



TREADWELL 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, 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.

TABLE OF CONTENTS

4	Treadwell Park History
5	Township Population Demographics
6 - 9	Partnership Opportunities
10 - 11	2D Plan of Treadwell Park
12 - 13	Purchase of Park Equipment
14 - 17	Advertising Opportunities

TREADWELL PARK HISTORY

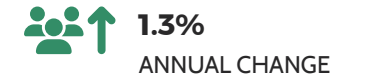
Treadwell Park is a gathering place for residents of the village of Treadwell.

A number of investments have been made in recent years to improve the park, including the insulation of the skate chalet and the installation of flagpoles.



TOWNSHIP POPULATION DEMOGRAPHICS

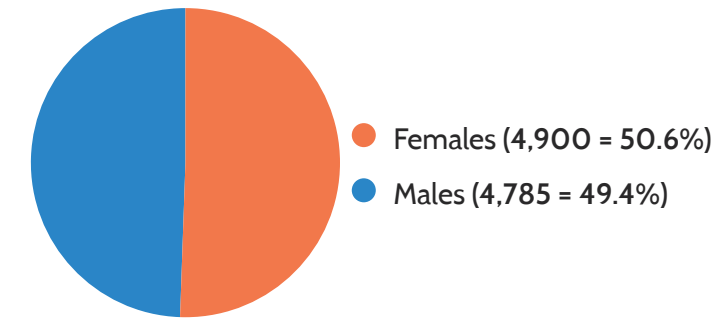
POPULATION 2002-07-01	POPULATION 2007-07-01	POPULATION 2012-07-01	POPULATION 2017-07-01	POPULATION 2021-07-01
8,985	8,836	9,503	10,020	10,531



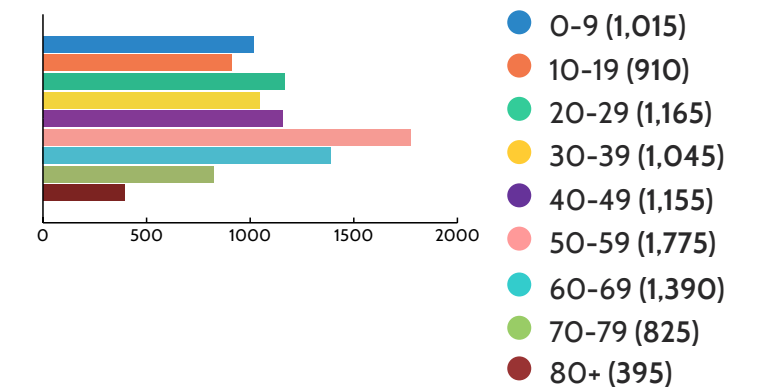
Source: Figures and estimates from Statistics Canada



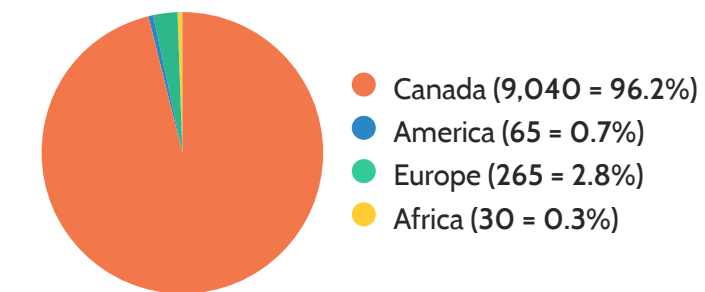
GENDER



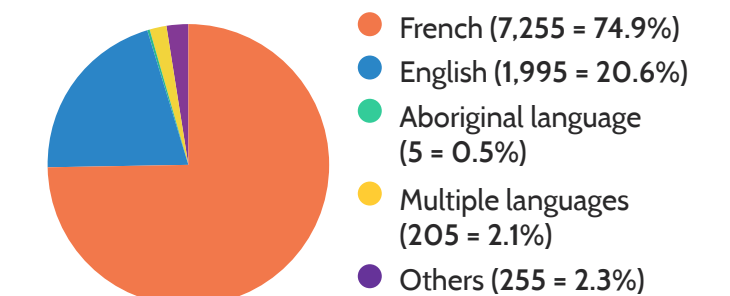
AGE DISTRIBUTION



COUNTRY OF BIRTH



OFFICIAL LANGUAGES



Source: Figures and estimates from Statistics Canada

PARTNERSHIP OPPORTUNITIES

ABOUT THE PROJECT AND HOW WE WILL GET THERE

Treadwell Park is seen as a community space with tourism potential for its location on a road frequently used by cyclists, motorcyclists and boaters. The vision for the park is to attract a niche market and thus boost economic development in Treadwell and the surrounding area.

The Treadwell Park Advisory Committee has identified 4 major projects. 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

INSTALLATION OF NEW PLAY STRUCTURES

The proposed play structures consist of playground sand diggers for children to play with, swings, and eventually, a completely new play structure offering activities for different age groups

PROJECT VALUED AT: \$9,000.00
to \$30,000.00



Project evaluated in 2022

RECONSTRUCTION OF THE BASKETBALL COURT / SKATING RINK

The proposed basketball court would be smaller than an official court 15m (width) by 11m (length), for 3-on-3 play, and would be made of asphalt. A second basketball hoop would be added. The basketball court could be transformed into a skating rink in winter.

PROJECT VALUED AT: \$36,000.00



Project evaluated in 2022

CREATION OF A WALKING TRAIL

The proposed pathway would be 2 metres wide, made of gravel and would go all the way around the property. It would also be surrounded by fruit trees and educational posters to explain the different types of trees to visitors and the importance of the environment.

PROJECT VALUED AT: \$10,000.00



Project evaluated in 2022












CREATION OF A DISC GOLF AREA

The proposed disc golf area would enable visitors from all over to enjoy this sport in nature. For visitors who don't wish to play the sport, it is also possible to simply walk around the area.

PROJECT VALUED AT: \$5,000.00



LEGEND

-  PARK PROPERTY LINE
-  ASPHALT PAVEMENT
-  PROPOSED TRAIL
-  PLAY AREA
-  GRASS
-  DISC GOLF AREA
-  BASKETBALL COURT
-  TREES
-  PICNIC TABLE WITH CEMENT BASE
-  BENCH WITH CEMENT BASE
-  WASTE/RECYCLING WITH CEMENT BASE

Installation of new play structures



Reconstruction of the basketball court / skating rink



Creation of a walking trail



Creation of a disc golf area



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



TREE PLANTATION

AVAILABLE QUANTITY: 1-50

PRICE: \$1,800.00 + HST

ADVERTISING OPPORTUNITIES



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
1 year	\$800.00	28	96" x 30" Banner
3 years	\$2,300.00	28	96" x 30" Banner
5 years	\$3,500.00	28	96" x 30" Banner

SIGNAGE ON THE EXTERIOR OF THE BUILDING

Signage on the exterior of the building can be viewed by all those visiting the park for whichever event, 365 days a year



DURATION	VALUE	AVAILABILITY	TYPE
1 year	\$1,200.00	XX	8' x 4' Aluminum Panel
3 years	\$3,400.00	XX	8' x 4' Aluminum Panel
5 years	\$5,500.00	XX	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	XX	24" x 48" Banner
3 years	\$1,600.00	XX	24" x 48" Banner
5 years	\$3,200.00	XX	24" x 48" Banner

**TOWNSHIP OF
ALFRED AND PLANTAGENET**

205 Old Highway 17

P.O. Box 350

Plantagenet ON KOB 1LO

613-673-4797

alfred-plantagenet.com

KB MEDIA

Stephanie Millette

613-764-7446, ext. 207

sales@kbmedia.ca

