

SERVICE

Storybook Gardens

Who We Are

Storybook Gardens is a family-centered park offering themed play structures, splash pad, sand and water play area, six family-friendly amusement rides, entertainment events, day camps, outdoor skating (winter), food service and other family-oriented activities.

What We Do

Storybook Gardens enhances the quality of life for residents, offering affordable family-oriented entertainment and gross motor play on a year-round basis. Storybook Gardens also attracts visitors to the community, providing an economic contribution.

Why We Do It

Other Discretionary – The operation of an amusement park is not a typical activity for larger communities.

\$0.00
per day

for the average ratepayer (2020-2023)

0.03%

of the 2020-2023 City of London Net
Property Tax Supported Budget

The following table provides an overview of the budget for the service:

Budget Summary (\$000's)	2020	2021	2022	2023	2020-2023 TOTAL
Gross Operating Expenditures	\$2,004	\$2,015	\$2,025	\$2,036	\$8,081
Other Revenues	(\$1,754)	(\$1,783)	(\$1,799)	(\$1,818)	(\$7,154)
Net Tax Levy Supported Operating Budget	\$251	\$231	\$227	\$218	\$927
Total Capital Expenditures	\$129	\$89	\$1,089	\$89	\$1,396
Full-Time Equivalents (FTE's)	\$28.6	\$28.6	\$28.6	\$28.6	

Reflects 2020-2023 Housekeeping Budget Adjustments up to August 31, 2020

The following section provides an overview of the key activities the service plans to undertake from 2020-2023 to implement the Corporation's 2019-2023 Strategic Plan, as well as an overview of the risks and challenges the service is anticipated to experience during this period:

Service Highlights 2020-2023
<ul style="list-style-type: none"> • Provide unique family friendly experiences focused on physical literacy, connections to nature and outdoor play that align with new program trends in parks and recreation including; increasing participation in our children's nature club with open registration, hosting an annual children's adventure race and offering weekly summer fitness classes open to visiting families. • Upgrade our website to support e-commerce for day admissions, annual passes and event tickets. • Increase annual Multicultural Event attendance in partnership with the London Arts Council. • Partner with local organizations to allow more Londoners to access the park and enjoy the facilities. • Create an inclusive environment for all Londoners by hosting and promoting events and entertainment that celebrates the diversity in our community. • Engage annual pass holders and the local community to determine new program and service needs. • The addition of a pavilion to provide additional covered programming and rentable space.

Risks and Challenges Anticipated in 2020-2023
<ul style="list-style-type: none"> • Middlesex-London Health Unit issuing a greater number of heat alerts due to climate change affecting park attendance. • Implementing our heat stress plan for employees may cause a reduction in food services, park programming and attractions. • Increasing group parking while balancing the need for day visitor parking demands. • Creating preventative facility and amusement ride maintenance plans to maintain aging assets. • Seeking funding to introduce a new attraction to Storybook Gardens to attract and retain visitors and support park growth.

The service directly supports the following components of the Corporation's 2019-2023 Strategic Plan:

STRENGTHENING OUR COMMUNITY							
Londoners are engaged and have a sense of belonging in their neighbourhoods and community.							
Expected Result	Strategy	Metric	Target				
Improve the health and well-being of Londoners	Create programs and exhibitions to foster health and well-being (SOC-16)	90% of program participants reports increased levels of physical activity	2019	2020	2021	2022	2023
			88%	88%	89%	89%	90%

BUILDING A SUSTAINABLE CITY							
London's infrastructure is built, maintained, and operated to meet the long-term needs of our community.							
Expected Result	Strategy	Metric	Target				
Build infrastructure to support future development and protect the environment.	Renew, expand, and develop parks and recreation facilities, and conservation areas in appropriate locations to address existing gaps. (BSC-06)	Metric TBD pending Parks & Recreation Master Plan.	2019	2020	2021	2022	2023
			TBD	TBD	TBD	TBD	TBD

LEADING IN PUBLIC SERVICE							
Londoner's experience exceptional and valued customer service.							
Expected Result	Strategy	Metric	Target				
Increase Community and Resident satisfaction of their service experience with the City	Create new and/or enhance opportunities for residents and neighbourhood groups to engage on program and service needs. (LPS-05)	73% program utilization rate.	2019	2020	2021	2022	2023
			69%	70%	71%	72%	73%

For more information:

Other Reference Information
<ul style="list-style-type: none"> Parks & Recreation 2019-2023 Master Plan - Available by request at recreation@london.ca or 519 661-5575

Contact
<ul style="list-style-type: none"> Scott Oldham, Division Manager 519-661-2489, Extension 2737 soldham@london.ca