



## **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:** April 5, 2024

**Report Number:** CR-2024-13

**Subject:** 2024 Winter Session Report of Joint Programs and Events between Culture and Recreation and Public Works

### **Recommendation**

That the report of the Manager of Culture and Recreation dated April 5, 2024 (CR-2024-13) regarding 2024 Winter Session Report of Joint Programs and Events between Culture and Recreation and Public Works be received.

### **Report**

Each quarter, the Culture and Recreation, Facilities, and Parks departments bring forward a report to the Parks, Recreation and Events Committee detailing the activities, events, and projects that took place in the previous quarter, and any other important information that needs to be shared with the Committee. Below is a high-level summary of the activities, events, and projects that took place during the Winter 2024 session, January 1 to March 31, 2024.

#### Facilities Update

During the Winter 2024 session the Facilities division is responsible for supporting the daily delivery of regular Town led and third-party activities and events at the Vollmer Complex and Riverdance through the delivery of equipment, the cleaning of venues, resurfacing of ice, monitoring of ice and pool conditions, and the set-up and tear-down of activities. In total, the Facilities department helped support the delivery of over 5,000 hours of Town and third-party activities throughout the Winter 2024 session.

In addition, to the regular daily responsibilities there were also several large events that took place in the Winter 2024 session including the Larry Floyd Hockey Tournament, the Skate Ontario Super Series, the LMHA Day of Champions, and Sean Kenney's Animal Super Powers Made with Lego Bricks. The Facilities division was instrumental in

assisting Culture and Recreation to facilitate these events, and in making them successful. The collaboration between Culture and Recreation and Facilities continues to be an integral part of the successful operation of the Vollmer Complex and the facilities at LaSalle Landing.

### Parks Update

Although the outdoor sports fields are closed, the Winter Session remains a busy time for Parks. In early January, Parks is responsible for removing the Holiday Lights Heritage Nights display throughout the Civic Centre property and storing it until next season. In addition, winter control activities, daily tree trimming, and trail trimming keep the Parks team busy throughout the first quarter of the year. The Parks team also worked collaboratively with Culture and Recreation throughout the winter to prepare for the upcoming sports field season, event season, and planning for major events like the LaSalle Strawberry Festival. The collaboration and planning between Parks and Culture and Recreation in the winter session is essential to the success of the outdoor sport and event seasons.

### Culture and Recreation Update

The Winter 2024 session very closely resembled the Winter 2023 session as registration begins to level after a post-pandemic surge and as fill rates move towards capacity in aquatic programming. The following information will provide further details on the performance of each area within Culture and Recreation.

### Programming Update

In total there were 1,941 participants who took part in either aquatic or recreation programming in Winter 2024.

#### Aquatic Programming

- 1512 participants were registered in aquatic programming activities in Winter 2024, which exceeded Winter 2023 by 7 participants.
- The aquatic programming fill rate was 91.4%, which was up from 89% from Winter 2023.
- We are starting to see some levelling off in aquatic programming, as we move further away from the pandemic and as we approach full capacity.

#### Recreation Programming

- 429 participants were registered in recreation programming and camps in Winter 2024, which is down from 642 in Winter 2023.
- The overall recreation programming fill rate was 80%, which was the same as Winter 2023. The reduction in overall participants was due primarily due to a

reduction in total number of programs offered, with fewer one day workshops being offered. Some workshop opportunities that were offered in Winter 2023 will be returning but they are returning in Spring 2024.

### Memberships

Membership and membership visits continue to grow as they have for the past two years. Revenue for Winter 2024 was approximately 33% greater than Winter 2023. The increase can be contributed to the strong retention of long-time customers coupled with a steady increase each week in new members to the facility.

- 31,479 total number of member visits in Winter 2024, which was an increase of 4,617 visits over the 26,862 total number of member visits in Winter 2023.
- The average visits per day was 357.71, which was nearly 56 visits more per day than the Winter 2023 average of 301.82 visits per day.
- This includes visits to aqua fitness, adult length swims, open swims, the fitness centre, group fitness classes, and the walking track.

### Facility Rental Update

Winter 2024 very closely matched the ice surface and room rentals experienced in Winter 2023, as prime time ice continues to be in high demand.

- 1881.50 hours of total ice booked during Winter 2024, which was a decrease of 38.50 hours from Winter 2023.
- The decrease in hours was related to Easter falling earlier this year and two holiday closures (Good Friday and Easter Sunday) that were not in the Winter session last year.

### Event Update

The Winter 2024 session saw an increase in event activity over Winter 2023, mainly due to the delivery of Sean Kenney's Animal Super Powers Made with Lego Bricks.

- The Town led or facilitated a total of five major events in Winter 2024, including Sean Kenney's Animal Super Powers Made with Lego Breaks, the Larry Floyd Hockey Tournament, The Skate Ontario Super Series, the LMHA Day of Champions, and the WFCU Easter Egg Drop.
- This does not include the LaSalle Vipers 9 regular season and 5 playoff games.
- In total there were 70 days that had at least one major event taking place out of the 91 total days in the Winter 2024 session.

## Consultations

Patti Funaro, Director of Culture and Recreation

Mark Beggs, Manager of Roads and Parks

Mark Masanovich, Manager of Facilities

Owen Stichhaller, Supervisor of Recreation

Julie Turnbull, Supervisor of Programming

### **Financial Implications**

n/a

### **Prepared By:**

A handwritten signature in black ink, appearing to read "Scott Bisson", with a long horizontal line extending to the right.

Manager of Recreation and Culture

Scott Bisson

### **Link to Strategic Goals**

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

### **Communications**

n/a

**Report Approval Details**

Document Title:	2024 Winter Session Report of Joint Programs and Events between Culture and Recreation and Public Works.docx
Attachments:	
Final Approval Date:	Apr 8, 2024

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



Director of Culture & Recreation

Patricia Funaro



Chief Administrative Officer

Joe Milicia