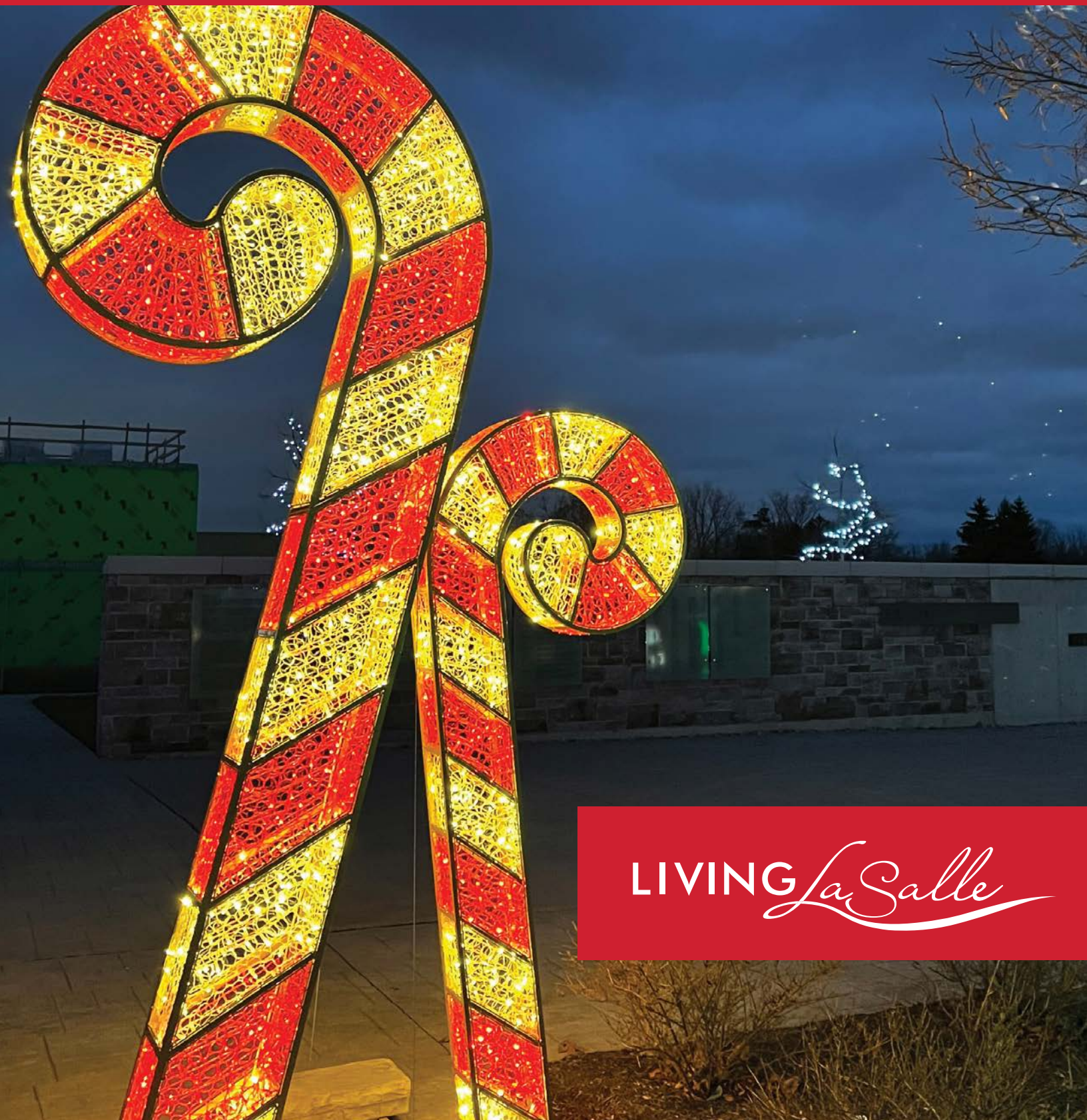




2021 Parks, Recreation & Events Committee

# Annual Report



LIVING *LaSalle*





2021 was another year of challenges and successes for the Culture and Recreation and Public Works departments. The facilities and services in these two departments were among the first and the hardest hit from the pandemic and will likely take the longest to recover. Since March of 2020, our staff have exhibited the ability to continually adapt to serve our community, and to re-imagine how we deliver programs and services while ensuring the safety of staff and visitors.

The purpose of this report is to share relevant information about the programs and services we deliver. It highlights the initiatives that provided the community opportunities to manage stress, cope with challenges and reconnect with one another. This year, more than 20,000 people took part in our programs, activities, and events. Programming and capacities steadily increased throughout the year with the return of swimming lessons, community programs such as dance and art lessons and popular events like the Sunday Night Markets. New events like Parks Power Hour and Holiday Lights Heritage Nights were also added. Fitness memberships continued to increase, and arena rentals got back to nearly pre-pandemic levels. None of this would have been possible without our dedicated staff and community volunteers. Facility operators, parks labourers, programming staff, user group volunteers and management worked tirelessly together and demonstrated their flexibility and resiliency during times of significant change.

2022 looks promising as our departments continue to work together to fulfill LaSalle's mission statement to provide exceptional public services in an environmentally and fiscally responsible manner.





# 2021 Annual Report

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The following pages include data for the calendar year 2021 and is intended to provide the committee with a summary of our performance this past year.

The intention is to bring an annual report forward each February to the Parks, Recreation, and Events Committee to provide the committee with a year-over-year comparison on certain key metrics for the Culture and Recreation department's programming, membership, rentals, events, customer service, and human resources activities. In addition, data will be included for our Public Works department who are so instrumental in the successful delivery of all programming, membership, rental, and event services within the Town.

The graphics in the report will eventually highlight certain key metrics and beside each key metric an icon will be displayed indicating whether the performance this year has shown an increase (green arrow), decrease (red arrow), or that the performance is unchanged from the previous year (green hyphen). For other performance measures a trend line or other element will be added to provide the reader context on how the performance this year compares to the same reporting period in the previous year.

As this is our first annual report, and our previous service year was so disrupted by the global pandemic our 2021 annual report will provide a summary of our performance this past year but will not provide a year-over-year comparison. Our goal is to begin providing that annual comparison in our 2022 annual report delivered in February of 2023.

The data collected for this report was collected from various sources including our ACTIVE registration software system, our Kronos system, data collected using our eSolutions electronic forms, and data from other Town sources.



**“Thank you for all  
the wonderful activity  
you provide, and for  
the fantastic effort  
to keep the Vollmer  
programs available as  
much as possible  
and everyone safe.  
YOU ARE THE BEST!”**

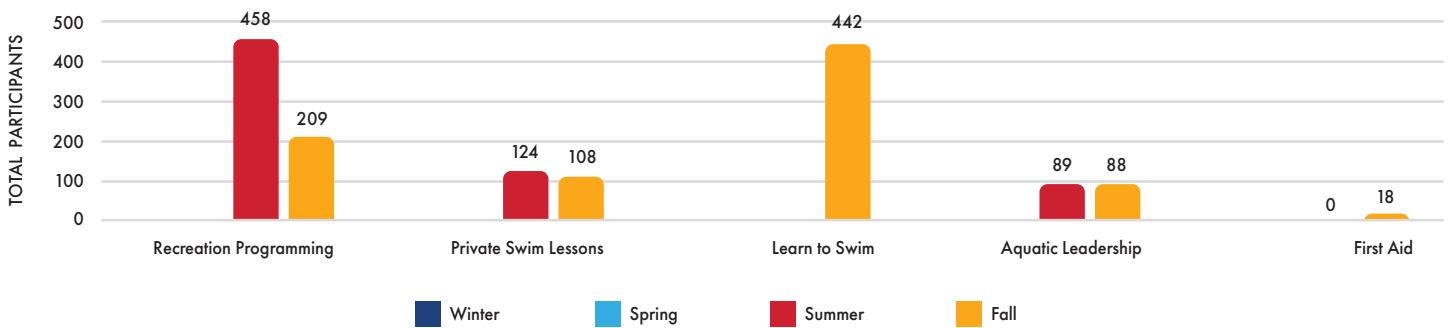
# Annual 2021 Reporting Session – Programming

## OVERVIEW

Programming made a comeback to the Town of LaSalle in Summer 2021 with a number of sponsored events and programming that were offered free to the community thanks to the contributions of organizations like Essex Power, Pathway to Potential, Windsor-Essex Communities In-Motion, and Bike Windsor-Essex. Free programming was held both outdoors at the Vollmer Complex and at our Outdoor Pool. Registered programming also resumed in the summer and continued throughout the Fall session. Demand remains high for Town programming, and most programming was filled throughout the Summer and Fall. Plans are to expand programming in 2022, but those plans are dependent upon local and provincial health regulations related to the ongoing global pandemic.

**1536** Total number of program participants in Aquatic and Recreation Programming in 2021

Total Participants By Program Category – 2021



Total Aquatic Programming Participants **869**  
 % of Total Participants **57%**  
 Program Fill Rate % **81%**

Total Recreation Programming Participants **667**  
 % of Total Participants **43%**  
 Program Fill Rate % **92%**

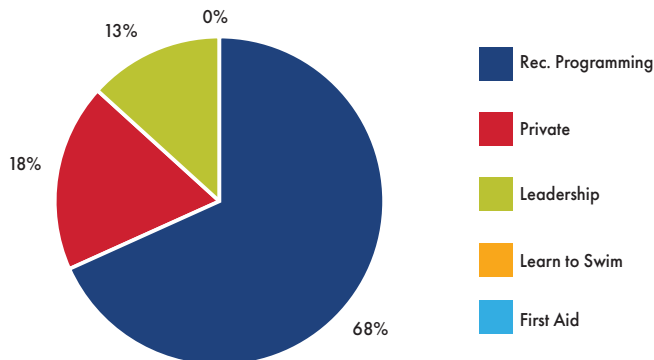


**61%** Online Registration

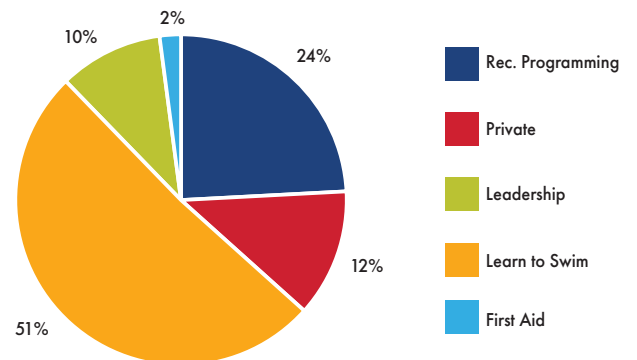


**39%** In-Person or Over the Phone

Total Percentage by Programming Category – Summer 2021



Total Percentage by Programming Category – Fall 2021







“ Vollmer is great...a lot of older people...I feel very comfortable there. — Bev B.



“ Personally, I cannot say enough good things about the AquaFit classes. The lifeguards leading AquaFit are enthusiastic, provide encouragement, and demonstrate a dynamic workout. I use the word dynamic as I have observed positive changes and additions to the workouts in the last month or so.





# Annual 2021 Reporting Session – Membership

## OVERVIEW

After months of closures due to the pandemic the Vollmer Culture and Recreation Complex reopened for an extended period of time to members on August 3, 2021. Over the next five months we saw a steady increase in monthly membership pass sales that had the facility on pace to reach pre-pandemic membership levels by mid-2022. However, with the most recent provincial closure we are unsure how our membership sales will be impacted in early 2022.

# 2535

 Total number of membership packages sold

Male Members **335**

Female Members **473**

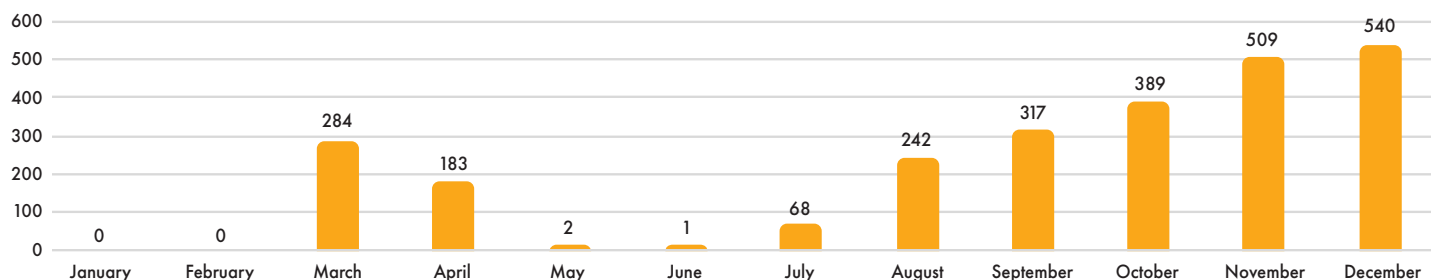
Members 55+ **41%**

% of Members that are Male **42%**

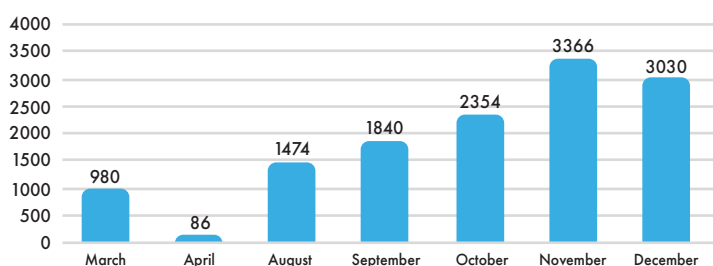
% of Members that are Female **58%**

Members Under 55 **59%**

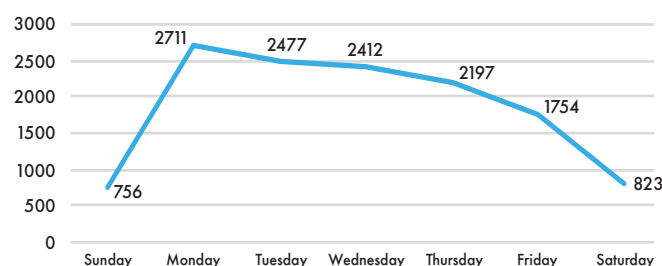
Total Membership Pass Sales by Month – 2021



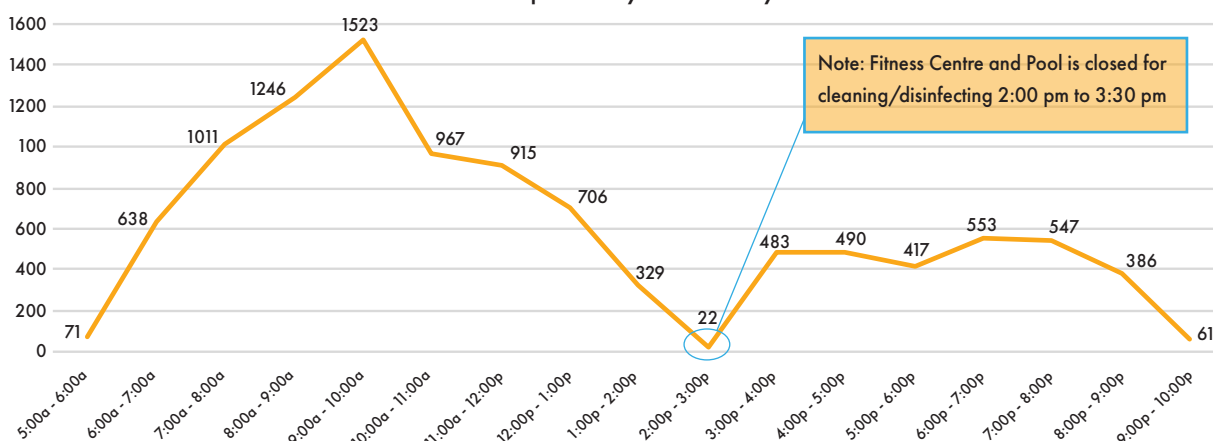
Membership Visits by Month – 2021



Membership Visits by Day of Week – 2021



Membership Visits by Time of Day – 2021







“

*The operations staff at the Vollmer always do a great job. We could not have been as successful as an organization without their help to maintain the ice and facilities. Always a pleasure working with the Vollmer staff.*

— LMHA Executive





# Annual 2021 Reporting Session - Rentals

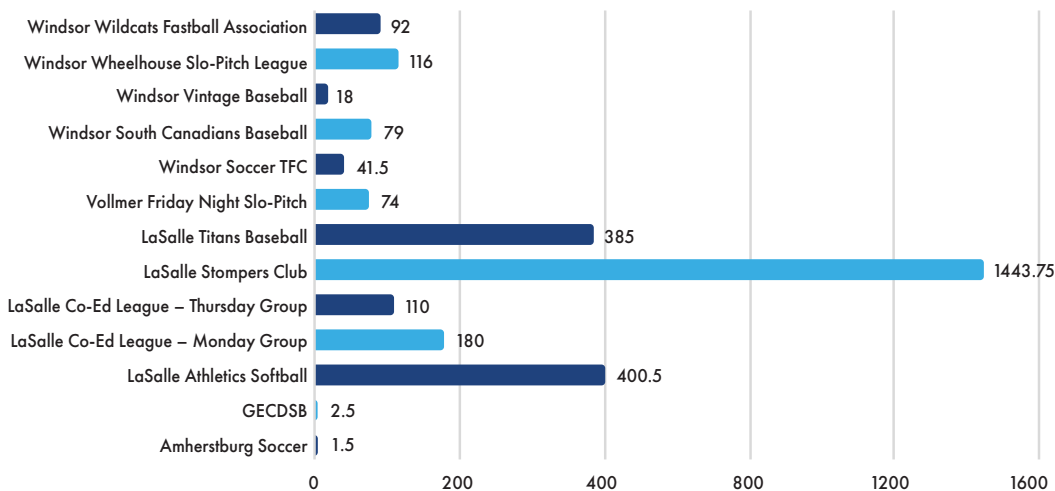
## OVERVIEW

Although many activities operated only sparingly during the first half of the year, outdoor sports groups were able to start operating leagues in late June and youth sports organizations utilized facilities steadily until the end of the year. Although outdoor sport field bookings were not fully at pre-pandemic levels there was strong demand for soccer and baseball fields. Ice users returned in late July and ice usage throughout the remainder of the year was strong and verged on pre-pandemic booking levels. We were also able to work with user groups to book some small tournaments, and hope to see the return of many tournaments in 2022. The other elements of the department's rental business normally include room rentals, birthday parties, pavilion rentals, and other park permits. Due to Covid-19 private third party rentals were paused, but we do hope to resume bookings in 2022 once restrictions have been eased.

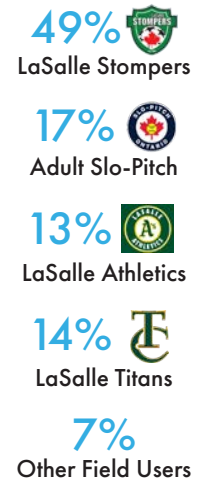
# 2943.75

Total outdoor sport field hours booked in 2021

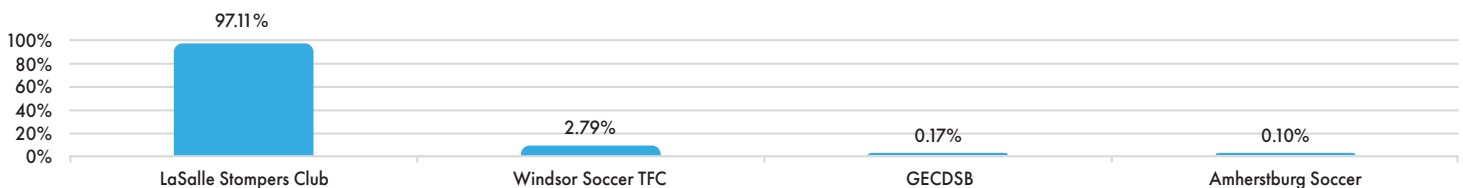
Outdoor Sport Field Hours Booked by Sport Organization



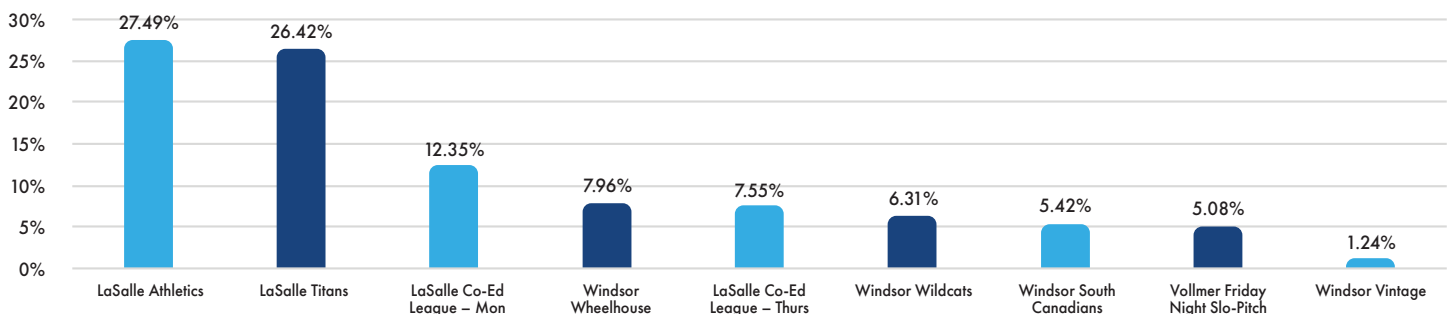
Percentage of Total Outdoor Sport Field Usage



Percentage of Soccer Field Usage by Organization - 2021



Percentage of Baseball/Softball Field Usage by Organization - 2021

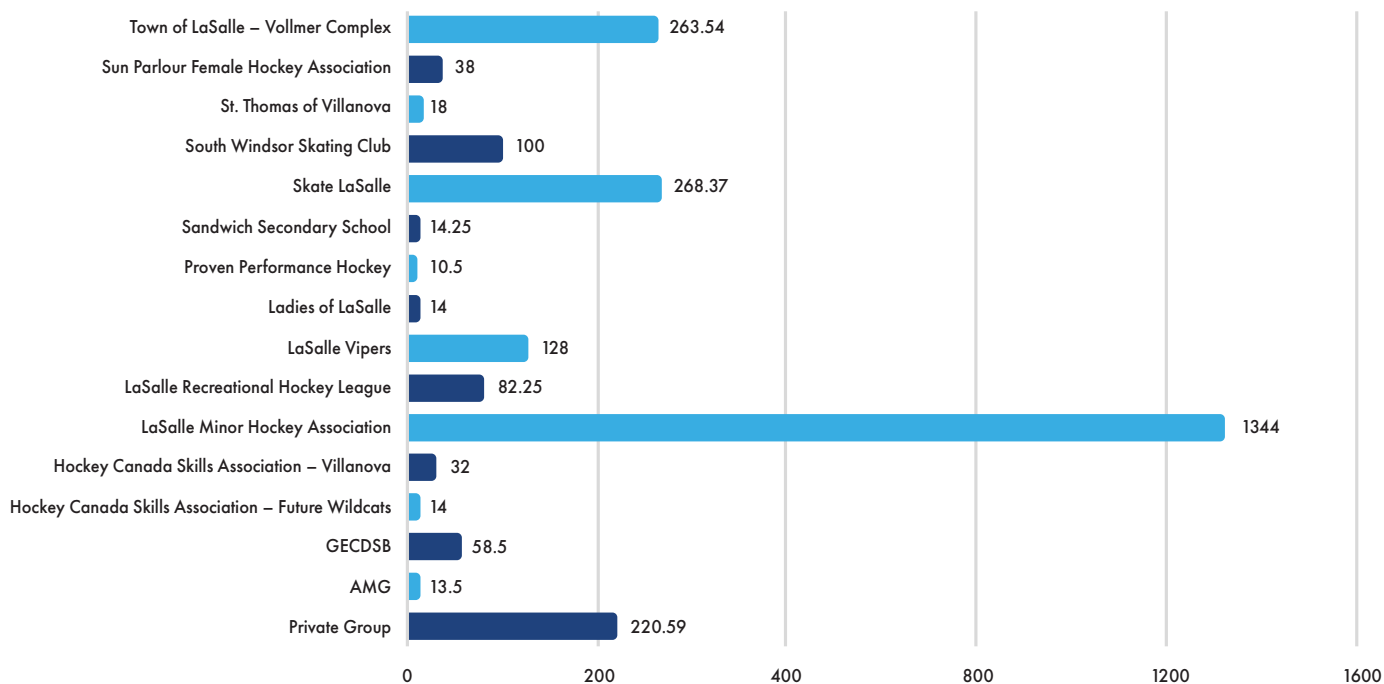


## Annual 2021 Reporting Session - Rentals cont'd

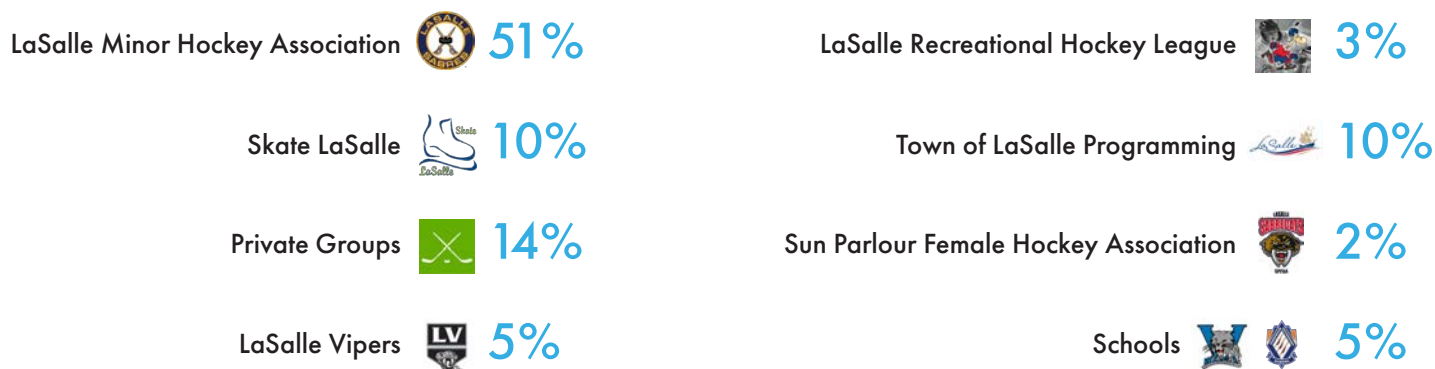
# 2618.50

Total hours of ice booked in 2021

Total Hours of Ice Rented By User Group - 2021



Percentage of Total Ice Usage





“

Of all of the markets we've done, this was one of the most well organized! The little touches like having organizers check in periodically to make sure that things were going well was great. All organizers were friendly and approachable.

— LaSalle Night Market Vendor



“

It was a wonderful first event and great to be back!

— Booster Juice LaSalle





# Annual 2021 Reporting Session – Special Events

## OVERVIEW

With the easing of government restrictions in June of 2021 the Town returned to special event delivery on Town led initiatives only. Over the course of the next seven months, we would deliver three outdoor night markets, 4 indoor holiday night markets, the Truck or Treat Event, the Remembrance Day observance, the Holiday Lights Heritage Nights event, and a spectacular New Year's Eve fireworks display. Overall, the special event season was quite successful and we are anxious to build upon our successes in 2022. Vendor interest remains very high and we expect to be able to accommodate even more vendors once restrictions ease and our special events centre opens this year.

# 12

 Total special events delivered in 2021


Town Led Events **7**      Town Led Event Dates **17**      Third Party **5**      Third Party Event Dates **10**

## LaSalle Night Markets

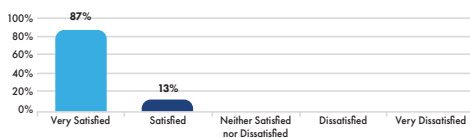
# 287

 Vendor Applications for Town Led Night Markets

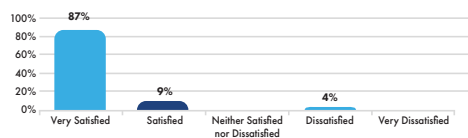
# 177

 Different vendors who were accepted to Town Led Night Markets

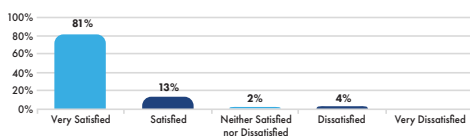
How satisfied were you with the event location?



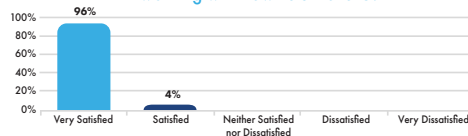
How would you rate your event check-in experience?



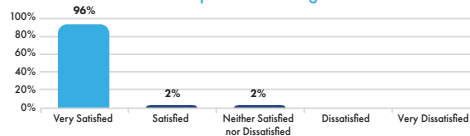
How satisfied were you with your booth location?



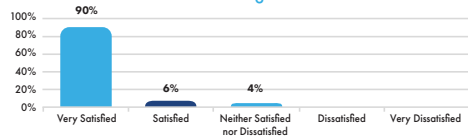
How would you rate your experience working with Town staff onsite?



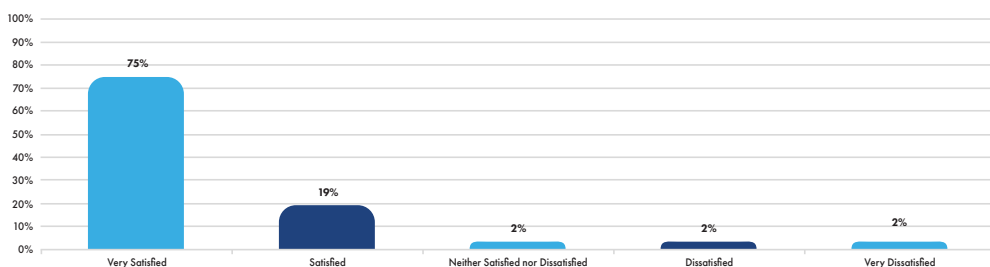
How would you rate your experience working with Town staff prior to the Night Market?



How would you rate your overall satisfaction with the Night Market?



How satisfied were you with your sales at the Night Market?



We asked our vendors from our 2021 Night Markets to share their sales information:

20% \$750+      23% \$500-\$750      7% \$400-\$500  
30% \$200-\$400      20% \$100-\$200

Using vendor feedback on their sales we estimate that the total sales for all vendors at our 7 Night Markets totalled between **\$66,080 and \$91,745**

## THIRD PARTY EVENTS

Due to covid restrictions the number of third party events offered in 2021 was considerably lower than in a pre-pandemic year. The Town did support third party organizations in operating 5 events in 2021, which were all youth sport tournaments.





“

*I wanted to thank all of you at the Vollmer for your guidance, help and support along the way and for providing me with such an amazing working environment over the last few years! I have learned a lot about working with others and as a team, as well as many other skills I will be able to apply in my future career. Each and every one of you have impacted me in a major way and I will forever be grateful for that!*

— Former Employee



# Annual 2021 Reporting Session – CR Human Resources

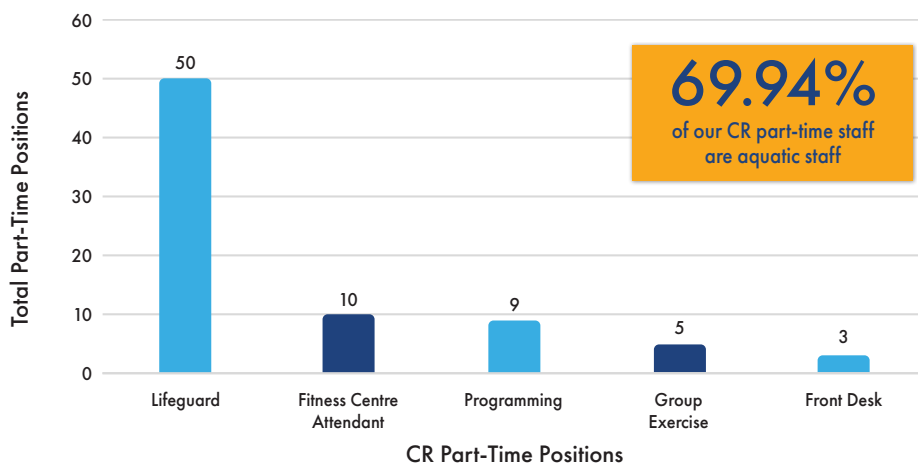
## OVERVIEW

The pandemic has had a major impact on the part-time staff of the Culture and Recreation department and resulted in extended periods of layoff. The easing of public health restrictions in late June 2021 led to the return of many part-time Culture and Recreation staff, and our department was grateful for the assistance of our Human Resources, Payroll and the IT department in re-activating over 50 staff and in assisting with the recruitment and onboarding of over 20 others. In addition, 2021 saw the hire of two new full-time Recreation Programmer positions, the recruitment of a new Manager of Culture and Recreation, and the recruitment of a new Clerical Assistant to fill a vacancy.

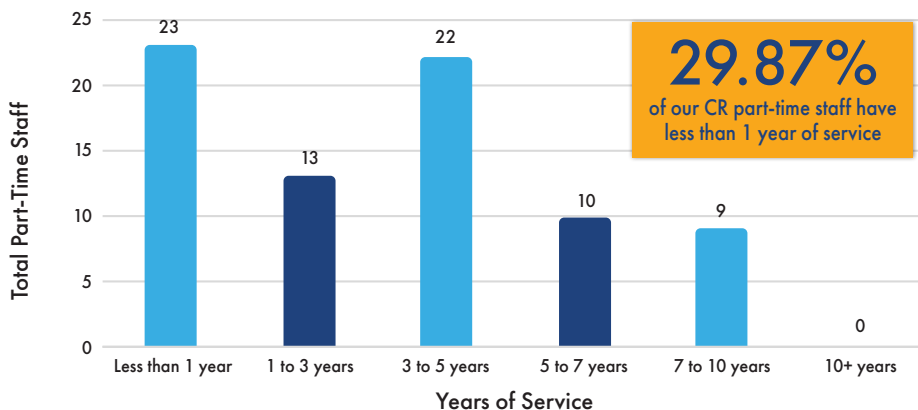
**10** Full-Time Culture and Recreation Staff

**77** Part-Time Culture and Recreation Staff

Culture and Recreation Part-Time Staff by Position - 2021



CR Part-Time Staff Years by Years of Service - 2021



Full-time Staff Average Years of Service **6.09**

Full-time Staff Median Years of Service **5.00**

Part-time Staff Average Years of Service **3.38**

Part-time Staff Median Years of Service **3.27**

The Culture and Recreation department was successful in their application to the Canada Summer Jobs Grant which secured

**32** part-time recreation leader positions

**8960** total part-time hours

**\$95,783** of funding for the 32 part-time leader positions



# 2021 Reporting Session - Customer Engagement

## OVERVIEW

The Culture and Recreation Department creates engagement with the community through a variety of methods. We work closely with the Town's Corporate Communications team to get our messaging out to the public, and appreciate their guidance, support, and expertise. Facebook and Twitter are the primary social media tools used to inform our customers and followers of programs, activities and events occurring at the Vollmer Recreation Complex.

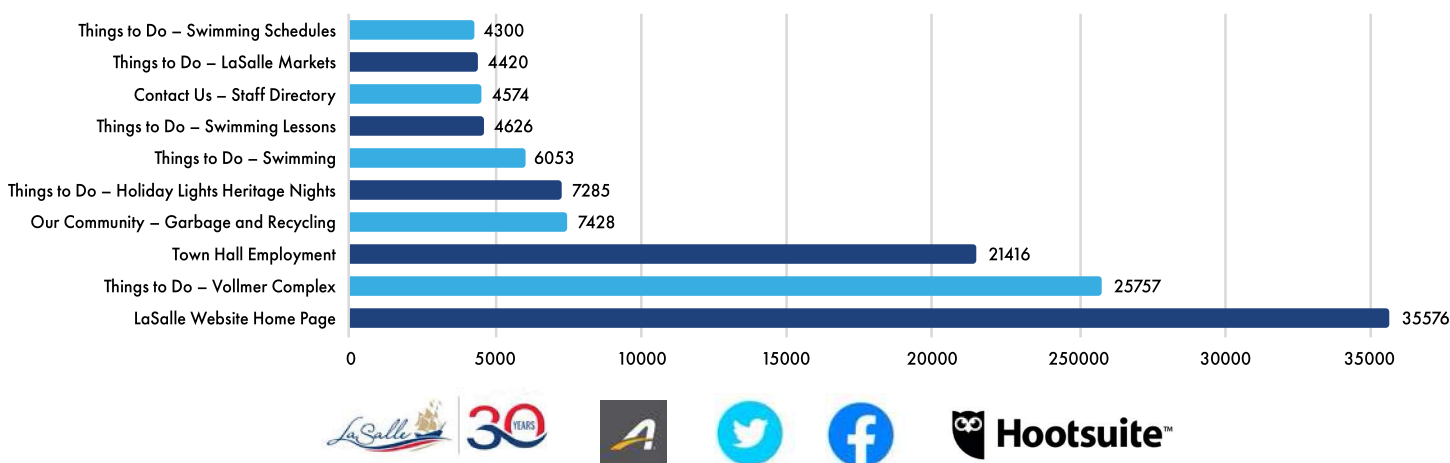
The launch of ACTIVE Net, our new recreation registration software, has created numerous efficiencies and improvements in all aspects of our service delivery. The software has the capability to send email and text messaging to our customers. Throughout 2021, the department utilized this technology to reach thousands of customers to notify them about Covid-19 updates and other updates at the Vollmer Complex. The software also provides quick access to text message baseball and soccer field users to notify them of weather delays and cancellations for our sport fields.

Trends in social media data will be monitored to improve our response and accessibility to our customers and followers.

## 6 Pages in the top 10 of the most searched web page on LaSalle.ca

Top 10 Most Visited Web Pages\*

\*Note: Data from June 1, 2021 - Jan 16, 2022  
(only data from new website launch in June 2021).



Top tweets by engagement rate in 2021



Out of an abundance of caution, the Vollmer Complex will be closed to the public effective Dec. 30 at 7:30 pm. It is anticipated that we

**9.35%** engagement rate



Starting today, August 23 you can preview our Fall programs by clicking here: <http://lasalleactive.ca> Please Note: priority

**9.04%** engagement rate



In response to @ONGov, COVID-19 vaccine mandate is in effect at Vollmer Complex. Starting Sept. 22, any person entering the

**7.22%** engagement rate



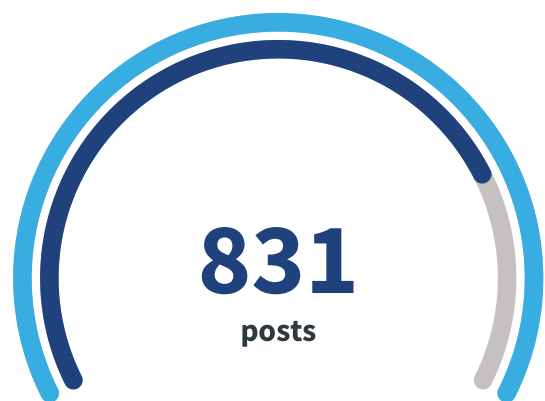
## 2021 Reporting Session - Customer Engagement cont'd

### Tweets in 2021



↓ **20.1%** from 707

### Posts in 2021



↑ **29%** from 644



#### Net New Followers in 2021

**75**  
followers

↑ **61%** from 59



#### Post reach

**644K**  
users

↑ **71K** from 573K



#### New Fans in 2021

**406**  
new fans

↑ **58%** from 257



#### Post Comments

**439**  
comments

↑ **112** from 327



#### Page Comments (all)

**968**  
post comments

↑ **115** from 813



#### Inbound Messages

**742**  
messages

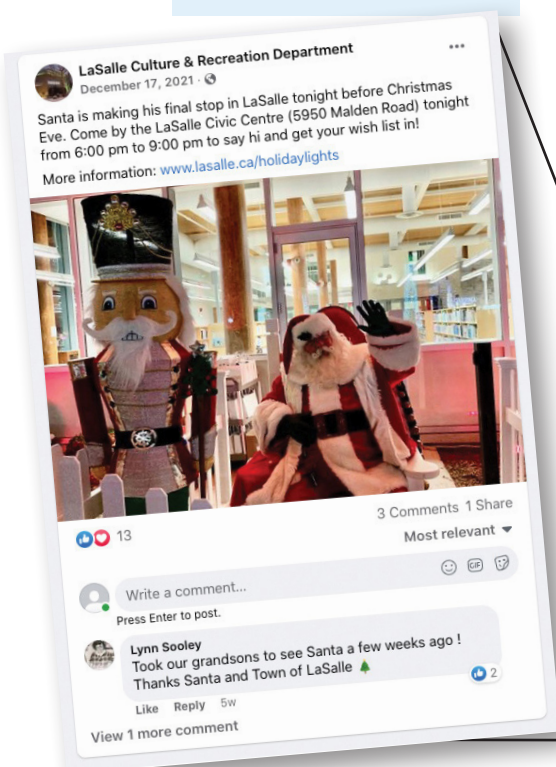
↑ **303** from 439



#### Received PMs

**329**  
PMs

↑ **237** from 92



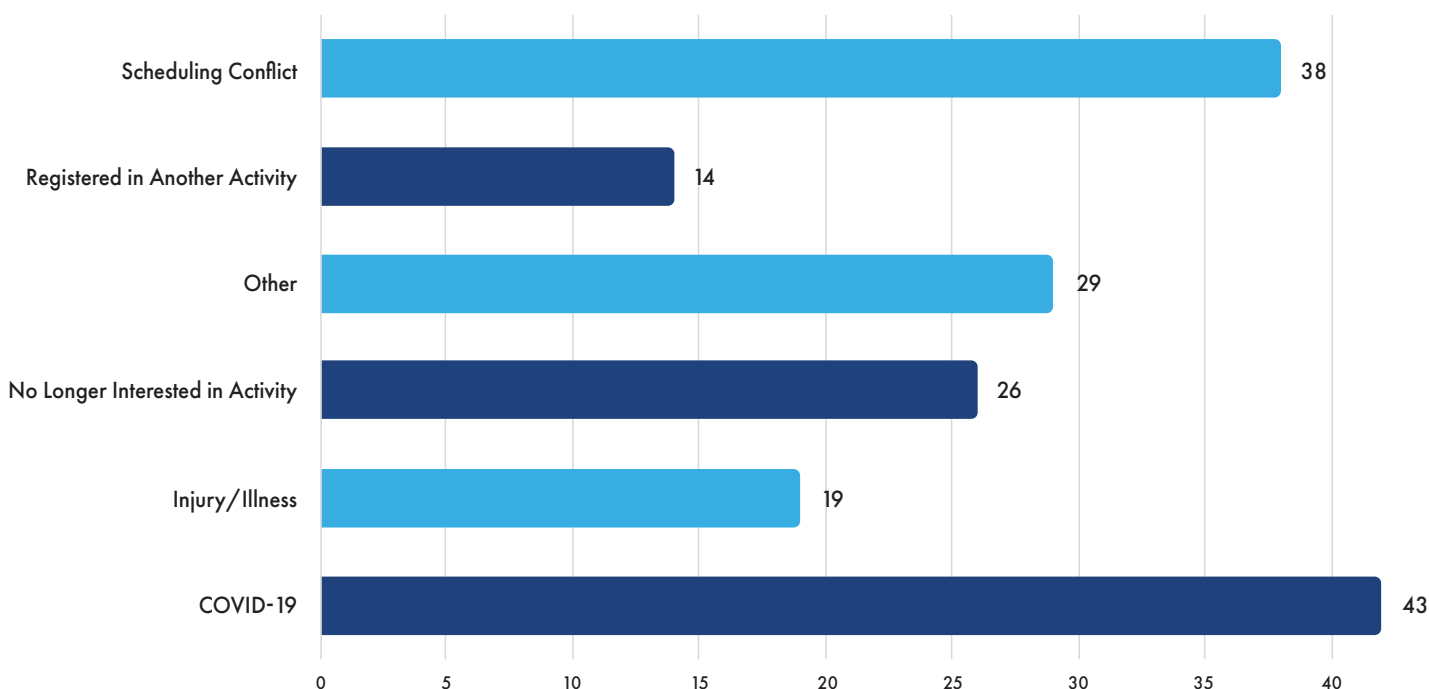
## 2021 Reporting Session - Customer Service

### OVERVIEW

In 2021, the Culture and Recreation Department continued to use technology to implement new methods to serve our customers better. The department responds to inquiries from social media comments, social media direct messages, website inquiries, phone calls and voicemails, emails and through tickets submitted online via the customer service portal. The launch of the Town's new website has provided the department with analytics including total number of page clicks and views. Using this data, the department can continue to update and improve the pages to make it accessible and user-friendly for the customer. In 2021, 169 customer-initiated refunds were issued for various programs, swim lessons, memberships or swim/skate reservations. The majority of refund requests listed Covid-19 as the reason for refund. The launch of our digital refund approval process in September 2021 created new internal efficiencies with better record management processes. These benefits were passed on to the customers who now receive their refunds quicker than in previous operation years.

**169** Total customer-initiated refunds issued in 2021

Reasons for Refund Request\*



\*Note: Covid-19 refunds were awarded due to various reasons surrounding Covid-19 including individuals who were not vaccinated, individuals who were infected with Covid-19, individuals who needed to isolate and individuals who did not yet feel safe returning to in-person programming. Note: Our refund policy indicates 4-6 weeks to provide customer's with a refund once requested. Due to the launch of our digital refund approval process, on average, customers now receive their refunds within 2-3 weeks.

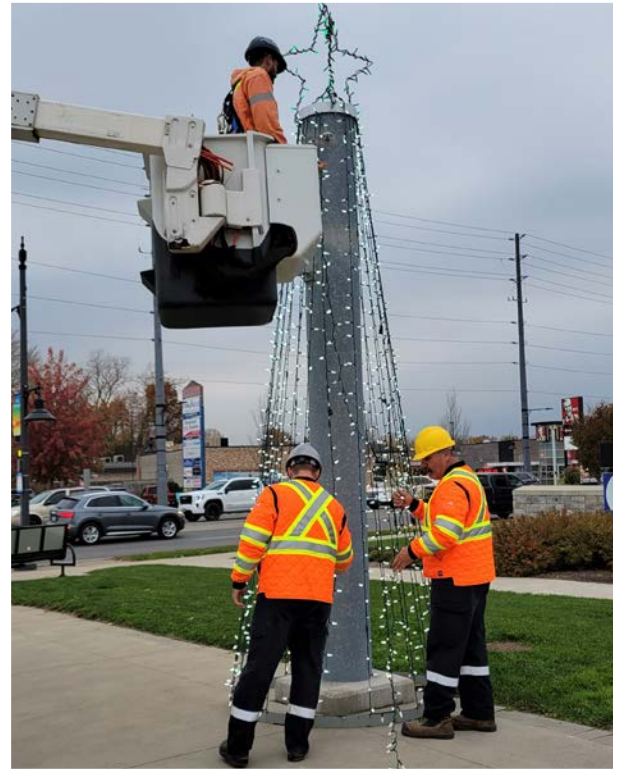
**14** Total portal request responses in 2021







“ *What an incredible team! The crew was extremely hard working, respectful, professional, helpful, efficient, knowledgeable and a joy to be around. I'm honestly at a loss for words! There wasn't a single team member there that I would rate less than a 10/10.*





## Annual 2021 Reporting Session - Public Works

### OVERVIEW

The Public Works department and the Culture and Recreation department work closely to deliver quality services throughout the Town year-round. This past year, that cooperation and collaboration was even more necessary as we worked to effectively navigate through the constantly changing public health regulations and facility restrictions. The Parks department was instrumental in getting sport fields ready quickly in June 2021, to allow our user groups to deliver a modified season to their participants. Similarly, our Facility Operator and Maintenance teams did a wonderful job getting our ice pads, fitness centre, outdoor pool, and indoor pool up and running. The most notable accomplishment in 2021 would have to be the beautiful Holiday Lights Heritage Nights display the Public Works team assembled at our Town Civic Centre, while still completing regular maintenance, snow removal, and event services.

## 325 Annual Boat Launch passes sold in 2021

192

# of Boat Ramp Annual Passes  
Sold in 2021

133

# of Early Bird Boat Ramp Passes  
Sold in 2021

2250

# Daily Boat Launch Visits  
Sold in 2021

## 31 Total Full-Time and Part-Time staff in Parks and Facilities

### Facilities Team

8 Full-Time Facility Operators

6 Part-Time Janitorial Assistants

3 Full-Time Maintenance Staff

### Parks Team

2 Full-Time Parks Staff\*

1 Student Parks Labourer\*

6 Seasonal Parks Staff\*

5 Part-Time Boat Ramp Staff

\*Our Parks team would normally consist of three full-time staff but due to a retirement our complement was reduced by one for much of 2021. Additionally, due to province wide closures through the first half of 2021 our regular seasonal staff complement of nine staff was reduced by three to six as noted. Province wide closures also reduced our regular part-time student labourer positions from five to one, as fields opened late this past year effecting recruitment.

### We Maintain:

The Parks department not only maintains sport fields, playgrounds, and trails, they also provide horticultural services at Town Hall, Police, Fire, Millennium Gardens, Todd Lane Roundabout, and the Vollmer Complex. Staff maintain planters, hanging baskets, and barrels around various other areas of our Town.

40 KM of Trails Maintained

25 Playgrounds Maintained

5 Pickleball Courts

42 Acres of Soccer Fields with 33 Various Sized Fields

11 Town Owned Facilities

3 Basketball Courts

20 Acres of Baseball/Softball Diamonds

6 Tennis Courts

1 Skate Park

1 Splash Pad

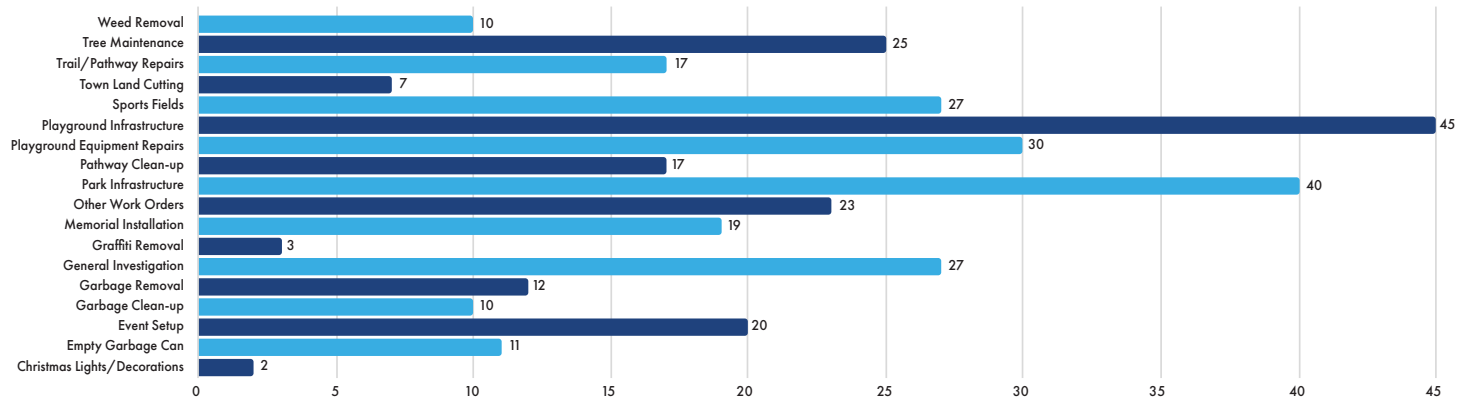


# Annual 2021 Reporting Session - Public Works cont'd

# 1267

Total number of work orders the Parks department, Facility Operators, and Maintenance team completed in support of the delivery of Culture and Recreation and other town services

Parks Department Work Orders Completed - Annual 2021



# 345

Parks Department Work Orders Completed in 2021

# 922

Facilities Department Work Orders Completed in 2021

Facilities Department Work Orders Completed - Annual 2021

