

Parks | Recreation | Culture **MASTER PLAN**

A summary of Lincoln's Parks, Recreation & Culture Master Plan



A message from Mayor Easton & Council

The Parks, Recreation and Culture Master Plan is a significant milestone in the development of Lincoln's parks system, recreation and cultural assets and programs. Indeed, the Plan represents the Town's first-ever comprehensive study of parks, recreation and culture.

Developed through extensive research and public consultation and aligned with leading industry guidelines, the Plan outlines priorities, goals, strategies and actions to guide decision-making over the next five to ten years, beginning in 2019.

As an actionable, working document, the Plan was designed to readily adapt to changes in community needs and values and to address emerging trends. It will assist the Town and stakeholders in making strategic investments to promote a healthy community. It aims to improve the quality of life of residents, and encourage a strong economy and sustainable environment.

Specifically, the Master Plan provides an opportunity for the Town to:



Develop a vision for parks, recreation and culture



Prepare for and **manage** change



Establish effective service models and appropriate service levels



Support existing parks and infrastructure



Address emerging needs and opportunities



Contents

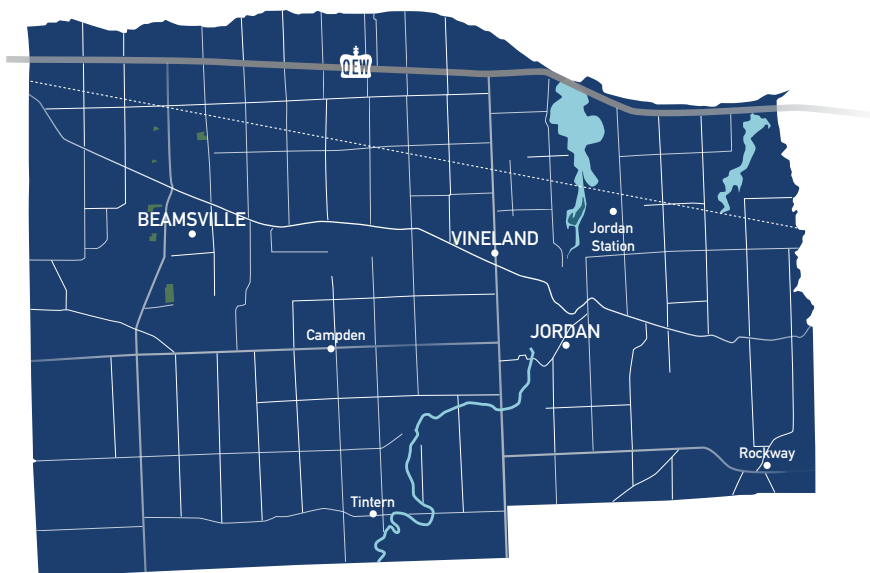
Our Town	4
Our Residents	5
Our Goals	6
Key Trends and Best Practices	8
Parkland Policies	9
Parkland Needs	12
Master Plan Recommendations	14



Our Town

Lincoln is located in the heart of Niagara region, with one of the most diverse economies in Niagara. Serving the communities of Beamsville, Vineland, Jordan, Campden, Tintern, and Rockway.

Our towns and villages are filled with over 50 wineries, fresh fruit, vegetables, and flowers, heritage sites, and natural attractions such as the Niagara Escarpment and Lake Ontario.



Our Residents

The Town of Lincoln has a population of about 24,000 (2016 Census) residing in a mix of urban and rural settings. Approximately half of the residents live in Beamsville, the Town's largest urban community.

Lincoln is experiencing strong residential growth driven by its strategic location within the Greater Golden Horseshoe and its small-town character. Lincoln's population is expected to grow to **31,590 residents by 2041** representing an increase from the 2016 Census (24,500 residents).

The result is a need to strike an appropriate balance of parks, recreation and cultural opportunities to respond to the needs of residents and support growth and development in Lincoln, now and in the future.



Population Facts

Average age:
42.9 years

Average household size:
2.6

Unemployment Rate:
4.6%



Our Goals

The goals of this Master Plan are modeled after the **Framework for Recreation in Canada (FRC)** developed by Canadian Parks and Recreation Association (2015). The FRC outlines five key goals relating to parks and recreation. Our plan includes a sixth goal to support arts and culture in Lincoln.



Goal 1: Active Living

WHAT: We will offer opportunities for all Lincoln residents to increase their participation in physical and social activities during all stages of life.

HOW: We will accomplish this by encouraging active play, teaching fundamental skills of physical literacy and supporting healthy behaviors.



Goal 2: Arts & Culture

WHAT: We will foster an environment where creativity can thrive and appreciation for the arts can flourish.

HOW: We will accomplish this through the promotion of local arts and culture facilities, programs, events, exhibitions and artists.



Goal 3: Inclusion & Access

WHAT: We will minimize barriers to participation through consideration of economic, geographic and information-based factors that reduce barriers for under-represented populations.

HOW: We will ensure that our facilities and programs offer a place to **grow, prosper and belong.**



Goal 4: Connecting People & Nature

WHAT: We will encourage Lincoln's residents to get outside and appreciate the beauty and wonder of our natural spaces.

HOW: We will accomplish this through the promotion of our parks, open space, trails and waterfront system; animation of outdoor places and spaces; public awareness, and; education initiatives.



Goal 5: Supportive Environments

WHAT: We will plan for community needs and invest strategically in essential parks, recreation and cultural services that support our residents.

HOW: We will accomplish this through optimization of existing infrastructure, while also developing new parks and facilities where required. Emphasis will be placed on partnerships, multi-purpose programming and design.



Goal 6: Recreation Capacity

WHAT: We will establish a coordinated, collaborative and supportive system of parks, recreation and cultural services and facilities.

HOW: We will accomplish this through continued high-quality support, investment and capacity-building within our staff, volunteers and partners.



Key Trends and Best Practices

The following shows high-level trends in the parks, recreation and culture sector. These trends were considered fully in the development of this Master Plan.



Parkland Policies

Public parks are important for building a sense of community and social belonging. To ensure the Town of Lincoln keeps pace with land-based demands, the Master Plan examines the Town's parks and open space system, along with future requirements and policy considerations.

The core element of park planning is the parkland classification system, which encourages a broad range of park types tailored to community needs. A comprehensive town-wide parkland and open space classification system is proposed below. These guidelines will be used for ongoing planning and to help the Town direct its financial and operational resources to where they are needed most.



Destination Park

Destination Parks are heavily used by large groups of residents and tourists for community events, festivals and passive recreation.



Sport Park

Sport Parks contain athletic amenities for organized recreation, such as sports fields, support buildings and community-wide recreation amenities.



Community Park

Community Parks serve one or more neighbourhoods and are designed to a higher standard and support more intensified use than neighbourhood parks.



Neighbourhood Park

Neighbourhood Parks primarily support children's play activities and are often situated within subdivisions. Some may be coordinated with school sites.



Urban Park

Urban Parks are publicly owned lands, located in highly visible and accessible locations, typically in gateways or higher-density urban areas.



Natural Area

Natural Areas are municipal open space and natural properties used for conservation and/or passive recreational activities such as walking, nature appreciation, and education.



Open Space Linkages

Open Space Linkages such as trails, linear parks or open space parcels provide connections within the open space system and between local points of interest.





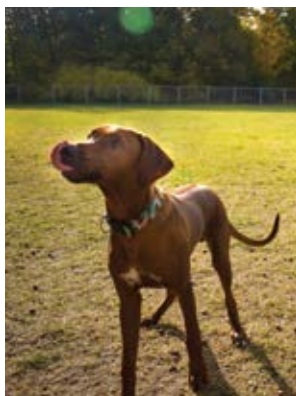
Parkland Supply

The Town of Lincoln currently provides 24 public parks and open space parcels. These properties total approximately 85.27 hectares, equating to about 3.5 hectares per 1,000 residents. Additionally, residents benefit from several parks and open spaces provided at schools, conservation areas and private parks.

Municipal Parks & Open Space	Area (ha)	Community	Proposed Classification
PARKS			
Charles Daley Park	9.82	Jordan Station	Destination Park
Beamsville Lions Park	17.64	Beamsville	Sport Park
Jordan Lions Park	6.02	Jordan Station	Sport Park
Ted Roberts Park	0.50	Beamsville	Sport Park
Angelina Prokich Park	3.63	Beamsville	Community Park
Ashby Drive Park	1.01	Beamsville	Community Park
Hilary Bald Park	3.16	Beamsville	Community Park
Rotary Park (under development)	1.48	Beamsville	Destination Park
Bomberry Park	0.83	Beamsville	Neighbourhood Park
Elizabeth Street Park	0.18	Beamsville	Neighbourhood Park
Jack Simpson Park	0.34	Beamsville	Neighbourhood Park
Meadowood (Hartwood) Park	0.58	Beamsville	Neighbourhood Park
Rittenhouse Estates Park	0.64	Vineland	Neighbourhood Park
St. Volodymyr Park	0.90	Beamsville	Neighbourhood Park
Town Hall Park	0.25	Beamsville	Neighbourhood Park
Village Park Drive Park	0.23	Vineland	Neighbourhood Park
Vineland Neighbourhood Park	1.33	Vineland	Neighbourhood Park
Black Walnut Park	0.19	Vineland	Neighbourhood Park
Diana Park	0.03	Vineland	Neighbourhood Park
Subtotal Parks	48.76 ha	1.99 ha / 1,000 residents	

Municipal Parks & Open Space	Area (ha)	Community	Proposed Classification
OPEN SPACE			
Jordan Hollow Park	0.48	Jordan	Natural Area
Kinsmen Park	30.41	Beamsville	Natural Area
Tamarac Park	0.65	Beamsville	Natural Area
Bartlett Creek Trail	2.80	Beamsville	Open Space Linkage
Victoria Shores Park	2.17	Prudhommes	Open Space Linkage
Subtotal Open Space	36.51 ha	1.49 ha / 1,000 residents	
Total Parks and Open Space	85.27 ha	3.48 ha / 1,000 residents	

- Excluded from this inventory is the land base associated with cemeteries. Non-municipal parkland and the following major recreation and cultural facilities: Fleming Memorial Arena (2.95 ha); Jordan Lions Arena (1.19 ha); Lincoln Community Centre & Allan F. Gretsinger Pool (0.86 ha); and Lincoln Museum & Cultural Centre (0.21 ha).
- Future parkland at the Prudhommes Landing Development is not captured in this inventory because land has not yet been formally dedicated to the Town of Lincoln.
- Per capita ratios are based on a population of 24,500.



Parkland Needs

Parkland is an important contributor to healthy communities and quality of life. However, the Town's parkland ratio of about 2 hectares per 1,000 residents is below the targets set by many comparable municipalities, which range from 2.2 to 3 hectares per 1,000 residents. Fortunately, Lincoln's supply is supplemented by a sizable open space inventory (including Kinsmen Park) that meets a degree of local recreational needs.

There is strong community support for an expanded parks system. **A majority of survey respondents (85 per cent) indicated that investing in parks and open space should be a high priority for Council.**

The Town's parks system provides good geographic coverage in its urban areas, although some gaps exist, particularly in Vineland and Jordan. As equity and accessibility are key elements of any parks system, the Town must continue to strive to provide parkland in populated areas with park deficits.

Moving forward, it is recommended that parkland and/or open space be secured to achieve the following objectives:

- a. Meet growth-related needs and ensure accessibility to growing areas
- b. Enhance public access to the waterfront
- c. Protect natural habitat and cultural significance in locations where the Town has a primary responsibility
- d. Establish linear/trail connections vital to creating a comprehensive active transportation network
- e. Expand existing parks where necessary to install additional recreational amenities, based on demonstrated needs and where neighbourhoods have lower income levels

The Town of Lincoln does not currently have an established target for parkland provision. Given current demand indicators, a minimum target of 2.2 hectares of parkland (excluding open space lands) per 1,000 residents is recommended and is reasonably achievable over the long-term. Applying this target creates a current deficit of just over 5 hectares of active parkland, growing to about 20 hectares by 2041.

There will soon be dedicated parkland in Campden and Prudhommes, reducing the long-term (2041) deficit to 18 hectares. To address the remaining needs, new active parkland will be required to serve growing areas. Strategic acquisitions or agreements will also be needed to increase the supply of lakefront property. For parks, a focus should be placed on:

- » New or expanded sports parks to meet organized recreation and sport needs now and into the future
- » Neighbourhood park development in areas of growth
- » The development of a waterfront destination park in Prudhommes
- » The creation of urban parks within newly developing and intensifying communities where required

It is expected that the Town will continue to secure or protect select open space properties outside of the parkland dedication protocol, with a focus on lands that assist the Town in meeting the following objectives:

- » Linking and enhancing the active transportation network
- » Protecting natural habitat and areas of cultural significance, often in partnership with others
- » Improving public access to the waterfront Parkland Asset Management

Asset Management

More than 70 per cent of the Town's park amenities are in good condition, capable of lasting five or more years without planned repair or replacement. Due to the age of Lincoln's older parks, some amenities are reaching the end of their functional lifespan and a plan is required to ensure their timely replacement or revitalization. Pressure for park renewal and redevelopment is also being driven by safety considerations, legislative requirements as well as changes in leisure preferences and socio-demographic composition.



Master Plan Recommendations

The actions identified in this Master Plan are not intended to be a definitive list, as additional capital repairs, operating expenditures and other initiatives outside the scope of this Plan may be identified and prioritized on a case-specific basis. By approving this Plan, the Town is not bound to implementing every action or providing facilities/services in the order, amount or timing indicated; rather, this Plan guides community priorities and sets a general course for meeting the needs as they are currently defined.

The Town has limited resources and cannot afford to do everything that the community desires; this is one of the primary reasons for undertaking a Master Plan in the first place. Although the Town of Lincoln may experience challenges in providing the appropriate financial and human resources to achieve the Master Plan's actions, the Town should make every reasonable effort to implement these strategies through appropriate and acceptable means. The full implementation of this Plan will require the use of municipal taxation, development charges, grants, fundraising and/or collaborations with community partners.

Determining priorities is an exercise that should be revisited each year before the Town's budget development exercise. The Town is expected to make decisions on individual projects and funding sources annually through the budget process. In addition to funding availability, factors that might affect priorities year to year may include:

- » Capital lifecycle and considerations of safety; legislation and mandated requirements; changes to service standards
- » Public input and community interests
- » Emerging trends and changes in participation rates
- » Availability of alternate providers
- » Socio-demographic changes and growth forecasts

Service Delivery & Programming Recommendations

Recommendation		Priority	Timing		
			2019 - 2022	2023 - 2026	2027 +
Assessing Existing Programs					
1	Work with community groups to adopt physical activity principles and ensure that physical literacy and health equity are key considerations in local programs.	High	✓	✓	✓
2	Expand recreation programs and services by: » Increasing physical activity and general interest programming for all ages » Increasing casual and drop-in recreation opportunities » Facilitating additional cultural and STEM programming » Working closer with the Public Library system » Working with the Seniors Club to access facilitators » Engaging third-party service providers where gaps exist	High	✓	✓	✓
Increasing Participation					
3	Identify the number of residents that are participating in active living opportunities in Lincoln and set participation targets.	Medium	✓	✓	✓
4	Develop an evaluation tool to better understand participation and interest in municipal program offerings.	High	✓		
5	Address the actions related to active living in support of the Age-Friendly Community Advisory Committee and work toward achieving recognition as a Youth-Friendly Community and Play Friendly City.	Medium	✓		
Promoting Inclusion & Access					
6	Promote free and low fee activity options to ensure universal access across the community.	High	✓	✓	✓
7	Engage organizations and under-represented populations to better understand the barriers to accessing parks, recreation and cultural services and the actions required to better include them.	High	✓	✓	✓
8	Develop an Access and Inclusion Policy.	High	✓		



Service Delivery & Programming Recommendations					
Recommendation		Priority	Timing		
			2019 - 2022	2023 - 2026	2027 +
Fostering Community Partnership – Working Better Together					
9	Promote free and low fee activity options to ensure universal access across the community.	High	✓	✓	✓
10	Identify and regularly review the effectiveness of all agreements with schools, service clubs and user groups. Create a standardized approach based on a common set of principles that can be followed for new and renewed agreements.	High	✓		✓
Building Internal & External Capacity					
11	Develop and / or refine policies for Partnerships, Facility and Sport Field Allocation, Sponsorship and Naming.	Medium	✓		
12	Support increased volunteerism through the development of a Volunteer Involvement Program.	Low	✓		
13	Evaluate opportunities to enhance efficiencies and effectiveness in service delivery through the application of technology.	Medium	✓	✓	✓
14	Refine and finalize service levels for Recreation / Culture and Parks Services.	High	✓	✓	✓
Enhancing Communications					
15	Continue to employ a variety of approaches to communicate and share information with residents regarding parks, recreation and cultural opportunities, including an increased focus on online tools (e.g., website, social media), print media, street-level signage, and regular public and stakeholder forums.	High	✓	✓	✓

Facilities & Infrastructure Recommendations

Recommendation		Priority	Timing		
			2019 - 2022	2023 - 2026	2027 +
Sports Parks					
16	Develop a Sports Park Renewal Strategy for Jordan Lions Park.	High	✓		
17	Develop a Sports Park Renewal Strategy for Beamsville Lions Park.	High		✓	

Summary of Recommended Facilities and Infrastructure

Facility Type	Municipal Supply (2019)	Provision Target	Timing		
			2019 - 2022	2023 - 2026	2027 +
Outdoor Facilities					
Baseball Diamonds	8 diamonds (13 ULE)	1 ULE*: 90 players	Upgrades to Diamond #4 at Jordan Lions Park	+ 3.0 ULE	
			+ 0.5 ULE		
Soccer Fields	13 fields (13.5 ULE)	1 ULE*: 70 players	Add lights to field #2 at Beamsville Lions Park	+ 4.0 ULE	
Playgrounds	13 locations	Within 500 m of residential areas	Installations at: Angelina Prokich Park (under construction), Ashby Drive Park, Campden Park, Prudhommes Central Park, Serena Park	Replacement at: Beamsville Lions Park, Meadowood Park, Jack Simpson Park, Jordan Lions Park, St. Volodymyr Park	Growth-related (as required)
				Installations at: Jordan Station/Vineland (land required)	
Outdoor Fitness	none	Based on interest, demand and suitable location		Consider installation at park location (site TBD)	
Tennis and Pickleball Courts	2 planned	1:5,000 residents	Tennis: Proceed with installation of 2 courts at Angelina Prokich	Reassess court needs based on evolving demand factors	
			Pickleball: develop complex of up to 4 courts (site TBD)		

* Unlit Equivalents (ULE) are counted as 1.5 for every lit, full-size soccer field or 2.0 for every lit ball diamond to account for extended periods of play



Summary of Recommended Facilities and Infrastructure




Facility Type	Municipal Supply (2019)	Provision Target	Timing		
			2019 - 2022	2023 - 2026	2027 +
Outdoor Facilities					
Basketball and Multi-Purpose Courts	» 3 full basketball » 2 half basketball » 1 full multi-purpose	1:5,000 residents; within 1.0 km of residential areas	Install 1 full court in central Beamsville (site TBD)	Repair or replace half court at St. Volodymyr Park	Growth-related (as required)
			Repair half (0.5) court at Rittenhouse Estates Park		
Action Sport Parks	» 1 skateboard park » 1 bicycle playground	1 skatepark and 1 pumptrack for entire town	Proceed with planned skatepark and pumptrack at Serena Park	Consider installation of temporary site in Jordan or Vineland	
			Consider installation of a bicycle playground in an existing park		
Outdoor Pools	2 pools	No additional pools recommended	Repair / replacement of Jordan Lions Pool		
Splash Pads	3 splash pads	Within 2.0 km of larger urban residential areas		Consider provision in Vineland / Prudhommes area	
Waterfront Facilities	2 beachfronts	Secure waterfront access when available / feasible	Cost-effective improvements to enhance accessibility, comfort and programming at Charles Daley Park	Develop Prudhommes Central Park	
Off-Leash Dog Parks	none	Based on public demand within urban residential areas	Develop an off-leash dog park as a pilot project (site TBD)		

Summary of Recommended Facilities and Infrastructure

Facility Type	Municipal Supply (2019)	Provision Target	Timing		
			2019 - 2022	2023 - 2026	2027 +
Indoor Facilities					
Multi-Use Recreation	» 7 multi-use spaces » No gymnasiums	1 municipal gymnasium for entire town	Prepare business plan to assess options and confirm viability	Develop 1 municipal gymnasium at BDSS or Jordan Lions Arena Prudhommes Multi-use Space	
Arenas	2 ice pads	1:400 youth skaters	Proceed with Jordan Lions Park Renewal Strategy and assessment of arena replacement strategy	Revitalize / Redevelop Jordan Lions Arena	Assess growth-related needs
Indoor Aquatics	none	No indoor pools are recommended	Evaluate partnership proposals on a case-by-case basis		

* Unlit Equivalents (ULE) are counted as 1.5 for every lit, full-size soccer field or 2.0 for every lit ball diamond to account for extended periods of play.

Facilities & Infrastructure Recommendations

Recommendation	Priority	Timing			
		2019 - 2022	2023 - 2026	2027 +	
Other Facilities					
18	On a case-by-case basis, evaluate unsolicited requests for facilities that are not part of the Town's core mandate. Proponent-led business plans should be developed to determine demand, alignment with the Master Plan goals, the net benefit to the Town of Lincoln, and the degree of municipal involvement.	Low			



Parks and Open Spaces					
Recommendation		Priority	Timing		
			2019 - 2022	2023 - 2026	2027 +
Parkland Dedication					
19	Use the classification system proposed in this Master Plan to guide the development or redevelopment of parks and open spaces according to park type, size, service level and the amenities that they provide. Amend the parkland classification hierarchy within the Town’s Official Plan.	High	✓	✓	✓
Parkland Needs					
20	Update the parkland inventory database and mapping annually, to assist in the assessment of parkland requirements.	Medium	✓	✓	✓
21	Assess parkland needs based on a minimum town-wide provision level of 2.2 hectares of active parkland per 1,000 residents. A focus should be placed on: » new or expanded sports parks to meet organized recreation and sport needs; » neighbourhood park development in areas of growth; » development of a waterfront destination park in Prudhommes; and » creation of urban parks within newly developing and intensifying communities, where required.	High	✓	✓	✓
22	Secure additional parkland to serve Vineland/Jordan to enhance walkable access to local-level park amenities, such as play areas, courts, pathways and open space.	Medium	✓		
23	Acquire open space lands outside of the parkland dedication process, where lands assist the Town in meeting the following objectives: » linking and enhancing the active transportation network; » protecting natural habitat and areas of cultural significance, often in partnership with others; and/or » improving public access to the waterfront.	High	✓	✓	✓
24	Assess parks and open space opportunities that offer access to the Lake Ontario shoreline, with the goal of strengthening public access to the waterfront, enhancing connections and ensuring proper shoreline protection.	Medium		✓	

Parks and Open Spaces

Recommendation		Priority	Timing		
			2019 - 2022	2023 - 2026	2027 +
Parkland Acquisition Policies					
25	Review the Town's parkland dedication fees for cash-in-lieu to ensure that they reflect market conditions and levels of service.	High	✓	✓	✓
26	In areas where the supply of parkland is adequate and / or the opportunity for land dedication would not result in a suitable park parcel, prioritize the use of cash-in-lieu for parkland improvements to enhance service to growth areas.	High	✓	✓	✓
27	Should the Town accept new parkland through dedication, ensure that the parkland is suitable for its intended use as per Official Plan policies. Avoid developing or accepting Neighbourhood Park parcels of less than 0.5 hectares in size, unless the Town has determined that there is a need to fill a gap in parkland and other options are inadequate; Urban Parks may be smaller than 0.5 hectares, but are only appropriate in higher density urban areas or sites of cultural / historic significance. Parkland dedication credit should not typically be given for undevelopable open space lands (e.g. natural heritage lands,stormwater management ponds, etc.).	High	✓	✓	✓
28	Employ alternative acquisition tools (e.g. purchase/lease, land exchanges, partnerships, donation, etc.) to enhance future parkland opportunities to serve current and future residents, where appropriate.	High	✓	✓	✓
29	Consider establishment of a Parks Foundation to encourage and administer parkland donations (for active parkland) and conservation easements (for open space).	Medium	✓		
30	Although additional parkland is required to address gaps and growth, the Town may rationalize its parks and open space supply from time to time using a criteria-based approach that considers public accessibility, community input, etc. Revenue generated from the sale of surplus parkland should be reinvested in priority park projects.	High	✓	✓	✓
Parkland Asset Management					
31	Through the Town's asset management plan and long-term capital plan, regularly (at least every five years) identify and plan for park renewal, redevelopment and barrier-free projects that address aging infrastructure, accessibility requirements and capital improvements.	High	✓	✓	✓



Parks and Open Spaces					
Recommendation		Priority	Timing		
			2019 - 2022	2023 - 2026	2027 +
Park Design					
32	Maintain a commitment to universal accessibility and safety within the Town's parks system through compliance with the Accessibility for Ontarians with Disabilities Act (including consultation with the Joint Accessibility Advisory Committee), adherence to Integrated Accessibility Standards, contemporary design guidelines and Crime Prevention Through Environmental Design (CPTED) principles. It is acknowledged that some parks may include areas of natural terrain that are more difficult to access.	High	✓	✓	✓
33	Ensure the provision of age-friendly amenities such as washrooms, shade (e.g. tree planting in new parks, pavilions, etc.), benches/seating areas and bike racks in appropriate park types and along trails.	High	✓	✓	✓
34	Engage stakeholders and the public when designing new and redeveloped parks and trails.	High	✓	✓	✓
35	Establish formal guidelines or policies relative to the planting of native species, naturalization initiatives, and community partnerships and education. The Town may also wish to seek recognition as a designated “Bee City”.	Medium	✓		

Arts & Culture Recommendations					
Recommendation		Priority	Timing		
			2019 - 2022	2023 - 2026	2027 +
Programs and Events					
36	Continue to provide events that offer residents, visitors and local enterprise opportunities to promote their trade, learn more about the community and benefit from social interaction.	High	✓	✓	✓
37	Provide capacity-building support to community organizations to bolster availability of unique local arts, culture and heritage offerings.	High	✓	✓	✓
Facilities and Spaces					
38	Update and maintain a comprehensive inventory of cultural assets in Lincoln.	Medium	✓	✓	✓
39	Animate public spaces and destinations through cultural offerings such as pop-up activities, community events, registered programs, guided tours or installation of public art.	High	✓	✓	✓
40	Maximize use of and encourage exploration of local sites and landmarks.	High	✓	✓	✓
41	Strengthen and expand relationships with local service providers and organizations to support the local creative industry.	High	✓	✓	✓
42	Continue to invest in and focus municipal efforts on beautification and decoration of public spaces.	Medium	✓	✓	✓
43	Draw funds from the Whipple Trust Fund to support installation and maintenance of legacy beautification projects.	Medium	✓		
44	Expand use of the Rotary Bandshell in Charles Daley Park.	High	✓	✓	✓
45	Develop a children's space in the new Lincoln Museum and Cultural Centre to support youth participation.	Medium	✓		
46	Work with the Friends of Lincoln's History to explore the digitization and public display of local archives.	Low	✓		
47	Evaluate future uses for the interim museum space (Beam Street).	High	✓		
48	Regularly confer with the Tourism Strategy and Action Plan, to help strengthen the Town's tourism offerings and ensure alignment of efforts.	High	✓	✓	✓
49	Establish a Public Art Policy.	Medium		✓	
50	Establish a Heritage Route/Cultural Corridor Initiative in Lincoln to highlight local destinations.	Low		✓	



Arts & Culture Recommendations

Recommendation		Priority	Timing		
			2019 - 2022	2023 - 2026	2027 +
Communications, Awareness & Support					
51	Establish a community-led Arts Council or Cultural Roundtable.	Medium		✓	
52	Expand partnerships to draw creative workers to the municipality through growth of collaborative initiatives and talent recruitment.	Medium	✓	✓	✓
53	Adopt tools to gauge the economic impact and influence of culture on Lincoln's social and economic viability.	Medium	✓	✓	✓
54	Continue to seek and apply for external funding to support investment in arts, culture and heritage.	High	✓	✓	✓

Funding Considerations & Options

Recommendation	Priority	Timing		
		2019 - 2022	2023 - 2026	2027 +
55 Where appropriate and consistent with municipal policies and priorities, consider alternative funding and cost-sharing approaches to achieve capital and operating cost recovery levels, such as (but not limited to) surcharges, fundraising, grants, partnerships, sponsorships, etc.	High	✓	✓	✓
56 Assess impacts on service levels and the operating budget prior to approving major capital projects.	High	✓	✓	✓
57 Use this Master Plan as a resource in developing the Town's annual and long-term budget documents, Development Charges reports, secondary plans, and related studies.	High	✓	✓	✓



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a place to
GROW

a place to
PROSPER

a place to
BELONG

