



Subject: Town of Tillsonburg 2023 Summer Day Camp

Report Number: RCP 23-38

Department: Recreation, Culture and Parks Department

Submitted by: Andrea Greenway, Recreation Programs & Services Manager

Meeting Type: Council Meeting

Meeting Date: Monday, October 23, 2023

RECOMMENDATION

THAT report RCP 23-38 titled Town of Tillsonburg 2023 Summer Day Camp be received as information.

BACKGROUND

The Town of Tillsonburg 2023 Summer Day Camp program was extremely successful. The summer camp program ran for a total of 9 weeks beginning on July 3, 2023 and ending on September 1, 2023.

Registration for summer camp opened in late March and at that time it was clear that there was a significant demand for the program. Junior camp spots were full within the first few hours of registration opening and senior camp spots were full within a few days. In order to meet the growing demand for the summer camp program the capacity was increased and 4 additional staff were hired as per Council approval at the Tuesday, April 11, 2023 council meeting. This allowed recreation staff to significantly reduce the waitlist in order to accommodate as many Tillsonburg families as possible.

With the additional staff hired, the recreation team was able to accommodate an additional 40 camp spaces, an increase of 67% from the previous year.

DISCUSSION

The Town of Tillsonburg Summer Day Camp program has been very successful. 2023 saw the highest registration numbers in many years. With the additional spaces the overall capacity for day camp was 100 campers per week. This allowed for the waitlist to be eliminated as well as add a few additional spots for those who may still require care in the summer. The chart below represents the registration for each week:

RCP 23-38 Town of Tillsonburg 2023 Summer Day Camp

Week	Junior Camp	Senior Camp	Total
Week 1 – July 3-7	63	35	98
Week 2 – July 10-14	60	35	95
Week 3 – July 17-21	62	33	95
Week 4- July 24-28	60	37	97
Week 5 – July 31 – August 4	64	36	100
Week 6 – August 7-11	63	36	99
Week 7 – August 14-18	62	35	97
Week 8 – August 21 – 25	63	36	99
Week 9 – August 28 – September 1	64	32	96

Based on registration, camp was at 97% capacity for the summer.

In 2023, two new specialty camps were added as a way to offer additional youth programming that was more skill based than traditional day camp programming. A basketball specialty camp and a triathlon camp were offered. Each camp had a 20 camper capacity. The basketball camp had 19 registered campers and the Triathlon camp was at 50% capacity with 10 campers. Recreation staff feel the specialty camps were a good addition and will get feedback prior to the next season on what type of skills camps parents and children are interested in.

Also new in 2023 and through a partnership with Tillsonburg Hydro, campers were able to take part in off-site field trips that greatly enhanced their camp experience and provided new opportunities for the participants. Campers participated in the following experiences: Clovermead, Gunn’s Hill Artisan Cheese, Berrylicious Fruit Farm and The Factory. Feedback about the trips from campers, parents and staff was all very positive and the financial contribution from THI towards youth programs was greatly appreciated.

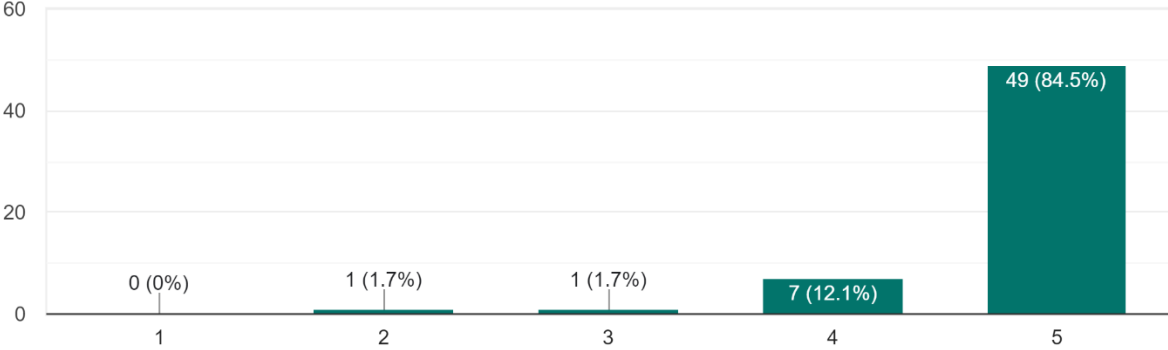
The post camp survey results show that the Town of Tillsonburg summer camp was a positive experience for campers and their families.

Survey results are below:

2023 Summer Camp Survey Results

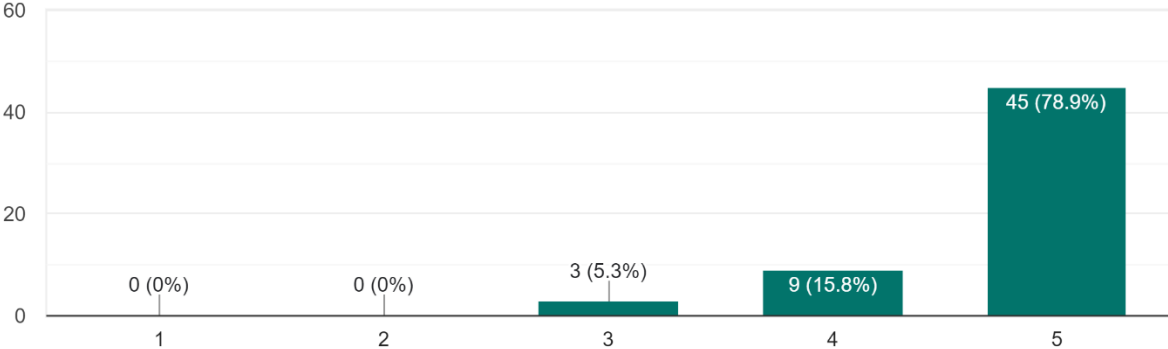
How satisfied were you with the Sign-In/ Sign-Out process?

58 responses



How satisfied were you with the communication and information provided for camp?

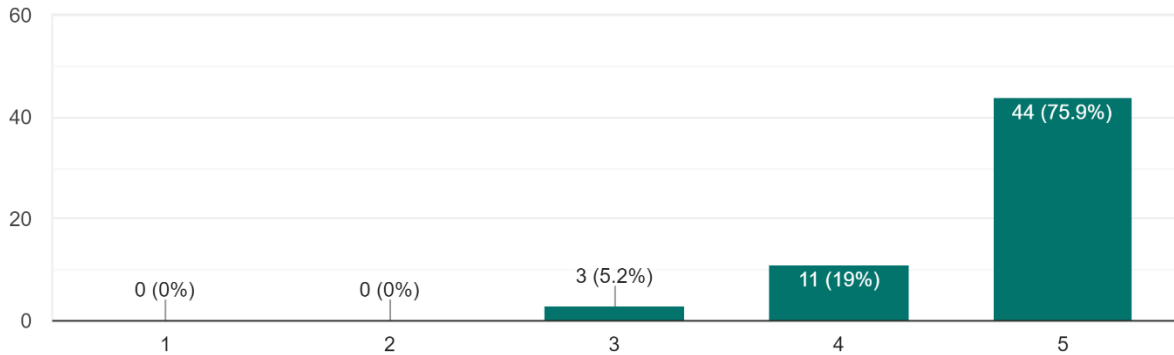
57 responses



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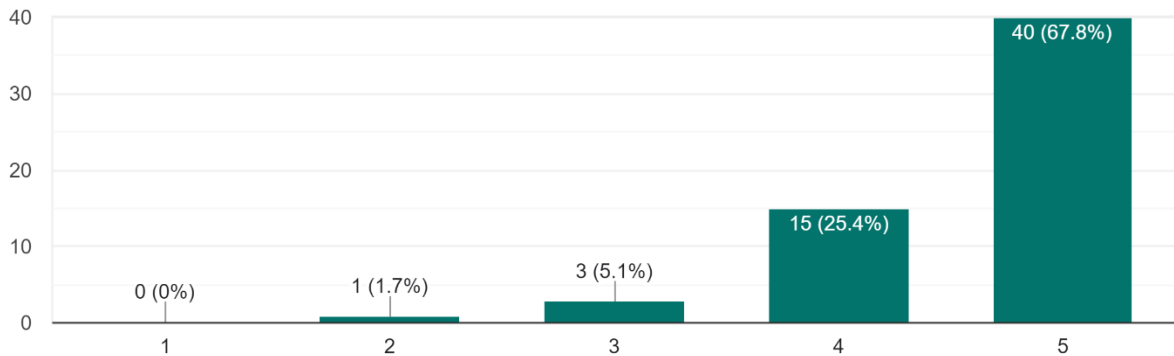
How satisfied were you with the quality of camp staff?

58 responses



How satisfied were you with the overall program?

59 responses



Staff were pleased to see that 97% of respondents were very satisfied or satisfied with the sign-in, 96% were very satisfied or satisfied with communication provided for camp, 95% were very satisfied or satisfied with the quality of camp staff and 93% were very satisfied or satisfied with the overall camp program. These results are a direct reflection of the dedication of full-time recreation staff to providing quality camp programs to Tillsonburg residents and training camp staff to a high level of performance.

Overall the Town of Tillsonburg Summer Day Camp program was very successful in 2023 and staff will look to build on this success and serve as many residents as possible for the 2024 camp season.

CONSULTATION

RCP Director, RCP Recreation Program Staff.

FINANCIAL IMPACT/FUNDING SOURCE

The Town of Tillsonburg Summer Day Camp program generated a total revenue of \$136,739.86 in 2023. The cost per camper is \$149.60 per week for day camp and 206.35 per week for the specialty camps. The wage expense for the 2023 summer day camp counsellors was \$87,688.15.

Tillsonburg Hydro Inc. provided a \$5,000 donation to support youth programs.

CORPORATE GOALS

How does this report support the corporate goals identified in the Community Strategic Plan?

- Lifestyle and amenities
- Customer service, communication and engagement
- Business attraction, retention and expansion
- Community growth
- Connectivity and transportation
- Not Applicable

Does this report relate to a specific strategic direction or project identified in the Community Strategic Plan? Please indicate section number and/or any priority projects identified in the plan.

Goal – Within the community, Tillsonburg will strive to offer residents the amenities, services and attractions they require to enjoy balanced lifestyles.

Strategic Direction – Maintain and enhance programs and facilities to support an active, engaged youth population; Target new programs, services amenities and attractions that will be a magnet for young families; Expand community partnerships in the delivery of programs and amenities.

Priority Project – Not Applicable.

ATTACHMENTS

None