

C.A. Pippy Park Corporation

Business Plan 2020-2023

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Table of Contents

Chairperson’s Message.....	1
Introduction	2
Overview	2
Mandate.....	2
Vision.....	3
Lines of Business.....	3
Primary Clients	5
Employees.....	5
Board of Directors.....	5
Budget	6
Responsibility Areas	6
Horizontal Initiatives.....	6
Physical Location.....	7
Strategic Issue	8
Enhanced Park Visitor’s Experience.....	8
Goal	8
Goal Indicator.....	8
Objective 2020-2021	8
Indicators	9

Chairperson's Message

As Chair of the C.A. Pippy Park Commission, I am pleased to present the Business Plan for the fiscal years 2020-23, commencing April 1, 2020, and ending March 31, 2023. This plan is prepared in accordance with the **Transparency and Accountability Act** and takes into account, where possible, the strategic directions of the Government of Newfoundland and Labrador. As Chairperson of the Board, my signature indicates the Board's accountability for the preparation of the report and results reported throughout this document.

This document outlines our key goals and objectives for the next three fiscal years. This new Business Plan outlines a set of core goals for the Commission that are derived from the Commission's Board, existing policies and guidelines pertaining to the Park's management and operations.

On behalf of the C.A. Pippy Park Commission, I would like to extend thanks to the Board for providing thoughtful insight and direction in making decisions. In addition, I would also like to thank our partners, park users and the Provincial Government for their continued support.

Sincerely,



Sean Kelly
Chairperson for the C.A. Pippy Park Commission

Introduction

Pippy Park is one of the most identifiable natural landscapes in the middle of the Province's capital city. The 1,375-hectare land mass that comprise Pippy Park provides space for a diversity of learning institutions, Government buildings and open spaces for relaxation and recreation.

With the many challenges brought on by the COVID-19 pandemic, the need for open space has highlighted the importance of the Park's trail systems for activities such as walking, hiking, cycling and the use of the multiple open spaces that exist within the Park.

Overview

The C.A. Pippy Park Commission (the PPC) is a Crown corporation established under the laws of the Province of Newfoundland and Labrador. Currently, it reports to the House of Assembly through the Minister of Tourism, Culture, Arts and Recreation. Members of the Board are responsible for the administration of the business affairs of the PPC. The Chairperson assumes responsibility as the official head of the PPC, in accordance with Section 8 of the **Pippy Park Commission Act**.

The PPC works closely with a number of institutional, educational, and community service facilities found within the boundaries of the Park, including the Confederation Building Complex, the combined campuses of Memorial University of Newfoundland and Labrador, the College of the North Atlantic, the Marine Institute, the Health Sciences Centre, and the St. John's Arts and Culture Centre. Land use approvals are issued in accordance with the Act and in compliance with the Master Plan, by-laws and related policies.

Mandate

The Mandate of the C.A. Pippy Park Commission is derived from a combination of the **Pippy Park Commission Act**, the associated Regulations, and Master Plan:

" Pippy Park will be managed as the core protected area within the northeast Avalon region and will shelter the symbols of our government, culture, and nature while providing places to stimulate the mind, challenge the body, and nourish the spirit."

The interpretation of this mandate is further defined through the contents of the PPC's Master Plan, which is reviewed every five years, as dictated by Section 26.1(2) of the **Pippy Park Commission Act**.

Vision

The C.A. Pippy Park Commission is committed to managing the 1,375 hectare land mass that comprises Pippy Park. These lands represent many of the characteristic natural features of the Province in the form of barrens, forests, rivers, and wetlands. The Park is also the venue for a diversity of institutional and community service land uses ranging in size from the expansive campus of Memorial University of Newfoundland and Labrador to community gardens.

Thousands of people work, learn, volunteer, relax, and play in Pippy Park daily and the Park has evolved as the most identifiable natural landscape feature of the St. John's capital region. It is the primary vision of the Commission to ensure that this identity is maintained and enhanced into the future through efficient operation of its commercial facilities and stewardship of the natural features inherited from the foresight that established the Park over four decades ago.

Lines of Business

The PPCs lines of business include:

1. Management and Regulation of Property Development

The PPC manages the development and usage of public land contained within its boundaries through the review and approval of project submissions for development on

public lands and in some circumstances undertaking direct development of properties for activities defined within its mandate.

2. Grounds Maintenance

PPC employees perform landscape maintenance for various public buildings contained within the Park boundaries, including the Confederation Building, Arts and Culture Centre, College of the North Atlantic, and the Marine Institute.

3. Pippy Park Campground

The PPC operates a 215-site campground facility nestled in a mature forested area on the north side of Long Pond annually from mid-May to October. The facility offers primarily fully serviced campsites and normally attracts near-full occupancy during the summer months.

4. Golf Courses

The PPC, through its wholly owned subsidiary, the Pippy Park Golf Course Limited, is responsible for managing and operating the 18-hole Admiral's Green and nine-hole Captain's Hill public golf courses.

5. Banquet and Meeting Facilities Rentals

Commercial banquet and meeting room facilities are operated on a fee-for-booking basis by the Golf Course subsidiary. The services offered include full service banquet and meeting space for corporate groups, weddings, and social events at the Admiral's Green Clubhouse.

6. Property and Building Leasing

The PPC generates revenue from the lease and rental of residential and other properties within the Park.

Primary Clients

The PPC's primary clients are its customers who uses its commercial services, such as campers, golfers, and banquet and rental patrons, and its institutional clients to whom it provides grounds maintenance services. The PPC also serves a broader clientele comprised of the public who enjoy the recreational and heritage values of the Park, as well the many community service organizations that operate within the Park.

Employees

The PPC has seven full-time employees (four male/three female) for administration and maintenance of its facilities and grounds. During peak operations, the PPC employs up to 35 employees, both seasonal and student staff, for grounds maintenance and operation of the Pippy Park Campground. The subsidiary, C.A. Pippy Park Golf Course Ltd., employs up to an additional 23 employees to operate the golf operations and the Admirals Green Clubhouse. Two of these employees (one male/one female) are employed full-time with the remaining employees being seasonal.

Board of Directors

The PPC Board consists of eight members that report to the Government through the Minister of Tourism, Culture, Arts and Recreation. Members of the Board are appointed in accordance with Section 4 of the **Pippy Park Commission Act**. Six of the eight members are appointed by the Lieutenant-Governor in Council through a merit-based process, in accordance with the **Independent Appointments Commission Act**. The remaining two, which are not appointed by the Lieutenant-Governor in Council, include one person appointed from the City of St. John's and one from the Memorial University Board of Regents. Below is a list of Board members as of September 30, 2020:

1. Mr. Sean Kelly, Chairperson
2. Ms. Pam Pippy, Vice-Chairperson and Pippy Family Representative
3. Ms. Stephanie Curran

4. Mr. Rick Gill
5. Mr. Jerry English, Pippy Park Association of Landowners and Residents Representative
6. Ms. Ann Browne, Memorial University Representative
7. Ms. Sheilagh O'Leary, City of St. John's Representative
8. Vacant

Budget

The 2020-21 annual budget for the PPC is \$253,900. Provincial appropriations provide for an operating grant to the PPC.

Responsibility Areas

The PPC has three main responsibility areas; to maintain a land bank for the development of institutions in a connected parkland setting; to provide recreational opportunities for residents; and to protect and conserve natural habitats and features.

Horizontal Initiatives

The PPC works closely with a number of Provincial Government departments on the procurement of goods, land use issues, IT support and ground maintenance at a number of Provincial Government facilities. Some partners include:

- The Public Procurement Agency (PPA) for procurement of supplies and consultation on the tendering process;
- The Department of Transportation and Infrastructure (TI) for facility management on a number of Government Buildings and grounds within the Park; and,
- The Office of the Chief Information Officer (OCIO) on information technology support and management of Pippy Park's computer assets.

Physical Location

The Park is located within the City of St. John's and is comprised of the lands between the east side of Thorburn Road and the west side of Portugal Cove Road, and between the north side of Elizabeth Avenue and the south side of Windsor Lake. The area of Pippy Park is approximately 1,375 hectares and is one of the largest urban parks in Canada. To see detailed maps of the park, please visit <http://pipppark.com/maps.asp>.

Mount Scio House

15 Mount Scio Road

St. John's, NL A1B 3T2

Strategic Issue

Enhanced Park Visitor's Experience

PPC aims at enhancing its user experience by providing accessible information on Park activities to the public and undertaking significant work for the overall improvements in the Park infrastructure to service its clients better. With the many challenges brought on by the Covid-19 pandemic, the need for open space and activities such as family camping, hiking, cycling, skiing has highlighted the importance of the Parks and its multi use trail networks as well as many open spaces that exist within the Park for public use.

Within the 2020-23 business cycle, the Commission will provide enhancements to signage, improve the multi-use trail networks and make it easier to find online information about the Park and the services offered.

PPC will be reporting on the same objective for the 2020-21, 2021-22, and 2022-23 fiscal years, with improvements shown each year through its indicators.

Goal

By March 31, 2023, PPC will have implemented a number of initiatives aimed to provide an enhanced visitor's experience.

Goal Indicator

- Improved infrastructure and facilities
- Enhanced communication with clients

Objective 2020-2021

By March 31, 2021, the C.A. Pippy Park Commission will have completed improvements for overall visitor experience.

Indicators

- Enhanced PPC's social media and online presence in an effort to better communicate with its clients.
- Worked towards improving the multi-use trail systems to enhance the user experience.
- Improved campgrounds for visitors usage and recreation.
- Upgraded the infrastructure and facilities to provide improved service and amenities.
- Improved signage to easily navigate the Parks and its amenities, and provide easy to understand directions for visitors.

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