

Blackstrap Provincial Park Public Review Survey Report



SUMMARY OF RESULTS

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EXECUTIVE SUMMARY

This report presents the results of a questionnaire developed to obtain public input on the facilities, programs, and services of Blackstrap Provincial Park, as well as potential actions that could be taken to improve the Park.

Three approaches were taken to invite the public to participate in the study. An email invitation was sent to a random sample of 917 Saskatchewan residents who lived in the surrounding area (within 100km) of Blackstrap Provincial Park. This approach resulted in 610 completed surveys and a response rate of 66.5%. A second approach invited the participants of two public drop-in meetings (Saskatoon and Dundurn) to complete a paper version of the survey. The purpose of the two meetings was to gain input from local residents and specific interest groups on a draft future management plan for Blackstrap Provincial Park. This approach resulted in 93 completed surveys. As a third approach, a Survey Request Form was placed on the Ministry website, which provided individuals who were unable to attend the drop-in meetings with the opportunity to request a copy of the questionnaire. This resulted in 16 completed surveys (64.0% response rate). Responses received from the latter two approaches were combined during analysis (drop-in sample) due to the similarities between the two groups and the small sample size of each group.

On average, respondents from the random sample and drop-in sample spent 25 days and 57 days respectively, participating in outdoor recreation in the past 12 months. The most commonly reported activities by respondents from the random sample included: 1) Driving/sightseeing; 2) Swimming or other beach activities; and 3) Camping. The most commonly reported activities by respondents from the drop-in sample included: 1) Driving/sightseeing; 2) Motorized boating; and 3) Fishing (summer). Respondents from both samples most commonly reported camping as the activity they participated in most often in the past 12 months.

The majority of respondents from both samples indicated that they have skied or snowboarded in their lifetime (Drop-in sample: 62.9%; Random sample: 67.9%). Less than one-quarter of respondents from the random sample and one-third of respondents from the drop-in sample indicated that they skied or snowboarded during the 2007-2008 season. A small proportion of respondents from the random sample (14.0%) and drop-in sample (34.0%) reported skiing or snowboarding at Blackstrap in the past 5 years. However, higher proportions of respondents reported skiing or snowboarding at Blackstrap in their lifetime. One-quarter of respondents from the random sample and two-thirds of respondents from the drop-in sample indicated that they would ski or snowboard at Blackstrap if it opened next season.

The majority of respondents from the random sample (73.3%) and drop-in sample (90.0%) visited a provincial park in the past 12 months. Of those who visited a park in the past 12 months, respectively, random sample respondents and drop-in sample respondents spent 10 days and 17 days on average (mean) at provincial parks overall in the past 12 months. The majority of respondents from both samples indicated that they stayed overnight at a Saskatchewan Provincial Park (of those who visited in the past 12 months). The majority of respondents from the random sample reported that they typically used a tent during their overnight stays in provincial parks, while the majority of respondents from the drop-in sample reported using a trailer.

A small proportion of respondents from the random sample indicated that they visited Blackstrap Provincial Park in the past 12 months, while nearly three-quarters of the drop-in sample respondents reported visiting the park in the past 12 months. Of those who visited, on average (mean) respondents from the random sample and drop-in sample spent 5 days and 25 days respectively, overall at the park in the past 12 months. One-quarter of respondents from both samples reported staying overnight at Blackstrap Provincial Park in the past 12 months (of those who visited in the past 12 months). The majority of respondents from both samples indicated that they plan to visit Blackstrap Provincial Park in the next 12 months.

The most commonly reported outdoor recreation activities that random sample respondents participated in at Blackstrap included: 1) Picnicking; 2) Driving/sightseeing; and 2) Fishing (summer). The most frequently reported activities that drop-in sample respondents participated in at Blackstrap included: 1) Driving/sightseeing; 2) Fishing (summer); and 3) Motorized boating. Respondents from both samples most commonly reported fishing (summer) as their primary reason for visiting Blackstrap Provincial Park.

Respondents who were satisfied with the facilities and amenities overall at Blackstrap Provincial Park were in the minority (Random sample: 38.4%; Drop-in sample: 17.7%).

Increasing the number of campsites and increasing efforts to preserve Blackstrap's ecosystem and natural resources were most commonly reported as top priorities to improving Blackstrap Provincial Park.

Respondents were also asked to rate their level of support with several potential private sector development options for Blackstrap Provincial Park. The two development options with the highest levels of support from the random sample were: 1) Restaurant; and 2) New food concessions at the beach. These options were also most frequently reported by respondents from the drop-in sample. A large majority of respondents from both samples also indicated that they would use these options if available at Blackstrap.

The majority of respondents from both samples indicated that Blackstrap is a great place for people learning to ski or snowboard. While the majority of respondents from both samples indicated that Blackstrap ski hill is an important part of Saskatchewan's history and that it would be a major loss to Saskatchewan residents if it were to close, only a small proportion of respondents believed that closing the ski hill would be a major loss to them personally or other members of their household.

Nearly half of respondents from the random sample and the majority of respondents from the drop-in sample indicated that Blackstrap ski hill users should have to pay the provincial park entry fee. A slightly smaller proportion of respondents from the random sample agreed the provincial government should continue to spend tax money to upgrade the ski facilities and support the day-to-day operation of Blackstrap ski hill. The majority of respondents from the drop-in sample agreed the provincial government should continue to spend tax money to upgrade the ski facilities and support the day-to-day operation of Blackstrap ski hill. On average (median), respondents from both samples indicated that \$10 per skier visit should be the maximum amount of tax dollars the provincial government should spend to support the operation and upgrading of ski facilities at Blackstrap.

Comparisons were made by type of skier with respondents from the random sample, based on three groups: 1) Non-Skier, included respondents who had never skied (n=195); 2) Potential Blackstrap Skier, included respondents who had skied or snowboarded, but never at Blackstrap (n=166); and 3) Blackstrap Skier, included respondents who had skied or snowboarded at Blackstrap (n=235).

Generally, respondents who had skied or snowboarded at Blackstrap were more likely to have participated in outdoor recreation, visited Blackstrap Provincial Park, and stayed overnight at Blackstrap Provincial Park. A higher proportion of respondents who had never skied or snowboarded were satisfied with the facilities and amenities at Blackstrap Provincial Park compared to respondents from the other two groups.

A higher proportion of respondents from the Non-Skier and Blackstrap Skier groups agreed that Blackstrap is a great place for people learning to ski or snowboard. Generally, a higher proportion of respondents from the Blackstrap Skier group indicated that Blackstrap ski hill was important compared to the Non-Skier and Potential Blackstrap Skier groups. Respondents from the Non-Skier group were more likely than respondents from the other two groups to agree that people who use Blackstrap ski hill should be expected to pay the provincial park entry fee and that ski hill user fees should cover all of the costs to maintain, operate and upgrade the ski hill. However, there were no significant differences by type of skier with the maximum amount of tax dollars respondents believed the provincial government should spend to support the operation and upgrading of ski facilities at Blackstrap.

SECTION 1: INTRODUCTION

The purpose of this study was to obtain public input on the facilities, programs, and services of Blackstrap Provincial Park, as well as potential actions that could be taken to improve the Park. The questionnaire for this study was developed collaboratively between the Evaluation Unit and Parks Service of the Ministry of Tourism, Parks, Culture and Sport. Specifically, the questionnaire asked respondents about their recent outdoor recreation experiences, including downhill skiing or snowboarding, their use and views of Blackstrap Provincial Park and Saskatchewan Provincial Parks in general, and their views on potential actions that could be taken to improve Blackstrap Provincial Park.

This study, along with the two public consultation meetings, will assist in the development of a plan for the future management of Blackstrap Provincial Park, including the future of the downhill ski hill.

This report presents only the results of the questionnaire.

SECTION 2: METHODOLOGY

Three approaches were taken to invite the public to participate in the study: 1) Random sample of people living in the primary use area of Blackstrap; 2) Public drop-in meetings in Saskatoon and Dundurn; and 3) Survey Request Form.

1. Random Sample

The sampling process for the random sample was designed in a way to capture both summer and winter users of Blackstrap Provincial Park, as well as non-users of the park. The primary use area for Blackstrap Provincial Park is Saskatoon and the immediate area surrounding Blackstrap Provincial Park, which overlaps considerably with the Saskatoon Health Region. Based on the Canadian Community Health Survey (2005), approximately 8.5% of residents living in the Saskatoon Health Region downhill skied, snowboarded, or did both. In addition, given the attention that Blackstrap Ski Hill had received prior to this study, it was expected that the proportion of survey participants who were skiers or snowboarders would be inflated. As a result, it was determined that the sampling process would be reasonable in capturing a sufficient proportion (at least 10%) of downhill skiers and snowboarders.

A Saskatchewan-based consultant firm was hired to conduct a random digit dial phone campaign to obtain 1,000 names and email addresses from Saskatchewan residents aged 18 years and older, who lived in the surrounding area (within 100km) of Blackstrap Provincial Park and agreed to participate in an online survey about Blackstrap Provincial Park. Phone calls were made from July 15 to July 26, 2008. The consultant firm provided a total of 935 useable email addresses. The Evaluation Unit emailed the 917 contacts (excluding bounced emails) an invitation to participate in the online Blackstrap Provincial Park Public Review Survey. Two reminder-emails were sent to non-respondents at one-week and two-week intervals from the initial email invitation. The email invitations and reminders all had an embedded link to the online survey. A total of 610 individuals in the random sample completed the online survey for a response rate of 66.5%.

2. Public Drop-In Meetings in Saskatoon and Dundurn

Public drop-in meetings were also held on July 21, 2008 (Dundurn) and July 22, 2008 (Saskatoon) to gain input from specific interest groups on a draft future management plan for Blackstrap Provincial Park and to ensure that the interests of other local residents and organizations were heard. Each participant at the public drop-in meetings was asked to complete a paper version of the Blackstrap Provincial Park Public Review Survey prior to leaving the meeting. Those who were unable to complete the survey onsite were provided with a postage-paid return envelope to return the survey. A total of 93 completed surveys were returned from respondents from the public drop-in meetings. A response rate for this group cannot be calculated because the number of individuals who attended the public drop-in meetings and took a survey is unknown.

3. Survey Request Form

An online Survey Request Form was placed on the Ministry website, providing individuals who were unable to attend the drop-in meetings with the opportunity to participate in the study. The draft management plan (as presented at the public consultation meetings) was also made available on the Ministry website. The survey request form also worked as a screening tool to prevent individuals from completing multiple surveys.

The Survey Request Form asked respondents who were interested in participating in the Blackstrap Provincial Park Public Review Survey to provide an email or mailing address in order

to receive the survey. A total of 25 contacts were emailed an invitation to participate in the online survey. One additional contact was mailed a paper version of the survey, along with a postage-paid return envelope. This process resulted in a total of 16 completed surveys for a response rate of 64.0%.

Analysis

Responses received from the latter two approaches (i.e. public drop-in meetings and Survey Request Form) were combined during analysis due to the similarities between the two groups and the small sample size of each group. For the remainder of this report, these responses will be referred to as the drop-in sample. Accordingly, results in this report are presented for two different samples - random sample and drop-in sample.

The initial results indicated that almost one-quarter of respondents (22.0%) had skied or snowboarded during the 2007-2008 season, which was higher than expected. As a result, additional comparisons were made to determine if there were any differences between respondents who had: 1) Never skied; 2) Skied or snowboarded, but never at Blackstrap; and 3) Skied or snowboarded at Blackstrap.

The Evaluation Unit of the Ministry of Tourism, Parks, Culture and Sport was responsible for the administration and analysis of the Blackstrap Provincial Park Public Review Survey. All identifiers were removed immediately to protect the privacy of survey respondents.

SECTION 3: DEMOGRAPHICS

Gender

The majority of respondents were female in the random sample (63.9%), while a small proportion of respondents from the drop-in sample (37.7%) were female.

Age

The average (mean¹) age of respondents in the random sample was 44 years (Median²: 45 years). The average age of respondents in the drop-in sample was 53 years (Median: 58 years). The proportion of respondents by age group is as follows:

	<u>Random</u>	<u>Drop-in</u>
• 18 to 29 years old:	15.2%	3.9%
• 30 to 39 years old:	23.8%	14.7%
• 40 to 49 years old:	24.0%	20.6%
• 50 to 59 years old:	22.2%	24.5%
• 60 to 69 years old:	11.6%	27.5%
• 70 years or older:	3.1%	8.8%

Aboriginal Status

A very small proportion of respondents from both sample groups (5.0%) were aboriginal.

Household Size

On average (mean), respondents from both sample groups indicated that there were two adults living in the household (Median: 2 adults). The majority of respondents from the random sample (50.2%) and drop-in sample (56.3%) indicated that at least one child was living in their household.

Distance to Park

On average (mean), respondents from the random sample lived 47 kilometres from Blackstrap Provincial Park (Median: 45 kilometres). Respondents from the drop-in sample lived an average (mean) of 27 kilometres from Blackstrap (Median: 22 kilometres).

Cottage Owners

A very small proportion of respondents from the random sample (2.2%) owned a cottage (second home) on or near Blackstrap Lake. Over one-third of respondents (36.4%) from the drop-in sample owned a cottage on or near Blackstrap Lake.

¹ Mean represents the average of the scores/responses.

² Median is the point below which fifty percent of the scores/responses fall.

Community Size

The majority of respondents from the random sample (77.0%) were from a community of 50,000 people or more, whereas a small proportion of respondents from the drop-in sample (36.9%) were from a community of 50,000 people or more.

	<u>Random</u>	<u>Drop-In</u>
• Farm or Acreage:	9.1%	13.6%
• Up to 500 people:	2.6%	34.0%
• 500 and 1,999 people:	3.5%	9.7%
• 2,000 and 4,999 people:	2.6%	2.9%
• 5,000 and 9,999 people:	3.0%	1.9%
• 10,000 and 29,999 people:	1.3%	1.0%
• 30,000 and 49,999 people:	0.8%	1.0%
• 50,000 people or more:	77.0%	36.9%

Interest in Blackstrap

Respondents were asked to select from a list, all of the items that described their interest in the future of Blackstrap Provincial Park. The majority of respondents from the random sample had an interest in the future of Blackstrap Provincial Park as a park visitor (78.7%) or taxpayer (64.8%). Similarly, the majority of respondents from the drop-in sample were interested in the future of Blackstrap as a park visitor (73.4%) or taxpayer (71.6%). A small proportion of respondents (Random: 6.4%; Drop-in: 17.4%) from both samples identified 'other' reasons for their interest in Blackstrap, which commonly included ski hill user, local resident/cabin owner, and recreation participant.

Table 1 – Interest in the Future of Blackstrap

	Random Sample	Drop-In Sample
Park Visitor	78.7%	73.4%
Taxpayer	64.8%	71.6%
Other	6.4%	17.4%
Developer/Business Owner	4.6%	14.7%
Government Official	1.6%	3.7%
First Nations/Métis Leader	0.5%	1.8%

**Percent of respondents who reported that each term/statement describes their interest.*

SECTION 4: OUTDOOR RECREATION PARTICIPATION

Participation in Outdoor Recreation

On average (mean), respondents from the random sample spent 25 days participating in outdoor recreation activities overall in the past 12 months (Median: 15 days). Respondents from the drop-in sample spent an average (mean) of 57 days participating in outdoor recreation activities in the past 12 months (Median: 21 days).

Driving/sightseeing (63.1%) and Swimming or other beach activities (56.1%) were the most frequently reported outdoor recreation activities participated in by respondents from the random sample. Respondents from the drop-in sample most frequently reported participating in: 1) Driving/sightseeing (60.6%); and 2) Motorized boating (56.0%). A small proportion of respondents from the random sample (8.2%) identified 'other' activities, which commonly included snowmobiling, walking, hunting, snowshoeing, and golfing. A small proportion of respondents from the drop-in sample (5.5%) also reported 'other' activities, which commonly included berry picking.

Table 2 - Participation in Outdoor Recreation in Past 12 months

	Random Sample	Drop-In Sample
Driving/Sightseeing	63.1% (1)	60.6% (1)
Swimming or Other Beach Activities	56.1% (2)	54.1% (4)
Camping	50.8% (3)	48.6% (5)
Picnicking	48.7% (4)	46.8% (6)
Fishing (Summer)	39.3% (5)	55.0% (3)
Motorized Boating	37.0% (6)	56.0% (2)
Day Hiking	30.8% (7)	23.9% (10)
Nature Photography	26.1% (8)	17.4% (13)
Learning about Nature	25.1% (9)	27.5% (8)
Non-Motorized Boating	19.5% (10)	21.1% (11)
Waterskiing/Tubing/Wakeboarding	19.0% (11)	31.2% (7)
Biking on Groomed Trails	16.1% (12)	10.1% (16)
4-Wheeling/ATVing/Dirt Biking	10.7% (13)	11.0% (15)
Fishing (Winter)	10.3% (14)	26.6% (9)
Downhill Skiing	10.0% (15)	18.3% (12)
Cross Country Skiing	8.4% (16)	13.8% (14)
Other	8.2% (17)	5.5% (18)
Snowboarding	4.3% (18)	6.4% (17)
Extreme Mountain Biking	0.8% (19)	0.9% (19)

**Percent of respondents who participated in the activity.*

Outdoor Recreation Activity Participated in Most Often

Respondents were asked which outdoor recreation activity they participated in most often. Camping was the most commonly reported activity by the random sample respondents (29.2%) and drop-in sample respondents (25.0%). A small proportion of respondents (Random: 4.1%; Drop-in: 6.0%) from both samples reported 'other' activities, which commonly included golfing and walking.

Table 3 - Outdoor Recreation Activities Participated in Most Often in Past 12 Months

	Random Sample	Drop-In Sample
Camping	29.2% (1)	25.0% (1)
Driving/Sightseeing	14.1% (2)	8.0% (4)
Swimming or Other Beach Activities	12.0% (3)	6.0% (6)
Fishing (Summer)	10.2% (4)	16.0% (2)
Day Hiking	7.8% (5)	7.0% (5)
Motorized Boating	5.6% (6)	12.0% (3)
Picnicking	4.4% (7)	1.0% (14)
Other	4.1% (8)	6.0% (6)
Nature Photography	1.9% (9)	1.0% (14)
Learning about Nature	1.7% (10)	2.0% (10)
Downhill Skiing	1.5% (11)	4.0% (8)
Cross Country Skiing	1.5% (11)	2.0% (10)
4-Wheeling/ATVing/Dirt Biking	1.5% (11)	1.0% (14)
Non-Motorized Boating	1.2% (14)	0.0% (18)
Biking on Groomed Trails	1.2% (14)	2.0% (10)
Snowboarding	0.8% (16)	1.0% (14)
Waterskiing/Tubing/Wakeboarding	0.7% (17)	4.0% (8)
Fishing (Winter)	0.5% (18)	2.0% (10)
Extreme Mountain Biking	0.2% (19)	0.0% (18)

**Percent of respondents who participated in the activity.*

Household Participation in Skiing or Snowboarding

The majority of respondents from the random sample (67.9%) and drop-in sample (62.9%) indicated that they have skied or snowboarded in their lifetime. The majority of respondents from the random sample (65.9%) and drop-in sample (71.8%) also reported having other household members who have skied or snowboarded in their lifetime. The majority of respondents from the random sample (84.5%) and drop-in sample (80.6%) also reported that anyone in the household have skied or snowboarded in their lifetime

Table 4 – Participation in Skiing or Snowboarding in Lifetime

	Random Sample	Drop-In Sample
Respondent	67.9%	62.9%
Other Household Member	65.9%	71.8%
Anyone in Household	84.5%	80.6%

Household Participation in Skiing or Snowboarding by Season

About one quarter of respondents from the random sample (22.0%) indicated that they skied or snowboarded in the 2007-2008 season. About one third of respondents from the drop-in sample (32.7%) indicated that they skied or snowboarded during the 2007-2008 season.

The majority of respondents from the random sample (78.8%) indicated that someone in their household skied or snowboarded in the 2003-2004 season or prior, while a small proportion of respondents from the random sample reported that someone in their households skied or snowboarded in each of the other seasons. The majority of respondents from the drop-in sample indicated that someone in their household skied or snowboarded in each season.

Table 5 - Participation in Skiing or Snowboarding by Season

	Random Sample			Drop-In Sample		
	Respondent	Other HH Member	Anyone in HH	Respondent	Other HH Member	Anyone in HH
2003-2004 or earlier	60.8%	55.6%	78.8%	57.3%	63.3%	75.5%
2004-2005	26.4%	36.2%	47.4%	41.1%	49.4%	61.0%
2005-2006	23.5%	35.9%	46.6%	37.5%	46.9%	59.2%
2006-2007	21.6%	36.5%	45.3%	33.3%	45.7%	56.0%
2007-2008	22.0%	35.2%	41.1%	32.7%	45.5%	50.0%

**Percent who skied/snowboarded in each season; HH=household.*

Participation in Skiing or Snowboarding by Location

The findings suggest that respondents from both sample groups most commonly skied or snowboarded at Table Mountain, Blackstrap ski hill, or ski hills outside of Saskatchewan. The findings also suggest that respondent households from both sample groups most commonly skied or snowboarded at Table Mountain, Blackstrap ski hill, or other ski hills outside of Saskatchewan.

Table 6 - Participation in Skiing or Snowboarding in Lifetime by Location

	Random Sample			Drop-In Sample		
	Respondent	Other HH Member	Anyone in HH	Respondent	Other HH Member	Anyone in HH
Table Mountain	42.0%	62.4%	64.7%	45.6%	50.5%	63.4%
Other Ski Hills Outside of SK	39.5%	57.3%	57.4%	47.6%	40.7%	60.6%
Blackstrap	39.3%	54.5%	59.4%	51.9%	57.4%	69.6%
Wapiti Valley	9.6%	15.1%	16.7%	11.9%	12.8%	17.5%
Mission Ridge	7.2%	8.9%	11.3%	12.4%	8.1%	18.4%
Duck Mountain	4.5%	6.3%	6.9%	6.3%	1.4%	9.6%
Prairie West Terminal	3.4%	5.2%	5.8%	6.0%	8.1%	13.2%

**Percent who skied/snowboarded at each location; HH=household.*

Participation in Skiing or Snowboarding in the Past 5 Years by Location

Respondents and respondent households from both sample groups most frequently reported skiing or snowboarding at Table Mountain, Blackstrap and ski hills outside of Saskatchewan in the past 5 years.

Table 7 - Participation in Skiing or Snowboarding in Past 5 Years by Location

	Random Sample			Drop-In Sample		
	Respondent	Other HH Member	Anyone in HH	Respondent	Other HH Member	Anyone in HH
Table Mountain	22.3%	41.6%	43.1%	31.0%	37.9%	47.7%
Other Ski Hills Outside of SK	24.3%	31.5%	38.8%	34.3%	32.5%	47.1%
Blackstrap	14.0%	36.5%	33.1%	34.0%	41.6%	50.0%
Wapiti Valley	5.1%	8.9%	10.3%	5.9%	8.9%	10.3%
Mission Ridge	1.4%	1.9%	3.0%	4.1%	6.8%	11.1%
Duck Mountain	1.0%	1.5%	1.9%	0.0%	1.3%	1.4%
Prairie West Terminal	1.2%	2.8%	3.0%	3.9%	7.9%	10.4%

*Percent who skied/snowboarded at each location; HH=household.

Days Skied or Snowboarded

The majority of respondents from the random sample (78.0%) and the drop-in sample (67.3%) did not ski or snowboard in the past 12 months. A very small proportion of respondents from the random sample (5.7%) reported that they skied or snowboarded for 6 days or more in the past 12 months. A higher proportion of respondents from the drop-in sample (19.6%) indicated that they skied or snowboarded for 6 or more days in the past 12 months.

Table 8 - Number of Days Skied or Snowboarded in Past 12 Months

	Random Sample		Drop-In Sample	
	Respondent	Other HH Member	Respondent	Other HH Member
None	78.0%	64.8%	67.3%	55.0%
1 or 2 days	9.0%	14.8%	3.7%	10.0%
3 to 5 days	7.2%	8.9%	9.3%	10.0%
6 or more days	5.7%	11.6%	19.6%	25.0%

*Percent who skied/snowboarded for specified number of days; HH=household.

Future Skiing and Snowboarding at Blackstrap

One-quarter of respondents from the random sample (24.5%) indicated that someone from their household would ski or snowboard at Blackstrap, if the ski hill was open next season. The majority of respondents from the drop-in sample (62.4%) indicated that they would ski or snowboard at Blackstrap next season, if the ski hill was open.

Respondents' Suggestions to Improve Blackstrap Ski Hill (Open-Ended Comments)

Thirty-seven percent of respondents (37.4%; 269 out of 719) provided suggestions to improve Blackstrap Ski Hill. While a small number of respondents commented that nothing can be done to improve it, there was a wide range of suggestions for improvements. These comments were categorized into three themes: (1) Improve Facilities or Equipment; (2) Improve Programming; and (3) Improve Marketing and Promotion. The following suggestions³ by respondents capture the essence of each of these three themes.

Improve Facilities or Equipment

Improve the day lodge, lifts, lounge, and possibly add overnight lodging. Consider turning the majority of the hill into a terrain park.

Everything needs improvement at this stage. Make sure everything is safe. The slope at the top is quite steep and hard for novices to get started. It is a problem when there is more ice than snow.

The facilities and ski hill in general are very poor. There is not enough length to get a good run in. It would be improved by having a good snowboard park with lots of rail slides, half pipes and other jump areas - almost a specialty location/niche for snowboarders

Poor location due to a west face causes icy conditions. Not sure how improve these conditions. I also think that the ski hill would make a good downhill mountain bike course if the lift equipment were used in the summer time (Calgary's Canada Olympic Park) and it would get a lot of use due to returning Albertans, and local mountain bikers.

Improve Programming

I believe that the more recreational opportunities there are in our community, the healthier the population will be. I think it is especially important for young people to be physically active so that they hopefully will develop and retain the lifestyle.

orchestrate outdoor education and recreation programs that would foster ongoing interest in the area -devise other reasons in the winter for Blackstrap to be a destination other than skiing- snowmobiling area, cross-country trails, nature trails, a unique restaurant and some entertainment, perhaps...

Competitions draw the crowds, having something to attract the young people to the hill to show what they've learned or can do. A summertime event for Blackstrap, kids, music concert, water sports??

Staying open more consistently

Saskatoon needs Blackstrap, but in much better condition and much more current.

Great potential. Would be a huge loss if it was not to offer the people of Saskatoon and area a quality ski experience. It is ideal for families and novices.

There is no place for my son to go snowboarding without blackstrap. He is 15 and passionate about snowboarding

³ Respondent comments are verbatim except for the removal of any information that might identify the individual respondent.

Saskatchewan used to be a powerhouse in winter sports like alpine skiing, biathlon and downhill, today we are at the back of the pack. SaskSport used to help young athletes but in the last number of years funding has all but dried up and kids moved over to Alberta. [The Alberta Government] paid kids to compete for Alberta and it was always fun to beat them. We were the equal of any province. Now there is all this oil money but where is it going, kids are on the streets all the time and sports kids are having to knock on doors trying to raise money for sports. It was always a sore point with me how the Quebec kids always had the best of everything. Their provincial government took pride in having Quebec teams and kids win, and funded them better than any other province. Get our sports funding back, get our racing teams back on an equal footing as other provinces and get national competitions at Blackstrap. We used to go there all the time back in the 80's, we trained there and raced there and went there for weekends. But it grew expensive, and funding stopped and the facility was given over to a private operator who only cared about making big bucks and it wasn't worth the bother, so I stopped going.

Improve Marketing and Promotion

Blackstrap needs better marketing and more predictable operation to re-gain customers. The ski shop is in very poor condition and the restaurant is also very sub-standard. With the amount of people now living in the resort villages and acreages around Blackstrap, I find it incredulous that this facility could not be a huge recreational attraction. Some time should be spent analyzing what skiers/boarders/families are looking for and then develop an aggressive marketing campaign to re-vitalize the entire area. It is a beautiful area with wonderful opportunity that has been left to poor management in the past. Blackstrap deserves better standards. Given that Table Mountain is able to do it, Blackstrap should be given at least the same amount of \$\$ and attention to help it grow into a local attraction once again. As gas prices go up and people are unable to travel as much, a renaissance should be easy - A good overall business plan for the region, combined with a mix of public and private dollars, along with a strong marketing and branding strategy, could put Blackstrap on the tourism map in a way never seen before. I believe it has all of the potential but has always lacked political will. Saskatoon and area residents deserve better. If Table Mountain can do it, we should be able to do it a lot better. A strong suggestion is to ensure a completely new approach to the area that excludes previous operators of the facility. They were very helpful in the 70's, but I think it's time to move on.

Free ski passes to all grade 2 students in Saskatoon... Grade two kids can't go on there own, but they do pester their parents until they give in, so you would end up with lots of young families, with young kids getting hooked on skiing and regenerating an interest in the hill. Also, need to get a website/blog to get people talking about the hill if it is reopened. You need to appeal to the beginner skier, get lots of family plans, or packages that tie into other currently successful events or businesses. I.e. - promo through Fuddruckers, or the Saskatoon Blades... PR is key, getting young people out at a reasonable intro fee, and then hopefully giving them a reason to come back.

Better advertising, look into the possibility of providing a shuttle service for a small fee (a bus pick-up in the morning and a bus drop-off in the evening) at a location near a bus stop with lots of parking, i.e.: Stonebridge Mall.

SECTION 5: USE OF SASKATCHEWAN PROVINCIAL PARKS

Visitation to Saskatchewan Provincial Parks

The majority of respondents from the random sample (73.3%) and drop-in sample (90.0%) had visited a Saskatchewan Provincial Park in the past 12 months. Of those respondents who visited a park in the past 12 months, they spent an average (mean) of 10 days (random) and 17 days (drop-in), at provincial parks overall in the past 12 months.

Table 9 – Visitation to Saskatchewan Provincial Parks

	Random Sample	Drop-In Sample
Percent of households who have had someone visit in lifetime	97.4%	99.1%
Percent of respondents who visited in past 12 months	73.3%	90.0%
Number of days respondent visited in past 12 months (mean)	10 days	17 days
Number of days respondent visited in past 12 months (median)	5 days	9 days

Park Entry Permits Used

The 1-Day Permit was the most frequently used park entry permit used by respondents from the random sample (37.4%) and drop-in sample (25.9%) to enter a Saskatchewan Provincial Park in the past 12 months.

Table 10 - Park Permits Used in the Past 12 Months

	Random	Drop-in
1-Day Permit	37.4%	25.9%
3-Day Permit	13.0%	11.1%
Weekly Permit	7.9%	8.3%
Annual Permit	18.4%	25.0%
Free Saskatchewan Senior Permit	4.6%	14.8%

**Percent of respondents who used permit.*

Overnight Stays at Provincial Parks

Of those respondents who visited a provincial park in the past 12 months, the majority of respondents from the random sample (59.8%) and drop-in sample (62.9%) stayed overnight at a Saskatchewan Provincial Park.

Type of Accommodation Used by Overnight Provincial Park Visitors

The most frequently reported type of accommodation used by respondents from the random sample during the past 12 months was a tent (51.0%), while the most frequently reported type of accommodation used by respondents from the drop-in sample was a trailer (55.4%).

Table 11 - Typical Accommodation Used at Saskatchewan Provincial Parks

	Random	Drop-in
Tent	51.0%	23.2%
Trailer	34.2%	55.4%
Rental Accommodation	19.0%	12.5%
Cabin (Owned)	11.0%	17.9%
Motorhome	8.4%	7.1%
Other ¹	2.7%	3.6%

**Percent of respondents who typically use each type accommodation during overnight stays in past 12 months; ¹ Friend/family member's cabin was commonly reported by respondents.*

SECTION 6: USE AND VIEWS OF BLACKSTRAP PROVINCIAL PARK

Visitation to Blackstrap Provincial Park

A large majority of respondents from the random sample (85.0%) and drop-in sample (97.2%) indicated that someone from their household had visited Blackstrap Provincial Park. A small proportion of respondents from the random sample (36.0%) visited Blackstrap Provincial Park in the past 12 months, while nearly three-quarters of the respondents from the drop-in sample (72.6%) reported visiting Blackstrap in the past 12 months.

Of those respondents from the random sample and drop-in sample who visited Blackstrap Provincial Park in the past 12 months, they spent an average (mean) of 5 days and 25 days respectively at the Park overall in the past 12 months. (Random sample median: 3 days; Drop-in sample median: 6 days).

Table 12 - Visitation to Blackstrap Provincial Park

	Random Sample	Drop-In Sample
Percent of households who have had someone visit in lifetime	85.0%	97.2%
Percent of respondent who visited in past 12 months	36.0%	72.6%
Number of days respondent visited in past 12 months (mean)	5 days	25 days
Number of days respondent visited in past 12 months (median)	3 days	6 days

Overnight Stays at Blackstrap Provincial Park

Of those who visited Blackstrap in the past 12 months, one-quarter of the random sample respondents (24.7%) and drop-in sample respondents (24.7%) indicated that they stayed overnight in the park.

Future Visitation to Blackstrap Provincial Park

The majority of respondents from the random sample (60.5%) and drop-in sample (87.7%) plan to visit Blackstrap Provincial Park in the next 12 months.

Of those who plan to visit, respondents from the random sample plan to spend 6 days (Median: 3 days) at Blackstrap Provincial Park in the next 12 months overall, while respondents from the drop-in sample plan to spend 24 days overall (Median: 10 days).

Participation in Outdoor Recreation at Blackstrap Provincial Park

The most frequently reported outdoor recreation activities that respondents from the random sample participated in at Blackstrap Provincial Park were: 1) Picnicking (18.7%); 2) Driving/sightseeing (14.3%); 3) Fishing in the summer (13.0%); and 4) Swimming or other beach activities (13.0%).

The most frequently reported outdoor recreation activities that respondents from the drop-in sample participated in at Blackstrap were: 1) Driving/sightseeing (42.2%); 2) Fishing in the summer (42.2%); and 3) Motorized boating (39.4%).

Table 13 - Participation in Outdoor Recreation at Blackstrap Provincial Park in the Past 12 Months

	Random	Drop-in
Picnicking	18.7% (1)	34.9% (4)
Driving/Sightseeing	14.3% (2)	42.2% (1)
Fishing (Summer)	13.0% (3)	42.2% (1)
Swimming or Other Beach Activities	13.0% (3)	33.0% (5)
Motorized Boating	10.2% (5)	39.4% (3)
Camping	8.2% (6)	18.3% (9)
Day Hiking	7.7% (7)	21.1% (6)
Waterskiing/Tubing/Wakeboarding	5.6% (8)	19.3% (8)
Nature Photography	5.2% (9)	15.6% (10)
Fishing (Winter)	3.3% (10)	20.2% (7)
Non-Motorized Boating	2.8% (11)	10.1% (12)
Learning about Nature	2.3% (12)	11.9% (11)
Other ¹	1.5% (13)	6.4% (13)
Biking on Groomed Trails	1.0% (14)	6.4% (13)
Cross Country Skiing	0.7% (15)	5.5% (15)
Extreme Mountain Biking	0.2% (16)	0.0% (16)

**Percent of respondents who participated in the activity. ¹ Visiting friends/family was commonly reported by respondents from the random sample.*

Primary Reason for Visiting Blackstrap Provincial Park

Respondents were asked to indicate which outdoor recreation activity was their primary reason for visiting Blackstrap in the past 12 months. Fishing (summer) was the most commonly reported activity by respondents from both samples (Random: 19.8%; Drop-in: 17.9%). A small proportion of respondents from the random sample (3.7%) reported 'other' activities, which commonly included visiting friends/family. A small proportion of respondents from the drop-in sample (14.1%) also reported 'other', which commonly included living in the local area.

Table 14 - Primary Reason for Visiting Blackstrap Provincial Park

	Random	Drop-in
Fishing (Summer)	19.8% (1)	17.9% (1)
Picnicking	14.7% (2)	9.0% (6)
Non-Motorized Boating	13.4% (3)	11.5% (5)
Swimming or Other Beach Activities	12.9% (4)	6.4% (7)
Camping	12.9% (4)	15.4% (2)
Driving or Sightseeing	7.4% (6)	12.8% (4)
Day Hiking	6.0% (7)	1.3% (12)
Other	3.7% (8)	14.1% (3)
Motorized Boating	3.2% (9)	2.6% (9)
Fishing (Winter)	2.8% (10)	2.6% (9)
Learning about Nature	1.4% (11)	2.6% (9)
Waterskiing/Tubing/Wakeboarding	0.5% (12)	0.0% (13)
Nature Photography	0.5% (12)	0.0% (13)
Cross Country Skiing	0.5% (12)	3.8% (8)
Biking on Groomed Trails	0.5% (12)	0.0% (13)

**Percent of respondents who participated in the activity.*

Satisfaction with Blackstrap Provincial Park

Over one-third of respondents from the random sample (38.4%) were quite satisfied or extremely satisfied with the facilities and amenities overall at Blackstrap Provincial Park. A smaller proportion of respondents from the drop-in sample (17.7%) were satisfied with the facilities and amenities overall at Blackstrap Provincial Park.

Respondents from the random sample reported the highest levels of satisfaction with: 1) Picnic areas (60.8%); 2) Daily operating hours at the campground or entry gate (60.1%); 3) Information on the Parks Service website (58.5%); and 4) Number of days the park is open each summer (58.5%). Respondents from the drop-in sample reported the highest levels of satisfaction with: 1) Boat launch (45.5%); 2) Picnic areas (43.5%); and 3) Number of days the park is open each summer (35.9%).

Table 15 - Satisfaction with Aspects of Blackstrap Provincial Park

	Random Sample	Drop-In Sample
Picnic Areas	60.8% (1)	43.5% (2)
Daily Operating Hours at Campground or Entry Gate	60.1% (2)	27.3% (4)
Information on Park Website	58.5% (3)	14.4% (12)
Number of Days Park is Open Each Summer	58.5% (3)	35.9% (3)
Trails	50.0% (5)	18.9% (9)
Boat Launch	49.2% (6)	45.5% (1)
Beach Areas	47.6% (7)	23.4% (5)
Sewage Disposal Systems	43.5% (8)	20.4% (8)
Washrooms or Shower Facilities in Campgrounds	43.0% (9)	14.7% (11)
Availability of Campsites	41.6% (10)	7.2% (14)
Number of Seasonal Sites	40.2% (11)	11.3% (13)
Ski Hill Facility (when in operation)	38.2% (12)	22.5% (6)
Drinking Water	38.1% (13)	17.5% (10)
Cross Country Ski Trails	36.1% (14)	21.6% (7)

**Percent of respondents who were quite satisfied (4) or extremely satisfied (5), based on a 5-point scale from (1) Not at All Satisfied to (5) Extremely Satisfied.*

SECTION 7: POTENTIAL ACTIONS AND DEVELOPMENT OPTIONS AT BLACKSTRAP

Potential Actions to Improve Blackstrap Provincial Park

Respondents from the random sample most commonly reported the following actions for improving Blackstrap Provincial Park: 1) Upgrade drinking water and sewage disposal systems (58.2%); 2) Upgrade beach area (58.2%); and 3) Increase efforts to preserve Blackstrap's ecosystem and natural resources (57.2%).

Respondents from the drop-in sample most commonly reported the following actions for improving Blackstrap: 1) Upgrade drinking water and sewage disposal systems (70.5%); 2) Construct additional washrooms/shower facilities in campgrounds (69.3%); and 3) Upgrade beach area (67.3%). Half of respondents from the random sample (50.0%) rated 'other' actions/options to improve Blackstrap as a high or very high priority. These commonly included open/upgrade ski hill, repair roads, improve cleanliness of the lake for swimming, and upgrading/maintaining the cross country ski trails.

Table 16 - Potential Actions to Improve Blackstrap Provincial Park

	Random	Drop-in
Upgrade drinking water and sewage disposal systems	58.2% (1)	70.5% (1)
Upgrade beach area	58.2% (1)	67.3% (3)
Increase efforts to preserve Blackstrap's ecosystem and natural resources	57.2% (3)	66.3% (4)
Other	50.0% (4)	-
Construct additional washroom/shower facilities in campgrounds	46.8% (5)	69.3% (2)
Develop interpretive and multi-use (walking, hiking, biking) recreation trails	45.7% (6)	53.8% (10)
Upgrade picnic areas	44.2% (7)	53.9% (9)
Provide more staff to enhance safety and security in the Park	36.5% (8)	62.2% (5)
Extend number of days that the Park is open each summer	34.9% (9)	58.2% (6)
Upgrade boat launch docks and lighting	33.1% (10)	49.6% (11)
Increase the number of seasonal campsites	31.2% (11)	56.7% (7)
Increase the number of campsites	28.7% (12)	56.3% (8)
Extend daily operating hours at campground and entry gate offices	22.7% (13)	40.6% (12)
Construct a small amphitheatre for special events	19.7% (14)	34.0% (13)

**Percent of respondents reporting as a high priority (4) or very high priority (5), based on a 5-point scale from (1) Very Low Priority to (5) Very High Priority; - the number of drop-in sample respondents rating 'other' was too small to report, however, several open-ended responses were provided.*

Top-Rated Potential Actions to Improve Blackstrap Provincial Park

Respondents were asked to indicate which potential actions they felt were the highest, second highest, and third highest priorities to improving Blackstrap Provincial Park. The most commonly reported first priority identified by respondents from the random sample (16.3%) and drop-in sample (30.5%) was to increase the number of campsites. Similarly, increasing the number of campsites was the most commonly reported action by respondents from the random sample (32.9%) and drop-in sample (42.4%) as either a first, second or third priority to improve Blackstrap.

A small proportion of respondents from both samples identified 'other' as either a top priority (Random: 3.1%; Drop-in: 16.8%) or top-three priority (Random: 15.4%; Drop-in: 30.3%). These responses commonly included open/upgrade ski hill, repair roads and improve cleanliness of the lake for swimming. Respondents from the random sample also commonly reported upgrading/maintaining the cross country ski trails as 'other'.

Table 17 – Top-Rated Potential Actions to Improve Blackstrap Provincial Park

	Random		Drop-in	
	Top Priority	Top 3 Priority	Top Priority	Top 3 Priority
Increase the number of campsites	16.3% (1)	32.9% (4)	30.5% (1)	42.4% (1)
Increase efforts to preserve Blackstrap's ecosystem and natural resources	14.4% (2)	28.0% (6)	14.7% (3)	21.2% (6)
Upgrade drinking water and sewage disposal systems	13.4% (3)	37.4% (2)	6.3% (4)	27.3% (3)
Upgrade beach area	11.7% (4)	35.2% (3)	5.3% (7)	23.2% (4)
Develop interpretive and multi-use (walking, hiking, biking) recreation trails	11.3% (5)	29.8% (5)	6.3% (4)	20.2% (7)
Construct additional washroom/shower facilities in campgrounds	8.9% (6)	38.4% (1)	6.3% (4)	22.2% (5)
Upgrade boat launch docks and lighting	5.8% (7)	17.3% (8)	3.2% (10)	20.2% (7)
Upgrade picnic areas	3.6% (8)	19.9% (7)	1.1% (11)	9.1% (11)
Provide more staff to enhance safety and security in the Park	3.1% (9)	15.4% (9)	4.2% (8)	17.2% (9)
Other	3.1% (10)	5.8% (13)	16.8% (2)	30.3% (2)
Construct a small amphitheatre for special events	2.9% (11)	13.0% (10)	0.0% (13)	9.1% (11)
Extend number of days that the Park is open each summer	2.6% (12)	10.5% (11)	1.1% (11)	7.1% (13)
Increase the number of seasonal campsites	2.4% (13)	8.2% (12)	4.2% (8)	14.1% (10)
Extend daily operating hours at campground and entry gate offices	0.5% (14)	5.0% (14)	0.0% (13)	2.0% (14)

*Percent of respondents indicating action as: a) top priority; and b) top-3 priority.

Potential Development Options

Respondents were asked to rate their level of support with several potential development options for Blackstrap Provincial Park. The three development options with the highest levels of support from the random sample respondents were: 1) Restaurant (74.7%); 2) New food concessions at the beach (71.8%); and 3) Rental cabins (70.4%). The three development options with the highest levels of support from the drop-in sample respondents were: 1) Other (85.8%); 2) Restaurant (83.8%); and 3) New food concessions at the beach (82.3%).

Respondents were also asked if they would use each option if it were available at Blackstrap Provincial Park. Restaurant (88.1%) and new food concession at the beach (87.5%) were the two options most commonly reported by respondents from the random sample. Respondents from the drop-in sample most commonly reported new food concession at the beach (91.8%) and restaurant (91.0%) as options they would use if available at Blackstrap.

A small proportion of respondents from the random sample (27.4%) indicated that they would support the development of ‘other’ options for Blackstrap Provincial Park, which commonly included develop/open the ski hill and upgrade/maintain the cross country ski trails. The majority of respondents from the drop-in sample (85.8%) indicated that they would support ‘other’ options, which commonly included develop/open the ski hill.

Table 18 – Potential Development Options at Blackstrap Provincial Park

	Random Sample		Drop-In Sample	
	Support	Would Use It	Support	Would Use It
Restaurant	74.7% (1)	88.4% (1)	83.8% (2)	91.0% (2)
New food concession at the beach	71.8% (2)	87.8% (2)	82.3% (3)	91.8% (1)
Rental Cabins	70.4% (3)	64.7% (3)	53.9% (6)	41.4% (7)
Boat rental and equipment facilities	64.4% (4)	58.4% (4)	56.3% (5)	58.2% (4)
Golf Course	61.3% (5)	55.0% (5)	51.5% (7)	58.2% (4)
Long-term seasonal camping facilities	53.2% (6)	34.6% (7)	63.8% (4)	49.2% (5)
Cottage Subdivision	38.7% (7)	15.5% (9)	24.0% (9)	17.9% (9)
Multi-unit rental and/or timeshare developments	35.0% (8)	19.5% (8)	29.4% (8)	21.0% (8)
Other	27.4% (9)	41.5% (6)	85.8% (1)	83.3% (3)

**Percent of respondents who would: a) support or strongly support the option, based on a 5-point scale from (1) Strongly Opposed to (5) Strongly Support; and b) use the option.*

Top-Rated Potential Development Actions

Respondents were asked to identify which potential development actions should be the highest, second highest, and third highest priorities to improve Blackstrap Provincial Park.

Respondents from the random sample most commonly reported rental cabins (27.2%) as the top priority to improve Blackstrap. Respondents from the drop-in sample most commonly reported Restaurant (20.7%) as the top priority to improve Blackstrap.

Similarly, rental cabins (58.3%) and restaurant (60.2%) were the most commonly reported actions rated by respondents from the random sample and drop-in sample respondents, respectively, as a first, second or third priority to improve Blackstrap.

A small proportion of respondents from both samples indicated ‘other’ potential development options as a top priority (Random: 3.2%; Drop-in: 10.9%) or top-three priority (Random: 4.8%; Drop-in: 17.2%). These responses commonly included develop/open the ski hill.

Table 19 – Top-Rated Potential Development Actions

	Random		Drop-in	
	Top Priority	Top 3 Priority	Top Priority	Top 3 Priority
Rental Cabins	27.2% (1)	58.3% (1)	9.8% (6)	33.3% (4)
Golf Course	20.2% (2)	49.6% (3)	15.2% (3)	43.0% (3)
Restaurant	12.5% (3)	52.3% (2)	20.7% (1)	60.2% (1)
Cottage Subdivision	10.1% (4)	18.8% (7)	5.4% (8)	11.8% (8)
Long-term seasonal camping facilities	9.1% (5)	24.8% (6)	18.5% (2)	25.8% (6)
Boat rental and equipment facilities	8.2% (6)	34.2% (5)	10.9% (4)	33.3% (4)
New food concession at the beach	7.2% (7)	41.2% (4)	8.7% (7)	44.1% (2)
Other	3.2% (8)	4.8% (9)	10.9% (4)	17.2% (7)
Multi-unit rental and/or timeshare developments	2.4% (9)	10.4% (8)	0.0% (9)	6.5% (9)

**Percent of respondents rating the option as: a) top priority; and b) top-3 priority.*

Respondents' Suggestions to Improve Blackstrap Provincial Park (Open-Ended Comments)

Thirty-three percent of respondents (33.2%; 239 out of 719) provided suggestions to improve Blackstrap Provincial Park. There was a wide range of suggestions for improvements. These comments were categorized into six themes: (1) Ensuring Future Development Preserves the Natural Environment; (2) Improve Camping Facilities; (3) Improve Lake and Water-Based Facilities; (4) Improve Other Facilities or Infrastructure; (5) Improve Marketing and Promotion; and (6) Expand Park Season. The following suggestions⁴ by respondents capture the essence of each of these six themes.

Ensuring Future Development Preserves the Natural Environment

Maintain balance between some developments and natural landscapes. I think Blackstrap can be marketed as both a natural area for recreation, but also plan to make it at least a regional destination point. May not want to compete with the lodge that already caters to meetings and conventions, but maybe could develop things that compliment the existing lodge and services, and enhance these to give people somewhat more options and choices. Market assessment of regional recreation needs in all seasons - e.g. are there specific spring and fall things, rather than just depending more on summer (fishing, beach) or winter (skiing)? How is the state of the fishery? Adequate? Watersports? Could the park host various events or competitions during various seasons?

If too much residential development happens there will be a great deal of pressure on the usage of the Lake and the fish stocks. Plans need to be developed in cooperation with users to ensure there continues to be a healthy fish population in the lake.

Improve Camping Facilities

In my opinion, with fuel prices and other costs on the rise, more people are going to be looking for closer places to vacation. With a little TLC and improvements I believe that Blackstrap could become THE place to go.

Offer more electric sites. Even tenters like having electricity.

The bottom line is some thought, money and energy has to go into this park. A city of 250000 within a 25 min drive needs recreational/natural parks within a short drive and Blackstrap has a lot to offer. Improved day facilities such as restaurants/concessions/guided nature walks/theater programs. Improved camping-clean up the campground, more sites, trim up the bushes on the road within the campgrounds-our own trailer couldn't get around the current road. Fall and winter access camping (with power).

⁴ Respondent comments are verbatim except for the removal of any information that might identify the individual respondent.

Improve Lake and Water-Based Facilities

Blackstrap has great fishing. An affordable boat rental would be a definite asset to all of us shore fishermen.

I would like to see an area for the high speed boats to go that is away from residential. They are too noisy and dangerous to children who are tubing or waterskiing.

Keeping the beach area clean.

Some environmental work in keeping down the algae levels in August would help. A marina would make the launches a lot less busy. For our own family, residing so close to the park, we would use the lake a lot more if we could just park our boat at a marina (Obviously for a fee) and simply drive to the lake and boat, rather than waiting in an hour long queue to put the boat in the water. I'm sure lots of locals would use such a facility.

Improve Other Facilities or Infrastructure

More maintenance staff, fix the roads, fix the boat launch, add more campsites, get actual sand on the beach, and get better washroom facilities

If Blackstrap could ever be made as appealing as Pike Lake Prov. Park (trees, grass, nice picnic areas, wooded campground), it could become more popular - location is excellent but, at present, it is not an inviting park - too bleak

I think if there was rental accommodations available year round we would get more visitors and longer stays

Upgrade the hi-way from Dundurn to Blackstrap.

Improve Marketing and Promotion

Improve signage and advertising for the park. People who live here don't even know about all that is offered out there!!

Get going! What a wonderful opportunity to keep tourism dollars at home. Build it well. They will come!

Expand Park Season

PLEASE!!! EXTEND THE DAYS THE PARK IS OPEN. Either open sooner or stay open later or both would be nice too

SECTION 8: VIEWS OF BLACKSTRAP SKI HILL

Aspects of Blackstrap Ski Hill

The majority of respondents from the random sample (65.5%) and drop-in sample (80.2%) indicated that Blackstrap is a great place for people learning to ski or snowboard. A small proportion of respondents from the random sample (20.7%) and drop-in sample (13.1%) prefer to ski at other ski hills in Saskatchewan rather than Blackstrap.

Table 20 – Aspects of Blackstrap Ski Hill

	Random	Drop-in
Blackstrap is a great place for people learning to ski or snowboard	65.5%	80.2%
I would prefer to use the Blackstrap ski hill if it had equipment and facilities that were similar to other Saskatchewan ski hills	49.0%	74.3%
I prefer to ski or snowboard at other ski hills in Saskatchewan rather than Blackstrap	20.7%	13.1%

**Percent of respondents who agreed (4) or strongly agreed (5), based on a 5-point scale from (1) Strongly Disagree to (5) Strongly Agree.*

Importance of Blackstrap Ski Hill

The majority of respondents from the random sample (58.8%) and drop-in sample (72.9%) reported that Blackstrap Ski Hill is an important part of Saskatchewan's history. The majority of respondents from the random sample (56.5%) and drop-in sample (70.7%) also indicated that if Blackstrap closed, it would be a major loss to Saskatchewan residents. A smaller proportion of respondents believed that closing Blackstrap Ski Hill would be a major loss to them personally or their other household members.

Table 21 – Importance of Blackstrap Ski Hill

	Random	Drop-in
Blackstrap ski hill is an important part of Saskatchewan's history	58.8%	72.9%
If Blackstrap ski hill closed, it would be a major loss to Saskatchewan residents	56.5%	70.7%
The Blackstrap ski hill is an important place to me	38.7%	71.6%
The Blackstrap ski hill is an important place to other members of my household	29.3%	65.5%
If the Blackstrap ski hill closed permanently, it would be a major loss to other members of my household	27.6%	64.5%
If Blackstrap ski hill closed permanently, it would be a major loss to me personally	21.4%	53.9%

**Percent of respondents who agreed (4) or strongly agreed (5), based on a 5-point scale from (1) Strongly Disagree to (5) Strongly Agree.*

Subsidy of Blackstrap Ski Hill

On average (median), respondents from the random sample reported that the maximum amount of tax dollars per skier-visit that the provincial government should spend to support the operation and upgrading of ski facilities at Blackstrap was \$10 (Mean: \$17; Range \$0 to \$100). A small proportion of respondents from the random sample (22.1%) indicated that the provincial government should spend \$0 to support the operation and upgrading of ski facilities at Blackstrap.

On average (median), respondents from the drop-in sample reported that the maximum amount of tax dollars per skier-visit that the provincial government should spend was \$10 (Mean: \$17). One-quarter of respondents from the drop-in sample (24.8%) indicated that the provincial government should spend \$0 to support the operation and upgrading of ski facilities at Blackstrap.

Nearly half of respondents from the random sample (48.4%) and the majority of respondents from the drop-in sample (54.5%) indicated that Blackstrap ski hill users should have to pay the Provincial Park fee. A slightly smaller proportion of respondents from the random sample agreed the provincial government should continue to spend tax money to upgrade the ski facilities (43.2%) and support the day-to-day operation of Blackstrap ski hill (38.6%). The majority of respondents from the drop-in sample agreed the provincial government should continue to spend tax money to upgrade the ski facilities (61.0%) and support the day-to-day operation of Blackstrap ski hill (54.1%).

Table 22 – Perceptions of Subsidizing Blackstrap Ski Hill

	Random	Drop-in
Complementary private business development(s) should be permitted at Blackstrap in an effort to sustain the operation of the ski hill	72.6%	69.4%
The people who use the Blackstrap ski hill should be expected to pay the provincial park entry fee	48.4%	54.5%
The provincial government should continue to spend tax money to upgrade the ski facilities at Blackstrap ski hill	43.2%	61.0%
Ski hill user fees should cover all of the costs to maintain, operate and upgrade the Blackstrap ski hill	42.1%	35.4%
The provincial government should continue to spend tax money to support the day-to-day operation of the Blackstrap ski hill	38.6%	54.1%
It is unfair to other ski hills operated by the private sector or Regional Parks in Saskatchewan if the provincial government financially supports the Blackstrap ski hill	28.2%	25.0%
I would be willing to pay more for myself and/or other household members to ski at Blackstrap than other ski hills in Saskatchewan	19.2%	36.5%

**Percent of respondents who agreed (4) or strongly agreed (5), based on a 5-point scale from (1) Strongly Disagree to (5) Strongly Agree.*

**Respondents' Suggestions to Help Blackstrap Ski Hill Become Self-Sufficient
(Open-Ended Comments)**

Forty-six percent of respondents (45.5%; 327 out of 719) provided suggestions to help Blackstrap Ski Hill become self-sufficient. Again, a small number of respondents stated that nothing can be done. This question also evoked the full range of comments from the government providing at least some level of subsidy to complete privatization (with no government subsidy). The following comments⁵ by respondents capture the essence of the suggestions provided by respondents.

Blackstrap ski hill is in a provincial park so there is some responsibility by government to make sure the facilities are of good quality. Blackstrap has the potential to be an integrated year-round park IF the ski hill was operated properly

All provincial parks should be supported by the provincial government. It is part of the responsibility of government to ensure that affordable parks are available for all people in the province

Keep the park activities affordable for the general public. Many families who can not afford vacations spend days/ weekends at the park.

Provide the infrastructure to support a viable ski and snowboard hill. Improve the equipment so skiers are able to ski the whole hill. There should be a year-around complex built to sustain the business that takes on the job of running it. It would take a commitment of money on behalf of the government to make this possible.

Need for provincial funding to improve site facilities and equipment to then generate interest in private/rental investment. Currently, no private investor wishes to take on the total task of getting the ski hill up to the equipment and safety requirements needed.

I would like to see any mandate set up be set up to run long term. As anyone who has ever run a business knows, it takes at least 3-5 years to see profit.

If it's not viable to run this facility driven by lift-ticket and chalet revenue, why run it? I don't want to subsidize what I view as a wealthy person's leisure activity. I don't ski and I have never been...the only way that I would visit the facility would be if there were cross country ski trails

⁵ Respondent comments are verbatim except for the removal of any information that might identify the individual respondent.

SECTION 9: COMPARISONS BY TYPE OF SKIER

To better understand respondents' perceptions of Blackstrap ski hill, three groups were created based on their involvement in downhill skiing or snowboarding at Blackstrap. This section presents the results of these comparisons, based on the following three groups:

- 1) **Non-Skier** – includes respondents who have never skied or snowboarded in their lifetime (n=195);
- 2) **Potential Blackstrap Skier** – includes respondents who have skied or snowboarded, but never at Blackstrap ski hill (n=166).
- 3) **Blackstrap Skier** – includes respondents who have skied or snowboarded at Blackstrap ski hill (n=235).

Only data from the random sample is included for the comparisons below as the drop-in sample was too small for such comparisons. Only the results of variables that have statistically significant differences are presented below.

Demographics

Comparisons were made by type of skier with seven demographic variables. There were no significant differences by community size, aboriginal status, distance of permanent residence from Blackstrap Provincial Park, and whether respondents owned a cottage on or near Blackstrap Lake.

On average, respondents who were non-skiers were older than respondents from the other two comparison groups. Non-skiers were also less likely to have a child living in their household. A higher proportion of respondents from the Non-Skier and Potential Blackstrap Skier groups were female compared to respondents from the Blackstrap Skier group.

Table 23 – Demographics by Type of Skier

	Non-Skier	Potential Blackstrap Skier	Blackstrap Skier
Age (<i>Mean</i>)	51 years	39 years	42 years
Gender (<i>% Female</i>)	71.5%	67.5%	55.1%
Households with children (<i>% respondents</i>)	39.5%	50.3%	59.8%

BPP – Blackstrap Provincial Park.

Outdoor Recreation

Comparisons were made by type of skier with seven variables related to outdoor recreation. There were no significant differences by skier type with the number of days respondents visited Blackstrap Provincial Park and the proportion of respondents who stayed overnight in Saskatchewan Provincial Parks. There were also no significant differences by skier type with the average number of days respondents visited Saskatchewan Provincial Parks.

Respondents from the Blackstrap skier group spent more days on average (mean) participating in outdoor recreation and more days visiting Saskatchewan Provincial Parks in the past 12 months than respondents from the other two groups. Respondents who had skied at Blackstrap were also more likely to have stayed overnight at Blackstrap Provincial Park in the past 12 months.

Table 24 – Outdoor Recreation by Type of Skier

	Non-Skier	Potential Blackstrap Skier	Blackstrap Skier
Days participated in outdoor recreation in past 12 months (<i>mean</i>)	19 days	22 days	33 days
Days participated in outdoor recreation in past 12 months (<i>median</i>)	14 days	14 days	20 days
Visited BPP in past 12 months (<i>% respondents</i>)	35.4%	29.7%	42.1%
Stayed overnight at BPP in past 12 months (<i>% respondents</i>)	17.4%	16.3%	34.3%

BPP – Blackstrap Provincial Park; SPP – Saskatchewan Provincial Parks.

Satisfaction with Blackstrap Provincial Park

Comparisons by type of skier were made with 16 items related to respondents' satisfaction with the facilities and amenities at Blackstrap Provincial Park. There were significant differences with 3 of the 16 items. A higher proportion of respondents from the Non-Skier group were satisfied with the facilities and amenities at Blackstrap Provincial Park compared to the other skier groups. Of the three skier groups, the Potential Blackstrap Skiers were the least satisfied with the drinking water and beach areas at Blackstrap Provincial Park.

Table 25 – Satisfaction with Blackstrap Provincial Park by Type of Skier

	Non-Skier	Potential Blackstrap Skier	Blackstrap Skier
Overall satisfaction with facilities and amenities	43.3% (n=150)	37.3% (n=102)	34.9% (n=209)
Drinking Water	46.9% ¹ (n=81)	20.8% ¹ (n=53)	40.5% (n=121)
Beach Areas	58.5% (n=106)	37.3% ¹ (n=75)	45.3% (n=148)

*Percent of respondents who were quite satisfied (4) or extremely satisfied (5), based on a 5-point scale from (1) Not at All Satisfied to (5) Extremely Satisfied; ¹Results should be interpreted with caution due to the small sample size.

Aspects of Blackstrap Ski Hill

Comparisons were made by type of skier with the three statements related to aspects of Blackstrap ski hill. There were significant differences with two of the three statements. A higher proportion of respondents from the Non-Skier and Blackstrap Skier groups agreed that Blackstrap is a great place for people learning to ski or snowboard.

Table 26 – Aspects of Blackstrap Ski Hill by Type of Skier

	Non-Skier	Potential Blackstrap Skier	Blackstrap Skier
Blackstrap is a great place for people learning to ski or snowboard	67.9% (n=162)	52.4% (n=147)	73.6% (n=227)
I would prefer to use the Blackstrap ski hill if it had equipment and facilities that were similar to other Saskatchewan ski hills	35.7% (n=112)	47.7% (n=132)	58.0% (n=205)

**Percent of respondents who agreed (4) or strongly agreed (5), based on a 5-point scale from (1) Strongly Disagree to (5) Strongly Agree.*

Importance of Blackstrap Ski Hill

Comparisons were made by type of skier with respondents' perceptions of the importance of Blackstrap ski hill. There were significant differences with five of the six statements.

Generally, a higher proportion of respondents from the Blackstrap Skier group indicated that Blackstrap ski hill was important compared to the Non-Skier and Potential Blackstrap Skier groups.

Table 27 – Importance of Blackstrap Ski Hill by Type of Skier

	Non-Skier	Potential Blackstrap Skier	Blackstrap Skier
Blackstrap ski hill is an important part of Saskatchewan's history	65.7% (n=175)	44.9% (n=158)	63.3% (n=229)
The Blackstrap ski hill is an important place to me	35.6% (n=146)	29.6% (n=142)	47.3% (n=226)
The Blackstrap ski hill is an important place to other members of my household	27.7% (n=130)	17.5% (n=137)	38.2% (n=207)
If the Blackstrap ski hill closed permanently, it would be a major loss to other members of my household	26.3% (n=133)	17.1% (n=146)	35.9% (n=209)
If Blackstrap ski hill closed permanently, it would be a major loss to me personally	18.7% (n=134)	12.2% (n=147)	29.0% (n=214)

**Percent of respondents who agreed (4) or strongly agreed (5), based on a 5-point scale from (1) Strongly Disagree to (5) Strongly Agree.*

Subsidy of Blackstrap Ski Hill

Comparisons were made by type of skier with the *maximum amount of tax dollars* respondents believed the provincial government should spend to support the operation and upgrading of ski facilities at Blackstrap. There were no significant differences based on type of ski hill user and the *maximum amount of tax dollars* respondents believed the provincial government should spend to support the operation and upgrading of ski facilities at Blackstrap.

Comparisons were also made with respondents' perceptions of subsidizing Blackstrap Ski Hill by type of ski hill user. There were significant differences with two of the seven statements. Respondents from the Non-Skier group were more likely than the other respondents to indicate that people who use the ski hill should be expected to pay the provincial park entry fee. Non-skier respondents were also more likely to agree that ski hill user fees should cover all of the costs to maintain, operate and upgrade Blackstrap ski hill.

Table 28 – Perceptions of Subsidizing Blackstrap Ski Hill by Type of Skier

	Non-Skier	Potential Blackstrap Skier	Blackstrap Skier
The people who use the Blackstrap ski hill should be expected to pay the provincial park entry fee	62.4% (n=170)	44.3% (n=158)	41.0% (n=229)
Ski hill user fees should cover all of the costs to maintain, operate and upgrade the Blackstrap ski hill	49.1% (n=161)	41.2% (n=153)	37.7% (n=223)

**Percent of respondents who agreed (4) or strongly agreed (5), based on a 5-point scale from (1) Strongly Disagree to (5) Strongly Agree.*