

Subject: Lake Lisgar Waterpark Summer 2024

Report Number: RCP 24-053

Department: Recreation, Culture and Parks Department

Submitted by: Julie Dawley, Acting Manager of Recreation Programs & Services

Meeting Type: Council Meeting

Meeting Date: Thursday, November 14, 2024

RECOMMENDATION

- A. THAT report RCP 24-053 titled Lake Lisgar Waterpark Summer 2024 be received as information.
- B. THAT Council approves the recommendation to adjust operational hours for Lake Lisgar Waterpark in 2025.

BACKGROUND

Lake Lisgar Waterpark had an exceptional summer season marked by numerous positive experiences for both staff and the community. The newly renovated change rooms and facility entrance were particularly well received by the community. These improvements significantly enhanced the overall visitor experience at the waterpark.



Due to the ongoing renovations at the Tillsonburg Community Centre for the aquatics wing, hours have been changed for the past two seasons to support swimming lessons and water fitness being offered at Lake Lisgar Waterpark. Council supported the amended hours in 2023 and 2024 through the following resolutions:

1. February 27 Council meeting:

13.7.4 RCP 23-11 Lake Lisgar Waterpark Hours 2023 Season

Resolution # 2023-093

Moved By: Deputy Mayor Beres

Seconded By: *Councillor Parsons*

THAT Council receives report RCP-23-11, Lake Lisgar Waterpark Hours 2023 Season;

AND THAT the Town of Tillsonburg supports the amended hours for community swims for the 2023 season in order to increase swimming lesson program offerings while the indoor pool is closed for renovations.

Carried

2. February 26, 2024

13.7.1 RCP-24-009 - Lake Lisgar Waterpark 2024 Operations

Resolution # 2024-103

Moved By: *Deputy Mayor Beres*

Seconded By: *Councillor Parsons*

A. THAT report titled RCP 24-009 Lake Lisgar Waterpark 2024 Operations be received as information; and

B. THAT the Town of Tillsonburg supports the amended hours for Lake Lisgar Waterpark for the 2024 season as outlined in the report in order to provide aquatic program offerings such as swimming lessons and water fitness while the indoor pool is closed for renovations.

Carried

DISCUSSION

On June 5, 2024, a formal ribbon cutting ceremony was held for Lake Lisgar Waterpark marking a significant milestone in the revitalization of this 40 year old facility. The ceremony was well attended by dignitaries and community members all of whom were impressed by the extensive renovations. The transformation not only enhances the aesthetics of the waterpark but also significantly improves its functionality and safety for our community.

This year, end of year school rentals was reintroduced during the month of June, prior to the conclusion of the academic year. Two schools from Ingersoll utilized the waterpark for their year-end celebrations. Almost 600 students enjoyed a day of fun in the sun. It is anticipated that these rentals will increase in 2025.

The opening day at Lake Lisgar Waterpark was a remarkable success generously sponsored by the Lions Club in celebration of their 100th anniversary. Coinciding with Tillsonburg Turtlefest, the aquatics team embraced the event's theme by providing complimentary Turtle Swag Bags to the first 200 swimmers. The bags were well received and appreciated.

The opening day celebration included a special Pirate Day theme featuring engaging games and activities that added to the festive atmosphere. A partnership with Canadian Tire was established to provide free lifejackets for swimmers who were unable to pass the swim test. This initiative served as an excellent drowning prevention measure reinforcing the Town's commitment to safety. Access to lifejackets throughout the summer, whether swimming in a Town pool or at the beach, promotes safety in all aquatic environments.

The flyer below was created by the Town's Communications Coordinator. Not only is it well designed, it also creatively encapsulates the array of activities and celebrations offered at Lake Lisgar Waterpark on opening day.



RCP 24-053 Lake Lisgar Waterpark Summer 2024

Tillsonburg was fortunate to experience excellent weather this summer and the community thoroughly enjoyed their time at Lake Lisgar Waterpark. Total attendance for 2024 was:

Daily Community Swims	20,083
School Rentals	600
Swimming Lessons	4,112
Aqua Fit	612
Aqua Cycling	97
Adult Swims	237
Total	25,741

The operational hours for the Daily Community Swims this summer were:

Monday to Thursday	12:00 p.m. – 6:30 p.m.
Friday Saturday Sunday	12:00 p.m. – 8:00 p.m.

The extended weekend hours were implemented in 2023 to accommodate evening swimming while the indoor pool was closed. In 2024, attendance during the 6:00–8:00 p.m. timeframe was low with only 552 swimmers out of a total summer attendance of 20,083, averaging just 7 participants per evening swim. Staff recommend adjusting back to normal seasonal operating hours 11:00 a.m. – 6:00 p.m. for the 2025 season. Opening at 11:00 AM will allow for utilizing the waterpark more effectively as all other programming will be held in the indoor pool. This change will also enable additional revenue generation by offering rentals both before opening and after closing.

This summer, popular features at Lake Lisgar Waterpark included the new Tarzan Rope Inflatable which provided kids with an exhilarating experience swinging into the water, as well as the offerings from the new concession booth. Swimmers enjoyed 12,271 items ranging from hotdogs, french-fries, candy, ice cream and drinks.



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Another notable event this summer that included educational opportunities was our Drowning Prevention Week held from July 21 to July 27. The program featured daily sessions on boating and ice Safety, Cardiopulmonary Resuscitation (CPR), water safety, and sun safety education.



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Prior to the waterpark's opening day lifeguards dedicated an afternoon to the Port Burwell School Beach Day. This initiative provided an excellent opportunity to educate those who spend their summers at the beach. The staff organized engaging activities that incorporated water safety education. They also fit in a brief school visit for younger children who were unable to participate in the beach portion of the event.



11 free swims were available to the community this summer, made possible by the generous sponsorship from:

- Tillsonburg Lions Club
- Cleveland – Cliffs Inc.- 2 Swims
- Tillsonburg Canadian Tire
- Schep's Bakeries Ltd.
- Inovata Foods
- Coward Pharmacy
- THK Rhythm Automotive
- Bethel Pentecostal Church
- Kissner Milling Company Limited
- Systemair

Lastly, the Aquatics team demonstrated exceptional solidarity this summer following a tragic drowning incident in Port Stanley. The staff proactively reached out to offer a care package to their colleagues, delivering heartfelt notes, comfort food, and inspirational items to provide support from Lifeguard to Lifeguard.



CONSULTATION

Director RCP, RCP Recreation Program Staff.

FINANCIAL IMPACT/FUNDING SOURCE

Lake Lisgar Waterpark Revenue 2024:

- Admission revenue \$ 82,467.47
- *Adult Admissions \$ 2,398.11
- *Membership Sales \$ 3,545.02
- Youth Program Fees \$ 38,459.35
- Concession sales \$ 26,537.18

Total Revenue **\$153,407.13**

**Adult Admissions and Membership Sales reflect Indoor Pool user fees that were utilized at Lake Lisgar Waterpark for Adult and Water Fitness programming.*

Lake Lisgar Waterpark Expenditures 2024:

- Part Time Regular \$164,456.91
- Part Time Overtime \$ 5,967.55
- Materials/Inventory \$ 17,051.91
- Program Supplies \$ 3,395.97
- Phone, F & M \$ 570.57
- Advertising & Promo \$ 2,516.50
- Training & Workshops \$ 212.16

Total Expenditures **\$194,171.57**

**Includes staff wages for water fitness and swimming lessons which were budgeted as an indoor aquatics expense, however with moving the programs outdoors there was an increase to the cost of staffing and no part-time staff costs for the indoor aquatic program.*

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