

	Report Title	January - March 2019 Activity Report: Recreation Programs & Services
	Report No.	RCP 19-07
	Author	Rick Cox, Director of Recreation, Culture & Parks
	Meeting Type	Council Meeting
	Council Date	, 2019
	Attachments	

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 Recreation Management Solutions continues to be the main focus of the Business Services Team. The first year of this software saw staff are progressing with work arounds and gaining new knowledge. Additional training and testing continues for specific concerns.

The part-time customer service representative responsibilities and expectations in this role have expanded and developed into more than simply answering the phone and greeting customers. To ensure better experience for internal and external customers, posting requisition has been submitted for an Adult Part Time Customer Service Representative.

F.A.R.E.

Fee Assisted Recreational Experience program is now into its 5th year. At this time, applications continue to be accepted, the program is providing full access to community swims and Lake Lisgar Water Park. However, due to lack of funding, programs such as swim lessons, youth programs, camps or health club passes cannot be provided. This program is looking into corporate donations and even staff contributions for continuity.

Programs & Facilities

2018-2019 arena season is coming to a close. The Hurricanes made it all the way to the final round in their division this year playing until March 16. However the Thunder was eliminated February 24, returning the remainder of their seasonal ice. The Peewee Rep Girls team will be moving onto Provincials the first weekend in April in Toronto. Many TMHI teams are in Southern Counties playoffs.

The Old Timers, Tillsonburg Minor Hockey's Local League and Max Partlo Memorial tournaments were held in this quarter.

Tillsonburg Ringette hosted the Western Region Ringette Regionals this year; a first for Tillsonburg. Regionals required use of several area arenas with Tillsonburg being the home

base. Some of the teams attending this year were from Chatham, Elora/Fergus, Goderich, Mitchell, Seaforth, Forest, Hanover and 4 teams from Tillsonburg.

The 2019 seasonal diamond and special event contracts have all been completed. There will be 2 new tournaments held this year: a Ladies Ringette team fundraiser and the Ritch Holland Slo-pitch for Autism.

The 2019 seasonal spring ice schedule has been completed and contracts issued. New users this season: Sniper Hockey Academy and Crease Keepers, both running camps/schools in the spring and summer.

Tillsonburg First Baptist Church continues with their Sunday services here at the community centre. The Auditorium, Marwood Lounge and Rotary room are booked for them each week.

Looking Ahead To The Next Quarter

Administration

Summer staff has been hired with training to commence late May on the new recreation software, both at the Customer Service Desk and Lake Lisgar Waterpark. Ongoing training and fine tuning business services to align with the Legend Recreation Management Solutions will be a strong focus for the department.

Programs and Facilities

2019/2020 seasonal Arena requests will be sent out.

2019 Spring Home Show is using both arenas this year

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.

Indoor Pool Highlights

The Winter #2 session of swimming lessons is extremely busy with over 750 registrations. The waitlist function in Legend was used to fit in 48 eager swimmers.

The new lifeguards attained through Lifeguard University program have a great work ethic. They are easily scheduled for last minute shift replacements and are eager to please. Most of the new staff did not grow up swimming competitively or even throughout their childhood for fun so they are very new to this Aquatic environment. Training has been vital in ensuring our new instructors develop to their full potential.

Parks and Recreation Ontario Recognition

Town of Tillsonburg employees were recognized at PRO Forum Conference March 2019. Melanie Corbett was the recipient of the 2018 Hugh Clydesdale Bursary. This annual monetary bursary is awarded to a promising female parks and recreation post-secondary or post graduate student or practitioner in Ontario to pursue professional development or their education. Melanie is currently employed in the Aquatics Department as a Sr. Aquatics Instructor. In 2016 Michelle Bijsterveld received the same award and was again featured this year at PRO in a segment entitled "Where are they now?" Michelle's work as an Aquatics Coordinator with the Town of Tillsonburg is highlighted in a poster that was shared with over 500 attendees.

Expanded Social Media Marketing

Three new separate Facebook Contests have been implemented over the past three months. The first contest requested followers to share a favorite swimming lesson memory, the second contest requested followers to tell us what programs or services they would like to see available at the Community Centre. 3,420 Facebook users were reached. Selected suggestions will be used for programming for Fall 2019. The current Facebook campaign is designed to have our followers post a photo of their children or family having fun at the Community Centre and has already reached 1,050 Facebook Users.

Looking Ahead To Next Quarter

Lake Lisgar Waterpark

Preparations have begun to be ready for a June 15 and 16 weekend opening at Lake Lisgar Waterpark. Advertising for Waterpark preseason rentals have been sent out to area schools and some interest has already been received by Customer Service Reps. Staff will be checking in on the Waterpark to see how the facility held up over the winter months and begin opening maintenance/repairs.

Southwestern Public Health

New program development is underway working with Southwestern Public Health and the Bi-County Low German Speaking Health Promotion Committee. A portion of the Low German Mennonite community in our area attends segregated Home School Swimming Lessons designed just for them. To increase this user group in all of our facilities and programs a

partnership is being developed to engage directly with potential guests at special events, and through partnering services.

Another new initiative to Oxford County is **Act i Pass** that allows all Grade 5 students that live or attend school in Oxford County the opportunity to access free recreation programs throughout the entire school year. The purpose of the program is to increase a child's ability to participate in physical activity, which can improve health, lengthen life, decrease illness, reduce screen time and increase play in their lives. The program is scheduled to launch in September.

Fall Recruitment

Recruitment will begin in the next quarter for the Fall 2019 season. As a result of the staff successfully obtained through Lifeguard University only a few new employees will be required.

PROGRAMS TEAM

The Programs Team is responsible for:

- Dry-land fitness instruction;
- Health club operations;
- Adult co-ed sport league programming;
- Youth sport programming; and
- Summer camp programming.

Youth Programming:

Youth Programs had 98 registrations for the quarter, a 42% increase from last quarter. Combined with Dance/Gymnastics and Certification courses, total enrollment was 164. March Break Camp ran with 137 participants over the week, 90% of 2018's program and works against the current trend of Camp Programs seeing regression in course sizes.

Adult Programming

Volleyball Leagues operated at 100% capacity, with a full complement of 16 teams registered. Fitness classes saw attendance numbers of 692, up 13% from the previous quarter.

Health Club

Health Club memberships have grown with 495 members (312 on monthly terms, 183 with vouchers, not including the 155 staff memberships on file), a 7% increase from the last quarter. Attendance in the Health Club was up 5% from the last quarter. The PAYG single visit option has continued to be a reliable source of revenue for the Health Club. Both attendance and membership numbers have been growing steadily. Fitness classes saw attendance numbers of 692, a 13% increase from the previous quarter.

Accessible Fitness Program

The Accessible Fitness program which saw the replacement of many outdated Health Club equipment pieces, the full renovation of a squash court into a private personal training studio, as well as further staff certifications in areas of restorative fitness, balance and older adult fitness. The program held more than 50 personal training sessions over February and March for persons experiencing various barriers to becoming active.

Looking Ahead To The Next Quarter

Bus Trips have 70 advanced registrations, with historically most successful trips occurring in the spring. For the first time, the "Home Alone" course will be offered, geared at giving children essential skills to be home alone with minimal supervision. More program offerings tailored to life skills will be scheduled in the future as they are in demand.

An additional 2 fitness classes have been added to the schedule, and one more class geared towards lower intensity will be added. Through a Facebook survey done earlier in the quarter, programming tailored to toddlers has been requested. Expanding that age range will be a focus in Q2. A Spring Health Club membership sale will be added for early April to boost membership.