

	Report Title	Lake Lisgar Waterpark 2019 Season Results
	Report No.	RCP 19-49
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	Attachments	

EXECUTIVE SUMMARY

This report provides Council with a summary of the Lake Lisgar Waterpark 2019 season results.

BACKGROUND

The 2019 season at Lake Lisgar ran for a total of 9 weeks with weekend swims commencing on June 15, 2019 and daily swims running from June 28, 2019 to September 2, 2019. The park was open for 70 days with 7 early closures and 2 full closures due to inclement weather.

There was an increase in both waterpark attendance and revenue. Compared to 2018, attendance was up by 2,619 patrons, accounting for an 18% increase and admission sales totaled \$42,489.00, up 18% from the 2018 revenue of \$34,667.00.

Below is a summary of the successes and challenges for the summer.

Successes

Pre-Season School Rentals

5 pre-season rentals were booked in 2019 with close to 1000 students celebrating the end of their school year at the waterpark.

Out of Area Camp Visits

There were 10 Camps that included Lake Lisgar Waterpark as part of their summer program in 2019. During July and August camps enjoyed a day at our facility; some of these camps even attended multiple times throughout the summer. The new process for discounted groups over 25 people was well received. Feedback from Camp Leaders was that they enjoyed a smaller venue that could accommodate their numbers but not increase the risks associated with bus trips.

Special Events

There were several new special events implemented this season along with our regular committed providers. First Baptist Church was back in June to offer an outdoor service in Memorial Park followed by a swim at Lake Lisgar Waterpark for those interested in enjoying the facilities.

Execulink returned to offer a ½ price opening weekend. Unfortunately the weather did not cooperate and the weekend was rescheduled for July 6th and 7th. Again the weather wasn't great on the Saturday but Sunday was a great swim day. Execulink provided some great SWAG

at the door for patrons as they arrived and there were lots of positive comments regarding their willingness to sponsor this opportunity for the community.

Titan Trailers arranged for a day for their employees to enjoy the waterpark. Passes were handed out to all employees and close to 80 attended on the Titan Trailer Day in the park on August 17th.

Marwood provided passes for their employees and their families to attend any swim during the month of August. This was the first year of providing this perk and 39 employees took advantage of this generous offer.

Stubbe's Precast from Harley Ontario sponsored a Half Price Swim Day on August 10th. They also brought in a soft serve Ice cream station and provided free Ice Cream for everyone in the park that day. Needless to say participants were extremely appreciative of the discounted entrance fees and delicious Ice Cream. Unfortunately it wasn't a great weather day but there were still 200 people enjoying the day.

Sobeys sponsored 6 cans of whipped cream over the course of summer for a Pie in the Face event. All money raised was for Drowning Prevention through the Lifesaving Society.

Several events were hosted for National Drowning Prevention Week - Monday: What drowning actually looks like. Tuesday: CPR on the grass. Wednesday: Boating safety. Thursday: CPR on the grass. Friday: Ice Safety. Saturday: Mock Rescue.

Challenges

Staffing

This is an annual concern as scheduling becomes a challenge with so many of the staff team still participating in family vacations. The following new procedure was implemented this year to combat the issue:

- Each staff person was permitted a total of 2 weeks off during the summer season
- No more than 2 people could request time off for the same date. It was very difficult at times to keep staff on this scheduling regiment.
- A change in our staffing plan to reflect lower revenue expectations meant that there were two fewer early start staff in 2019. Staff are bringing forward a different staffing plan for 2020.

Heat Related Staff Incidents

There was an increase in staff incidents regarding working in the heat. New practices were implemented for 2019 and will continue in the future to ensure that staff are safe at work.

- Mandatory in water rotations for switching guarding stations
- Self-Care Form for each staff person where water intake, breaks from heat, in water cool off time and lunch time received is recorded daily to ensure staff are taking care of themselves properly.
- Continued from last year was the daily sign off of Health & Safety issues arising from working outdoors.

LLWP Statistics

Customer Location Survey

During the month of August a customer location survey was completed to find out exactly where our participants come from. 37% of those who attended Lake Lisgar Waterpark are Tillsonburg Residents, with the other 63% making the waterpark a summer destination, of which approximately 18% live within Oxford County.

Admissions Revenue and Attendance

The 2019 season saw an increase in both revenue and attendance. The chart below provides a 5 year comparison of revenue and attendance trends. While the 2019 season surpassed 2018 numbers, there is still a significant decrease from previous years due to a tired facility and the slide not being operational.

2015-2019 LLWP Admissions Revenue and Attendance Comparison

Year	Attendance	Admission Revenue	Days of Operation	Weather Closures	Early Close Days	Seasons Passes Sold	Estimated value of "No-Slide Discount"
2015	26,336	\$78,514	68	3	3	309	n/a
2016	24,484	\$73,520	60*	1	3	368	n/a
2017	22,836	\$47,362	71	3	6	319	n/a
2018	14,257	\$34,667	58**	3	4	168	\$5,148
2019	16,876	\$42,489	69	2	7	186	\$5,908

Notes:

* Season ended early due to tree removal

** Season started late due to deck repairs