

recreation & culture

2017

COMMUNITY

IMPACT REPORT

 THE CITY OF  
**WINDSOR**  
ONTARIO, CANADA





# THE TEAM

## 2017 RECREATION & CULTURE MANAGEMENT TEAM

**Jelena Payne**  
**Jan Wilson**

Community Development & Health Commissioner (team member, start of year)  
Executive Director of Recreation & Culture (start of year)  
Corporate Leader, Parks, Recreation & Culture, and Facilities (end of year)

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**Pam LaBute**  
**Carolanne Smith**  
**Jennifer Valdez**  
**Cathy Masterson**  
**Ray Mensour**

Manager of Administration  
Manager of Community Development  
Manager of Community Programming (start of year)  
(Acting) Manager of Community Programming (end of year)  
Manager of Cultural Affairs  
Manager of WFCU Centre & Community Arenas (start of year)  
Executive Director of Recreation & Culture (end of year)  
Manager of WFCU Centre & Community Arenas (end of year)  
Manager WIATC/Adventure Bay & Aquatics Services

**Andrew Daher**  
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## 2017 COMMUNITY IMPACT REPORT PROJECT TEAM

Project Lead  
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Content Support  
Photo Support (Other)

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A large Canadian flag flies from a tall pole on the left side of the frame. In the background, the Chicago skyline is visible across a body of water. A large crowd of people is gathered in the foreground and middle ground, some sitting on steps and others standing. A modern building with a circular opening is visible on the right side of the frame.

**"[SESQUI] was an amazing experience!  
I was very impressed with the level of  
organization, the professionalism of all those  
we encountered and the spectacular beauty  
of the film itself... Bravo to those in line  
with us! We met some lovely people.  
Thank you for the opportunity to  
experience this unique event!"**

**- Katherine Burns / Attendee at the  
SESQUI Exhibition celebrating Canada 150**





# STRATEGIES & PRIORITIES

## 20 Year Plan Strategic Vision

Local economic development

Responsible, balanced fiscal  
and service choices

Strengthen the City with  
innovative strategies to support  
neighbourhoods and districts

City image and brand

## City Council's Strategic Priorities

### CREATING JOBS

Windsor will have jobs; through a diversified economy, and by supporting entrepreneurship and small business

### WINDSOR'S IMAGE

Windsor will be a positive place; through rebranding, celebrating success, and encouraging favourable conversation about the City

### POPULATION GROWTH

Windsor will attract new residents and businesses; strengthening the City by supporting neighbourhoods and districts; encouraging convenient transit and transportation options; and with excellent service delivery



## OUR VISION

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 to engage 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; build capacity for youth workers, cultural artists and activities, sports mentors and more; 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!**



A REVOLUTIONARY CINEMATIC EXPERIENCE



## OUR REACH

### RECREATION & CULTURE DIVISIONS

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



# A FRAMEWORK FOR RECREATION IN CANADA

The **Framework for Recreation in Canada** - used by **Parks & Recreation Ontario**, describes five goals and priorities to return to traditional paths and to forge new ones that will ensure recreation's continued relevance and leadership in the journey to wellbeing.



## **GOAL 1** **ACTIVE** **LIVING**

Foster active living through physical recreation



## **GOAL 2** **INCLUSION** **& ACCESS**

Increase inclusion and access to recreation for populations that face constraints to participation



## **GOAL 3** **CONNECTING** **PEOPLE & NATURE**

Help people connect to nature through recreation



## **GOAL 4** **SUPPORTIVE** **ENVIRONMENTS**

Ensure provision of supportive physical and social environments that encourage participation in recreation and build strong, caring communities



## **GOAL 5** **RECREATION** **CAPACITY**

Ensure the continued growth and sustainability of the recreation field

Our Community Impact Report has been divided into these sections to illustrate how the City of Windsor's Department of Recreation and Culture engages in programming, activities and initiatives that are in-line with the Framework for Recreation in Canada.

## PATHWAYS TO WELLBEING





## COMPARING OUR NUMBERS

This is the **5th 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 readers an idea of whether or not key areas have experienced increases or decreases from 2016 to 2017. 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  
2016 to 2017



Decrease from  
2016 to 2017



Within 10%  
change from  
2016 to 2017



New stat  
for 2017



# FRAMEWORK GOAL 1



# ACTIVE LIVING

Foster active living through physical recreation





# ACTIVE LIVING

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
1A	<b>COMMUNITY CENTRES</b> - Number of <u>Residents</u> and <u>visitors</u> that ' <b>dropped in</b> ' to sample some of our programs	87,038	■ 3% decrease from 2016	<ul style="list-style-type: none"> <li>• Possible impact from renovations of Capri Pizzeria Rec Complex and Gino &amp; Liz Marcus pool work</li> </ul>
1N	<b>SEASONAL FACILITIES</b> - Number of <u>hours</u> of <u>play</u> filled by healthy, active sports lovers from <b>68</b> organizations playing on our sports fields	25,635	▲ 35% increase from 2016	<ul style="list-style-type: none"> <li>• Possible impact from field restructuring</li> <li>• Weather impacts field access/use</li> </ul>
1C	<b>AQUATICS</b> - Number of <u>students</u> ( <b>671</b> Gr 3s & <b>183</b> Gr 7s) that took part in <b>Swim to Survive</b> aquatic safety events	854	■ 3% increase from 2016	<ul style="list-style-type: none"> <li>• Participating in program since 2008</li> <li>• Aligns with active living goals</li> </ul>
1D	<b>ARENAS</b> - Number of <u>skaters</u> and <b>6</b> school groups that participated in free-skate programs like <b>Tim Hortons FREE Skate</b>	348	▲ 12% Increase from 2016	<ul style="list-style-type: none"> <li>• Despite decreased sponsorship amount, this statistic remained strong</li> </ul>



# ACTIVE LIVING

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
1F	<b>ADVENTURE BAY</b> - Number of <u>people</u> who bought a Membership to Adventure Bay Family Water Park, with <b>12,458</b> member visits in 2017	1,832	↑ 142% increase from 2016	<ul style="list-style-type: none"> <li>• New Membership Levels offered (i.e. Academic &amp; Landlover)</li> <li>• Increased Marketing / Promotion</li> </ul>
1J	<b>AQUATICS</b> - Number of <u>people</u> who bought a WIATC (Aquatics & Fitness) Membership, with <b>78,515</b> member visits in 2017	3,393	■ 3% decrease from 2016	<ul style="list-style-type: none"> <li>• Very little change in this stat</li> <li>• Individual Member Visits increased slightly by 7%</li> </ul>
1E	<b>ADVENTURE BAY</b> - Number of <u>visitors</u> who dove into the adventure by exploring the <b>Adventure Bay Family Water Park</b>	124,238	↑ 14% increase from 2016	<ul style="list-style-type: none"> <li>• Operating hours adjustments</li> <li>• Academic and Landlover options (i.e. new memberships)</li> </ul>
1I	<b>ADVENTURE BAY</b> - Number of <u>visitors</u> that attended Adventure Bay Family Water Park as part of a <b>group</b> throughout the year	14,894	↑ 12% increase from 2016	<ul style="list-style-type: none"> <li>• Increased marketing/promotions</li> <li>• Ongoing campaigns to increase community use of facility</li> </ul>





## ACTIVE LIVING

#

### WHAT WE MEASURE

### OUR RESULTS

### TREND?

### LOOKING DEEPER

1H

**ADVENTURE BAY** - Number of visits that occurred at **Cannon Cove** - our dry play place at Adventure Bay Family Water Park

10,720



44%  
increase  
from 2016

- Operating hours adjustments
- New Membership levels offered (i.e. Landlover)

**"When I take my friends [to Adventure Bay], I really enjoy seeing the staff so lively and entertained. I especially appreciate their positive attitudes which keep me and my friends smiling. They are so kind and friendly. I love this place and will be spending a lot more time here."**

- Lexie Zonia / Guest at Adventure Bay Family Water Park



## FRAMEWORK GOAL 2



# INCLUSION & ACCESS

Increase inclusion and access to recreation for populations that face constraints to participation





# INCLUSION & ACCESS

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
2A	<b>COMMUNITY CENTRES</b> - Number of <u>recreation program registrations</u> that were subsidized by <b>Pathway to Potential</b> (P2P)	4,317	↑ 25% increase from 2016	<ul style="list-style-type: none"><li>• Youth programming expanded.</li><li>• 1st full year + new programs at Capri Rec Complex &amp; WFCU pool</li></ul>
2Y	<b>COMMUNITY CENTRES + ADVENTURE BAY</b> - <u>Percentage</u> of total budget used for <b>Pathway to Potential</b> (P2P) Recreation programs	96%	■ 6% decrease from 2016	<ul style="list-style-type: none"><li>• Includes Adventure Bay programs</li><li>• 2017 combined total of \$323,126 used out of the \$337,500 budget</li></ul>
2F	<b>EXTERNAL P2P</b> - Number of <u>external organizations</u> that partnered with Pathway to Potential to provide unique experiences	14	↓ 22% decrease from 2016	<ul style="list-style-type: none"><li>• Previous years measured eligible organizations, rather than those receiving funds</li></ul>
2G	<b>EXTERNAL P2P</b> - <u>Amount</u> given by Pathway to Potential to external groups to assist with program delivery costs	\$109,098	■ 4% decrease from 2016	<ul style="list-style-type: none"><li>• Possible impact from two organizations deemed ineligible due to incomplete paperwork</li></ul>

## PATHWAY TO POTENTIAL MAKES A SOCIAL INVESTMENT IN WINDSOR



# INCLUSION & ACCESS

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
2H	<b>CUSTOMER CARE</b> - Number of <u>people</u> who got where they needed to go using <b>Public Transit</b> passes and tickets	7,843	6% increase from 2016	<ul style="list-style-type: none"> <li>Stat was relatively unchanged</li> <li>Stat varies with number of events/opportunities offered</li> </ul>
2I	<b>COMMUNITY CENTRES</b> - Number of <u>youth</u> that took part in after-school recreation programs through <b>SOAR</b>	171	20% decrease from 2016	<ul style="list-style-type: none"> <li>Need for increased awareness</li> <li>Looking at new promotional opportunities (social media) in '18</li> </ul>
2J	<b>COMMUNITY CENTRES</b> - Number of <u>children</u> that participated in recreation programs through <b>Canadian Tire's Jumpstart</b>	702	32% decrease from 2016	<ul style="list-style-type: none"> <li>Windsor previously processed YMCA applications; they now process their own applications</li> </ul>
2K	<b>COMMUNITY PROGRAMMING</b> - <u>Amount</u> that was distributed to Jumpstart applicants to participate in recreation programs	\$92,999	26% decrease from 2016	<ul style="list-style-type: none"> <li>Windsor previously managed dollars for YMCA applicants; they now manage their own dollars</li> </ul>





# INCLUSION & ACCESS

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
2L	<b>EXTERNAL PROGRAMMING</b> - Number of <u>youth</u> that learned skating and hockey skills through participation in the <b>Knobby's Kids</b> program	200	No change from 2016	<ul style="list-style-type: none"> <li>This program is dependent upon volunteers/favourable weather</li> <li>Roughly the same each year</li> </ul>
2M	<b>ARENAS</b> - Number of <u>skaters</u> of all ages that used their newly acquired skills to skate at <b>Lanspeary Park</b>	3,500	No change from 2016	<ul style="list-style-type: none"> <li>This program is dependent upon favourable weather</li> <li>Approximate value each year</li> </ul>
2Q	<b>EXTERNAL PROGRAMMING</b> - Number of <u>skaters</u> that borrowed from <b>80</b> hockey helmets at All Saints Church to get active on local ice	820	9% decrease from 2016	<ul style="list-style-type: none"> <li>Program is dependent on favourable weather</li> <li>Little change year over year</li> </ul>
2U	<b>EXTERNAL PROGRAMMING</b> - Number of <u>meals</u> of soup, fruit and veggies that were served from All Saints Church by <b>21 volunteers</b>	250	11% decrease from 2016	<ul style="list-style-type: none"> <li>This program is dependent upon volunteers and favourable weather</li> </ul>





**“This is our second year offering the ‘Newcomer Skate’. Once again, we saw many Syrian refugees experience their first time on skates, on the ice, and having a chance to learn a new skill. Their families attend with them, and they come through the church hall, borrow skates, have lunch and go out to Charles Clark Square. It’s an incredible sight to take in at this interracial, recreational event that removes barriers and invites people to explore their new home. We think of it as ‘building bridges.’”**

**- Art Roth / Skate Program Coordinator, All Saints Church**



# FRAMEWORK GOAL 3

## CONNECTING PEOPLE & NATURE

Help people connect to nature through recreation







# CONNECTING PEOPLE & NATURE

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
3A	<b>SPECIAL EVENTS</b> - Number of <u>picnics</u> that took place in one of the City's picturesque parks and outdoor spaces	163	■ 2% increase from 2016	• Additional marketing/promotions and favourable weather conditions may have contributed to increase
3F	<b>SEASONAL FACILITIES</b> - Number of <u>boaters</u> that docked in our Seasonal or Transient spaces at <b>Lakeview Park Marina</b> through the year	442	■ 2% increase from 2016	• Little change year over year as capacity / season tends to stay the same
3G	<b>SEASONAL FACILITIES</b> - Number of <u>Launch Ramp Passes Sold</u> at Lakeview Park Marina throughout the season	1,376	● NEW Stat for 2016	• Includes day use passes and seasonal ramp passes sold
3B	<b>CULTURE</b> - Number of <u>guests</u> that hopped on board <b>The Art Cart</b> to explore our outdoor sculptures with a guided tour	414	↓ 36% decrease from 2016	• Art Cart underwent repairs • Dieppe construction impacted Art Cart typical route



# CONNECTING PEOPLE & NATURE

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
3E	<b>SPECIAL EVENTS</b> - <u>Percentage</u> of the tonnes of clean recycling material from City events that was diverted away from landfills	<b>80%</b>	■ No change from 2016	<ul style="list-style-type: none"> <li>• Partnership with Essex Windsor Solid Waste Authority (EWSWA)</li> <li>• Majority is from Festival Plaza</li> </ul>

**“I have been a seasonal member since 2004... staff always friendly and helpful.”** - Greg Quinn / Member, Lakeview Park Marina

**“Staff is first class, friendly and ready to serve. Marina is well attended and cared for with all the amenities any boater might require.”** - Glenn Swinton / Member, Lakeview Park Marina

**“Friendly tenants, clean facilities, always updating.”**  
- Don Gelinas / Member, Lakeview Park Marina



# FRAMEWORK GOAL 4



## SUPPORTIVE ENVIRONMENTS

Ensure the provision of supportive physical and social environments that encourage participation in recreation and build strong, caring communities





# SUPPORTIVE ENVIRONMENTS

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
4A	<b>SPECIAL EVENTS</b> - Number of <u>individual Special Events</u> that took place, encompassing <b>687</b> Special Event Days	<b>372</b>	■ 7% increase from 2016	<ul style="list-style-type: none"><li>Increased number of special event days</li></ul>
4N	<b>SEASONAL FACILITIES</b> - Number of <u>unique bookings</u> that were made at our facilities, spaces and sports fields	<b>39,312</b>	■ 5% decrease from 2016	<ul style="list-style-type: none"><li>Stat relatively unchanged</li><li>Weather conditions impact stat</li></ul>
4O	<b>SPECIAL EVENTS</b> - Number of <u>people</u> that attended an event held at one of our facilities, spaces and sports fields (i.e. festivals)	<b>2,510,316</b>	↓ 11% decrease from 2016	<ul style="list-style-type: none"><li>2016 numbers are higher due to major one-time events like FINA and CARHA; did not host in 2017</li></ul>
4P	<b>SPECIAL EVENTS</b> - Number of <u>people</u> that attended one or more of the special events held at Festival Plaza in Downtown Windsor	<b>493,400</b>	■ 2% increase from 2016	<ul style="list-style-type: none"><li>Minimal growth in annual festivals at Festival Plaza; low availability means few new event openings</li></ul>





# SUPPORTIVE ENVIRONMENTS

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
4DD	<b>COMMUNITY CENTRES</b> - Number of <u>staff</u> that have been trained, to date, in <b>High Five</b> , Canada's quality standard for kid's rec and sport	434	■ 5% increase from 2016	<ul style="list-style-type: none"> <li>• Running total of the staff trained; little annual fluctuation expected</li> <li>• Certification for leaders</li> </ul>
4EE	<b>COMMUNITY CENTRES</b> - Number of <u>children</u> that were registered in High Five Recreation Programs over the course of the year	34,449	■ 8% increase from 2016	<ul style="list-style-type: none"> <li>• New programs: before/after school club, specialty camps, etc.</li> <li>• 1st full year CPRC &amp; WFCU Pool</li> </ul>
4FF	<b>COMMUNITY CENTRES</b> - Number of <u>children</u> that were observed in Quest 2 and High Five program evaluations	16,742	▲ 1010% increase from 2016	<ul style="list-style-type: none"> <li>• Incl. private lessons, birthdays</li> <li>• High 5 requested Windsor complete additional evaluations</li> </ul>
4GG	<b>COMMUNITY CENTRES</b> - The <u>average Quest 2 score</u> for our staff (the provincial average is 87%)	92%	■ No change from 2016	<ul style="list-style-type: none"> <li>• Windsor staff average remains above the provincial average</li> <li>• Quest 2 = "train the trainer" certification for program assessors</li> </ul>



# SUPPORTIVE ENVIRONMENTS

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
4W	<b>CULTURE</b> - Number of <u>applications</u> that were submitted to the <b>Arts, Culture + Heritage Fund</b> (ACHF) Program; with <b>36</b> funded	<b>69</b>	■ 8% Increase from 2016	<ul style="list-style-type: none"><li>• Little change in number submitted</li><li>• Fourth year of program; stability</li></ul>
4Y	<b>CULTURE</b> - <u>Amount</u> that was requested in funding for exciting projects that invest in the creative community	<b>\$279,698</b>	■ 9% Increase from 2016	<ul style="list-style-type: none"><li>• Fourth year of program; stability</li><li>• 31% of requested amount was able to be funded within budget</li></ul>
4Z	<b>CULTURE</b> - <u>Amount</u> that was awarded in project funding to local arts, culture + heritage groups or individuals for projects	<b>\$87,200</b>	■ No change from 2016	<ul style="list-style-type: none"><li>• Council-approved fund amount</li><li>• Annual available amount</li></ul>

**“I’m over the moon... Thank you for your work with the ACHF... It is so important to our group and the community.”** - Audra Macintyre / ACHF Recipient





# SUPPORTIVE ENVIRONMENTS

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
4C	<b>CULTURE</b> - Number of <u>people</u> that visited and explored exhibits at Museum Windsor's facilities	24,061	↑ 15% increase from 2016	<ul style="list-style-type: none"> <li>• Includes Chimczuk &amp; Baby House</li> <li>• Increased programming</li> </ul>
4D	<b>CULTURE</b> - Number of <u>guests</u> that attended special events - including lectures, exhibit openings and community events - at the museum	4,946	↑ 19% increase from 2016	<ul style="list-style-type: none"> <li>• Includes Windsor125 Event</li> <li>• Includes Open Streets Event</li> <li>• Includes SESQUI Event</li> </ul>
4F	<b>CULTURE</b> - Number of <u>museum artefacts</u> that were accessible online or onsite; <b>2,053</b> new records were entered in 2017	22,591	■ 10% increase from 2016	<ul style="list-style-type: none"> <li>• Slight change each year</li> <li>• New records entered ongoingly</li> </ul>
4H	<b>CULTURE</b> - Number of <u>School children</u> that visited Museum Windsor to learn about their unique local history through programs	3,042	■ 4% decrease from 2016	<ul style="list-style-type: none"> <li>• Stat relatively unchanged</li> <li>• Program still in infancy at the Chimczuk Museum</li> </ul>





# SUPPORTIVE ENVIRONMENTS

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
4I	<b>CULTURE</b> - Number of <u>people</u> of all ages that toured <b>Willistead Manor</b> during our annual holiday tours	1,680	4% decrease from 2016	<ul style="list-style-type: none"><li>Weekend Tours only</li><li>Canada 150 Restoration Project eliminated weeknight tours</li></ul>
4V	<b>CULTURE</b> - Number of <u>individuals</u> or <u>organizations</u> that partnered with the City on <b>Windsor Sculpture Park</b> programs	8	87% decrease from 2016	<ul style="list-style-type: none"><li>2016 values included the W.A.V.E.S. Festival, which did not occur in 2017</li></ul>
4R	<b>CULTURE</b> - Number of <u>activities</u> , events or programs that took place with the <b>Windsor Sculpture Park</b> (with over <b>5,000</b> participants)	10	New Stat for 2017	<ul style="list-style-type: none"><li>Includes events and activities like Ford City festival, signature city events, social media day, etc.</li></ul>

**"I love the architecture in every room... in most houses like this you can't go into the rooms... here, you can. We have to keep this history alive."**

- Tracy Scott Mueller / Willistead Manor 2017 Holiday Tours Guest





# SUPPORTIVE ENVIRONMENTS

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
4J	<b>CUSTOMER CARE</b> - Number of <u>customers</u> that were able to access goods and services at our <b>Customer Care Centres</b>	15,005	■ 7% increase from 2016	• Bulk Pick-Up added as a new service program in 2017; possible impact on slight increase
4K	<b>CUSTOMER CARE</b> - Number of <u>residents</u> that trusted us to provide licensing for their best canine companions	4,133	▲ 37% increase from 2016	• Service improves in terms of accessibility and promotion of Customer Care centres/services
4L	<b>CUSTOMER CARE</b> - Number of <u>customers</u> that relied on our ticket outlets to help them access external events	1,734	▲ 45% increase from 2016	• Healthy amount of Auto Show, SummerFest and Grand Prix tickets sold each year
4M	<b>SPECIAL EVENTS</b> - Number of <u>couples</u> that 'tied the knot' in our beautiful spaces (indoor and outdoor), with some help from staff	114	■ 10% decrease from 2016	• Possible impact from Canada 150 Infrastructure projects at locations like Willistead Manor



**"I am just writing to thank the City of Windsor yet again for funding the Poets Series. I am just delighted! I am looking forward to this year in the studio, and these funds help... giving me some amazing peace of mind and security as I move forward."**

- Melanie Janisse Barlow / 2017 ACHF Recipient



# FRAMEWORK GOAL 5



## RECREATIONAL CAPACITY

Ensure the continued growth and sustainability  
of the recreation field



## RECREATIONAL CAPACITY

↔ **4** Arenas with **9** pads

↔ **2** Outdoor rinks

↔ **1** Family water park

↔ **4** Indoor pools

↔ **6** Outdoor pools

↔ **1** Public Beach

↔ **255** Marina boat spaces ('slips')

↔ **2** Oval sport fields

↑ **60** Rectangle sport fields

↔ **68** Diamond sport fields

↔ **10** Community Centres

↔ **5** Customer Care Centres

↔ **3** Historically significant facilities

↔ **2** Museum Windsor sites

↔ **100+** Public Art pieces





**"Our family absolutely loved it! Great job, Bright Lights Windsor and all involved in this beautiful display! It is wonderful to have such a happy family event in the city and I am sure each and every year it will grow for families to enjoy! Looking forward to returning next Christmas season!"**

**- Mary Jo Chute Zack / Bright Lights Windsor Guest**

**"It's great to bring life to Windsor all year round. Thanks to all the planners and volunteers, to all the people in this great city. I admire you always."**

**- Maya Mikhael / Bright Lights Windsor Guest**

**"This can only grow! Was amazing! Best part was to see the kids faces and all their excitement! This light show will be in many family photos. Memories for a lifetime."**

**- Carolyn Allman / Bright Lights Windsor Guest**

**"Amazing light show... I was truly amazed at the display. I was also taken aback by how many people were out enjoying... It is great for all ages."**

**- Trish Tofflemire / Bright Lights Windsor Guest**



# RECREATIONAL CAPACITY

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
5P	<b>COMMUNITY CENTRES</b> - Number of <u>people</u> that increased their quality of life by registering for our recreation and culture programs	31,162	■ 6% increase from 2016	<ul style="list-style-type: none"> <li>• New programming</li> <li>• Facilities reopened</li> <li>• Ongoing marketing/promotions</li> </ul>
5R	<b>COMMUNITY CENTRES</b> - Number of <u>different programs</u> that were offered to people across the entire community	3,853	▲ 16% increase from 2016	<ul style="list-style-type: none"> <li>• Increase in available programs possibly tied to reopening of facilities and increased capacity</li> </ul>
5S	<b>COMMUNITY CENTRES</b> - Number of <u>participants</u> that visited us to engage in and explore the programming we offered	304,096	■ 2% increase from 2016	<ul style="list-style-type: none"> <li>• Very slight increase possibly tied to new programming options and reopened facilities</li> </ul>
5QQ	<b>AQUATICS</b> - Number of <u>swim competitions</u> that took place at the <b>Windsor International Aquatic &amp; Training Centre</b>	19	■ 6% increase from 2016	<ul style="list-style-type: none"> <li>• Includes, but is not limited to, FINA Diving World Series, OFSAA, Amanda Reason, Seal Swim Meet</li> </ul>





# RECREATIONAL CAPACITY

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
5KK	<b>CULTURE</b> - Number of <u>student workers</u> specializing in conservation/preservation, who worked on our sculptures/monuments/memorials	5	↓ 17% decrease from 2016	<ul style="list-style-type: none"> <li>Part of the City Council-approved Windsor Sculpture Park Work Plan</li> </ul>
5MM	<b>CULTURE</b> - Number of <u>sculptures</u> , <u>monuments</u> and/or <u>memorials</u> that received a thorough deep clean washing/waxing	105	↑ 21% increase from 2016	<ul style="list-style-type: none"> <li>Pieces are located in the Windsor Sculpture Park and throughout the city</li> </ul>
5XX	<b>CULTURE</b> - Number of <u>New works</u> that were added to the Public Art Collection for the City of Windsor; some are not yet on display	5	● New Stat for 2017	<ul style="list-style-type: none"> <li>Windsor125 Murals</li> <li>Love For All, Hatred for None</li> <li>Tecumseh &amp; Brock Sculptures</li> </ul>
5YY	<b>CULTURE</b> - Number of <u>activities</u> that provided opportunities to educate the public on the sculpture park, conservation and preservation	10	↑ 233% increase from 2016	<ul style="list-style-type: none"> <li>Family Day, TWEPI Staycation, Mayor's Walk, Windsor125, Tembo Wash, Open Streets, etc.</li> </ul>



# RECREATIONAL CAPACITY

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
5FF	<b>CULTURE</b> - Number of <u>events</u> , <u>readings</u> , etc. that were hosted by or involved <b>Windsor's Poet Laureate</b> , drawing hundreds of people	19	↑ 36% increase from 2016	• Poetry at the Manor Vol 5, Writing workshops, high school programs, seniors homes, WSO Concert, etc.
5HH	<b>CULTURE</b> - Number of City Council <u>meetings</u> , City <u>events</u> that featured a reading by Windsor's Poet Laureate; including a Canadian campaign	5	↑ 25% increase from 2016	• Includes National Poetry Month, Windsor125 Events, and City Council appearances
5GG	<b>CULTURE</b> - Number of <u>new works written</u> , including new books published by Windsor's Poet Laureate to celebrate Windsor and its stories	27	↑ 575% increase from 2016	• 13 published in books • 3 published in anthologies • 11 written for 2018 publication
5JJ	<b>CULTURE</b> - Number of <u>new Community Stories</u> added to the Windsor Culture Map's ongoing online collection / archive of Windsor stories	4	↑ 300% increase from 2016	• 25 Windsor Facts, Coat of Arms, Great Canadian Flag Project, and Windsor Snapshots Mural





NORTON PALACE

HÔTEL NORTON

WINDMILL

MOULIN À VENT

## RECREATIONAL CAPACITY

### WHAT WE MEASURE

### OUR RESULTS

### TREND?

### LOOKING DEEPER

**5Z** **CULTURE** - Number of people that visited and explored exhibits at Museum Windsor's premiere site - the Chimczuk Museum

18,032

↑ 21% increase from 2016

- One full year of operation
- Increased programming
- New Membership levels

**5AA** **CULTURE** - Number of groups or individuals that partnered with Museum Windsor on exhibits or projects through the year

14

↓ 44% decrease from 2016

- Less exhibit space open to other groups due to Windsor125 programs / special events

**5CC** **CULTURE** - Number of online page views that provided the public with information on Museum Windsor exhibits, programs, events, etc.

37,688

■ 9% decrease from 2016

- Stat relatively unchanged
- 2nd year of website being established and available

**5DD** **CULTURE** - Number of people, to date, that followed museum-specific social media pages throughout the year

814

↑ 80% increase from 2016

- One full year of social media pages being available
- Increased marketing/promotion



# RECREATIONAL CAPACITY

## WHAT WE MEASURE

## OUR RESULTS

## TREND?

## LOOKING DEEPER

5U

**CULTURE** - Number of communications (includes E-Blasts, PSAs, Advisories, etc.) that went out with rec and culture info

122



28% increase from 2016

- 16 Culture E-Blasts that include a link to reconnectwindsor.ca
- 106 Communications Releases

5V

**COMMUNITY CENTRES** - Number of online page views providing the public with info on rec opportunities; **727,313** for aquatics complex

1,029,296



1% decrease from 2016

- Relatively unchanged stat
- Clients turn to social media more frequently for information

5W

**CULTURE** - Number of online page views providing the public with info on cultural opportunities; **76,946** for celebrating2017.ca

183,245



48% increase from 2016

- Includes all Culture pages
- Includes museumwindsor.ca
- Includes celebrating2017.ca

5Y

**ALL AREAS** - Number of people, to date, that followed our programming info on City-hosted social media pages throughout the year

32,026



30% increase from 2016

- This is a cumulative approx. total
- Difficult to track follows/likes
- Includes YouTube, Facebook, etc.



# RECREATIONAL CAPACITY

In addition to our incredible **29 member SERT Team**, here are just a few of the **many community partners** we work with to provide programming & services...







## TOP PROJECTS IN 2017

### **Bright Lights Windsor**

Inaugural festival of lights at Jackson Park

### **Canada 150**

Parade, Mural Unveiling/Community Celebration

### **Canada 150 Infrastructure Projects**

Transformations at Dieppe, Willistead, etc.

### **Capri Pizzeria Recreation Complex**

Opening and Naming Celebration for new facility

### **Great Canadian Flag Project**

Inaugural flag raising at Windsor's Waterfront

### **Mastercard Memorial Cup (2017)**

Windsor Spitfires Host & Win the Cup at WFCU

### **Open Streets Windsor - Ontario 150**

City-Wide Community Festival and Celebration

### **Sandpoint Beach - Accessibility**

New Accessible features installed at Sandpoint

### **SESQUI Exhibition**

3D Film Experience on Windsor's Waterfront

### **Windsor 125**

Time Capsule Opening & Birthday Celebration



**"We had a great experience! We're from out of town, and we went with 3 adults and 2 kids... We all had a great time! Learned a lot about the area, and there was some amazing things to see. The kids had a blast! Loved the hands on children's stuff and the children's gallery section! We spent over 3 hours there. Highly recommend it to everyone to stop in! Good prices, friendly staff, great way to spend the afternoon!"**

**- Jennifer Hollman / Chimczuk Museum Guest**





# AWARDS & RECOGNITION

Throughout the year, the Recreation and Culture section received awards or was recognized for our facilities and assets, as well as for some of the special events we host or help support.

## **TWEPI - Best Art Gallery or Art Space**

Art Gallery of Windsor

## **TWEPI - Best Community Art Piece**

Windsor Sculpture Park

## **TWEPI - Best Local Attraction - Sports**

WFCU Centre

## **TWEPI - Best Local Festival - Arts & Music**

Art in the Park

## **TWEPI - Best Live Music Space**

Capitol Theatre (Under 1,000 seats)

## **TWEPI - Best Park or Garden**

Ojibway

## **TWEPI - Best Two Wheeled Adventure**

Ganatchio Trail

## **TWEPI - Best Photo Opp**

Willistead Manor

## **PARKS AND RECREATION ONTARIO (PRO) - Appointed 'President-Elect'**

Jan Wilson - Corporate Leader, Parks, Recreation & Culture, and Facilities

## **RUSSELL K. COOPER AWARD - Excellence in Programming**

Museum Windsor Expansion Project

## **WORLD WATERPARK ASSOCIATION AWARD - Best Brochure**

'Make a Splash!' Adventure Bay Family Water Park

## **TRIPADVISOR AWARD - Certificate of Excellence Winner**

Adventure Bay Family Water Park

## **DARNELL CUP - Highest fundraising for drowning prevention initiatives**

Corporation of the City of Windsor - Aquatics section

## **SOUTHWESTERN ONTARIO *in motion* - Outstanding Community Partner**

Corporation of the City of Windsor







**"Wonderful event - thank you to everyone involved." - Joan Charette / Open Streets Windsor Guest**

**"Great day. Lots to see and do!." - Julia Loreto Sullivan / Open Streets Windsor Guest**

**"Very well orchestrated! Thank you to the organizers and all of the volunteers who made today possible. - Tammy Meloche / Open Streets Windsor Guest**



**TELLING OUR STORIES ... SHARING YOURS**

