



The Corporation of the Town of LaSalle

To: Members of the Parks, Recreation and Events Committee

Prepared by: Scott Bisson, Manager of Culture and Recreation

Department: Culture and Recreation

Date of Report: August 26, 2021

Report Number: CR-2021-22

Subject: Summer 2021 Programming Initiatives

Recommendation

That the report of the Manager of Culture and Recreation dated August 26, 2021 (CR-2021-22) regarding the Culture and Recreation summer 2021 programming initiatives be received.

Report

In June 2021 the Ontario government announced the Roadmap to Reopen strategy, their three step plan to safely and gradually lift COVID-19 public health measures. In response to that announcement the Culture and Recreation Department developed and implemented a variety of summer programming opportunities for the residents of LaSalle, which increased gradually throughout the summer in accordance with the provincial moves from Step 1 to Step 3. The primary focus of the Culture and Recreation summer programming plan was outdoor activity through Step 1 and Step 2, as the provincial reopening plan only permitted indoor recreation facilities to operate beginning in Step 3.

In partnership with our funding partners from Essex Power, Pathway to Potential (P2P), Bike Windsor-Essex, Windsor-Essex Communities-In-Motion, and employment grants through the federal Canada Summer Jobs program, Culture and Recreation was able to offer a variety of outdoor activities for the public free of charge beginning July 5, 2021. Public open swims, adult lengths, adult aqua fitness, and aquatic leadership programs were offered throughout the summer at the LaSalle Outdoor Pool. A new program called Parks Power Hour was offered at the WFCU Pavilion at the Vollmer Culture and Recreation Complex providing a variety of free activities for children six years of age to twelve. For children who might not be able to attend the Parks Power Hour, special activity kits were developed and available for pickup, at the Vollmer Culture and Recreation Complex and the LaSalle Outdoor Pool. Cycling programs were offered in

cooperation with Bike Windsor-Essex and the County Wide Active Transportation System (CWATS), to help educate riders on safe riding practices and to provide bike safety checks. Outdoor special events were also offered for the public including an outdoor movie in partnership with Rotary LaSalle Centennial, an outdoor concert by the Leave Those Kids Alone band, a family mini golf event, family bingo, and a dog-show by the Border City Barkers. In addition, the LaSalle Night Market made its return on Sunday, July 25, 2021 and was an extremely successful event. The event operated with less vendors than in years past due to COVID-19 restrictions and spacing requirements, but the vendor interest exceeded vendor booths and an estimated 2,000 people attended during the six-hour event that operated from 2:00 pm to 8:00 pm. At the time of this report Culture and Recreation staff are planning for the Sunday, August 29, 2021 Night Market that will feature live music and 44 vendors. In total, 117 vendors applied for the August Night Market which is a testament to the quality of event offered in July by the Culture and Recreation staff.

On July 16, 2021 the province moved to Step 3 of the Roadmap to Reopen strategy, which permitted indoor recreational facilities to reopen. The Culture and Recreation Department began offering summer ice the week of July 26 and reopened our fitness centre and indoor pool at the Vollmer Culture and Recreation Complex on Tuesday, August 3, 2021. Since the reopening Culture and Recreation has been providing group fitness classes, aqua fitness, adult lengths, public open swims, private swimming lessons, aquatic leadership, access to our fitness centre members, and ice time for some of our affiliated user groups while continuing to offer the free outdoor programming discussed above.

As of August 22, 2021, 3,732 participants have registered for the Culture and Recreation free outdoor summer programming initiatives with an additional 841 participants attending indoor paid programming opportunities at the Vollmer Culture and Recreation Complex since reopening less than 3 weeks ago. In total as of August 22, 2021 there have been 4,573 participants of Culture and Recreation summer programming, not including the participants of rental hockey and skating groups, and our fitness members who have also returned. By the conclusion of the summer the number of participants is estimated to exceed 5,000 participants. A more detailed summary of programs and summer 2021 attendance figures has been attached to this report and is available for review.

Overall, the Culture and Recreation summer programming initiatives have been successful, and the public feedback has been positive. The Culture and Recreation Department thanks its funding partners Essex Power, Pathway to Potential (P2P), Bike Windsor-Essex, Windsor-Essex Communities-In-Motion, and the Canada Summer Jobs program for helping provide free outdoor activities for residents of LaSalle, and was pleased to welcome customers back to the Vollmer Culture and Recreation Complex. An expansion of Culture and Recreation programming and services is planned for the upcoming Fall 2021 season however those plans could change if guidance from provincial and local health authorities require Culture and Recreation to revise current plans.

Consultations

Julie Turnbull, Supervisor of Programming

Owen Stichhaller, Recreation Supervisor

Financial Implications

Not applicable.

Prepared By:

A handwritten signature in black ink, appearing to read 'Scott B.', followed by a horizontal line.

Manager of Recreation and Culture

Scott Bisson

Link to Strategic Goals

1. Enhancing organizational excellence - Not Applicable
2. Strengthen the community's engagement with the Town - Yes
3. Grow and diversify the local economy - Yes
4. Build on our high-quality of life - Yes
5. Sustaining strong public services and infrastructure - Not Applicable

Communications

Not applicable.

Notifications

Not applicable.

Report Approval Details

Document Title:	Summer 2021 Programming Initiatives.docx
Attachments:	- Culture and Recreation Summer 2021 Programming Summary - CR-2021-22.pdf
Final Approval Date:	Aug 27, 2021

This report and all of its attachments were approved and signed as outlined below:



Director of Culture & Recreation

Patricia Funaro