

RECREATION, CULTURE & WELLNESS MONTHLY REPORT

FEBRUARY, 2021

This report covers October, November, December 2020

DEPARTMENT OVERVIEW & STATISTICS

PROJECTS

1) Recreation Programs: Programs

Due to the Covid-19 pandemic, programming at the MCC continued to be limited to Brock Senior Fit, Pickle Ball, Chair Yoga, Yogalates, Shinny, Stick & puck, Ladies learn to play hockey and shinny, and adult learn to skate.

Ice rentals continued to be in high demand with both rinks operational and fully booked 7 days a week from 7am – 10pm daily. September was the beginning of the fall rental season. The licensed user groups submitted their schedules with adjustments due to provincial covid restrictions. Any remaining open ice time was quickly taken by private user groups.

Gymnasiums rentals were also in high demand. Open time not utilized by Pelham Minor Basketball was quickly booked by private pickleball and volleyball rentals.

55+ Programs

Art Your Service

To help combat feelings of isolation and to increase healthy practices during the Pandemic, the Town of Pelham has a monthly subscription with Art Your Service, which offers both social and active programs twice daily, 5 days a week. This is free for Pelham residents to join through the Town's subscription. This is a great way for seniors within the community to stay connected and active from the comfort of their own home. This program also sends recordings after each activity, to allow those who were unable to attend at the time to participate on their own when they are able to do so. This program has been successful and staff have heard great feedback from participants. Staff hope to continue to grow the number of participants over the winter months.

Stay Connected

As many aspects of life have turned virtual, it is understood that this creates some communication barriers for many people within the community, including seniors who often rely on face to face interactions as a way to feel connected to loved ones. The Town has begun offering one on one instructional sessions to help those within the community who need assistance setting up or navigating Zoom as a way to stay connected. So far staff have assisted 3 residents who could not be happier! All have either had family out of Town who they wanted to connect with, and find the



**Recreation, Culture
& Wellness**

technologically challenging, or their kids are working in hospitals or long term care homes and are fearful of having close contact during this time. Although this program is taking a break during the lockdown, seeing how helpful it has been for residents shows its importance when facilities are able to reopen.

Brock Fit

Functional Independent Training (FIT) with Brock has resumed, this session ran from September 28th for 12 weeks. This class, in partnership with Brock University Kinesiology students, offers supervised functional strength, cardiovascular and balance training through hands on circuits. This program has always been extremely popular. This session, along with other sessions in the past, have met the maximum registration rate.

Youth Programs

Winter Break Camp

The Town of Pelham's Winter Break Camp was a great success, seeing higher registration numbers than in years past. The camp ran for 3 days before the holidays, from December 21st-23rd, and reached its maximum number of participants at 16. Before the announcement of the lockdown beginning on Boxing Day, the decision had already been made to only offer camp for the 3 days before Christmas, as the risks of having the children back together after the holidays were apparent. Campers enjoyed themed camp days, and activities including skating, crafts, gym time and more!

Santa's Workshop

The Town of Pelham's Santa's workshop provided parents with a great opportunity to prepare for the holidays while their kids came to the MCC to get into the holiday spirit! The 6 participants enjoyed a night of making and wrapping homemade gifts to take home and put under the tree, Holiday activities, a Christmas movie and a delicious dinner from Peter Pipers.

Letters to Santa

This year the *Big Man in Red* asked us to help him stay connected with the Children of Pelham this year, and spread some extra holiday cheer, and the RCW department were happy to help! A special mailbox was delivered to the MCC, and the IT department even made Santa his own email address to make it easy for Children to send their letters in a COVID-19 friendly way. Santa said he received some wonderful letters and was happy he was able to respond to each and every one. Mrs. Claus even included a TOP secret recipe for a few of the boys and girls who had been extra good this year. The Town of Pelham is hoping to help Santa with this for many Christmas' to come!



Culture & Community Engagement

SAY IT! On Stage



**Recreation, Culture
& Wellness**



The SAY IT! On Stage program which brings together youth and seniors for intergenerational theatre experiences, continued to proceed virtually with conversation circles and script writing throughout the year. In early October the final draft of this year's play was completed and



virtual rehearsals allowed the group to polish their performance.

The performers developed the story of two armchair detectives that unravel a case of "who done it" supported by a cast of unlikely characters and suspects. In November, the group met with support from Town staff, under strict COVID precautions at the MCC record the audio files for "Unearthed".

To assist with the promotion of the release of the podcast, the cast participated in the 2020 Drive Thru Santa Claus Parade that took place in December.

Final editing was completed and the podcast was first heard over an all cast zoom call in December. The podcast was separated into three episodes and uploaded for public listening and can be found on the SAY IT! On Stage section of the Town of Pelham website.

The performers were very pleased to be part of the virtual and digital project and are looking towards the next opportunity to expand the program.



Meridian Community Centre – Art Walls

The MCC Art Wall Exhibit is currently on hold, due to the COVID-19 pandemic. The Arts Committee has met virtually to discuss the continuation of the project when it is safe to do so. The committee is preparing a best practises and a guide to successful art showings resource for artists exploring the program when it returns.

Senior VIP Program

Upon the return of foot traffic at the MCC these trained volunteers, where available, have been invited back to continue to assist. COVID-19 continues to impact this project and are continually adjusted to match the requirements of Public Health

Big Band Dance Night

Performance screens were secured to allow for the future return of the Town of Pelham's Big Band Dance Night, featuring the Jimmy Marando Swing Band. COVID-19 pandemic safety recommendations included barriers between performers and audiences. Discussions were had for the potential return for December 2020, however with the changing impacts of COVID, the Big Band made the decision to continue to suspend in person performances. In person performances at the MCC have been 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.



**Recreation, Culture
& Wellness**

Family Day



February 12-15



Download the [goosechase](#) app to join in!

Planning has started for the Family Day Adventure in Pelham. In previous years, we have hosted "Free Family Day Fun at the MCC" and have hosted a community expo, a Golden Boot hockey game, public skating, laser tag, balloon animal artists and glitter tattoo artists. COVID-19

lockdown measures have pushed us to think outside the box once again for this event. We are continuing with the community expo by having each community group highlighted in a virtual scavenger hunt. All Community groups have the opportunity to submit a "Mission" that residents can then work through from the comfort of their home. Residents will be able to see others race against them for a chance to win one of three prizes. The virtual scavenger hunt will go live for family day weekend February 12 – 15.

Easter Egg Hunt

Planning for the Annual Easter Egg Hunt for 2021 has continued, with focus on virtual and digital platforms that can be utilized as an alternate to an in person event. These include the, "what three words" and "goosechase app" which will allow for an interactive digital Easter Egg Hunt that can adjust to the provincial and regional guidelines on COVID safety. Staff continue to consult with event programmers across municipalities in Ontario. Staff are evaluating and researching logistical implications and best practices for the event for both in person and virtual programming. The impact for in person events will be contingent on gathering limits and Public Health requirements.



Christmas in Pelham

Christmas in Pelham was converted to a hybrid of activities supported by town staff to allow for as much of the traditional annual experiences to take place in a digital or alternate form. COVID-19 impact was most notable in the cancellation of the in person Christmas Market, however, key elements of the market, Santa visits, Ice Carvers, entertainers were migrated to alternate events.

Christmas in Pelham included the following elements:

- Christmas card design contest, which had participation from youth across Pelham schools.
- Letters and emails to Santa. Letters could be dropped off at the MCC in a mailbox or alternatively a forwarding email was set up for Santa. Over 65 youth participated in this program. Return letters and emails included a secret cookie recipe from Mrs. Claus.
- Holiday Colouring Contest to Decorate a Christmas Tree with online entries

The Decorated Trees



Congrats!



**Recreation, Culture
& Wellness**

- A video from the North Pole, from Santa and Mrs Claus, doing a special reading of the "Night Before Christmas" for Pelham residents from the special request of the Mayor, the video segment saw 2700 plus views on social media and continues to be available for viewing for future through the youtube link
- Digital Advent calendar with safe at home activities that was shared through social media daily in the count-down to Christmas. Each daily activity had a reach of 150 – 300 viewers. A hard copy printable activity remains available on the website
- Self-Guided light tour that saw 25 entries from homes across Pelham. Prizing in the way of Pelham Bucks were awarded to a Grand Prize winner, as well as 1st and 2nd place in both traditional and Griswold categories. This was highlighted by a video segment that was released on Social Media which had an organic of 3700 viewers.
- Drive Thru Santa Claus Parade:
Extensive logistical support was provided for the 2020 Drive Thru Reverse Parade presented by The Fenwick Lions Club with support from the Town of Pelham. The event, which took place December 12 2020 had over 315 vehicles attend despite the rainy inclement weather. The reverse parade model had vehicles drive thru a predetermined route within Centennial Park, as the standard floats converted to a static display. Vehicles pre-registered for a complimentary Parade Pass that was issued via email prior to the event. The timed and ticketed entry allowed for the safe movement of vehicles through the park to view the displays. Niagara Regional Police, along with volunteers from the Fenwick Lions were along the route to ensure the safe movement of all vehicles. Displays were provided by community groups and local businesses in addition to the Town Display which included a rideable train, inflatable reindeer and a group of elves. A total of 20 different displays were incorporated into the route. Elements from the Christmas Market were included with the inclusion of warming stations with the heaters, inflatables, entertainers by the way of stilt walking jugglers and the ice carving demonstration. The Fenwick Lions, distributed Parade Bags for each vehicle which included the elements typically handed out along the parade route. Each child was given a reindeer antler head band which many wore as they drove the route. The Fenwick Lions also collected food and cash donations for Pelham Cares at the entrance to the event, which amounted to an overflowing truck load and \$1300 in cash contributions.



Street Pole Banners/Honour our Veterans Banner Program

The Veterans Banner program included an expansion to the area surrounding the MCC. This included the installation of 8 new banners, which highlighted 16 additional Veterans for 2020. The program continues to have increased interest and participation year over year. Applications for Veterans to be considered for the 2021 installation are now open.



Niagara Investment in Culture – Connected Coffee House

The final episodes of the Connected Coffee House, the virtual event supported by the Niagara Investment in Culture (NIC), were completed. Final reporting back to Niagara Region on the event was compiled. The project, across all four episodes, saw over 5000 views and engagements. Episodes are available for viewing still through the Town of Pelham website with direct links to each of the performances. Feedback from performers who were part of the project was positive, with all who completed post event surveys indicating an interest in working with the town on future projects either in a virtual or in person platform.

MYAC Updates

Although MYAC hasn't been able to meet in person, they are doing a great job staying active and involved within Pelham! Even with the COVID-19 restrictions, MYAC was excited to host their annual Halloween Skate at the MCC. This event was extremely successful, and hit maximum capacity for all available time slots. MYAC also had a costume and pumpkin carving contest with prizes, for youth who were not yet comfortable coming out to public events. MYAC was excited to help fill giveaway bags for the Reverse Christmas Parade, with items donated by local businesses and organizations, as well as attend the parade. This year, as they knew many families were struggling with the economic effects of COVID-19, MYAC decided to sponsor a 5-person family from Pelham through The Salvation Army. Although this year had brought on its own struggles, MYAC has many plans for the future and continues to set both long and short term goals for their council to achieve.



NRT OnDemand Overall – August 17, 2020 – December 31, 2020

NRT OnDemand Service Metrics

Pelham
Origin and/or Destination Municipality

Thursday, December 31, 2020
Data as of

Number of Rides

1472

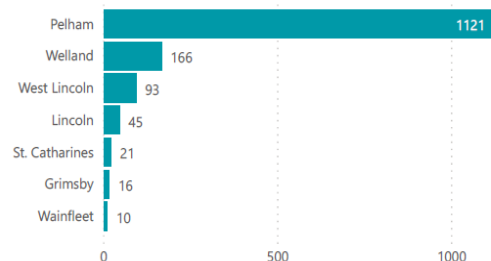
Number of Trips

1402

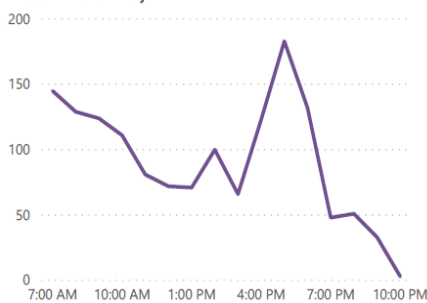
WAV Trips

0

Rides by Origin Municipality



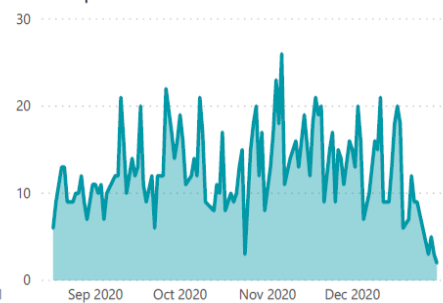
Ride Time of Day



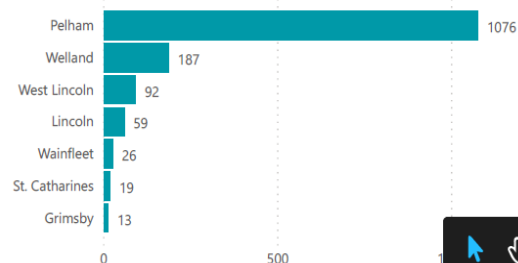
Trip Rating



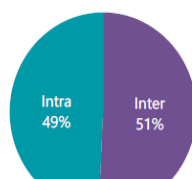
Ridership



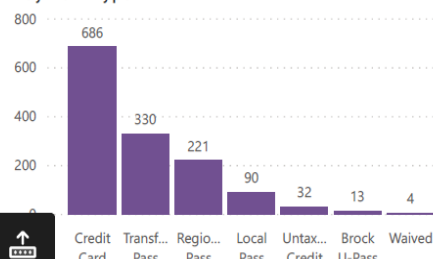
Rides by Destination Municipality



Inter vs. Intra-Municipal Rides



Payment Type



Facilities Update

The Meridian Community Centre usage ramped up during October while provincial restrictions slowly lifted. User groups such as Pelham Minor Hockey Association, Pelham Panthers Junior B, AAA Admirals, Brock Senior Fitness, Pelham Minor Basketball and Pickleball were all back in action following provincial guidelines limiting number of players and pedestrians. In October alone the Meridian Community Centre had 20264 visitors use the facility, all the while adhering to the Provincial policies. By November two more Public Skating ice times were added to compensate for limited patrons. Regular scheduled programming was running smooth keeping all aspects of the facility running at maximum allotted patrons per room. Junior B Pelham Panthers even had spectators for limited contact scrimmages with neighboring teams located in Niagara. In November 26,816 visitors came through the Meridian Community Centre keeping all RCW staff on their toes; screening, cleaning, disinfecting, scheduling and keeping all operations progressing, meeting the needs of Pelham residents and visiting users. By December Provincial guidelines and policies became second nature to MCC facilities staff. December had 18,979 visitors used the Meridian Community Centre until the Province wide lockdown on the 24th. In total 66,059 visitors used the Meridian Community Centre in some way to keep their minds at peace and living with some normality thanks to the service provided by the Town.



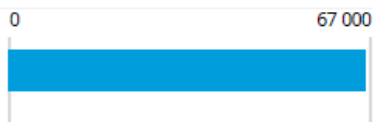
Recreation, Culture
& Wellness

10/01/2020 - 12/31/2020: Custom period

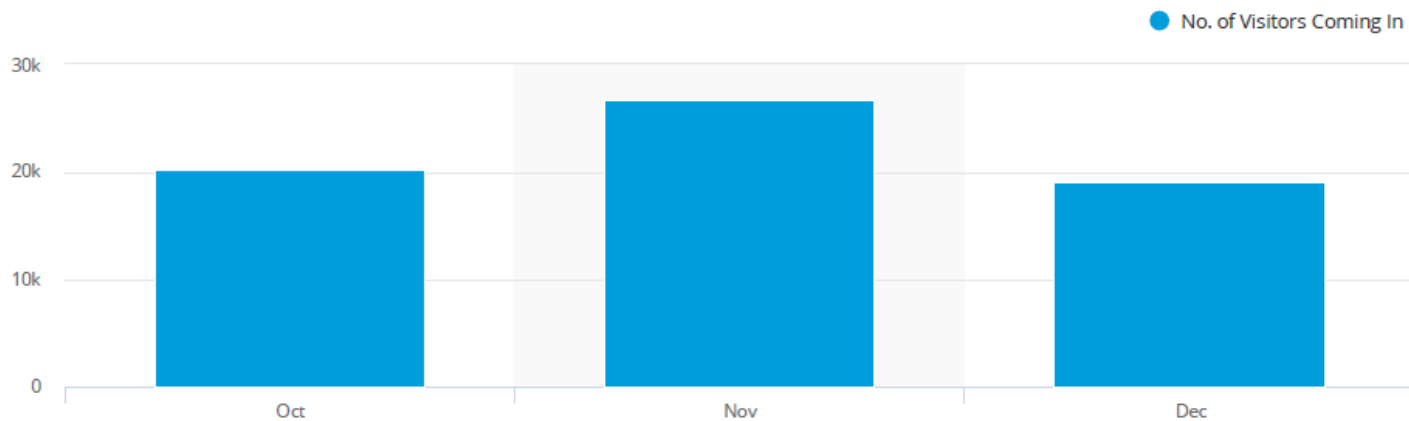
Dashboards > System Default

No. of Visitors Coming In

66 059



No. of Visitors Coming In



Recreation, Culture
& Wellness

20 Pelham Town Square P.O Box 400 · Fonthill, ON L0S 1E0 p: 905.892.2607 f: 905.892.5055

pelham.ca

PERSONNEL

Jodi Shishkov returned from Maternity Leave January 4th, 2021
Bryan Secord is currently Acting Facilities Supervisor to cover a leave of absence
Heather Crouse has stepped in as Senior Facility Operator

GRANTS, CONTRACTS, RFPs & AGREEMENTS

NIC – Niagara Investment in Culture, final reporting completed for 2020
Application for Niagara Region: Micro Grant for Shop Local support

MEETINGS

MCC User group roundtable zoom meetings (October 9, 2020 and November 19, 2020)
Niagara Parks and Recreation bi-weekly information exchange zoom meeting
Pelham Seniors Advisory Committee zoom meeting
Pelham Public Arts Advisory Committee zoom meeting
Brittany MacLean attended the Aquatic Information Sharing Group Meeting (October 27, 2020)
Brittany MacLean attended the Lifesaving Society Webinar (October 21, 2020)
Brittany MacLean attended the Niagara Falls Virtual Youth Forum (October 22, 2020)



**Recreation, Culture
& Wellness**