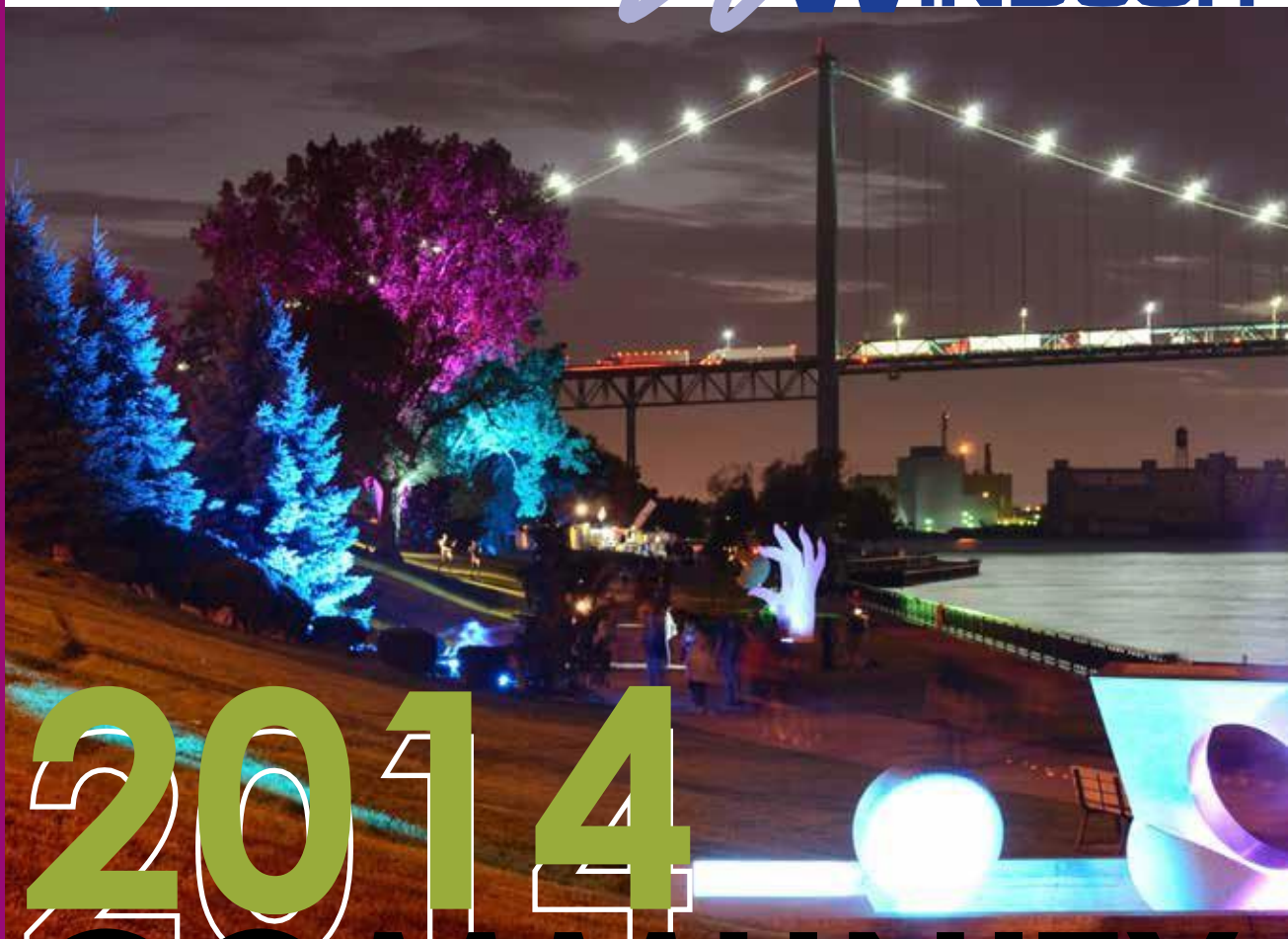


recreation & culture



2014

COMMUNITY IMPACT REPORT



"I like to call it a little Disneyland. I'm just so overwhelmed because I've never been to a water park like this, and I had seen the pictures, but it's just so much better than the pictures."

-Danielle Lankin, 13.



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Our Vision

As part of the Community Development and Health Services portfolio, the Recreation & Culture Department consistently works at **making** the **City of Windsor** an affordable and attractive place to live, work, play, visit, and invest. We improve the health and quality of life of our citizens through the provision of diverse, accessible, and enriching opportunities for engagement in recreation and culture activities, experiences, services, and facilities.

We **influence local economies**; **support culturally enriched programs**; **support tourism initiatives**; **focus on local, regional, national and international causes**; and **support events, programs, and experiences for community organizations and charities**. Recreation and Culture is the foundation of our healthy community. We encourage everyone to **play it, live it, explore it, nurture it, enjoy it, see it, breathe it, touch it, shape it, and share it!**



Strategies & Priorities

Our 4 Strategies

our economy cultivated & competitive

our society diverse & caring

our environment clean & efficient

our government responsive & responsible

City Council's 6 Strategic Priorities

- jobs & economic diversification
- regional cooperation
- cultural capital
- corporate opportunities
- downtown revitalization
- affordable / attractive city



Our Reach - 5 Service Areas

- 1 COMMUNITY PROGRAMMING
- 2 WFCU CENTRE & OTHER ARENAS
- 3 CULTURAL AFFAIRS
- 4 COMMUNITY DEVELOPMENT
- 5 WIATC / ADVENTURE BAY / AQUATICS SERVICES



Comparing Numbers

This is the 2nd Edition of The Recreation & Culture Community Impact Report. As such, we wanted to give some context to the information and statistics captured within this document, and also give our readers an idea of whether or not key areas have experienced increases or decreases from 2013 to 2014. This 'measuring' and 'comparing' is meant to help see the various trends in the programming we deliver, the impact we have on the community, and where there is room for further growth, development and attention. The following legend will be used throughout this document:



Increase from
2013 to 2014



Decrease from
2013 to 2014



Little to no
change
2013 to 2014



New stat
for 2014



Some Assets & Resources

↔ 4 Arenas with 9 pads

↔ 2 Historically significant facilities

↔ 6 Outdoor pools

↔ 1 Public beach

↔ 10 Community Centres

↔ 5 Customer Care Centres

↔ 15,000+ Museum artefacts

★ 1 Family Water Park

↓ 41 Sculptures

↔ 2 Outdoor Rinks

★ 255 Marina boat slips

↓ 48 Rectangle sport fields

↓ 64 Diamond sport fields



Community Engaged

31,940 people increased their quality of life by registering for our rec/culture programs

486,768 hours were devoted to programs for active, healthy, and engaged living

3,292 different programs were offered to people across the entire community

274,815 participants visited us to engage in and explore the programming offered

13,101 residents and visitors 'dropped in' to sample some of our programs





Staying Connected

89 e-blast communications went out with info on recreation & culture programs & opportunities

1,895 customers received recreation & culture program info delivered directly to their inbox through e-blasts

1,297,694 online page views provided the public with info on recreation opportunities

95,063 online page views provided the public with info on cultural opportunities

13,132 people followed our programming info on social media platforms





Cultural Heritage Explored

5,249 people visited and explored exhibits at Windsor's Community Museum

929 guests attended special events - including lectures and exhibit openings - at the museum

20+ heritage sites opened their doors to the public for **Doors Open 2014**

16,602 museum artefacts were accessible online or onsite; **1,602** new records were entered online

491 school children learned about their unique local history through museum programs





Diverse & Caring

4,287 recreation program registrations were subsidized by **Pathway to Potential** (P2P)

1,475 programs received funding through the Pathway to Potential partnership

\$274,084 was given to assist those in need with accessing recreation programs with Pathway to Potential

16 external organizations partnered with Pathway to Potential to provide unique experiences

\$76,423 was given by Pathway to Potential to external groups to assist with program delivery costs





Actively Engaged

1,035 Windsorites joined communities in setting a 5th Guinness World Record for **World's Largest Swim**

132 youth took part in after-school recreation programs through **SOAR**

3,270 skaters took to local ice as part of the **Tim Hortons FREE Skate**

704 children participated in recreation programs through **Canadian Tire's Jumpstart**

\$95,638 was distributed to Jumpstart applicants to participate in recreation programs





We Are Our Stories

- 13** events, workshops, readings and programs were hosted by - or involved - **Windsor's Poet Laureate**
- 4** new books were published with the Poet Laureate serving as publisher, editor and/or collaborator
- 2** City Council meetings featured a reading by the Poet Laureate; including as part of a Canadian campaign
- 1** original Canadian Opera was researched and rehearsed, in collaboration with the Poet Laureate
- 5** Community Stories were researched, written and added to our Windsor Culture Map





Satisfied Customers

- 15,424** customers were able to access goods and services at **Customer Care Centres**
- 7,898** people got where they needed to go using public transit passes and tickets
- 4,780** residents trusted us to provide licensing for their best canine friends
- 1,013** customers relied on our ticket outlets to help them access exciting external events
- 74** couples 'tied the knot' in our beautiful spaces (indoor or outdoor), with some help from staff





Satisfied Customers

131 picnics took place in one of Windsor's picturesque parks and outdoor spaces

37,030 unique bookings were made at our facilities, spaces, and sports fields

5,872,540 attended an event held at one of our facilities, spaces, and sports fields

2,293,565 attended one or more of the special events held at Festival Plaza in Downtown Windsor

29 Special Events Resource Team (SERT) members, from 10 organizations, **supported special events**





Art Explorations

8,500 residents & visitors, of various ages/backgrounds took part in sculpture park programs & events

481 watched and shared video footage showcasing Windsor's breathtaking **museum without walls**

744 guests hopped on board **The Art Cart** to explore our sculptures with a guided tour

23 brand new public art installations, both permanent and temporary, were unveiled

20+ local and regional visual artists and entertainers presented their work at the **w.a.v.e.s. Festival**





Preserving A Collection

- 4** students specializing in artefact conservation & preservation, worked on our sculpture collection
- 24** of our sculptures received a thorough condition analysis, deep cleaning and washing
- 12** of our sculptures received a wax treatment coating to restore their lustre
- 2** sculptures - "Anne" and "Chicken and Egg" - were restored for present & future re-installation
- 20** sculptures were given a decorative mulch perimeter to beautify and preserve them





"The support we received from you... removed barriers and opened up doors to possibilities in dance, drama, music, visual arts, and poetry that did not previously exist."

-TeaJai Teavis, Bloomfield House (ACHF Grant Recipient)



Investing In Culture

73 applications were submitted to the **Arts, Culture + Heritage (ACHF) Grant Program** in Year One

5 respected members of the local arts, culture and heritage community juried all applications

\$332,361 was requested in funding for exciting projects that would invest in the creative community

\$87,200 was awarded in project funding to local arts, culture + heritage individuals/groups for projects

34 individual projects were funded through the Arts, Culture + Heritage Fund in its pilot year





Adventure Continues

16 swim competitions took place at the new Windsor International Aquatic & Training Centre

958,070 residents and visitors learned about Adventure Bay & WIATC offerings through online page views

230 lifeguards were trained to provide service in a water park setting

184,612 visitors dove into the adventure by exploring the Adventure Bay Family Water Park

9,444 people attended birthday celebrations at Adventure Bay





Growing Our Family

3,310 people bought a Membership to the water park, with **27,063** member visits in 2014

2,629 people bought a WIATC (Aquatics & Fitness) Membership, with **32,949** member visits in 2014

6,005 visits occurred throughout the year at Cannon Cove - our dry play place at Adventure Bay

13,679 visitors attended Adventure Bay Family Water Park as part of a group

57 visits to Adventure Bay were subsidized through the Pathway to Potential Program





Who We Impact

- 200** youth learned skating and hockey skills through participation in the Knobby's Kids program
- 3,500** skaters of all ages used their newly acquired skills to skate Lanspeary Park
- 867** skaters borrowed from **900** pairs of used skates at All Saints Church, and got active on local ice
- 85** hockey helmets were borrowed from All Saints Church, our program partner
- 80** meals of soup, fruits, and vegetables were served from All Saints Church, by **8** volunteers





Who We Impact

6 local school groups visited our outdoor rinks to participate in free-skate programming

273 staff have been trained, to date, in **High Five**, Canada's quality standard for kid's rec & sport

13,687 children were registered in Recreation Programs over the course of the year

787 kids were observed in Quest 2 & High Five evaluations

94% is the average Quest 2 score for our staff (the provincial average = 84%)





Who We Impact

20,221 hours were filled by healthy, active sport lovers from **63** organizations playing on our sports fields

61 City of Windsor hosted special events received free special event recycling service by Essex Windsor Solid Waste Authority's (EWSWA) recycling initiative

4.8 tonnes of **clean recyclable material** was diverted away from landfills as part of EWSWA's free special event recycling service

60% of the 4.8 tonnes of diverted clean recycling material was from City of Windsor events, with the majority coming from Festival Plaza

405 **boaters docked** in our Seasonal or Transient slips at Lakeview Park Marina throughout the year





In Their Own Words

"It was great to see so many people out enjoying the Sculpture Park, and the interactions with the Artists were phenomenal! Please do more of this!"

- w.a.v.e.s. Festival Attendee

"This slide [Master Blaster] is totally awesome! We could not get enough of it during our last visit." - Kristy Mansour, Adventure Bay Family Water Park Guest

"Windsor has done so much for us as filmmakers." - Jeff Nadalin, ACHF Recipient

"This is the only facility like this, where you can walk out the front door and look out at a beautiful waterfront and skyline in another country, and then take a few steps and be in your hotel." - WIATC Competitive Swimmer

"It was the very picture of what amateur sport is supposed to be about with the camaraderie spreading among the budding, athletic stars of Ontario's future."

- The Windsor Star on The Ontario Summer Games 2014 Opening Ceremonies

“This facility, and the technology within, gives those in the aquatics industry the opportunity to host world-class events the likes of which this community has never experienced before. Windsor is making a name for itself as a destination for Aquatics.”
– Ben Balkwill, Leamington Laser Swim Team.





Growth In Partnerships

The logos below represent **just a few of the many partners** we work with to provide programming & services...





2014 Top Ten Projects

1 **WIATC Competition Hosting**
7 Major Water Events

2 **Grand Opening**
WIATC & Adventure Bay

3 **Participation Milestone**
10th Year in High 5

4 **Re-naming WFCU Rink # 2**
Corporal AP Grenon and Veterans Memorial Rink to honour our past

5 **South Windsor Recreation Hosting**
Hosted OUA 103rd Queens Cup & OHF 2014 Bantam "AA" Champs

6 **Windsor Sculpture Park Festival**
Planned/implemented the 1st w.a.v.e.s Festival (Windsor's Artists Visions Energies & Sculptures)

7 **Mayor's Arts Awards**
Presented three arts awards in partnership with Windsor Endowment for the Arts

8 **Arts, Culture + Heritage Fund**
Administered 2 ACHF intakes, awarding \$87,200 in project grant funds to 34 projects

9 **Sculpture Conservation/Preservation**
Initiated a maintenance plan resulting in cleaning and waxing of 36 sculptures

10 **Host City Selection**
Successfully hosted the Ontario Summer Games & co-hosted the Ontario 55+ Games

*** NOTE: The above projects are not listed in any particular order of importance.**



Recreation & Culture Management Team

| | |
|------------------------|---|
| Jelena Payne | Community Development & Health Commissioner |
| Jan Wilson | Executive Director of Recreation & Culture |
| Aida Cabrera | Manager of Administration |
| Carolanne Smith | Manager of Community Programming |
| Cathy Masterson | Manager of Cultural Affairs |
| Ray Mensour | Manager of WFCU Centre & Community Arenas |
| Pam LaBute | Manager of Community Development |
| Jen Knights | Manager of WIATC/Adventure Bay & Aquatic Services |

2014 Community Impact Report Project Team

| | |
|---------------------------|---|
| Project Lead | Cathy Masterson |
| Stats Research & Analysis | Tam Nguyen, Kristen Brunnette & Christopher Lawrence Menard |
| Layout & Design | Christopher Lawrence Menard |
| Stats Support | Carolanne Smith; Jodi Wood; Janet Colvin-Sharpe; Kenn Little; Jason Moore; Dominic Carlone; Greg Rusk; Pam Labute; Madelyn DellaValle; Merry Ellen Scully Mosna; Elaine Johnson; Linda McLeod; Mike Taylor; Trese MacNeil; Veronica Samek and Kelly Findlay. |

"It had all of the magic that every little girl
grows up waiting for."

-Bride, on getting married at Willistead Manor



see it breathe it touch it shape it share it

