

## RECREATION, CULTURE & WELLNESS QUARTERLY REPORT

Monday, July 26, 2021

**Reporting Period:** Recreation, Culture and Wellness  
Quarterly Report for the period: April, May and June

**Recommendation:**

**BE IT RESOLVED THAT Council receive the Q2/2021 Recreation, Culture and Wellness Department Report 2021-0120-Recreation, for information.**

### DEPARTMENT OVERVIEW & STATISTICS

### PROJECTS

#### **Highlights from the Meridian Community Centre & Facilities Update**

The MCC was closed for the months of April, May and June due to the Covid pandemic.

During April, May and June, the Meridian Community Centre has seen over 50,000 people come through the front doors in efforts of vaccinations. The Pelham mass vaccination site started with only one Gym in April. On May 16<sup>th</sup> the Meridian Community Centre became the largest mass vaccination clinic run by Niagara Public Health in Niagara by utilizing access to both full gyms. May alone saw nearly 18,000 visitors to the vaccination clinic for their first dose. By June over 25,000 people came through the front doors, rolling up their sleeves to help in the fight against Covid-19. Staff are proud of the positive impact the Pelham vaccination site has had on the Niagara Region and all the staff hours worked to make this possible.

RCW outdoor programming slowly escalated throughout April, May and into June. By early June, Step One of the Roadmap to Reopen for Ontario led to opening outdoor facilities. Baseball diamonds, soccer fields and public washrooms were open for limited training capacity. The Pelham Pool was

opened for its 61<sup>st</sup> year on June 12<sup>th</sup> for pre-season use. On June 16<sup>th</sup>, Step 2 Roadmap to Reopen Ontario seen all of our sports fields and tennis courts open with greater capacities, game play and spectators.

The RCW Facilities team has been busy hosting the Pelham vaccination site at the Meridian Community Centre all the while providing service to all users of our sports fields and public facilities. Staff are pleased by the progress towards reopening the Meridian Community Centre and looking forward to having all our users back in the building. Step 3, July 16, will bring back our programming and user groups back to the Meridian Community Centre to utilize the facility once again.



### **Programming & Rentals at the Meridian Community Centre**

Due to the Covid-19 pandemic, Ice rentals continued to be in high demand with both rinks. Preparing to open both rinks mid July, with bookings 7 days a week from 7am – 10pm daily. Ice Application for the winter season went out last week in June. In preparation to begin the arena advertising in house, for both arenas.

**SAY IT! On Stage** (Seniors & Youth Intergenerational Theatre, On Stage)

The SAY IT! On stage group have continued to meet weekly virtually since the beginning of January. It is a mixed group of 15 seniors & youth, the group has been able to develop a script for a video production that is titled "Millennium Mission to Mars." The group continues to meet weekly to rehearse their lines outdoors and distanced. The group is aiming to complete filming the production by the end of August. More information can be found here [www.pelham.ca/arts](http://www.pelham.ca/arts)

**Pelham Farmers Market**

The Pelham Farmers Market Executive, with staff assistance, hosted a virtual vendor meeting on Thursday April 22 prior to the start of the Market season. The market season started Thursday May 6, and with generally good weather, the market is seeing on average 250 residents through on a weekly basis. The Farmers Market and staff have been hosting a virtual scavenger hunt called Junior Growers; it is an opportunity for Market goers to participate in an all season virtual event. All the information about the virtual scavenger hunt and list of vendors can be found on the Pelham Farmers Market website: [www.pelham.ca/farmers-market](http://www.pelham.ca/farmers-market)

**Community Clean Up – Pitch in Week**

Staff worked with Pitch in Canada, the Parks and the Roads Departments through the month of February & March to organize Pitch-in-Week originally scheduled for April 18-24, with the stay at home order issued just prior to April 18, staff postponed the event and ran the event June 18-25. The Pitch in Week had 100 participants and picked up more than 100 bags of garbage. Also through during the pitch in week promotion, Niagara Freewheelers Adopted Haist Street between Foss and Welland road & Harold Black Park. Information about Adopt a road and clean up events can be found at [www.pelham.ca/cleanup](http://www.pelham.ca/cleanup)

**River Estates Park Development**

Staff received RFPs for the River Estates park development on May 27 and worked with the approved submission to host a community feedback survey from June 1 – June 15 on the engaging Pelham website. This feedback allowed residents to vote on three different designs, and allowed for additional comments. The final responses were in favor of design #2 and staff will be proceeding with this selection based on community feedback. The total number of survey responses was 60, and 180 "door knocker" notices were hand delivered to each house in the River Estates neighbourhood.

The archived survey and information for River Estates survey can be found here:

### [River Estates Engaging Pelham Survey](#)

It is estimated that River Estates Park completion will be September 2021.

### **Summer Chill Series**

Staff have been working with local establishments, and organizations to coordinate a hybrid event called Summer Chill Series, originally organized to apply for re-connect funding. Summer Chill Series has partnered with the Welland/Pelham Chamber of Commerce, XplorNet, Revel Realty, Niagara Symphony and the Niagara region economic development department to bring the elements of the Thursday night experience safely to residents in a modified version. The Summer Chill Series essentially has the Summer Chill Eats and Summer Chill Challenge. Summer Chill Eats is an in person culinary market with music hosted by the Niagara Symphony and the Summer Chill Challenge is a virtual scavenger hunt highlighting Pelham's local establishments and local amenities. For more information visit [www.pelham.ca/summerchill](http://www.pelham.ca/summerchill)

### **Mural at Marlene Stewart Streit Park**

Staff and the Pelham Art advisory committee have been working with an E.L. Crossley Art Teacher to design and paint a mural on the Pool Shed at Marlene Stewart Streit Park. The Mural will be a compilation of two images depicting Marlene Stewart Streit in during her golf career. Mural painting is scheduled to begin within the first weeks of July, once the Art teacher is able to confirm with participating students summer schedules.

### **55+ Programs: Seniors Month**

In celebration of June being seniors Month, the Pelham Seniors Advisory Committee thought of some ways to help celebrate the seniors of Pelham, while staying safe, active and connected. PSAC kicked off the June celebrations with a flag raising ceremony at Town Hall, as well as the unveiling of their new dedicated seniors garden at the Meridian Community Centre. This garden was created in partnership with the Beautification Committee, to help provide an outdoor space for seniors to engage with the community both socially and through future programs as restrictions allow. Throughout the rest of the month, a Seniors Celebration calendar was created and distributed to the Seniors Data base, as well as advertised online to help highlight events, programs and opportunities for seniors in Pelham through local service clubs and organizations, not only in June, but available throughout the rest of the year as well. This senior's month, although different than those celebrated in the past, received great feedback from community members, who were very excited to still see celebrations taking place, in new mediums.

## **Youth Programs**

### **April Break Camp**

The Town of Pelham was ready, prepared and excited to offer the postponed (March) April Break Camp this year. Staff were hired, registration was open, campers were registered and the programming was planned. Unfortunately, COVID-19 had different plans, causing April Camp to be cancelled and not rescheduled. Many of the campers registered have voiced that they are excited to return to camp again in the summer months.

## **Preparation for Summer Programs**

### **Camps and Aquatics**

In preparation for the summer season, the Camp and Aquatic Supervisors started working with the Active Living Programmer in May to begin preparing programs, schedules and planning staff training. Both camp and pool staff attended their yearly summer staff training at the end of June, and are excited to begin the summer season.

The Pelham Pool opened to the public on Monday June 14<sup>th</sup> for pre-season programs, with regular season programs including swimming lessons and Aqua Zumba beginning on Monday July 5<sup>th</sup>. The Town of Pelham Camps will begin on Monday July 5<sup>th</sup>, with camp groups at the Meridian Community Centre, Old Pelham Town Hall, and Fire Station 2 Locations.

### **Centennial Park Tennis/Pickleball Courts**

The Active Living Programmer is working with the Pelham Tennis Association and Pickleball Volunteers to prepare for a summer of racquet sports at the Centennial Courts. The Town of Pelham will be arranging all registration, taking payment for memberships online, coordinating schedules and arranging instructors for instruction. Access will be member only during this stage of reopening, with memberships available for purchase online.

## **MYAC Updates**

MYAC's final project for their 2021 term was to host a Youth Forum to gather new ideas and feedback, and see where the interest is for youth within Pelham. This was a two-part initiative, that began with a youth survey to gather ideas and insight, and was then followed by the virtual event which built conversations on the ideas and concepts shared from the surveys received. This virtual event took place virtually on May 20<sup>th</sup> and was extremely successful. This event included a keynote speech, from inspirational speaker Jeff A.D. Martin, a giveaway incentive, icebreakers, small group discussion, polls, question and answer periods and idea sharing opportunities. This has been a great opportunity to connect with youth in the community and gather ideas for future programming and events for youth in Pelham. Overall, MYAC



had a very successful term, despite the challenges that COVID have brought forward.

### **ParticipACTION: Community Better Challenge, Pelham June 30 for 30**

The Town of Pelham was successful in receiving a \$900.00 micro grant from ParticipACTION to support the promotion of the June 30 for 30 event. Beginning June 1, 2021, residents of the community were encouraged to track their activity minutes as Pelham competed for the title of Canada's Most Active Community. Residents could track activity through the ParticipACTION free app, through the Town of Pelham's June 30 for 30 Challenge on the mobile app GooseChase or through a manual paper entry. Promotion of the event took place in dedicated ads that were featured in the Voice of Pelham, an inclusion in the second issue on June 2 in the Life in Pelham guide, lawn signs that were strategically placed around the Town of Pelham and a social media campaign that also included video promotion. Residents of Pelham participating in the GooseChase hybrid event, which accounted for 79 registered households logged 1603 missions over the course of the promotion. The ParticipACTION leaderboard was continuously updated throughout the month, and all active minutes logged from Pelham area postal codes, were counted towards the overall standing. At the completion of the event, Pelham ranked 15<sup>th</sup> within Ontario and 86<sup>th</sup> Nationally.

### **Canada Day in Pelham**

The annual Canada Day event in Pelham moved to a hybrid style to adhere to pandemic protocols. Staff modified event offerings and consulted Federal grant advisors and programmers across the Province on alternate ways to provide modified events. The Canada Day in Pelham included several key elements.

1. Canada Day Drive Thru Parade. Residents pre-registered for complimentary parade passes, to attend the drive thru parade on July 1<sup>st</sup> between 9:30am and noon in Centennial Park in Fenwick. Passes were issued in 15min increment to provide a controlled access to the event. Community Groups and local businesses, were onsite to create stationary displays along the route, a total of 22 unique display areas were provided. Residents received a parade bag upon entry to the parade, which contained items and promotional materials from the community groups and businesses. In addition, a letter from the Mayor and on the reverse side, a call for reflection for Canada's Indigenous was included. Donations for Pelham Cares were collected at the entrance to the parade route, resulting in \$473 in financial contributions and over 30 bags of donated food. The Canada Day planning group arranged for the volunteer support for the traffic flow and providing the Canada Day bags to vehicles, this was fulfilled by the

Fenwick Lions Club. In total an estimated 176 vehicles attended the parade.

2. Celebration Kits. Residents pre-registered for a curbside pick-up of a Celebration Kit, which were available for pick up at the Meridian Community Centre from June 23 to 25<sup>th</sup>. Kit selection included a customized Pelham Canada Day bag, with at home Canada Day elements. In total, 530 households from across Pelham received a kit.

3. Charity T-shirt Campaign. The Canada Day planning group, based on the success of the 2020 campaign, launched a limited edition Canada Day T-shirt for 2021 that was available for residents to purchase. The sales were facilitated through an online ordering platform provided by the T-shirt supplier, and curb side pick-up was arranged from the Meridian Community Centre for all pre-ordered shirts. All proceeds from the sale of the shirts were provided to Pelham Cares. In total 89 shirts were purchased by community members, and a donation of \$1505.00 was provided to Pelham Cares.



4. Niagara Area artist installation. Four unique installations were provided by Niagara area artists and were featured as missions during the Moose Chase Challenge. With support from the Pelham Art Committee, artists were reviewed and selected. The installations were available for viewing on July 1 from 9am to 9pm, and featured in four areas in Pelham; Meridian Community Centre, Harold Black Park, North Pelham Park and Peace Park.

5. Virtual Magic show was a live virtual show over zoom that had interactive audience participation. The show ran July 1 at 3pm and had 74 youth pre-registered to be part of the show. Local magician Scoop McCoy presented the show and provided an at home printable magic trick kit so participants could learn three magic tricks as part of the show. The at home printable magic kit was distributed electronically by Town staff.

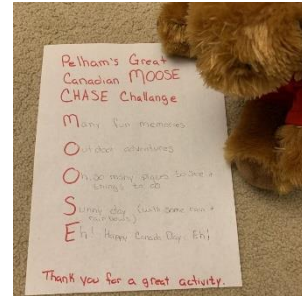
6. Virtual Science Workshop was a live virtual show over zoom that had interactive audience participation with



a hands on science experiment. The show ran July 1 at 1pm and had 32 youth pre-registered to be part of the show. Local Niagara area Mad Science - presented the show and provided a supply list for all participants and additional after show activities.



7. The "Great Moose Chase Challenge", which was provided on the virtual GooseChase platform, ran from June 30<sup>th</sup> to July 5<sup>th</sup>. Families registered as a team ranging from 2 to 8 players per family to complete in virtual scavenger hunt missions, which were released as a pre-event mission and then throughout the day on July 1, with the ability to complete the mission until July 5<sup>th</sup>. During the event 38 different missions were released that focused on safe exploration of parks and trails, inclusion of other Canada Day elements such as the drive thru parade event, artist installations and Moose inspired family fun. A dedicated mission to reflect on and raise awareness and education on Canada's Indigenous culture was also included. From the 38 missions that were released the 59 active teams completed a total of 1095 missions. Mission were primarily focused on including the plush Pelham Moose, or equivalent, into each of the entries.
8. The Canada Day Contests included a home decorating, bike decorating and colouring contest. Each had entries from youth and households from across Pelham. A random draw from all submissions for each contest took place and prizes were awarded. Prizes for the decorating and bike contests were sponsored by local business owner Lance Weibe.
9. The Canada Day Regional planning group, which included representation of programmers from municipalities across the region in addition to the Niagara Parks, had been meeting monthly to discuss a joint Canada Day the Niagara Way element that would continue on the success of the 2020 event. To align with the changes to Canada Day celebrations, the decision was jointly made to remove this element, and modify the experience to be used for a late summer 2021 Regional activity.



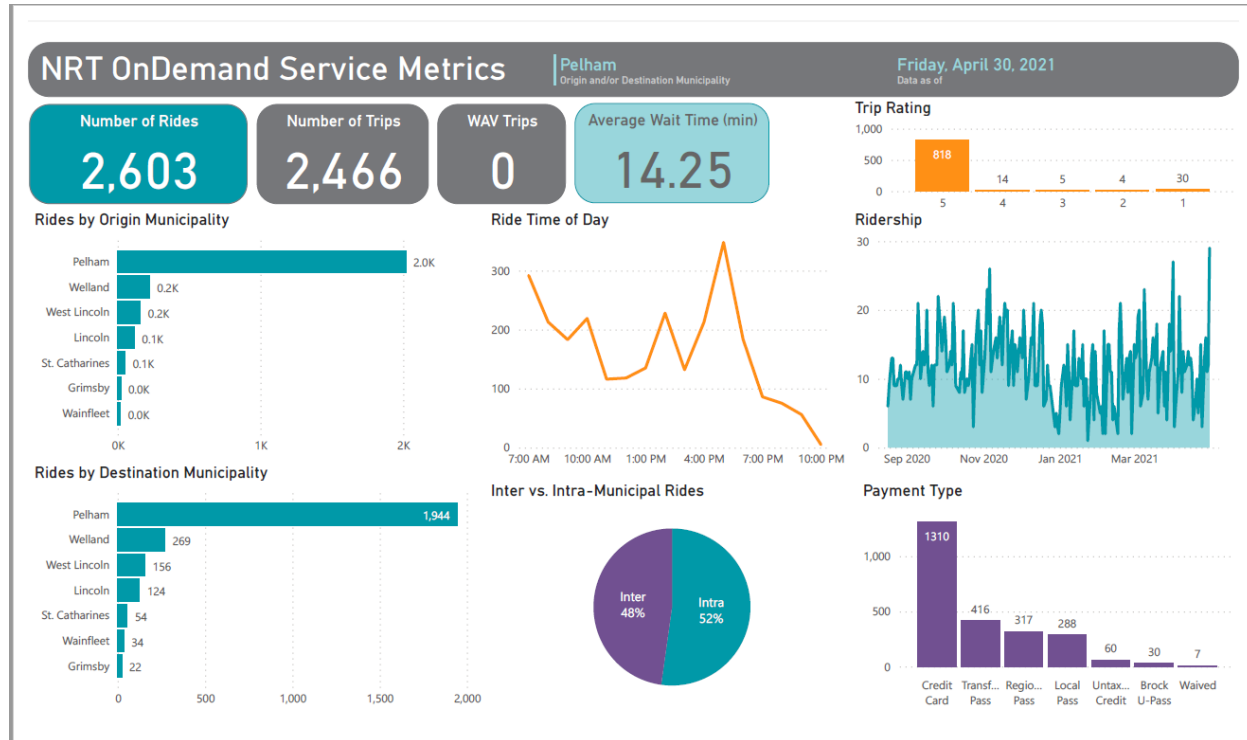
### **Street Pole Banners/Honour our Veterans Banner Program**

The Veterans Banner program for inclusion in the 2021 installation are now open and an additional 10 banner brackets have been installed to



accommodate the program growth. Staff will continue to support the program with the assistance of coordinating location installations for both the existing and new banners added to the program this year. Banner installation will take place to align with Veterans week in the Fall of 2021.

## Transit Update April 30, 2021:



**May 31, 2021:**

## NRT OnDemand Service Metrics

Pelham  
Origin and/or Destination Municipality

Monday, May 31, 2021  
Data as of

Number of Rides

2,929

Number of Trips

2,780

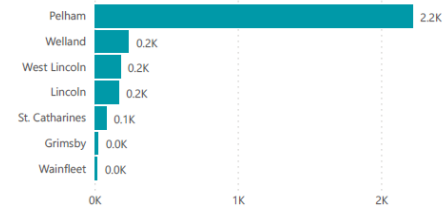
WAV Trips

0

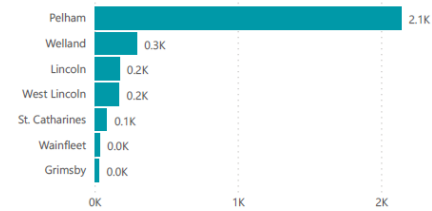
Average Wait Time (min)

14.60

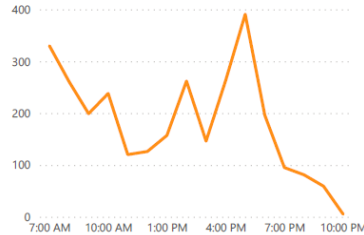
### Rides by Origin Municipality



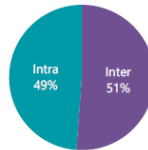
### Rides by Destination Municipality



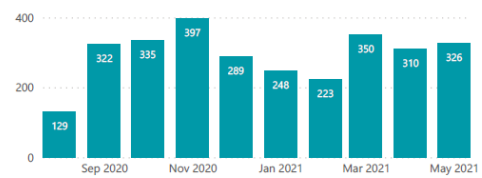
### Ride Time of Day



### Inter vs. Intra-Municipal Rides



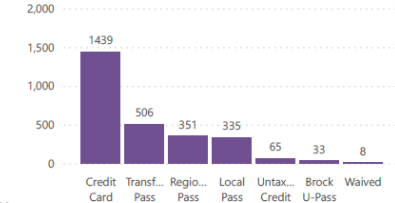
### Monthly Ridership



### Trip Rating



### Payment Type



June 30, 2021:

## NRT OnDemand Service Metrics

Pelham  
Origin and/or Destination Municipality

Wednesday, June 30, 2021  
Data as of

Number of Rides

3,316

Number of Trips

3,138

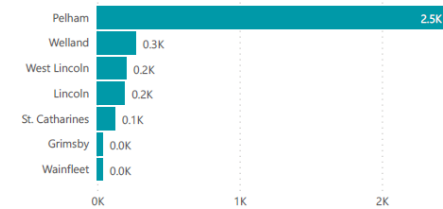
WAV Trips

3

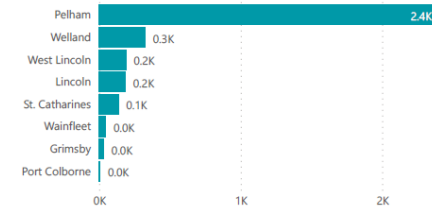
Average Wait Time (min)

15.42

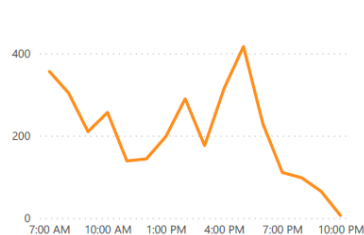
### Rides by Origin Municipality



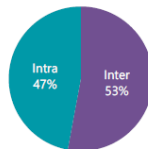
### Rides by Destination Municipality



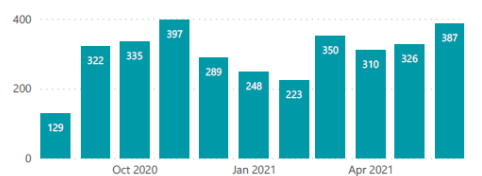
### Ride Time of Day



### Inter vs. Intra-Municipal Rides



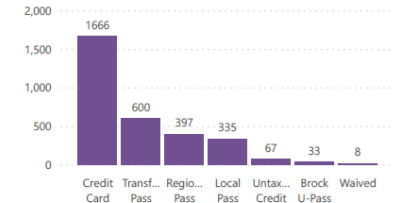
### Monthly Ridership



### Trip Rating



### Payment Type



### STAFF NOTES

Jodi Shishkov Completed Advanced Recreation Facilities Business Management through ORFA. Stephanie Yole started in the Culture & Community enhancement Role June 7.  
Brittany MacLean, Bryan Secord and Halee Braun Completed Leadership Skills for Recreation Professionals through ORFA  
Leah Letford, Special Events and Festivals Programmer Completed ORFA – Legal 1 and PRO - Parks and Recreation Management Certification (PRMC)

### GRANTS, CONTRACTS, RFPs & AGREEMENTS

Niagara Investment in Culture – notice of successful application; \$2000 for Culture Crawl  
Seniors Community Grant – Deadline for submission July 15, 2021  
River Estates Park Development RFP deadline was May 27  
ParticipACTION – notice of successful grant application; \$900.00 for promotion of the June 30 for 30 Challenge.  
Pelham Municipal Grant Update – North Pelham Youth Hall renovation submission \$2,150.00

### MEETINGS

MCC User group roundtable zoom meetings  
Niagara Parks and Recreation bi-weekly information exchange zoom meeting  
Network of Municipal Event Planners Quarterly Meeting  
Farmers Market Executive Meeting  
Mayor's Youth Advisory Zoom Meetings  
Aquatic Sharing Information Group Zoom Meetings  
Pelham Seniors Advisory Zoom Meetings  
The Pelham Tennis Association Meeting  
OACAO Regional Check-in Zoom Meeting  
Pelham Canada Day Planning Group