

Date: May 1, 1996

SUBJECT: NIKE P.L.A.Y. PROGRAM COURT RESURFACING AT HASTINGS COMMUNITY PARK

RECOMMENDATION:

THAT the Board approve the resurfacing of an asphalt area at Hastings Community Park with the resurfacing costs to be borne by the Nike P.L.A.Y. program, subject to the approval of the General Manager.

BACKGROUND

The Nike P.L.A.Y. (Participate in the Lives of All Youth) program was established by Nike Canada to support community programs and facilities and to encourage all youth to participate in sport. Modelled after a similar Nike initiative in the U.S.A., the P.L.A.Y. program has several key components (see Appendix A).

As an introduction of the program to Canada, Nike has chosen Vancouver as the second location (Toronto was the first) to resurface an existing asphalt play area. The resurfacing is done via the Reuse-a-Shoe program which collects and recycles used Nike shoes to provide a resilient, low maintenance, high performance surface.

As the P.L.A.Y. program is developed, there will be opportunities for communities to access funding for programs, and to access resource materials developed to assist in sport development.

DISCUSSION

Nike has shown sincere commitment, in both Canada and the United States; to the provision of sport opportunities for young people. Through the P.L.A.Y. program, Nike will not only be resurfacing playing surfaces, but also funding sport development programs across Canada. Nike athletes Silken Laumann and Isiah Thomas will be acting as ambassadors for the P.L.A.Y. program and delivering the message of the benefits of sport to young people.

The Hastings Community Centre Association has indicated support for the project. Hastings youth programs are extremely well attended as in evidenced by the success of both the Night Hoops program and the recent Nike NHL Street Hockey program.

The addition of this playing surface as a programmable facility will serve to greatly enhance sport court programs at Hastings.

Nike Canada is keen to complete this project by June 6th in order to coincide with the Canada vs. U.S. Women's Olympic Team exhibition basketball game on June 7th at G.M. Place.

Nike Canada utilizes a contractor who has done a large number of these

court resurfacings through their P.L.A.Y. program and whose work has been exemplary.

In return for this \$30,000 resurfacing, Nike Canada asks only for the P.L.A.Y. logo (see Appendix B) to be placed strategically at centre court.

#### CONCLUSION

This court resurfacing will provide a quality playing surface which will greatly enhance both casual and programmed sport court opportunities in this community.

Prepared by:  
Recreation Division  
Vancouver Board of Parks & Recreation

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