



LEFAIVRE **RIVERSIDE** PARK

2024-2025
Partnership Plan



WELCOME TO THE TOWNSHIP OF ALFRED & PLANTAGENET!

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, Lefaiivre, 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.

TABLE OF CONTENTS

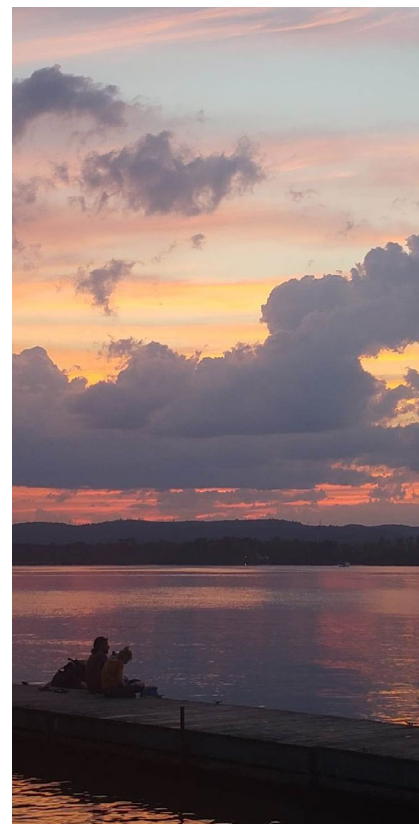
4	Lefaiivre Riverside Park History
5	Township Population Demographics
6 - 9	Partnership Opportunities
10 - 11	2D Plan of Lefaiivre Riverside Park
12 - 13	Purchase of Park Equipment
14 - 19	Advertising Opportunities

LEFAIVRE RIVERSIDE PARK HISTORY

Lefaiivre's Saint-Joseph elementary school was acquired by the Township of Alfred and Plantagenet in December 2016, following the school's closure in June 2013 by the CSDCEO. The vision for the site was clear; to combine the municipal marina with this site of great potential to create a highly sought-after 6.88-acre waterfront parcel to develop into a regional event park along the Ottawa River.

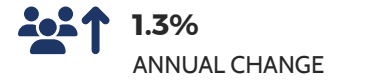
The school was demolished between December and January 2020-21, 73 years after its construction in 1948. The drop in elevation from the old school grounds to the marina site offers a true, open-air auditorium, as well as the region's best winter sledding spot.

And last but not least, the site offers a breathtaking view of the Laurentians that will leave visitors spellbound. At the time of purchase, the municipality made a commitment to the CSDCEO that the property would be used strictly for municipal, community and public purposes, for a period of twenty-five (25) years.



TOWNSHIP POPULATION DEMOGRAPHICS

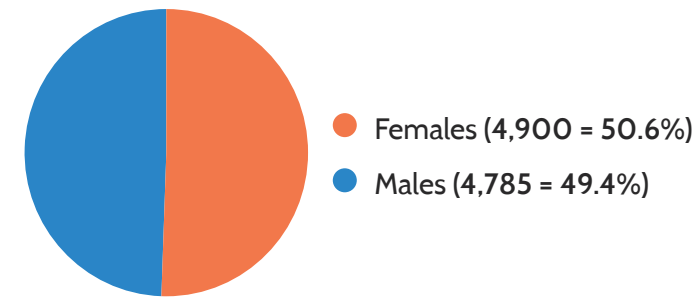
POPULATION 2002-07-01	POPULATION 2007-07-01	POPULATION 2012-07-01	POPULATION 2017-07-01	POPULATION 2021-07-01
8,985	8,836	9,503	10,020	10,531



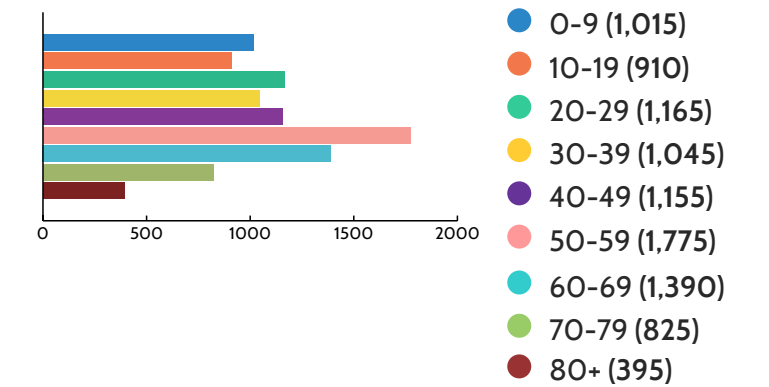
Source: Figures and estimates from Statistics Canada



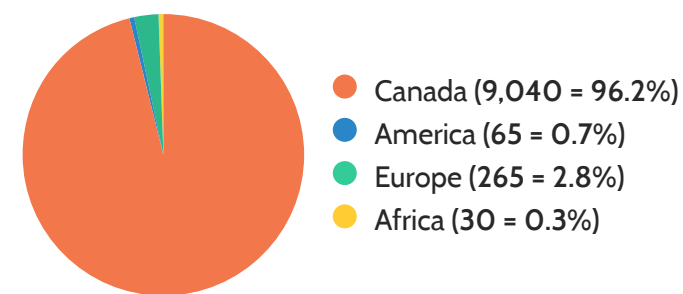
GENDER



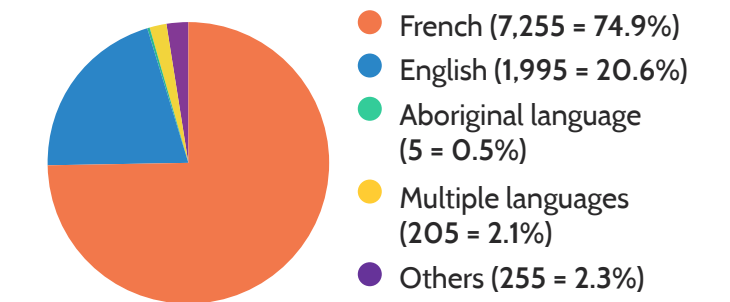
AGE DISTRIBUTION



COUNTRY OF BIRTH



OFFICIAL LANGUAGES



Source: Figures and estimates from Statistics Canada

PARTNERSHIP OPPORTUNITIES



ABOUT THE PROJECT AND HOW WE WILL GET THERE

The Lefavre Riverside Park is an event-oriented park also used by boaters and fishermen, outdoor enthusiasts, cyclists and motorcyclists. It features a playground for senior citizens and a picnic area with an outdoor fireplace and BBQ. The marina has also recently been equipped with a terrace to serve visitors and villagers alike.

The Park Advisory Committee has identified six projects that could be developed over the next few years. Funding for these projects will come from several sources, including:

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

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



Project evaluated in 2022

CONSTRUCTION OF A SPLASH PAD

The proposed splash pad would be located at the top of the hill and would be accessible from a pathway leading to Lajoie Street. The water park could include between 5 and 10 interactive features for children. Here is an image of the Wendover Splash pad as an example.

PROJECT VALUED AT: \$200,000.00



Project evaluated in 2022

INSTALLATION OF ART PANELS

To allow the arts to become more prominent in the community and attract visitors from all over, an art panel installation was proposed by the walking trail at the top of the hill. These installations would enhance cultural programming in the Township and beautify the park at the same time.

PROJECT VALUED AT: \$50,000.00



Project evaluated in 2022

CONSTRUCTION OF PAVILIONS

Two pavilions were proposed in the development of the vision for the site. One pavilion could be built near the structures at the top of the hill and the other would be near the stage to accommodate a canteen or bar for events, as well as provide shade for visitors when there are no events.

PROJECT VALUED AT: \$75,000.00



Project evaluated in 2022

INSTALLATION OF A SHED NEXT TO THE STAGE

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

PROJECT VALUED AT: \$30,000.00



Project evaluated in 2022

CREATION OF A BOARDING DOCK FOR KAYAKS AND CANOES

A popular and accessible sport in the region, enthusiasts must currently use the boat launch to board and disembark from their kayaks and canoes. This proposed dock would separate them from boaters, for safety and ease of access.

PROJECT VALUED AT: \$50,000.00



Project evaluated in 2022

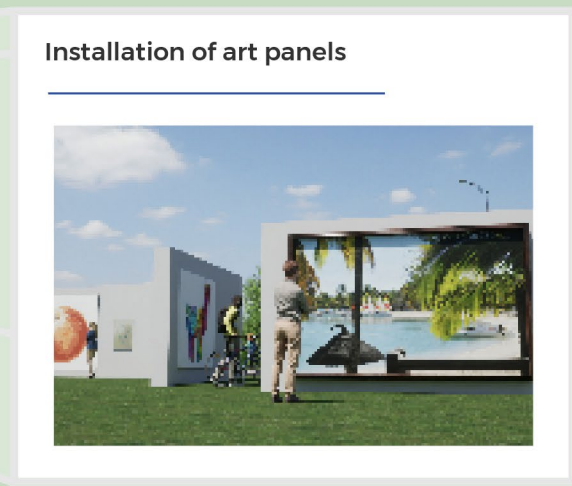
CONSTRUCTION OF A PARKING LOT

To allow people to park closer to the new facilities, parking is proposed at the top of the hill where Lefavre's elementary school previously sat, which would offer convenient and accessible parking for visitors seeking to attend events and access facilities.

PROJECT VALUED AT: \$100,000.00

LEGEND

- PARK PROPERTY LINE
- ASPHALT PAVEMENT
- PROPOSED TRAIL
- OUTAOUAIS RIVER
- GRASS
- SPLASH PAD
- SENIOR CITIZEN PARK
- STAGE
- ART PANELS
- TREES
- PICNIC TABLE WITH CEMENT BASE
- BENCH WITH CEMENT BASE
- WASTE / RECYCLING WITH CEMENT BASE



LEFAIVRE RIVERSIDE PARK



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



INSTALLATION OF STREET LAMPS

AVAILABLE QUANTITY: 1-20

PRICE: \$5,000.00 + HST



TREE PLANTATION

AVAILABLE QUANTITY: 1-50

PRICE: \$1,800.00 + HST



BBQ SPACE

AVAILABLE QUANTITY: 1

PRICE: \$1,500.00 + HST

ADVERTISING OPPORTUNITIES



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	20	24" x 48" Banner
3 years	\$1,600.00	20	24" x 48" Banner
5 years	\$3,200.00	20	24" x 48" Banner

SIGNAGE INSIDE THE MARINA BUILDING

The Lefavre Marina generates over \$300,000 in gasoline sales every summer, which means that thousands of passers-by enter the marina building to pay for gas and/or buy food.



DURATION	VALUE	AVAILABILITY	TYPE
3 years	\$1,200.00	3	Clip frame 22" x 28"

SIGNAGE ON THE MARINA BUILDING

In addition to the thousands of boaters who fill up on fuel, the Lefavre Marina is also very popular for its boat launch and for its events. That's why a sign outside the marina building will be beneficial for companies wanting lots of visibility.



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

STAGE SIGNAGE

The new stage will be the centrepiece of Canada Day festivities, fishing tournaments and music evenings held throughout the summer at the Lefaivre Riverside Park. Only one (1) sign will be placed on each side of the stage.



DURATION	VALUE	AVAILABILITY	TYPE
1 year	\$1,500.00	1	Banners
3 years	\$2,500.00	1	Banners
5 years	\$4,000.00	1	Banners

**TOWNSHIP OF
ALFRED AND PLANTAGENET**

205 Old Highway 17

P.O. Box 350

Plantagenet ON KOB 1L0

613-673-4797

alfred-plantagenet.com

KB MEDIA

Stephanie Millette

613-764-7446, ext. 207

sales@kbmedia.ca

