



# LAROCQUE PARK

## 2024-2025 Partnership Plan



# WELCOME TO THE TOWNSHIP OF ALFRED & PLANTAGENET!

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The Township of Alfred and Plantagenet is located within the United Counties of Prescott and Russell, in Eastern Ontario. It is made up of seven bilingual villages, which includes Alfred, Curran, Lefaivre, Pendleton, Plantagenet, Treadwell and Wendover.

Only 40 minutes away from downtown Ottawa and 90 minutes from Montreal, the Township of Alfred and Plantagenet is a place of choice to live and raise a family.

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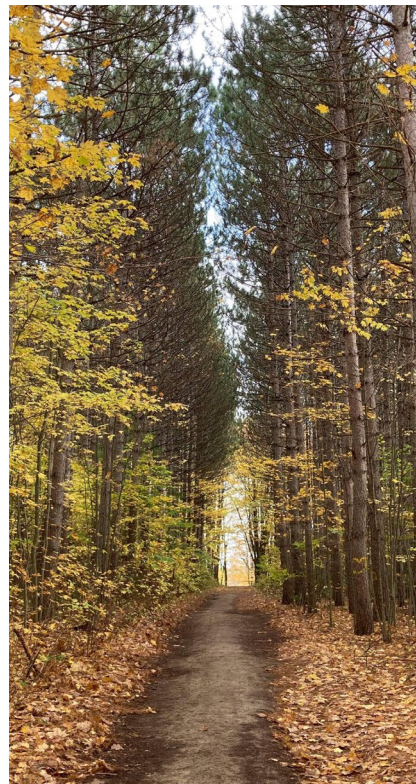
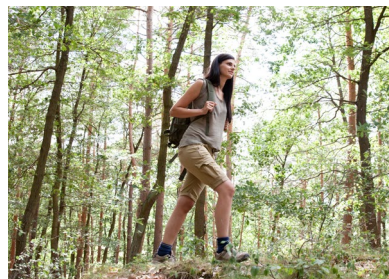
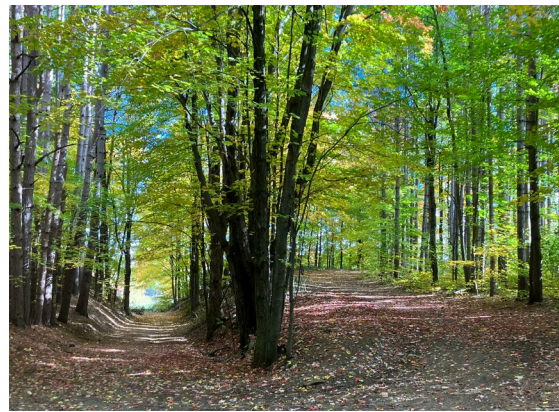
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# LAROCQUE PARK HISTORY

Alfred's Larocque Park is brimming with activities for people of all ages. The park features a public swimming pool, tennis and pickleball courts, a softball field, a skate park, and a children's playground. Visitors are also able to rent various sports equipment from the library located on the property.

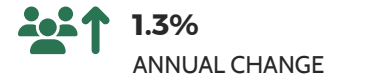
In 2021, the Township of Alfred and Plantagenet acquired the forest behind the park, which has since been developed to offer kilometres of trails for cross-country skiing, snowshoeing, hiking, and mountain biking.

In 2023, a monument and flagpole were erected to celebrate the town's long francophone history. Larocque Park and the adjacent woodland attract thousands of visitors from all over with its events, programming, and sporting activities.



# TOWNSHIP POPULATION DEMOGRAPHICS

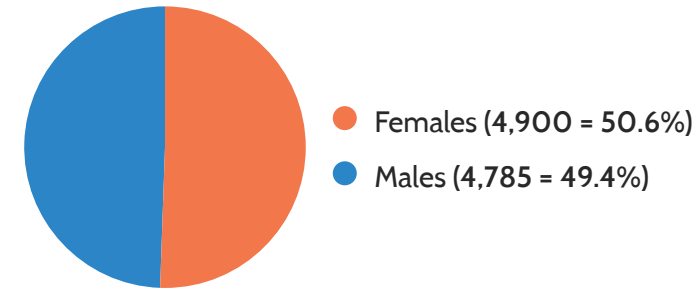
POPULATION 2002-07-01	POPULATION 2007-07-01	POPULATION 2012-07-01	POPULATION 2017-07-01	POPULATION 2021-07-01
8,985	8,836	9,503	10,020	10,531



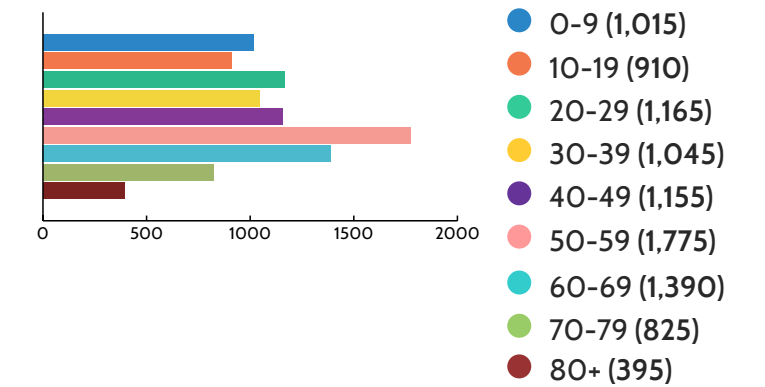
Source: Figures and estimates from Statistics Canada



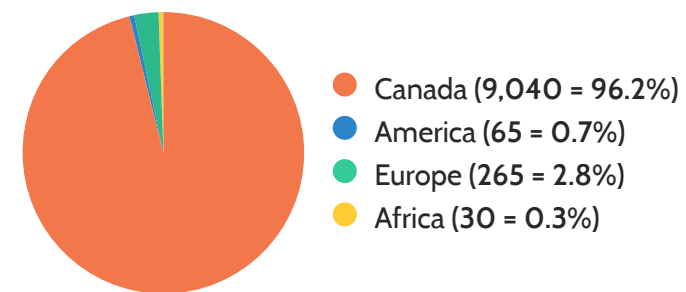
## GENDER



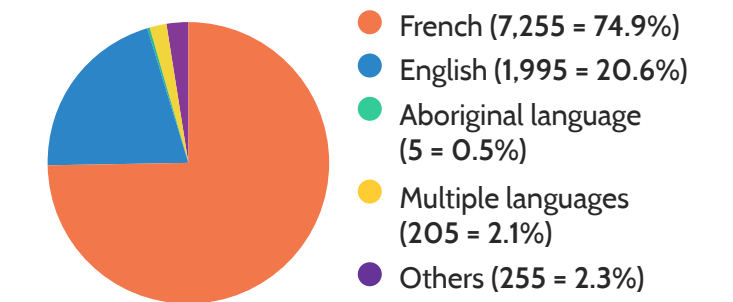
## AGE DISTRIBUTION



## COUNTRY OF BIRTH



## OFFICIAL LANGUAGES



Source: Figures and estimates from Statistics Canada

# PARTNERSHIP OPPORTUNITIES



## ABOUT THE PROJECT AND HOW WE WILL GET THERE

The Larocque Woods are seen as a community space with great touristic potential. It is frequently used by cross-country skiers, snowshoers, mountain bikers and hikers

The Park Advisory Committee has identified five projects that could be developed over the coming years. The funding for these projects will come from two streams of revenue.

1. Public partnership contributions.
2. Commercial advertising space.

In the following pages, we have outlined our vision for the future.



Project evaluated in 2022

### INSTALLATION OF HEBERTISM TRAILS

The Township aims to build an hebertism course, allowing visitors to discover a section of the forest through various obstacles and agility challenges. This short course pledges an exploration of parts of the woodland, presenting a vibrant fusion of leisure activities and ecological admiration.

**PROJECT VALUED AT: \$40,000.00**



Project evaluated in 2022

### INSTALLATION OF A SHED

The space would be used to store park equipment, benches, etc..

**PROJECT VALUED AT: \$30,000.00**



Project evaluated in 2022

### INSTALLATION OF A WOODEN ARCHWAY AT THE ENTRANCE TO THE FOREST

The archway would help identify the entrance to the forest, and add aesthetic appeal commonly found in similar parks. They would also serve as landmarks, and could possibly be accompanied by a display showcasing useful information such as the trail map.

**PROJECT VALUED AT: \$15,000.00**



Project evaluated in 2022

### CONSTRUCTION OF A TOILET SHELTER

The proposed restrooms are self-cleaning, gender neutral and accessible. They would be located near the water tower at the main entrance to the woodland.

**PROJECT VALUED AT: \$30,000.00**



Project evaluated in 2022

### INSTALLATION OF SIGNAGE
















The Township plans to install numerous signs throughout the woods, marking trails and providing directions for visitors. Additionally, maps will be placed at strategic locations within the site to aid in navigation and enhance the overall experience.

**PROJECT VALUED AT: \$10,000.00**

















### LEGEND

-  PARK PROPERTY LINE
-  ASPHALT PAVEMENT
-  PROPOSED TRAIL
-  EXISTING TRAIL
-  PLAY AREA
-  GRASS
-  SKATE PARK
-  BEACH VOLLEYBALL COURTS
-  TENNIS COURTS
-  OUTDOOR POOL
-  PICKLEBALL COURT
-  TREES
-  PICNIC TABLE WITH CEMENT BASE
-  BENCH WITH CEMENT BASE
-  WASTE / RECYCLING WITH CEMENT BASE



# LEGEND

-  PARK PROPERTY LINE
-  ASPHALT PAVEMENT
-  EXISTING TRAILS
-  PLAY AREA
-  GRASS
-  SKATE PARK
-  BEACH VOLLEYBALL COURTS
-  TREES
-  PEDESTRIAN BRIDGES
-  WASHROOMS
-  PICNIC TABLE WITH CEMENT BASE
-  BENCH WITH CEMENT BASE
-  WASTE / RECYCLING WITH CEMENT BASE
-  ARCH

Installation of hebertism trails



Construction of a toilet shelter



Installation of a wooden archway at the entrance to the forest



## PURCHASE OF PARK EQUIPMENT



## PARTNERING TO EQUIP THE PARK

In every park, there are many amenities that are needed to make a visit enjoyable. That is why we have come up with a program in which families and businesses can take pride in participating, with purchases of different elements. In turn, they can be identified as a park sponsor. Below is a list of these important partnering opportunities.



### BENCH INSTALLATION

AVAILABLE QUANTITY: 1 - 10

PRICE: \$1,500.00 + HST



### INSTALLATION OF PICNIC TABLES

AVAILABLE QUANTITY: 1 - 10

PRICE: \$3,000.00 + HST



### INSTALLATION OF TRASH CANS

AVAILABLE QUANTITY: 1 - 8

PRICE: \$2,500.00 + HST



# ADVERTISING OPPORTUNITIES



## MURAL ON THE PEDESTRIAN BRIDGE LEADING TO SAINT VICTOR CATHOLIC ELEMENTARY SCHOOL

The installation of artistic works will serve to embellish the pedestrian bridge, often used by the students of Saint Victor Catholic Elementary School in Alfred. Two companies will be able to have a mural representing their business painted on the interior walls of the bridge.



DURATION	VALUE	AVAILABILITY	TYPE
5 years	\$4,000.00	2	Painted mural

## SIGNAGE ON BASEBALL FIELD FENCES

In baseball or softball, one of the best opportunities for sponsor signage lies on the fence, along the edges of the field of play.



DURATION	VALUE	AVAILABILITY	TYPE
3 years	\$2,300.00	28	96" x 30" Banner

## SIGNAGE ON THE LIBRARY BUILDING

Signage on the exterior of the sports library attracts all those visiting the park for whichever venue 365 days a year.



DURATION	VALUE	AVAILABILITY	TYPE
1 year	\$1,200.00	5	8' x 4' Aluminum Panel
3 years	\$3,400.00	5	8' x 4' Aluminum Panel
5 years	\$5,500.00	5	8' x 4' Aluminum Panel

## LAMP POST SIGNAGE

Lamp post advertising is an effective way to engage both potential and existing clients!



DURATION	VALUE	AVAILABILITY	TYPE
1 year	\$900.00	10	24" x 48" Banner
3 years	\$1,600.00	10	24" x 48" Banner
5 years	\$3,200.00	10	24" x 48" Banner

**TOWNSHIP OF  
ALFRED AND PLANTAGENET**

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