



The Corporation of the Town of LaSalle

Date	July 16, 2018	Report No:	R & C 2018-15
Directed To:	Council	Attachments:	
Department:	Culture and Recreation	Policy References:	
Prepared By:	Director of Culture and Recreation		
Subject:	Outdoor Pool Swim Totals		

RECOMMENDATION:

That the report from the Director of Culture and Recreation dated July 16, 2018 (C&R 2018-15) regarding recreation swims at the Outdoor Pool BE RECEIVED;

REPORT:

Staff are focused on enhancing activities and programming at Front Road growing the recreation and leisure opportunities along the waterfront property for our residents and visitors. The Culture and Recreation Department through their partnerships with various companies were able to receive funding for Free Friday Swims this summer at both the Vollmer and the outdoor pool. Thanks to Essex Power Corporation, Tim Hortons and Pathway to Potential (P2P), the Town will provide opportunities for free swimming for families in LaSalle throughout the summer.

LaSalle Outdoor Pool host Free Friday Swims from 2:00 pm to 4:00 pm on July 6, July 20, August 3, 17 and 31.

The LaSalle Outdoor Pool is also open for swimming lessons, lengths and aqua fitness and rentals throughout the week. New this summer is the extra hours for rec swims on Monday and Wednesday evenings extending the swim for an extra 3 hours ending at 7pm.

The Outdoor pool recreation swim admission rates are children under 2 free, children 2-13 years old \$2.00 each, and swimmers aged 14 and up are \$3.00 each. There is also a family rate of \$10.00 for a maximum of five swimmers. There are also Summer swim passes available for unlimited access to the recreation swims at the LaSalle Outdoor Pool and Vollmer Complex.

The Total numbers for recreation swims participants for 2018 outdoor pool are as follows:

Day/Date	Time	Swim Type	# of Patrons
Saturday June 9	2:00p-4:00p	Rec Swim	2
Sunday June 10	2:00p-4:00p	Rec Swim	3
Saturday June 16	2:00p-4:00p	Rec Swim	26
Sunday June 17	2:00p-4:00p	Rec Swim	86
Saturday June 23	2:00p-4:00p	Rec Swim	23
Sunday June 24	2:00p-4:00p	FREE Swim	20
Saturday June 30	2:00p-4:00p	Rec Swim	92
Sunday July 1	2:00p-4:00p	Rec Swim	63
Monday July 2	2:00p-4:00p	Rec Swim	38
Tuesday July 3	2:00p-4:00p	Rec Swim	27
Wed July 4	2:00p-7:00p *new	Rec Swim	54
Thursday July 5	2:00p-4:00p	Rec Swim	38
Friday July 6	2:00p-4:00p	FREE Swim	86
Saturday July 7	2:00p-4:00p	FREE Swim	46
Sunday July 8	12:00p-5:00p	Rec Swim	96
Monday July 9	2:00p-7:00p *new	Rec Swim	75
Tuesday July 10	2:00p-4:00p	Rec Swim	35
Wednesday July 11	2:00p-7:00p	Rec Swim	36
Thursday July 12	2:00p-4:00p	Rec Swim	15
Friday July 13	2:00p-4:00p	Rec Swim	34
Saturday July	2:00p-4:00p	Rec Swim	26
Sunday July 15	12:00p-5:00p	Rec Swim	58
		TOTAL	979

The 2017 outdoor pool rec swim totals was 629 participants for June – July 15th which means we have **increased participation by 56%** over last year. Staff are excited to see the high volume of participants at the outdoor pool this summer and will continue to market the rec swims to encourage more attendance. Staff have ordered a vinyl banner to place along the fence at the Outdoor Pool to promote various activities and times. We also continue to use Social Media to market the outdoor pool as a cooling station on hot days and during heat advisories.



Director of Culture and Recreation

Reviewed by:

CAO	Treasury	Clerks	Env. Services	Planning	Parks & Rec	Building	Fire
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