



Recreation and Culture

Strategic Plan 2024-2026

Executive Summary

Pinawa envisions a vibrant community that embraces its natural beauty, recreational vigour, and cultural depth, while fostering awareness, support, participation, and enjoyment among residents and visitors. This strategic plan aims to promote diverse year-round leisure opportunities that align with our values of community, environmental stewardship, active living, inclusivity, and ultimately, shape our climate future.

The mission is clear: to preserve and promote LGD facilities, non-profit sporting clubs, cultural organizations, parks, and natural spaces, enhancing the physical, mental, cultural, and social well-being of our community.

Key Values:

- Sense of community and belonging.
- Intrinsic worth of our natural environment.

- Benefits of nature to human health.
- Collaboration for synergy.
- Active and creative living.
- Inclusivity & accessibility.
- Equity for all income levels.
- Shaping our Climate Future.
- Four seasons participation.
- Formalization through policy & leadership.



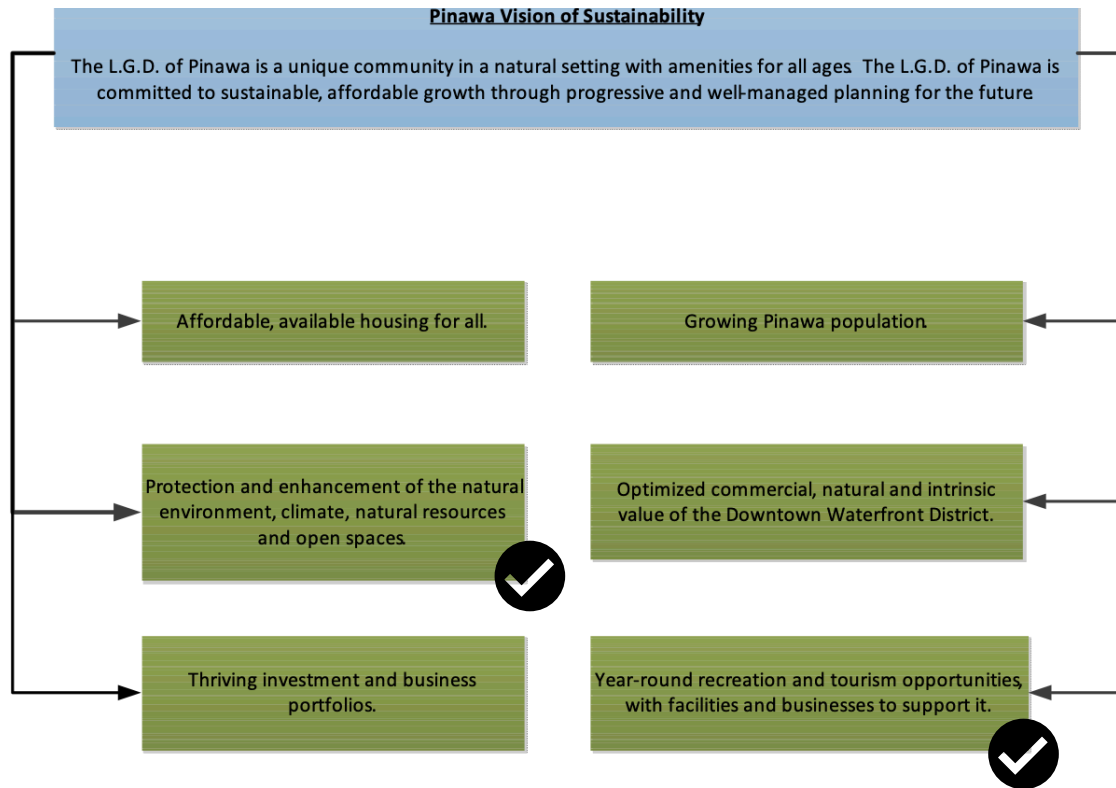
Strategies from Sustainable Neighbourhood Action Plan (SNAP)

The SNAP was adopted by Council in 2023 and outlines the LGD of Pinawa’s commitment to sustainable practice in governance. This Strategic Plan directly supports two of the six pillars of Pinawa’s sustainability vision.

Our plan incorporates SNAP strategies to:

- Identify and protect environmentally sensitive lands.
- Enhance the Waterfront area.
- Ensure pedestrian and cyclist safety and connectivity.
- Preserve the scenic value of the Winnipeg River and Pinawa Channel.
- Protect lands in their natural state.
- Maintain and enhance a network of recreational paths.
- Ensure waterfront and Pinawa Channel access.

- Protect and promote the planting of trees.
- Enhance Ironwood Park as a recreational asset.
- Identify, preserve, and protect heritage resources.
- Safeguard and enhance the natural assets of the waterfront.



High-Level Goals for Recreation and Culture (2024-2026):

We aim to achieve these goals through the following initiatives:

- Establishing a Pinawa-based Recreation and Culture Coordinator.
- Improving our recreation website for better resource access.
- Enhancing community programs and clubs.

- Hiring seasonal Parks staff for maintenance and heritage programs.
- Supporting projects and initiatives that enhance natural spaces.
- Providing policy recommendations and contributing to climate action.

SWOT Analysis:

Our strengths lie in our engaged community, dedicated volunteers, and the natural beauty of Pinawa. However, weaknesses include a lack of organizational experience and strategic planning. Opportunities include breaking down silos and environmental protection, while threats include jurisdictional silos and environmental degradation.

Opportunities and Governance Strategies (2024-2026):

We aim to break down silos, welcome newcomers, protect the environment, and integrate Recreation and Culture into the LGD strategic plan. Governance strategies involve public engagement, policy creation, and data-driven decision-making.

Operational Strategies (2024-2026):

Operational strategies focus on developing a new website, hosting Registration/ Showcase Nights, grant writing workshops, volunteer banks, and hiring summer students to support recreation and cultural service delivery.

Metrics for Success:

Success will be measured through a fully functional website, a full-time recreation coordinator, daily youth programs in the summer, roundtable meetings for youth programs, weekly events from May to Labour Day, completion of the planting plan, successful Registration/Showcase Night, and measurable volunteer engagement.

This strategic plan encapsulates Pinawa's commitment to a thriving community, rich in recreational, cultural, and natural experiences. It charts a course for the future, balancing preservation, accessibility, and inclusivity to ensure Pinawa remains a dynamic and cherished place for all.

Special note regarding parks and natural spaces

The Recreation and Culture Committee made a strategic decision at the time of writing this plan, in acknowledgement of the vital importance of parks and natural spaces for the future of recreation in Pinawa. Recognizing constraints in resources and planning capabilities, the committee has chosen to prioritize immediate efforts on enhancing recreation programming in the short term. The intention behind this decision is to first build a robust foundation in recreational programming, ensuring its accessibility and inclusivity for the community. Subsequently, the committee plans to dedicate focused attention to the development of a comprehensive parks and natural spaces plan. This phased approach aims to create a more thorough and integrated Recreation, Culture, and Natural Spaces Plan, aligning with the long-term vision and sustainability goals for the community of Pinawa.

Operational Strategies for Recreation and Culture (2024-2026)

1. New Website Development

Objective: Develop a user-friendly website to enhance community engagement and resource accessibility.

Action Steps

- Conduct a comprehensive assessment of current website functionality and user needs.
- Collaborate with a professional web development team to design and launch a new website.
- Ensure the website includes regular updates, a dynamic events calendar, and direct links to clubs and organizations.
- Ensure website has capacity to facilitate online event and program registration by users, facility rental, including accepting payment.
- Implement a feedback mechanism for continuous improvement.

2. Support Deployment of Recreational Programs

Objective: Break down silos, attract newcomers, and promote collaboration among clubs and organizations.

Objective: Increase the number of recreational activities available in Pinawa

Action Steps

- Organize a community-wide event to showcase various recreational and cultural programs.
- Provide a platform for clubs to present their offerings and engage with potential members.
- Develop of a clear set of standards for LGD sanctioned events that are reflective of LGD values.
- Encourage and support sporting clubs to host tournaments, races, and high profile events to create energy and civic pride.
- Create templates and supports so that skilled volunteers can share their abilities through the development of new community programs.
- Facilitate collaboration between organizations events to create synergy, i.e) A town market near the staging area for an outdoor sporting event.



3. Grant Writing and Technology Workshops

Objective: Enhance funding opportunities for recreation, natural spaces, and culture programs.

Objective: Empower community members with digital skills and promote technological collaboration.

Action Steps

- Establish a platform for ongoing monitoring of available grants and funding opportunities.
- Organize workshops to educate community members on effective grant writing.
- Provide assistance to clubs and organizations in preparing successful grant applications.
- Establish a system for tracking and reporting on grant-funded initiatives.
- Organize workshops to train individuals and organizations on graphic design using Canva.
- Collaborate with the Pinawa Community Development Corporation (PCDC) for technology-related initiatives.
- Facilitate knowledge-sharing sessions to enhance the digital capabilities of community groups.
- Explore partnerships with local tech professionals for ongoing support.

4. Volunteer Bank

Objective: Streamline volunteer recruitment and improve community involvement.

Action Steps

- Develop an online platform to create a centralized database of available volunteers.
- Collaborate with local clubs and organizations to identify volunteer needs.
- Match volunteers with opportunities based on skills, interests, and availability.
- Implement a system for recognizing and appreciating the contributions of volunteers.

5. Hiring Summer Students, Green Team, Lifeguards

Objective: Enhance seasonal support for recreational programs and natural spaces maintenance.

Action Steps

- Develop clear job descriptions for summer students, the green team, and lifeguards.
- Advertise and recruit qualified individuals for these positions.

- Provide training on program facilitation, customer service, environmental stewardship, and safety.
- Develop customer service skills and knowledge in work force using Pinawa marketing materials and industry best practices.

Governance Strategies (2024-2026)

1. Definition of Organizations

Objective: Clarify roles and responsibilities of affiliated community organizations.

Action Steps

- Conduct a comprehensive review of existing organizations and their mandates.
- Develop clear definitions and roles for each organization.
- Codify a set of governance standards for affiliated organizations
- Establish mechanisms for collaboration and resource-sharing among organizations.
- Communicate updated definitions and responsibilities to the community.

2. Policy Creation

Objective: Develop policies to guide decision-making and simplify tasks.

Action Steps

- Identify areas where policies are needed (e.g., sign policy, naming of public spaces).
- Collaborate with other jurisdictions or legal experts to draft clear and enforceable policies.
- Establish a process for regular policy reviews and updates.

3. Access Pathway for Recreation and Culture to PCDC Resources

Objective: Facilitate access to resources provided by the Pinawa Community Development Corporation (PCDC).

Action Steps

- Establish a formalized pathway for Recreation and Culture to access PCDC resources.
- Facilitate communication and collaboration between the two entities.
- Identify synergies and opportunities for joint initiatives.
- Regularly review and update the access pathway for relevance.

4. Data Gathering and Utilization

Objective: Use data-driven insights for informed policy and program decisions.

Action Steps

- Utilize data analytics tools to derive actionable insights.
- Integrate data into decision-making processes.
- Analyze survey results to identify community preferences, needs, and areas for improvement.
- Correlate survey data with existing programs and services to identify gaps.
- Develop strategies to address the identified needs and enhance existing programs.
- Consistently evaluate programs to determine efficacy

These operational and governance strategies are designed to ensure the successful implementation of the strategic plan for Recreation and Culture in Pinawa. They emphasize community engagement, transparency, and efficient resource utilization to achieve the outlined goals and enhance the overall quality of life in Pinawa.



Operational Strategies Evaluation and Metrics

1. New Website Development

Metrics for Success

- Number of website visitors and unique users.
- Frequency of website updates and new content.
- User feedback on website usability.
- Number of clubs and organizations linked on the website.
- Improvement in online engagement and community interaction.
- Number of subscribers

2. Support Deployment of Recreational Programs

Metrics for Success

- Attendance at the Registration/Showcase Night.
- Number of clubs and organizations participating.
- Increase in participation in showcased programs.
- Number of calendar weeks with programs or events.



3. Grant Writing and Technology Workshops

Metrics for Success

- Number of successful grant applications.
- Total grant funding secured.
- Participation in grant writing workshops.
- Increase in grant applications submitted by community organizations.
- Measurement of the impact of grant-funded initiatives.
- Number of collaborative initiatives with PCDC.
- Successful implementation of technology-related projects.

4. Volunteer Bank

Metrics for Success

- Number of volunteers registered in the database.
- Successful matches between volunteers and opportunities.
- Volunteer satisfaction and retention rates.
- Increase in volunteer hours contributed.
- Recognition and acknowledgment of volunteer contributions.



5. Hiring Summer Students, Green Team, Lifeguards

Metrics for Success

- Number of qualified applicants for seasonal positions.
- Successful completion of training programs.
- Effectiveness of communication channels among seasonal staff.
- Improvement in maintenance and interpretive heritage programs.
- Safety records and incident reports.

