

RECREATION, CULTURE & WELLNESS MONTHLY REPORT
APRIL, 2019
DEPARTMENT OVERVIEW & STATISTICS

Program Type	# of Participants 2018	Revenue 2018	# of Participants 2019 to date	Revenue 2019 to date
Swim Lessons:				
Swim-group	379	\$32,217	128	\$9,807
Swim-semi/private	49	\$8,895	14	\$2,366
Swim Team	80	\$9,200	22	\$2,530
Public Swim Admissions	1120	\$4,320	-	-
Memberships - Family	32	\$3,609	-	-
Memberships - Individual	6	\$378	-	-
Pool rentals	3	\$285	-	-
March Break Camps	60	\$11,274	69	\$13,034
Donations for all camps		\$1,100		
Summer Camps:				
Leader in Training	13	\$1,430	2	\$440
Specialty Camps – Bike; Chef; Theatre/Arts; Tennis; Firefighter	47	\$8,532	25	\$5,493
Camp Registration(weekly)	436	\$74,768	98	\$38,412
Camp Registration(daily)	87	\$5,625	6	\$2,210
Extended Care (daily)	162	\$1,381	8	\$425
Extended Care (weekly)	191	\$6,704	26	\$3,710
Lunches	269	\$1,883	31	\$798
Winter Break Camp	15	\$2,470	19	\$3,232
Triathlon Club	14	\$880	-	-
Program Type	# of Participants 2018	Revenue 2018	# of Participants 2019 to date	Revenue 2019 to date


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Ballroom Dance	163	\$10,584	112	\$7,064
Ballroom Socials	226	\$2,260	76	\$760
Introduction to Cheerleading	17	\$2,000		
Mom and Baby Fitness	33	\$264	23	\$184
Santa's Workshop	11	\$275		
Aqua zumba	149	\$894		
Pickleball/Volleyball/Badminton/Zumba	2758	\$12,656	2610	\$13,732
Arena Programs:				
Public Skate Admissions (includes Shinnys and stick & pucks)	3840	\$17,899	3797	\$16,289
Women's Learn to Play	102	\$1,120	459	\$2,908
Adult Learn to Skate	13	\$812	9	\$560
Pickleball Clinics			58	\$812
Total	10,275	\$223,715	7,592	\$124,766


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Facility Rental Information:

Facility			Hours	Revenue	Internal
OPTH	Hall	Internal	31.5		\$999.50
		External	44	\$2,049.08	
	West Lounge	Internal	0		\$0
		External	0	\$0	
MCC (Ice)	Duliban	Internal	63		\$8,927.10
		External	208.5	\$41,443.54	
	Accipiter	Internal	64.5		\$9,139.65
		External	226.6	\$45,021.40	
MCC Multi-Purpose	Accursi	Internal	92		\$3,219.08
		External	38.5	\$2,544.85	
	Accursi Kitchen	Internal	5		\$50
		External	0	\$0	
	Kinsmen	Internal	23.5		\$745.65
		External	41	\$1,789.24	
	Special Function	Internal	9		\$100
		External	0	\$0	
MCC (Pad – no ice)	Duliban	Internal	0		\$0
		External	0	\$0	
	Accipiter	Internal	0		\$0

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		External	0	\$0	
MCC (Gyms)	All	Internal	155		\$3,100
		External	341.5	\$6,830	

PROJECTS

1) Recreation Programs:**Birthday Party Rentals**

Staff have started booking new birthday party packages. Currently we have three booked for the month of May. Residents have a variety of birthday party package options which include a 2-hour hall rental and public skating passes for 15 children and 2 adults, or one-hour use of the gym. They can also upgrade with specialty themed decorations and/or qualified staff to run games or a craft.

Programs

Women's shinny hockey was added to summer programming on Monday nights and is averaging 25 enthusiastic ladies each evening. What started out as a 1 hour program, quickly grew into 2 hours to accommodate the numbers. With this addition, we now have 5 shinny drop ins, 6 stick and puck drop ins and 7 various public skate options. Hatha and chair yoga were also added in April.

2) Summer Programs**Camp**

The Town of Pelham Camps run from 9:00 am to 4:00 pm. Extended Care options are also available from 7:30 am – 5:30 pm. Camp runs at the Meridian Community Centre in the Accursi Room. Our camp maintains a 7:1 camper to staff ratio and all leaders are trained in Standard First Aid and are High Five certified.

2019 Summer Camp and Aquatics staff have been hired. Brittany MacLean has been hired again as the Camp Supervisor. 9 full time Camp Counselors have also been hired: Alicia Oldfield, Isabella Norio, Noah Stickney, Alana Peplinski, Sarah Belovari, Jake Richard, Erica Carter, Paige Bonsignore and Ryan Dykstra.

Aquatics

Alison Dykstra has been hired as the Aquatics Supervisor and Ailene Zamora as Head Lifeguard., 8 Lifeguard/Instructors have been hired to date: Krista Zucco, Kylie Fast, Hope Larmour, Trent Glenney, Stefanie Bray, Ashley Battista, William Guitard and Zachary Pasma. 2 Lifeguards have been hired: Harmon Narbonne and Elliot Song.


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Summer program registration for Town of Pelham residents became available on Monday, April 15th. Registration for non-residents was available Monday, April 22nd. Registration has been very steady and both camp and aquatics programs are starting to fill up.

Both the Camp and Aquatic Supervisors begin the week of May 13th as preparations for staff training and programming will begin.

3) Weiland Heights & Lookout Park Updates

Bienenstock Natural Playgrounds will be presenting to Council on Tuesday May 21. Updates for the natural playground schedule & development can be found here:

<https://www.naturalplaygrounds.ca/pelham>

4) Carousel Players theatre performance

Staff have partnered with Carousel Players to bring a theatre performance to the Meridian Community Centre on Saturday May 4, at 4:00pm in the Gary & Mall Accursi Room. To date we've sold just over 35 tickets, Tickets are \$10 and can be found here:

[Mary Jane Mosquito Tickets](#)

5) Thursday Night Experience:

Pelham Farmers' Market Operation: May 2 – October 3

Supper Market Operation: June 6 – September 5

Fonthill Bandshell Concert Series Operation: June 20 – September 5

The 2019 Pelham Farmers' Market Executive hosted their annual vendor meeting on Wednesday April 10 to welcome all vendors to the 2019 season. The meeting reviewed the events for the season and important dates. The Farmers' Market is set to open on Thursday May 2 a [list of vendors](#) can be found on the website.

Supper Market

Supper Market Applications were available until March 31. Staff met with Pelham businesses to approve the vendors for the 2019 Supper Market Season on Monday April 8. Final approvals have been sent out to the following vendors for the 2019 season:

Churchhill Natural Meats & Deli
Fonthill Lions
Root & Bone
Hillfire Smoke & BBQ
Raw Tibicos
Wandering Gourmet Taco Cart
Marble Slab



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Andrewjski Perogies
Avellas Pizza
Alfies Lemonade
Volcanos Pizzeria
Simplefoods

The season will start on Thursday June 6. Staff met with all 5 service clubs on Wednesday April 24, to discuss the Service Club involvement with alcohol service for 5 dates. Staff offered June 20 Kinettes, July 4 Fonthill Lions, August 8 Rotary Club, August 15 Fenwick Lions, and September 5 Kinsmen. We look forward to working with our Service Clubs for the second year in a row.

Fonthill Bandshell Concerts

The Annual Fonthill Bandshell Concerts released their lineup on Thursday April 11 at Lookout Ridge. Please see the full line up on their website: <http://www.fonthillbandshell.com/>

6) Pitch in Pelham:

Staff organized the annual Pitch in Pelham for April 22-29, and registered the event on the Pitch in Canada website <http://pitch-in.ca/>

Community Clean Up days empowered our community, schools and local businesses to participate in keeping our community beautiful.

On April 27 we had over 50 volunteers come out, including all of the girl guides, the sun was shining though the air was brisk, a good day for a spring clean-up!

2019 by the Numbers:

Total Participants: 500

Total Amount of Garbage Bags collected: 75

Total kgs collected: 445kg

2018 by the Numbers:

Total Participants: 535

Total Amount of Garbage Bags collected: 80

Total kgs collected: 480kg

7) Community Tree Plant:

Staff have been working with Gauld's Nursery & Andrew's Tree & Shrub Care to host a community tree plant staff had to reschedule the date to Friday May 31. Staff from the public works department will be delivering the educational portion of the Tree Plant, the location will be at Harold Black Park. Staff will be reaching out to local schools for participation.

8) Easter Egg Hunt

Pelham's Annual Easter EGGstravaganza took place on April 20, 2019 in its new location at



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Centennial Park, Fenwick. Despite the chilly and damp weather, approximately 275-300 people came out brave the elements in search of the Easter Bunny's treasure. The field was divided in to three hunt areas for ages up to 5 years old, 6-9 years old and 10-12 year olds. Mayor Junkin welcomed the attendees and rang the bell to signal the start of the hunt. In less than 15 minutes, almost 16,000 foil covered eggs were scooped up and the three "Golden Eggs" recovered. The Fenwick Lions, with assistance from Enbridge Community Events Team, offered hot dogs, hamburgers, fries and drinks for sale at the concession area.



9) Heritage Tea

Tickets for our annual Heritage Tea on Sunday, June 2, 2019, 1 pm at the Old Pelham Town Hall are now available at a cost of \$20.00. Guests will enjoy sandwiches, scones, cookies, tea and lemonade. Those who purchase a full table (8) will receive a gift from Nature's Corner Bakery & Café. Tickets may be purchased at the Meridian Community Centre, Town Hall, Nature's Corner and, new for this year, on-line through Eventbrite. Guests are invited to dress in period costume. A prize will be awarded for the best hat or fascinator.

10) Summerfest

The Summerfest Committee met on April 10 & 24, 2019. Minutes from those meetings are submitted separately to Council. Todd Brown, representing the Welland Pelham Chamber of Commerce, indicated that he was not able to serve on the Committee and Kelly Sauriol was appointed to take his place. Also joining the Committee in April was Marlene Ouwendyk representing the PBA. Applications received up to the early bird deadline of March 31, 2019 were reviewed by the Committee and accepted. The deadline for all applicants is April 30, 2019 and the Committee will review those in early May. The entertainment lineup is nearly finalized and band line ups for Friday and Saturday have been released. The sponsorship campaign continues. Sponsorship opportunities are still available and can be viewed at www.pelhamsummerfest.ca/sponsors

11) Canada Day

The Canada Day planning group met on April 3rd. The Canada Day Survey was reviewed. There were no surprises but confirmed what we already thought we knew, the parade, kids activities and fireworks are priority. The Rotary Club is planning to revise the timeframe for the bouncers to 3-6 pm. The group agreed that the start time for all activities in the park would be



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adjusted to correspond with this time frame. The layout of the park was reviewed and changes proposed to accommodate the recommendation from last year that the area be more focused in scope in order to create greater cohesion between the different elements and to deal with the hydro distribution. Parade and vendor applications are now available on the Town's website. The entertainment lineup is being booked and will be posted on the website when confirmed. We received notification from Heritage Canada in April that our grant request was successful.

12) Volunteer Enhancement Campaign – April 2019

Staff continue to promote volunteer opportunities with the Town of Pelham through the Town's website, social media channels and monthly emails to the volunteers in our database. Several volunteers participated in the Pitch-In Pelham (Community Clean Up) event on Saturday April 27th and some even brought their families. These volunteers diligently gave up their Saturday morning to help clean up the streets of Pelham on a chilly day.

During the month of April, a volunteer was trained and started at the Meridian Community Centre in the role of MCC/Seniors Active Living Centre Ambassador. She is scheduled every other Sunday afternoon and will be assisting the Customer Service staff at the Welcome desk during the hours of 12pm-3pm. This position was also offered to Service Club members as a way to help out the Town as well as to advertise for their events and membership.

During the week of April 8-13th, we recognized National Volunteer Week by having a social media campaign celebrating our volunteers. The posts were designed to foster a year-long attitude of appreciation for our current volunteers. Staff also directly emailed the volunteer database and thanked them for their continued willingness to volunteer for the Town of Pelham.



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www.pelham.ca/volunteer

13) MYAC Updates

The mission of the Town of Pelham's **Mayor's Youth Advisory Council (MYAC)** is to provide a communication link between the youth of Pelham and the Pelham Town Council. The needs of the youth may be addressed and action can be taken to enrich the quality of life, health and well-being of youth in our community. This council meets as a whole every 4th Tuesday of the month. The Executive meets the 2nd Tuesday of every month.

In the month of April, MYAC held its regular meeting on Tuesday, April 23rd. It was decided that the movie night be rescheduled for Friday, May 31st. Movie night will be held in the Accursi Room. MYAC will provide free popcorn and ask that participants bring a donation for Pelham Cares.

MYAC volunteered at the Easter Egg Hunt this year, which was held on Saturday, April 20th at Centennial Park. Youth assisted with set up, distribution of chocolate eggs, greeted residents upon arrival and tear down.



14) Pelham Transit Monthly Review has now been moved to the Public Works Department.

CONSTITUENT CONCERNS & ISSUES ARISING

PERSONNEL

Alison and Jodi attended ORFA April 29-May 3

GRANTS, CONTRACTS, RFPs & AGREEMENTS

Niagara Community Foundation Summer Camp Grant – Submitted April 23

Niagara Investment in Culture **Successful** Application - \$3,500

Heritage Canada Grant **Successful** \$14,650

New Horizons for Seniors Program **Successful** \$24,749

MEETINGS

MYAC Regular Meetings

Summerfest Committee

Farmers' Market Executive Meeting

Supper Market Pelham Businesses

Pelham Public Art Advisory Committee

Bienenstock Natural Playgrounds

Service Club Meeting

Welcome Wagon

Fonthill Bandshell Concert Line Up Release

Joint Health & Safety Meeting

Volunteer Training – MCC/Seniors Advisory Committee Ambassador

MCC User Group Round Table Committee

MCC Hospitality Committee

Brock University Community Partner Reception

Watson & Associates

Tour & Possible Partnerships – Brock University

Wellspring Open House



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Pelham Art Festival
Pelham Senior's Advisory Committee



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pelham.ca