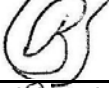


HALIFAX

P.O. Box 1749
Halifax, Nova Scotia
B3J 3A5 Canada

Item No. 11.1.4
Halifax Regional Council
October 6, 2015

TO: Mayor Savage and Members of Halifax Regional Council

SUBMITTED BY: Original signed by 
Richard Butts, Chief Administrative Officer

Original Signed by 
Mike Labrecque, Deputy Chief Administrative Officer

DATE: September 28, 2015

SUBJECT: Call for Submissions - Canada Giver 150 Build Program

ORIGIN

Sinking Ship Entertainment Inc. has approached HRM to partner with *Giver* as part of its cross country celebration of Canada's 150th birthday to build a playground renovation project.

LEGISLATIVE AUTHORITY

HRM Charter:

Section 75(1) - The Municipality may agree with any person for the provision of a service or a capital facility that the Municipality is authorized to provide.

Section 79(1)(ah) – The Council may expend money required by the Municipality for “playgrounds...”.

RECOMMENDATION

It is recommended that Halifax Regional Council authorize staff to submit the four candidate sites, listed in the discussion section of the report, for consideration as a *Giver* project with Sinking Ship Entertainment Inc. as outlined in this report.

BACKGROUND

Sinking Ship Entertainment is an award winning production, distribution and new media company specializing in kids' live-action cross-platform content. Since its launch in 2004, the company has created and produced live action programs and recently won 3 Daytime Emmy Awards for Children and Pre-School Children's Series.

Sinking Ship Entertainment has approached staff in Parks & Recreation to participate in Season 4 of their playground renovation/building show *Giver*. They are beginning to gather submissions from cities across Canada for the *Giver* 150 build. In its first 3 seasons, *Giver* has built playgrounds in communities across Ontario. In honor of Canada's 150th Birthday, the *Giver* team is building 13 new playgrounds in capital cities across Canada.

Each playground involves an art installation, so the end result is not only a practical space where kids can play, but a culturally beautiful space which can be enjoyed by children and their families. *Giver* showcases the positive spirit of communities working together and promotes tourism, turning the playgrounds into a destination.

DISCUSSION

Sinking Ship Entertainment will be conducting their first round of selection during October and November 2015. They are asking for assistance with presenting 3-5 options with communities in need of a new playground or a playground requiring an upgrade. Eligible projects engage community, residents, and/or businesses and address a clearly identified community need. Staff has prepared a list of potential projects that, based on discussion with Sinking Ship Entertainment input, would have the best chance of success with this program.

Candidate sites were identified based on:

- existing play equipment and condition;
- walking distance to nearest park/playground;
- number of residents who will benefit – population density;
- demographic composition of surrounding neighbourhood; and
- socio-economic factors.

The candidate sites include:

1. Dartmouth North Community Centre, 134 Pinecrest Drive, Dartmouth
2. Northbrook Park, 1 Graham Street, Dartmouth
3. Murray Warrington Park, 2346 Brunswick Street, Halifax
4. Titus Smith Memorial Park, 44 Vimy Avenue, Fairview

Note: Sinking Ship Entertainment has advised that the Mulgrave Park Tenants Association is interested in submitting a playground project. As this property is not a municipally owned site, HRM has not included this in the list of candidate playground sites for consideration.

The following table presents an evaluation of the four candidate *Giver* playground sites.

	DARTMOUTH	NORTHBROOK	MURRAY	TITUS
Population Density	5,065 p/km ²	3,375 p/km ²	8,685 p/km ²	4,940 p/km ²
% Kids Under 10	9.0%	8.3%	6.5%	8.6%
% Youth 10-19	8.4%	8.1%	7.2%	8.2%
Median Annual Household Income	\$35,040	\$45,765	\$38,830	\$43,310
Walking Distance to Parks	100 m	1,000 m	350 m	400 m
Current Equipment Condition	Poor	Poor - Med	None	Med - Good

FINANCIAL IMPLICATIONS

Design and construction costs of the successful project will be funded by Sinking Ship Entertainment. It is not anticipated that there will be any playground associated costs for HRM.

COMMUNITY ENGAGEMENT

Community volunteers will work in collaboration with the producers at Sinking Ship Entertainment Inc. and HRM staff on the project.

ENVIRONMENTAL IMPLICATIONS

There are no known negative environmental impacts anticipated by the project at this time.

ALTERNATIVES

Regional Council could choose to:

1. Decline the request to participate in the program. This alternative is not recommended as this opportunity provides significant partnership funding to help address capital funding pressures.
2. Direct staff to undertake a public call for submissions that would be evaluated by staff and a short list approved by Regional Council for consideration as a *Giver* project. Staff does not recommend this approach due to the aggressive timeline for submission.

ATTACHMENTS

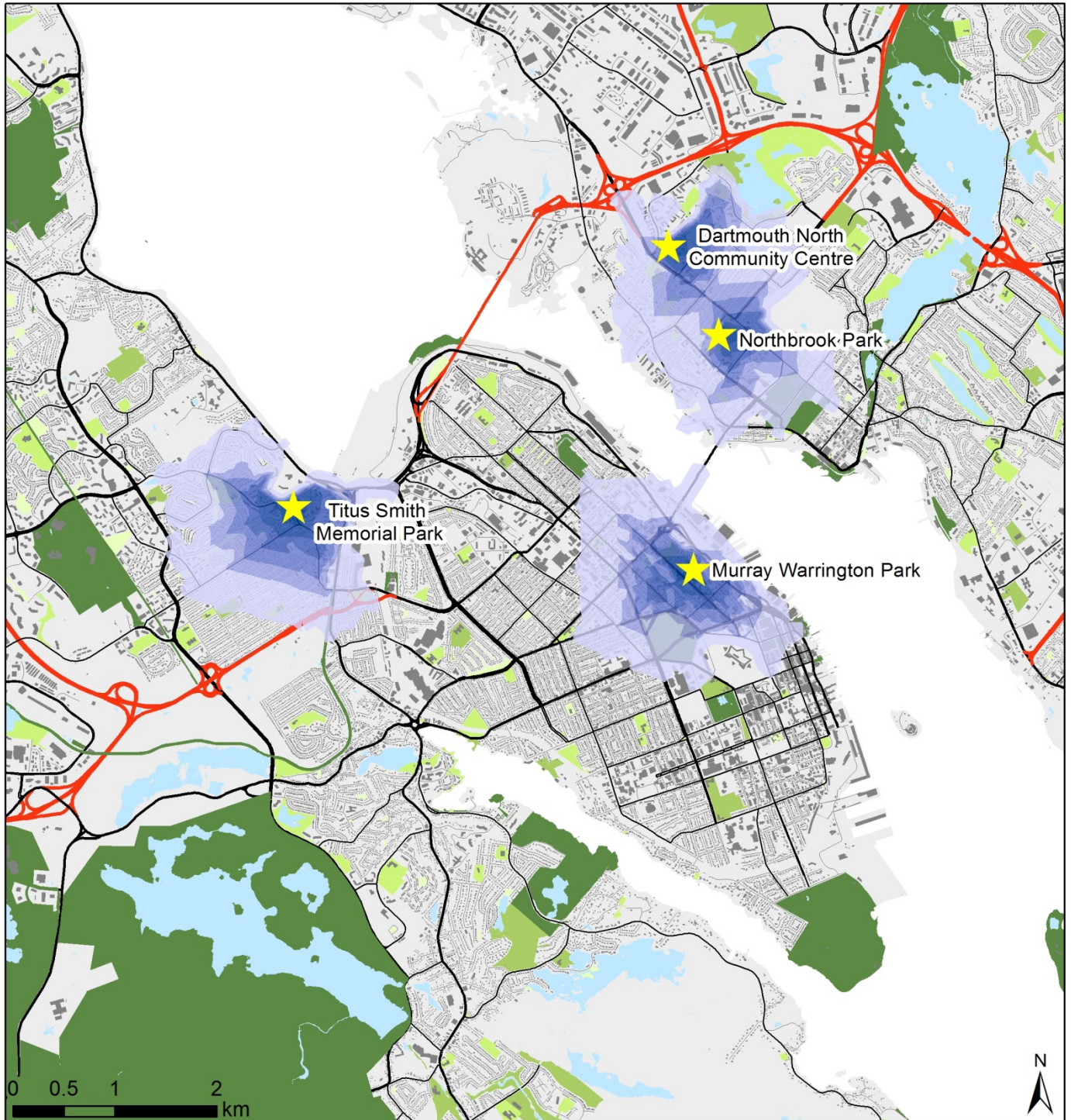
Map 1: Candidate Playground Renovation Sites for 'The Giver'

A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/cagenda.php> then choose the appropriate meeting date, or by contacting the Office of the Municipal Clerk at 902.490.4210, or Fax 902.490.4208.

Report Prepared by: Margaret Soley, Manager, Parks Capital Projects, 902.490.5591

Report Approved by: _____
Brad Anguish, Director, Parks & Recreation, 902.490.4933

MAP 1



Parks & Recreation
Halifax Regional Municipality
September 24, 2015



Candidate Playground Renovation Sites for 'The Giver'
With Catchment Areas Based on 200m, 400m, 600m, 800m, 1km, and 1.5km Walking Distances