



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 9, 2024

Report Number: CR-2024-25

Subject: 2024 Spring 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 August 9, 2024 (CR-2024-25) regarding the 2024 Spring 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 Spring 2024 session, April 1 to June 30, 2024.

Facilities Update

During the Spring 2024 session the Facilities division support responsibilities expand beyond our regular indoor facilities at the Vollmer Centre, Riverdance, and the Event Centre, to include service delivery at our Outdoor Pool, our Outdoor Pavilions and Boat Launch. In addition, the Maintenance team within Facilities is tasked with support for various Town events including our Night Market, while our Facility Operator team is focused on ice removal and maintenance on Rink A.

Parks Update

Throughout Winter 2024 the Culture and Recreation and Parks administrative team collaborate with our various sport field user groups and ice user group to prepare

schedules for the Spring 2024 session. The month of April requires a significant amount of effort for the Parks team to prepare all soccer fields and ball diamonds in preparation for the season, while also providing service to the rest of the Town parks, properties, boat launch and trails. In addition, the Parks department plays an essential role in the set-up, operation and tear down of our annual Strawberry Festival.

Culture and Recreation Update

The Spring 2024 session saw a slight year-over-year increase in program participation and a continued strong demand for both membership and rental services. The number of events delivered or supported saw a slight increase this quarter. The following information will provide further details on the performance of each area within Culture and Recreation.

Programming Update

In total there were 1,990 participants in Spring 2024 who took part in either aquatic or recreation programming. This number was up slightly from Spring 2023 when there were 1,977 participants. The increase of 13 participants over Spring 2023 represented a 0.66% increase in total participants.

Aquatic Programming

- 1605 participants were registered in aquatic programming activities at the Vollmer Centre in Spring 2024, which is virtually the same number as Spring 2023, down by 14 participants over the 413 course offerings or 0.09%.
- The aquatic programming fill rate was slightly higher at 94.3%, which was 2.3% higher than the 92% fill rate in Spring 2023.
- As was discussed in the Winter report, aquatic programming has basically hit capacity and in the future Council can expect these numbers to remain relatively constant when comparing current session to previous year session.

Recreation Programming

- 385 participants were registered in recreation programming in Spring 2024, which was an increase of 27 participants from Spring 2023 or 7.54%.
- The recreation programming fill rate was 72.5%, which was up 6.5% from Spring 2023 when it was 66%.

Memberships

Membership revenue continues to grow at the Vollmer Centre year over year since 2022. This is attributed to the strong retention rate of customers and the steady increase in new customers each year.

- There were 22,657 total number of member visits in Spring 2024, which was down 312 visits from the Spring 2023 session.
- Membership visits include visits to aqua fitness classes, adult length swims, open swims, fitness centre visits, and visits to group fitness classes.
- There were 89 operational days during the Spring 2024 session for an average number of visits per day was 254.57.
- The slight decrease in visits of 312 visits amounted to an average of 3.5 visits per operational day over the 89 days this session or about 1.5%.

Facility Rental Update

Spring 2024 was successful in all rental areas. The number of hours of ice time, soccer fields, and baseball diamonds all increased over the hours booked in Spring 2023. The demand for service in LaSalle continues to be strong amongst both traditional youth sport user groups, and private user groups.

- There were 746.75 total hours of ice booked during Spring 2024, which was an increase of 35.50 hours or 4.85% from the 712.20 hours booked in Spring 2023.
- There were 4,652.97 total hours of sport field bookings, which was an increase from 2,506.75 hours booked in Spring 2023. The increase was driven by minor sport group usage in both soccer and baseball.
- Private rental groups remain our largest user of spring ice at 40.8% of all bookings, which was up 3.9% from Spring 2023 where they represented 36.86% of all bookings.
- LaSalle Stompers remain our largest user of soccer fields at 92.5% of all bookings, which is up 11.2% from Spring 2023 where they represented 81.3% of all bookings.
- LaSalle Turtle Club remains our largest user of ball diamonds at 62.4% of all bookings which is up 3.9% from Spring 2023 when they represented 58.5% of all bookings.

Event Update

Spring remains a busy time for events in the Town of LaSalle and the assumption is that the demand for events will only continue to grow with the increased exposure of the Event Centre and the continuing development at LaSalle Landing.

- The Events team delivered or helped facilitate 26 different events during Spring 2024 over 38 events dates. This was an increase of 2 event dates over Spring 2023.
- Annual Town events like Spring Fling, Night Markets, Strawberry Festival and our Movie Night collaboration with Rotary returned this Spring along with third party annual events like Play for a Cure, the Turtle Club Parade, LaSalle Police Service Bike Rodeo, LaSalle Fire Associations Walleye Classic, and several annual walk-run events.

- There were also several brand-new third-party events at the LaSalle Event Centre including the Country at Heart event, the Strawberrylicious Event hosted by Wolfhead Distillery, and the Cars for a Cause car show.

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 Spring Session Report of Joint Programs and Events between Culture and Recreation and Public Works.docx
Attachments:	
Final Approval Date:	Aug 12, 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