



CORPORATION OF THE TOWNSHIP OF ESQUIMALT

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PERIOD REPORT

DATE: September 10, 2019 **Report No.** P&R-19-009

TO: Laurie Hurst, Chief Administrative Officer

FROM: Scott Hartman, Director of Parks and Recreation Services

SUBJECT: Parks and Recreation Services Department - 2019 Second Period Report

The following is a report on the activities pertaining to the Parks and Recreation Services Department from May 1, 2019 to August 31, 2019.

I. DIVISION ACHIEVEMENTS AND ACTIVITIES

1. Parks Services

- A Branch Out event was held on May 4 at Macaulay Point Park, the focus was invasive plant removal in the upper park around the lookout
- A temporary structural repair to the Sioux Place Bridge was completed
- Changes were made to the bathroom at Lampson Park to make it accessible to the community at all times the park is open
- Two new benches were installed at Memorial Park
- Irrigation emitters were installed at the Esquimalt community garden
- The 2020 tree management plan was created, with focus on the West Bay neighbourhood
- Irrigation was added to the front flower beds at Memorial Park
- All benches and picnic tables in Gorge Park were refurbished
- Preliminary artistic renderings were drafted for the multi-purpose building/ teahouse, dog park, landscaping and pathways at Gorge Park
- Preliminary artistic renderings were drafted for a boardwalk at Saxe Point Park
- New perimeter fencing was installed at the Adventure Park
- New fencing was installed at West Bay/Captain Jacobsen Park
- All playgrounds were "topped up" with new wood fiber surfacing
- 7 Boulevard/ Park trees were removed
- 61 Boulevard/ Park trees were pruned
- 1 Boulevard/ Park trees were planted
- 34 tree removal permit applications were received and approved (total of 62 trees approved for removal); 6 applications were a result of approved development permits (33 of the 62 trees approved for removal)
- 12 tree pruning permit applications were received and approved (total of 38 this year)

- Park bookings May - August 2019:
 - Saxe Point Park - 106
 - Esquimalt Gorge Park - 46
 - Macaulay Point Park - 6
 - Bullen Park - 130
 - L'Ecole Brodeur - 85
 - Colville Sport Courts - 9
 - Memorial Park - 39

2. Recreation Services

Marketing and Registration

- 4,174 course registrations were processed (up from 3,550 registrations processed last year in the same period)
- 32,388 single admission drop-ins and 62,646 memberships were scanned for a total of 95,034 admissions during this period. This is consistent attendance during the same period last year
- Pass sales are starting to show a trend in preference to purchase an annual pass; with the following totals
 - Annual - 315 (increase of 42 compared to the same period last year)
 - 6 Month - 44 (decrease of 10 compared to the same period last year)
 - 3 Month - 204 (decrease of 20 compared to the same period last year)
 - 1 Month - 128 (no change in comparison to the same period last year)
 - 10 Admission - 466 (decrease of 55 compared to the same period last year - this is a decline from the last period)
 - 25 Admission - 201 (decrease of 15 compared to the same period last year)
- The summer access pass was well received by clients - 303 passes sold (231 adult and 72 child/youth) a slight decrease compared to the same period last year (316 sold (234 adult and 82 child/youth))
- For courses from May to August - 2,048 of 2,577 total registrations and drop-in class reservations were completed by clients through our online registration system
- Esquimalt Parks & Recreation social media platforms continued to have a strong following:
 - 4,295 followers on Twitter (increase from 4,293 last period)
 - 5,010 on Facebook (increase from 4,756 last period)
 - 1,408 on Instagram (increase from 1,323 last period)
- New Parks brochure was introduced encouraging people to "Explore here" and distributed throughout our facilities
- Client satisfaction surveys were posted to the Municipal website inviting program participants to provide feedback about their experience in greater detail. Since implementation earlier this year, 53 respondents have been received and 90% of have indicated they are satisfied with the

overall quality of the program/ activity (70.59% strongly agree and 19.61% agree). A targeted survey will be issued in the fall as the next sessions of programs near completion

- Targeted client satisfaction surveys were issued for summer camp participants, with 90 being returned; 92% have indicated they are satisfied with the product offered (61.1% strongly agree and 31.11% agree) and 91% indicated they will recommend our camps to others (60.67% strongly agree and 30.34% agree)

Health & Fitness

- Registration for Fitness Programs for Children, Youth and Adults in the second period was 309. Drop-In's for registered programs equaled an additional 96, for a total of 405 registrants
- The demand for personal training has continued to increase, both one on one and small group personal training. In 2018, there were 60 PT clients and 73 in 2019

Arts, Culture, Social & Special Interest Programs

- Our Singing in Spanish instructor and students performed for the first time in July, at the Victoria Latin Festival
- The Esquimalt Ukulele Club performed at the Buccaneer Days BBQ, Esquimalt Farmers Market and James Bay New Horizons this season
- The second annual Esquimalt Ukulele Festival took place May 23-26, at the Recreation Centre which drew approximately 300 participants of all ages and included both ticketed and free components
- ArtLab and StitchLab instructors and students hosted pop-up activity booths at the Esquimalt Farmers Market and the Esquimalt Arts Festival
- Four students aged 8-13 volunteered to assist and more than 150 kids/families members participated in the free activities
- One youth volunteer assisted with Senior's programs in Jul-Aug, made possible through our new Youth Leadership Camp.
- Registered programs in art, cooking, dance, drama, education, language, music, sewing & special interest took place for all ages, with 284 registrations this year compared to 264 in 2018

Recreation Facilities

- The installation of new LED lighting was completed in the arena
- The old domestic water piping was re-designed and replaced in the refrigeration room at the Sports Centre
- Over half of the short hockey glass stanchions were replaced with higher stanchions and the rest will be replaced in 2020
- The kick plates on the hockey rink boards were replaced
- The curling stones were reconditioned
- A service contract for the ice plant at the sports centre was rewarded to Cimco Refrigeration Limited

Preschool, Children, Arena and Youth Services

- Due to the high demand, the Out of School Program was expanded with the addition of a 4th group of 20 kids, utilizing the Lower Multi-purpose Room. Additionally, we expanded our Pro D Day Care from 20 participants to 40 participants
- Due to the high demand of Summer Camp programs, we offered a second Adventure Kids Summer Playground Camp. Our Playground camps were able to serve up to 67 children per week (increase of 47 compared to last summer)
- Our Summer Extended Care numbers grew again this year from an average of 35 per week up to 45
- All of our Specialty Camps for both school age groups were full with 22 kids per week
- Fall registration for our Licensed School Year Preschool Program is full
- This summer we offered 2 new Youth Specialty Camps as a trial run with great success
- Our Youth Leadership Training Program was full with 12 participants aged 12-15 years - these participants volunteered in Summer Camps and at the Pool for at least 1 week as part of their leadership training and many stayed and volunteered for multiple weeks. It is our goal to retain Youth volunteers and offer further opportunities throughout the year
- This summer, we partnered with Roller Skate Victoria and offered Friday Night Drop In Roller Skating in the Curling Rink, with huge success and popularity in the community (average of 80 participants per week)

Community Development and Events

- Buccaneer Days Pirates Den from May 10-12th. The Pirates this year included a refreshment table, crafts, bouncy castle, and free pizza from the Panago Pizza. It was well attended primarily by preschool aged children and their families. A "Gaga Ball" court was borrowed from the City of Victoria to introduce a new activity, and proved to be popular
- The Buccaneer Days Community BBQ saw 73 people register, and included a pirate-themed play by Macaulay School's Grade 3 class
- 5th Annual Esquimalt Neighbourhood Party from Saturday June 1st, attracted 400 participants with a theme of "Get Active, Be Social" and included an unveiling of the interactive sidewalk installations
- EcoChamps Environmental Education Program - Every Tuesday from July 16th to August 20th. This was the third year of the EcoChamps program and remained popular with attendees proclaiming, "(they) can't wait to learn more next year". Once again we rotated through Gorge Park, Saxe Point Park and Highrock Park, with new locations this year including Anderson Park Community Garden and Buxton Green at Macaulay Point
- The Community Development section functioned in a support role for the following events; Fort Macaulay Historic Interpretive Tour, Memorial Park Music Fest, Esquimalt Arts Festival, Splash of Light, Aeriosa, Bard Across the Bridge, World Fisheries Trust's World Ocean's Day, and the Esquimalt Farmer's Market. New events this summer where support was provided were Pet-a-Palooza and Indigifest.

- Summer Outdoor Movie Series was held at Bullen Park again this year with an average of 350 attendees for each movie, in partnership with the Esquimalt Lions who operated a concession for each movie

Aquatics

- The 1:00 to 4:00pm “Fun Factor” swims averaged 125 participants every Tuesday/Wednesday/Thursday throughout the summer, on some days exceeding 180 people
- Increased Quick Set private lessons were offered this summer (total of 53 participants - compared to 37 participants last summer)
- 375 participants in community swimming lessons (compared to 360 last Summer)
- 15 participants in adult lessons - we did not run this program in 2018 due to low registration
- Advanced Aquatic Courses -Bronze Medallion, Bronze Cross, Standard First Aid, Water Safety Instructor and National Lifeguard (total of 29 participants, an increase compared to 18 participants in 2018):
 - Bronze Medallion - 12 participants in 2019 compared to 9 in 2018
 - Bronze Cross - 1- participant in both 2019 and 2018
 - Standard First Aid - 9 participants in 2019 compared to 3 in 2018
 - Water Safety Instructor - 6 participants in 2019, no course in 2018
 - National Lifeguard - 6 participants in 2019, no course in 2018
- The Aquatics Department offered 20 drop in Waterfit classes/ week

Facility Bookings and Events

- 635 Contracts were issued for rentals occurring May to August (an increase compared to 628 issued during the same period last year)with the following breakdown:
 - Rental contracts for parks - 100; a decrease from 124 last year
 - 215 rental contracts for the Archie Browning Sports Centre (increase compared to 175 last year)
 - 268 Rental contracts for the Esquimalt Recreation Centre (decrease compared to 281 last year)
 - 22 Rental contracts for L'Ecole Victor-Brodeur (decrease compared to 26 last year)
 - The Archie Browning Sports Centre hosted lacrosse and roller derby tournaments, and special event rentals including Roller Disco and Pacific Christian School's Dry Grad
 - The Esquimalt Recreation Centre continued to be host to Raven District Girl Guides, First Arbutus Cubs and Scouts, and Pacific Coast Swimming, while also being the venue for the Triathlon of Compassion

II. COMMITTEES

- The Parks & Recreation Committee did not meet over the summer.