



Family-Friendly Outdoor Recreation Activity Open House

Maple Ridge
March 25, 2010

- Parks & Leisure Services, Economic Development & WildPlay Element Parks welcome you and invite you to preview an exciting new concept for family friendly outdoor recreational activities for Maple Ridge
- We welcome your feedback and comments

WHY WE'RE HERE

- World-class setting in Maple Ridge Park
- Aligns with Leisure & Parks, Sport Tourism and DMR Economic Advisory Commission priorities
- Long-term asset for Maple Ridge residents



Open House

**Family Friendly
Outdoor Recreation Open House**

Not only is Maple Ridge one of the fastest-growing communities in Metro Vancouver, we are also known for our scenic wilderness and unparalleled outdoor adventure opportunities. To this end, the District of Maple Ridge invites you to attend a public open house where you will have the opportunity to preview and provide comment on a new concept for family-friendly outdoor recreation adventure for Maple Ridge.

**Thursday March 25, 2010
4:00 PM – 7:00 PM**

**Maple Ridge Municipal Hall
11995 Haney Place, Maple Ridge
(entrance by Library parking lot)**

Who Should Attend

- Residents
- Local Business Owners
- Tourism Operators
- Community Groups
- Outdoor Enthusiasts

Your attendance is highly encouraged and greatly appreciated. For more information, please contact Maple Ridge Department of Strategic Economic Initiatives at 604-467-7320. If you are unable to attend, you are encouraged to provide comment to invest@mapleridge.ca.



11995 Haney Place, Maple Ridge, BC V2X 6A9
Tel: 604-467-7320 . invest@mapleridge.ca

www.mapleridge.ca

2008 TOURISM SURVEY

Key Drivers for Tourism*

- natural environment
- variety of outdoor activities
- affordable
- amenities
- beautiful scenery
- close to home

Primary Activities at Pitt Meadows/Maple Ridge (Q.24)

	Primary Activity at Pitt Meadows/Maple Ridge (Ranked)
Base (Past 2 Year Visitors to Pitt Meadows/Maple Ridge)	226
Visiting friends or relatives	35.7%
Shopping	13.1%
General sightseeing	9.0%
Other outdoors/activities/wilderness	6.3%
Participate in other sport	3.9%
Hiking	3.6%
Relaxing	3.5%
Walking	3.4%
Attending fairs or festivals	3.4%
Arts/culture	2.6%
Golfing	2.2%
Camping	2.0%
City/town sightseeing	2.0%
Boating	1.7%
For business/work	1.4%

Importance of Destination Characteristics (Q.21)

Category/Feature	Average * Importance Rating	
	Total Day Trip Respondents	Visited or Familiar With Pitt Meadows/Maple Ridge
Base	878	536
Outdoor Recreation		
Offers a variety of outdoor activities	3.0	3.1
A place to participate in outdoor land-based activities	2.9	2.9
A place to participate in outdoor water-based activities	2.5	2.6
A place to golf	1.7	1.7
Saltwater fishing	1.7	1.8
Freshwater fishing	1.8	1.9
Hiking	2.6	2.7
Cycling	1.9	1.9
Trail cycling/mountain biking	1.8	1.9
Boating and kayaking	2.1	2.2
Whitewater rafting	1.6	1.6
Visiting beaches	3.3	3.4
Visiting a winery	2.3	2.4
A place for farm tours/farmer's markets	2.4	2.5
Natural Environment		
A place to visit national, provincial or state parks	2.9	3.0
Good weather	4.1	4.2
Wildlife viewing	3.0	3.0

*2008 TNS Community Tourism Foundations Study – Day Trips to Maple Ridge & Pitt Meadows

- What is a Family-Friendly Outdoor Recreation Activity?
 - Tree-top aerial adventure
 - Engages families and groups in exciting and safe physical activities
 - Promotes play and exploration in natural outdoor settings and respect for environment and flora
 - Fits with neighbourhood and community plans

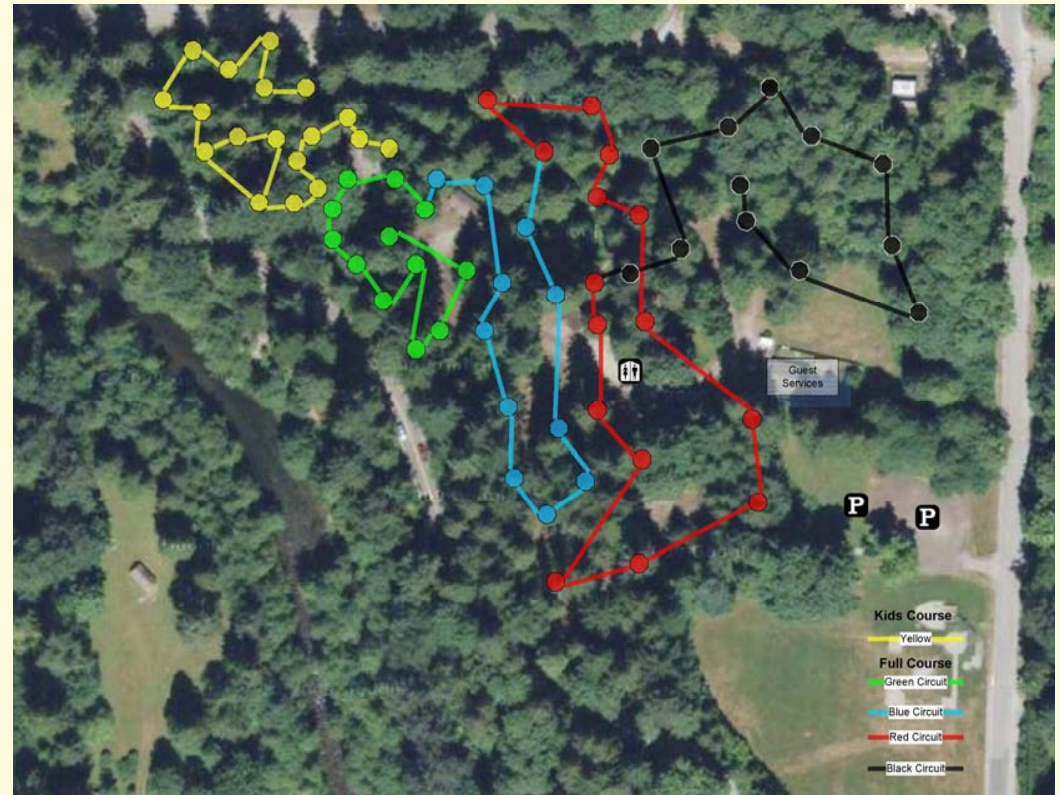
AERIAL TREE TOP ADVENTURE



Activities for all ages and abilities

Maple Ridge Park

- natural environment
- fit with existing amenities/services
- beautiful scenery
- close to home
- Natural gateway to Golden Ears Park



Proposed Site Plan for Maple Ridge Park

PUBLIC PROCESS TO-DATE

- March 2008 Presentation to Parks Commission
- May 2008 Report to Council
- February 2009 Public Open House
- April 2009 Report to Commission
- August 2009 Expression of Interest
- February 2010 Request for Proposals

PROPOSED NEXT STEPS

- March 2010 Public Open House
- April 2010 Feedback to Parks
Commission
- April 2010 Feedback to Council

We welcome your comments and feedback

Please feel free to complete a comment sheet

Thank you for attending

FOLLOW-UP QUESTIONS

Darrell Denton

Department of Strategic Economic
Initiatives

Tel: 604-467-7320 X3

Fax: 604-467-7335

ddenton@mapleridge.ca
www.investmapleridge.ca

David Boag

Director, Parks and Facilities
Parks & Leisure Services

Tel: 604-463-7344

Fax: 604-467-7393

dboag@mapleridge.ca
www.mapleridge.ca



District of Maple Ridge