



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: November 8, 2024

Report Number: CR-2024-29

Subject: 2024 Summer 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 November 8, 2024 (CR-2024-29) regarding the summer 2024 programming session 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 summer 2024 session, July 1 to August 31, 2024.

Facilities Update

After the scheduled removal of ice in Rink A in mid-May, the Facilities division completed a significant amount of maintenance before resuming ice making and operations in early August. The Facilities team was able to clean all rink boards, make necessary repairs and adjustments to rink glass, complete necessary repairs throughout the rink, and complete deep cleaning throughout the space. A new feature that was added when the ice was put back in this season in Rink A was a special stencil the staff created to add Le Griffon as part of the painting of the red line. The Facilities team was also able to continue to maintain and operate Rink B, our Indoor Pool, the Outdoor Pool, and other Town facilities. The Facilities division also supports the delivery of both Town-led and third-party events at both the Vollmer Complex and Riverdance through the delivery of equipment, the cleaning of venues, and the set-up and tear-down of some

events. During the summer 2024 session the Facilities Division also closed 227 work orders, over and above the regular duties outlined above.

Parks Update

The 2024 summer session was another very busy sport field season with the Parks department supporting an average of 75 hours of sport field rentals daily. The cooperation between Parks, Culture and Recreation, and our user groups made the summer 2024 season another strong success. During the summer 2024 session Parks supports the delivery of over 4,650 sports field hours, assists with the delivery and facilitation of both Town and third-party events, while also completing regular grass cutting, field maintenance, trail maintenance, planting, and grounds maintenance across the municipality. In addition, to these services the Parks department was also able to close 124 requests for service through work orders.

Culture and Recreation Update

The summer 2024 session saw another strong demand for day camp programming, member services, and sport field usage. However, there was a decline in the number of total participants in aquatic programming. The following information will provide further details on the performance of each area within Culture and Recreation.

Aquatic Programming Update

- In total there were 1,091 participants registered in aquatic programming activities in summer 2024, which was lower than summer 2023 by 160 participants. This represented approximately a 12.8% decrease in registration, which was almost entirely a result of fewer non-resident participants. Of the 160 fewer participants, 146 were from a reduction in non-resident registration. Resident registration was virtually the same as the previous year.
- Of the 1,091 participants, 800 participants (73%) were registered at the Vollmer Centre with the remaining 291 participants (27%) registered at the LaSalle Outdoor Pool.
- The aquatic programming fill rate at the Vollmer Centre was 81.3%, which was down 6.1% from last summer.
- The aquatic programming fill rate at the LaSalle Outdoor Pool was 68%, which was down 6.9% from last summer.
- Overall, the aquatic programming fill rate across all locations was 77.3%, which was down by 6.4% from last summer.
- The Culture and Recreation department partnered with Essex Power to offer free daily recreational swims at the LaSalle Outdoor Pool this past summer. In total, 3,692 participants were able to swim for free thanks to the generous funding from the Essex Power Youth in Community Fund, which was an increase of almost 1,300 participants when compared to the 2,407 visits in summer 2023.

Recreation Programming – Summer Day Camp

- After a successful summer day camp in 2023, Culture and Recreation expected the demand to remain high for camp services in summer 2024.
- Culture and Recreation was able to support the registration for 5,157 camper days in Summer 2024 which was an increase of 537 over the 4,620 camper days in summer 2023. This represented an increase of 11.6%.
- Overall, the day camp reached 95% capacity for all age groups, with our youngest age groups 4 to 5 years of age and 6 to 7 years of age, hitting 98% and 99% capacity respectively.
- The demand for camp continues to exceed the available space as there were a total of 727 participants waitlisted across all groups, and all weeks of the summer. Fortunately, we were able to register 188 participants from the waitlist but that was only 26% of all waitlist participants.

Memberships

Membership numbers at the Vollmer Centre continue to grow and retention remains high for existing members.

- Summer 2024 saw an increase in membership revenue of approximately 30% when compared to the revenue for the same period last year.
- The Vollmer Centre had 12,900 total member visits in summer 2024, which was an average of 215 visits per day. This was slightly down from summer 2023 where there were 225 visits per day and 13,498 visits overall.
- Membership visits include visits to aqua fitness classes, adult length swims, open swims, visits to the fitness centre, and visits to the group fitness classes offered at the Vollmer Centre and the LaSalle Outdoor Pool.

Facility Rental Update

Summer 2024 exceeded the 2023 booking levels for outdoor sport field usage, with the increase attributed to soccer field bookings.

- In total, there were 4,648.50 hours of sport fields booked in Summer 2024, which was an increase of 1,232 hours over Summer 2023.
- Of the 4,648.50 hours booked, 3,651 hours (78.5%) were booked by soccer user groups, and 997.50 (21.5%) hours were booked by diamond users.
- Soccer bookings were up over last year by 1,309.50 hours, due to greater demand from LaSalle Stompers.
- Diamond bookings were down slightly by 77.5 total hours from Summer 2023, which can be attributed to several closures due to rain.

Event Delivery

The summer 2024 event season is the shortest season for administration, but the number of events continues to grow.

- In total, there were 2 Town Led events delivered in summer 2023, which included the annual July and August Night Market events. This was the same as last summer.
- The Town also facilitated 12 major third party events throughout summer 2024, which was an increase of two over summer 2023. Those events took place over 18 events dates, which was an increase of three over summer 2023.
- Third party events included baseball/softball tournaments, soccer tournaments, and large third-party social gatherings like the UNIFOR employee picnic, and the Greenshield employee picnic.

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:



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 Summer Session Report of Joint Programs and Events between Culture and Recreation and Public Works .docx
Attachments:	
Final Approval Date:	Nov 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