Cultural planning as an instrument for locating Ontario provincial parks within the valuable landscape of a community: A case study of Sandbanks Provincial Park in Prince Edward County, Ontario

by

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Authors Declaration

I hereby declare that I am the sole author of this thesis. This is a true copy of the thesis, including any required final revisions, as accepted by my examiners.

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Abstract

The purpose of this research was to determine if the relationship between a community and the nearby provincial park can be enhanced through the use of the cultural planning process.

To address the research question a qualitative approach was used which included a case study, a document analysis, a questionnaire and a series of interviews. The subject of the case study was Sandbanks Provincial Park in Prince Edward County, Ontario.

The findings illustrated that there are elements and applications of the cultural planning process that can assist a community in efforts to improve or work towards establishing a relationship with its local provincial park. The cultural planning process emphasizes the use of a broad definition of culture and encourages a community to produce an inventory of its cultural resources. This helps to illustrate the value a provincial park contributes to the landscape of an area. The cultural planning process also emphasizes the importance and potential for interaction and communication between different sectors of a community, including the provincial parks. Although Prince Edward County is a leader in cultural planning, it does not yet have a perfectly interactive relationship with its local provincial park. However, the plans, policies, forums and atmosphere produced by the cultural planning have established an environment that is conducive to improving the relationship between Sandbanks and the County.

Based on the findings of this research, recommendations have been made to the County, Sandbanks Provincial Park and the Ontario Parks organization. This research will contribute to the literature that exists regarding cultural planning, valuable landscape models and relationships between a community and the nearby provincial park.

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CHAPTER 1: INTRODUCTION

1.1 Research Background

This research will examine two major subjects: Ontario Parks and cultural

planning. The purpose of this research is to illustrate the interconnectivity between the

two subjects and to determine if they can be beneficial to each other.

1.1.1 Ontario Parks

There are 329 provincial parks in Ontario and each year they receive over 10

million visitors, with 19% of these visitors coming from outside of the province (Ministry

of Natural Resources, 2007). The provincial parks, in combination with the 292

conservation reserves and 10 wilderness areas, cover 9.5 million hectares of Ontario.

These protected areas constitute approximately nine percent of Ontario's land base

(Office of the Environmental Commissioner of Ontario [OEC], 2007). The Ontario Parks

system has as its goal "to ensure that Ontario's provincial parks protect significant

natural, cultural, and recreational environments, while providing ample opportunities for

visitors to participate in recreational activities" (Ministry of Natural Resources, 2004,

p.4). Since the establishment of Algonquin Provincial Park in 1893, provincial parks have

provided visitors the opportunity to experience both the natural and the cultural heritage

of Ontario. Ontario provincial parks also play a key economic role in the province. It is

estimated that the parks generate a gross provincial economic impact of $390 million and

14,000 person-years of employment annually (OEC, 2007). The economic contribution

of Ontario Parks is especially significant because the majority of provincial parks are

situated in rural settings and near small Ontario towns.

The Ontario Provincial Park system is currently facing a number of challenges many of them related to funding. As the population of Canada increases and urban centres expand, the protection and preservation of natural and cultural heritage will become an increasingly complex and costly issue. The provincial parks budget for 2007 was 23% higher than it was in 1992-1993. However, since 1992-1993 the amount of land in the parks system has risen by 51% while the number of provincial parks and conservation reserves has increased by 138% (OEC, 2007). Clearly, there has been a major decrease in relative government funding as the percentage of costs covered by Special Purpose Account revenues (which consist of user fees, corporate sponsors and merchandise sales) has risen from 33% in 1995-1996 to roughly 79% in 2006-2007 (OEC, 2007).

1.1.2 Cultural Planning

This thesis considers cultural planning within Ontario communities, many of which have nearby provincial parks. The role of culture has been given increasing consideration within the planning process. This may be in response to the creative city discourse that has been made popular by authors such as Charles Landry and Richard Florida. As the Municipal Cultural Planning Partnership of Ontario (2009) states, "If creative cities are the end, cultural planning is the means" (Municipal Cultural Planning Partnership, ¶ 1). The definition of cultural planning which will be used in the thesis is,

> A process of inclusive community consultation and decision-making that helps local government identify cultural resources and think strategically about how these resources can help a community to achieve its civic goals. It is also a strategic approach that directly and indirectly integrates the community's cultural resources into a wide range of local government planning activities (2010 Legacy Now & Creative City Network of Canada, 2006, p.1).

This definition emphasizes taking inventory of the existing cultural resources of an area and integrating these resources into the larger planning process. Cultural planning is not however, necessarily the responsibility of the Planning Department of a municipality. In Ontario municipalities, the responsibilities for culture, arts and heritage are structured differently from one place to another. Generally, arts and culture are the responsibility of the Parks, Recreation and Community Services division, while the responsibility for heritage is often allocated to the Planning Department. The reasoning for this is that heritage management is a service that is mandated by provincial legislation (Carrie Brooks-Joiner and Associates & Victoria Stasiuk Associates, 2005). Cultural planning can also be an initiative of the Tourism or Economic Development Department.

In a study of small towns in Ontario, the Ontario Trillium Foundation (2007) divided the problems faced by small towns into three sections. These are, "their geographic circumstances (e.g. isolation, large distances between communities), their population dynamics (e.g. youth out-migration) and their local resources (e.g. reliance on a single industry such as agriculture, forestry or mining)" (p. 4). The Ontario Trillium Foundation report (2007) also identifies the issues, which small towns in Ontario must address. These include economic restructuring and the need to diversify the local economy, changing labour force dynamics, the demographic realities of an aging population and youth out-migration and challenges related to access to capital, health care, public transportation and technology.

Cultural planning is a process that certain municipalities are turning to as a way to diversify their local economy. In 2005, the Ontario Ministry of Culture completed the

Ontario Municipal Cultural Planning Inventory Project. This was an overview of Ontario

municipalities with the objective of determining:

- The number of municipalities that have municipal cultural plans or policies in place;
- The nature and type of these plans or policies;
- Where culture is located within municipal administrative structures;
- Examples of good practice in cultural plans or policies. (Carrie Brooks-Joiner and Associates & Victoria Stasiuk Associates, 2005, p. 3)

The response rate for the survey was 34% with 149 out of 445 municipalities

responding. The municipalities were asked to indicate if they had policy or plans that

focused on arts, culture or heritage in one of the four formats: single issue plans,

negotiated agreements, elements of larger plans, and horizontal or integrated plans.

Overall the Inventory Project indicated that 70% of the Ontario municipalities that

responded had some type of cultural plan or policy while the remaining 30% have no

cultural plans or policies whatsoever (Carrie Brooks-Joiner and Associates & Victoria

Stasiuk Associates, 2005, p. 5). Although the importance and integration of culture varied

from municipality to municipality, the survey indicated that there is a wide variety of

cultural planning that takes place in different forms across the province.

1.2 Literature and Justification

An examination of the literature that deals with Ontario Parks and the literature

that deals with cultural planning makes it clear that these two topics present theoretical

problems. Although there is a great deal of information which focuses on the

development and history of Ontario Provincial Parks, provided by authors such as Gerald

Killan, (1993), Paul Eagles (1984), and Monte Hummel (1995), there is less literature

that addresses the future of the park system. The majority of literature regarding Ontario Parks consists of government documents and policies. Most often the literature on this topic takes a descriptive approach and there is not much recent literature that either critically analyzes or suggests alternatives to government policies and procedures of provincial parks. This research will contribute to the literature by focusing on the future of Ontario Parks and offering an innovative and practical plan to improving visitor experiences to Ontario Provincial Parks.

On the other hand the recent literature that deals with cultural planning is extensive. However, one of the problems evident in a review of that literature is that most scholars focus on urban centres. This includes authors such as Florida (2005) and Landry (2008), who have examined the importance of creativity in the vitality of a city. Literature regarding cultural planning in a rural setting is only recently beginning to be published. A second deficiency in the literature of cultural planning is the scarcity of material that focuses on Canada and specifically Ontario. For example, authors such as Mills (2003), Grogan, Mercer and Enright (2003), and Young (2008a), who provide some of the most relevant and forward thinking information regarding cultural planning all focus on Australia. Although certain authors such as Baeker (2008) and Hume (2009) examine cultural planning in a Canadian context, it is not as common. This research will help fill these two gaps in literature because it will examine the role of cultural planning in a Canadian context and within mainly rural settings.

1.3 Scope and Audience

This research will present a case study of Prince Edward County, an area that is referred to by its residents as the County.[1] It will analyze the existing cultural planning initiatives and the relationship between the County and Sandbanks Provincial Park. The research will also provide a broad overview of major events and activities, such as art shows, archaeology digs, and history weekends that have taken place in a variety of provincial parks in Ontario. In addition, the research will contribute to existing landscape theory. The audience for this research is those who are involved with or interested in the planning and management of activities within Ontario Parks, the cultural planning process in Ontario communities, and landscape theories.

1.4 Research Question and Objectives

The question this research asks is: can the relationship between a community and the nearby provincial park be enhanced through the use of the cultural planning process? In order to answer the research question, several specific objectives have been identified. The specific objectives are:

1. To illustrate the compatibility between the cultural planning process of Prince Edward County and the Valuable Landscape Model (Alumäe et al., 2003).

2. To use this model as a framework to analyze the following two considerations:

   a. The relationship between Prince Edward County and Sandbanks Provincial Park.

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[1] In this thesis, the term *County* will be used to refer to Prince Edward County.

b. The potential for major park events to function as instruments for engagement and interaction between a community and the local provincial park.

The objectives outlined above will be accomplished:

a. Through an examination of the plans and documents that are related to either the cultural planning process or the provincial parks of the County

b. Through a series of interviews with individuals from the County and Ontario Parks

c. Through the use of a questionnaire sent to selected Ontario Parks

1.5 Thesis Organization

Chapter One introduced the topic, the research question and the research objectives. Chapter Two will provide a review of the literature on Ontario Parks, cultural planning and landscapes. Chapter Three will detail the qualitative methodology that will be used to achieve the research objectives of the thesis and it will outline the conceptual framework for the research. Chapter Four will provide a profile of Prince Edward County including its history, government, demographics and economy. This chapter will also provide an overview of the most relevant policies and plans that relate to cultural planning and the provincial parks of the County. Chapter Five will describe the findings from the various data collection methods, including a document and plan analysis, interviews and questionnaires. Chapter Six will present an analysis of the findings and will address the research question and objectives.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

The three subjects that will be examined in the literature review are Ontario Parks, cultural planning and landscapes. The review of literature on Ontario Parks will be divided into two sections. The first will focus on the history and development of the Ontario Park system and the second section will examine models and theories of community integration within park systems. The cultural planning section will examine the history and development of the cultural planning process as well as more recent theories and concepts. Finally, the literature review will examine the definition and conceptual development of landscapes.

2.1 The Ontario Provincial Park System

Algonquin Provincial Park, which was established in 1893, was the first provincial park in Ontario (Killan, 1998). The creation of Algonquin Provincial Park was proposed by Alexander Kirkwood and its purpose was to ensure the efficient management of natural commodities. The main uses of the natural elements of Algonquin Provincial Park included watershed protection, logging, and game protection to restock other areas of the province (Killan, 1998). Writing in 1886, concerning logging within Algonquin, Kirkwood wrote, "The timber need not be permitted to rot down, the mature trees can be cut down in due season to allow the next in size a chance for growth…. Utility and profit will be combined: the forest will be of great benefit as a producer of timber and will add to provincial revenue" (Killan, 1998, p. 35). The original management approach at Algonquin reflected the duality that existed within the parks as

the destruction and depletion of natural resources was avoided but commercial activities and tourism were permitted (Killan, 1998).

The other pre-1954 provincial parks, including Rondeau (1894), Quetico (1913), Long Point (1921), Presqu'ile (1922), Ipperwash (1938), Sibley (1944), and Lake Superior (1944), were all established with the same utilitarian conservation motives and management policies (Killan, 1998). For example, both Sibley and Lake Superior were created along the proposed route for the Trans-Canada Highway and were to be used as tourist destinations (Killan, 1992). There was no official planning process, no zoning policies, and no classification framework behind the establishment of the parks. Instead, each park was created as the solution to a particular and often local economic, social, or political situation (Killan, 1993). This pragmatic hit and miss approach also existed within the establishment of the first national parks in Canada, including Rocky Mountain Park, the Yoho, and Jasper Forest Park, which as McNamee (2002) stated, were "inspired by a profit motive and were not founded in any environmental ethic" (p. 28).

During the 1920s and 1930s, the debate over park use intensified. The preservation movement began to demand change in the Ontario Parks system, mainly due to the activities of two groups: the Quetico Superior Council and the Federation of Ontario Naturalists (FON) (Killan, 1992). Both groups "took the position that wilderness and representative natural areas should be treasured for recreational and aesthetic reasons and preserved for scientific and educational considerations" (Killan, 1992, p.30). Inspired by the growing field of ecology the FON rejected the government's pragmatic attitude towards natural resources and instead encouraged educational and scientific attitudes towards the environment (Killan, 1992).

Economic and social changes beginning in the decades after WWII increased the demand for parks. The growth of a population that was more urban, affluent and mobile with newly acquired leisure time led to an increase in demand for recreational experiences and facilities (Killan, 1993). The postwar baby boom and an influx of immigrants increased the population of Ontario from 3.8 million in 1946 to 7.7 million in 1971. Another major change was the popularity of the automobile, which made provincial parks more accessible to more people. There was broad public demand for beaches, camping facilities, picnic areas and parks.

Until 1954, each of the original provincial parks was considered to be an isolated unit, managed by the people on site in a unique locally developed administrative framework. In 1954, the Provincial Parks Act was passed by the Ontario legislature. This resulted in the creation of the Parks Branch within the Department of Lands and Forests. This, for the first time in Ontario, brought the existing provincial parks under one central administration that was responsible for the development and management of provincial parks (Eagles, 1984).

From 1957 to 1961 the number of visitors to provincial parks increased by 300% and the number of campers increased by 995%. From 1961 to 1970 the number of visitors to Ontario's provincial parks increased from 6.1 million to 12 million (Killan, 1992). Between 1954 and 1967 the number of provincial parks grew from 8 to 94 (Killan, 1993). These new pressures resulted in overused campgrounds, environmental degradation, rowdiness, crowded and polluted canoe routes, and heightened tensions between hunters, anglers, and loggers and environmentalists (Killan, 1992). These tensions generated a reconsideration of the management and planning of Ontario's Provincial Parks.

During the 1960s and 1970s people in Ontario began to demand changes in the way the provincial park system was managed. Groups and individuals protested against the creation of recreation-based parks, which failed to protect the wildlife, watersheds, or wilderness that existed within them (Hummel, 1995). The Cabinet approved the Provincial Park Policy in 1978, creating the first formally approved goals, objectives, and management strategies guide for provincial parks (Eagles, 1984). In addition, the Ministry of Natural Resources developed a set of parks planning and management policies. At the time, the Ontario Provincial Park Planning and Management Policies were considered to be one of the most progressive documents in Canada. This was because the plan, through a combination of life and earth sciences, identified special features that existed within each natural region of Ontario and attempted to conserve them within a system of protected areas (Hummel, 1995). It was referred to as the 'Blue Book' and was meant to be the central tool for the implementation of parks policy. A combination of the Cabinet approved policy and the blue book management directives resulted in the creation of the administrative framework for a provincial park system (Eagles, 1984).

The newly established framework for the Ontario provincial park system was based on the creation of six distinct classifications of parks. The park classification categories were: wilderness, natural environment, waterway, nature reserves, historical, and recreation. Each type of park was created to meet a specific need of the population (Eagles, 1984). For example, provincial parks under the classification of nature reserves were "to represent the distinctive natural habitats and landforms of the Province…." (Ontario Ministry of Natural Resources, 1992, A-4). The provincial parks within the

wilderness classification were "substantial areas where the forces of nature are permitted to function freely and where visitors travel by non-mechanized means and experience expansive solitude, challenge and personal integration with nature" (Ontario Ministry of Natural Resources, 1992, A-4). Finally, the recreation classification parks strove to "support a wide variety of outdoor recreation opportunities for large numbers of people in attractive surroundings" (Ontario Ministry of Natural Resources, 1992, A-5).

The reasoning behind the new policies and development was heavily rooted in the ecological classification of Ontario, which had been written by G.A. Hills in 1976 (Eagles, 1984). Hills divided Ontario into seven regions, defined mainly by the diverse vegetation types, which existed in areas from southern and northern Ontario. Some of the regions were divided further according to forest types across the province from east to west. Taken together, these two factors resulted in the creation of thirteen different regions within Ontario (Eagles, 1984). With the establishment of the regions and the targets and goals set for each classification of parks it was up to park planners to determine which areas contained the potential for meeting the classification goals.

In 1981, based on the principles outlined within the 'blue book', parks officials established a comprehensive list of 245 potential candidates for provincial parks. The Ministry of Natural Resources embarked on a strategic land use planning program in an attempt to establish the future uses of Crown land. This required a survey and assessment of potential park land that considered the needs of other ministry programs, commercial and industrial interests such as fishing and hunting groups, and native communities (Killan, 1992). In 1982, across Ontario there were 141 open house meetings, which became the forum for debate between environmentalist groups, such as Parks for

Tomorrow and Environment North, and trade and industry associations such as Ontario Forest Industries Association and the Ontario Trappers Association. By 1983, a decision had been reached and 5 new wilderness class provincial parks were established and 149 additional provincial parks of all classes were created. (Killan, 1992) The environmentalists were pleased with the creation of new parks, but the size of parks had been decreased and 90 potential park sites had been discarded. In addition, commercial and industrial uses such as mining, logging, and hunting were permitted in some classifications of parks where they had previously been prohibited. It was not until 1988 that these uses, with the exception of commercial tourism, were banned within Ontario Parks (Killan, 1992). Thus, it is evident that the debate between utility and preservation continued within Ontario Parks but the shift towards the tourism industry and a more environmentally conscious park system was beginning.

In September 2007, after extensive public consultation, the Provincial Parks and Conservation Reserves Act came into effect and replaced the Provincial Park Act, which was over 50 years old. The most central objective was making the ecological heritage of the provincial parks the priority for the future. It also promised enhanced accountability with more public reports on the state of parks, increased prohibition of industry in the parks and the streamlining of existing legislation relating to regulation and management into a central act (Ontario Parks, 2007). In addition, the park classification system was altered slightly, with the historical class receiving the new title of cultural heritage class and the indication of the imminent creation of an aquatic park class (Ontario Parks, 2009).

2.1.1 Community Integration in Protected Areas

A central focus of the research in this thesis is the interaction between communities and the local provincial park. Protected areas do not exist in isolation and, despite the administrative boundaries that surround a provincial park, cannot be separated from the larger context in which they exist. The natural environment that exists outside of a park is often considered when dealing with issues such as animal migration, pollution levels, and habitat fragmentation. Because of this, the natural environment surrounding a park has been receiving increased consideration within the park management and park planning process. However, the economic, social, political, and cultural systems that exist outside the parks are more easily neglected. Because provincial parks have an impact on and interact with the local residents, the municipality, and various community organizations, there is potential for a more all-encompassing and participatory parks planning process. This section of the literature review will examine existing theories and concepts regarding regional integration and the role of local citizens.

According to Phillips (2003a), until the 1960s the management approach to protected areas was generally top-down and exclusive. The planning and management of protected areas did not consider the opinions or insights of the local community. A shift took place towards the end of the twentieth century in reaction to the top-down model of governance that dominated protected place management and it became known as the new paradigm. Phillips (2003a) considers the new paradigm to be heavily influenced by and concerned with the local populations near protected areas. Lockwood and Kothari (2006) examine the concept and identify factors that influenced the shift to the new paradigm. These factors include greater scientific understanding of the impact of humans on

landscapes, cultural and social awareness of local and indigenous communities, acknowledgement of human right to their environments, the recognition of multicultural perspectives and the rights of people to participate in decisions that will affect them.

As a result of this knowledge, three observations regarding the state of protected areas emerged. The first was that the natural environment did not respect administrative land-use boundaries and the connection between a protected area and the regional area must be considered. The second was that certain protected areas had ineffective management, inadequate resources and a lack of support from the local community. The third was that in some cases, local communities and indigenous groups have faced detrimental situations (such as being removed from the land, or having villages dismantled) because of the establishment and management of protected areas (Lockwood & Kothari, 2006).

Berkes, Folke and Colding (1998) examine the systems approach, which is a resource management method that was developed in response to earlier thinking that viewed resources as existing in isolation from the larger ecosystem and social systems. The systems approach broadly refers to a holistic view of the components of a system and it attempts to make a connection between social systems and natural systems. Slocombe and Dearden (2002) examine ecosystem (or ecosystem-based) management, a term which developed over the past two decades as a combination of concepts such as multiple-use management, integrated resource management, watershed management and comprehensive regional land-use planning. The ecosystem management approach emphasizes the biophysical aspect of boundaries as opposed to the administrative boundaries, which are established in a park. As defined by Slocombe (1998, p. 31),

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ecosystem-based management "seeks to transcend arbitrary political and administrative boundaries, to achieve more effective, integrated management of resources and ecosystems at regional and landscape scales."

Slocombe and Dearden (2002) emphasize that protected areas must recognize that they are linked to their surroundings physically, economically, ecologically and culturally. By recognizing these links the protected areas are better equipped to handle problems such as fluctuating animal species populations, pollution originating from outside of the park boundaries, and lack of support from local community. Daniels and Walker (1996) also examine the ecosystem-based model and stress the "interdependence among good science, good civic dialogue, good local knowledge, and good learning" (p. 72).

The central role of management, in maintaining the connection between the protected area and its larger landscape, is examined by Lockwood and Kothari (2006). The role of management is also recognized in the International Union for Conservation of Nature (IUCN) document *Transboundary Protected Areas for Peace and Cooperation* (Sandwith et al, 2001). Because protection managers are often responsible for developing and implementing cross boundary programs, the IUCN developed a set of guidelines that addressed nine main issues including identifying and promoting common values, involving and benefiting the local people and promoting coordinated and cooperative activities. In addressing the issue of involving the local people, the general principles included identifying existing transboundary relationships, determining the issues that unite or divide communities across the boundary including culture and heritage and promote activities for sharing and understanding.

Phillips (2003a) illustrates the increasing attention to the surroundings and local communities of protected areas by comparing the items that were considered to be pressing issues at various global conferences. At the 1962 Seattle World Parks Congress, the debate focused mainly on policy and species conservation issues. By the 2003 Durban World Parks Congress, the focus had shifted entirely and the topics included items such as the role and needs of local and indigenous populations and collaborative management strategies for protected areas (Institute on Governance, 2003). In fact, the attention to the landscape outside of the park was so central that the theme of the conference was "benefits beyond boundaries" (Philips, 2003a, p. 23).

Lockwood and Sandwith (2006) emphasize that, in addition to biodiversity, protected areas also contribute social, economic, spiritual and cultural values to the surrounding landscape. They state that if a protected area is an isolated unit, which is surrounded by a variety of land-uses that are incompatible with those of the park, it cannot reach its potential. Lockwood and Sandwith (2006) believe that the establishment and management of protected areas should be components of conservation strategies which focus on a regional or landscape scale.

A study completed by the Swiss Federal Research Institute (Wallner, n.d.) examines local people's perceptions of protected areas. It examines specifically the United Nations Educational, Scientific and Cultural Organization (UNESCO) Biosphere Reserves, which have as their goal not only the protection of nature but also a contribution to the livelihood of the local population. The study, which was conducted in Switzerland and Ukraine, revealed that if the local people are able to recognize their own interest within the goals of the biosphere reserve then their approval of the protected area

is increased. For example, at the Biosphere Reserve Entlebuch in Switzerland, the managers of the biosphere reserve emphasized the goal of the reserve as combining protection of the natural environment with regional development. Because of this, the park in Switzerland is supported by local citizens. On the other hand, in Ukraine, at the Carpathian Biosphere Reserve, the biosphere reserve emphasized that protection of the natural environment was the primary goal. As a result the local population has a more negative view of the protected space because their interests are not reflected in the park and instead they are faced with restrictions in the use of the land and natural resources.

A study by Zube and Busch (1990) examines the relationship between local populations and national parks and reserves. The objective of the study was to illustrate examples of successful interaction between a local population and national park and then to determine the mechanisms with which this interaction was achieved. Based on the findings, Zube and Busch (1990) produced four models of the relationship between parks and local populations. These were "(1) local participation in park management and operations and/or residence within park, (2) services delivered by park personnel to local populations living outside the park, (3) maintenance of traditional land uses inside the park and (4) local population involvement in park related tourism" (Zube & Busch, 1990, p. 117). The study makes reference to a model put forward by Firey (1960) which stresses that when developing or implementing resource management plans, park managers need to consider if the actions are ecologically possible, economically gainful, or culturally adoptable (cited in Zube & Busch, 1990). The study also acknowledges that the relationship between a park and its local population is dynamic and cannot be easily categorized because it is always changing.

2.1.2 Gaps in the Literature

There is a great deal of literature that addresses protected areas. Recently there has also been more literature that focuses on different and new management approaches to protected places. The inclusion of local communities within the planning and management process of protected areas is becoming more widespread in both theory and practice. This thesis will contribute to the literature regarding community involvement in Ontario Parks and suggest new strategies for interaction between parks and local communities.

2.2 Cultural Planning

Planning is a broad discipline that encompasses a variety of fields but normally focuses on a specific one such as transportation, heritage, communities, policy, parks or housing. In its widest sense, the goal of all planning is the organization and management of a community's resources. The focus of this research is cultural planning, and in particular, the role of cultural planning in facilitating community involvement within Ontario Parks. It is therefore necessary to review the literature of the field to come to an understanding of the definition, development and relevance of cultural planning. The major works on the development and theories behind cultural planning will be examined in the literature review, and the application and relevance of cultural planning will be later illustrated in the thesis through a case study of Prince Edward County.

2.2.1 Definition of Culture

The concept of culture is central to this thesis and it has been examined by a wide range of authors, in a variety of disciplines, over a long period of time. Each of the

disciplines, including anthropology, history and geography, that use the term adapts it to

their own discourse. For example, Jackson (1989) who comes from a cultural geography

framework considers culture to be "socially constructed and geographically expressed"

(p. 3). Boyd and Richerson (1985) believe that social scientists can agree upon the

definition of culture as "a socially transmitted heritage peculiar to a human society" (p.

33). Addressing the complexities of the term, Mitchell (1995) states "Culture, therefore,

can be specified as something which both differentiates the world and provides a concept

for understanding that differentiation" (p. 103). Yet another definition of culture, which

helps illustrate the evolution of the term, is provided by Mercer (2002) who states that

> Culture is what counts as culture for those who participate in it.
> This can mean contemplating an art object and it can mean
> strolling down the street, sitting in the park, eating at a
> restaurant, performing religious devotions, watching people at
> work, and so on (p.174).

The evolution of the term culture has resulted in a concept and word that is broad,

subjective, and conceptual.

Kroeber and Kluckhorn (1963) investigated the definition of culture and

discovered that historians and social scientists have created over 164 definitions of

culture. They then categorized these definitions into descriptive, historical, normative,

psychological, structural, genetic, and incomplete. Having reviewed the definitions, they

are able to summarize that, "we think culture is a product; is historical; includes ideas,

patterns, values; is selective; is learned; is based upon symbols; and is an abstraction

from behavior and the product of behavior" (Kroeber & Kluckhorn, 1963, p. 308).

Similar to Krober and Kluckhorn (1963), Keesing (1974) also believes that the concept of

culture can be categorized. Keesing (1974) refers to the first category as *cultural*

adaptationists, a group that views cultures as systems of socially transmitted behavior patterns that relates communities to their surrounding natural environment. The other three categories presented by Keesing (1974) define culture in terms of concepts and ideas. These categories emphasizes that culture is not a material phenomenon and refers to cognitive models of knowing, perceiving and relating ideas.

For practical purposes, the definition of culture that will be used for this research comes from the Prince Edward County Strategic Cultural Plan. The Strategic Cultural Plan (SCP) uses the concept of cultural resources, which in the broadest sense refers to the elements, both tangible and intangible, that define the identity of the County. Specifically this includes, "built environment and cultural landscapes; heritage sites; cultural facilities, organizations and businesses; heritage collections; programs and activity and the overall character of the community" (The Corporate Research Group, 2005, p. ii). This is a useful working definition because it incorporates the two diverse components of culture. The first component is that of the *arts*, which is connected to creativity and design and tends to be associated with the future. The second component is "heritage" which tends to be associated with traditions and the past. It is important that the two components of culture be considered together because together they help form the character and identity of the area (The Corporate Research Group, 2005, p. ii).

2.2.2 The Development of Cultural Planning

The concept of cultural planning did not emerge until the 1970s and 1980s and the creative city and creative class movement with which it is associated in most people's minds did not emerge until the 1990s and 2000s. Although the development of cultural planning is intrinsically linked to the creative city and the creative class movements, the

importance of culture within a community is not a new concept. Culture and the related issues of diversity in planning is a topic that has been examined by some of the most prominent scholars in the planning profession.

Jane Jacobs is a well-known author who considered the importance of culture to a city in her 1961 book, *The Death and Life of Great American Cities*. Jacobs examines the importance and role of diversity within a city and she develops four conditions that not only facilitate diversity within cities but also spur pools of economic use. The four conditions that are necessary for a district to generate diversity are: mixed-use functions to bring a diversity of people to the street at different times, shorter street blocks, a mixture of buildings with varied ages and conditions, and a dense population of people.

Jacobs saw the city as a living organism and believed that culture and diversity were central to a successful city. This is evident in her discussion of the Garden City, in which Jacobs makes reference to Patrick Geddes, a Scottish biologist and philosopher, who viewed planning cities as the planning of entire regions. Geddes, who wrote in the early twentieth century, examined the idea of the 'natural region'. He understood that all regions were geographically and culturally unique and therefore a region could only be understood through an examination of its people, environment and economy (Golany, 1995). Both Jacobs and Geddes recognized the significance of culture within planning and emphasized the importance of considering the city as a whole instead of in isolated fragments. These two considerations are central to the concept of cultural planning.

From the late 1970s onwards there was a growing recognition that a shift in global society was taking place. Manufacturing was in decline and there was a wide restructuring of industry (Darlow, 1996). Smith and Warfield (2008) examine the shift

towards of the new economy and its affect on local Canadian economies. The old

economy is "characterized by large companies and organizations working most often

within resource industries (fishing, forestry, agriculture), comprised of businesses that

locate themselves based on a low-cost land, cheap labour and a cost conscious business

climate" (Smith & Warfield, p. 292). On the other hand, the new economy, which arose

in the 1980s, is "driven by knowledge-based industries [which] are choosing to locate

closer to each other—choosing to 'cluster'—as they work at the level of human

interaction and communication, rather than raw material which previously limited their

geographic positioning" (Smith & Warfield, p. 292). The expansion of the new economy

has positioned cities as the hubs of creative industries. In the new economy, "knowledge,

ideas, innovation, and creativity are not only the processes, but also the products…"

(Smith & Warfield, p. 292). These findings are echoed by Landry (2008), who explains

that the growing interest in creativity was taking place at the same time, as the shift away

from industry. Landry (2008) states that, "coping with the changes required cities to

reassess their resources and potential and led to a process of necessary invention on all

fronts" (p. xxviii). The basic elements of the creative city movement were developed at

this time, but Landry (2008) points out that the movement referred mainly to cultural

planning, arts, culture, and cultural industries.

    Landry (2008) suggests that creative cities were being forced to adjust their

priorities and take into consideration soft infrastructure. Originally, city inventories

would only take into account tangible objects such as hospitals, parks, and research

institutes. In 1950, 80% of a city's assets consisted of material objects (Landry, 2008). By

2008, this had changed to 50% for tangible objects while the other 50% was for

intangible assets such as reputation and global resonance. This is because these intangible assets drive corporate wealth creation and economic prosperity. Traditional urban indicators include: infrastructure, human resources and finance and capital. More recently new urban indicators include: the economic profile, tax levels and quality of life.

The general philosophy of the creative city movement is that there is more potential in any city than is evident at first glance. As Landry (2008, p. xxi) states, "It posits that conditions need to be created for people to think, plan and act with imagination in harnessing opportunities or solving seemingly intractable urban problems." The assumption is that, given the opportunity, ordinary citizens can find solutions to a wide range of problems from homelessness to unattractive streetscapes. Originally the concept of the creative city focused on the potential of cultural industries with extra importance placed on arts projects, and the re-use of older buildings. Eventually it came to be realized that not only isolated portions of cities, such as cultural industries, should refocus on culture but entire cities including the economy and the political system.

Cooke (2008) advances this line of thought and produces a criterion, which illustrates the similarities and collaborations that exist between creative and innovative cities. A creative or innovative city tends to possess the following: hard infrastructure such as educational and research facilities; capacity to enable value systems and lifestyles appropriate to creativity within the city; openness to learning among citizens and the public and private cultural organizations; and the existence of spaces for the exploration and promotion of cultural innovation. Another way to examine a city's assets included competitiveness, diversity and accessibility, and the innovative capacity of a place (Landry, 2008).

Smith and Warfield (2008) argue that there are two different conceptual definitions of the creative city. They refer to the two different conceptions as the *culture-centric orientation* and the *econo-centric orientation.* The culture-centric orientation refers to a creative city as a place in which value is placed upon the creative acts themselves. The creative acts are viewed as the means with which to improve both the quality of life in the city and the overall well being of its citizens. The econo-centric orientation views the creative acts as being secondary to the local economic development and growth, which they encourage. The main difference between the two concepts is whether the value of culture is a tangible economic phenomenon or an intangible concept (Smith & Warfield, 2008).

In addition to the creative city movement the concept of the creative class emerged in 2002, with the publication of Richard Florida's *The Rise of the Creative Class*. The "creative class" is connected to the creative city concept. Florida (2002) believes that there are groups of people who establish a criterion for the cities where they are considering pursuing their jobs and that creativity is a central component of the criteria. Professions included in this list are designers, artists, and scientists. Florida breaks down the quality of place into what is there (referring to both built and natural environment), who is there (referring to diversity of people, and the ability to engage with or participate in the community), and what's going on (referring to a vibrant street life which includes, music, art, and creative activities) (Landry, 2008). Florida also emphasizes that the economy is entering the creative age, which means there is a shift from a corporate centered system to a people centered system. This means that companies move to people, not the other way around and that cities do require not only a business climate but also a

people climate (Landry, 2008).

An example provided by Cooke (2008) further illustrates the rise of the concept of the creative class. Between 1980 and 1990, in New York, Chicago and Los Angeles there was a 34% increase in the employment of creative artists. Creative artists included: actors, directors, photographer, authors, designers and architects. This was a trend that continued into the 1990s (Landry, 2008). In order to attract companies, cities need to be able to attract and retain members of the creative class and so Florida identified indicators that could be used to measure the attributes of places, which have attracted the creative class. Florida established criteria which allow a city-region to measure its level of "creative talent", in order to determine its economic competitiveness (Smith & Warfield p. 293). In *The Flight of the Creative Class* (2005) Florida creates the Global Creativity Index that measures talent, tolerance and technology indices. The cities that have had the greatest success in the new economy are the most diverse, accepting places. Florida (2008) also believes that in the current creative economy, the clustering force, which refers to the grouping and concentration of talented and productive people, is the real source that drives economic growth (Florida, 2008).

2.2.3 Definition of Cultural Planning

As stated in Chapter One, if a creative city is the end goal then the cultural planning process is the means through which this can accomplished. Cultural planning is a relatively new concept that emerged in the 1980s. The concept appears to have originated in Australia and although it is now more widespread, the process of adapting the term to new jurisdictions has resulted in a wide variety of definitions. One of most commonly used definitions of cultural planning is provided by Mercer who consider

cultural planning to be "the strategic and integrated planning and use of cultural resources in urban and community development" (cited in Ghilardi, 2001, p. 6). Ghilardi (2001) examines this definition and emphasizes that:

> Cultural resources are here understood in a pragmatic way and include not only the arts and heritage of a place, but also local traditions, dialects, festivals and rituals; the diversity and quality of leisure; cultural, drinking and eating and entertainment facilities; the cultures of youth, ethnic minorities and communities of interest; and the repertoire of local products and skills in the crafts, manufacturing the repertoire of local products and skills in the crafts, manufacturing and service sectors (p. 6).

A simplified definition of cultural resources is put forward by Baeker and Cardinal (2001), who define cultural resources as, "those assets that help to define a community's unique identity and sense of place" (p. 19). Cultural resources can include both tangible objects, such as structures, and intangible elements, such as a sense of place or memories. The definition of cultural resources also goes beyond traditional arts and includes items such as the visual, performing and literary arts, cultural industries such as film, specialist crafts such as jewelry, cultural facilities, festivals, ethnic and cultural diversity, historical heritage, and landscapes.

The article "Beyond Garrets and Silos: Concepts, Trends and Developments in Cultural Planning" (2002) by Baeker examines the differences between cultural policy and cultural planning and helps to further clarify the definition of cultural planning. One of Baeker's most important ideas is that for cultural planning, cultural development is seen as a resource for human development. The focus is not only on the cultural sector but instead there is broader goal of improving society. Another relevant finding is that while cultural policy defines culture in terms of arts, cultural planning defines culture as an "expanded view of local cultural assets or resources" (Baeker, 2002, p. 16). It is

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important to emphasize that cultural planning considers cultural resources to be broader

and more all encompassing than just high arts and cultural industries. Finally, the

underlying perspective of cultural policy is a discipline-based approach, which is

fragmented into smaller sections such as theater, dance, museums, etc. This is different

from cultural planning in which the underlying perspective is a place-based approach.

The findings of Baeker (2002) are similar to those of Ghilardi (2001) who states,

"By linking culture and other aspects of economic and social life, cultural planning can

be instrumental in creating development opportunities for the whole of the local

community" (p. 4). Ghilardi (2001) goes on to emphasize that cultural planning is not the

planning of culture but is a cultural approach to urban planning and policy.

As mentioned in Chapter One, the definition of cultural planning that will be used

in the thesis is,

> A process of inclusive community consultation and decision-
> making that helps local government identify cultural resources
> and think strategically about how these resources can help a
> community to achieve its civic goals. It is also a strategic
> approach that directly and indirectly integrates the community's
> cultural resources into a wide range of local government
> planning activities (2010 Legacy Now & Creative City Network
> of Canada, p. 1).

Engaging in cultural planning can benefit a community in a variety of ways. Cultural

planning can create economic advantages, improve tourism, strengthen the sense of

community, and emphasize the importance of integrated planning at the local level

(Grogan et al., p. 5-7).

The practical process of cultural planning is illustrated by Baeker (2009) who

outlines five stages in the municipal cultural planning process. The first stage is that a

municipality must adopt a broad definition of cultural resources. The second stage is that

a municipality needs to engage in the cultural mapping process, which identifies both the tangible and the intangible cultural resources of the area. The third stage is to encourage the integration of culture within all departments in a municipality and build strategic partnerships. The fourth stage is to develop cross-sectoral collaborative strategies with community and business partners and implement mechanisms such as roundtables to ensure the collaborations are sustained. The fifth stage is to engage the community and strengthen networks outside of the cultural sector (Baeker, 2009).

The work of Greg Young (2008), "The Culturalization of Planning," examines the necessity of including culture and heritage within the planning process. Young's research draws upon earlier works whose concepts, such as the creative city and creative class, highlight the importance of cultural knowledge within the urban framework. Young (2008a) uses the term *culturalization*, which he defines, as "the systematic research and ethical, reflexive, and critical integration of historical and contemporary cultural knowledge, theory, and interpretation, into spatial and strategic planning processes" (p. 77). He goes as far as to say that the growing influence and importance of culture is necessary for the survival of planning, which he points out is a discipline whose validity is being questioned. Young states that,

> In our current context, culture is characterized as exhibiting heightened diversity and dynamism, while planning is perceived as in the throes of a paralyzing identity crisis. Thus planning is shrinking in political, ethical and perceptual terms at the very time that culture is expanding and facing numerous transformations… The positioning of planning in relation to culture is thus an issue of some urgency, if planning is to integrate the lifeblood of culture, strongly re-connect with its broader social role, and re-assert an imaginative and critical posture (Young, 2008a, pp. 75-76).

The importance and value of culture within the planning process is also examined in the

larger context. Culture has achieved social and economic dominance in post-colonial,

post industrial, and post-modern societies and he refers to culture as "the portal to a more

effective engagement with the issues of social diversity, ethnic and artistic hybridity,

social and economic development and the creation and management of information and

new knowledge" (Young, 2008a, p. 77). He argues that history and intangible heritage

are valuable because understanding ways of life is what regional planning should be all

about.

In the article "Cultural planning – Policy task, not tool", Mills (2003) examines

the role that culture should play within the planning process. Although she examines this

in an Australian setting, many of the principles are applicable to the Canadian context.

Mills develops two main reasons why attempts by federal and state governments to

encourage local governments to elevate culture to the status of other activities with

strategic plan status such as land use, transport and social or economic development have

failed. The first reason is that culture is marginalized and it is treated as an additional

concern that planning must consider, instead of informing the entire planning process

(Mills, 2003). The separation is evident as culture is often a distinct department with "its

own budgets, staffing and operations" (Mills, 2003, p. 7). The second reason is what

Mills (2003) refers to as the "arts plus swindle" (p.7). This means that those who focus on

culture tend to promote it in terms of achieving the economic and social objectives of the

government as opposed to the meaning and value that art and culture can contribute to

people's lives.

Mills believes that a cultural framework that can be applied to the planning process

is more effective than a separate cultural policy (Mills, 2003). She uses the example of a

streetscape to illustrate the role culture can play in framing the planning process. For example, social planners might study the interaction that takes place on the front lawn of the house, a transportation planner might analyze the impact that upgrading the road might have on the neighborhood, and an economic planner might consider the tourism potential for the neighborhood. All of these dimensions contain a cultural component and by placing planning in a cultural framework in which cultural indicators are assessed and evaluated sustainability, a topic that will be examined in more detail in the next section, can be achieved.

2.2.4 Cultural Planning and Sustainable Development

Sustainable development has become a central theme and goal for the planning profession. Sustainability can be applied to many specific fields but it generally means assuring that the needs of future generations are taken into account when making decisions in the present (Darlow, 1996). There are several authors who have identified cultural planning as a means through which to achieve sustainability. Darlow (1996) illustrates the importance of the relationship between culture and sustainability:

> Both cultural policy and policies for sustainable urban development present a relatively new challenge to authorities. Despite the fiscal squeeze on local governments since the late 1970s, many authorities are pursuing innovative policies in both these sectors. A strategy which brings the policies together could reap significant environmental, social and economic benefits (p. 299).

An examination of a cultural sustainability model will help illustrate the importance and the interconnectivity that exists between culture, sustainability and the planning process.

The model known as the "Four well-beings of community sustainability" was created by New Zealand's Ministry for Culture and Heritage. The model was developed

under the Local Government Act 2002 (Section 10), which designates local government responsible for promoting "the social, economic, environmental, and cultural well-being of communities, in the present and for the future" (New Zealand Ministry for Culture and Heritage, 2006, p. 1). The Ministry emphasizes that sustainable development cannot be achieved unless all four types of well-being are considered. In this model the four elements of cultural, social, economic and environmental are considered to be interdependent.

2.2.5 Gaps in the literature

An examination of the literature reveals that the discourse of culture and cultural planning is complex and continually evolving. Although pinpointing an exact definition of culture is nearly impossible, consensus can be reached that culture is vitally important to both the city and the planning process. The body of literature that focuses on cultural planning is extensive, but is almost always considered in relation to cities and urban centres. Examples of creative centres are often located in New York or London, but there has been little consideration for the role of creativity and diversity in rural areas. The majority of Ontario parks are located near small towns within rural communities. Furthermore, there is relatively little written on Canadian cultural planning, with the majority of the literature focusing on Australia, the United Kingdom and the United States. This gap in the literature indicates that the role of creative rural communities in relation to the nearby provincial parks is an area that has yet to be explored.

2.3 Landscapes

The study of landscapes is a complex topic, partly because the term *landscape* is

used in a wide variety of academic disciplines including planning, history, ecology, cultural geography, landscape architecture, and art history. Furthermore, the term itself has evolved over time and is still in the process of changing. In the early twentieth century Carl Sauer, an American geographer and the first academic to use the term cultural landscape, defined a landscape as, "an area made up of distinct association of forms both physical and cultural" (cited in Riesenweber, 2008, p. 24). Later the consideration of landscapes would expand beyond the material.

The concept of landscape could, and many experts would say should, include intangible or associative qualities. As Riesenweber (2008) states, a landscape is "as much an image, signifier, and materialization of ideology or discourse as it is a material thing" (p. 28). Once it was determined that landscapes could possess intangible values it was also understood that landscapes could be constructed or created. This is supported by Mitchell (2000) when he writes, "The degree to which landscapes are made (by hands and minds) and represented (by particular people and classes, and through the accretion of history and myth) indicates that landscapes are in some very important senses 'authored'" (p. 121). Another example of a constructed landscape can be found in the literature of authors such as Bodenhorn (1993) who consider landscapes for their role in gender divisions. Another consideration is that landscapes are dynamic, changing and active. Mitchell (2000) reflects on the dynamic aspect of landscapes when he states,

> Just as landscape is a work—a product of the work of people—so too does landscape do work: it works on the people that make it. Landscape, in this sense, provides a context, a stage within and upon which humans continue to work, and it provides the boundaries, quite complexly, within which people remake themselves (p. 102).

The dynamic landscape concept is supported by Bender (1993) who examines the construction of landscapes and believes that people can create landscapes by engaging and interacting with their surroundings. Bender (1993) states that "the landscape is never inert, people engage with it, re-work it, appropriate it, and contest it" (p. 3).

The multifaceted aspect of landscapes is made more complex because the term also has a broad connotation. This is asserted by Lowenthal (1986): "Landscape is all-embracing—it includes everything around us—and has manifest significance for everyone" (p. 1). Meinig (1979) suggests that the term has both familiar and pleasant associations, which allow it to be used frequently. Mitchell (2000) examines the common usage of the term *landscape* and considers it to be an obvious word. Despite the complexity and challenges associated with landscapes, Lowenthal (1986) also summarizes the importance when he states, "It would be difficult to imagine a topic of greater importance than our relations with the world around us, in all its natural altered and man-made variety" (p. 1).

2.3.1 Cultural Landscapes

Another approach to the study of landscapes is the consideration of cultural landscapes. The International Council of Sites and Monuments (2009) defines cultural landscapes as "cultural properties that represent the 'combined works of nature and man'" (p. 7). Longstreth (2008) emphasizes that cultural landscapes can be found in a wide range of locations from farms to urban settings to national parks. Other definitions of cultural landscapes come from Farina (2000) who describes them as, "Geographic areas in which the relationships between human activity and the environment have created ecological, socioeconomic, and cultural patterns and feedback mechanisms that

govern the presence, distribution, and abundance of species assemblages" (p. 313). A final definition comes from the Cultural Landscape Foundation who defines a cultural landscape as "a geographic area that includes cultural and natural resources associated with an historic event, activity, person, or group of people" (Cultural Landscape Foundation, 2007, ¶ 1).

In a way that is similar to the concept of landscape, the meaning of cultural landscapes has undergone an evolution and can be challenging to define. As Longstreth (2008) states, "the idea of a cultural landscape is at once simple and complex" (p. 1). The term *cultural landscape* first appeared in the 1925 work of Carl Sauer entitled "The Morphology of Landscape." He defines a cultural landscape as something "fashioned from a natural landscape by a culture group. Culture is the agent, the natural area is the medium, the cultural landscape is the result" (cited in Riesenweber, 2008, p. 24). For Sauer the landscape was a material object that could be studied and understood. With regards to cultural landscapes, Sauer analyzed the landscape features and studied the impact left by humans on the land. This became known as the historical approach. It was the focus of cultural geography for the first half of the twentieth century and was referred to as the Berkley School of cultural geography. Another scholar from this school was Pierce Lewis who believed that landscapes could be read to tell the history of an area and that "all human landscape has cultural meaning" (cited in Riesenweber, 2008, p. 24). In the 1970s, the approach to cultural landscape study changed and the concept of the landscape became as much of an idea or concept as it was specific piece of land.

2.3.2 Cultural Landscape in Organizations

The term *cultural landscapes* became well established in the 1990s when it was designated as a conservation category for international organizations such as UNESCO and the Council of Europe (Jones, 2003). In 1992, UNESCO's World Heritage Convention recognized and protected cultural landscapes. Cultural landscapes were meant to illustrate the interaction between people and the natural environment. There are three categories of cultural landscapes: clearly defined landscapes, organically evolved landscape and associative cultural landscape. A clearly defined landscape refers to a landscape that was intentionally created such as gardens or parkland that are often associated with monumental buildings or religious meanings. The organically evolved landscape refers to a landscape that "results from an initial social, economic, administrative, and/or religious imperative and has developed its present form by association with and in response to its natural environment" (United Nations, 2009, ¶ 6). The organic landscape can be either a relict or active landscape. The associative cultural landscape is a landscape that has natural elements of religious, cultural or artistic associations.

Another organization that uses the concept of cultural landscapes for heritage conservation purposes is Parks Canada. Parks Canada defines cultural landscapes as "Any geographical area that has been modified, influenced, or given special cultural meaning by people" (Parks Canada, 2006, ¶ 6). One way in which the concept of cultural landscapes is used by Parks Canada is to help nationally recognize the history of aboriginal people. It defines aboriginal cultural landscapes as:

A place valued by an Aboriginal group (or groups) because of their long and complex relationship with that land. It expresses their unity with the natural and spiritual environment. It embodies their traditional knowledge of spirits, places, land uses, and ecology. Material remains of the association may be prominent, but will often be minimal or absent (Parks Canada, 2004, ¶ 6).

In the Parks Canada context the use of the concept of cultural landscapes has helped to broaden the approach to heritage conservation.

2.3.3 Cultural Landscape and the Natural Environment

Calafate-Boyle (2008) makes reference to *vernacular* cultural landscapes, which possess both cultural and natural characteristics. Because of this, the management and planning of the vernacular cultural landscapes, needs to be both dynamic and sensitive. In her article, Calafate-Boyle (2008) emphasizes that attention must be paid to the ecological needs of the vernacular landscape. Similarly, Bastian (2004) emphasizes that in order to obtain a comprehensive landscape perspective there needs to be "linkage of (natural) scientific, with societal, economic, and political categories" (p.78). There has also been consideration given to the interaction between nature and culture that exists within protected places. For example, Stepenoff (2008) explores cultural landscapes within national parks. Stepenoff (2008) believes the historical values of a natural landscape need to be considered as well and states, "The ecological and scenic values of natural areas deserve protection, but so do the historical qualities that arise from connections between the land and human activities" (p. 91).

The challenges that exist in the interface between nature and cultural landscapes is made evident by Stepenoff (2008) who asks, "Where does culture end and nature begin and how can we preserve the beauty that lies in the places where human contrivances

meet untamed lands" (p. 91). The role of cultural landscapes as a connector between culture and nature is made evident by Buggey (2000), who considers cultural landscapes as a meeting point for cultural and natural elements. Aalen (2001) attributes the increasing interest in landscapes to the realization that existing landscapes are changing partly due to threats such as mechanized farming, large-scale deforestation, and mass tourism. This realization encourages governments and organizations to work to enhance and protect existing landscapes (Aalen, 2001).

2.3.4 Cultural Landscapes Challenges

Palang and Fry (2003) discuss the conflicts or *interfaces* that exist in the study of cultural landscapes, and argue that the major conflict is between the social and natural sciences. They connect this conflict to the tension or *interface* that exists between material and mental landscapes. A material landscape, which can be seen, measured and studied, belongs to the natural sciences. The mental landscape, which is formed in the mind and studied through what we perceive to exist, belongs to the social sciences. There are also cultural interfaces that focus on the various cultural perspectives that a landscape can have. This has to do with how a culture interprets a landscape and the way a culture can give the landscape symbolic meaning. Another major interface is the tension that exists between preservation and use of a landscape (Palang & Fry, 2003).

2.3.5 The Valuable Landscape

In order to be considered important or distinct, it stands to reason that cultural landscape must possess a variety of different values. A clear example of this can be found in a seminal article by D.W. Meinig (1979), which illustrates the complexity of landscapes. Meinig (1979) considers a scenario where a group is taken to a location to

survey a landscape. It becomes evident that a group of people looking at the same landscape will find completely different meanings within the same scene. This is because, "Any landscape is composed of not only what lies before our eyes but what lies within our heads" (p. 34). Meinig then goes on to explain how people can see landscapes as nature, a habitat, a system, a problem, wealth, ideology, history, place, or aesthetic. By effectively illustrating the many possibilities within a single scene, Meinig illustrates the complexity of the discipline of landscape studies.

Landscape values can include economic, recreational, ecological, social, aesthetic, historical, and cultural. Antrop (2003) suggests that the main criteria for landscape evaluation is often vague and broad and includes categories such as natural and scientific value, historical value, social and cultural value and aesthetical value. The values are not intrinsic to the landscape and are often more related to the perception of the landscape. As stated by Palang et al. (2003), values "lie within people or groups of people and depend on perceptions of the way in which landscape can serve or satisfy the needs and desire of these" (p. 221). Buggey (2000) considers the non-material or associative values that contribute to a cultural landscape and addresses management issues that are related to this type of study. Buggey (2000) stresses the importance of considering values when she states, "Recognizing values as a fundamental principle in managing historic places has broadened traditional cultural resource management from a singular focus on the material properties of places" (p. 22).

An article by Palang, Alumäe, Printsmann and Sepp (2003) examines how the planning process can be used to define valuable landscapes. The article is based on three planning projects and focuses on the historical and identity value of landscapes. The

article refers to landscapes as systems that possess both natural and cultural features. The project was set in Estonia and had three components. The first was to determine what landscapes were considered valuable in the Estonian context. The second was to find and identify valuable landscapes. The third was to assess the different values that existed within the landscape. Once a landscape was defined as valuable, it could be managed and protected within the planning process. The project focused on five values: cultural and historical; aesthetic; recreational; natural; and identity. Through a series of interviews and questionnaires with local residents and officials, information was collected about what was considered to be valuable elements of the landscape. The result was a list of valuable landscapes that could be considered within the planning process (Palang et al., 2003).

Building on this work was the article "Cultural and historical values in planning: locals' perception" by Alumäe et al., (2003). The article considers the Estonian project by Palang et al. (2003), but puts emphasis on the perception of the local population of the cultural and historical values within a landscape. The value categories are the same as the Palang et al. (2003) articles and include natural, aesthetic, identity, recreational and cultural-historical. Based on these categories, Alumäe et al. (2003) produce a model that represents a valuable landscape. This model has been recreated in Figure 2.1. With regards to the cultural-historical value of the landscape it was discovered that the local population often only identified the elements that have already been recognized or designated by the authorities and they tended to focus on material objects as opposed to the intangible. Also, the local people had little confidence that planners would want or use their opinions or insights regarding the values of the landscape. Finally, the article

determines that it is more important to consider all elements of a valuable landscape and that it is more beneficial to consider the whole landscape than just parts.

Figure 2.1 Values used for defining valuable landscapes
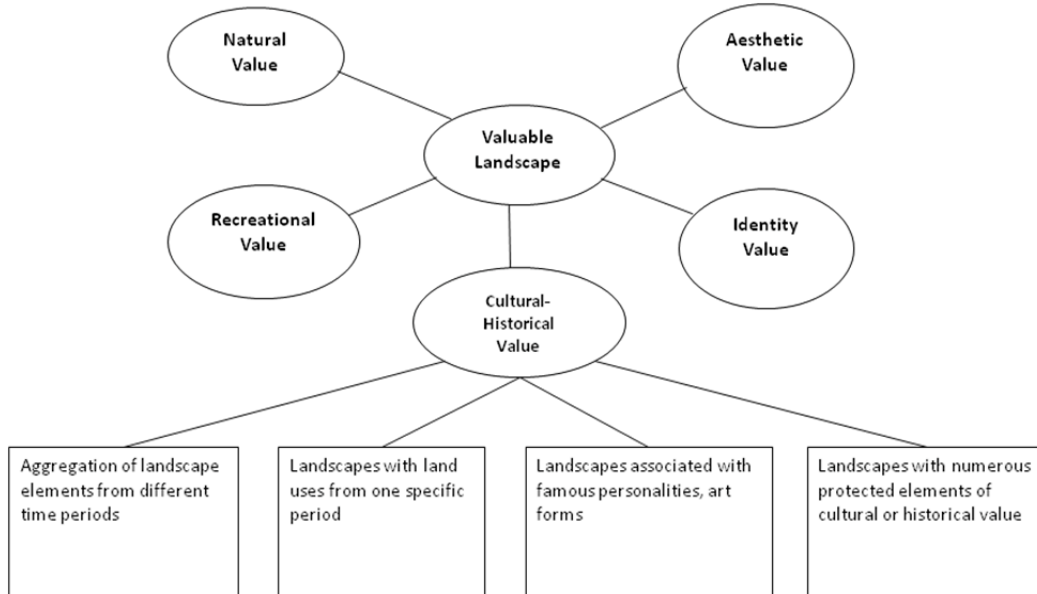
Source: H. Alumäe, et al. (2003) "Cultural and historical values in landscape planning: Locals' perceptions." in Palang, Fry (2003) *Landscape interfaces: Cultural heritage in changing landscapes*. Dordrecht; Boston: Kluwer Academic Publishers.

2.3.6 Gaps in the literature

The earlier literature regarding cultural landscapes tended to examine the term as a concept and theory. Later on, once a cultural landscape was established as a heritage preservation category, the literature became more practical. This thesis may be able to offer a combination of theoretical and practical knowledge regarding cultural landscapes. By combining a theoretical model with a case study of cultural planning this research could illustrate a connection between theoretical and practical issues. In addition, this research will examine the potential for the Valuable Landscape Model to locate the value of Ontario Provincial Parks in a community. This model has not yet been used to consider the role of provincial parks in Ontario and therefore this research offers a new perspective on the potential of the model.

CHAPTER 3: METHODOLOGY

3.1 Methodological Approach

A qualitative approach will be used in the research because it is the most effective way to answer the research question and to achieve the proposed objectives. Walker (1985) recommends the use of qualitative methodology when the research question is concerned with interactions and the processes of change, and when the phenomenon is not yet measurable. It is appropriate to use the qualitative approach when the goal is to find out 'what' exists and not 'how many' exist. Qualitative methods are less structured than quantitative methods and are more responsive to the subject being examined. The research is oriented towards action and bringing about change and hence, emphasis has to be placed on dialogue and feedback.

Creswell (2003) suggests that qualitative research can also be exploratory and recommends it be used when the purpose of the research is to explore a topic for which the variable and theory base are unknown. He suggests three reasons that apply more specifically to this thesis: the concept is immature due to a lack of theory and existing research; a need exists to explore and describe the phenomenon and to develop theory; and the nature of the phenomenon may not be suited to quantitative measures (Creswell, 2003). Also, Rossman and Rallis (1998) believe that qualitative research is emergent as opposed to tightly pre-figured, thus allowing research questions to change and be refined as the process evolves. Although this study is primarily qualitative, consideration was given to quantitative data such as demographics, occupancy rates and visitor statistics.

3.2 Research Design

The type of research design used in this thesis is what Patton (2002) describes as

basic research, in which the goal is "to contribute to fundamental knowledge and theory"

(p. 213). The overall purpose of basic research is to understand and explain a specific

phenomenon. Patton (2002) believes that the most prestigious contribution to knowledge

comes in the form of theoretical contributions. Palys (1992) also stresses the usefulness

of theory for its ability to give direction and focus to the research. Palys (1992) defines

theory as "a set of *concepts* plus a delineation of their *interrelationships* that, when taken

collectively, purports to explain a given phenomenon or set of phenomena" (p. 45).

Similarly, Creswell (2003) notes that qualitative researchers often use, "a theoretical lens

or perspective to guide their study…" (p. 131).

In this thesis the contribution to knowledge is being made through deductive

theory development or what Palys (1992) refers to as extending a theory's coverage. The

research will employ the grounded theory strategy, which focuses on the process of

building theory. Grounded theory is defined by Creswell (2003) as a strategy in which:

> The researcher attempts to derive a general, abstract theory of a
> process, action, or interaction grounded in the views of the
> participants of the study. This process involves using multiple
> stages of data collection and the refinement and interrelationships
> of categories of information (p. 14).

Grounded theory is being used in this research because it "emphasizes systematic rigor

and thoroughness from initial design, through data collection and analysis, culminating in

theory generation" (Patton, 2002, p. 489). The process of grounded theory involves basic

description, conceptual ordering and theorizing (Patton, 2002). The systematic steps of

grounded theory that will be followed in this thesis include generating categories of

information, selecting the information categories and positioning them within a theoretical model, and reaching conclusions and making recommendations based on the interconnections of the model (Creswell, 2003).

The qualitative data that is collected in the document analysis, the interviews, and the questionnaires will be used to alter and modify an existing model. The existing model that will be used is the Valuable Landscape Model that was created by Alumäe, Printsmann, and Palang (2003) and is illustrated in Figure 2.1. The original Alumäe et al. (2003) model has already been examined in the literature review and it will appear again in the analysis where the collected data will be used to modify and expand it. Using the information categories from the data collection, the original model will be modified. This model will be reflective of the case study of Prince Edward County and will be analyzed to test the compatibility between cultural planning and defining a valuable landscape.

3.3 Research Framework

The framework for research will be the case study approach. According to Breslin and Buchanan (2008), case studies have "a rich history for exploring the space between the world of theory and the experience of practice" (p. 36). This framework is useful for exploratory and descriptive qualitative research. Breslin and Buchanan (2008) add, "Formal case study structure requires researchers to determine a problem, make initial hypotheses, conduct research in gathering information and making observations, revise hypotheses and theory, and tell a story" (p. 38). This approach will be used in this case study.

Case studies can be used to test hypotheses as well as to establish the boundaries of the research field. Creswell (2003) recommends the use of the case study framework when a researcher seeks to explore processes, activities and events. This framework allows readers to identify similarities in other cases of interest to them and to establish the basis for generalizations. This is especially useful for this research topic because, although it will be examined through a specific case study framework, the implications of the research will be applicable in other areas of Ontario.

Case studies clearly define the object of study (Patton 2002). The case study of Prince Edward County is unique for several reasons. The first is that the cultural planning initiatives of the County are ongoing. The second is that there is a depth of understanding that comes from a variety of information sources including interviews, questionnaires, document and plan analysis and historical accounts. The third is that it incorporates a wide range of perspectives including that of local individuals, municipal staff members, and community organizations.

3.4 Case Study Selection

The case study will consist of two components: Sandbanks Provincial Park and Prince Edward County. The interaction between these places was selected as the case study because it is well suited to exploring the research question and achieving the research objectives. Prince Edward County is an ideal case study because it is comprised of rural communities that have diverse cultural heritage features and it exhibits an overall openness and enthusiasm towards economic and regional development. It is also the location of Sandbanks Provincial Park, which is one of the most popular provincial parks

in Ontario with an occupancy rate of 96% during the peak summer months. The County

is also widely accessible as it is located 217 km from Toronto and 262 km from Ottawa.

Cultural initiatives are a central component within the planning process of Prince

Edward County. In 2004, a Strategic Economic Development Plan was prepared for

Prince Edward County. In this plan, four pillars of the economy of Prince Edward County

were identified: tourism, agriculture, industry and commerce, and culture. The plan also

determined that the economic potential from culture and tourism was not being

maximized. In response to this, a consulting team was recruited to develop and improve

the management, protection and understanding of culture in the area. This report led to

the creation of the Prince Edward County Strategic Cultural Plan (SCP). Prince Edward

County is recognized as a leader in the field of Municipal Cultural Planning. Municipal

Cultural Planning is an initiative of the Ontario Ministry of Culture, which encourages

municipalities to, "integrate cultural planning into their daily business; to emphasize local

arts, cultural industries, heritage and libraries as they plan for the future of their

communities" (Ontario Ministry of Culture, 2007, ¶ 1).

3.5 Data Collection Methods and Triangulation

A combination of data collection methods was be used to answer the research

question and to address the research objectives. The data collection methods include a

document analysis, interviews and questionnaires. Triangulation refers to the use of a

variety of data types (Patton, 2002). The basic reasoning is that by using multiple

methods in a study, greater depth and a more comprehensive understanding can be

achieved (Patton, 2002). There are three data collection methods that will be used: document analysis, interviews and questionnaires.

3.5.1 Document Analysis

A document analysis is a useful data collection method because a document "represents data that are thoughtful, in that participants have given attention to compiling" (Creswell, 2003, p. 187). The documents that will be examined are: the Official Plan of Prince Edward County (1993), the Park Management Plan of Sandbanks Provincial Park (1993), the Market Readiness Assessment and Strategic Economic Development Plan (2004), the Strategic Cultural Plan (2005), and the Prince Edward County Tourism Strategy (2006).

The document analysis will be completed in two stages. The first stage of the document analysis will be based on the contextual stage of Miles and Huberman (2002) policy and plan analysis. The contextual stage is where the researcher identifies the form and nature of the document. This will be completed in Chapter Four in which an overview of the documents is provided. The second stage, which is found in Chapter Five, uses a criterion of analysis as a way to extract relevant data from the document. The criterion of this analysis is that the documents will be examined for the consideration that is given to the provincial parks of the County. The documents will be analyzed for the value, such as recreational or natural, that they attribute to the provincial parks of the County. Documents from both the County and Sandbanks will be examined to determine what value the provincial parks are considered to contribute to the overall landscape of the County.

This data from the document analysis will become a category of information that will then be used in the Chapter Six analysis to alter and apply the Valuable Landscape Model (Alumäe et al., 2003) to the Prince Edward County case study. The data collected in the document analysis will be used to fill in the categories of a valuable landscape as outlined in the original Alumäe et al. (2003) model, which includes natural, aesthetic, identity, recreational and cultural-historical. For example, if a document considers Sandbanks as a recreational feature then this will be reflected in the Prince Edward County valuable landscape model.

3.5.2 Interviews

The second data collection method, that will follow the document analysis, is open-ended interviews. The interviews will be used to verify the findings from the document and plan analysis. This is useful because as Patton (2002) states, a document is "valuable not only because of what can be learned directly from them but also as stimulus for paths of inquiry that can be pursued only through direct observation and interviewing" (Patton, 2002, p. 294). Walker (1985) defines in-depth interviews as conversations in which the researcher encourages the persons being interviewed to relate in their own terms, experiences and attitudes that are relevant to the research problem. According to Walker (1985, p. 21), during in-depth interviews, the research subjects "do the thinking" for the researcher. In-depth interviews are interactive and are an appropriate data collection model when the research objects are descriptive, explanatory, and action-oriented. They are also appropriate for a research topic that is complex and concerned with process.

Patton (2002) describes the approach used to collect qualitative data through open-ended questions as the general interview guide approach. In the general interview guide approach, the interviewer lists the questions or issues to be explored in the interview, but is free to explore certain topics in more or less detail depending on the individual. Because there is no formal questionnaire or script and the interviewer is thus able to follow up on information raised by the person being interviewed. In order to ensure that there is some degree of structure a framework for the discussion is created in advance by the interviewer (see A-1). This also allows for a more comprehensive and systematic process when interviewing a number of people (Patton, 2002). An advantage of interviews, as identified by Creswell (2003), is that they allow the researcher to have some control over the line of questioning. Some of the limitations of interviews as a data collection method are that: the researcher's presence may bias the responses; an interview provides indirect information that has been filtered through the view of interviewee; and not all people are equally articulate. Although some of these disadvantages are unavoidable, they have been considered and every effort has been made to minimize them. For example, by assuring that the people being interviewed have a direct knowledge of the subject it is possible to reduce the probability of indirect information.

The interviews were conducted in July and August of 2008. The interviews took place in Prince Edward County and in Peterborough, Ontario always at the workplace of the individual being interviewed. The sampling technique for the interviews was purposeful sampling. Purposeful sampling produces, what Patton (2002) refers to as *information rich* cases, where a large amount of knowledge can be gained. This is commonly used for in-depth interviews especially when small numbers of people that

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have specific experiences or knowledge are being interviewed. Patton (2002) believes

that small samples can be selected purposefully in qualitative studies to allow for an in-

depth understanding of a phenomenon.

The interview candidates were selected for their knowledge and experience with

either Prince Edward County or Ontario provincial parks. To enable the individuals to

prepare for the interview, in addition to the information letter and consent form (see A-2),

a copy of the research proposal and an outline of the interview questions (see A-1) were

sent in advance. The following people were interviewed: Dan Taylor the Economic

Development Officer from Prince Edward County, Don Bucholtz the Park

Superintendent of Sandbanks Provincial Park, Rebecca LeHeup-Bucknell from the

tourism organization Taste the County, four planners from the planning department of

Prince Edward County including Jo-Anne Egan the Manager of Planning, a leading

member of the Friends of Bon Echo Provincial Park, and finally Kathy McPherson the

Natural Heritage Education Coordinator with Ontario Parks. The advantage of this

sampling is that the informants were all central to the study. The findings from the

interviews will become another category of information that will be used to modify the

Valuable Landscape Model (Alumäe et al. 2003) and apply it to the Prince Edward

County case study.

3.5.3 Questionnaires

The final data collection method is a qualitative questionnaire that contains open-

ended questions. Bernard (2000) presents three methods for collecting survey or

questionnaire data: face-to-face interviews, self-administered questionnaires, and

telephone interviews. The questionnaire used in this thesis is a self-administered

questionnaire that was emailed, along with an information letter and consent form, to respondents (see A-3 and A-4). Some of the advantages of the self-administered questionnaire are that all respondents receive the same questions without interviewer bias and it is easier for respondents to answer questions that require a large amount of background data. This is especially relevant because questions that are focused on the major events in the park are detailed and could require the individual to look up background data.

Some of the disadvantages of self-administered questionnaire include that it is difficult to manage how people interpret the questions and it is not possible to ensure the questions are answered in the desired order. To reduce these disadvantages, the questionnaire has very direct questions with little room for misinterpretation and though the questions are numbered, the order in which they are answered should not affect the results. Bernard (2000) also presents a number of disadvantages that apply to a mailed out questionnaire, such as low response rates or literacy issues. However, since the questionnaire was purposefully directed to specific individuals these disadvantages have been minimized.

The questionnaire was created to gather data regarding the major events within Ontario Parks, specifically in relation to the role of the event in interacting or engaging with the local community. The major events include activities such as art shows, archaeology digs, and history weekends. A description of the major park events has been included in Appendix Five (see A-5). The questionnaire focused on events that take place within Ontario Provincial Parks, how the event is run, how it has evolved, how the community is engaged, and what benefits are offered to both the visitors and the

community. The purpose of the questionnaire is to determine the role of major park events in educating participants to the cultural heritage of the surrounding area and to determine if major park events can help establish a relationship between a provincial park and its local community. The questionnaire contained qualitative open-ended questions and is similar in its structure to an interview except that it is written (Palys, 1992). The questionnaire was pre-tested through the use a technique known as an expert review and more specifically by a subject matter expert (Willis, 2005). A subject matter expert is "someone with extraordinary insight into the population and/or subject under study above and beyond what a member of the population under study or participant in the phenomenon being investigated might have" (Ramirez, 2002, p. 2). The questionnaire was first sent to the Natural Heritage Education Coordinator for Ontario Parks, an individual who has an in depth understanding of the Ontario Parks organization. The questionnaire was examined for issues such as terminology, content, and the ability of the respondent to answer the questions. After incorporating her suggestions and comments, the survey was sent out to the respondents.

The questionnaire was distributed on behalf of the researcher by the Natural Heritage Education Coordinator for Ontario Parks and was sent to all of the Natural Heritage Education (NHE) staff working on contract with Ontario Parks in the fall of 2008. Approximately twenty, NHE staff received the questionnaire and directions were included to pass on the information to their respective Friends groups as well. Friends groups, or provincial park cooperating associations, are defined by Ontario Parks as:

> Community based, not-for-profit, charitable organizations, which work to enhance the interpretive, educational and recreational objectives of the park with which they are associated. They comprise a volunteer board of directors and a general membership.

> An association's activities may include: sponsoring of special events, developing and retailing to the park visitor, educational products and appropriate souvenir items, fundraising, and supporting research projects (Ontario Parks, 2007b, ¶ 1).

It was reported by the Natural Heritage Education Coordinator that several emails intended to remind people to respond were sent out. Beyond this, the Ontario Parks website provides a list of twenty-seven provincial park friend organizations. All of these organizations were contacted through email or by telephone.

The individuals who completed the questionnaire were selected because they are directly involved in the organization and management of the events that take place within Ontario Parks and can therefore provide the most relevant and practical information. These individuals include: park superintendents, directors of Friends organizations, and natural heritage education leaders. A total of thirteen completed questionnaires were received by the researcher.[2] Similar to the other two data collection types, the findings from the questionnaires will create a category of information that will be used in the analysis to alter the Valuable Landscape Model (Alumäe et al., 2003).

3.6 Ethics Approval

This project received full ethics clearance from the Office of Research Ethics at the University of Waterloo on June 18, 2008, with a modification submitted and approved September 22, 2008. The interview and questionnaire respondents were sent an information letter detailing the study as well as a consent form that permitted the use of

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[2] The questionnaire from Short Hills Provincial Park was completed over the phone due to technical complications. The researcher read the questionnaire and recorded the answers.

their name or title in the study. A copy of the information letter and consent form has

been included in the appendix section of the thesis (see A-2).

CHAPTER 4: CASE STUDY PROFILE

4.1 Introduction

Prince Edward County is located on at the eastern end of Lake Ontario and south

of the towns of Belleville and Trenton (see Figure 4.1). Because it is surrounded by Lake

Ontario, the Bay of Quinte, and a man-made canal near Trenton, the County has the

status of an island. The County is approximately 1,050 square kilometers and has over

800 kilometers of shoreline. It maintains a rural character with the largest town Picton,

having a population of approximately 4,000. The natural beauty, the historical

significance, the locally produced food and wines, and the cultural diversity of the

County attracts over 440,000 visitors annually.

Figure 4.1 Map of Prince Edward County
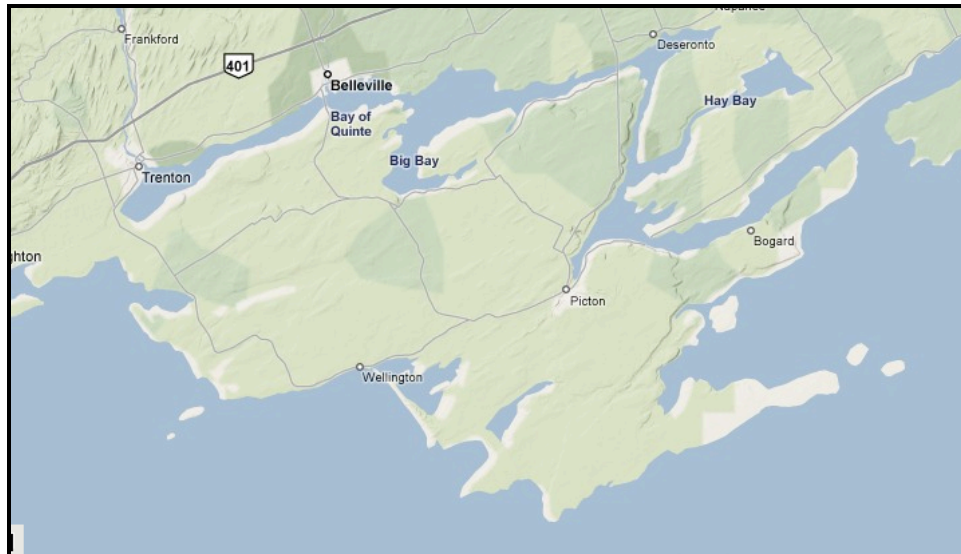
Source: Google Maps. (2009) Map of Prince Edward County. Tele Atlas. Retrieved on May 1, 2009 from
   http://maps.google.ca/maps

The first part of the chapter will be a profile of Prince Edward County and it will

cover the history, government, demographics and economy of the County. The next

section of this chapter will provide an overview of Sandbanks Provincial Park, which is

located within the County. The final section will consist of an overview of the major current documents and plans of the County.

4.2 Prince Edward County

The methodology section of the thesis detailed the reasons for choosing Prince Edward County and Sandbanks as a case study. Two of the main reasons are the accessibility and popularity of the County. Beyond this, Prince Edward County consists of rural communities that have diverse cultural heritage features and that exhibit an overall openness and enthusiasm for economic and regional development. Cultural initiatives are a central component within the planning process of Prince Edward County. A combination of these elements make it an ideal case study for the interaction between a local community and the nearby provincial park and more specifically whether the cultural planning initiatives that exist in the County can be used as a instrument to improve that relationship and be used as a model for similar projects in other parts of the province.

4.2.1 History

Prince Edward County has a long and diverse history. Archaeological evidence illustrates that the earliest residents of the County were the Paleo-Indians who hunted in the area over 12,000 years ago (Collinson & Taylor, 1999). The County also has French connections in its early history, with Samuel Champlain crossing the County in 1615 and French fur traders moving up the Trent River on their way to Lake Huron. Falling under British rule in 1763, the County was declared "Indian Country" and no settlement by Europeans was permitted (Collinson & Taylor, 1999).

However, this changed with the outbreak of the American Revolution in 1775, when the Loyalists, who were forced from the former British Colonies on the Atlantic Seaboard, arrived in Prince Edward County in 1784 (Greig, 1991). Approximately 500 Loyalists, as well as disbanded British and German allied troops, settled in the County (Collinson & Taylor, 1999). During the American Revolution, the majority of the Iroquois people remained neutral but there were also those who supported the revolutionaries and those who supported the English (Rogers & Smith, 1994). When the American Revolution ended in 1783, many of the Six Nations Confederacy Iroquois Indians, who had fought for the English left America. The Natives divided into two groups: one which followed Captain Joseph Brant to land granted to them by the Crown west of the Grand River and one which followed Captain John Deserontyon to land granted to them on the north shore of the Bay of Quinte (Rogers & Smith, 1994: Greig, 1991). The population of the County continued to grow as more settlers followed with the incentive of large land allotments. In the early 1800s, there was an influx of Irish immigration to the County. Many of the Irish settled near the village of Cherry Valley (Greig, 1991).

Agriculture has always been a central component of human activity in Prince Edward County. Originally the main crop was wheat, which was exported to Great Britain (Collinson & Taylor, 1999). The late 1800s, known as the "Barley Days", was a prosperous time for the County because of the development of a type of barley that could withstand the dryness of the region and was in high demand as malting barley in New York State breweries (Greig, 1991). In 1890, the United States sought to protect their producers from imports and implemented the McKinley Tariff. This tariff stopped all

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agricultural and fishery exports to the US and resulted in the price of grains from Prince

Edward County dropping (Greig, 1991). The impact of the tariff forced local farmers to

diversify and to turn to mixed crops especially dairy and canning crops.

The agricultural development of the County was so great that by 1902,

approximately one third of all the canned fruits and vegetables in Canada came from the

County (Collinson & Taylor, 1999). For the first few decades of the twentieth century,

the County was, to a large degree, self sufficient, boasting its own harness makers,

saddlers, saw mills, foundries, blacksmiths, woolen mills, coopers, distilleries and more

(Greig, 1991). In the 1930's, the development of mass production techniques,

improvements in the railway, and the depression caused a drop in the population of the

County as people moved to larger urban centres. World War II produced an increase in

the County's population with the establishment of an airbase near Picton and a post-war

influx of Dutch refugees (Greig, 1991).

4.2.2 Government

Despite its name, Prince Edward County is no longer a county. A county (or

district) refers to a federation of local municipalities within a given boundary. An

example of a county in Ontario is Lennox and Addington County, which includes the

Town of Greater Napanee, the Township of Addington Highlands, the Township of

Loyalist and the Township of Stone Mills. Prince Edward County is a single tiered

municipality, as there is only one level of municipal government (The Association of

Municipalities of Ontario, 2009). In 1997, the ten former towns, townships and villages

merged into the upper tier county. It is the smallest single tiered government in the

province of Ontario. The ten wards in the County include Picton, Bloomfield,

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Wellington, Ameliasburg, Athol, Hallowell, Hillier, North Marysburgh South

Marysburgh, and Sophiasburgh. The four main departments of the government, each of

which has a commissioner and a committee are: Public Works, Planning Services,

Recreation Parks and Culture, and Corporate Services (The Corporation of Prince

Edward County, 2007).

4.2.3 Demographics

In 2006, the population of Prince Edward County was slightly over 25,000 and its

land area was approximately 1,050 square kilometers (See Table 4.1). The two major

demographic trends that exist in Prince Edward County are a growing and an aging

population. As illustrated in Table 4.1, between 2001 and 2006, the population of Prince

Edward County has grown at a rate of 2.4%. This is a steady rate that is comparable to

other Southeastern Ontario communities but slower than the provincial average.

Table 4.1 Statistics for Prince Edward County, 2006

Population in 2006	25,496
Population in 2001	24,901
2001 to 2006 population change (%)	2.4
Total private dwellings	12,055
Private dwellings occupied by usual residents	10,319
Population density per square kilometre	24.3
Land area (square km)	1,050.14

Source: Statistics Canada. (2009). *2006 community profiles*. Retrieved 03/12, 2008, from
http://www12.statcan.ca/census-recensement/2006/dp-pd/prof/92-591/index.cfm?Lang=E

The County also has a proportionally higher number of older people (45 years and

over) compared to younger people (15-35 years). The two main reasons for this are an

aging population and an in-migration of older persons in combination with an out

migration of younger persons. The Prince Edward County Strategic Economic

Development Plan (WCM Consulting Inc., 2004) examined the aging population of

Prince Edward County, and concluded that "between 1991 and 2001, about 1,500 people

between the ages of 45 and 64 entered the County and became residents (Statscan)" (p. 27). An examination of demographics allows for a more comprehensive understanding of some of the major concerns and issues that exist the County.

4.2.4 Economy

The Economic Development Department of Prince Edward County has identified the four pillars of the County's economy as: agriculture, tourism, commerce and industry, and arts and culture. These elements have both an individual and a collective importance. This is re-emphasized in the following statement in a study from the Department of Geography at Queen's University (Donald, Beyea & Christmas, 2008) on the creative rural economy in the County, "Prince Edward County's economy is strong and growing, with notable areas of strength in agriculture, tourism, commerce and industry, and arts and culture that support each other in a diverse and dynamic economy" (p. 4). An examination of each of the four major sectors of the Prince Edward County economy sheds light on the financial base of the County and is essential for a genuine understanding of the County as a whole.

4.2.4.1 Agriculture

The County is ideal for farming and agriculture has long been central to the economy of Prince Edward County. Approximately 75% of the land in the County is considered prime, which is notable considering that only 5% of all land in Canada is considered prime (Donald & DiFrancesco, 2001). There are 770 farms in Prince Edward County, which account for 9% of the employment (Donald et al., 2008). The most prominent sectors are dairy, beef, grains and oilseeds. There is also a major secondary economic benefit derived from agriculture and as the Queen's study states "In 2006,

agricultural receipts in the County totaled $76,727,274, an increase in real terms of

3.75% over the 2001 total" (Donald et al., 2008, p.7). Organic farming is growing in

popularity within the County and 16% of the land is classified as organic (Donald &

DiFrancesco, 2001). A survey of agricultural associated businesses in the County

revealed an optimism regarding agriculture:

> A majority of the businesses have experienced healthy increases in
> their annual revenues over the past three years with a majority of
> them realizing increases greater than ten (10) percent on an
> annualized basis. Even if there is no consensus on the factors that
> impacted on these growth rates, every business sector appears to be
> quite optimistic about the future, since a majority of them anticipate
> annual growth rates in excess of ten percent over the next five years
> (Wade, 2007, p. 9).

Another major agricultural feature in Prince Edward County is the wine industry.

There are four wine regions in Ontario: Prince Edward County, Niagara, Pelee Island and

North Shore Erie, and Southwestern Ontario. The wineries of the County are becoming

increasingly popular and with 600 acres under vine, it is the second largest viticulture

area in Ontario (The Corporation of Prince Edward County, 2009a). There are a growing

number of wineries in the County, with the Prince Edward County Winegrowers

Association (2009) listing over 50 grape growers and 14 wineries as members. A

combination of elements makes the County ideal for viticulture and wineries: its

microclimate, soils and its location surrounded by water. Lake Ontario moderates the air

temperature of the County which results in 200 frost free days a year (Donald &

DiFrancesco, 2001). The growth of this industry is evident as, "In 2000, 20 acres of land

were used for grape production supporting one winery, while today more than 600 acres

are producing grapes supporting over a dozen wineries – the legacy of more than

$30,000,000 of investment" (Donald et al., 2008, p. 7).

Agriculture is a key element in the economic infrastructure, but it is also a defining

characteristic of the County's identity. A study by Donald and DiFrancesco (2001) listed the benefits of an agricultural community and included: social, educational, environmental, historical and cultural aspects. Another study conducted by Ryerson University (Wade, 2007) examines the significance of farm gate produce stands in the County. The survey illustrated that selling their produce at the farm gate is an important source of income for farmers in the County and over a quarter of the farms indicated that this type of sale makes up over 80% of their income. The survey also illustrated that 40% of customers at the food stands were visitors to the County. There is also support from County residents who spend 20% of their weekly food budget at the produce stands at farmers' gates (Wade, 2007). The farm gate commerce that exists in the County illustrates not only the importance of agriculture but is also an aspect of both the tourism and culture of the area.

4.2.4.2 Tourism

Tourism is another major component of the economy of Prince Edward County. Over 440,000 visitors come to Prince Edward County annually and spend approximately $65.4 million a year (Donald et al., 2007). An initiative of the Ontario Ministry of Tourism and Recreation entitled, "Premier Ranked Tourist Destination Process" (PRTD) encouraged participating municipalities to develop a tourism framework and to maintain their competitive advantage. The PRTD report (Brain Trust Marketing and Communications, 2005) listed the core attractions in the County as: Beaches, Wine and Culinary Experiences, and Outdoor Activities. These attributes were chosen as core attractors because there are over 800 km of shoreline in Prince Edward County and it has some of the best beaches in Ontario. As detailed earlier, the wine industry in the County

continues to grow, with 14 wineries currently open. The culinary experiences of the County include artisan cheeses and fresh farm produce, winery food, fine dining in small restaurants, and food prepared by world-class chefs. Outdoor Activities include hiking, swimming, fishing, kayaking, and cycling, many of which are often free. The report also lists the supporting attractions of the County as Arts, Heritage, and Cultural Experiences, Festivals & Events, and Shopping.

A combination of the core and supporting attractions make the County the successful tourism destination it is today. A Tourism Strategy (2006) prepared for the County by the Tourism Company provides an assessment of the County's tourism resources. The report surveys the County and lists 4,500 accommodation units including campsites, bed and breakfasts, cottages, and hotel rooms; 93 cultural attractions including galleries, artist studios, museums and festivals and events; 32 entertainment and recreation attractions including wineries, bicycling and agricultural; 122 commercial venues including dining establishments, culinary shops and antique shops. There are also historical and heritage sites and tours including museums and archives. The natural features include 27 parks in the County: 3 provincial parks, 14 conservation areas as well as municipal parks, reserves and trails. Finally, there are also several recreation facilities and sports event venues (Tourism Company, 2006).

Furthermore, the County is also ideally located for tourism. There is a population of over 7 million people in Toronto, Montreal, and Ottawa, that are within a 3 hour drive to the County. In addition to this, it is also only a 2 hour drive from the US border (Brain Trust Marketing and Communications, 2005).

4.2.4.3 Commerce and Industry

The third component of the economy of Prince Edward County is commerce and industry. The commerce and industry in the County is surprisingly diverse. Manufacturing and value-added industries make up 11% of the employment in the County (Donald et al., 2007). Industry in the County consists of both small and medium size enterprises including manufacturers, film-makers, restaurants and, notably, the Essroc cement plant outside of Picton, which is a major employer. Services include breweries, renovation and landscaping companies, and retail outlets that range from cycle shops to clothing (The Corporation of Prince Edward County, 2009b). There is also a large food processing industry in the County that exists to support the agricultural base including cheese production, vegetable packaging and meat processing (Donald et al., 2007).

4.2.4.4 Arts and Culture

The final sector the economy in Prince Edward County is arts and culture. The County is a rural landscape with a vibrant artistic and cultural community. Contributing to this are the artists, galleries, museums, and studios as well as institutions such as the Regent Theatre and the Annual Jazz Festival. A large number of people work in the cultural sector in the County (See Table 4.3). In addition to artistic features the County has an extensive collection of historically significant architecture.

As part of its vision statement, the Strategic Cultural Plan (2005) listed the defining characteristics of the County. This is an especially relevant list of characteristics because it was compiled through public consultation. It defines the County culture as:

Our unique island character, scenic shorelines, sandbanks and maritime history; Our proud Loyalist traditions and history; Our rural landscapes, family farms and proud agricultural heritage; Our many villages, hamlets and small town ambience; Our historic homes, farmsteads and heritage streetscapes; Our long history and renown for agriculture and food production - from barley to canning to dairy and cheese to grapes and wine; Our entrepreneurial spirit and capacity to renew and reinvent our economy; Our writers, visual and performing artists and their creative excellence; Our sense of community - one that connects old and new residents. (Prince Edward County Cultural Round Table, 2006, p. 2).

It is the combination of elements, including the artistic community and the heritage structures, which contributes to the unique identity of Prince Edward County (Donald et al., 2007). The importance of the combination of elements to the County's identity is evident in the statement:

Yet, to suggest that the County simply holds a collection of heritage assets is to sell it short. What makes the County unique, are the "webs of life" that link these assets to each other through time. These include the pastoral vistas, the historic allure of streetscapes with designated heritage buildings, the quiet harbours nestled into the geological features, and the natural shoreline as seen from the south which is the haven sought by migrating birds every spring (Collinson & Taylor, 1999, ¶ 2).

The distinct landscape that exists in the County is made clear by the efforts of the Prince Edward County Heritage Advisory Committee. In 1999, prior to the cultural planning initiatives, the committee was considering developing a proposal to designate the County as a National Cultural Landscape (Prince Edward County Heritage Advisory Committee, 1999). Recently Prince Edward County has shifted the focus of its economic planning toward culture and this will be examined in greater detail within the document and plan review in this chapter.

4.3 Sandbanks Provincial Park

With regard to the provincial parks in Prince Edward County, clarification is required. As illustrated in Figure 4.2, there are three provincial parks in the County including North Beach, Lake on a Mountain, and Sandbanks. However, because North Beach and Lake on a Mountain are day-use only, the focus in this thesis is on Sandbanks Provincial Park. Sandbanks Provincial Park originally consisted of two separate parks: Outlet Beach and Sandbanks, which were combined into Sandbanks Provincial Park in 1984. Outlet Beach had been an established provincial park since 1959 and Sandbanks had been designated as a Forestry Station in 1921 and became a provincial park in 1962 (Hough Stansbury Woodland Limited, & Ontario Ministry of Natural Resources, 1993: Ministry of Natural Resources, 2008).

Figure 4.2 Map of the provincial parks of Prince Edward County

Source: "The Provincial Parks of Prince Edward County" (2009) University of Waterloo, Map Library, GIS Data, Waterloo Ontario. Cartographer: Paul Jakubicek. Using Arcview GIS. Version 3.3. Redlands, CA: ESRI, 1999-2008.

Sandbanks is approximately 1,550 hectares and it is classified as a Natural

Environment park. It is a popular provincial park and from July to August the park has a

96% occupancy rate and attracts over 500,000 visitors annually (See Table 4.2).

Table 4.2 Statistics for Sandbanks Provincial Park, 2006

Classification	Location	Size in Hectares	Visitors	Day Use Visitors	Campers	Developed Campsites	Average Length of Stay	July-August % Occupancy
Natural Environment	Southeast	1,551	563,999	328,743	57,929	549	4	96

Source: Ministry of Natural Resources. (2007). *Ontario Parks: Park Statistics 2006*, Peterborough, ON: Queen's Printer for Ontario.

There are several features that draw visitors to Sandbanks. The most significant natural

feature of the park is the stretch of sand dunes, which are between 12 and 25 meters high

(Ontario Parks, 2002a). There is also the West Lake baymouth[3] dune, which is considered

the largest existing freshwater baymouth dune system in the world (Hough Stansbury

Woodland Limited & Ontario Ministry of Natural Resources, 1993). Beyond this, the

major attractions for visitors are the beaches. As the Ontario Parks website (2002a) states,

"The beaches are among the finest in the province, where golden sand and sparkling

water make an ideal partnership" (¶ 2). In addition, the park is home to over 200 different

species of birds and a wide diversity flora including plants associated with the dunes such

as the juniper heath. There are also mature wooded areas with pine, maple, cedar and

hemlock forests. There are also significant prehistoric and historic features in the park.

An example of these features is the remains of the Lakeshore Lodge, which was built in

1879, as a recreational hotel and which by 1900, had become a premiere tourism

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[3] The spelling for baymouth was taken from the Ontario Parks website. Other spellings of this term include bay mouth and bay-mouth. To maintain consistency it will be spelt as baymouth.

destination. Also, the area surrounding the Lakeshore Lodge site has evidence of a multi-component woodland fishing station that was used at various times between 600A.D. and 1500A.D (Hough Stansbury Woodland Limited & Ontario Ministry of Natural Resources, 1993).

4.4 Document and Plan Overview

The plans that will be reviewed in the document and plan overview are: the Official Plan of Prince Edward County, the Economic Development Strategy, the Strategic Cultural Plan, the Prince Edward County Tourism Strategy, and the Park Management Plan of Sandbanks Provincial Park. This chapter will offer an overview of the central documents that are related to Prince Edward County and Sandbanks Provincial Park. The documents will be examined in a chronological order because many of them are direct products of an earlier initiative.

4.4.1 The Prince Edward County Official Plan (1993)

The Official Plan of Prince Edward County was adopted by the Prince Edward County Council on November 25, 1993 and was updated in 2006. The Official Plan was created by Ainley and Associates Limited and the County of Prince Edward Planning and Development Committee and Planning Department in 1993, and it will be referred to in this section. The purpose of the Official Plan is to: "… guide all development activities in the County over the planning period to 2021, and will strategically direct County initiatives and programs" (p. 1). The plan also "provides a long range development framework to guide the future growth of the County of Prince Edward" (p.1). The official plan emphasizes and highlights the protection and consideration, which must be

given to the unique character of Prince Edward County. This is evident in the Vision

Statement (p. 10), which states:

> In the future, Prince Edward County will be a tranquil and beautiful place to live and visit. It will be unique from most parts of the Province because of its combination of natural beauty, heritage and rural charm. These special attractions will have been properly preserved and enhanced over the years by the people of Prince Edward County.

Other sections of the Official Plan provide details regarding the planning

framework that exists in Prince Edward County. In the Vision Statement section that

focuses on growth pressures, section 2.3.3 states that " in anticipating the pressures for

growth, careful planning and decision-making will ensure that the unique and special

characteristics of the County are not lost in order to accommodate the growth pressure"

(p. 11). The Official Plan also designates the Town of Picton as the centre of the County

while the smaller villages in the area have specific roles such as tourism and local service

centres. With regard to economic development, the Official Plan states that the County

will attempt to provide a well-rounded community that will offer economic opportunities

for people of all ages. Beyond this, section 2.5.2 states, "The County of Prince Edward

will foster a climate for innovative economic opportunities, with cooperation among

members of the community and all levels of government" (p. 13).

Agriculture is also considered in the Official Plan and it ensures that farming

activities will be protected from encroaching development that could potentially be

damaging. The plan states that, "There will be an emphasis on marketing local

agricultural products such as cheese, fruits and vegetables" (p. 13). A section on tourism

recognizes the appeal of the County for tourists and anticipates that tourism to the County

will increase and that there will be a need for more professional and coordinated of

tourism strategies. With regards to tourism, the Official Plan states, "The protection and enhancement of the area's natural, historical and cultural attractions and related circulation corridor will be the focus of the County's successful tourism strategy" (p. 14). In the commerce and industry portion of the Official Plan, Section 2.8.2 states, "A diverse, high quality and innovative service industry making full use of new technology will be established in the County" (p. 15).

Because the Official Plan is used as a framework to guide the other policies and plans of the County, it is useful to have a general understanding of it. Overall the Official Plan strives to protect and enhance the distinct character of Prince Edward County and ensure that future development and growth pressures do not jeopardize this.

4.4.2 Sandbanks Park Management Plan (1993)

The Ontario Provincial Park system requires that all parks have a Park Management Plan. The Park Management Plan "clearly states the goals and objectives of the park and its role in the larger provincial parks system" (Ontario Parks, 2007a). The plans provide a general planning framework for a park for a twenty-year period. The plans are created by experts from Ontario Parks and are based on a wide variety of research provided by biologists, historians, geologists and other experts. Public consultation is encouraged throughout the process. There can be as many as seven stages in the production of a park management plan, which is illustrated in Figure 4.3. For more specific issues, implementation plans provide a secondary level of planning. The three categories of implementation plans include: Resource Management Plans which focus on heritage values, recreational values and research; Operating Plans which focus on visitor

services, recreation activities, commercial tourism, and marketing; and Development

Plans which focus on buildings and facilities, utilities and site planning.

Figure 4.3 The park management planning process of Ontario Parks

The Park Management Planning Process
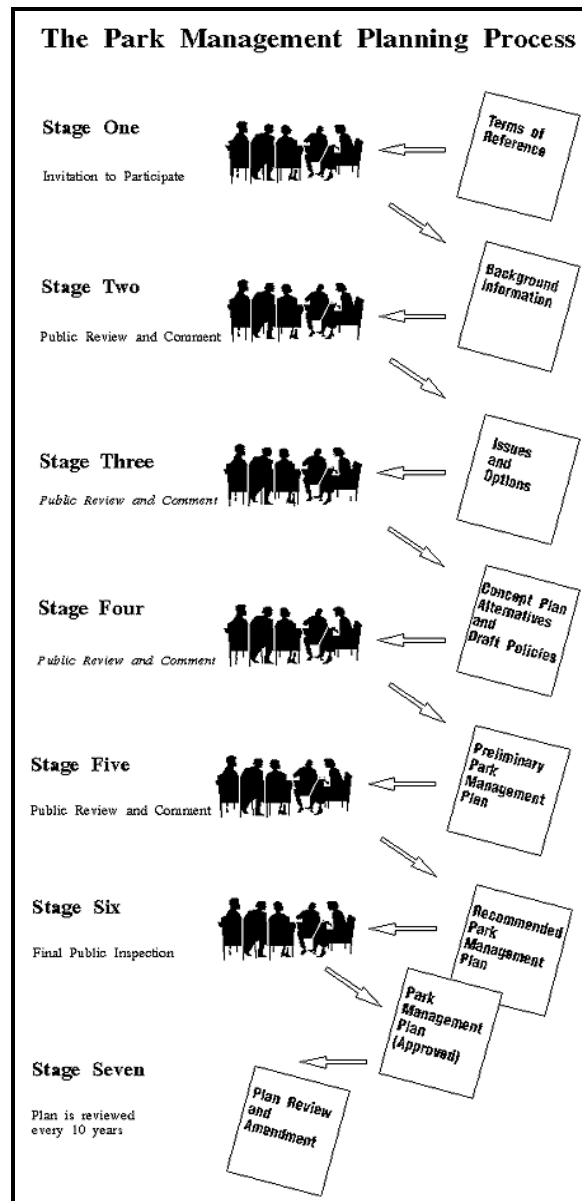
Source: Ontario Parks. (2007a). *Park Planning: Managing Individual Parks*. Retrieved November 27, 2007, from http://www.ontarioparks.com/english/manag.html.

The Sandbanks Park Management Plan was created in 1993. It explains the

reasoning behind the classification of the park as a Natural Environment Park which takes into account Sandbank's baymouth dune formations and the associated vegetation, as well as the significant life science and cultural resources that exist in the park. The classification recognizes the recreational, educational, and tourism opportunities that are provided by the park. The Park Management Plan outlines the goals and objectives of the park. The goal of the park is "to protect and interpret its provincially significant freshwater baymouth dune formations and associated ecosystems and its significant cultural heritage features, while offering a range of high quality of compatible recreational experiences" (Hough Stansbury Woodland Limited and the Ontario Ministry of Natural Resources 1993, p. 5). The Park Management Plan also lists four major objectives including resource protection, heritage appreciation, recreation and tourism.

With regards to the character of the park, the Park Management Plan considers the significant ecosystems, the heritage sites, and use of the park as a tourist destination. The plan deals at length with issues related to park boundaries and zoning and it details the policies related to operations, development, and resource management. Although the document provides a planning framework for a twenty-year period, it is re-evaluated and updated in order to keep it current and relevant. This is done through amendments such as those made in 1996, to change the park boundaries in order to remove a boat launch from the park. Also, in 2008, the plan was in the process of being amended to prepare for the proposed development of an electric generating facility (wind energy) within, and for consumption by, the park.

4.4.3 Market Readiness Assessment and Strategic Economic Development Plan (SEDP) (2004)

In 2004, a Market Readiness Assessment and Strategic Economic Development

Plan (SEDP) was prepared for Prince Edward County by WCM Consulting Inc and this document will be referred to in this section. The overall objectives of the study were to,

> 1. Establish advantages of Prince Edward County, determine current level of economic development of the County, and assess its market readiness.
> 2. Develop detailed strategic economic development plan to further the growth of Prince Edward County (p. 3).

To gain a deeper understanding of the economic trends that are affecting Prince Edward County, the SEDP examined province wide economic trends. Approximately 40% of the economic production of Canada occurs in Ontario (p. 16). Some of the major industries that exist in Ontario include automotive, forestry, agriculture, food processing, call-centres and tourism. However, not much growth is being predicted for these industries and many are being replaced or relocated. Despite this, many Ontario communities continue to struggle to attract industrial development as a way to provide jobs.

Having examined economic trends in Ontario, the SEDP explores the County's potential for development in terms of attracting new industry to the area. The plan examines data from industrial development studies that illustrate that certain factors are essential to attract industrial development. The factors include having existing industrial infrastructure in place, clusters of manufacturing, and proximity to Highway 401. Based on this, the report concludes that, in terms of traditional economic development, Prince Edward County is unable to compete with its neighbours. For example, "Belleville is one of the lowest cost jurisdictions for manufacturing in North America" (p.19). Beyond this, the other nearby municipalities, with the exception of Napanee, have larger populations,

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and therefore more available workers than Prince Edward County. The somewhat bleak

situation being faced by Prince Edward County is evident in the statement,

> Up to about five years ago, Prince Edward County would have
> been considered a "non performer" among rural municipalities. Its
> GDP of less than $500 million would place it in the bottom
> quarter of municipalities in the province. Its low level of industrial
> production, its dwindling role as a County service centre, its high
> dependence on the agricultural industry with little value added all
> point to a small, static society, almost "out of step" with
> neighbouring municipalities (p. 24).

However, "Prince Edward County, while not strong in traditional manufacturing

industries, has the ability to attract people using factors that are far different than

conventional jurisdictional economic indicators" (p. 20). Prince Edward County has

distinct advantages in terms of the new economy, which is heavily influenced by the

concept of the creative class and the creative city. The SEDP report summarizes the

difference between the traditional approach to attracting industry and the Prince Edward

County approach through the flowchart (See Figure 4.4) provided below.

Figure 4.4 The traditional and the County approach to attracting industry
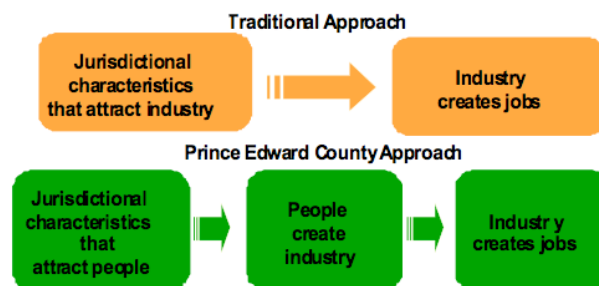
Source: WCM Consulting Inc. (2004). *Market readiness assessment and strategic economic development plan.* Prepared for Prince Edward County.

The SEDP cites the work of Richard Florida, which focuses on the concept of the

creative class and the notion that the location of industries will no longer be dependent on

factors such as availability of transportation, access to unskilled or semi-skilled workers

and proximity to markets. Instead, the location of industries will be more heavily

influenced by where workers choose to live. In other words, "These centres thrive

because people want to live there" (p. 36). Quality of place is described in the Prince

Edward County Market Readiness Assessment as being determined be three factors,

> What's there: A combination of built and natural environments,
> which foster creativity, Who's there: Diverse kinds of people,
> giving the signal that any creative person is welcome, What's
> going on: The vibrancy of street life, arts, music, outdoor
> activities, cafes, etc…. (p. 37).

The plan goes on illustrate how the characteristics of Prince Edward County make it an

ideal location for industries that are focused on the new economy. The SEDP defines the

quality of place that is found in Prince Edward County. As a basis, the County has "A

strong arts, cultural and heritage presence, general tourism, wineries, to add cachet, and

attractive residential settings" (p. 38). As illustrated in Table 4.3 a high proportion of

people (especially compared to the other nearby regions), in Prince Edward County work

as artists and writers. The establishment of an artist community in Prince Edward County

is illustrated in the SEDP through the use of a location quotient. This is a ratio that

compares the density of sector employment in the County to the Ontario average of 1.0

and Prince Edward County has the highest location quotient in the agriculture, artists and

writers, and entertainment and recreation sectors.

Table 4.3 Statistics Canada Location Quotients from 2001

Location Quotients - 2001					
Sector	PEC	Belleville	Lennox & Addington	Hastings	Northumberland
Agriculture	6.9	0.33	1.18	2.6	2.38
Artists & Writers	3.24	0.32	N.A.	N.A.	N.A.
Const.	1.47	0.84	0.98	0.76	1.21
Health Care	1.47	1.25	1.2	1.3	1.03
Accomm. & Food.	1.43	1.48	1.1	0.97	1.09
Entert. & Rec.	1.24	0.69	0.42	0.7	0.56
Retail	1.09	1.42	1.06	1.01	1.08
Real Estate	1.04	0.89	0.75	0.42	0.68
Transp. & Ware.	0.91	0.81	0.73	0.85	1.1
Wholesale	0.72	0.83	0.68	0.68	0.72
Finance	0.54	0.63	0.56	0.48	0.51
Manuf.	0.48	1.49	1.2	0.95	1.28

Source: Statistics Canada – 2001

Source: WCM Consulting Inc. (2004). *Market readiness assessment and strategic economic development plan*. Prepared for Prince Edward County.

Beyond quality of place, the demographic trends that are affecting Prince Edward County also contribute to its role in the new economy. The aging and growing population of the County has already been examined in the demographic section of this chapter. The SEDP provides demographic statistics regarding the type of people who are relocating to the County and refers to these individuals as the "hidden middle class" and emphasizes their roles as investors (p. 27). The plan states: "With greater age can also come greater wealth and experience, and openness to exploring new economic possibilities" (p. 21). It also states that, "The real-estate industry in the County reports that 70% of purchasers are over 50 and many are described as successful investors" (p. 20). The survey also mentions that these individuals are not necessarily only interested in retirement but instead are looking for new challenges in a new environment and a non-urban setting. There is also an increasing level of attained education in the County and the report associates this with the less-educated people leaving for manufacturing jobs, and the

more-educated people coming to the County to work in the new types of industries.

In regards to market readiness, the report suggests the County must improve several elements in order to better sell itself to both tourists and potential residents. The first suggestion is to develop an overall strategic plan that focuses on the economic development of the area. The second is to have a committee that supports the economic development process. The third is to ensure government support for the process. The final element to ensure market readiness is creating a cohesive tourism strategy to improve the quality of the arts and heritage sites in the County. It also means the County should focus on the accommodation, food, and the retail sector while attempting to ensure a high standard for the level of quality provided.

The above-mentioned findings were the basis for the Strategic Economic Development Plan. Some of the main findings from the SEDP include: building on the quality of place that is Prince Edward County's competitive advantage; enhancing the tourism infrastructure; leveraging other advantages such as current high immigration levels and Official Plan capacity; and establishing a responsive, accountable formal organizational structure which includes County Council, Administration and the Economic Development functions. The report also illustrates how, if implemented, this plan can promote sustainable prosperity for Prince Edward County as illustrated in Figure 4.5.

Figure 4.5 The Prince Edward County sustainable economic development plan

Source: WCM Consulting Inc. (2004). *Market readiness assessment and strategic economic development plan.* Prepared for Prince Edward County.

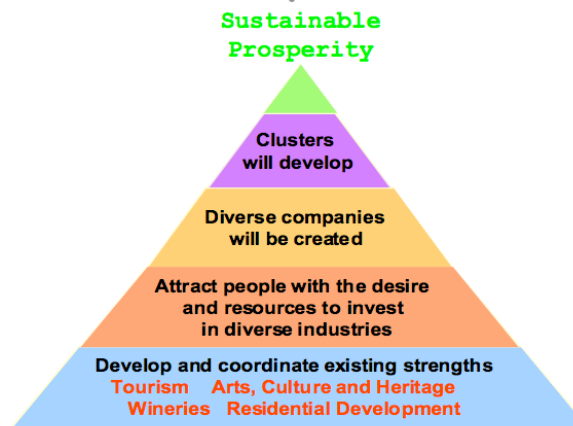Overall the Market Readiness Assessment and SEDP outlined the four pillars, which make up the foundation of Prince Edward County's economy: tourism, agriculture, industry and commerce, and culture. One of the key findings from the SEDP was that the economic potential from culture and tourism for Prince Edward County was not being maximized. Beyond this, the Market Readiness Assessment and SEDP concluded that traditional development strategies, which would focus on attracting large-scale industries, were not appropriate for the County. Another of the SEDP conclusions was that the County was ideally suited to take advantage of the growing cultural phenomenon and attract knowledge based industries and creative content. Greg Baeker (2008) illustrates the conclusion from the SEDP when he states that "the County had zero competitive advantages in attracting business and industry in a traditional economic development paradigm. However, the strategy concluded that the County could succeed using a different economic development model, one built on quality of place" (Baeker, p.10). As a result of the findings from the SEDP the Prince Edward County Strategic Cultural Plan was created.

4.4.4 Prince Edward County Strategic Cultural Plan (2005)

Based on the findings of the Strategic Economic Development Plan and Market

Readiness Assessment, in November 2004, Council approved the creation of a Strategic

Cultural Plan (SCP) for Prince Edward County. The Strategic Cultural Plan was created

by the Corporate Research Group and EUCLID Canada in 2005, and it will be referred to

in this section. The SCP was created to improve the management, protection and

understanding of culture in the area. A number of methods were used to collect the data

and information that were required to create the plan. From November 2004 to March

2005, the consulting team, "surveyed, interviewed and met with more 300 County

residents, representatives of the cultural and business communities, educators,

environmentalists, and other community members. These consultations, together with

their analysis and additional research, led to conclusions set out in this report" (, p. ii).

The goals for the Strategic Cultural Plan were:

- To define a more systematic approach to cultural
  development's
- To leverage greater benefit from the County's rich cultural
  resources in support of economic and community
  development; and
- To help improve the environment for both foreign and
  domestic investment (p. ii).

The SCP also intends to "set out a series of assumptions to guide long-term

planning and development" (p. ii). The SCP acknowledges the difficulty in defining and

managing the term "culture" so instead it uses the term "cultural resources" which is

more easily defined and managed. Cultural resources refer to, "all those elements – both

tangible and intangible – that combined to define the unique identity of the County" (p.

24). Cultural resources can include the built environment, cultural and heritage sites, arts

and cultural organizations, and intangible items such as identity and character. The SCP is also based upon the underlying concepts and principles of cultural planning, which were examined earlier in the literature review. This means that the SCP is based on a broad definition of culture, a whole system perspective and place based thinking (p. 4).

The SCP contains several components that would be useful for other municipalities that are considering adopting a cultural planning framework. For example, the first portion of the SCP is the cultural mapping process which identifies the cultural resources of the County. The cultural mapping process is divided into two sections. The first section is a Cultural Map that includes the tangible resources of the County and is based on a combination of community surveys and existing lists and directories of cultural attractions (See Figure 4.6). The Cultural Map consists of two frameworks. The first includes resources such as museums, libraries, archives, and natural and cultural heritage sites. The second framework is a cultural labour force framework that includes librarians, architects, actors, and artisans. This tool assisted in summarizing the County's character and identity and broadening the information base regarding the cultural resources in the County.

Figure 4.6 Cultural Map of Prince Edward County
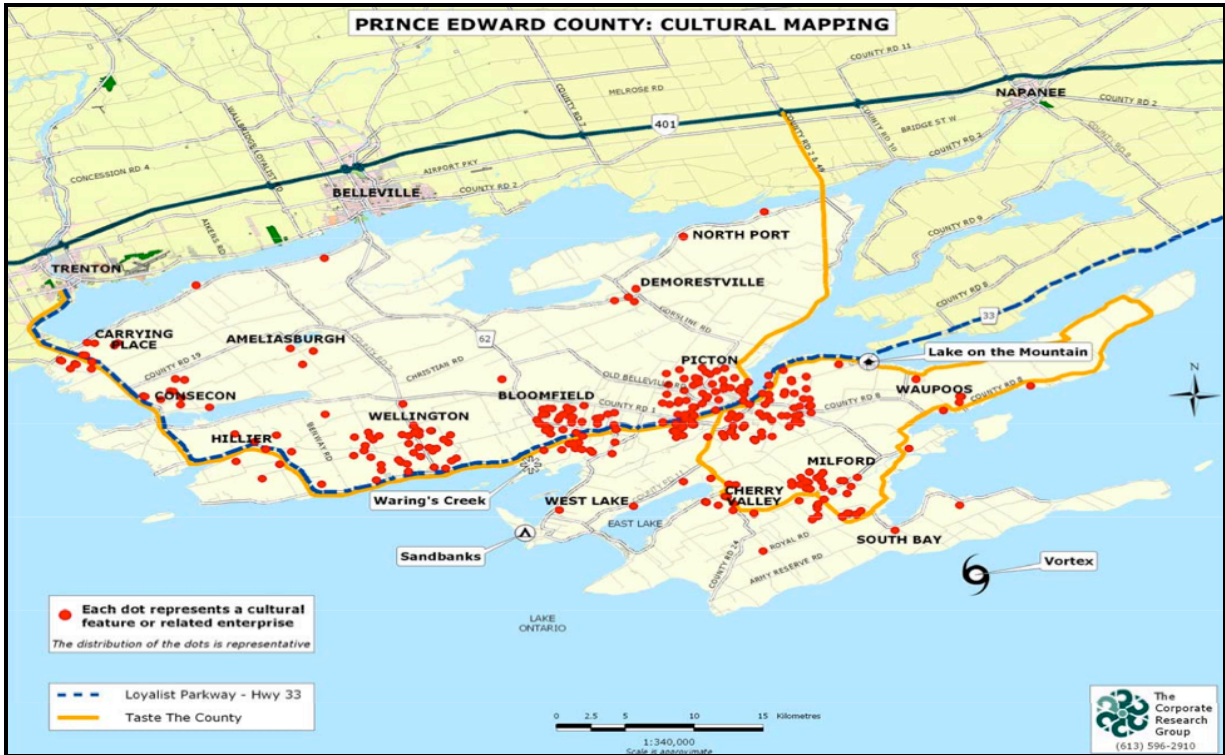
Source: The Corporate Research Group in association with Euclid Canada. (March, 2005). *Leveraging Growth and Managing Change: Prince Edward County Strategic Cultural Plan*, Prince Edward County.

In addition to the Cultural Map the County also identified the intangible cultural resources it possessed. This was accomplished through the creation of a Community Identity Matrix (see Figure 4.7) that was based on a community survey. The survey results were compiled into the Identity Matrix, which is, "in a sense another 'map' of the County – this time of some of its defining characteristics, values and habits of mind, and collective memory" (p. 16).

Figure 4.7 Community Identity Matrix of Prince Edward County

COMMUNITY IDENTITY

Symbols	PLACE	PEOPLE	POTENTIAL
Island			
Undeveloped shorelines			
Water	UNSPOILT		
Sand beaches	ENVIRONMENT,		
Open spaces	BEAUTIFUL		
Tranquil countryside	LANDSCAPES		
Pastoral			
Agrarian beauty			
Wine country			
Arts		ECONOMIC	X X
Crafts		INNOVATION	X X
History			
Victorian architecture			
Rural relaxation			
Entertainment and restaurants			

Key Stories			
Agriculture	X		
Canneries			
Barley			
Black River Cheese Factory			
Hijacking the Glenora ferry		MARINE HERITAGE	
Katie Grey and the American Cup		AND	
Minerva / Great Lakes		TRADITIONS	
Historic shipping			
Ship building			
South Bay vortex			
Air training base			
Postwar Dutch settlement			
Loyalists		INDEPENDENT	
Bootlegging / rum running		AND	
Independent Rouge characters		GENEROUS SPIRIT	
Temperance			
Community generosity			
Community participation			

Quality of Life			
Rural character	X		X
Clean water	X		
Unspoilt landscapes	X		
Isolation	X	SMALL TOWN	
Common access to nature	X	CHARACTER	X
Peace and quiet		AND	
Rural architecture	X	LIFESTYLE	
Main street architecture			
Small town friendliness			
Small town hospitality			
Small town individuality			
Simplicity			X
Unhurried pace			X
Human scale			X
Energy of the people			

Actions			
Maintain / develop niche agriculture	X		
Limit development of rural area	X	PROTECT NATURAL	
Support agricultural awareness	X	AND	
Protect conservation areas	X	CULTURAL LANDSCAPES	
Preserve the coast line	X		
Protect lakeshore views	X		
Prevent commercialization			
Prevent strip development			
Stop monster homes			
Regulate building heights			
Protect / expand Picton Bay harbour	X		
Develop slowly		MANAGE GROWTH:	X
Preserve Picton Main Street		GROW SLOWLY	
Develop the Regent Theatre		AND	
Restore the Crystal Palace		AT SMALL SCALE	
Bylaws to maintain character of towns			X
Architectural and historic preservation			
Promote the arts community			
Preserve traditional values			
Promote local shopping / small shops			X
Promote careful planning			X
Showcase the marine history	X		
Enhance tourism in all areas			

Source: The Corporate Research Group in association with Euclid Canada. (March, 2005). *Leveraging Growth and Managing Change: Prince Edward County Strategic Cultural Plan*, Prince Edward County.

The Strategic Cultural Plan recognizes and anticipates the central economic and social role that culture will play in Prince Edward County's future. Because of this, the SCP emphasizes that the responsibilities for the planning and management of culture must be a shared and collaborative process. It attempts to ensure the long-term management of culture by outlining specific roles and determining the "Partners" who are responsible for using the "Cultural Levers" (p. 26). These partners outlined in the SCP include: elected officials, municipal staff from relevant departments (Economic Development, Community Services, and Planning), local cultural leaders (from arts, heritage, or libraries), business leaders (individual owners, chamber of commerce, BIA's) and education sector representatives. Having established who is responsible for culture, the SCP goes on to outline the actions that can be taken by the individuals. The cultural levers include planning and policy, investment and resource development, capacity building, partnerships and collaboration, leadership development, research and information and marketing and audience development.

The SCP also outlines clear strategies and actions that the County should consider. The first is, "*Managing Growth* – taking steps to ensure needed growth and development does not undermine quality of place" (p. 32). This includes managing growth and development in both Picton and across the County. The second is, "*Cultural Places and Spaces* – extending and improving the places where culture happens in the County" (p. 32). This includes promoting an integrated vision of the cultural areas of Prince Edward County and improving and extending access to cultural venues across the County. Finally, the third strategy is, "*Cultural Tourism* – build on existing strengths and overcome barriers to collaboration" (p. 32). This has several components including:

extending the season and building up the shoulder seasons, strengthening tourism

packaging, exploiting strong links (clusters) of cultural, eco-, and culinary tourism, and

strengthening marketing and promotion through collaboration and shared investment.

The Strategic Cultural Plan also recommends that the Municipality create a Cultural

Policy Statement and establish an annual cultural summit and cultural steering group.

The Strategic Cultural Plan was approved and adopted in 2005. In 2006, it was awarded

the best strategic plan at the Economic Developers Council of Ontario's annual

conference.

4.4.5 Prince Edward County Tourism Strategy (2006)

In 2005, Prince Edward County participated in the Premier Ranked Tourist

Destination (PRTD) project, a program developed by the Ontario Ministry of Tourism

and Recreation. Prince Edward County took this action because "it is used to assess an

area's situation in the tourism marketplace and allows us to identify, through research and

data collection, and in measurable terms: What attracts people to Prince Edward County?

– our strengths, market gaps, and opportunities for growth" (The Corporation of the

County of Prince Edward, 2005, ¶ 1). The program made several recommendations to the

County, one of which was to coordinate and formalize the efforts related to the

development of tourism. This resulted in the formation of the Prince Edward County

Tourism Development Alliance (PECTDA), which held its first meeting in October 2005

and, soon after, commissioned the creation of the Tourism Development Strategy. The

Tourism Strategy was completed by the Tourism Company in 2006, and it will be

referred to in this section.

The Tourism Strategy was developed in response to the Economic Development

Strategy, which recognized tourism as one of the pillars of the Prince Edward County economy. The strategy is also linked to the Strategic Cultural Plan because many of the initiatives and recommendations in this plan promote and enhance the tourism industry. The Prince Edward County Tourism Strategy "provides recommended destination marketing and industry development activities designed to sustain and manage future tourism industry growth through 2010" (p. 9). The specific goal of the strategy is "approximately 600,000 visitors and $100 million in visitor spending, representing growth of 36% in visits and 53% in spending between 2004 and 2010" (p. 9). The strategy emphasizes that the growth of the tourism industry should take place in a sustainable manner that offers authentic experiences of the natural and cultural resources of the area.

The first section of the Tourism Strategy is a situation assessment, which outlines the tourism assets in the County including resources such as an inventory of accommodations, attractions, parks and historical sites. It also re-emphasizes the findings of the PRTD study, which detailed the core and supporting attractors of the County. The Tourism Strategy then examines the visitor statistics of the County including that "the County hosted approximately 440,000 visits in 2004, an increase of 74% since 1999" (p. 25). In addition to this between 2001 and 2004 the share of Eastern Ontario visits in Prince Edward County increased from 2% to 3%. (p. 25). The strategy also describes spending by visitors and "in 2004, visits to the County generated approximately $65.4 million in total direct spending on all trip activities (i.e. accommodation, food and beverage, recreation and entertainment, retail, travel, etc.)" (p. 30). The strategy also presents some of the current trends in the tourism industry, potential funding for

destination marketing and the potential benefits and costs of tourism. Finally, the report

recommends formalizing the PECTDA through initiatives such as hiring an

administrative support employee, attaining some sort of recognition from Council,

appointing members to a 2 year term, and holding meetings at least quarterly.

Based on these findings the report makes fifteen recommendations that are intended

to guide the marketing and development of tourism in the County. These initiatives are

ranked based on when and to what extent they should be implemented in the form of

highest priority, second level priority and lowest level priority. Examples of

recommendations that received the highest level priority and which are meant to be

implemented immediately, include expanding the use of the internet as a destination

marketing tool, and improving and enhancing the County's visitor information system to

provide high quality visitor information. Examples of the second level priority

recommendations that should be implemented within three years are to develop and

implement niche-oriented marketing campaigns and to develop and implement a program

to assess and respond to the tourism industry is professional development and training

needs. Finally, the recommendations of lowest level of priority, which should be

implemented within five years include, expanding on media relations successes,

promoting the use of a common identifier to help "brand" Prince Edward County visitor

experiences, and developing and implementing quality assurance monitors for tourism

facilities and services. The report also explains that the success of the Tourism Strategy

will be measured in two ways: economic benefits and the preservation of the quality of

life that exists in the County.

4.5 Conclusion

This chapter provided a profile of Prince Edward County and an overview of several of the major documents and plans of the County. These plans and documents have been chosen either because they are directly related to the planning process of Sandbanks or the County as is the case with the Official Plan and Park Management Plan, or because they are related to the cultural planning process of the County as is the case with the Market Readiness Assessment and Strategic Economic Development Plan, the Strategic Cultural Plan, and the Prince Edward County Tourism. The Official Plan of Prince Edward County, the Economic Development Strategy, the Strategic Cultural Plan, and the Prince Edward County Tourism Strategy have been implemented at the municipal level and the Park Management Plan of Sandbanks Provincial Park is a provincial document. The understanding of the area gained from this profile of the County is useful because the next chapter will present the findings from a document and plan analysis as well as interviews with individuals involved with the planning and management of either Sandbanks Provincial Park or the County.

CHAPTER 5: FINDINGS

5.1 Introduction

This chapter is structured according to the data collection method that was used and contains the findings from the document analysis, the interviews, and the questionnaires. The first data collection method is a document analysis that examined the content of documents from Prince Edward County with a specific focus on the relationship that existed between Sandbanks Provincial Park and the County. The second data collection method is a series of interviews that were conducted with officials involved with Prince Edward County or Ontario Parks and specifically Sandbanks Provincial Park. The final data collection method is a questionnaire that was sent to Ontario Parks regarding major events that take place within Ontario Provincial Parks.

5.2 Document Analysis

The document analysis focuses on the relationship between Sandbanks Provincial Park and the County. Because it is a review of official documents and plans, the relationship between the park and community that is being explored here is a formal and bureaucratic one. The plans being examined are: the Official Plan of Prince Edward County (1993), the Park Management Plan of Sandbanks Provincial Park (1993), the Market Readiness Assessment and Strategic Economic Development Plan (2004), the Strategic Cultural Plan (2005), and the Prince Edward County Tourism Strategy (2006). These plans and documents were chosen either because they are directly related to the planning process of the park or the County or because they are related to the cultural planning process of the County.

The documents and plans will be analyzed using the criterion that was outlined in Chapter Three. The documents will be examined to determine what value is attributed to the provincial parks of the County and how the parks contribute to the landscape of the County. The content in the documents and plans that pertain to the value of the provincial parks of the County will be the data used in the analysis in Chapter Six.

5.2.1 The Prince Edward County Official Plan (1993)

The Official Plan, which was completed by Ainley and Associates Limited and the County of Prince Edward Planning and Development Committee and Planning Department in 1993, will be referred to in this section. The Official Plan illustrates the main goals and objectives that guide the planning process in Prince Edward County and it examines the provincial parks in several different sections and contexts. The roads that provide access to the three parks are designated as seasonal/resort-service collector roads and are the responsibility of the County. Sandbanks is listed as having a designated waste disposal site. The Official Plan refers to Sandbanks Provincial Park in its *Tourism Section*, which recognizes the potential for tourism in the County and strives to utilize land use policy as a way to ensure tourism activities are made available. The Plan (1993) considers Sandbanks Provincial Park a tourism corridor, an area that is "based on the occurrence and abundance of tourist attractions, resources and accommodations…" (p. 43). It is the intention of the Official Plan to protect and enhance the tourism corridors. Tourism corridors are meant to "recognize the linkages between the public, non-profit and private sectors in supplying services related to tourism and the need to protect the natural environmental and cultural attractions of the County" (p. 44). Sandbanks is specifically mentioned as an example of a tourism corridor, and the plan states that

tourism corridors "include the natural and cultural heritage resources and attractions of the County, such as Sandbanks Provincial Park, museums, festivals and the arts" (p. 43).

Another notable mention of provincial parks under *Tourism* is in section 3.3.4 Development Policies, which states that,

> The County will facilitate and encourage communication and efforts between tourist operators, tourist information centres and provincial and local agencies, especially with respect to Provincial Park development and programs (p. 61).

Under the *Recreational Facilities* section of the Official Plan, the County states its intentions to support the existence of provincial parks and to incorporate any new provincial parks into the Official Plan. Finally section 7.4.2, which is entitled *Sandbanks Provincial Park*, emphasizes that the development and management of the park is the responsibility of the Sandbanks Provincial Park Management Plan.

5.2.2 Sandbanks Park Management Plan (1993)

The Sandbanks Park Management Plan was completed by Hough Stansbury Woodland Limited and the Ontario Ministry of Natural Resources in 1993 and it will be referred to in this section. The Sandbanks Park Management Plan is unique in the document analysis because the other four documents have been produced by the County. The goal of Sandbanks Provincial Park is "to protect and interpret its provincially significant freshwater baymouth dune formations and associated ecosystems and its significant cultural heritage features, while offering a range of high quality of compatible recreational experiences" (p. 5). The central focus of Sandbanks Provincial Park is the protection and enhancement of the natural values it contains, which is the reason for its classification as a Natural Environment Park. In addition to this, the park has as its objectives resource protection, heritage appreciation, recreation and tourism. Many of the

goals involve highlighting the Ontario landscape in which the park is situated. For example, the goal of resource protection is to "protect provincially significant elements of the natural and cultural landscape of Ontario" (p. 7). Similarly the goal for heritage appreciation is, "To provide opportunities for the exploration and appreciation of the outdoor natural cultural heritage of Ontario" (p. 8). The goal of the tourism objective is to "provide Ontario residents and visitors from outside the province with opportunities to discover and experience the distinctive regions of the province" (p. 9).

The plan also considers Sandbanks in relation to Prince Edward County as a tourism destination. This is evident as the plan, which was created in 1993, uses a 1991 survey of the 351,371 visitors to the campground and illustrates that Sandbanks was their main reason for visiting the County. Furthermore, in 1988-1989 visitor expenditures within 40 kilometers of the park amounted to $5,624,270. The plan acknowledges that there are many high quality tourism opportunities in the communities surrounding the park. There is also mention of the park's role in promoting research and providing educational programs that focus on the park.

An interesting finding from a content examination of the Park Management Plan comes from the summary of the public consultation. The majority of the input from meetings with environmental, heritage and conservation groups concerned park issues such as greater enforcement of park rules, protection of park resources, new waste management systems and better facilities. Meetings with representatives from the tourism and economic development sectors revealed that they were supportive of efforts to promote the park by linking it with other attractions in the County. Meetings with individuals from the community, who were not represented by a specific interest group,

illustrate some of the residents' concerns. One priority was, "continued access to and enjoyment of the park by residents, not just visitors…" (p. 37). This included access to the lake, private properties and public roads that exist within the park. There was a wide recognition of both the negative impacts of park visitors, such as traffic, and the benefits of the park visitors such as their economic contribution to the County.

5.2.3 Market Readiness Assessment and Strategic Economic Development Plan (SEDP) (2004)

Within the Market Readiness Assessment and Strategic Economic Development Plan (2004), there is no mention of the provincial parks of the County.

5.2.4 Prince Edward County Strategic Cultural Plan (2005)

Similarly, there is not a great deal of consideration given to the provincial parks of the County within the Strategic Cultural Plan. Sandbanks Provincial Park is mentioned in the Cultural Development section of the Plan because of its popularity as a major attraction for visitors. Beyond this, the only other reference to the provincial parks of the County is within the Cultural Tourism section of the Strategic Cultural Plan. One of the initiatives is to emphasize the linkages between cultural, eco-tourism and culinary tourism. A sub section of this is to establish a closer collaboration with Sandbanks Provincial Park. However, the document does not go into detail about how this would be accomplished. Finally, the provincial parks are listed as natural heritage sites in a summary of the cultural resources of the County.

5.2.5 Prince Edward County Tourism Strategy (2006)

The Prince Edward County Tourism Strategy is the document that has the most extensive examination of the provincial parks of the area. Specifically, the Tourism Strategy examines both the existing role and contribution of the provincial parks as well

as the potential for the involvement of Sandbanks Provincial Park in future initiatives. In the inventory of tourism resources, the provincial parks are listed as part of the natural and recreational values of the County. Sandbanks is further listed as a major contributor to the beaches section of the core attractors to the County. The Tourism Strategy acknowledges that Ontario Parks, or more specifically Sandbanks Provincial Park, is a member of the Prince Edward County Tourism Development Alliance (PECTDA). Other members include: Bloomfield Area Business Association, Cultural Round Table, Museums of Prince Edward County, Prince Edward County Arts Council, Prince Edward County Chamber of Tourism and Commerce – Accommodation Association, Prince Edward County Economic Development Office, Prince Edward County Winegrowers Association, Prince Edward Lennox and Addington Community Futures Development Corporation, Picton Business Improvement Area, Regent Theatre, and Taste the County. As mentioned above, the PECTDA is a collection of individuals who represent a variety of organizations and who attempt to organize the efforts of tourism development in the County.

The Tourism Strategy provides an assessment of the role of the members in the PECTDA and their contribution in terms of destination marketing and industry development activities. The assessment of the role of Ontario Parks in these activities is illustrated in Table 5.1 below. It was found that the Provincial Parks in the County contribute to the destination marketing activities but do not contribute at all to the industry development activities. Destination marketing refers to research and planning, product development and delivery, marketing communications, and sales promotions. The contribution of Sandbanks includes collecting park visitor statistics, operating the

County's major summer attraction, participating in some of the marketing campaigns, and provision of tourist information by gate staff. The provincial parks are not listed as making any contributions to tourism industry development activities, which include access to funding and/or financing, advocacy, business services, and professional and industry development. Examples of industry development include hosting professional development or tourism training sessions, contributing funding, being a source of information regarding funding, advocating for a specific sector such as arts or retail or natural heritage and providing consulting advice on web presence development.

**Table 5.1 Destination Marketing and Industry Development Organization
Resources**

Name/Type	Destination Marketing Activities	Industry Development Activities
Ontario Parks: – Sandbanks – North Beach – Lake on the Mountain	*Research & Planning* – collects data on park visits and visitors; participates in County planning initiatives such as PRTD and Tourism Strategy *Product Development & Delivery* – owner/operator of County's icon summer visitor experience – Sandbanks Park *Marketing Communications* – participates in some co-operative marketing campaigns including County visitor guide; operates website for provincial parks (www.ontarioparks.com) *Sales Promotion* – gate staff provide information/referrals to other accommodation and attractions in the County	*Access to Funding and/or Financing* – no activity *Advocacy* – no activity *Business Services* – no activity *Business Support Services* – no activity *Professional & Industry Development* – no activity

Source: Tourism Company. (2006). *Sustaining & managing growth: Prince Edward County tourism strategy*. Prince Edward County Tourism Development Alliance.

In addition, the provincial parks of the County, mainly Sandbanks, appear in several of the fifteen initiatives put forward by the Tourism Strategy. The initiative to provide constant and accessible visitor information for tourists in the County emphasizes that visitor information needs to be available at high traffic areas including Sandbanks. Another initiative, improving and expanding the existing main attractions, cautions that

the beaches at Sandbanks and North Beach are already at their capacity during peak summer months and attempting to encourage more visitors would reduce the quality of visitor experience and could be harmful to the natural environment. Beyond the initiatives, Sandbanks is also mentioned as a target for the potential implementation of a Destination Marketing Fee, which is a fee to raise funds for marketing that would be paid by visitors purchasing overnight accommodation. The possibility of expanding the fee to campsites was examined, but discussions with Ontario Parks illustrated that the province would not likely permit this. Finally the park is mentioned in terms of the potential costs of tourism development in the County, which considers the crowding effect that takes place, most evident in the number of cars waiting for admission into Sandbanks Provincial Park.

5.2.6 Summary

Each of the documents that have been examined conceptualizes the provincial parks of the County in a distinct way, a way that is of course reflective of the wider purpose of the document. The conceptualization ranges from the parks being part of the long-term regional planning process, to being a part of strategic economic, cultural, or tourism initiatives. The Official Plan (1993) and the Sandbanks Park Management Plan (1993) tend to focus on outlining responsibilities. The focus in these plans is on issues such as road maintenance and the designation of Sandbanks as a tourism or recreation facility. The Park Management Plan (1993) is also a more technical document with most of its objectives and goals being inward oriented and focused on the park itself. There was no mention of the provincial parks in the Economic Development Strategy (2004). The Strategic Cultural Plan (2005) acknowledges the park by accepting the need for more

collaboration. Finally, the Tourism Strategy document (2006) makes the most extensive

reference to the provincial parks of the area. It acknowledges the contribution from the

park and it includes the park within several of its initiatives. As mentioned in Chapter

Four there are three provincial parks in Prince Edward County. When a document makes

reference to the provincial parks of the County it includes Lake on a Mountain Provincial

Park, North Beach Provincial Park and Sandbanks Provincial Park. However because the

other two provincial parks are day use only, the documents generally focused on

Sandbanks. The findings from the document analysis are summarized in Table 5.2.

Table 5.2 Summary of Findings from the Document Analysis

Document	Treatment of the Provincial Parks
Official Plan of Prince Edward County (1993)	- Access roads to the provincial parks are the responsibility of the County. - Sandbanks is listed as having a designated waste disposal site. - Sandbanks is a Tourism Corridor, which includes "the natural and cultural heritage resources and attractions of the County..." - The County will facilitate and encourage communication and efforts between tourist operators, especially with respect to Provincial Park development and programs. - Under the *Recreational Facilities* section of the Official Plan, the County states its intentions to support the existence of provincial parks. - Emphasizes that the development and management of Sandbanks is the responsibility of the Sandbanks Provincial Park Management Plan.
Park Management Plan of Sandbanks Provincial Park (1993)	- The goal of Sandbanks is "to protect and interpret its provincially significant freshwater baymouth dune formations and associated ecosystems and its significant cultural heritage features, while offering a range of high quality of compatible recreational experiences." - The focus of Sandbanks is the protection and enhancement of its natural values. - The park objectives include: resource protection, heritage appreciation, recreation and tourism. - Many of the goals involve highlighting the Ontario landscape in which the park is situated. For example, the tourism objective is to, "provide Ontario residents and visitors from outside the province with opportunities to discover and experience the distinctive regions of the province." - The summary of the public consultation and meetings with representatives from the tourism and economic development sectors revealed support for efforts to cross-promote the park with other attractions in the County and the desire to ensure access to the park for residents - There was also a recognition of both the negative impacts of park visitors, such as traffic, and the benefits of the visitors, such as their economic contribution to the County.
Economic Development Strategy (2004)	- No mention of the provincial parks.
Strategic Cultural Plan (2005)	- Sandbanks is considered a major tourism draw. - Within the Cultural Tourism theme, a sub category of this is to establish a "Closer collaboration with Sandbank Provincial Park." - The provincial parks are listed under the heading of Natural Heritage Sites in a summary of the cultural resources of the County.
Prince Edward County Tourism Strategy (2006)	- The provincial parks are listed as part of the natural and recreational values of the County. - Sandbanks is listed as a major contributor to the beaches section, one of the core attractors to the County. - Sandbanks is a member of PECTDA, a collection of individuals who attempt to organize the efforts of tourism development in the County. - The provincial parks in the County contribute to the destination marketing activities but not to the industry development activities. - The contribution of Sandbanks includes collecting park visitor statistics, operating the County's major summer attraction, participating in some of the marketing campaigns, and the gate staff providing tourism information. - Parks providing visitor information is included in an initiative, which strives to provide constant and accessible visitor information for tourists in the County. - An initiative, which suggests improving and expanding the existing main attractions, cautions that the beaches at Sandbanks and North Beach are already at their capacity during peak summer months and attempting to encourage more visitation would reduce the quality of visitor experience and could be harmful to the natural environment. - Sandbanks is mentioned in the possibility of implementing a Destination Marketing Fee and in relation to the possibility of overcrowding as a cost of tourism development in the County.

5.3 Interviews

In order to understand the working relationship between the community and provincial parks in Prince Edward County that was suggested by the documents and plans, a series of interviews were conducted with individuals who were involved with the municipality, the community, or the provincial parks of the County. This was done both to determine if the findings of the document and plan examination reflected actual practices and to obtain more detailed on-site information regarding the relationship between the park and the community,

The methodology of the interview data collection has already been explained in Chapter Three but it will be briefly reviewed here. The interview candidates were selected purposefully for their knowledge and experience with either Prince Edward County or the provincial parks in the area. The interviews were conducted in July and August of 2008, and consisted of a series of open-ended questions regarding the County, cultural planning initiatives and the provincial parks of the area. The interview also had questions that considered the potential for establishing events in the provincial parks that would highlight the cultural heritage of the area. Those interviewed included: Dan Taylor the Economic Development Officer of Prince Edward County, Don Bucholtz the Park Superintendent of Sandbanks Provincial Park, Rebecca LeHeup-Bucknell from the tourism organization Taste the County, four planners from the planning department of Prince Edward County including Jo-Anne Egan the Manager of Planning, an individual who is a leading member of the Friends of Bon Echo Provincial Park and, finally, Kathy McPherson the Natural Heritage Education Coordinator with Ontario Parks.

The project has received full ethics clearance from the Office of Research Ethics at the University of Waterloo and consent forms were signed that authorized the use of the names of the individuals that were interviewed. All of the individuals who were interviewed agreed to have their names used in the research with the exception of the member of the Friends of Bon Echo. The findings from the interviews have been organized according to the individual being interviewed and will be followed by a summary of common themes in section 5.3.6.

5.3.1 Economic Development Officer of Prince Edward County

The interview with Dan Taylor, the Economic Development Officer for the Corporation of Prince Edward County, provided a great deal of information regarding both the cultural planning initiatives of the County and the relationship between the County and Sandbanks Provincial Park. Mr. Taylor emphasized the wealth and importance of culture in the County and although he has a deep appreciation of the intrinsic value of culture in the County, it is his responsibility to look at culture as an instrument of economic development.

Cultural Planning

Mr. Taylor considers the development of cultural planning in Prince Edward County as a business process that began in 2004, and that was centered on the basic economic principle of leveraging its competitive advantage. This meant that embarking on a cultural planning process to establish a creative economy would improve the quality of place, which would be the competitive advantage of the County. It was determined that, even though it was a main contributor to the quality of place that set the County apart, culture was under appreciated and underutilized in this regard. As stated by Mr.

Taylor, "Culture is at the heart of it, it makes us special or unique" (D. Taylor, personal communication, July 9, 2008). It was this line of thinking that led to the creation of the Strategic Cultural Plan, which Mr. Taylor believes has been instrumental in emphasizing the importance and potential of the culture of the area. Focusing on the cultural planning process was done in anticipation of the decline of industry throughout the province and in an attempt to be forward thinking and pro-active about the future of the County.

With respect to the County's promotion of itself as the first creative rural economy in Canada, Mr. Taylor states that this is largely because Prince Edward County is not an urban area. The County has many elements that exist in a creative city, including a high quality of life, a creative culture, and a gay community. He also emphasizes that overall the rural culture of the County is more land and family based. Mr. Taylor notes that the old culture of the County, such as the architectural heritage, now serves as a backdrop for the new culture, which contains wineries, place-based food, world-class chefs and a growing artistic community.

Sandbanks and the County

With regards to the relationship between the community and Sandbanks Provincial Park Mr. Taylor offers several interesting comments and insights. He acknowledges that there are some positive aspects of interaction between the community and the park such as Sandbanks being a member of the Prince Edward County Tourism Development Alliance. However, he also believes that there is substantial room for improvement in the dialogue between the community and the provincial parks of the area. Although there is communication and interest regarding the relationship between the parks and the County there is on the whole, a lack of integration. Mr. Taylor refers to the

Sandbanks as "a bit of an island" but goes on to state that there is a huge appreciation for community integration within the County (D. Taylor, personal communication, July 9, 2008).

Although Mr. Taylor would welcome more integration of the park and the community, he also emphasizes that it would not be his focus. Mr. Taylor's responsibilities are related to development and because Sandbanks operates at capacity it does not require his attention. Another interesting comment from Mr. Taylor is that from his experience and observations the park is separate from the community. The park has its own mandate and it focuses on its own bottom line, which is serving the public in addition to the safety and the maintenance of the park whereas the community is not a priority (D. Taylor, personal communication, July 9, 2008).

5.3.2 Planners from the Corporation of Prince Edward County

This interview was conducted with four planners from the planning department of Prince Edward County including Jo-Anne Egan the Manager of Planning. The findings from the interviews with the planners can be categorized into three sections: the relationship between the park and municipality, the role of cultural planning in the County, and the opportunities and constraints that exist with regard to the municipality as a whole.

Cultural Planning

The planners define the cultural planning initiative in the County as a grassroots process, which was later passed on to a consultant and then picked up by Mr. Taylor the Economic Development Officer. At the time of the interview, they were considering adding the Strategic Cultural Plan to the Official Plan as a resource document. The

planners also consider several of the initiatives from the Strategic Cultural Plan, specifically the success of the Cultural Round Table and emphasize that it is a great way to bring both people and resources together. In addition to this, the planners commented on the role of the business community in Picton and the role of the Picton Business Improvement Association (BIA). One of the main priorities has been to draw people to the County earlier in the season and encourage them to stay later in the season. The BIA has also implemented longer and more consistent store hours during the tourist season. Another observation regarding the cultural planning process is that people are motivated by the success it has brought to the community.

Sandbanks Provincial Park

The planners offer several observations and insights regarding the role of Sandbanks Provincial Park within the County. They emphasize that in terms of a relationship between the municipality and the park, the interaction is limited. They suggest that this is primarily because, as a provincial body, the park has its own authority and essentially "they do their own thing" (J. Egan et al., personal communication, July 9, 2008). However, they agree that Sandbanks is unique as a provincial park in that the County's roads go right through it. Another consideration given by the planners to Sandbanks Provincial Park is the number of visitors it draws in and the impact of this on the County. For example, the planners state that the vast majority of the 500,000 visitors to the park need to go down the main street of Picton if they want to get to the park. This is the main access road to Sandbanks and although there may be some positive aspects such as tourists being able to window shop, the congestion it causes keeps local people away from the main street in the summer. Because of this, there is consideration being given to

creating a bypass away from the downtown (J. Egan et al., personal communication, July 9, 2008).

Planning in Prince Edward County

When asked to identify some of the opportunities and constraints that exist in the County, the planners provide a wide range of information. They list the opportunities as history, uniqueness, shoreline and beaches, development along the 401 corridor, the conservation authorities, geography, flora and fauna, the way of life, the high quality farm land, the potential for renewable energy, and tourism. The constraints or challenges includes a push-pull relationship between recently arrived and long term residents, a resistance to new ideas and initiatives, an uneven housing situation in which there are many residences but little affordable or rental accommodation, a small industry base with no one big employer, a lack of services in a large part of the County, a 30 minute drive the 401, and the lack of post secondary education opportunities to encourage young people to stay in the community (J. Egan et al., personal communication, July 9, 2008).

5.3.3 Executive Director of Taste the County

This interview was conducted with Rebecca LeHeup-Bucknell, the Executive Director of Taste the County, an organization that promotes and coordinates the tourism in Prince Edward County. She is very much in favour of more integration between the community and the park. She also notes that the Strategic Cultural Plan is a huge opportunity for integration.

Sandbanks

Ms. LeHeup-Bucknell makes several observations regarding the relationship between Sandbanks and the community. Some of the observations are negative, including

the fact that the campers can be viewed as simply using the area and that there is some resentment towards the provincial parks by the community because they do not pay taxes, which means there is no contribution to the infrastructure of the area. However, there are also positive observations regarding the relationship between the Sandbanks and the County especially related to the Prince Edward County Tourism Development Alliance (PECTDA). She considers the PECTDA successful because it is "easy for individuals to remain within their respective silos, whereas forums such as the PECTDA bring individuals together with an overall goal of rolling out a strategy" (R. LeHeup-Bucknell, personal communication, July 9, 2008).

Park Events

Ms. LeHeup-Bucknell has enthusiasm for the idea of establishing events such as farmers' markets, art shows or heritage displays within Sandbanks Provincial Park. She believes that there is a significant opportunity to work within Sandbanks and that it should be more integrated within the community. Some of the benefits that she sees which could be generated by a park event are that it could help create a longer camping season, it would allow for appreciation of the fall harvest, it could enhance the visitor experience, and it would educate people regarding local museums and heritage displays. Beyond this it would help keep dollars local and it would move people from within the park out into the community. It would be a win-win situation (R. LeHeup-Bucknell, personal communication, July 9, 2008).

Ms. LeHeup-Bucknell also puts things into an economic perspective by stating that the bottom line is economics and if farmers or local artists are able to extend their customer contact into the park they will increase their sales. It will also expose a larger

demographic to arts and would undoubtedly enhance the visitors' experience. She believes that holding events in Sandbanks Provincial Park would be a way to illustrate that, "a park gives to a community instead of taking" (R. LeHeup-Bucknell, personal communication, July 9, 2008).

She acknowledges that Sandbanks Provincial Park is the main attraction to the region and because of this, suggests exposing park visitors to the attractions of the County. Holding events within Sandbanks would expose visitors to the offerings of the area within the park. Another suggestion was to educate the park staff about the cultural attractions of the County since they often provide tourism information to visitors. This could be done through an ambassador tour that would familiarize park staff with the local attractions. Ms. LeHeup-Bucknell is optimistic about the practical potential for establishing a greater interaction between the park and other community. In her words: "The reality is that anything is possible and barriers are only self-made" (R. LeHeup-Bucknell, personal communication, July 9, 2008).

5.3.4 Park Superintendent of Sandbanks Provincial Park

This interview was with Don Bucholtz who is the Park Superintendent of Sandbanks Provincial Park. Beyond the broad open-ended questions this interview also considered the possibility of establishing a farmers' market that would take place on a weekly or monthly basis, within Sandbanks Provincial Park in an effort to highlight the cultural heritage of the County.

Sandbanks and the Municipality

Mr. Bucholtz describes the relationship between Sandbanks and the County mainly in technical terms. He mentions that the park is not considered part of the

municipality and it does not pay taxes. Although the municipality does provide the park with several integral services such as road system services, there are also services the County does not provide such as garbage pick-up. Mr. Bucholtz has an understanding and an appreciation of the work and initiatives of the County. This is made clear when Mr. Bucholtz states that, "What the county has done to establish a tourism package: farmers' markets, bike trails etc… has put Prince Edward County on the map" (D. Bucholtz, personal communication, July 8, 2008). Mr. Bucholtz mentions that Sandbanks makes an attempt to promote the attractions of the County and while it cannot advertise too much because it is a natural setting with a natural heritage designation, there are advertisements in the park tabloid. Also, the information gate and visitor centre can provide information regarding other attractions or features in the County.

Farmers' Market

With regards to the potential for establishing events that highlight the local culture of the County, such as a farmers' market, the Superintendent examined both the positives and negatives of the process carefully. Some of the major concerns regarding such an event are that Sandbanks would not want to take away from the livelihood of those farmers who sell their goods at the farm gate by allowing visitors to stay in the park. There would also have to be a real desire for this to take place. Another major concern was the issue of fairness. It would have to be a competitive and fair process that determined which farmers would be able to participate. Finally, the last issue is that of space, because the location of the event in the park could not impact the natural environment of the park.

Some of the positives for the event include promoting healthy living, eating locally and generating revenue. This would be a type of business venture for the farmers. It would also be a way to improve the quality of visitor experience. Mr. Bucholtz also states that, "There is no question that the visitors would like it, it (local produce) would be more readily available" (D. Bucholtz, personal communication, July 8, 2008). Another possibility is that more local produce could be featured within the park store. He also believes that new ideas, such as this have great potential within certain provincial parks although he is not sure Sandbanks is the most ideal fit. In considering the potential for establishing this event the role of the Friends of Sandbanks was also considered. He describes them as an association that augments the natural heritage research. He believes that they could either organize the event or at least be involved.

5.3.5 Leading Member of the Friends of Bon Echo

In an effort to understand what other provincial parks have done in terms of highlighting the cultural heritage of the area and connecting with the nearby community an interview was conducted with a leading member of the Friends of Bon Echo.

Bon Echo Art Show

The Friends of Bon Echo are responsible for the Bon Echo Art Show, which is a major park event that is held annually on the last weekend of July at Bon Echo Provincial Park located near Cloyne in Eastern Ontario. The art show brings to the park over fifty artists, mainly from Eastern Ontario and Quebec, whose art focuses on subjects such as nature, wildlife or the countryside. Artists must apply to participate and the work is juried. The event is advertised in local newspapers and in the publications of Land of Lakes Tourism. It is estimated that the Bon Echo Art Show attracts approximately 2,000

people a day and generates approximately $34,000 in art sales. A survey conducted by the Friends at one of the past art shows indicated that many of the visitors were local people or people from nearby cottages. The art show is also a social event with local musicians, food, and interactive art activities, such as soapstone carving. It is a major undertaking, with the planning and organization being done by a small committee of Friends and the on-site work including set-up and take-down being handled by 40-50 volunteers.

One of the main reasons for establishing the Bon Echo Art Show was to acknowledge that art has played an important role in the cultural history of the park. There are native pictographs on a cliff in the park and several members of the Group of Seven, an iconic group of Canadian artists, have visited the area to paint. The goal of the show is to keep the tradition of art active in the park. The art show is the type of event that is encouraged in the Friends of Bon Echo mandate because it promotes cultural heritage and it generates revenue through registration fees and a percentage of sales. Although the art show is a beneficial and popular event, it is too large-scale and involves too many resources to take place more than once a season. Because of this, the Director stresses the importance of the other natural heritage education programs that take place at Bon Echo Provincial Park. Last year over 60,000 people, approximately one third of all visitors to the park, participated in the programs.

Relationship between the park and community

Aside from the art show, however, the member of the Friends organization considers the relationship between the park and the local community to be limited. It is observed that once campers enter the park they rarely venture back out into the

community and that local residents or cottagers rarely come to the park. Some additional issues include resentment by the community that the park does not pay taxes, and that the park occupies the best land in the area. On the positive side, the park draws 200,000 visitors who spend money at local businesses for supplies. The member of the Friends Group believes that "there is not as much of a relationship as we would like" but emphasizes that the Friends "would love to have local people coming into the park" (personal communication, July 30, 2008).

5.3.6 Natural Heritage Education Coordinator of Ontario Parks

The interviews with officials in Prince Edward County established that there is not a great deal of interaction between Sandbanks and the County. Because a portion of this thesis will examine the role of major park events in engaging a community with a provincial park, it is also useful to acquire technical information regarding the functioning of Ontario Provincial Parks. As a result, an interview was conducted with Kathy McPherson, the Natural Heritage Education Coordinator of Ontario Parks.

Community Involvement

Determining how to involve a local community within a provincial park is a challenging task. Ms. McPherson explains that generally local residents do not use their own parks. However, there are initiatives such as sending flyers regarding park events to cottage associations or local libraries that are employed by different Ontario Parks to encourage locals to use the parks. Another example is that certain provincial parks try to maintain a relationship with the local newspaper and run a weekly column regarding park events. The overall goal for engaging the local community is to introduce visitors to the cultural heritage of the parks, and create a partnership with the local community.

Delicate Balance

There exists between Ontario Parks and the local communities, what Ms. Mcpherson refers to as a delicate balance. This is not only because it is challenging to incorporate the community into the park but also because there are positives and negatives to the relationship. There is the issue of competition, which refers to parks not wanting to take away business from other local businesses. A balance needs to be found between including the community and not stealing local revenues. Another issue is that the provincial government is responsible for provincial parks. This seems to separate the park from the municipality but although the parks do not pay taxes to the area, they do contribute to the local economy. With regards to community involvement in provincial parks, some of the challenges that were identified included the location of the park, the type of interpretive of educational programs it has, and the existing Ontario Park policies that govern issues such as sales of goods in the parks (K. Mcherson, personal communication, July 24, 2008).

5.3.7 Summary

Taken together, the interviews reveal several recurring themes. The major themes are the positive impact of the cultural planning initiatives of the County, the weak or limited relationship between Sandbanks and the community, and the potential that exists for establishing greater integration between Sandbanks and the community. There is also a connection made between the provincial parks of the County, specifically Sandbanks, and the economic development of the County. Another broad theme is the importance and challenges that exist in establishing a balance in the relationship between provincial parks and the local community.

5.4 Questionnaire

The final data collection method was a questionnaire that focused on major park events in Ontario provincial parks. Major park events refer to activities in Ontario provincial parks that go above and beyond the regular in-park Natural Heritage Education programming. Examples of major park events include activities such as maple syrup festivals, art shows, archaeological digs, history weekends and organized hikes. In order to collect data about these events a questionnaire was sent to approximately 20 Ontario provincial parks and from this distribution 13 questionnaires were returned. The provincial parks that responded to the questionnaire were: Bronte Creek, Algonquin, Frontenac, Bonnechere, Killarney, MacGregor Point, Murphy's Point, Pinery, Presqu'ile, Questico, Sandbanks, Short Hills and Sleeping Giant.

There were two major purposes for creating and distributing this questionnaire. The first purpose was to determine what role major park events play in educating participants about the cultural heritage of the surrounding area. The second purpose was to determine the role of major park events in engaging the local community.

The first questions are specific and focus on the details of the event, such as the time and place, the cost, and the history of the event. The second part of the questionnaire contains more open-ended questions that focus on benefits and challenges, community involvement and cultural heritage as they relate to major park events. The questionnaire targeted a small number of parks. This is because the focus of the questionnaire is on major park events, which not all parks have the capacity to hold. Parks that are larger and busier are more likely to have full-time Natural Heritage Education (NHE) staff. This means that it would be easier for events to take place in these parks because there is staff

responsible for the organization and planning of the event. As a result, the parks that responded to the questionnaire tend to be larger in both size and visitation numbers.

Despite the fact that almost all of the parks that responded to the questionnaire have a NHE staff member and a Friends group, there is range of diversity in the respondents that supports a general application of the findings. There is at least one park represented from all six camper zones including: Central, Algonquin, Northeast, Northwest, Southeast and Southwest. Various sizes of parks were also represented, for example the areas of the parks range from 162 hectares at Bonnechere to 772,300 hectares at Algonquin. The number of visitors annually ranges from 662 at Short Hills to 876,616 at Algonquin. Also, the percentage of occupancy from July to August ranges from 51% at Quetico to 97% at Killarney. This suggests that a wide sampling of information has been obtained and that the responses will provide a reliable general overview of events in the Ontario Park system. Table 5.3 was created to illustrate the variety of parks that responded to the questionnaire.

Table 5.3 Park Statistics for Questionnaire Respondents 2006

Park	Classification	Location	Size in Hectares	Visitors	Day Use Visitors	Campers	Developed Campsites	Average Length of Stay	July-August % Occupancy
Algonquin	Natural Environment	Algonquin	772,300	876,616	229,909	96,337	1,320	3.9	82%
Bonnechere	Recreation	Central	162	41,156	9,772	7,314	128	4.1	78%
Bronte Creek	Recreation	Southwest	683	387,577	349,311	10,745		3.4	52%
Frontenac	Natural Environment	Southeast	5,214	28,071	17,524				
Killarney	Wilderness	Northeast	49,325	101,285	19,088	10,257	126	4.1	97%
MacGregor Point	Natural Environment	Southwest	1,204	161,630	26,683	25,952	360	5.1	82%
Murphy's Point	Natural Environment	Southeast	1,239	52,064	10,872	11,622	160	3.2	68%
Pinery	Natural Environment	Southwest	2,532	646,108	118,044	122,317	1000	4.2	95%
Presqu'ile	Natural Environment	Southeast	937	197,408	70,068	32,302	394	3.2	78%
Quetico	Wilderness	Northwest	475,782	116,435	3,352	5,315	107	2.8	51%
Sandbanks	Natural Environment	Southeast	1,551	563,999	328,743	57,929	549	4	96%
Short Hills	Natural Environment	Southwest	661	662	662				
Sleeping Giant	Natural Environment	Northwest	24,400	60,962	17,502	15,020	240	2.7	73%

Source: Ministry of Natural Resources. (2007). *Ontario parks: Park statistics 2006*. Peterborough, ON: Queen's Printer for Ontario. [4]

This table indicates that the majority of the parks are Natural Environment class parks which "protect the landscapes and special features of the natural region in which they are located, while providing ample opportunities for activities such as swimming and camping" (Ontario Parks, 2002b, ¶ 1). The other classifications of parks that responded to the questionnaire were Recreation and Wilderness.

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[4] Camping statistics have not been provided for Frontenac Provincial Park because it is used for backcountry camping or Short Hills Provincial Park because it is a day use park.

Limitations

No questionnaires were received from parks with Historical, Nature Reserve or Waterway classifications. Although there is no one obvious reason why these park classifications did not respond, there are several possibilities to consider. First of all there may not have been any NHE staff working at any of these parks in the fall, when the questionnaire was administered. Beyond this, these three classifications of parks do not have recreation as their central goal and many do not have the facilities or staff needed to facilitate large events. The purpose of the Historical classification of parks is to protect sensitive historical and cultural resources. There are only four Historical parks, three of which are day-use only. Although there are numerous Nature Reserve parks, they are meant to protect distinct natural habitats and landforms and because of the fragility of these landscapes few of them are accessible to the public. Finally, the Waterway classification parks are river passageways, which are meant to provide canoeists with recreation and historical travel opportunities. In addition, many of the Waterway classified parks do not have visitor facilities and only support backcountry camping.

Because the questionnaire examines one specific major event, it does not generate information about the more permanent on-going relationships that may exist between a park and its community, although some consideration was given to the existing established connections between the park and local community. For example, although the major park event at Presqu'ile Provincial Park does not generate a great deal of community participation, in general the park has a close relationship to its nearby community, the town of Brighton. As the Senior Natural Heritage Education Leader states, *"Our relationship with the local community (Town of Brighton) is actually quite*

close, both in a physical sense and working sense. Physically they are all around us and part of the town is within our gates" (Returned Questionnaire, October 25, 2008). So, while certain events have more community interaction than others, this is not the only measure of success or failure of that park or event. It is instead another source of information regarding the complex relationship between parks and their local communities. The findings of the questionnaire will be organized into three sections: the local community, the participants and the parks.

5.4.1 The Local Community

Almost all of the parks that responded to the questionnaire indicated that the local community participates in the park events. The participation of the local community can take a variety of forms and this is illustrated in a statement from the Superintendent of Quetico Provincial Park, "Quetico is a very large park and Atikokan a somewhat small town (under 3,000) so there are layers of inter-connections from employment to education to recreation" (Returned Questionnaire, November 26, 2008). The layers of inter-connections between a community and park can be found in many parks in the Ontario Parks system. In an effort to present the findings regarding the multi-layered relationship between Ontario Parks and the local communities in a coherent manner, this section will be divided into three categories: participants, economic perspectives, and partnerships.

Participants

The majority of parks indicate that local citizens participate in events that take place in the park. For example at the Killarney Art Show, "it is estimated that about ¼ of the total visitors and exhibitors are from the local community" (Returned Questionnaire,

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January 6, 2009). The major park events offer benefits to the local participants. One benefit is evident in the following statement from the Acting General Manager of the Friends of Algonquin, "Many local persons attend Loggers Day each year. Some of them otherwise may take their proximity to Algonquin for granted" (Returned Questionnaire, October 12, 2008). In other words, the park can help the local community learn about and gain a greater appreciation for the landscape in which they live. This theme is echoed by Killarney Park whose art show provides, "a great opportunity to take home a great artistic memory of their visit/or in the case of locals, their "backyard" (Returned Questionnaire, January 6, 2009).

Two unique examples of community participation come from Quetico and Killarney Provincial Parks. At both parks part of the events are held in the community itself rather than in the park. At Killarney, the Art Show is held in the town of Killarney and the venues have included the local community hall and school. Similarly at the Canoe Expedition in Quetico the events are held at the park's Dawson Campground and the Atikokan Centennial Museum. As the Superintendent of Quetico states, "Events in the park were held on Saturday and in the town on Sunday. Local groups participated in both" (Returned Questionnaire, November 26, 2008).

Along with cases of successful interaction between the local participants and the park there are also cases where efforts to engage the local community have not been well received and have not been considered successful by those involved. For example, at the Spirits of the Past Weekend at Sleeping Giant Provincial Park there is little community involvement in the event. It is noted that this may be because the event is still quite small, and if it were to expand more participation from the community might be increased.

Another example is at Sandbanks Provincial Park, where there is little relationship between the park and the local community. In response to a question regarding the role of the local community in the Lakeshore Lodge Day event, the NHE coordinator from Sandbanks states, "There is a real lack of connection between the park and community. They are certainly given every opportunity to attend, but – for at least some of them – they stay away during the summer months, partly due to the cost to get into the park" (Returned Questionnaire, November 28, 2008). Because of this, the event at Sandbanks is held midweek to appeal to the campers as opposed to being held on the weekend to accommodate the local community. At the History Weekend at Presqu'ile the community plays a limited role in the event, although there is participation from the local High School Recreator Club. Some of the participants may be from the local community, but it is believed that most of the participants are campers and often the volunteers for the event are long time campers.

Economic Perspectives

This section will consider two economic perspectives: the first will focus on local businesses and the second will focus on tourism. The questionnaires reveal that almost all of the parks use local businesses to assist in the planning and management of their events. Several parks have direct connections to the local business community. For example, at Loggers Day in Algonquin Park, the park uses the local businesses to provide the food and supplies (Returned Questionnaire, 2008). For the art show at Killarney, local businesses provide advertising for the event. The Executive Director of the Friends of Kilarney states, "The event is highly publicized throughout local institutions (stores, municipal buildings, marinas etc.)" (Returned Questionnaire, January 6, 2009).

At Murphy's Point, local businesses play a vital role in the archaeology program, which takes place annually in the park. As the Senior Natural Heritage Education Leader states, "grants that fund cultural heritage projects are much more scarce and harder to come by than grants that fund environmental projects. As a result, the Friends turned to a much more labour intensive practice of soliciting many corporate donations from local small businesses" (Returned Questionnaire, personal communication, October 3, 2008). In this case the local business community is essential for the operation of the park event. At the MacGregor Point Art Festival, Ontario Power Generation, which is not the typical small local business, provides free day use of the park for visitors to the festival weekend.

Increased tourism that is produced by park events is another economic benefit. At the Maple Syrup Festival at Bronte Creek, the local business community has played a role in the event for several years. The Maple Syrup Festival is a month long event and it attracts approximately 35,000 visitors, a number that has a significant economic benefit for local businesses. There is cross promotion and integration of promotional activities between the local businesses and the park event including hotel packages and the promotion of maple syrup products and menus that become available throughout the town. As described by the park: "It is a win-win" (Returned Questionnaire, October 25, 2008).

The local tourism which can be generated by park events is described by the Park Superintendent at Bonnechere who states that one of the benefits of their archaeology event is that it "offers the educational component to the local communities as well as a chance to celebrate their past and a financial benefit in the encouragement of cultural tourism" (Returned Questionnaire, January 7, 2009). The generation of tourism from park

events is also considered by Sleeping Giant Park whose Festival of the Giant, "Encourages people to stay in Thunder Bay area or people to come from afar to visit (tourism)" (Returned Questionnaire, December 6, 2008). Similarly, at Killarney "with the event being held in the community, park visitors are encouraged to visit the town. This, coupled with visitors coming in from outside of town, has some economic benefits for the community and allows for greater exposure of it" (Returned Questionnaire, January 6, 2009). Although there were no detailed calculations or statistics of the economic benefits provided there is a consensus that the economic benefits exist and are significant.

Partnerships

This section will look at the contribution of community partners to park events. The responses to the questionnaire indicate that slightly more than half of the parks have established local partnerships to help in the organization and management of the events. The partners can include educational institutions, governments, community organizations or individuals. An example of the wide range of partners that can be utilized by a park and the varying degree of involvement that the partners can have is evident from the David Thompson Brigade Bicentennial Canoe Expedition at Quetico Park where the partners for the event were listed as, "Primarily: Quetico Park, Friends of Quetico and the Atikokan Centennial Museum. Secondly: Township of Atikokan, Atikokan Arts Centre and the Atikokan Library" (Returned Questionnaire, November 26, 2008). Another example of a park who has diverse partners is Murphy's Point whose partners include "Friends of Murphy's Point Park, Perth Museum (lend their support for the project through support letters for grants), many local businesses and service groups such as the

Royal Canadian Legion, Lion's Club, Rotary Club (funding contributions)" (Returned Questionnaire, October 3, 2008).

Educational institutions play active roles in park events. The MacGregor Point Art Festival has helped establish a relationship with both the local Art School and the Rotary Club, which is responsible for one of the barbeques at the events. Short Hills Provincial Park has a connection with Niagara College and Brock University where graduate students have studied the park, in subject areas such as erosion, mapping and drainage. The Pinery Park holds its Halloween Weekend event in partnership with the Lambton Heritage Museum. Educational institutions also participate in the event at Sleeping Giant where the resources of the Thunder Bay Historical Museum, Pass Lake Historical Society and local residents of Silver Islet are sometimes used.

In addition to educational institutions, other local partners include individuals and organizations. Short Hills Park has developed a relationship with Landcare Niagara, the Regional Municipality of Niagara, and the Town of Pelham. At the archaeology event at Bonnechere, the Park Superintendent explains that, *"One of our recent partners has been the local heritage society. They assisted us in finding local residents that have living memories of some of the logging activities of the early 1900s. This was an important link and has been encouraged throughout the other digs and publication development"* (Returned Questionnaire, January 7, 2009). The Archaeology Apprentice Program at Murphy's Point Provincial Park is organized by its Friends group. In addition to this they "Have a sub-committee that guides the entire event, from set-up, take-down, fundraising, liaising with schools, etc. The committee is made up of Friends directors, the principal archaeologists, a local teacher and me (the Natural Heritage Education Leader)"

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(Returned Questionnaire, October 3, 2008). The variety of people involved in this sub-committee illustrates the wide range of people who can become involved in and benefit from park events.

5.4.2 Participants

Major park events offer a wide variety of benefits to visitors and local citizens, but the most commonly mentioned benefit is entertainment and education. This is evident in a statement from Presqu'ile that, "people have fun and learn a bit about our cultural heritage" (Returned Questionnaire, October 25, 2008). Similarly, the event at Bonnechere "offers park visitors the opportunity to learn a bit about the cultural history of the area" (Returned Questionnaire, January 7, 2009). The Halloween Weekend at the Pinery also combines entertainment and education. As stated by the park's Natural Heritage Education and Resource Management Supervisor, the event "relies upon the Halloween theme to bring people into the park, but takes advantage of their visit to inform them regarding the park's ecology and history" (Returned Questionnaire, January 22, 2009).

The Canoe Expedition at Quetico offers the "chance to connect with history, learn dances, hear music, purchase souvenir items and general tourism" (Returned Questionnaire, November 26, 2008). Similarly, at Frontenac "the Historical Walk/Nature Hike gives participants an appreciation of the park's early settlement history and nature" (Returned Questionnaire, January 7, 2009). It is important that the park events actively engage the visitors and encourage interaction. For example the Natural Heritage Education Coordinator at Sandbanks describes its Lakeshore Lodge Day as, "a very interactive, entertaining way of interpreting this aspect of the park's cultural history" (Returned Questionnaire, November 28, 2008). Similarly, the Killarney Art Show

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"encourages visitors to interact with the artists and hear their stories and often find out about their painting sites. This event is beneficial to all because it engages the public and gives them first-hand exposure to many of the artists who paint/photograph the Killarney landscape" (Returned Questionnaire, January 6, 2009). This suggests that campers are not spectators at the event but are participants. This is also the case at Bonnechere where, "The event specifically looks at cultural heritage in an active format. Participants are encouraged to ask questions and participate in the exploration that the archeologists and local historians are performing" (Returned Questionnaire, January 7, 2009).

The archaeology program at Murphy's Point not only provides benefits to participants, but also results in the creation of additional programs. As the park Senior Natural Heritage Education Leader stated: "school children benefit immensely from this unique opportunity to discover their local heritage and the science of archaeology. Other visitors benefit from the spin-off interpretive programs and information gained as a result of the program" (Returned Questionnaire, October 3, 2008).

Roughly half of the parks that responded to the surveys mentioned that the park event has become a tradition and, as park events become a tradition, they encourage visitors to return annually to the park. The NHE specialist from Bronte Creek states, "Park Visitors get a great family tradition" (Returned Questionnaire, October 25, 2008). This is echoed by the Acting General Manager of the Friends of Algonquin who states, "Visitors are always looking for special events to do while in the park – it keeps them coming back; some visitors plan their holidays around this event – they wouldn't want to miss it" (Returned Questionnaire, October 12, 2008).

The events also offer participants a better understanding of the cultural heritage of the area and responses to the questionnaire illustrate the wide variety of culture that is highlighted through park events. At Quetico "The nearest community Atikokan calls itself the canoeing capital of Canada and many local organizations (e.g, hockey teams) have links to the voyageur theme. The program was linked with the park's overall education program (which includes voyageur heritage) as well as linked to the town's education program" (Returned Questionnaire, November 26, 2008). For other parks, the culture that is highlighted is artistic. This is the case at the MacGregor Point Art Festival, which emphasizes the "use of local artisans and talent and local park environment" (Returned Questionnaire, November 26, 2008). Similarly, at Killarney "the objective of the show is to promote and celebrate the extensive artistic heritage of the Killarney area" (Returned Questionnaire, January 6, 2009).

For other parks, the culture that is highlighted is historical. At Bonnechere "the event began as a way to promote our local cultural heritage and highlight the history of the early settlers to the area" (Returned Questionnaire, January 7, 2009). Bronte Creek combines historical with geographical considerations as they state, "Maple syrup production is truly a blend of Canadian (local Ontario) culture and natural resources. Sap is only collected in a small area of the world (around the great lakes) ---Bronte Creek has captured a small corner" (Returned Questionnaire, October 25, 2008). The history weekend at Presqu'ile, "touches on a number of the past eras of the park and area: pioneer life, early recreation as represented by the cottages and hotel guests in the 1900 to 1950's era (golf, dances, regatta, Sunday picnics, parade), War of 1812 activity at the park, and great lakes shipping/commerce" (Returned Questionnaire, October 25, 2008).

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The historical consideration of culture is also evident at Algonquin Park, where "Algonquin National (later to become Provincial) Park was formed in 1893 to protect the headwaters of the water systems and to preserve the forest to accommodate logging operations into the future. Logging is the basis for why Algonquin Park is here today" (Returned Questionnaire, October 12, 2008).

5.4.3 The Park

The findings in the responses to the questionnaire regarding benefits that events can offer to a park were also quite varied. Some of the most common benefits to the parks include increased visitation especially during the off-season, the improvement of the park's reputation and an increased appreciation for the park itself. An example of an event that helps to attract visitors in the off-season is the fall art show at MacGregor Point which, "Brings people into the park in a different season of the year" (Returned Questionnaire, September 10, 2008). Similarly the Halloween Weekend at Pinery Provincial Park "Was initiated to promote camping in the shoulder season …this event is hugely popular and often results in over 300 campsite bookings each October" (Returned Questionnaire, January 22, 2009). The History Weekend at Presqu'ille "Gives the park a reputation for "big" events" (Returned Questionnaire, October 25, 2008).

In certain cases the events have led to the development of long-term relationships between the park and local organizations. This is the case at the annual Tree Identification Walk at Short Hills, which led to the Niagara Woodlot Association offering assistance with tree planting in the park. The Friends group states that "The benefits are the knowledge of the park, education for the public and it builds on networking that might impact the park in other ways" (Returned Questionnaire, November 25, 2008). The

two archaeology events, one at Bonnechere and the other at Murphy's Point produce specific benefits to the respective parks. The Archaeology Day event at Bonnechere is useful because "it was also a way to financially support the archeological research that was taking place" (Returned Questionnaire, January 7, 2009). At Murphy's Point the park benefits from the archaeological information that is produced regarding the McPharlan House site. The Senior Natural Heritage Education Leader at Murphy's Point states that the "interpretive program also benefits immensely from the information gained and the increased profile of the historical site from the program" (Returned Questionnaire, October 3, 2008).

Another example of the benefits generated for parks by events is evident in an examination of the Bronte Creek Maple Syrup Festival. This is a large-scale event that, over the past 10 years, has increased park visitation from 2,700 people to 35,000. As the Natural Heritage Education Specialist from the park states, "This has meant staff contracts have remained intact for the spring portion. Increased exposure for the park and the Spruce Lane Farm (heritage) area of the park" (Returned Questionnaire, October 25, 2008). The extension of staff contracts as a result of the event is beneficial to both the individual staff and the park itself.

5.4.4 Summary

The first purpose of the questionnaire was to determine the role of major park events in educating participants to the cultural heritage of the surrounding area. The responses to the questionnaires indicated that major park events not only give participants a better understanding of the local cultural heritage, but also allow participants to engage with the cultural heritage of the park and the surrounding area. The second purpose of the

questionnaire was to determine if major park events can help establish a relationship between a provincial park and its local community.

The term relationship is used in this thesis to refer to the interaction and communication between a community and the nearby provincial park. The relationship between a park and community can take many forms, ranging from a simple communication between park staff and municipal staff to a greater on-going interaction between the local residents and the park. Establishing a relationship involves both the community and the park stepping out of their respective silos and engaging with one another. This relationship is beneficial to both the park and the community.

The responses to the questionnaire reveal that there are a wide variety and diversity of relationships that have been established between local communities and the provincial park through major park events. These relationships include local people participating in a park event, the park supporting local businesses, and the park engaging the resources of a community organization or institution. Examples of relationships that were established included Murphy's Point and the Perth Museum, Short Hills and Niagara College and Killarney and local artists. By establishing a major event, a provincial park has the opportunity to increase the community awareness and appreciation of the park. A major event can make people more aware that a provincial park near a community is an important resource for both local people and visitors.

Another major finding is that the park events provide a wide range of benefits for the local community, the participants and the park itself. Almost all of the park events were described as being both educational and entertaining. However, because this is the main goal of these events, it is no surprise that this is the case. What is noteworthy from

the findings is the additional and spill-over benefits that these events generate. Several parks acknowledge that the events can involve extra work or preparation in terms of ensuring staff presence or obtaining funds. However, there were no instances in which the challenges outweighed the positive outcomes of the events.

The data collected in this chapter from the document analysis, the interviews and the questionnaires will be analyzed in Chapter Six. The findings will be used as categories of information that can then be applied to a theoretical model regarding a valuable landscape.

CHAPTER 6: ANALYSIS AND RECOMMENDATIONS

6.1 Introduction

The three sections of this chapter are an analysis of the findings, a concluding overview and a series of recommendations. The findings from the document analysis, the interviews and questionnaires will be analyzed in order to address the research objectives and to answer the research question. The central research question is: can the relationship between a community and the nearby provincial park be enhanced through the use of the cultural planning process? In order to answer the research question, two research objectives were developed with the second having two components.

1. To illustrate the compatibility between the cultural planning process of Prince Edward County and the Valuable Landscape Model (Alumäe et al., 2003).

2. To use this model as a framework to analyze the following two considerations:

   a. The relationship between Prince Edward County and Sandbanks Provincial Park.

   b. The potential for major park events to function as instruments for engagement and interaction between a community and the local provincial park.

6.2 The Compatibility between the Cultural Planning Process of Prince Edward County and the Valuable Landscape Model (Alumäe et al., 2003)

> For those of us who are convinced that landscapes mirror and landscapes matter, that they tell us much about the values we hold and at the same time affect the quality of lives we lead, there is a need for wider conversations about ideas and impressions and concerns relating to the landscapes we share (Meinig, 1979, p. 47).

Although not all landscapes are recognized as having outstanding value that is deemed worthy of national or international protection, all landscapes possess value to those who inhabit or visit them (Stephenson, 2008). As illustrated in the literature review, a landscape can possess a multitude of values. The findings of this thesis illustrated that the management and use of cultural resources are important to the future of Prince Edward County. Because of this, the Valuable Landscape Model (Alumäe et al., 2003) was adapted as a framework through which to illustrate the values that exist in the County and that make it a distinctly valuable landscape.

The information that was used to modify the Valuable Landscape Model (Alumäe et al., 2003) came from the Cultural Map and the Community Identity Matrix (See Figure 4.6 and 4.7) in the Strategic Cultural Plan of the County. As examined in Chapter Two, one of the first stages in the cultural planning process is the creation of an inventory of the resources of a community. This process, known as cultural mapping, is used to define a community's identity and broaden the information base regarding the cultural resources. As illustrated in Chapter Four, Prince Edward County effectively mapped the tangible resources of the County in the Cultural Map, and the intangible resources of the County in the Community Identity Matrix. The tangible cultural resources were compiled using existing lists and directories while the intangible cultural resources were obtained

through a community survey that asked residents to consider the County's identity and character.

The findings of the Cultural Map and Community Identity Matrix will be combined into a Valuable Landscape Model in order to achieve a more holistic and interconnected view of the values of the County. Also, by presenting the tangible and intangible resources of the County at the same time, both are given equal consideration. The combination of the Community Identity Matrix and the Cultural Map is useful because, as Stephenson (2008) states, "[in cultural mapping procedures] the result can, firstly, be a static model of significance – a map of 'aesthetic', 'historic', and/or 'ecological' values, for example – with no way of conceiving of the landscape's cultural dynamics as a whole" (p. 128). Therefore by combining the tangible and intangible maps of Prince Edward County a more complete diagram of the cultural dynamics of the area can be acquired. Emphasis will be placed on the concept of relationships and engagement between the different value categories of the landscape.

The Valuable Landscape Model that will be adapted was originally developed by Alumäe et al. (2003) as a way to illustrate the categories of value that contribute to a valuable landscape. The original model, which has been examined in the literature review, is illustrated below in Figure 6.1.

**Figure 6.1 Values used for defining valuable landscapes**
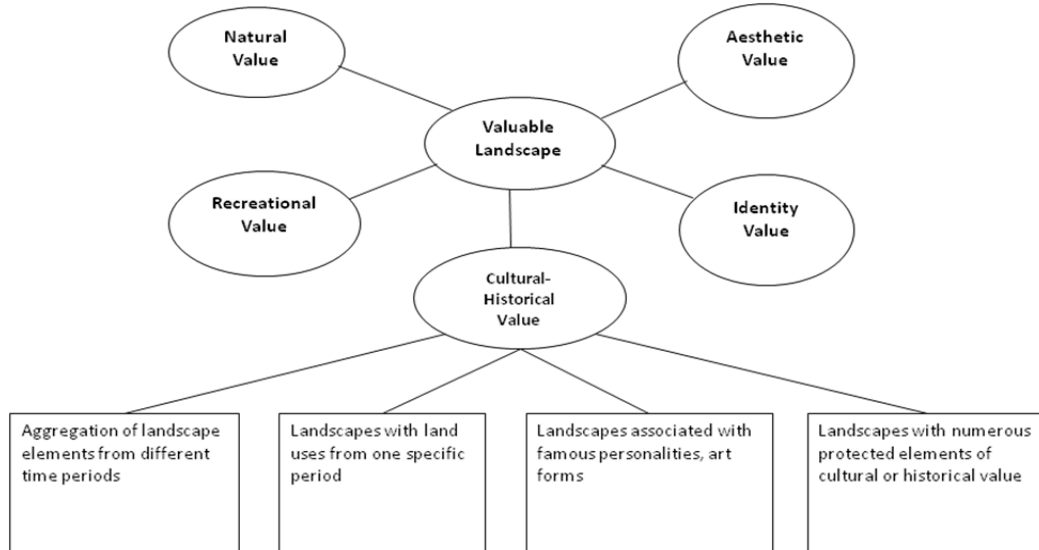
Source: H. Alumäe, et al. (2003) "Cultural and historical values in landscape planning: Locals'
perceptions." in Palang, Fry (2003) *Landscape interfaces: Cultural heritage in changing
landscapes*. Dordrecht; Boston: Kluwer Academic Publishers.

6.2.1 Adaptations

Several potential modifications to the original Alumäe et al. (2003) model were

considered in order to make the model more complete and applicable to Prince Edward

County, but in the end, the only major alteration to the original model was the removal of

the four cultural-historical categories at the base of the model as illustrated in Figure 6.2.

This was done because although these are useful sub-classifications, they put an explicit

emphasis on the cultural-historic values of a landscape and this research intends to

consider all categories of value equally.

Figure 6.2 Removal of the historic-cultural sub categories
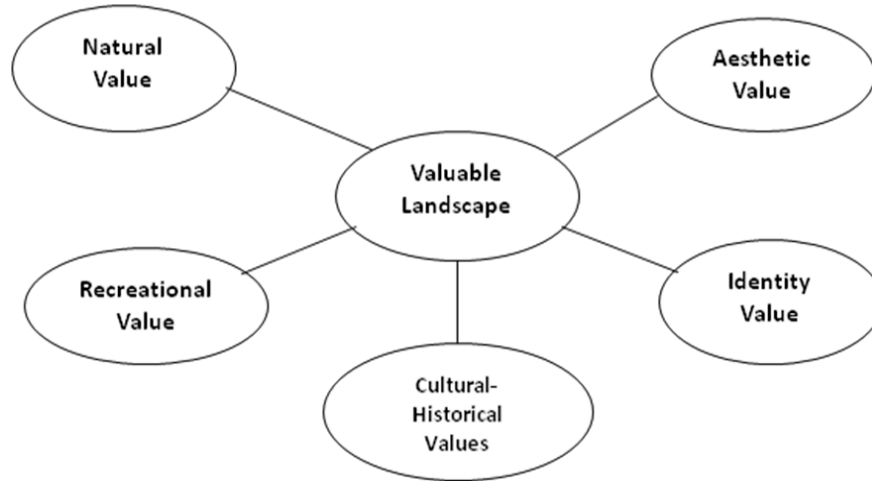
Another possible alteration was the removal of the category of aesthetic value. The authors of the original model admit that although initially this category was of great significance, it was discovered to be a largely subjective classification. However, a review of the literature regarding landscape values reinforced the idea that aesthetics is a major category of landscape value. The aesthetic aspect of landscapes has long been considered important, especially in the form of artistic expression, because it refers to the beauty of a place. The aesthetic aspect of landscapes is a problematic component because it is not easily defined or explained in terms of a tangible phenomenon. As Meinig (1979) states, "it rests upon the belief that there is something close to the essence, to beauty and truth, in the landscape" (p. 46). The aesthetic value of landscape is not necessarily tangible but is inherent in the meaning of the landscape, which links the local residents to the place. In addition to this, upon examining the findings from the Strategic Cultural Plan, there were many cultural resources that could be considered aesthetic such as pastoral landscapes, water, and open spaces. Therefore, it was determined that the aesthetic element would remain in the model.

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A second modification that was considered was the addition of a tourism/economic value to the model. Tourism is one of the pillars of the economy of Prince Edward County and is evident in activities such as roadside produce stands, tourism packages such as the arts trail and taste trail, and retail in the local communities. All of these elements contribute to the identity of the County. However, these are not actual discrete values of the landscape, but the packaging, promoting and marketing of the existing landscape values to visitors. Tourism promotes the County's recreational, natural, cultural-historical, and identity values but it does not require a separate category. Also, tourism is often closely categorized within recreation and so resources related to tourism will be included in this section. The decision not to include a separate tourism value section was confirmed in an attempt to enter the values of the County that were defined in the Tourism Strategy (2006). Although the values of the County that are listed in the Tourism Strategy are more concise, there is no consideration given to the intangible elements of the County, specifically that of identity or aesthetics. As a result, a tourism value will not be incorporated into the model.

6.2.2 The Valuable Landscape of Prince Edward County

The first step in applying the valuable landscape model to the case study of Prince Edward County was to use the data from the Strategic Cultural Plan to fill in the value categories of the model. A combination of the findings from the Cultural Map and Community Identity Matrix that were examined in Chapter Four, were taken from the Strategic Cultural Plan (2005) and entered into the Alumäe et al. model (2003). Because the Strategic Cultural Plan uses such a broad definition of cultural resources, it was possible to categorize the data into the landscape value categories of the Alumäe et al.

model (2003). The value categories in the model are: natural, aesthetic, identity, recreational and cultural-historical. Natural value refers to the natural diversity that exists in an area. Identity value refers to the ability of a landscape to define itself and its territory. Recreational value refers to a landscape's potential to offer recreational facilities. Cultural and historic value refers to elements from different time periods and elements that have been given some kind of protection. Aesthetic value refers to the appearance of a landscape. A review of the literature regarding landscape values confirmed that these were comprehensive value categories (Meinig, 1979: Palang et al., 2003). In Table 6.1, a summary of the findings from the Community Map and Community Identity Matrix has been created and categorized to fit into the valuable landscape categories.

Table 6.1 Cultural Mapping findings categorized into the Valuable Landscape Model

Valuable Landscape Categories in the Alumäe et al. Model (2003)	Findings from the Cultural Mapping Process of the Strategic Cultural Plan (2004)

Natural	- Natural heritage sites:
	   - Bird or wildlife sanctuaries
	   - Conservation authorities
	   - Provincial or national parks

Cultural/Heritage	- Cultural facilities:
	   - Archives
	   - Libraries
	   - Theatres
	- Arts, heritage and cultural organizations:
	   - Genealogical societies
	   - Historical societies
	- Cultural or entertainment businesses:
	   - Galleries
	   - Local media (radio and TV)
	   - Wineries or breweries
	- Religious organizations:
	   - Churches, synagogues, mosques
	- Fixed or immoveable heritage:
	   - Buildings
	   - Cultural landscapes
	- Heritage or cultural sites:
	   - Aboriginal heritage site
	   - Archaeological site

Recreational	- Conservation authorities - Cross-country skiing trails - Public parks - Scenic lookouts - Walking trails
Identity	- Island - Rural character - Unspoilt landscapes - Peace and quiet - Small town friendliness
Aesthetic	- Agrarian beauty - Pastoral - Water - Open spaces - Tranquil countryside - Wine country

This information was then used to adapt the Valuable Landscape Model to reflect Prince Edward County and, this adaptation is illustrated in Figure 6.3. Prince Edward County is located at the centre of the model because the landscape of the County is being considered, in what Meinig (1979) refers to, as a place. According to Meinig (1979), a

landscape as a place is a specific locality and represents all the characteristics of an area. Here the model is used to represent the geographic area of Prince Edward County and the characteristics and values it possesses. Because the data from the Strategic Cultural Plan is based on a community survey, the model represents what the residents of Prince Edward County consider to be the attributes of their landscape.

Figure 6.3 The Valuable Landscape of Prince Edward County
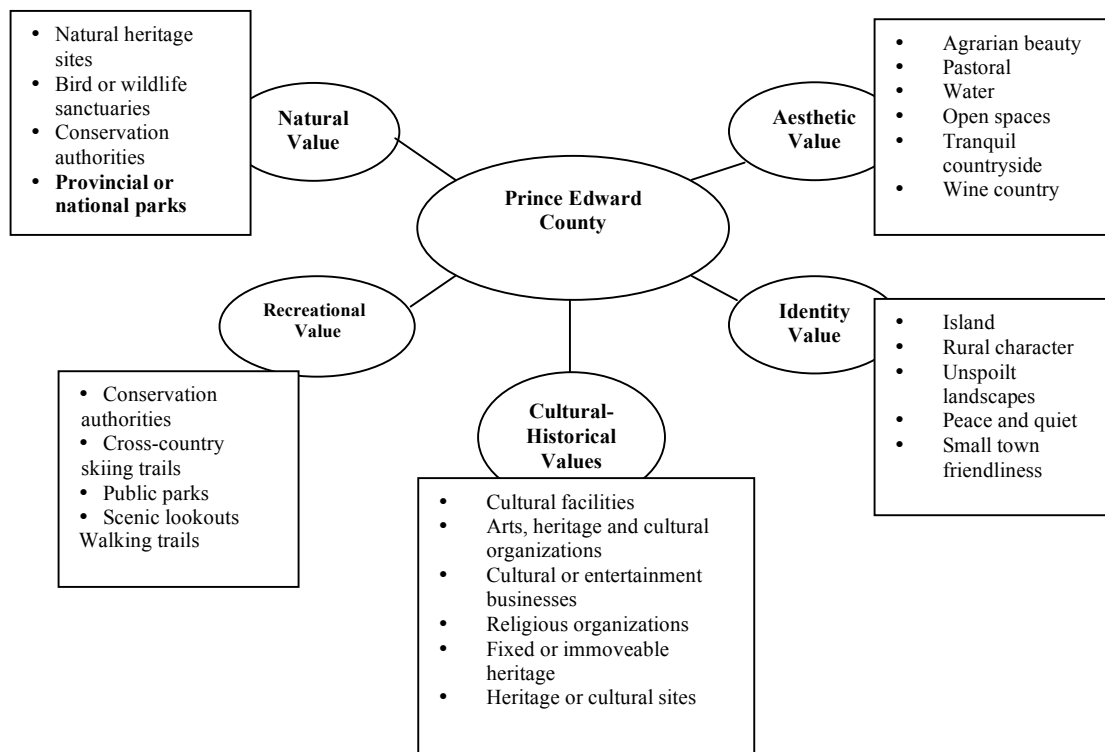
6.2.3 Summary of the First Research Objective

The first research objective was to illustrate the compatibility between the cultural planning process of Prince Edward County and the Valuable Landscape Model (Alumäe et al., 2003) so that the model could be used as a framework through which to analyze the second objectives. The findings of this research indicate that the underlying principles and the practical processes of cultural planning are compatible with the Valuable

Landscape Model. In Chapter Four, the cultural planning process in Prince Edward County is described as being based on a broad definition of culture, a whole system perspective and place based thinking. A broad definition of culture is present in the Valuable Landscape Model through the variety of its value categories. The diversity of categories of value is ensured throughout the process because community input is used to gather the data regarding the values of the landscape and is therefore open to a wide range of points of view. A whole system perspective is evident in the model because it connects the different elements of a landscape and is not solely focused on a specific area or element. Finally, place based thinking can be found in the valuable landscape model at the centre of the diagram. The effort to describe or interpret a valuable landscape is directly related to identifying the defining characteristics of a place.

The cultural planning process in Prince Edward County and the Alumäe et al. model (2003) are also compatible in a practical sense. Both seek to identify and classify the cultural resources of an area. This model is also a useful tool for a community to define and articulate what attributes they believe contribute to the value of their particular landscape. This illustrates the importance of cultural planning in both providing a broad inventory of the resources of an area and in reaffirming the value of a given landscape. More importantly, the readily available findings in the Strategic Cultural Plan, and the ease with which they are categorized into the Alumäe et al. model (2003), confirmed the compatibility between the two. Because of the compatibility between the cultural planning process in Prince Edward County and the Valuable Landscape Model (Alumäe et al., 2003), the model was used to analyze two considerations that are central to this research.

6.3 The Relationship between Sandbanks and Prince Edward County

      The next step was to analyze the relationship between Sandbanks and the County. In Chapter Five, several central documents from Prince Edward County and Sandbanks were examined to determine what value was attributed to the provincial parks of the County. It is possible to analyze these findings and organize them into the categories of value found in the Valuable Landscape Model (Alumäe et al., 2003). Table 6.2 summarizes the findings from the document analysis, analyzes the data, and places it within a value category from the Valuable Landscape Model (Alumäe et al., 2003).

Table 6.2 Document Analysis of the Value of Sandbanks Provincial Park

Document	Value attributed to the Provincial Parks of the County	Category of Value	
Official Plan of Prince Edward County (1993)	- The County considers Sandbanks a Tourism Corridor, which "include the **natural** and **cultural** heritage resources and attractions **of the County**, such as Sandbanks Provincial Park, museums, festivals and the arts." - Under the ***Recreational*** *Facilities* section of the Official Plan, the County states its intentions to support the existence of provincial parks.	- Natural - Cultural-Historical - Recreational - Identity	
Park Management Plan of Sandbanks Provincial Park (1993)	- The goal of Sandbanks is "to protect and interpret its provincially significant freshwater baymouth dune formations and associated **ecosystems** and its significant **cultural heritage** features, while offering a range of high quality of compatible **recreational** experiences." - The central focus of Sandbanks Provincial Park is the protection and enhancement of the **natural values** it contains. - The park objectives include: **resource** protection, **heritage** appreciation, **recreation** and **tourism.** - Many of the goals involve highlighting the Ontario landscape in which the park is situated. For example, the tourism objective is to, "provide Ontario residents and visitors from outside the province with opportunities to discover and **experience the distinctive regions of the province**."	- Natural - Cultural-Historical - Recreational - Identity	
Economic Development Strategy (2004)	- No mention of the provincial parks.		
Strategic Cultural Plan (2005)	- The park is considered a major **tourist** draw. - Within the **Cultural** Tourism theme, a sub category of this is to establish a "Closer collaboration with Sandbank Provincial Park." - The provincial parks are listed under the heading of **Natural** Heritage Sites in a summary of the **cultural resources of the County.**	- Natural - Recreational - Identity - Cultural-Historical	
Prince Edward County Tourism Strategy (2006)	- The provincial parks are listed as **natural** and **recreational** values - Sandbanks is listed as a major contributor to the beaches section, one of the core attractors to the County. - Sandbanks is a member of PECTDA, a collection of individuals who attempt to organize the efforts of tourism development in the County. - Sandbanks is also mentioned in relation to the possibility of overcrowding as a cost of **tourism** development in the County.	- Natural - Recreational	

The lack of consideration for the provincial parks of the County within the SEDP was initially surprising. However, the SEDP, and its conclusion that the economic potential of tourism and culture in the County was not being maximized was the reason that the Strategic Cultural Plan and the Tourism Strategy were created. Therefore the

SEDP could be considered as a gateway document, whose recommendations led to greater consideration of the provincial parks of the County. It is now possible to further modify the Valuable Landscape Model to reflect the value of the provincial parks of the County as analyzed in the document analysis. The modified model appears below in Figure 6.4.

Figure 6.4 The value of Sandbanks as illustrated in the document analysis
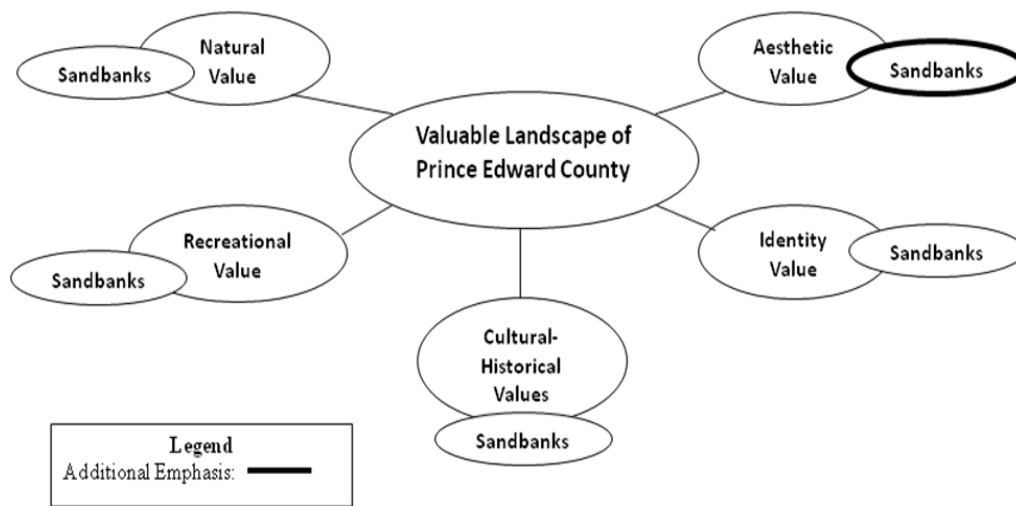
The inclusion of Sandbanks in the model illustrates that the provincial park plays a major role in contributing to the overall valuable landscape. The cultural mapping process from the Strategic Cultural Plan, which was used to modify the Valuable Landscape Model to reflect Prince Edward County in Figure 6.4, indicated that Sandbanks had natural value. The document analysis supported this and indicated that the provincial parks also contributed recreational, cultural-historical and identity value to the County. It was often indicated that the provincial parks of the County were thought to contribute tourism value, which was classified under the category of recreational value.

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It is reasonable that Sandbanks should also be included within the aesthetic value of the landscape. As mentioned above, the aesthetic value category, although subjective, is an essential component of the overall landscape of an area. The circle representing the contribution of Sandbanks to the aesthetic category of value is darker to illustrate that, although it is not specifically mentioned in the documents, there is little doubt that Sandbanks contributes to the aesthetic value of the landscape of the County. Sandbanks has elements such as water and open spaces that were recognized as contributing aesthetic value to the County. The consideration of Sandbank as an aesthetic value to the County is further confirmed by its occupancy rate of 96% during the summer months.

The second category of information that has been used to modify the model of the Valuable Landscape of Prince Edward County is the analysis of the interviews. The analysis of the interviews reveals several recurring themes. One of the major themes from the interviews is the limited current relationship between Sandbanks Provincial Park and the community. The relationship is often considered in terms of technical infrastructure issues, such as roads, mail delivery or municipal services, including garbage pick-up and taxes. Several of the people interviewed considered the park to be isolated and viewed it as an island within the County. One interviewee mentioned that the residents feel resentment towards the park for its failure to contribute more to the area. Overall, it did not appear that there was a great deal of interaction between the community and Sandbanks.

Despite this, the interviews also revealed optimism for improvements in the relationship between the park and the community. Most of the individuals interviewed used terms such as 'potential' or 'opportunity' to describe the future for the relationship

between the two. They stressed the need for more integration between Sandbanks and the County and emphasized that the County promotes and encourages interaction.

An analysis of the information gathered in the interviews was the basis for the next adaptation to the Valuable Landscape of Prince Edward County model. The document analysis established that the provincial parks of the County contribute natural, recreational and cultural-historical, identity and aesthetic values to the landscape. However, the interviews revealed that there was a lack of connection or interaction between the County and park. This is represented below in Figure 6.5. The connecting lines between the centre of the model and the various value categories have been replaced with a dotted line in order to illustrate that although there is recognition of the value of Sandbanks there is weak or limited connection between the park and community.

Figure 6.5 The relationship between Sandbanks and the County
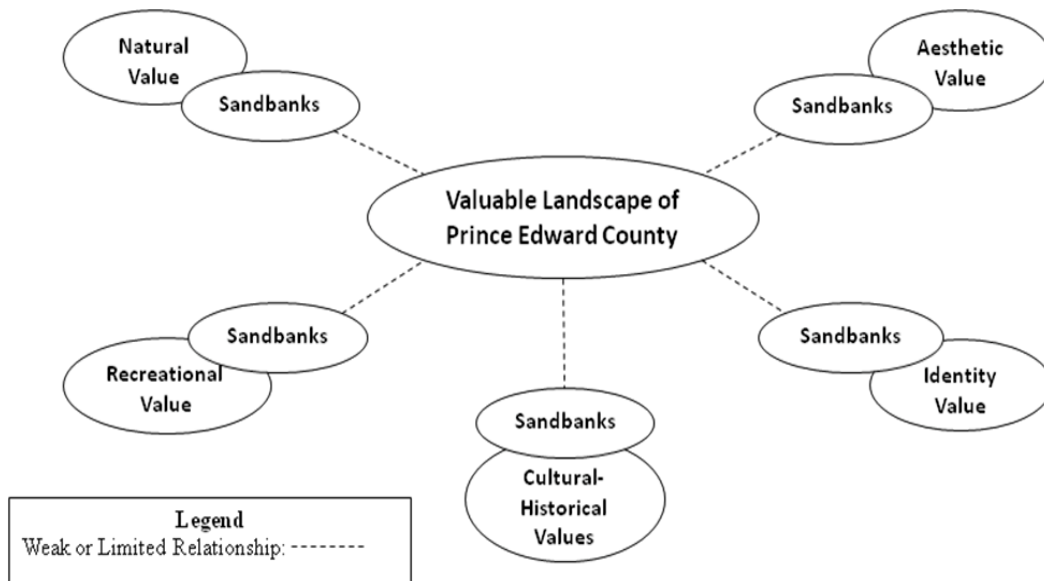
The model was modified again in Figure 6.6 through the addition of bolded arrows to illustrate the openness to and potential for establishing a more dynamic relationship between Sandbanks and the County that was revealed in the interviews.

Figure 6.6 The potential for interaction between Sandbanks and County
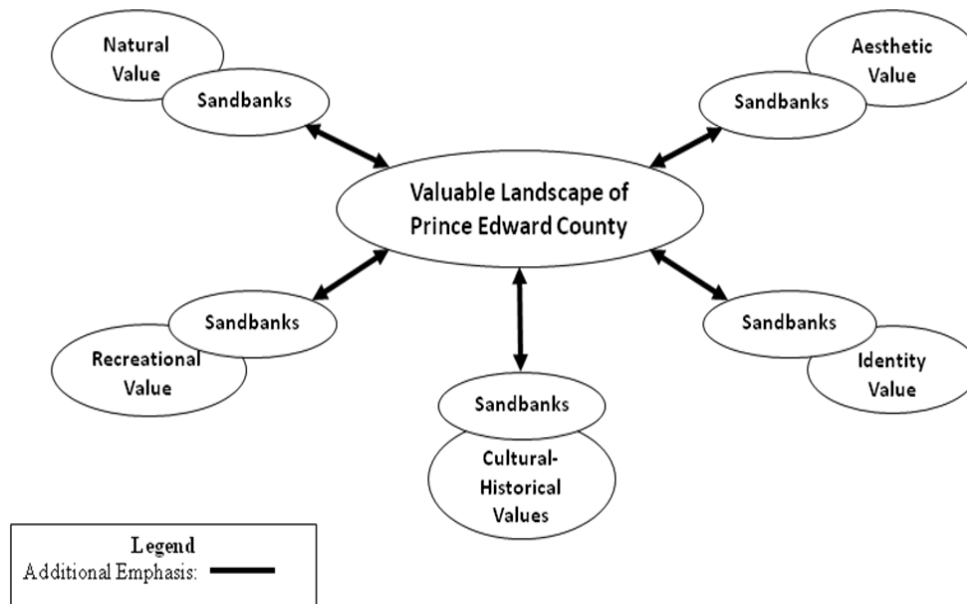
6.3.1 Summary of the Analysis of the Park-County Relationship

The ways the model has been adapted up to this point address the relationship between Prince Edward County and Sandbanks Provincial Park. The document analysis revealed that the provincial parks in the County are considered to contribute natural, recreational, identity, aesthetic and cultural-historical value to the overall landscape of the County. However, an analysis of the interviews revealed that the interaction and relationship between the County and the local provincial parks is limited and that there is room for improvement. Overall, although the value of the provincial parks in the County is recognized, there needs to be more focus on interacting or engaging the community with the park. This would allow the community to acquire a better understanding of the

value of the provincial parks to the County as a whole. The following section will examine a way in which the engagement and interaction between the County and the provincial parks can be developed.

6.4 Major Events at Ontario Provincial Parks as Instruments for Engagement between a Community and the Local Provincial Park

The next research objective was to determine the potential for major park events to function as instruments for engagement and interaction between a community and its local provincial park. The final category of information collected was produced by a questionnaire that was distributed to selected Ontario provincial parks. An analysis of the findings of questionnaire was used to further develop the Valuable Landscape Model. One of the most important findings in the analysis of the responses to the questionnaire is that major events that take place in Ontario provincial parks are beneficial for the local community, the participants, and the provincial park itself, in a variety of ways. The park events affect the community through promoting local participation, supporting local businesses, encouraging tourism of the area, and developing local partnerships. The events provide visitors with an educational and recreational experience, encourage them to explore the local area, and provide them with a better understanding of the cultural heritage of the area. The events encourage visitation to the park, extend the shoulder season of visitation, and increase awareness of the park value.

In addition, the major events in Ontario provincial parks encourage interaction between the parks and the community and, in certain cases, have established long term relationships between the two. While the local community plays a different role at each particular park, there was almost always some degree of interaction with over half the

parks indicating that they have local partners who assist with major events. The responses to the questionnaires illustrated that there was a wide variety of community partnerships that can be established between a provincial park and its local community. This included partnerships with municipal governments, libraries, schools, museums, conservation authorities, rotary clubs, and heritage societies.

The responses to the questionnaire reveal that almost all of the park events make a connection to the cultural heritage of the area. The events highlight elements of cultural heritage, not only within the provincial park, but also within the local landscape. This allows for participants to gain a better understanding of the distinctive culture of the area they are visiting beyond the boundaries of the park. Several of the major park events bring participants from the community into the park and visitors to the park into the town. By encouraging movement and by educating visitors to the cultural resources of the greater landscape, these events are engaging and promoting the valuable landscape. Another consideration was that the park events use a wide definition of cultural heritage. The cultural heritage that was highlighted through the park events ranged from historical to natural to artistic. This was a significant finding because it illustrates Ontario Parks embracing a wide definition of culture and notably culture that continues beyond the park boundaries into the local landscape.

6.4.1 Sandbanks

An issue that needs to be addressed is that Sandbanks was one of several parks that indicated that the major park event had not been successful in establishing a relationship between the park and community. Although disappointing, this information confirms the finding that there is an undeveloped relationship between the park and the

community. That Sandbanks was one of the exceptions among the parks responding to the survey does not undermine the potential ability of park events to work as an instrument of engagement between a park and community. More likely, this is indicative of the existing lack of an established relationship between the park and community and a specific event that does not make a deliberate effort to engage the local community. The responses to the questionnaire reveal that although attempts were originally made to connect to the community, the event is now held mid-week in order to appeal primarily to campers. However, by learning from park events elsewhere that have successfully engaged the local community, Sandbanks can focus on establishing events and activities that can be used as instruments with which to establish or improve its relationship with the rest of the County.

Based on an analysis of the responses to the questionnaire, the model of the Valuable Landscape of Prince Edward County has been adapted again, as seen in Figure 6.7. Although this model could represent the implementation of successful park events in any Ontario community with a provincial park, here it will be applied to Prince Edward County. The major events in Ontario provincial parks facilitate a better understanding of the cultural heritage of the park and the surrounding landscape. These events also encourage interaction and engagement between the community and park and therefore promote and connect the elements of the valuable landscape of the area. To illustrate the role of major park events in establishing relationships and generating awareness of the park the model has been reorganized. Although the overall concept of the model remains the same, the various partners and participants have been included in a box in the center of the diagram. Locating the partners and participants of major park events in the middle

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of the connecting arrows illustrates the role of the major park events as mediators that facilitate the engagement of the park with the overall landscape. The major park events also contribute to an increased awareness of the value of the park, which is illustrated in the model through the Sandbanks category being bolded.

Figure 6.7 Engagement of the valuable landscape of the County through park events
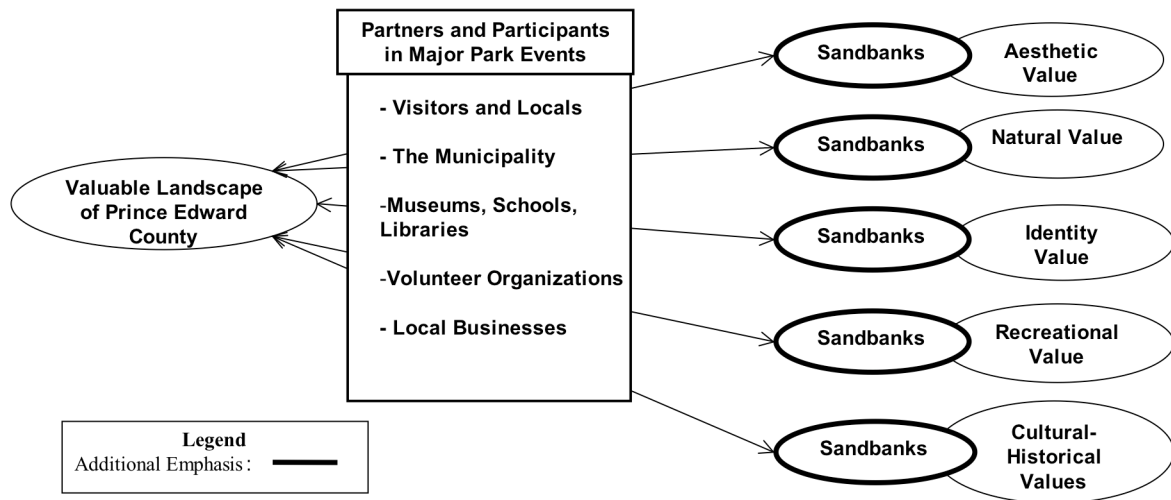
6.4.2 Summary of the Potential for Events to Stimulate Engagement

The final consideration was to determine the potential for major park events to function as instruments or sites for engagement and interaction between a community and the local provincial park. An analysis of the questionnaires reveals that major park events in Ontario provincial parks can serve as successful instruments to encourage and establish a basis for interaction and engagement between a community and its local provincial park.

6.5 Research Question

Having addressed the research objectives, it is now possible to propose an answer

to the research question: can the relationship between a community and the nearby

provincial park be enhanced through the use of the cultural planning process?

6.5.1 The Principles of Cultural Planning

To answer the research question it is useful to return to the five stages of the

cultural planning process that were outlined by Baeker (2009) and described briefly in

Chapter Two. The first stage is that the municipality must adopt a broad definition of

cultural resources. This was done in Prince Edward County as officials adopted the

principles of cultural planning including a broad definition of culture, a whole system

perspective and place based thinking throughout the Strategic Cultural Plan (2005). Also,

by extending the term "culture" to "cultural resources" the County promoted a broader,

all encompassing consideration of its resources. A municipality that embraces these

principles is more likely to consider, promote, and protect all of the cultural resources it

possesses regardless of whether it is a municipal or a provincial facility. The principles of

cultural planning encourage a municipality to adopt a more all-encompassing perspective

on its landscape and to include and to re-assess the contributions from the provincial

parks.

6.5.2 An Inventory of Cultural Resources

The second stage in the municipal cultural planning process is embarking on the

process of cultural mapping which identifies both the tangible and the intangible cultural

resources of the area. The cultural planning process in Prince Edward County began with

an inventory of both the tangible and intangible cultural resources of the area. As

illustrated earlier in the analysis, the cultural mapping process from the Strategic Cultural Plan revealed that the community considered the provincial parks of the County to be a natural resource. The cultural mapping process facilitated a reassessment and generated awareness of the value of the County's resources including the provincial parks.

In addition, the cultural mapping process that took place in the Strategic Cultural Plan of Prince Edward County facilitated the application of the Valuable Landscape Model to the case study of Prince Edward County. The model revealed the contribution of the provincial parks to the overall landscape as it determined that Sandbanks contributed to the natural, recreational, aesthetic, identity and cultural-heritage value of the area. The cultural planning process allows for a community to define what makes its landscape valuable and it can then be used to illustrate the benefit and contribution of the provincial parks.

6.5.3 Integration of Culture within all Departments

The third stage in the municipal cultural planning process outlined by Baeker (2009) is to encourage the integration of culture within all departments in a municipality and to build strategic partnerships. This has been accomplished in Prince Edward County in a variety of ways. The most prominent way is through the establishment of a Municipal Cultural Policy that has been approved by Council and which serves as an acknowledgement that culture is a shared responsibility among the municipality, local businesses and the community. The commitment section of the Cultural Policy is meant to illustrate the municipality's effort to integrate culture throughout all of its internal departments.

The areas of responsibility that are outlined in the Municipal Cultural Policy include: planning and policy; funding and investments; partnerships and capacity building; communications; and program delivery. Examples of some of the initiatives include, "*Planning and Policy* – We will take culture into account in developing and monitoring plans and policies in such areas as land use, economic development, community programs and services (including parks, recreation and culture), and public works" (Prince Edward County Cultural Round Table, 2006, p. 3). Another example is "*Partnerships and Capacity Building* – We will build partnerships with our community and business partners through participation in the Cultural Round Table, the Tourism Development Alliance, and other partnership opportunities" (Prince Edward County Cultural Round Table, 2006, p. 3). The establishment of the Municipal Cultural Policy promotes collaboration between a variety of groups, including the Prince Edward County Tourism Development Alliance, in which the provincial parks of the County are a member. The Municipal Cultural Policy is an example of a legal document that reflects an openness and enthusiasm to greater interaction in the County, which the provincial parks can benefit from.

In addition to the Municipal Cultural Policy, the plans and documents that are part of the cultural planning process in Prince Edward County emphasize the importance of the provincial parks of the County and encourage more interaction with the community. The Official Plan and the Park Management Strategy are plans that would have been in place regardless of any cultural planning initiatives. On the other hand, the Strategic Cultural Plan and the Tourism Strategy are both directly related to the cultural planning initiatives of the County. In both of these documents, but especially the Tourism Strategy,

consideration is given to the importance of the provincial parks and to the potential for greater interaction and involvement between the County and Sandbanks.

6.5.4 Cross-sector Collaborative Strategies

The fourth stage in the municipal cultural planning process is to develop cross-sectoral and collaborative strategies with community and business partners and establish mechanisms such as roundtables to sustain the collaborations. There are several examples of cultural planning strategies and initiatives that led to a more collaborative relationship between the County and the provincial parks of the County. The most obvious example is the establishment of the Prince Edward County Tourism Development Alliance, which brings the park into dialogue with other community organizations in the County. This reflects the emphasis on communication and interaction that exists in the cultural planning process. It also illustrates that the cultural planning process can lead to and encourage the establishment of initiatives that promote the relationship between a community and its provincial park.

In addition to this, there is the Cultural Round Table of Prince Edward County, which consists of representatives from council, the municipality (Planning; Corporate Services/Economic Development; Recreation, Parks and Culture; Public Works), local cultural leaders, business leaders and community leaders. The Cultural Round Table holds monthly meetings, has a website that highlights the County's culture and has assisted in the development of several notable cultural programs and initiatives. An example of a successful initiative is the Arts Trail, which is a coordinated route that allows visitors to connect between the various artists, galleries and studios across the County. Because it is an organization that emphasizes collaboration there is potential for

greater interaction between the provincial parks of the County and the Cultural Round Table. Current members of the Cultural Round Table include representatives from local museums, arts councils, libraries, theatre groups, municipal staff and community members. It is a forum for informal dialogue and anyone who is interested in participating can join. Therefore, a representative from the provincial parks of the County could join the Cultural Round Table and it could be used as a forum to promote dialogue and interaction between the provincial parks and the County and the cultural community.

6.5.5 Engaging the Community

The fifth and final stage in the municipal cultural planning process is to engage the community and strengthen networks outside of the cultural sector. This has been a successful initiative in Prince Edward County. An example is the cultural rally, which is a forum that is organized to bring together the community to assess progress and raise awareness of cultural initiatives as well as to identify future strategies and priorities. The first cultural rally in Prince Edward County took place in March 2007, and was attended by 200 local residents (Baeker, 2008). The cultural rally illustrates the openness that exists in the County to engaging the community and strengthening networks, which indicates that greater collaboration between the County and the provincial parks of the County would be not only possible but also be widely desired.

The majority of people interviewed believe that the cultural planning initiatives of the County have produced and are producing positive outcomes. An obvious explanation for this is that many of the people interviewed are involved in the cultural planning process. However, even those not involved, such as the municipal planners and the park superintendent, see value in the cultural planning initiatives. There is also

consideration given to the positive impact of cultural planning on the provincial parks of the area especially with the inclusion of Sandbanks in the Prince Edward County Tourism Development Alliance.

6.6 Conclusion

This research does not argue that the cultural planning process is the only, or even the perfect way for a community and the nearby provincial park to engage in a mutually beneficial relationship. However, the research does illustrate that there are elements and applications of the cultural planning process that can assist a community in efforts to improve or work towards establishing a collaborative relationship with its local provincial park. The cultural planning process emphasizes the use of a broad definition of culture, which includes tangible and intangible resources. It encourages a community to produce an inventory of its cultural resources, which helps illustrate the value a provincial park contributes to the landscape of an area. It also emphasizes the importance and potential for interaction and communication between different cultural resources and sectors of a community, including the provincial park.

The potential for the cultural planning process to contribute to an increased awareness and engagement of the provincial parks of an area is illustrated in Figure 6.9. The elements of the cultural planning process, such as collaborative groups and a broad definition of culture, have been included in the diagram because they highlight and emphasize all the categories of value of a landscape including the provincial parks. Similar to major events in provincial parks, the elements of cultural planning are located in the middle of the connecting arrows because they are means through which the County

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can engage in dialogue and connect with its various categories of value including

Sandbanks. A change from Figure 6.8 is that the arrows now connect directly to the

categories of value as opposed to connecting with Sandbanks. This is because the cultural

planning process engages and highlights all the categories of value of a landscape

including provincial parks, whereas the major park events highlight the provincial parks

contribution to the categories of value of the landscape. In addition to this the connecting

arrows have been bolded to illustrate the increased emphasis on highlighting the

categories of value that is part of the cultural planning process. Even though Prince

Edward County has become a leader in cultural planning, it still does not have a perfectly

interactive relationship with its local provincial park. However, the initiatives that have

been produced by the cultural planning process can be the framework through which a

better relationship between the County and Sandbanks is achieved.

Figure 6.8 Cultural planning initiatives in Prince Edward County
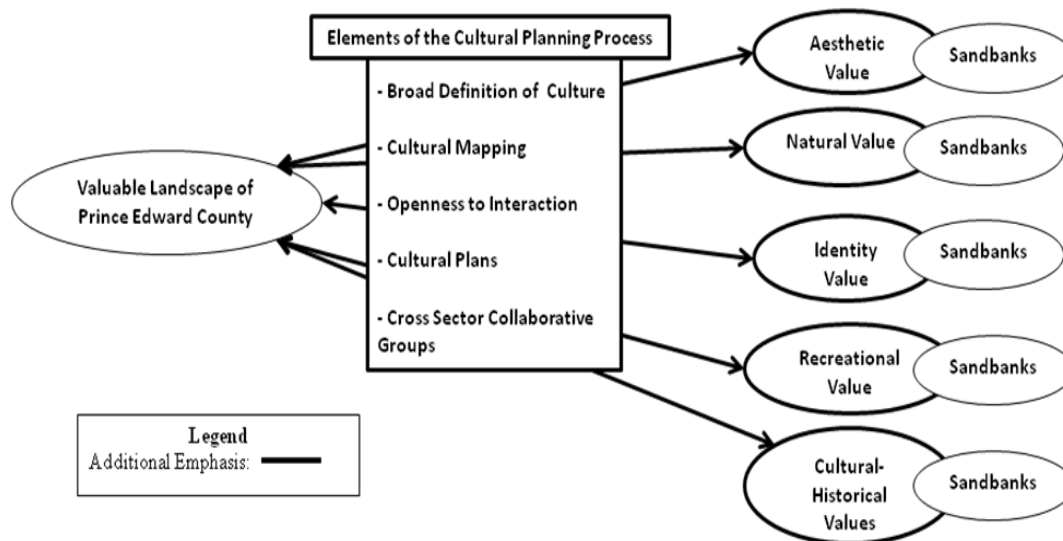
A final and more general model has been produced in Figure 6.9 that illustrates

the potential of the cultural planning process to connect a community to the nearby

provincial park. Although this research focused on the case study of Prince Edward County, it can be applied to other communities with nearby provincial parks. The model emphasizes that the goal of cultural planning is to highlight all of the categories of value a landscape possesses, including the contributions from the provincial parks of the area. This model can be used in other areas of Ontario that have nearby provincial parks and that have embarked on or are considering embarking on the cultural planning process.

Figure 6.9 Cultural planning initiatives across Ontario
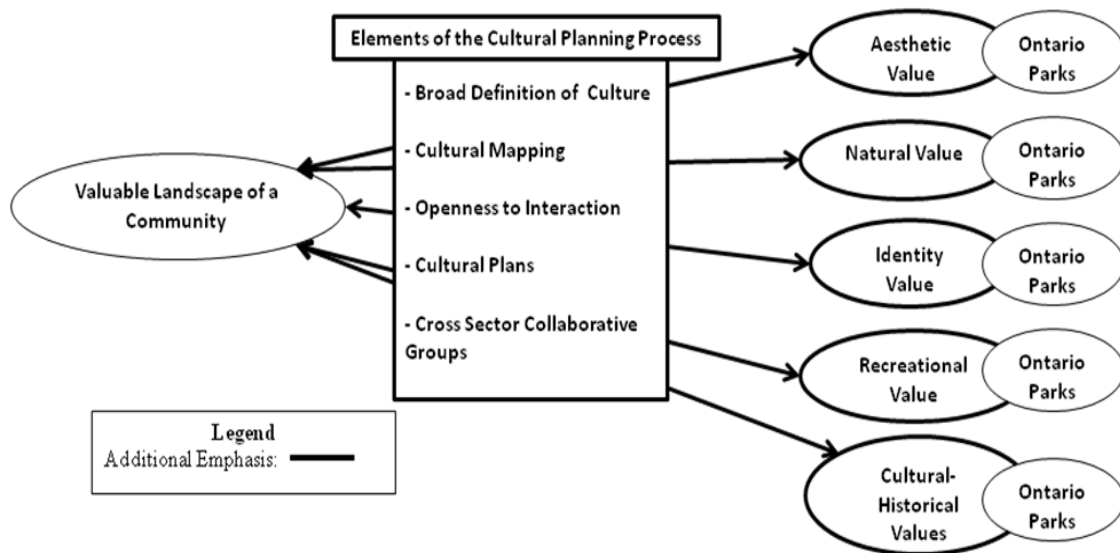
6.7 Recommendations

Having addressed the research questions and objectives, it is possible to make several recommendations.

6.7.1 Make use of existing plans

There are documents that have been produced by both the municipality and the park that support and encourage interaction between Sandbanks and the County. For example, the Official Plan states that the County will facilitate and encourage communication and efforts between tourism operators, especially with respect to

provincial park development and programs. The Strategic Cultural Plan contains an initiative to establish a more collaborative relationship with the park. The goals and objectives of the Park Management Plan promote encourage visitors to the Sandbanks being able to experience different Ontario Landscapes. The Tourism Strategy considers the provincial parks of the County in a variety of ways, but especially as a major contributor to the future tourism of the area. By working within the existing legislative and administrative framework, there is room to enhance the relationship between the County and Sandbanks Provincial Park.

6.7.2 Promote forums for dialogue between the County and Sandbanks

A second recommendation is that the County and Sandbanks continue to make use of existing forums in which dialogue between them can take place. The Tourism Strategy reveals that Ontario Parks, and specifically Sandbanks, is a member of the Prince Edward County Tourism Development Alliance (PECTDA). This is a group that focuses on the direction and management of tourism throughout the County. Although it focuses mainly on tourism, there are many cultural groups that are also members of the PECTDA including the Cultural Round Table, the PEC Arts Council, and the Museums of Prince Edward County. There is also potential for a representative from the provincial parks of the County to participate in the Cultural Round Table. This is an informal committee that brings together those involved with the culture of the County such as museum, library, and theatre representatives and it is open to anyone interested in participating. This would be another useful forum for discussion between the provincial parks of the County and the local community.

The PECTDA and the Cultural Round Table provide and existing framework through which greater collaboration between the County and the provincial parks of the area could occur. The questionnaire and interviews revealed that major park events can help promote awareness of a provincial park and can generate improved relationships between a provincial park and its local community. There is potential to work within the PECTDA or the Cultural Round Table to encourage and develop the possibility of hosting major events within the park as a way to educate visitors about the park itself as well as the cultural heritage of the surrounding area.

6.7.3 Expand the Ontario Parks definition of cultural heritage resources

Another recommendation is to expand the definition of culture used by Ontario Parks. As opposed to the broad definition of culture used in the cultural planning process, Ontario Parks defines cultural heritage as "the portion of our heritage that retains the evidence of human activity" (Ministry of Natural Resources, 2006, p.4). The emphasis of culture according to Ontario Parks is on tangible items and cultural resources including archaeological resources, built heritage resources and cultural heritage landscapes. This is illustrated in the targets for cultural heritage class parks (previously identified as historical class parks), which are "defined by an archeologic - and historic-based classification" (Ontario Parks, 2009, ¶ 15).

The archaeological and historical conception of cultural resources that is used by Ontario Parks is evident in the Sandbanks Provincial Park Management Plan. The cultural resources identified in the Park Management Plan include two confirmed archaeological sites and the major cultural heritage features are listed as the sand dunes, agricultural development, the gill-net fishery, United Empire Loyalist settlement patterns,

the former Lakeshore Lodge and prehistoric Native settlements.

Ontario Parks encourages research that addresses the needs of the cultural heritage class parks. If Ontario Parks were to adopt a broader definition of culture there would be greater potential to incorporate and engage the unique cultural heritage of the surrounding community. Historical and archaeological culture is undoubtedly of great value to park visitors but there is also much to be gained from the consideration of contemporary and intangible culture as well. For example, if contemporary culture were to be highlighted at Sandbanks Provincial Park, then there would be room in the Park Management Plan for activities such as a farmers' market to highlight the County's agricultural culture or an art show to highlight the County's artistic culture. The intangible cultural heritage of an area could be integrated into Ontario Parks through events that feature local musicians or storytellers. As illustrated in the analysis of the questionnaire, there is a wide variety of culture that can be incorporated into the provincial parks of Ontario through festivals and activities. Perhaps the change in classification name from historical to cultural heritage already suggests a shift to a more broad definition of culture.

6.7.4 Develop Implementation Plans that focus on building relationships with local communities

A fourth recommendation is to have Ontario provincial parks consider creating Implementation Plans that could be used as an instrument to establish the foundations of a relationship with the local community. As mentioned before, Implementation Plans are a type of secondary planning in Ontario Parks, and while Park Management Plans provide the general planning and management principles, the Implementation Plans are used to address specific issues related to park resource management, operations and

development. The new type of Implementation Plan can be conceptualized as an Operating Plan, which focuses on issues such as commercial tourism, marketing and visitor services.

The new Implementation Plan can address issues related to the relationship between the park and community. For example, the plan could include: the ongoing tourism initiatives in the community that the park is involved with; the promotion or mandating of park events that would highlight the cultural heritage of the area such as farmers' markets or art shows; the process by which park staff could be made cognizant of the cultural resources of the area; and the provision of easily accessible tourism information. The development of an Implementation Plan would be specific to each provincial park. At Sandbanks, the Implementation Plan could be used in tandem with the cultural planning initiatives of the County, such as the PECTDA or Cultural Round Table, to create a foundation for a mutually beneficial relationship between the park and local community.

6.7.5 Consider a cultural heritage landscape designation for the County

This research indicates that the Valuable Landscape Model would serve as an effective instrument for generating information for the criteria needed for a cultural heritage landscape (CHL) designation. Given the County's uniqueness and the benefits to be gained by increased interaction, designating it as CHL would be something to consider. The cultural resources of the County are not only appreciated and valued by residents and visitors, but they are also the basis for the County's economic and community development initiatives. A CHL designation is a planning tool that ensures

the protection of the cultural resources of an area, promotes consensus building, and emphasizes the consideration of all elements of a landscape.

6.7.6 Use the Valuable Landscape as a planning tool

The creation of a Valuable Landscape Model is a useful planning tool. As many Ontario communities embark on cultural planning processes an inventory of a community's resources is a fundamental starting point. This allows a community to determine what resources to promote, and what resources ought to be protected for future generations. The information from this inventory can then be used to fill in a Valuable Landscape Model. Presenting the information in this way allows for a more holistic and interconnected view of the various values of a community. It also helps illustrate the elements that contribute value to a community and which may have been taken for granted. A community can focus on strengthening the lines in the Valuable Landscape Model that connect the various elements of a landscape. Landscape values are not mutually exclusive. Cultural-historical values and natural values are often inter-connected and the more interaction between the two that takes place, the greater the understanding and respect that will develop.

The County can use this model as a resource when addressing future land use, tourism and planning initiatives. It focuses on sustainability and preserving the uniqueness of the County. Also, by applying this model to Prince Edward County, it has created a framework and a common reference for those interested in the County. As stated by Stephenson (2008), cultural value models "may provide a frame through which to further explore the idea of regional sustainability, with a particular focus on how human–landscape relationships contribute to social and ecological resilience" (p. 117).

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The model can also be used to illustrate the various relationships that exist in the County. It can be used in identifying relationships that are strong such as the cultural planning initiatives and the relationships that could use improvement, such as that between Sandbanks and the County.

In addition, by creating a Valuable Landscape Model, a community can understand the contribution that the nearby provincial park makes to the landscape. In many cases it is likely that the Valuable Landscape Model of any given community would look similar to that of Prince Edward County, in that the provincial parks would contribute to all or many aspects of the overall valuable landscape. Provincial parks are important resources and assets and the valuable landscape model clearly illustrates that the parks contribute natural, recreational, cultural-historical, aesthetic, and identity values to the overall landscape of both a community and the province. By placing the provincial parks of Ontario within a Valuable Landscape Model, people in the community will be more aware of the value of provincial parks, greater dialogue between provincial parks and the local communities will develop, and the provincial parks will continue to be a part of the valuable landscape for generations to come.

6.8 Future Research

There are several areas of future research that can be developed from this thesis. A recurring theme in this study was the disconnection that exists between a community and its local provincial park. Future research can provide an in-depth examination of the perception of local residents of provincial parks. The research could also determine what specific benefits are generated from a collaborative relationship between a park and

community and how the relationship can be maintained and enhanced through the planning process.

Also, while this study focused on major park events as a tool through which a community can improve its relationship with a nearby provincial park. Future research could focus on other smaller and ongoing initiatives that can be used to improve the relationship between specific provincial parks and communities. Also, the data that was collected regarding major park events can be used to create a guidebook to help other provincial parks that are interested in establishing park events. It can provide information on useful community partners, organizational or technical details, and examples of what has and has not been successful.

This research was a case study of Prince Edward County. Another study could examine how other municipalities that have embarked on the cultural planning process have included the local provincial park. Prince Edward County is considered to be one of the first creative rural economies. Future research could examine how the concepts of the creative class and creative city can be adopted and applied in other rural settings.

Finally, future research can consider additional ways in which the Valuable Landscape Model could be used as a planning tool. For example, because the model is based on community participation, future research might explore ways in which a municipality could integrate the Valuable Landscape Model as an interactive feature on its website to generate community interest in the planning process.

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APPENDICES

A-1 Example of Interview Guide

Question Guide for Open Ended Interviews
The questions will vary depending on the participant. However, the theme of the interaction between the provincial park and the local community will be constant.

Sample Questions
PART 1- Ontario Parks
1. How would you describe the relationship between the provincial park and the local community?
2. Does the provincial park attempt to protect or promote the culture of the region? If so, how?
3. How does the culture of the local community contribute to a visitor's experience at Sandbanks Provincial Park?

PART 2- Prince Edward County
1. What are some of the strongest characteristics of the region?
2. In regards to cultural planning what are the most important objectives of the region?
3. What cultural initiatives have been the most successful? Why?
4. How would you describe the relationship between the provincial park and the local community?
5. Have there been any community planning initiatives that involved the provincial park?

PART 3- Cultural Goals and Objectives
1. How successfully has (insert organization) (Ontario Parks, Ontario Ministries, Prince Edward County) achieved its cultural heritage goals?
2. What are some of the most successful examples of cultural heritage promotion and protection?
   a. What makes these cases so successful?

PART 4- The Proposed Topic *(ie. farmers' markets, art shows, heritage displays etc. in the provincial park)*
1. In your opinion what are the positive and negative aspects of the proposed topic?
2. In your opinion what opportunities or constraints exist regarding this topic?
3. In which Ontario Parks do you think this will be the most feasible?

PART 5- Suggestions and Comments
1. Do you have any other suggestions or comments regarding the proposed topic?

A-2 Example of Information Letter and Consent Forms for Interview Participants

This letter is an invitation to consider participating in a study I am conducting as part of my Master's degree in the School of Planning at the University of Waterloo under the supervision of Professor Robert Shipley. I would like to provide you with more information about this project and what your involvement would entail if you decide to take part.

The purpose of this study is to determine if it is possible to develop practical planning policies and management practices to encourage the integration of the cultural features of local Ontario communities within the provincial parks of the region. This would occur through weekly or monthly activities such as farmers' markets, wine and art shows, performances by local artists and musicians, local history presentations and heritage displays, all of which would take place within the provincial parks. This integration would help place the provincial park within the context of its physical location, and visitors would benefit from both a greater understanding of the culture of the area as well as a richer camping experience.

I would like to include (either: Ontario Parks, an Ontario Ministry, or Prince Edward County), as one of several organizations to be involved in my study. I believe that because you are actively involved in the management and planning (of the park, or the region) you are best suited to speak to the various issues, such as existing and future cultural initiatives.

Participation in this study is voluntary. It will involve an interview of approximately 20 minutes to take place in a mutually agreed upon location or by telephone. You may decline to answer any of the interview questions if you so wish. Further, you may decide to withdraw from this study at any time without any negative consequences by informing the researcher. With your permission, notes will be taken during the interview and will later be analyzed. Shortly after the interview has been completed, I will send you a copy of the transcript to give you an opportunity to confirm the accuracy of our conversation and to add or clarify any points that you wish. All information you provide is considered completely confidential. Your name will not appear in any thesis or report resulting from this study without your permission, otherwise anonymous quotations will be used. Data collected during this study will be retained for three years in a locked home office and then confidentially destroyed. There are no known or anticipated risks to you as a participant in this study.

If you have any questions regarding this study, or would like additional information to assist you in reaching a decision about participation, please contact me at (519) 954-0931 or by email at a2fitzpa@fes.uwaterloo.ca. You can also contact my supervisor, Professor Robert Shipley at (519) 888-4567 ext. 35615 or email rshipley@fesmail.uwaterloo.ca.

I would like to assure you that this study has been reviewed and received ethics clearance through the Office of Research Ethics at the University of Waterloo. However,

the final decision about participation is yours. If you have any comments or concerns resulting from your participation in this study, please contact Dr. Susan Sykes of this office at (519) 888-4567 Ext. 36005.

I hope that the results of my study will be of benefit to both provincial parks and the surrounding communities. In addition the findings produced from the research could be of benefit to the broader research community.

I very much look forward to speaking with you and thank you in advance for your assistance in this project.

Yours Sincerely,

Anne Fitzpatrick

The consent form will be completed at the time of the interview or just prior to it. If the interview will be by telephone the consent form will be emailed. The information letter will be sent out earlier and the letter will be reviewed at the time of the interview.

Consent Form

I have read the information presented in the information letter about a study being conducted by Anne Fitzpatrick of the School of Planning at the University of Waterloo. I have had the opportunity to ask any questions related to this study, to receive satisfactory answers to my questions, and any additional details I wanted.

I am aware that I have the option of allowing notes to be taken during the interview to ensure an accurate recording of my responses.

I am also aware that excerpts from the interview may be included in the thesis and/or publications to come from this research, with the understanding that the quotations will be anonymous, unless I give permission for my name to be given in the thesis and any publications

I was informed that I may withdraw my consent at any time without penalty by advising the researcher.

This project has been reviewed by, and received ethics clearance through, the Office of Research Ethics at the University of Waterloo. I was informed that if I have any comments or concerns resulting from my participation in this study, I may contact the Director, Office of Research Ethics at (519) 888-4567 ext. 36005.

With full knowledge of all foregoing, I agree, of my own free will, to participate in this study.

YES NO

I agree to have notes taken during my interview.

YES NO

I agree to the use of anonymous quotations in any thesis or publication that comes of this research.

YES NO

I agree to allow the researcher to use my name and affiliation within the research.

YES NO

Participant Name: _____ (Please print)

Participant Signature: _____

Witness Name: _____ (Please print)

Witness Signature: _____

Date: _____

A-3 Example of Information Letter and Consent Forms for Questionnaire Participants

This letter is an invitation to consider participating in a study I am conducting as part of my Master's degree in the School of Planning at the University of Waterloo under the supervision of Professor Robert Shipley. I would like to provide you with more information about this project and what your involvement would entail if you decide to take part.

The purpose of this study is to determine if it is possible to develop practical planning policies and management practices to encourage the integration of the cultural features of local Ontario communities within the provincial parks of the region. This would occur through activities such as farmers' markets, art shows, performances by local artists and musicians, local history presentations and heritage displays, all of which would take place within the provincial parks. This integration would help place the provincial park within the context of its physical location, and visitors would benefit from both a greater understanding of the culture of the area as well as a richer camping experience.

Because you are actively involved in the management and planning of activities within Ontario Parks you can help provide practical and relevant insights and information regarding existing events in the park. A better understanding of the activities that take place within Ontario parks, including challenges and successes, will lead to a greater understanding of the vital role of Ontario Parks and will potentially generate new and more events being planned within the parks.

Participation in this study is voluntary. It will involve filling in a questionnaire that should take approximately 20 to 30 minutes. The questionnaire will be emailed to you in a Word document and you can fill in your answers and email it back to myself at a2fitzpa@fes.uwaterloo.ca. You may decline to answer any of the questions if you wish. Further, you may decide to withdraw from this study at any time without any negative consequences by informing the researcher. With your permission, the findings of the questionnaire will be analyzed and used within the thesis. All information you provide is considered completely confidential. Your name will not appear in any thesis or report resulting from this study without your permission, otherwise anonymous quotations will be used. By returning the completed Word document to myself you indicate that you give your permission for the data to be used and analyzed in the proposed thesis. Data collected during this study will be retained for three years in a locked home office and then confidentially destroyed. There are no known or anticipated risks to you as a participant in this study.

If you have any questions regarding this study, or would like additional information to assist you in reaching a decision about participation, please contact me at (519) 954-0931 or by email at a2fitzpa@envmail.uwaterloo.ca You can also contact my supervisor, Professor Robert Shipley at (519) 888-4567 ext. 35615 or email rshipley@fesmail.uwaterloo.ca.

I would like to assure you that this study has been reviewed and received ethics clearance through the Office of Research Ethics at the University of Waterloo. However, the final decision about participation is yours. If you have any comments or concerns resulting from your participation in this study, please contact Dr. Susan Sykes of this office at (519) 888-4567 Ext. 36005.

I hope that the results of my study will be of benefit to both provincial parks and the surrounding communities. In addition the findings produced from the research could be of benefit to the broader research community.

I very much look forward to speaking with you and thank you in advance for your assistance in this project.

Sincerely,

Anne Fitzpatrick

Consent Form

I have read the information presented in the information letter about a study being conducted by Anne Fitzpatrick of the School of Planning at the University of Waterloo. I have had the opportunity to ask any questions related to this study, to receive satisfactory answers to my questions, and any additional details I wanted.

I am aware that excerpts from the questionnaire will be included in the thesis and/or publications to come from this research, with the understanding that the quotations will be anonymous, unless I give permission for my name to be given in the thesis and any publications

I was informed that I may withdraw my consent at any time without penalty by advising the researcher.

This project has been reviewed by, and received ethics clearance through, the Office of Research Ethics at the University of Waterloo. I was informed that if I have any comments or concerns resulting from my participation in this study, I may contact the Director, Office of Research Ethics at (519) 888-4567 ext. 36005.

With full knowledge of all foregoing, I agree, of my own free will, to participate in this study.

   YES NO

 I agree to allow the researcher to use my name and affiliation within the research.

   YES NO

I agree to the use of anonymous quotations in any thesis or publication that comes of this research.

   YES NO

Participant Name: _____ (Please print)

Participant Signature: _____

Witness Name: _____ (Please print)

Witness Signature: _____
Date: _____

A-4 Example of questionnaire

NOTE: Please focus on the events that highlight the cultural heritage of the area, and that involve the local community or that have helped establish a liaison or cooperation between the community and the park. If there is more than one major event that takes place within the park, please complete a form for as many events as you have time to do.

Your Name:
Position/Job Title:
Email Address:

Name of the Provincial Park:

1.   Event Title:

2.   Event Description:
This may include:
a.   Time and place of event
b.   Promotional activities for the event
c.   History of the event (how it started, changed, and evolved over the years)
d.   Costs of the event and how those are covered
e.   Physical set up and take down of the activity
f.   Key people involved and what their roles are
g.   How many people attend the event?
h.   How many years has the event taken place?

3.   What are the benefits this event offers to the park, the park visitors and the local community?

4.   What are some of the challenges that arose in establishing this event? How were these challenges overcome?

5.   How does this event highlight the natural or cultural the heritage of the area?

6.   What role do the people of the local community play in the event? How is participation by the local community encouraged?

7.   Is there a longstanding or on-going relationship between the park and local community groups? If so, which groups and how was the connection established?

8.   Please include any additional information that you think is important for a full understanding of the event.

Please return this document to: a2fitzpa@envmail.uwaterloo.ca

A-5 Description of the major park events in Ontario provincial parks as described in the questionnaire

Park and Event	Description
Algonquin Provincial Park: Loggers Day	The Algonquin Logging Museum comes to life with exhibitors and demonstrators along the exhibit trail interpreting logging history. Admission to the Logging Museum is $1.00 per person this day (above the cost of a valid permit) and persons also have the choice to partake in a traditional Loggers Lunch for an additional $6.00 per person (while quantities last).
Bonnechere Provincial Park: Archaeology Day	Each fall there is an archaeology day, which in the past has involved an active dig, but in the last few years has been an interpretive walk and talk in the evening. We advertise in the local newspapers and have done radio promotion on local stations. The event began as a way to promote our local cultural heritage and highlight the history of the early settlers to the area. It was also a way to financially support the archeological research that was taking place. One of the sites has been completed and some of the partners involved have become weary of the same project every year so the focus became less on an active dig and more on a historical walk at various venues within the parks. However in 2009 we will be returning to the active dig format.
Bronte Creek Provincial Park: Maple Syrup Festival	Guided tours of Maple Lane, Maple Museum, Candy Shanty, Gift Shop, Heritage House, Wagon rides and Pancakes. Enjoy a guided tour of the Maple Lane, where 1890s costumed interpreters demonstrate how to tap maple trees, make maple syrup and maple sugar. View artifacts in the maple museum or tour the 100-year-old Spruce Lane Farmhouse. Let our costumed interpreters show you how it's done. We specialize in Victorian interpretation.
Frontenac Provincial Park: *Walks/Wilderness Skills Programmes*	A variety of programs including: Winter Camping Instructional Weekend, Snowshoe Workshop, Winter Nature, Basic Wilderness First Aid Course, ORCKA Canoe Instructors Recertification Clinic, Canoe Clinic, etc… An example is the Friends Historical Walk, Saturday, April 18 *Presented by: Jerome McDuff and the Friends of Frontenac* Join our history enthusiast, Jerome McDuff for a leisurely, interpretive walk along Big Salmon Lake Road to learn about the lives of the early homesteaders in the Park. Meet at the Park Office at 10:30 and return around 4:00. Background information reading: *Their Enduring Spirit –The history of Frontenac Provincial Park 1783 - 1990*
Killarney Provincial Park: Killarney Art Show	The Killarney Art Show is held on an Annual basis in the town of Killarney. Venues have included the local community hall and School. It is held during the last weekend in July and runs from 10-5. The show is held during the same weekend as the popular volunteer Firefighters Fish Fry Weekend. The objective of the show is to promote and celebrate the extensive artistic heritage of the Killarney area. It provides the opportunity for modern day artists to showcase their Killarney inspired works.
MacGregor Point Provincial Park: Wild for the Arts	Wild for the Arts is a festival that celebrates nature as a source of inspiration for creativity. We offer a full schedule of events and activities amid the autumn beauty of MacGregor Point Provincial Park. Hikes and workshops will explore nature photography, story writing, visual arts and more! Bring the whole family and take part in scavenger hunts, the kids creativity corner, peruse our juried exhibition of artistic creations, meet talented local artists on the 'Campground Studio Tour' art show and sale, and enjoy our featured performers on Saturday and Sunday. Join us for this fun weekend and prepare to be inspired by nature! During the Wild for the Arts Festival, free day use entry to MacGregor Point Provincial Park is sponsored by Ontario Power Generation.
Murphy's Point Provincial Park: Archaeology Apprentice Program	For five days each year, 6 local grade 5 classes get a full day at the park to work alongside a crew of professional archaeologists at a registered archaeological site in the park (the McParlan House / Burgess Mill site). They 'apprentice' alongside the archaeologists and take part in excavating, screening, washing and mapping artifacts. The day also includes a guided history hike out to the site. The event normally takes

	place the first week of October but has now been moved to the end of May.
Pinery Provincial Park: Halloween Weekend	Autumn camping experience which celebrates the Halloween period and relies upon the Halloween theme to bring people into the park, but takes advantage of their visit to inform them regarding the parks ecology and history. The event is held in partnership with the Lambton Heritage Museum.
Presqu'ile Provincial Park: History Weekend	The big weekend of the summer has always been our History Weekend, held on the August long weekend. Evening programs, walks, historical fashion shows, music by Peter Solmes, and a 1920's dance party are all featured. Presqu'ile has been a draw for those seeking fun and recreation for over 100 years and we celebrate that fact with a chance for everyone to get involved with our field games from a 1900's Sunday picnic.
Quetico Provincial Park: David Thompson Brigade Bicentennial Canoe Expedition	In July 2008 15 voyageur canoes paddled across Canada and through Quetico in order to commemorate the 200th Anniversary of the life and work of voyageur explorer David Thompson. The events took place at Quetico's Dawson Campground and the Atikokan Centennial Museum. There were races, speeches, food, song and dance in cooperation with the brigade paddlers.
Short Hills Provincial Park: Tree Identification Walk	A free event that occurs annually. This is a tree identification walk through the park. Usually has groups of 20-25 people or less. There has also been a history walk, a geology walk. It is Held in conjunction with the Niagara Woodlot Association. There is also a BBQ lunch after the walk.
Sandbanks Provincial Park: Lakeshore Lodge Day	An annual event (over the past approx 18 years) that re-creates a turn-of-the-20th-century picnic, complete with music of the time period, staff in period costumes, a corn roast, lemonade & picnic games. It is held mid-week & covers the afternoon & evening. The event began as a way of allowing visitors to discover what life may have been like at the Lakeshore Lodge over 100 years ago.
Sleeping Giant Provincial Park: Spirits of the Past Weekend	It's a weekend of turning back time at Sleeping Giant Provincial Park. Sleeping Giant's past consists of miners, archaeologists, loggers, fishermen and the native peoples. Come and meet some of these spirits who all helped to shape the park's rich historical past.
Sleeping Giant Provincial Park: Festival of the Giant	The fun starts Friday evening with a sing-a-long campfire and continues on Saturday with games, a corn roast, a sand sculpture contest, and demonstrations. Stick around that evening for an exciting theatrical programme. On Sunday, finish off with a homemade pancake breakfast. This is a great event for the entire family. Hosted by the Friends of Sleeping Giant.