVID-19 pandemic on the sector. It examines policy, programs, places and people. Recommendations and findings can be found on The Bench, including a link to the recording from our June 2021 webinar. There are also five workshops taking place this fall, and early winter 2022 (as discussed above).

Covid-19 and Government Engagement

CPRA is the national voice for the municipal parks and recreation sector and works to align its efforts with the federal government on mutual goals. This engagement has continued in 2021 as CPRA worked to ensure the impacts of COVID-19 on the parks and recreation sector were both understood and acted upon by government. CPRA was involved in discussions with and provided input to government officials regarding funding for recreation and sport organizations. One key outcome was the announcement of an \$80 million fund (over 2 years) for sport and recreation organizations. CPRA also hosted a cross-Canada consultation seeking recommendations into Canada's first active transportation strategy and fund (<https://www.sportsforsocialimpact.com/post/canada-s-sport-and-recreation-recovery>).

Framework for Recreation in Canada

CPRA has been working to keep the goals of the Framework for Recreation and the action of Parks for All front and centre as important foundations to guide the sector through these challenging times. We host a Framework Leadership Team that is currently overseeing the completion of a mid-term evaluation, updated Framework Tools and beginning the process to renew the Framework for 2025. CPRA is also part of the Canadian Sport Renewal process and a champion for the Common Vision.

Systemic Racism and Truth and Reconciliation

Like many other organizations, CPRA turned its attention in 2020 to systemic racism and how both CPRA and the sector can address this crucial issue in a meaningful way.

The CPRA Board has participated in workshops on systemic racism and implicit bias and in 2021, we continue to look for ways to create space for conversations for sector professionals who are black and people of colour. We also established a national Anti-racism Task Group.

CPRA continues its educational journey for Board and staff related to the TRC Calls to Action:

- Board motions endorse T&R Calls and UNDRIP
- Statements on residential schools and racism
- Launch of online training on Indigenous history

Canadian Parks and Recreation Association Report Continued...

The Bench

CPRA launched The Bench in July of 2020 with over 1,900 users enjoying all of the information it provides. The Bench is an online community including discussion groups, a resource library and information on funding opportunities, events, and professional development. The Bench also includes a dedicated section to the Framework and Parks for All. Soon, it will host the Benefits Hub where people can seek facts, stats and other critical information about the benefits of recreation to use in proposals, for making the case to decision-makers and promoting recreation to the general public.

National Infrastructure Database

CPRA has entered into a partnership with ActiveXchange. With the guidance of a sector advisory group, we will pre-populate the database by aligning with Stats Canada's existing data and using open data. The public launch is scheduled for early 2022.

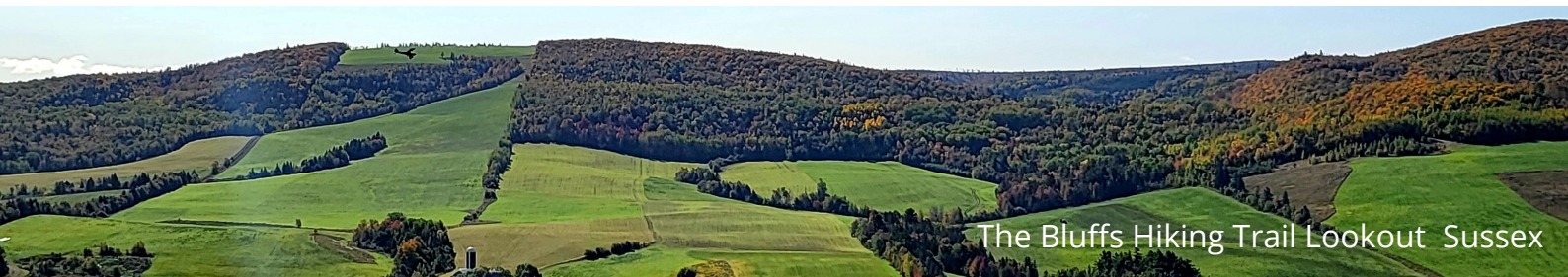
CPRA Projects

- CPRA's Youth Employment Experience (federally funded) provides 100% wage subsidies for sector to hire youth facing barriers
- CPRA's Green Jobs Initiative (federally funded) provides 50% wage subsidies for sector to hire youth for 'green' jobs
- Sport Canada funds a CPRA initiative to increase the participation and retention of girls and women in recreational sport
- Common Vision Project focuses on increasing physical activity by re-imagining neighbourhoods

Business 'As Usual As Possible'

CPRA continues to work on and support:

- CPRA Professional Development Certification
- CPRA Awards and Bursaries
- June is Parks and Recreation Month
- Co-Chair World Urban Parks – North America
- MOU with NRPA and Parks and Leisure Australia
- Big Cities Roundtable
- Creation Climate Action Task Group
- Goals of the Framework for Recreation and
- Parks for All at forefront



HIGH FIVE® Report

As Canada's only comprehensive quality standard for children's sport and recreation programs, HIGH FIVE continues to enhance programming in New Brunswick. As New Brunswick's Authorized Provider, Recreation NB | Loisirs N.-B. hosts and organizes workshops throughout the province. These workshops ensure recreation and sport leaders have the tools and knowledge necessary to create positive experiences for the children in their programs. HIGH FIVE also provides organizations with policies, procedures and evaluation tools to help supervisors and managers provide high quality recreation programming on all levels.

- 5 Umbrella Organizations
- 15 Total Registered Organizations
- 2 Program Evaluations were administered using the Quest 2 Tool
- Kristen O'Brien and Jacob Weinstein are working towards becoming High Five Trainers
- 60 Leaders Trained in PHCD, HIGH FIVE Sport or Quest 2
- COVID-19 halted all in person trainings in March 2020
- HIGH FIVE Online training, PHCD-C, became available October 2020

Treasurer's Report

Teed Saunders Doyle Chartered Professional Accountants provided an independent financial review for the year ended March 31, 2021, and it is clear that Recreation NB | Loisirs N.-B. experienced a successful year in terms of managing its financial situation. A copy of the 2020-21 financial statements is included in this report.

After a year of unknowns due to the ongoing pandemic, by pivoting our revenue sources away from workshops and training to project funding, we were able to maintain projected revenues and expenses were held in line with the budget which led to a modest surplus of \$3,650. A significant amount of project funding was deferred into the 2021-22 budget year.

Chris Gallant, Executive Director, Recreation NB staff, Grant Sinclair our Provincial Consultant and our dedicated Board of Directors can be thanked for a job well done.

Respectively Submitted,
Cynthia Stacey
Treasurer"

Treasurer's Report Continued...

INDEPENDENT PRACTITIONER'S REVIEW ENGAGEMENT REPORT

To the Members of Recreation and Parks Association of New Brunswick Inc.

We have reviewed the accompanying financial statements of Recreation and Parks Association of New Brunswick Inc. which comprise the statement of financial position as at March 31, 2021 and the statements of changes in net assets, revenues and expenditures and cash flow for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Practitioner's Responsibility for the Financial Statements


Our responsibility is to express a conclusion on the accompanying financial statements based on our review. We conducted our review in accordance with Canadian generally accepted standards for review engagements, which require us to comply with relevant ethical requirements.

A review of financial statements in accordance with Canadian generally accepted standards for review engagements is a limited assurance engagement. The practitioner performs procedures, primarily consisting of making inquiries of management and others within the entity, as appropriate, and applying analytical procedures, and evaluates the evidence obtained.

The procedures performed in a review are substantially less in extent than, and vary in nature from, those performed in an audit conducted in accordance with Canadian generally accepted auditing standards. Accordingly, we do not express an audit opinion on these financial statements.

Conclusion

Based on our review, nothing has come to our attention that causes us to believe that these financial statements do not present fairly, in all material respects, the financial position of Recreation and Parks Association of New Brunswick Inc. as at March 31, 2021, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.



Fredericton, New Brunswick
July 6, 2021

CHARTERED PROFESSIONAL ACCOUNTANTS

Treasurer's Report Continued...

RECREATION AND PARKS ASSOCIATION OF NEW BRUNSWICK INC.

Statement of Financial Position

March 31, 2021

(Unaudited)

	2021 <i>(Unaudited)</i>	2020 <i>(Audited)</i>
ASSETS		
CURRENT		
Cash	\$ 280,348	\$ 210,878
Guaranteed investment certificates <i>(Note 4)</i>	89,678	87,970
Accounts receivable	4,957	5,159
Government remittances receivable	162	788
Prepaid expenses	2,878	4,373
	<u>\$ 378,023</u>	<u>\$ 309,168</u>
LIABILITIES AND NET ASSETS		
CURRENT		
Accounts payable	\$ 11,371	\$ 12,395
Deferred revenue	90,846	64,617
	<u>102,217</u>	<u>77,012</u>
LONG TERM DEBT <i>(Note 5)</i>	<u>40,000</u>	<u>-</u>
	<u>142,217</u>	<u>77,012</u>
NET ASSETS		
General fund	<u>235,806</u>	<u>232,156</u>
	<u>\$ 378,023</u>	<u>\$ 309,168</u>



Treasurer's Report Continued...

RECREATION AND PARKS ASSOCIATION OF NEW BRUNSWICK INC.

Statement of Revenues and Expenditures

Year Ended March 31, 2021

(Unaudited)

	2021 <i>(Unaudited)</i>	2020 <i>(Audited)</i>
REVENUE		
Atlantic Recreation Conference	\$ 3,119	\$ 6,176
Conferences and workshops	6,900	32,864
High Five	845	13,880
Inclusive recreation	10,000	10,000
Infrastructure project	10,000	10,000
Manuals	1,853	5,908
Memberships	20,369	19,560
NB Plays	580	650
Other	9,302	4,104
Provincial government grants	162,500	162,500
Sport and recreation policy	3,300	-
Youth Green Jobs	8,440	56,929
	<u>237,208</u>	<u>322,571</u>
EXPENSES		
Administration	14,343	13,283
Atlantic Recreation Conference	2,202	1,479
Committees	1,628	1,148
Conference and tradeshow attendance	-	7,549
Conferences and workshops	8,707	43,479
Dues and memberships	6,761	6,135
HST expense	2,052	2,714
High Five	4,000	13,931
Inclusive recreation	8,000	10,000
NB Plays	624	668
Newsletters & manuals	752	2,794
Professional fees	7,800	3,620
Rent	9,704	9,581
Salaries and wages	164,882	168,524
Staff travel and professional development	2,103	7,342
	<u>233,558</u>	<u>292,247</u>
EXCESS OF REVENUE OVER EXPENSES	<u>\$ 3,650</u>	<u>\$ 30,324</u>

RECREATION LOISIRS NB



Save the Date

May 18-20, 2022

Sheraton Hotel Newfoundland
St. John's, NL

