



Recreation, Culture and Wellness Quarterly Report

Wednesday, April 19, 2023

Reporting Period: Recreation, Culture and Wellness Quarterly Report for the period: January 1 – March 31, 2023

Recommendation:

BE IT RESOLVED THAT the Q1 2023 Recreation, Culture and Wellness Department Report be received for information.

Department Overview and Statistics:

January 2023 kicked off with a bang in the Meridian Community Centre for the Recreation, Culture, and Wellness team. The Pelham International Silver Stick was back again with over 96 teams from all over Canada and the United States. After a two-year hiatus, the MCC once again held the opening ceremonies for Pelham's Silver International, seeing exceptional numbers of visitors throughout the entire facility. On Thursday January 12th alone, over 5335 visitors, parents, and teammates from all over North America made the large facility seem small again. Over the four-day Silver Stick International tournament while all teams were once again playing out their finals, the Meridian Community Centre experienced 17,546 visitors.

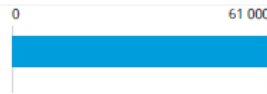
The Meridian Community Centre continues to be getting busier over its lifetime. With the newly added spin class programs, growing gym demand and consistent meeting room rentals the facility allocations are on a consistent rise. In January the Meridian Community Centre experienced 60,294 visitors. This was by far the busiest the Community Centre has been since opening and envisioned. This is a great forecast for the future and community of Pelham.

01/01/2023 - 01/31/2023: Custom period

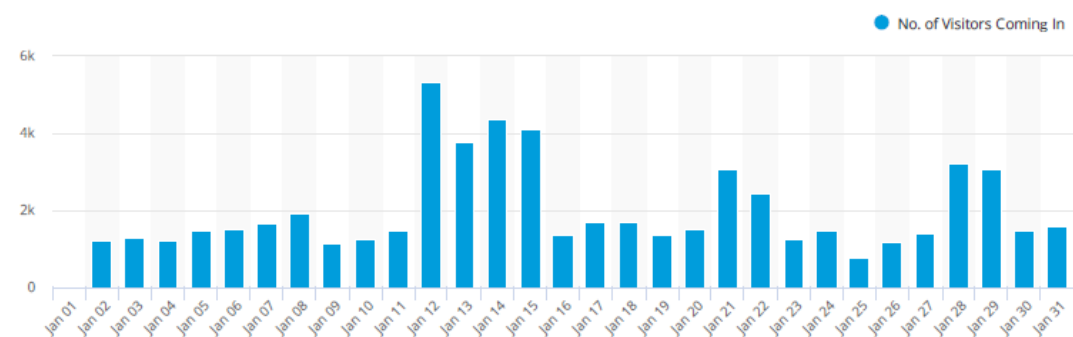
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No. of Visitors Coming In

60 294



No. of Visitors Coming In by Day

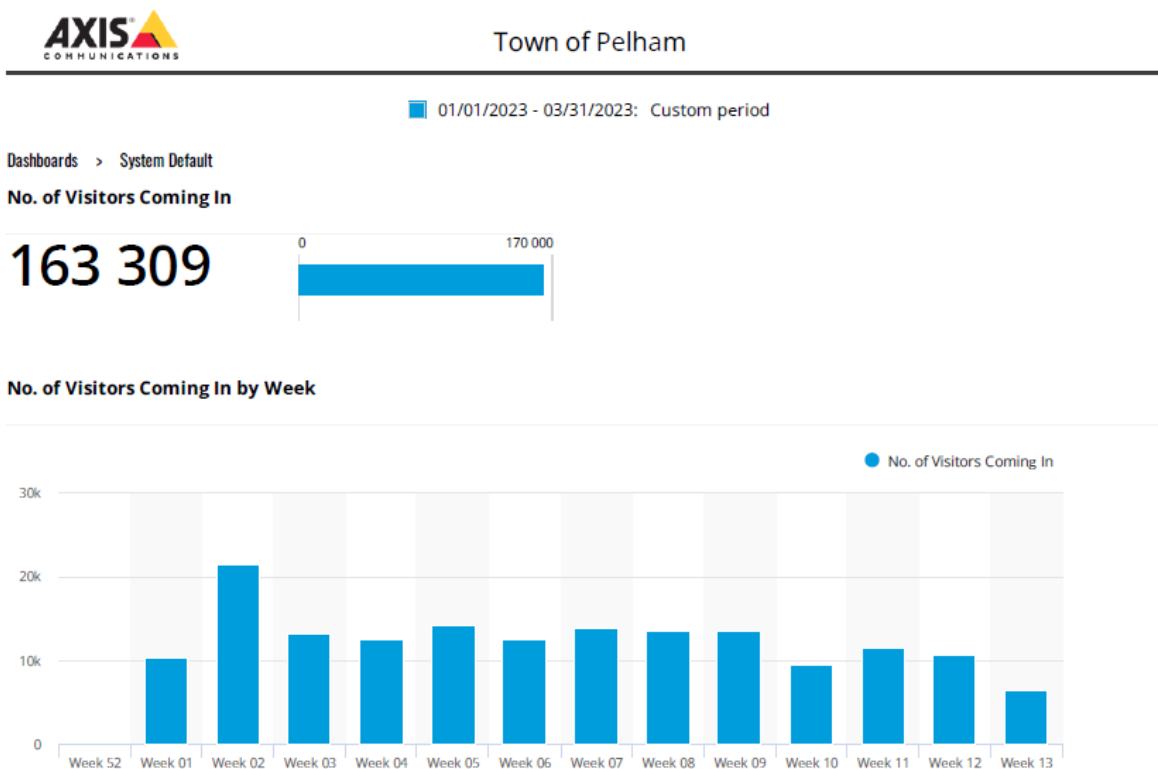


In February Recreation, Culture, And Wellness staff were continuously providing customer service, taking requests, creating permits, changing over rooms for events and rentals, flooding ice for user groups, all the while cleaning and maintaining the facility to the best of their abilities. The Meridian Community Centre experienced 53,759 visitors for a wide range of different reasons making the Centre a very significant hub for Pelham.

This year for the Pelham Pioneers Tournament, RCW staff went above and beyond to make their annual tournament a success. The layout for the tournament was setup as in the past of the upstairs of the old Pelham Arena, only to a much larger scale. Staff also maintained the bar service for the Pelham Pioneers making this a first and ultimately providing customer service levels far beyond the past. Pelham's Family Day festivities brought the community to the Centre for numerous activities, programs, and ultimately fun. Our Recreation, Culture, and Wellness team never shy away from creating positive experiences and providing customer service excellence.

In March the Meridian Community Centre hosted 49,256 visitors through the doors. Many tournaments and events were hosted within the facility.

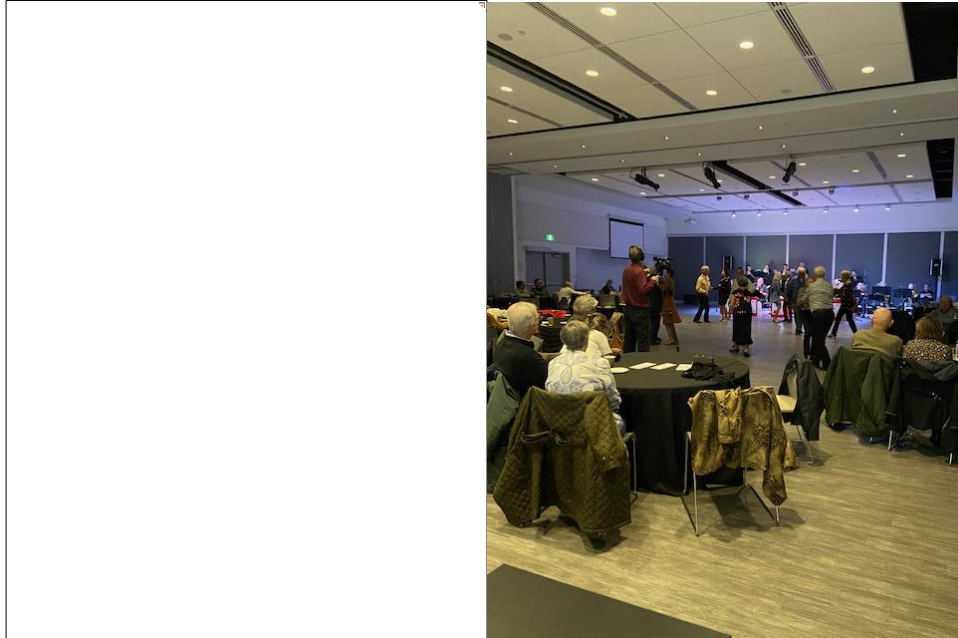
Basketball hosted OBA finals, Pelham Minor Hockey and STA Admirals had their play downs, Niagara Centre Skating Club had their annual Gala. Internal programs are at record attendance numbers, hosting numerous external events such as Para Sport Ontario's event in conjunction with Brock University. The Community Centre's Accursi room is now home to the Town of Pelham's council meetings every other Wednesday. The facility and staff consistently show growth not only in programs, rentals, and recreation, but also continuously expanding its doors and visions to utilize space to bring culture and inclusivity into Pelham's community. The Recreation, Culture, and Wellness team are proud to be inclusive, open minded and provide a safe environment for all community-based needs.



Big Band

The Town of Pelham's Big Band Dance Night, featuring the Jimmy Marando Swing Band takes place every third Tuesday of the month in the Accursi Room at the Meridian Community Centre. It is a night filled with swing, jazz, classical music, and lots of dancing! The attendance has been growing

steadily with an average of 140 attendees throughout the last three months. This event continues to offer free admission with food and beverage available for purchase.



SAY IT! On Stage

"SAY IT" stands for "Seniors and Youth Intergenerational Theatre". It is a program designed to strengthen connections and encourage collaboration between teens and their elders. Through intergenerational conversation circles, senior participants have the opportunity to share anecdotes and experiences from their lives; these stories provided the foundation for a play that was produced and performed by both youth and senior participants.

This initiative also seeks to showcase the broad range of talents and passions individuals bring to the project – music, dance, visual arts, crafts, and trades. The aim is to involve the community of Pelham in all its diversity, including Indigenous presence and storytelling approaches.

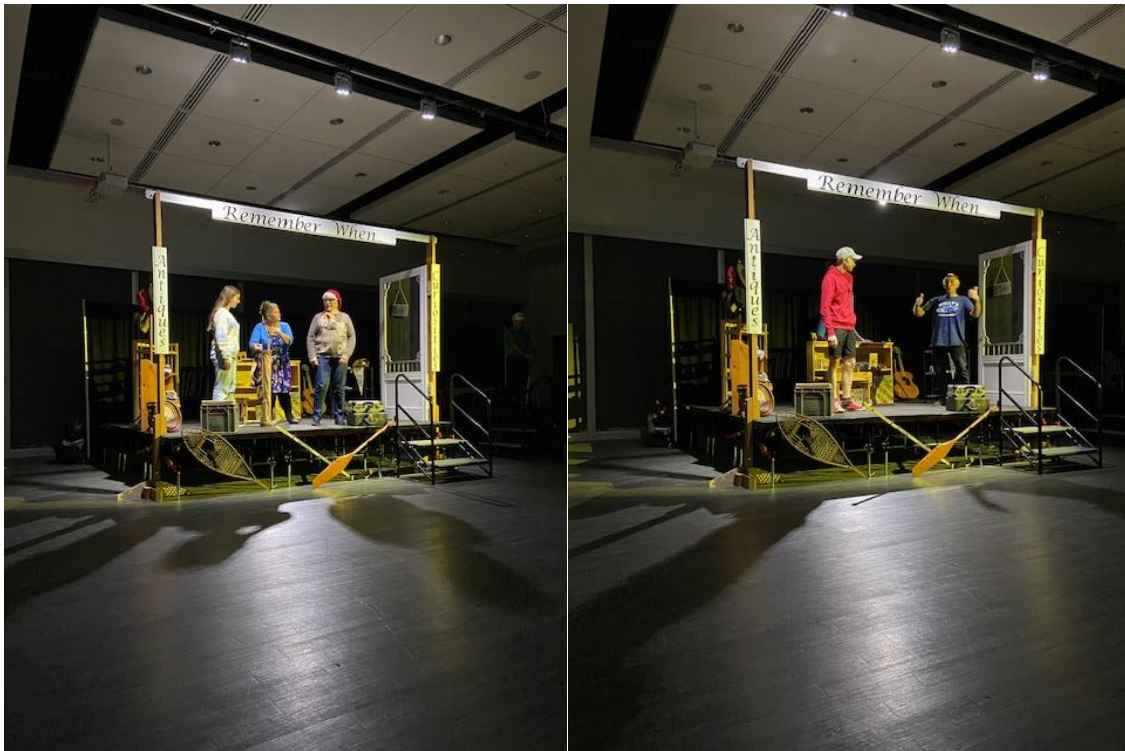
Since March of 2022, participants were working on a stage play called *Stories Found*. Here is the premise:

"A little antique and curiosity shop in a small town holds a multitude of memories. Step through the door with us. Precious moments from people's lives will be experienced a new, rediscovered through objects that call them to mind. The value of material possessions cannot always be measured in

dollars and cents. What really counts is the richness of the experiences that they represent. Stuff is the stories that we are made of."

After two successful live shows of "Stories Found" in November, the SAY IT! volunteers worked hard to create an online, accessible version of the filmed performance. This video is equipped with accurate subtitles to enhance viewing. Posted to Youtube on March 17th, 2023, this video now has over 200 views significantly increasing the number of people this show has reached.

The next SAY IT! on stage project is beginning in April 2023.

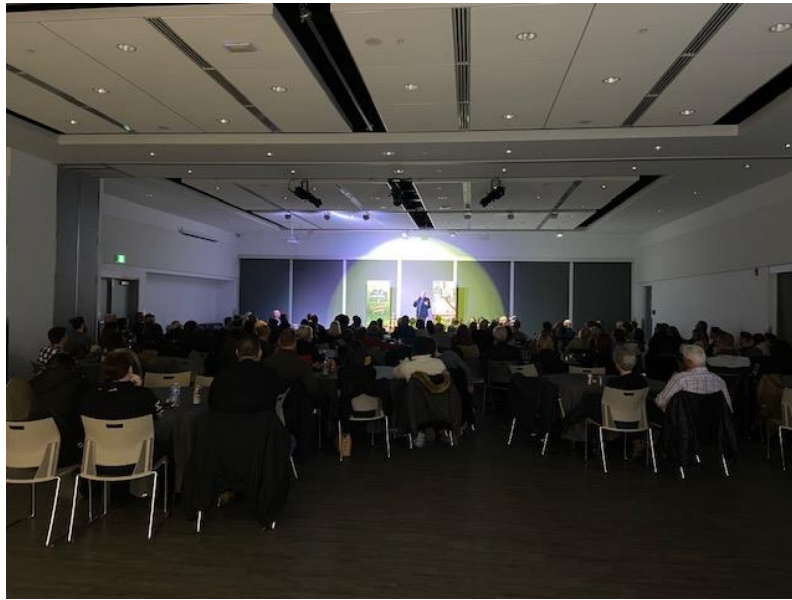


Comedy Night in Pelham

On March 4th, the Garden City Comedy Festival hosted "Comedy Night in Pelham", an evening of laughs with an all-star lineup headlined by one of Canada's top comics, Ian Sirota. The powerhouse lineup also featured performances from top touring headliners Ronnie Edwards, Renee Groux, and Paul McCllum, hosted by Niagara's own David Green. The evening sold out, with a total of 208 attendees. The evening was a great success filled with lots of laughter. Bar services were available for purchase.

The next Comedy Night in Pelham is planned for Saturday July 29th, 2023. Tickets will be available soon for \$25. Call 289 668 3425 to reserve a table of 8 for \$150. Bar service will be available for purchase. Doors open at 7pm. Showtime 8pm.

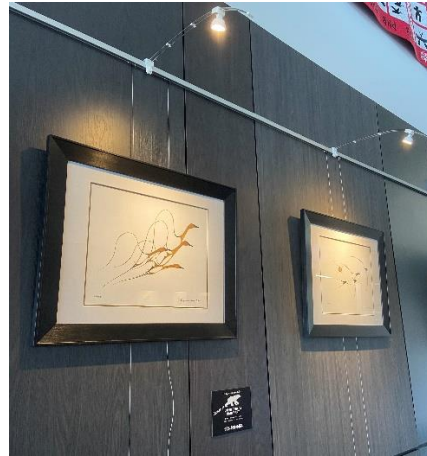
Visit **www.gardencitycomedyfestival.com** for more information or to purchase ticket!



MCC Art Walls

During Q1 of 2023, art displays were showcased on the Meridian Community Centre art walls. During the month of February, local Pelham artist Brittany Amadio showcased her extraordinary paintings in the atrium of the Meridian Community Centre.

During the month of March, the Upper Native Canadian Art Galley displayed art throughout the atrium, showcasing authentic paintings created by local Indigenous artists.



During Q1 of 2023, EL Crossley's grade 11 and grade 12 art classes continued to display their two bodies of work "Collective Consciousness" and "Re-purposed Parts Portraits" in the upper hallway at the Meridian Community Centre. EL Crossley students are currently working on new art pieces to display in the upper hallway throughout the next quarter.



Earth Week in Pelham:

Staff have been preparing for Earth Week events that will be taking place April 17 to April 22. Earth Week will encompass several elements and events, which include:

- **Rain Barrel Sale Pick-up at MCC** – April 22nd 9:00 am – 1:00pm

324 Rain Barrels are available for pre order for the subsidized price of \$40.00 each. We have currently sold 100 barrels. The rain barrel pick-up will be at the Meridian Community Centre during the Earth Day event.

Link to purchase a rain barrel: [Link to Rain Barrel Pre-Order!](#)

- **Community Cleanup – April 22, 9:00am – 12:00pm**

As of April 5th, 108 people have signed up to participate in a community clean-up during Earth Week. Participants will arrive at the Meridian Community Centre at 9:00 am to pick-up their clean-up supplies and enjoy a coffee. They will then embark on their clean-up journeys for their designated Pelham areas. They will then join back up at the MCC afterward for a complimentary lunch.

- **Eco-Expo – April 22 9:00 am – 12:00pm**

Staff has built in a small vendor fair featuring local environmental organizations to be on-site during the Rain Barrel pick up and community clean-up.

- **Community Tree Plant Event – April 21, 10:00am – 12:00pm at North Pelham Park**

The annual Community Tree Plant will be taking place at North Pelham Park this year where local schools, organizations and residents will be invited to participate in expanding the tree canopy in Pelham. The Community Tree Plant will be sponsored by a grant and 30 trees will be planted.

- **Earth Week Challenge Virtual Scavenger Hunt – April 17 – 22**

Daily missions that will challenge participants to take part in environmentally sustainable activities throughout the Town. Participants will have the opportunity to win prizes with the completion of missions.

Pelham Farmers' Market:

Staff have been working with the Farmers Market Committee on operations for the 2023 Pelham Farmers Market Season. The market will operate Thursday May 4 through October 5.

The Farmers Market Committee met on March 16, where vendors for the 2023 season were determined. There will be 22 vendors in total plus a non-profit booth.

Summer Chill Supper Market:

Staff is in preparation to host the Summer Chill Series on Thursday evenings from June 8 to September 21. The event will have options for local food vendors, as well as local beer, wine, and cider vendors. There is also opportunity for local musical performances and buskers. Food, beverage, and musician vendor applications have been submitted, and will be determined after the April 11 cut-off date.

Family Day

The 2023 Family Day Experience welcomed over 2500 people to the Meridian Community Centre. Families enjoyed getting active with hands on experiences from ParaSport Ontario, including sitting volleyball, wheelchair basketball and sledge hockey. Families also lined up for interactive opportunities including a photobooth, facepainting, balloon artist and laser tag! This fun filled day also included 2 sponsored public skates and a community expo which allowed over 12 community volunteer groups or sports teams to engage with the community and share information on their upcoming seasons or projects.

Active Programs

The Meridian Community Centre welcomed a new youth Afterschool Drama Program in partnership with Carousel Players in March. This program, set for ages 6-11 years old quickly filled and provides great after school opportunities for the community. Other popular programs such as FIT with Brock, Zumba and 55+ Aerobics have continued to grow their attendance. The Winter session of spin classes consists of 17 classes, with 11 of those classes reaching maximum registration of 14 participants.

Camps

The Town of Pelham Winter Break Camp from January 2-6 was a success again this year welcome a maximum registration of 37 campers. The camp week included activities such as camp games and songs, gym time, skating and a trip to Cheeky Monkeys indoor playland! The Town of Pelham March Break Camp registration quickly filled 2 months before the start of the camp program, with a total of 55 campers for the week. Camp activities included gym time, skating, a trip to White Meadows Sugar Bush and a trip to the Bowling Alley!

Mayor's Youth Advisory Council (MYAC) Working Group Updates

MYAC has been busy this year engaging with youth in the community through their social media platforms. They have helped to share study tips during exam season, held a Valentine's Day card competition and celebrated random acts of kindness day. They also sponsored the Laser Tag event at Family Day at the Meridian Community Centre and had a booth to engage with the community on how Pelham can be more youth friendly and what the working group could do to best support Pelham Youth. Currently, the group is in the planning stages of hosting an in-person Youth Forum in May at the Meridian Community Centre.

Festivals & Events Update

Pelham Summerfest & Canada Day working group volunteers have been established and are meeting bi-weekly and monthly respectively. Both working groups are working diligently to plan and coordinate all logistics for both Community Events.

Volunteers

During Q1 of 2023, Staff received six new volunteer expression of interest forms through the Town's website. Four of the applicants were interviewed and added to the Town's volunteer database. Town Staff continue to advertise volunteer opportunities by emailing the community volunteer database.

Volunteers assisted at the International Silver Stick Hockey Tournament at the MCC from January 12 to January 15. A total of 11 volunteers contributed approximately 60 hours to the event. Volunteers helped with checking in teams throughout the weekend at the MCC, Seymour-Hannah Sports Complex in St. Catharines, and the Vale Health and Wellness Centre in Port Colborne.

One Senior VIP (Volunteer in Pelham) has continued to contribute her time to the Meridian Community Centre. During Q1 of 2023, this volunteer contributed a total of 20 hours to assisting with the Orchestrum Music drop-in program on Friday's and the monthly Big Band Dance Night.

Dedication Program

In the first quarter of 2023, the dedication program received two inquiries.

One inquiry is ongoing and will be followed with up by the customer later this Spring. The second inquiry is in the process of being completed. This bench was purchased by Pelham Cares in honour of their 40th anniversary, and will be installed at the MCC this Spring.

Transit Update

As of January 1, 2023, Niagara Region Transit amalgamated into one system by combining the municipal transit systems into one transit operator. NRT OnDemand metrics are no longer available under the new transit system. Reports will be provided by the Region on an annual basis.

Employee Updates:

The Active Living Programmer and Administrative Assistant completed the St. John Ambulance IDP course training to become certified to teach Babysitting and Home Alone courses.

Jodi Shishkov returned from Maternity leave February 21 in the Special Events & Festivals Role.

Lauren Phillips is covering a Maternity Leave Contract for 18 months in the Culture & Community Enhancement Role.

Meetings:

- Golden Horseshoe Regional Meeting
- MYAC meetings continued
- RCW Staff completed the St. John Ambulance IDP course training to become certified to teach Babysitting and Home Alone courses
- ASIG Regional Aquatics Meeting
- Staff attended the Parks and Recreation Ontario Educational forum and Aquatics Conference
- Staff Attended the Festivals and Events Ontario conference winning Top 100 Festivals in Ontario for Summer Chill Series & Pelham Summerfest
- Staff attended the Communities in Bloom workshop in Niagara on the Lake