

Ottawa Insider

78th EDITION April 13, 2006



A WORD from the OTTAWA INSIDERS

In the City of Ottawa, **sports fields and facilities** have become a lucrative business opportunity. Many P3s have been created and some private sector companies are searching for ways to take advantage of the City's new **Sports Field Strategy**. The Feature Story examines just what opportunities are out there and what's on the horizon.

Larry Pegg is the owner of **Ecoview** - a company devoted to sustainable sports fields and recreational facility development. As this edition's Guest Columnist, Pegg details one of his major projects and discusses how it could benefit Ottawa.

Marianne Wilkinson is a former Mayor of Kanata. Now, she's running to become the councillor of the newly created **Kanata North Ward**. She talks about development, the **Carp Landfill** and other key issues concerning the residents of Kanata in the Q & A.

And The Fly has been on fire these past few days running down more and more **juicy election rumours**.

Ottawa Insider

Feature Story

The Ultimate Soccer Facility

By Chris Gillcash

It appears as though the issue of Ottawa's **shortage of sports fields and athletic facilities** - and the poor condition of many of them - is starting to hit council's radar in a big way.

That means it should also be hitting the radar of the business community, since it represents some big-time business opportunities for the private sector.

The city is working from its **Sports Fields Strategy**, completed in 2004. The strategy is designed to "provide a framework for the development and improvement of fields to address the current and future needs of residents during the next ten years." The strategy is part of the **Human Services Plan**.

It's obvious why this strategy is important to the average resident, and thus to the politicians - health, recreation, quality of living, etc. And it falls into the overall theme of **sustainable development**.

But what's in it for the private sector?

Feature Story continued page 14

TABLE OF CONTENTS

Page	Topic
2-3	Guest Column - Larry Pegg, owner of Ecoview Developments
4-6	What Happened at Committee and Council
7	What's Coming Up
8-9	Q & A - Marianne Wilkinson, Kanata North candidate
9	Special Notice - BizPal
10-11	The Fly - Sabbaticals and Severances
12	Business Trends - A listing of contract opportunities with the city of Ottawa
13	Real Estate Tracker - A listing of Ottawa's government real estate opportunities
14-15	Feature Article continued
16	Subscription Information

Insider Guest Column

The Time Has Come for the OSP!

By Larry Pegg

The City of Ottawa has recently completed a **Sports Field Strategy** that outlines their wish to create additional usable and practical sports fields - fields that can be used by a number of athletic groups including soccer, rugby, ultimate, football, lacrosse and the list goes on.

In addition, the City has been maintaining that they wish to incorporate "sustainability" into a number of initiatives such as greenspace, development, land use and, as well, sports facilities.

The **Ottawa Sports Park (OSP)** concept and business case was developed upon invitation from the **Ottawa Airport Authority** in 2001. The business objective is to achieve a model of community-based sustainable development, not only in Ottawa, but in other locations across North America.

The main focus of the OSP project is to contribute positively to the community by developing a facility that responds to Ottawa's stated need to address quality of life issues that have been clearly identified in a number of recent reports within the City's twenty-year growth plan. The overall facility is described as a multi-sports, recreation and environmental center. It would be the **world's largest soccer facility**, a formidable base to expand from.

Perhaps the most unique feature of the facility is its location in proximity to three major features that combine to make it an absolutely spectacular 'one-of-a-kind' location and opportunity.

Aesthetically, it would be integrated into 250 acres (a mixture of low-grade farmland and ecologically significant forest and wetland area) that surrounds **Ottawa's International Airport**. Because of its poor grade agricultural soils the land has been designated by the City as suitable for development as sports fields.

Second, the land is right on the new **LRT corridor** that will be part of Ottawa's north south line. In fact, because of aggressive development plans, this location is the only location on the entire length of the LRT that could accommodate a facility of this or comparable size. The sustainable transportation access to the OSP would help the City to reduce car use because patrons could get to and from the facility on the O-Train.



ECOVIEV

Sustainable Sports and Recreational
Facility Developments

Ecoview hopes that the OSP will stimulate an excitement to use transit that will ultimately help the City in its quest to achieve a **30% modal split**. In fact, the OSP hopes to work with **OC Transpo** to incorporate discounted transit passes into its membership fees structure, something that would work well with the Conservative plan to make transit tax deductible.

Third, the fly-in views of the park upon landing approach to Ottawa Airport would speak volumes about Ottawa's greenspace legacy and its reputation for a fun, active lifestyle. What makes the ambition of the OSP so remarkable is that we plan to integrate advertising and marketing with the airport and rail authorities, even having plans for visible corporate markers for landing and departing planes. Roughly 1.8 million passengers fly into Ottawa over the OSP creating quite an impression.

Ottawa is suffering from an under supply of almost 200 sports fields and at the same time it's losing much of its renowned greenspace. There are no current examples of multi-use parking areas that can **double as park-and-ride** in the day while providing other beneficial uses during evenings and weekends. Along with the obvious benefit of lower capital costs, shared use park-and-rides reduce environmental impacts and maintenance costs including making them more inviting to attract new transit users.

The OSP hopes its "green" (environmentally sustainable development) complex will serve the community and attract major national and international tournaments that will bring a big boost to the local economy.

Guest Column continued next page

The OSP knows that large soccer developments have served both community and sponsor needs elsewhere. Soccerplex, in Maryland, has over nineteen fields with plans for five more. It has attracted several high-priced sponsors like **Discovery Channel, Pepsi and Adventist Health Care**. Ecoview hopes to create a similar success story in the Nation's Capital and add responsible environmental integration as an identifying attribute.

The goal is to build 30 separate fields, an indoor sports complex, cross-country skiing trails, tobogganing, ice hockey rinks, and other facilities to serve the local, national, and international enthusiasts. The scope means that **sponsorship will make sense for companies**.

In 1998 Ecoview developed the first dedicated sports facility for Ultimate. The first of its kind, this project has been a great success for Ultimate players and provides a model for the development of sustainable sports facilities at the community, national and international levels. In short, the OSP will be innovative from both a developmental aspect and a marketing aspect.

While there are some minor obstacles to overcome, the OSP believes that the greater community and potential sponsors will respond to what is a great idea. Its timely development will only inspire more progressive, environmentally friendly facilities and unique marketing features for corporate partnerships.

Larry Pegg is owner and manager of Ecoview Developments. Ecoview provides consulting services related to site development and management needs with the view to reduce both environmental impacts and overall costs. Ecoview's development and management services feature basic principles and practices that help to protect and sustain ecosystems and biodiversity of the natural habitat.

