BUSINESS SERVICES TEAM

The Business Services Team is responsible for:

- administration;
- customer service & reception;
- advertising, merchandise & vending sales;
- marketing;
- program registration; and
- facilities bookings & rentals

Administration

Legend continues to have some challenges. An onsite training workshop took place in October to address issues and to train staff that are new to Legend. Many workarounds are still needed to complete contracts, registrations, and memberships. Working through the support process is time-consuming. Often staff have to figure out a workaround/through before hearing back from Legend. Monthly membership payments are still not able to be completed automatically through Legend.

2 full-time CSR positions were filled in November as an outcome of Council’s support for an increased level of service. The consistency in staff and the increase in service hours have been very positive for an improved customer service.

The Swag Shop weekly flash sales generated $3,688 in revenue over the quarter.

F.A.R.E.

Applications continue to be accepted for the Fee Assisted Recreational Experience program. In Q4 funds have been provided to participants for programs such as swim lessons, youth programs, PA day camps and health club and fitness passes.

The Toronto Maple Leafs Alumni event is scheduled for February 15th, 2020 and all proceeds will go towards the F.A.R.E. program. The ticket sales have gone very well with standing room only available as of the beginning of January.

Programs & Facilities

Tillsonburg First Baptist Church continues with their Sunday services at the Community Centre using the Auditorium and Rotary Room each week.

TMHI adjusting their ice time schedule this season to allow times scheduled for practices to be easily swapped for games has worked well.

At the Hall of Fame Induction Ceremony on October 20, 2019 3 Individuals, 1 Builder, 2 coaches & 2 teams were inducted.
An end of season ball user meeting was held on October 30\textsuperscript{th} and an ice user group meeting was held on November 7\textsuperscript{th} to allow user groups to provide input on polices and provide feedback on the past/current seasons.

Tillsonburg was host to 3 Hockey Tournaments this quarter: TMHI Rep, TMHI A/E and TMHI Midget LL, bringing teams from: Mt Brydges, Petrolia, Mooretown, Fort Erie, Twin Centre, and St Mary's to name a few.

**Policies and Procedures**

**Sports Facilities Allocation Policy Draft**
The draft Sports Facilities Allocation Policy was shared with facility users for feedback and comment as requested by the Recreation & Sports Advisory Committee. Feedback from users was provided back to the committee and the draft policy was amended to reflect the feedback. The policy was approved as an administrative policy by Senior Leadership Team.

**Advertising Policy**
An advertising policy was drafted at the request of the Recreation & Sports Advisory Committee. The policy was submitted to Senior Leadership Team for review and is expected to be implemented in Q1, 2020.

**Looking Ahead To The Next Quarter**

**Administration**
Infocaster software will be replaced with new software called Venurun, which will display arena, pool, dressing room, and meeting room assignments. Infocaster was outdated, not reliable and is no longer supported. The Venurun software is provided by OES, a company from London that provides a high level of customer support.

The Spring/Summer program guide will be finalized and provided to Aylmer Press by the end of January. New programs have been added in order to diversify offerings. The guide will be released to the public and program registration will open on March 25\textsuperscript{th}.

**Programs & Facilities**

**Toronto Maple Leafs Alumni Game** – February 15, 2020

Arena – Tournaments, Hockey Mom's Tyke Tournament, Canpipe Oldtimers, TMHI LL, Southern Counties Year End, Figure Skating Year End Show.

Pool – TVDSB Swim Meet on January 9\textsuperscript{th}

Ball Diamond Contracts to be issued on February 1\textsuperscript{st}.

Spring/Summer Ice contracts to be issued on February 28\textsuperscript{th}.
AQUATICS TEAM

The Aquatics Team is responsible for:

• swimming instruction;
• indoor pool lifeguards;
• waterpark lifeguards;
• aquafit programming;
• drowning prevention outreach programming;
• lifeguard competition and synchronized swimming teams.

Programs

The second session of Fall Swimming Lessons was very popular with 648 registrations in comparison with 557 registrations in 2018. The Indoor Pool had 12,697 swimmers come through its doors in the last quarter which was a slight increase from 2018 of 12,225 swimmers.

Special Events

During the final quarter of the year the aquatics team was involved in several special events:

• October 5th – Utilizing staff volunteers, the aquatics team was able to provide a Synchronized Swimming Challenge for the Tillsonburg Amazing Race participants in support of the Tillsonburg Food Bank. Over 50 people participated while one member of each team strived to learn a short Synchronized Swimming Routine.
• October 21st & 24th – The aquatics department offered free Aqua Jogging and Cycling classes in honour of Breast Cancer Awareness month. Instructors dressed in pink gear and provided motivational instruction. The Cancer Society partnered with the aquatics team to provide educational materials for all participants. A donation box was available.
• October 26 & 27 – Haunted Lake Lisgar Waterpark was back again this year successfully raising over $1000 for the F.A.R.E. Program. Community Volunteers provided the scary decor and staff volunteers assisted in spooking those who dared to enter. The event was extremely successful and organizers are very excited about the next Haunted LLWP in 2020.
• November 16th – Staff graciously volunteered to ensure the Community Centre had representation in the Tillsonburg Santa Claus Parade. Staff volunteers handed out over 1000 Candy Canes and coupons for holiday swimming and skating at the community Centre. Buddy the Lifeguard Dog was thrilled to be invited on the Tillsonburg Float and enjoyed seeing his many little fans in the Community.
• December 23rd – The annual Swim with Santa was a great success again this year with 83 swimmers enjoying up close and personal time with Santa. Families truly enjoy this yearly event!
• Month of December – During the month of December participants were invited to make a donation to our Warm Hug Christmas Tree located on the pool deck. By the end of the month the tree was covered in hats, mittens, scarves, and socks. All of the items were donated to the Salvation Army on behalf of our generous members.

Community Partnerships

Coming together to provide opportunities in our Community is a goal we continue to strive to achieve.
• October 21st – staff attended the Tri County Health Committee Meeting in Alymer. This group’s focus is with Low German Mennonite participants and it creates another avenue for reaching this specialized group of users.
• November 9th – Staff provided an information booth at the 2019 Annandale Bazaar.
• December 5th - The annual Royal LePage swim was again very successful with 106 students enjoying a swim during the first hour and 130 students during the second hour. The event brought in close to 1000 lbs of food to our local Food Bank.
• December 11th – Community Mall online Registration Promotion. Staff promoted the Winter Recreation Guide at the Tillsonburg Town Centre Mall and showed how easy it is to register for programs online.

Staffing
Staff have been providing quality lessons and proper safety and supervision for all aquatics programming. The biggest change that occurred this quarter was the loss of an experienced Lead Hand for another position within the facility. Melanie Corbett accepted the position of Recreation Programs Coordinator and starts in her new role in January. Recruitment will take place in January to fill the FT Aquatics Instructor position.

Looking Ahead To The Next Quarter

Special Events
March Break Recycle Regatta – March 18th

Staff Training
During the next quarter additional staff training will be offered to ensure staff rescue and instructional skills are up to date and ready for any challenges in 2020.

Lake Lisgar Waterpark
A new waterslide is to be installed at Lake Lisgar waterpark for the beginning of the season. Plans are underway for the installation and aquatic staff are very much looking forward to having an operating slide for the season.
PROGRAMS TEAM

The Programs Team is responsible for:
• Dry-land fitness instruction;  • Youth sport programming; and
• Health club operations;  • Summer camp programming.
• Adult co-ed sport league programming;

Youth Programs
Youth program enrollment was up 11% from last year in Q4. New programs such as cooking
classes were a strong offering, reaching capacity and demand for an extra time slot to be
opened. Sports programs ran with minimal cancellations and sessions running.

PA Day camps ran with strong retention rates of previous sessions. All three camps ran during
this quarter as we continue to explore marketing and promotion in different ways.

Staff attended a Regional Inclusion Networking event on October 18th to discuss and share best
practices around inclusive camp programs.

Staff participated in Local Government week, the recreation station tied with the museum for first
place for best program.

Adult Programs
Volleyball leagues
Adult Volleyball continued experiencing high enrollment, with the competitive league reaching
capacity in pre-registrations.

Fitness Programs
Fitness classes continued to have momentum from Q3, seeing another rise in attendance, both
over the quarters and compared to past years. A consistent schedule has gained a more loyal
participant base, and the additional 2 classes added on Friday morning have had time to build
their own following.

Health Club
Memberships remained steady, with 546 in Q4; attendance in the Health Club grew from the
previous quarter. This falls in line with typical trends over the years, and includes a higher than
average usage rate during our open times during the holidays.

Bus Trips
The November bus trip to Oh Canada Eh! Dinner Show operated at capacity, filling all 28 seats.

Challenges
PA Day Camps have grown somewhat steadily, with much more room for growth in the future.
There will be continued efforts to promote this program to boost enrollment.
Youth Programs had a strong finish to the year, but did not generate enough revenue to meet budget targets. Even with many courses running at a higher rate than past quarters, there is still more capacity for participants that needs to be utilized.

Although the attendance in the Health Club increased over Q4, membership sales remained stagnant.

**Looking Ahead To The Next Quarter**

Youth Programs will continue to be promoted aggressively, including an increased social media and school presence. Additional courses will be planned for Spring/Summer throughout Q1 2020, in order to diversify our program offerings including more arts based classes.

March Break Camp will be a main area of focus for the next quarter and should provide indications of future day and summer camp success.

Additional fitness classes have been added to the schedule, with three 30 minute classes running weekly in the evenings. There remains room to grow in the evening fitness class schedule, including a potential for evening yoga.

In response to participant feedback, starting in January 2020, the competitive division of adult volleyball will be using officials through the Ontario Volleyball Association. An updated fee is reflected for the competitive division only, the recreational division remains staffed by Town of Tillsonburg employees.

In Q4 the Health Club Coordinator retired. 2020 will see the addition of the new Recreation Programs Coordinator, focusing primarily on Youth and Family programs.