

RECREATION, CULTURE & WELLNESS MONTHLY REPORT

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This report covers July, August, September 2020

DEPARTMENT OVERVIEW & STATISTICS

PROJECTS

1) Recreation Programs:

Programs

Due to Covid, programming in the MCC was cancelled from mid-March through to the end of August. September programs opened in a graduated order with Brock Seniors Fit Class; Pickle Ball; Chair Yoga; Yogalates; senior shinny; 60+ stick & puck; ladies learn to play hockey and shinny.

On the Cold side:

The MCC ice rentals for July and August were the busiest facility has ever been with both rinks operational and booked 7 days a week from 7am – 10pm daily. September was the beginning of the fall rental season. With Covid and school beginning there were many unknowns although each licensed user group now have their schedules in place. Open ice time was quickly taken by private user groups. Attached is the allocated ice time for the 2020/21 ice season, with the caveat that due to Provincial and Public Health guidelines at anytime facility operations could change or be halted.

Youth Programs

Summer Camps

The Town of Pelham Summer Camps ran from July 6th to September 4th for the 2020 Summer season, offering 9 weeks of regular summer camp and 5 weeks of specialty camps. Although camp programs looked very different this year than in years past they were a great success. Over 240 Campers visited the Town of Pelham camps this summer, with many campers returning for multiple weeks. Many camp families used Pelham camps as their main form of childcare, as many families were working in the medical field or as first responders through the COVID-19 pandemic.

There was an increase in registration seen each week, as families became more comfortable registering their children for recreational programs, with the last 4 weeks of registration reaching



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full capacity. Campers filled their days with sports, camp games, crafts, outdoor activities, visits from special guests and more. The feedback received from families was very positive, and many commended the Town for continuing to run camps in the midst of a pandemic while many other camps were closed for the summer. Town of Pelham saw direct impacts of this as an increase of Campers were travelling from across the region to spend their week at the Meridian Community Centre. Overall, the summer of 2020 was very successful and enjoyed by both campers and staff, who are all looking forward to return for camp programs in the future! This success would not have been possible without the hard work and dedication of Pelham Camp staff, who ran activities that allowed campers to stay physically distant, helped children adapt both socially and behaviorally after being out of school for 4 months, all while adjusting to the constant changing of rules and guidelines directly affecting their programming.

Planning has already begun for PD Day Camps, Winter Break and March Break camps for the 2020/2021 school year. The Active Living Programmer will be closely monitoring guidelines as they change and evolve to ensure the Town of Pelham can continue to offer a fun and safe camp environment for children.



Aquatics

The Pelham Pool opened on July 6th and closed on September 7th, marking the end of the 2020 summer season. This year due to COVID-19 and staff not moving away for school, the pool was able to stay open for family swims over Labour Day weekend, at the request of both SLT and community members. Despite the changes to programs in order to follow the new COVID-19 guidelines in place, the 2020 summer season was extremely successful. Over the course of the summer, more than 210 families visited the pool for family swim times, with 6 additional private pool rentals. The Pelham Pool was one of the only facilities in Niagara to offer swimming lessons this summer, and saw over 215 swimmers in group lessons, and an additional 80 swimmers participate in private/semi-private lessons. All swim programs had great registration this summer, with 88 lane swimmers renting a lane each week, and all 4 weekly Aqua Zumba sessions full. Due to the popularity of Aqua Zumba, the instructor, Lynne Boulet, was willing to offer 6 master classes, which welcomed multiple instructors to the pool, and saw great registration from patrons as well.

For the first time, the Town of Pelham offered a National Lifeguard recertification course for both Town of Pelham staff and lifeguards from other facilities to recertify their credentials, which many

were unable to do due to COVID-19 cancelling courses. This was very successful and both participants and members of the community have made recommendations to encourage Pelham to consider running this course again in the future.

The success of the 2020 summer season would not have been possible with the dedication and commitment from the Pelham Pool staff, who adjusted their teaching styles for swimming lessons, enforced new rules effectively, all while being flexible and accommodating to Patrons needs during a stressful time.



2) SAY IT! On Stage

The SAY IT! On Stage program has found an alternate way to stay connected and continue to provide an opportunity for different generations to work together in crafting and performing an original play. Colleen Kenyon has been facilitating conversation circles, script writing sessions, and script reading sessions for a radio play through the Zoom platform. The group continues to meet, and have finalized a script for a “Radio style” play. The script is in its final stages with plans for converting into a podcast style production once complete. Recording of all actors will be completed with all COVID safety precautions in late fall of 2020.

3) Meridian Community Centre – Art Walls

The MCC Art Wall Exhibit is currently on hold, due to the COVID-19 pandemic. The art wall has been received exceptionally well by guests at the MCC in the past.

4) Senior VIP Program

Staff has provided OTEC- Service Excellence training to a total of 25 seniors as part of the Senior Volunteer in Pelham Program. Upon the return of general foot traffic at the MCC in September, these trained volunteers, where available have been invited back to assist greeting patrons, giving direction, and responding to general inquiries. As COVID impacts continue to change, the ability to have increased participation in both training and assisting will be reviewed.

5) **Big Band Dance Night**

The Town of Pelham's Big Band Dance Night, featuring the Jimmy Marando Swing Band, has been put on hold as of March 17, 2020 due to the COVID-19 pandemic. The event typically takes place every third Tuesday of the month, and averages over 100 attendees per night. Current COVID regulations provide limited ability to offer this program, staff are continuing to monitor options and alternatives for this event.



6) **Pelham Farmers' Market**

The Town of Pelham Farmers' Market, originally scheduled to open May 7, opened June 11, 2020. There were many considerations made in order to provide the safest environment for the community, given the COVID-19 pandemic. The market operated for the full season with the limited number of vendors, with one-way traffic and controlled attendance. The feedback from both vendors and patrons continued to be positive throughout the season. The market saw peak attendance in August with over 350 visitors. The "shoulder" season has provided consistent attendance averaging 200+ visitors weekly. The Farmer's market social media continued to be active throughout the season and had engagement and inquiry up to and including the last night of the season. Interest in applications for 2021 has already been expressed.



7) **Easter Egg Hunt**

Initial discussions on the Annual Easter Egg Hunt alternatives for 2021 have begun, as staff consult with event programmers across municipalities in Ontario. Staff are evaluating and researching logistical implications and best practices for the event and event alternatives. COVID impact for in person events will be contingent on recommendations from Public Health for the 2021 event.

8) **Christmas in Pelham**

Discussions on the Christmas in Pelham for the 2020 event have continued, with consultation with other municipalities across Ontario and their December events. Staff are planning for different scenarios and elements that can move forward with current COVID restrictions. Logistical implications of the event, continue to alter as the recommendations change regarding the best practices with COVID. At this time, staff are proceeding with the planning process for a revised event.

9) **Street Pole Banners/Honour our Veterans Banner Program**

RCW staff worked with Mr. Rick Hatt for the expansion of the Veterans Banner program for the 2020 season. An additional 8 double sided banners will be installed as part of the ongoing Veterans Program.

10) Niagara Investment in Culture – Connected Coffee House

RCW staff worked to revise the Grant application for the Niagara Investment in Culture (NIC) Grant to alter to a virtual event. The Connected Coffee House showcases twelve Niagara Area artists, with talents in music, comedy and magic. The filming took place with all COVID-19 precautions to safely have performers attend a closed set and perform for a videographer in September. The compilation of all performers were edited into four separate episodes to be released through the month of October, with the support of the event sponsor PSI – Audio Visual. The first episode aired on October 7th, and within 48 hours had consistent engagement online with reach to over 1550 people.

Connecting Niagara Artists & Community



Four virtual episodes in October!

Discover up and coming talent & local favourites ranging from comedy to music.

www.pelham.ca/arts



Niagara Region



Performance for Your Post

1593 People Reached

51 Likes, Comments & Shares

174 Post Clicks

30	6	138
Clicks to Play	Link Clicks	Other Clicks

NEGATIVE FEEDBACK

0	3
Hide All Posts	Hide Post
0	0
Report as Spam	Unlike Page

51 Likes, Comments & Shares

BRANDED CONTENT DISTRIBUTION

View Breakdown

1593	1593	0
Total Reach	Organic Reach	Paid Reach
1704	1704	0
Total Impressions	Organic Impressions	Paid Impressions

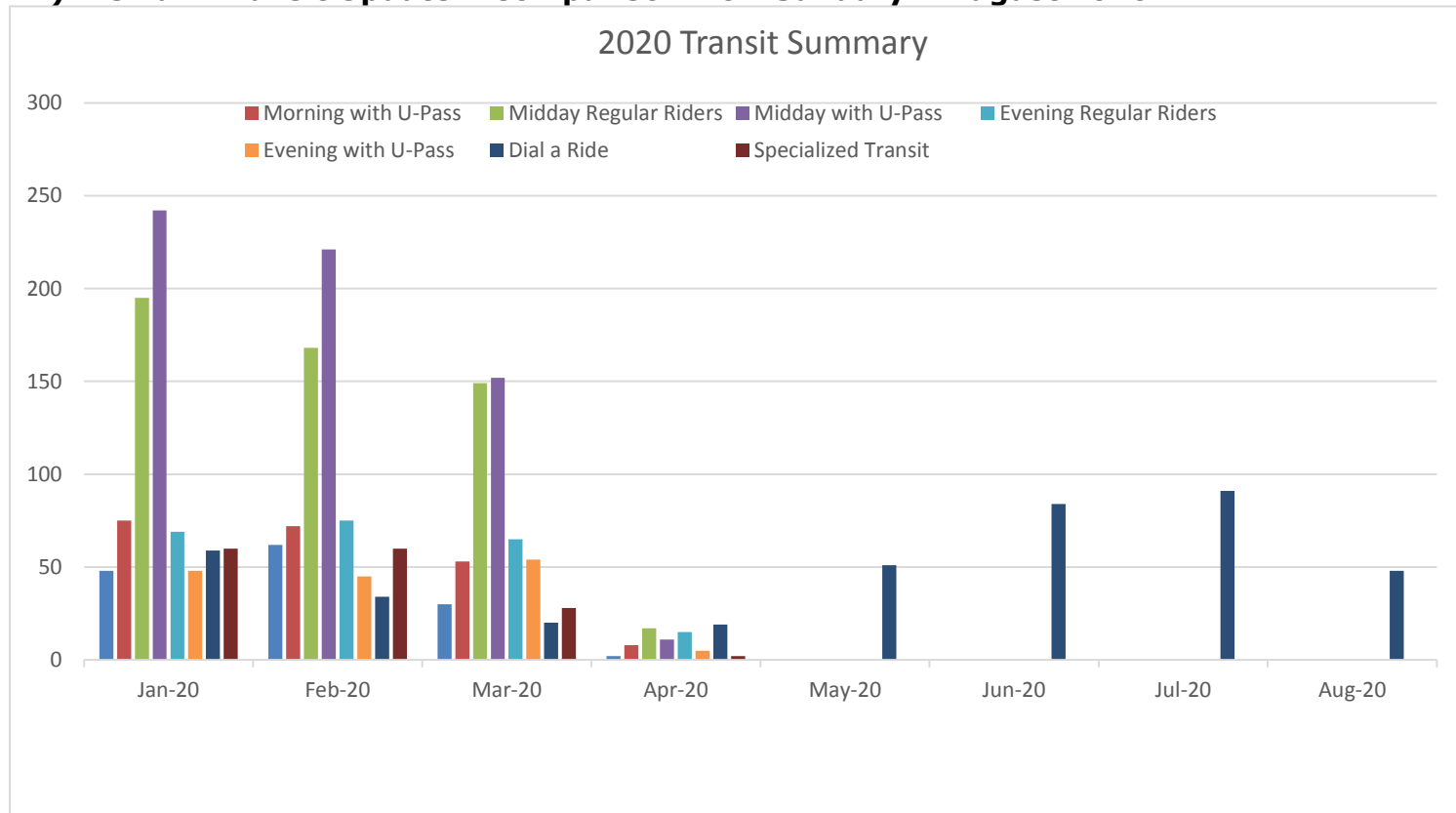
11) MYAC Updates

The Mayor's Youth Advisory Council began its 2020/2021 term in September, welcoming a new Executive Council, and both new and returning Council Members. Meetings are taking place virtually once a month, with subcommittees also meeting monthly. At the first meeting, the Council brainstormed goals of what they would like to accomplish during this term, and created 3 subcommittees to focus on and execute each goal. These subcommittees include 1) Virtual Engagement with Youth, 2) Mental Health and supporting youth during COVID-19, and 3) Events, both virtual and in person. This year's council is excited to get started and are working on adjusting to a virtual approach to engage and support Pelham youth in a new way.



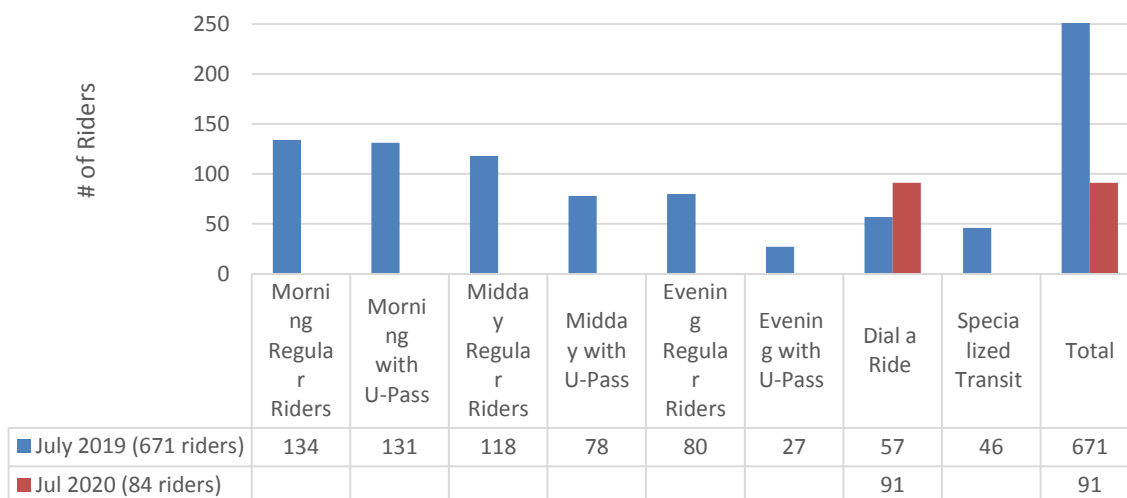
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12) Pelham Transit Update – Comparison from January – August 2020



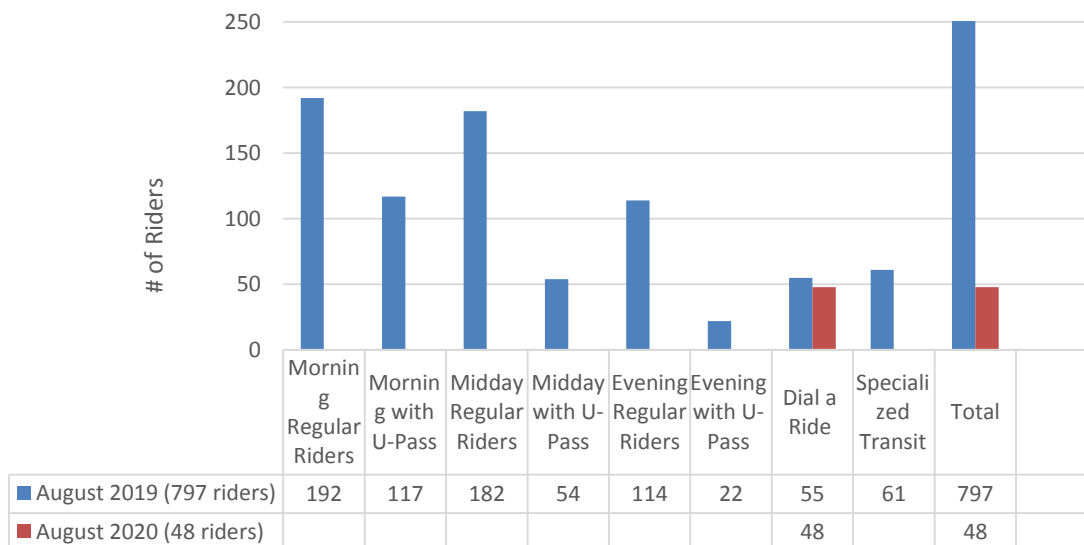
Pelham Transit Monthly Comparison: July 2019 – July 2020

Comparison: July 2019 (Blue) vs. July 2020 (Red)



Pelham Transit Monthly Comparison: August 2019 – August 2020

Comparison: August 2019 (Blue) vs. August 2020 (Red)



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Niagara Regional Transit (NRT OnDemand) took over Pelham's transit, Monday August 17th, 2020

NRT OnDemand Data August 14th, 2020 – September 20th, 2020

NRT OnDemand Metrics: Overall

Number of Trips

1099

Number of Accessible Trips

8

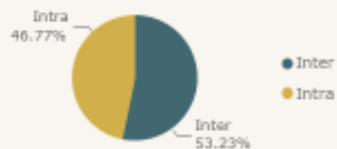
Trip Rating



Ride Time of Day



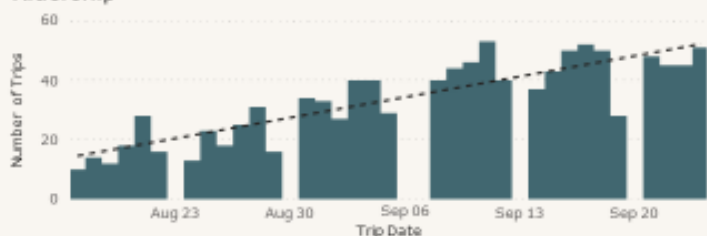
Inter vs. Intra-Municipal Trips



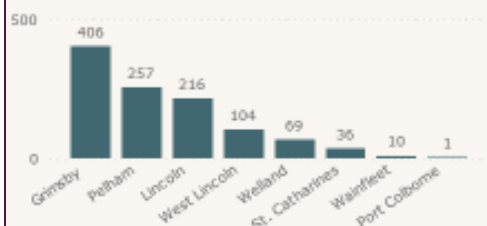
Intra-Municipal Trips



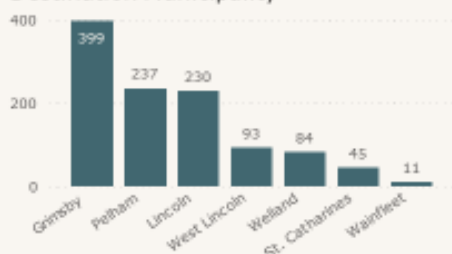
Ridership



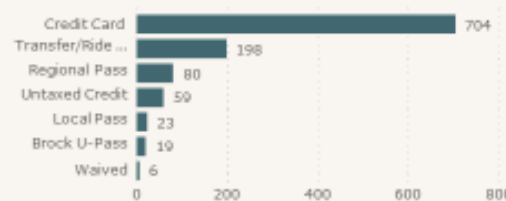
Origin Municipality



Destination Municipality



Payment Method

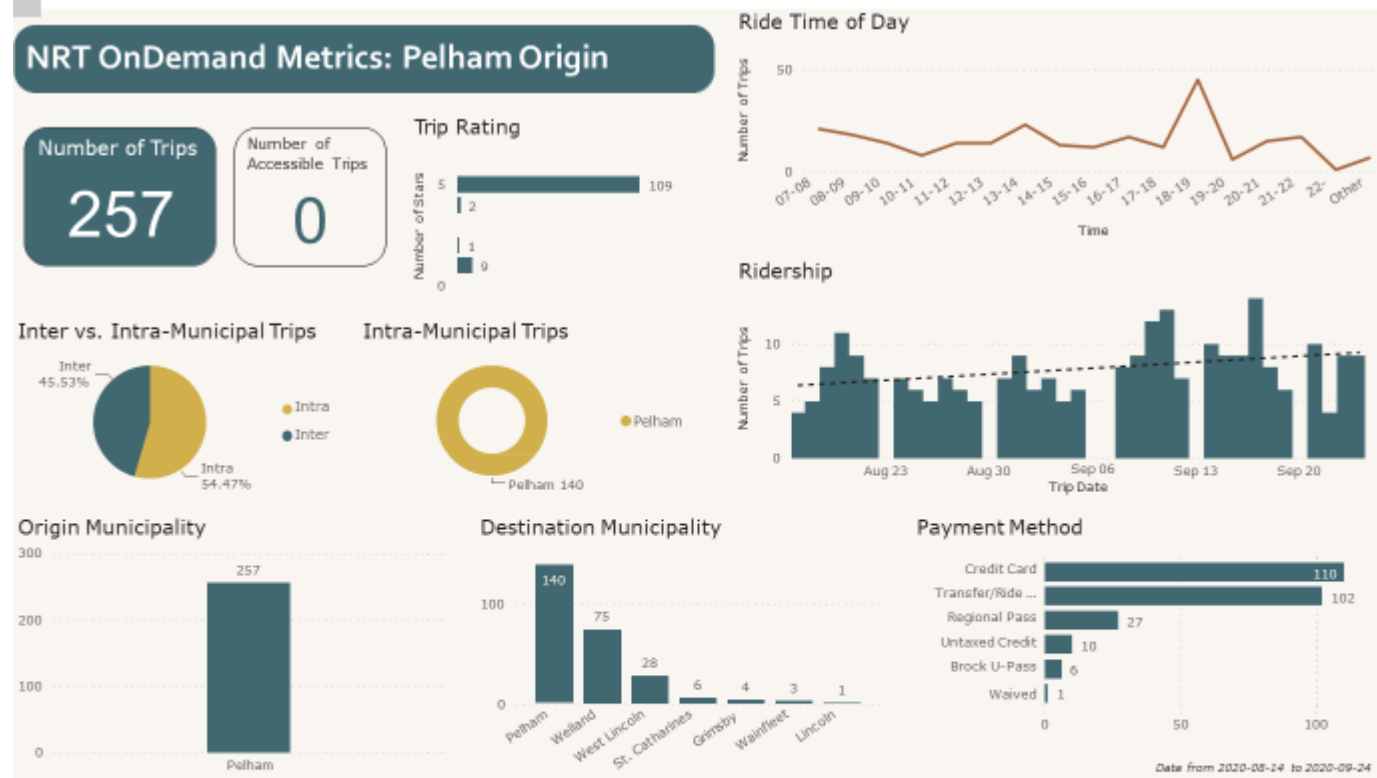


Date from 2020-08-14 to 2020-09-24



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Transit rides that origination in Pelham



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13) Meridian Community Centre – Summer 2020

The Meridian Community Centre began its summer programming on Monday July 6, 2020 with summer camps. Two days later the Duliban Insurance Arena, opened its doors. It didn't take long for our ice to become completely booked. With the blessing of council, we began to make ice on the Accipiter rink and we opened that rink on July 27, 2020.

The new Magnavitalis (see below) cool water flooding system has been working fantastically. Comments such as "Great ice" and "Best ice in the Region" were heard around the facility. Staff are able to flood with cooler water which saves on heating the water and saves on refrigeration plant run time. Both these savings add up to financial savings. The energy savings has also qualified Pelham for a \$ 8620 grant from Enbridge.

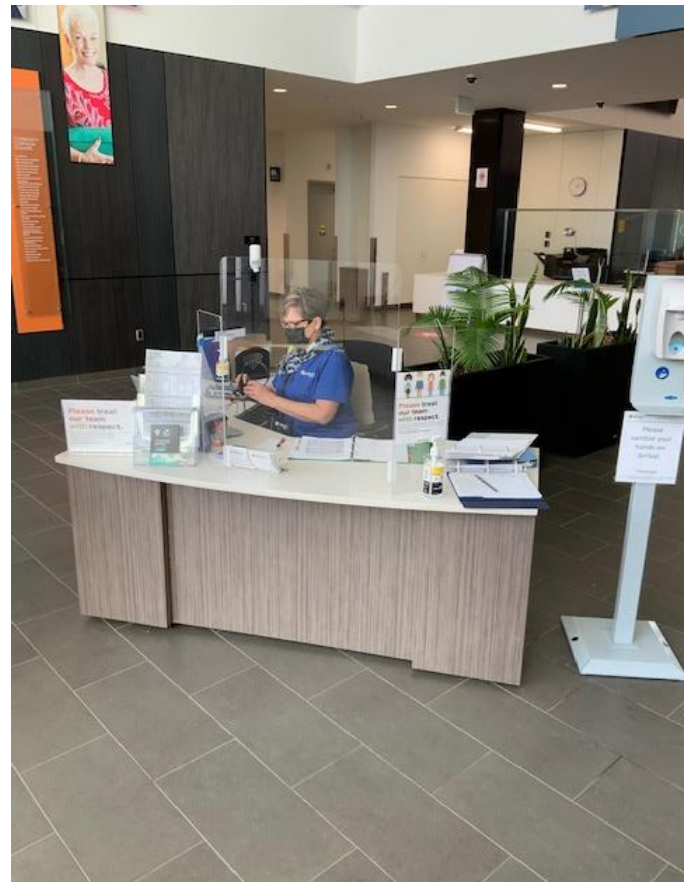


The MCC reopening gradually under provincial & public health guidelines. July saw 7453 people visit the MCC with only 10 players allowed on the ice and no spectators for most of the month. August saw 14015 patrons as numbers were increased on the ice and in the gyms. September saw the walking track open and some programming starting, we entertained 15006 during that month, most of them were here in the evenings and the weekends.

Directional Arrows Leading into both ice pads



Customer Service Screening Desk



CONSTITUENT CONCERNS & ISSUES ARISING

PERSONNEL

Two staff members attended the PRO Virtual Forum- June-December 2020

One staff member attended the Tele-Townhall with Minister Lisa MacLeod- October 2, 2020

Programming staff attended Questica Training

GRANTS, CONTRACTS, RFPs & AGREEMENTS

Niagara Investment in Culture (NIC) – received revised approval for virtual event

MEETINGS

Mayor's Youth Advisory Committee
Niagara Parks and Recreation Meeting
MCC User Group Round Table Committee
Senior Leadership Team