

News Release



FOR IMMEDIATE RELEASE

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Cowichan recreation centres begin user analysis for an equitable regional funding initiative

DUNCAN, BC – Recreation centres across the Cowichan Valley Regional District (CVRD) are undertaking facility usage studies to assist in the creation of a new equitable funding model for nine significant facilities in the Cowichan region.

Taxpayer funding of the many significant recreation facilities in the region has been a challenge for decades, and the CVRD Board of Directors has directed that a more equitable model go to referendum during the local government elections in October 2022.

The nine significant recreation centres being studied include those operated by the CVRD, Municipality of North Cowichan, Town of Ladysmith, and the Chesterfield Sports Society including:

- Cowichan Aquatic Centre
- Cowichan Community Centre
- Cowichan Lake Sports Arena
- Cowichan Performing Arts Centre
- Cowichan Sportsplex
- Ladysmith Frank Jameson Community Centre
- Fuller Lake Arena
- Kerry Park Recreation Centre
- Shawnigan Lake Community Centre

After reviewing a number of alternative funding models for these facilities, the CVRD Board decided in October 2020 to move forward with a usage-based funding model that would better reflect the proportion of cost each municipality and electoral area should contribute to the ongoing maintenance and operation of each facility. The facility use data will inform a region-wide public referendum, for elector approval to implement a usage-based funding model, to be held in conjunction with local government elections in October 2022.

Usage of each facility is determined by an analysis of addresses of program registrations, membership uses, facility bookings, and drop-in uses. The facility use analysis is ongoing until March 2022, and will be used in conjunction with a similar study that took place in 2017. The intent will be to average the two data sets to provide reliable results capturing the people using these identified facilities.

When the public drop-in at these recreation facilities between now and March 2022, they may be asked for their street address to be used for this purpose. The results of the facility use analysis will be communicated to the public in the late spring of 2022.

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