



2015

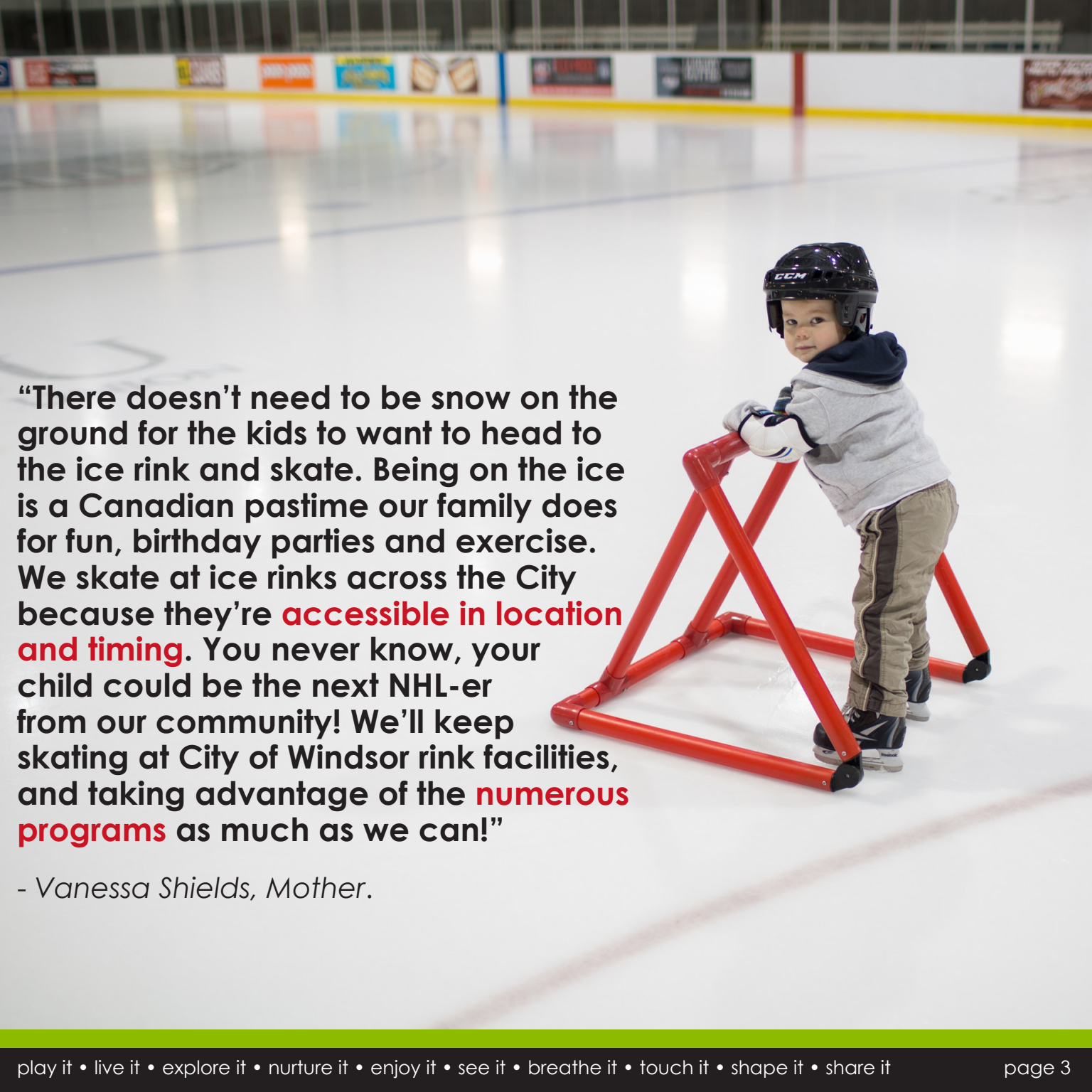
**COMMUNITY
IMPACT REPORT**



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“There doesn’t need to be snow on the ground for the kids to want to head to the ice rink and skate. Being on the ice is a Canadian pastime our family does for fun, birthday parties and exercise. We skate at ice rinks across the City because they’re **accessible in location and timing**. You never know, your child could be the next NHL-er from our community! We’ll keep skating at City of Windsor rink facilities, and taking advantage of the **numerous programs** as much as we can!”

- Vanessa Shields, Mother.



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

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 its neighbourhoods/districts, and encouraging convenient transit/transportation options and excellent service delivery



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

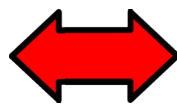
This is the **3rd Edition of The Recreation & Culture Community Impact Report**. As such, we wanted to give some context to the information and statistics captured within this document, and also give readers an idea of whether or not key areas have experienced increases or decreases from 2014 to 2015. 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
2014 to 2015



Decrease from
2014 to 2015



No Significant
Change
2014 to 2015



New stat
for 2015

NOTE: Graphs of six (6) stats, comparing 2013, 2014 & 2015 available on pages 33 - 35



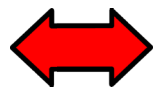
Some Assets & Resources

- ↔ **4** Arenas with 9 pads
- ↔ **3** Historically significant facilities
- ↔ **6** Outdoor pools
- ↔ **1** Public beach
- ↔ **10** Community Centres
- ↔ **5** Customer Care Centres
- ↔ **15,000+** Museum artefacts
- ↔ **1** Family Water Park
- ★ **90+** Public Art Pieces
- ↔ **2** Outdoor Rinks
- ↔ **255** Marina Boat Slips
- ↔ **48** Rectangle sport fields
- ↔ **64** Diamond sport fields



Community Engaged

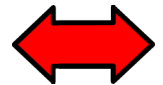
32,438 people increased their quality of life by registering for our rec/culture programs



360 individual Special Events took place encompassing **602** Special Event Days



3,474 different programs were offered to people across the entire community

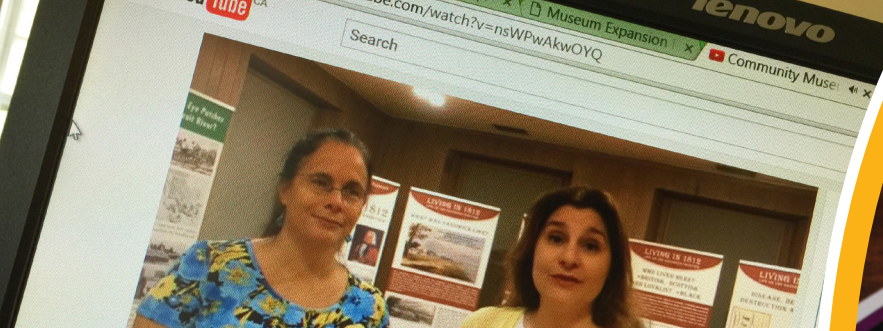


281,108 participants visited us to engage in and explore the programming offered



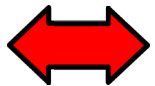
57,382 residents and visitors 'dropped in' to sample some of our programs





Staying Connected

97 communications went out with info on recreation & culture programs & opportunities



752 customers received recreation & culture program info delivered directly to their inbox



1,018,805 online page views provided the public with info on recreation opportunities



80,231 online page views provided the public with info on cultural opportunities



19,517 people followed our programming info on social media platforms





Cultural Heritage Explored

3,718 people visited and explored exhibits at Windsor's Community Museum

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

19,091 museum artefacts were accessible online or onsite; **2,489** new records were entered in 2015

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

3,249 people of all ages toured Willistead Manor during our annual holiday tours





Our Heritage Expanded

60+ individuals and groups consulted on the design content for the Museum Expansion Project

300% increase in square footage for Museum Windsor; up from just 5,600 sq ft. (addition of Chimczuk)

570% increase in square footage for the permanent exhibit on the history of Windsor

85 work days saw the François Baby House closed while expert designers installed new exhibits

30+ media articles (print, online, radio, etc.) gave the public information on the museum project

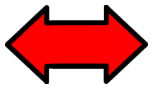




Diverse & Caring

4,543

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



1,633

programs received funding through the Pathway to Potential partnership



\$352,860

was given to assist those in need with accessing recreation programs with Pathway to Potential



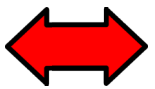
17

external organizations partnered with Pathway to Potential to provide unique experiences



\$74,755

was given by Pathway to Potential to external groups to assist with program delivery costs





Actively Engaged

511 Windsorites joined communities in setting a 6th Guinness World Record for **World's Largest Swim**



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



2,003 skaters took to local ice as part of the **Tim Hortons FREE Skate**



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



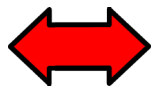
\$135,885 was distributed to Jumpstart applicants to participate in recreation programs

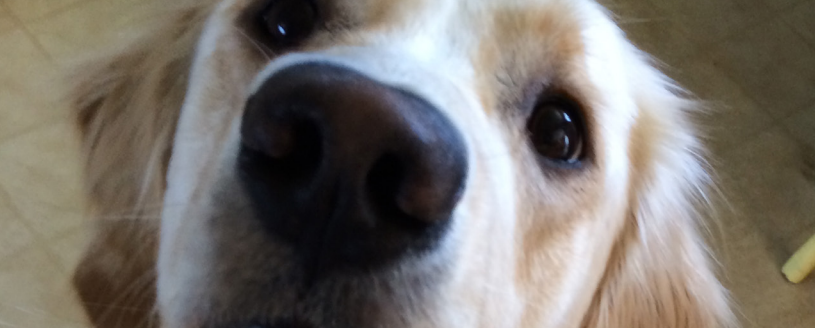




We Are Our Stories

- 12** events, readings, etc. were hosted by or involved **Windsor's Poet Laureate**, drawing **500+** people
- 5** new books were published with the Poet Laureate serving as publisher, editor and/or collaborator
- 3** City Council meetings featured a reading by the Poet Laureate; including as part of a Canadian campaign
- 2** new culture projects were researched and rehearsed, in collaboration with the Poet Laureate
- 6** Community Stories were researched, written and added to our Windsor Culture Map





Satisfied Customers

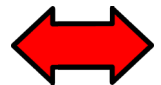
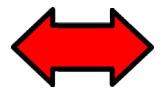
16,912 customers were able to access goods and services at **Customer Care Centres**

6,969 people got where they needed to go using public transit passes and tickets

4,457 residents trusted us to provide licensing for their best canine friends

877 customers relied on our ticket outlets to help them access exciting external events

94 couples 'tied the knot' in our beautiful spaces (indoor or outdoor), with some help from staff



“The patrons... enjoyed the food and the beautiful setting of Willistead Manor... The behind the scenes work really did guarantee that patrons had an exceptional experience... I hope that Willistead Manor will continue to be a partner for our [luncheon series] for many years to come.

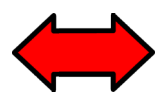
- Anna Galka, University of Windsor School of Dramatic Art



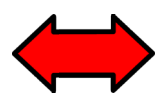


Satisfied Customers

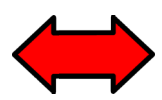
140 picnics took place in one of the City's picturesque parks and outdoor spaces



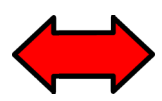
38,794 unique bookings were made at our facilities, spaces, and sports fields



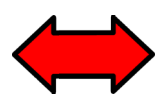
5,909,196 attended an event held at one of our facilities, spaces, and sports fields



2,233,950 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

18 activities, events or programs took place in the Windsor Sculpture Park, with the public invited to attend and participate



20+ individuals or organizations partnered with the City on Windsor Sculpture Park programs



709 watched, viewed or shared videos and photos of Windsor's breathtaking **museum without walls**



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





Preserving A Collection

7 students specializing in artefact conservation & preservation, worked on our sculpture collection



87 sculptures received a thorough deep clean washing and waxing - this conservation and preservation work included some of the monuments and memorials in the collection



1 sculpture - "Composition in Five Elements" was removed, restored, re-painted and re-installed



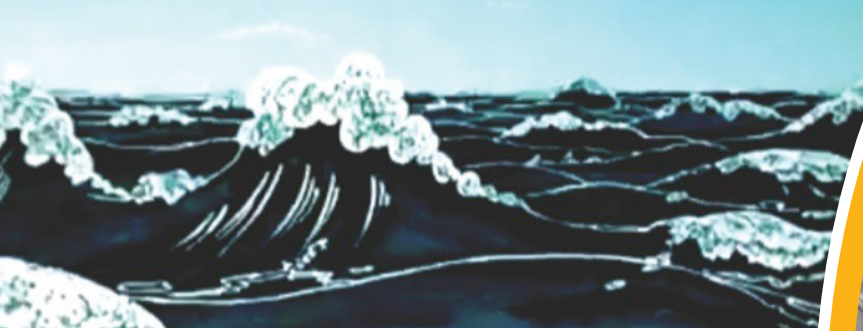
1 community 'wash the sculpture' day took place, educating the public about conservation and preservation techniques. Tembo says "THANKS!"





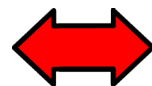
“These past 6 years, I have watched graduations from high school, enrollments to university and college, kids turn into young adults, maturity and growth, and much more in the kids I have been working with. I have also noticed growth in myself while being part of this program... We don’t view it as just a facility where we have a program, but rather as a second home, a safe place in their troubled neighbourhood.”

– Staff Member, SOAR After-school Programs.

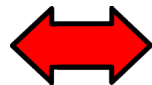


Investing in Culture

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



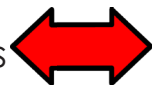
5 respected members of the local arts, culture and heritage community juried all applications



\$281,475 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



39 individual projects were funded through the Arts, Culture + Heritage Fund in its 2nd year





Adventure Continues

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



681,847 residents and visitors learned about Adventure Bay & WIATC offerings through online pageviews



170 lifeguards are trained to provide service in a water park setting



129,471 visitors dove into the adventure by exploring the **Adventure Bay Family Water Park**



6,609 people attended birthday celebrations at Adventure Bay





Growing Our Family

1,150 people bought a Membership to the water park, with **16,477** member visits in 2015



3,649 people bought a WIATC (Aquatics & Fitness) Membership, with **68,120** member visits in 2015



7,033 visits occurred throughout the year at Cannon Cove - our dry play place at Adventure Bay



11,322 visitors attended Adventure Bay Family Water Park as part of a group



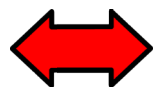
2,963 water park visits were subsidized through Pathway to Potential, with **\$40,560** assisting those in need





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



1,028 skaters borrowed from **900** pairs of used skates at All Saints Church, and got active on local ice



138 hockey helmets were borrowed from All Saints Church, our program partner



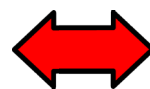
258 meals of soup, fruits, and vegetables were served from All Saints Church, by **27** volunteers





Who We Impact

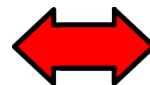
6 local school groups visited our outdoor rinks to participate in free-skate programming



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



14,194 children were registered in High Five Rec Programs over the course of the year



1,378 kids were observed in Quest 2 and High Five evaluations



88% is the average Quest 2 score for our staff (the provincial average = 79.8%)






Who We Impact

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

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

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

80% of the 5 tonnes of diverted clean recycling material was from City of Windsor events, with the majority coming from Festival Plaza 

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



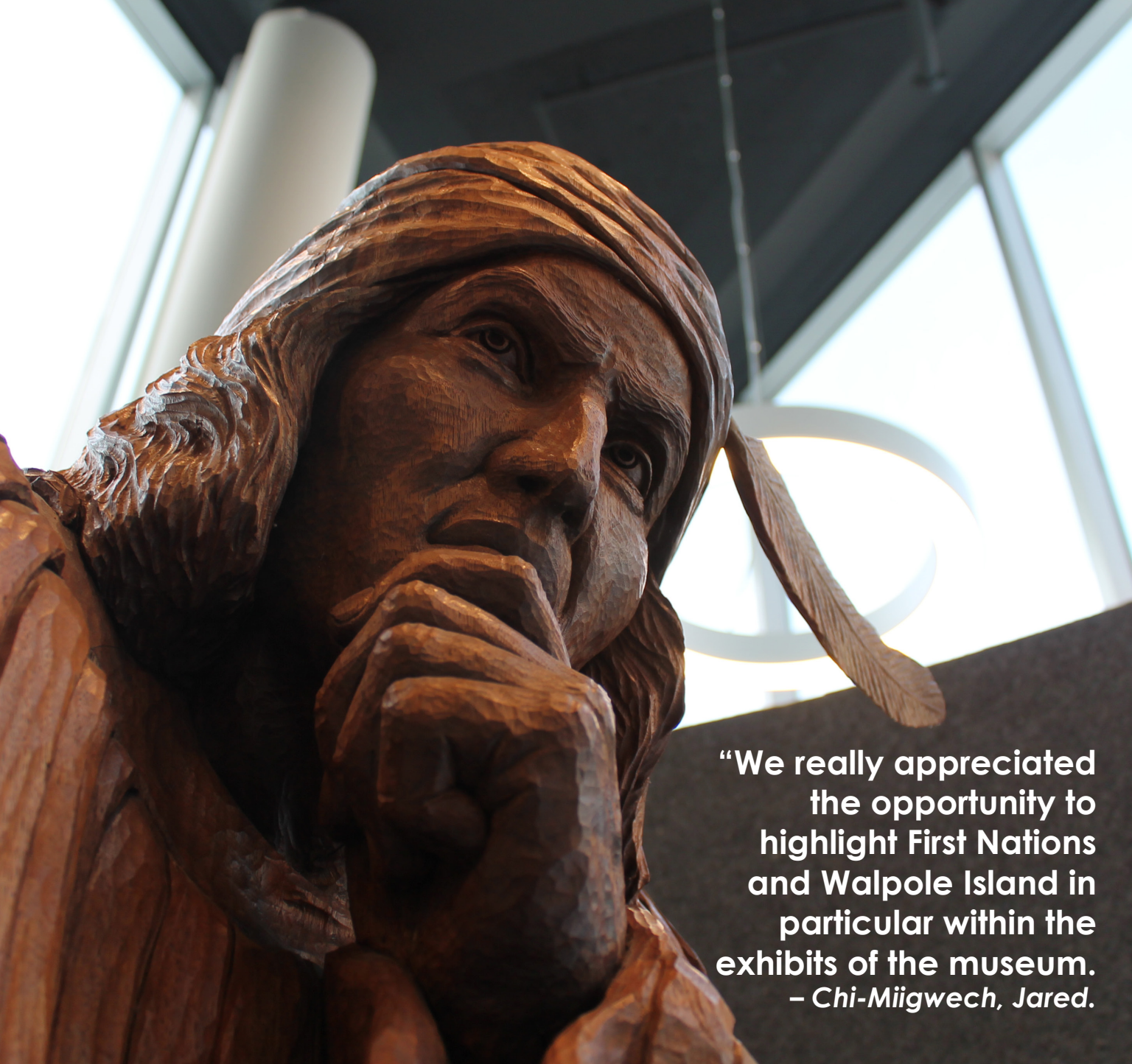
In Their Own Words

“Thank you for your prompt reply about the elephant wash. Our visitors from Australia enjoyed themselves and took many pictures. They told friends that while visiting Canada they washed elephants... What a fun afternoon.”

- Fran de Lauw, 'Tembo Sculpture Wash' Participant

“Our drum beats have engaged young and old alike with a diverse cultural background... Many who thought that they could not play have joined in and experienced a sense of well being... a shared love of music and ability to contribute.” - Tea Jai Travis, ED, The Bloomfield House, ACHF Grant Recipient

“I wanted to sincerely thank you for all of your hard work over the past year to pull off what was an amazing celebration for the torch relay!... We truly appreciate the incredible hospitality from Windsor in welcoming the Pan Am flame.” - Laura Black, Advance Manager, Torch Relay, Toronto2015



**“We really appreciated the opportunity to highlight First Nations and Walpole Island in particular within the exhibits of the museum.
– Chi-Miigwech, Jared.**



2015 Top Ten Projects

- 1** **WIATC Competition Hosting**
11 Total Water Events; 3 Major Events
- 2** **Museum Expansion Project**
Construction & Exhibit Designs
- 3** **Lakeview Park Marina**
Major Renovation Project
- 4** **Arts, Culture + Heritage Fund**
Administered 2 ACHF intakes, awarding \$87,200 in project grants to 39 projects
- 5** **Strategic Planning Support**
Library Expansion; Parks Master Plan; 20 Year Vision; Downtown Revitalization
- 6** **Host City Selection**
Successfully hosted the Ontario Museum Association (OMA) annual conference
- 7** **Host City Selection**
Successfully hosted the Pan Am Torch Relay in the downtown core
- 8** **New Pool Preparation**
Groundbreaking on the East End Pool
- 9** **Awards & Recognition**
Many awards, incl. Darnell Cup for highest level of fundraising for municipality this size
- 10** **Ministry Funding for Oakwood CC**
Received extra funding to expand the bi-lingual after-school program to Oakwood

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



Awards & Recognition

Throughout the year, the Recreation and Culture Department received awards or was recognized for our facilities and assets, as well as for some of the special events we help support. Our **2015 awards and recognition** include:

Best of Windsor Essex Tourism Awards

Best Farmers Market

Downtown Windsor Farmers Market

Best Festival

Ford Fireworks / Summerfest

Best Theatre

The Capitol Theatre and Arts Centre

Best Architecture Hot Spot

Willistead Manor

Best Community Art Piece

'Tembo'

Best Independent Art Event

Art In The Park

Best Public Park or Garden

Windsor Riverfront

Best Water Activity or Water Sports Spot

Adventure Bay Family Water Park

Other Awards and Recognition

Best Billboard - World Water Park Association

"Water You Doing?" Adventure Bay

Best Website - World Water Park Association

www.adventurebay.ca

Certificate of Excellence - TripAdvisor.ca

Adventure Bay Family Water Park

Darnell Cup

Awarded for the highest level of fundraising for a municipality of our size that goes towards drowning prevention initiatives





“... my wife became distressed and disoriented in the pool... She fainted in the water. Thank you to the staff of [Adventure Bay Family Water Park](#) who came to our aid... The lifeguards who assisted her during her time of need were professional and well trained. What could have been a bad situation was minimized by their quick action. Thank you...”

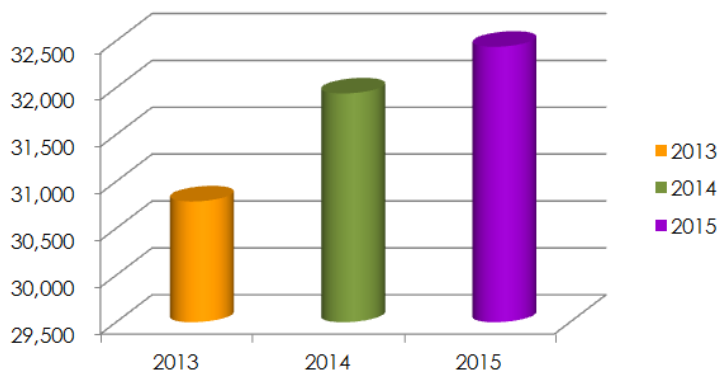
- Roy Bolvin, Adventure Bay Family Water Park Customer



A Different View

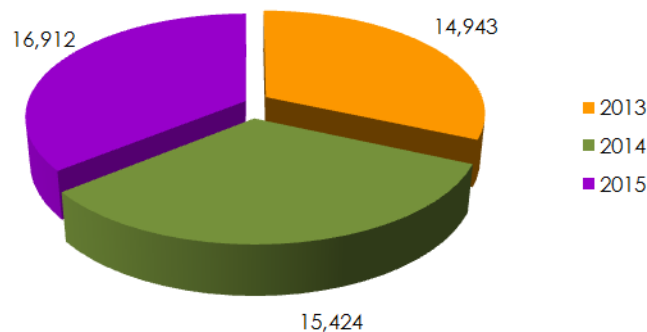
Number of people who increased their quality of life by registering for our recreation and/or culture programs

Program Registrations



Number of customers who were able to access goods and services at one of our Customer Care Centres

Customer Care Transactions

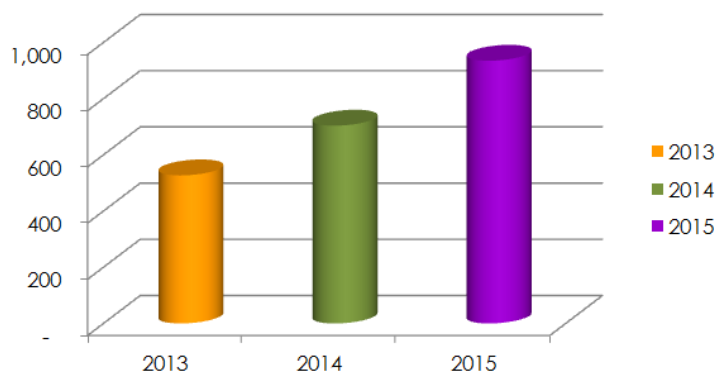




A Different View

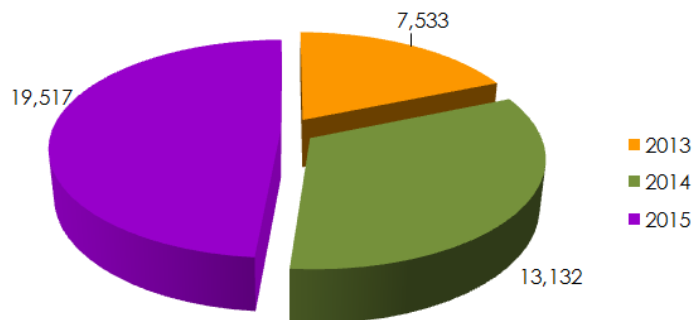
Number of Children who participated in recreation programs through Canadian Tire's JumpStart

Jumpstart Participation



Number of people who followed our programming info on social media platforms like Twitter, Facebook, YouTube, Flickr, etc.

Social Media Engagement

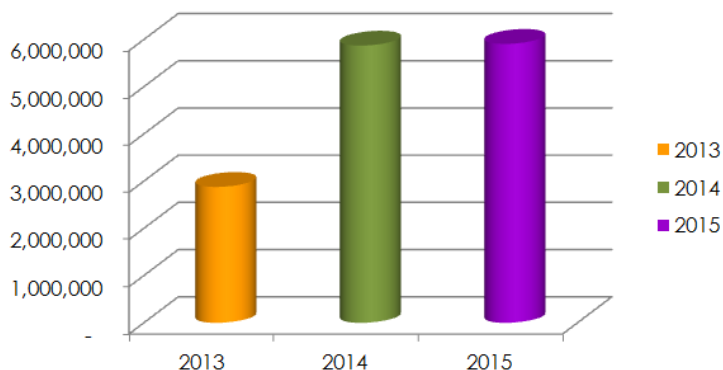




A Different View

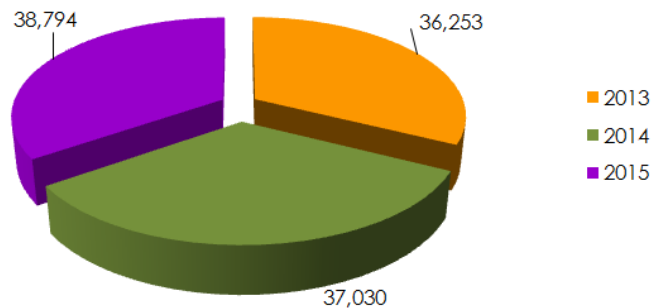
Number of people who attended an event held at one of our facilities, spaces and sports fields

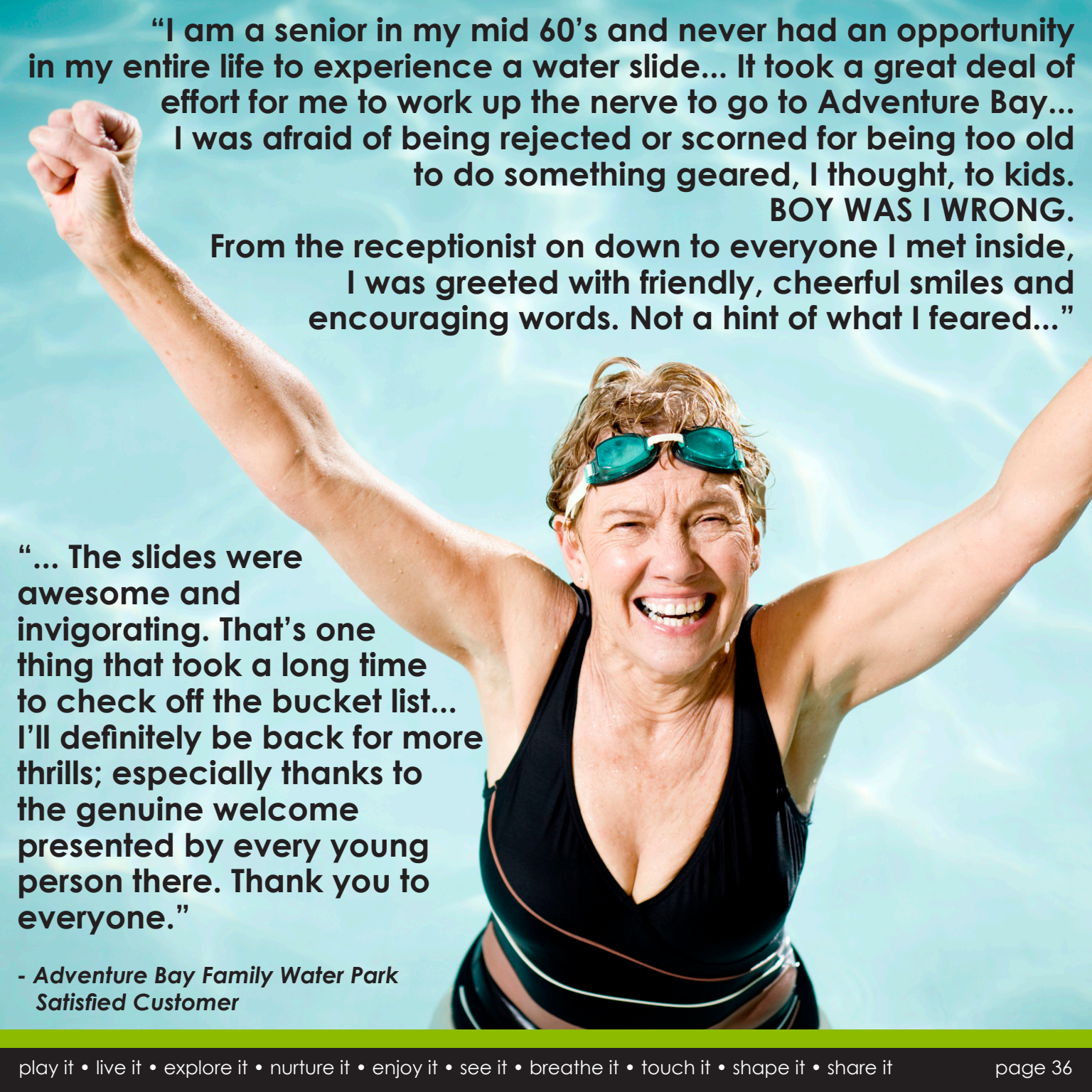
Special Events Attendees



Number of unique bookings made at our facilities, spaces, and sports fields

of Unique Bookings at Sports Fields, Spaces and Facilities





“I am a senior in my mid 60’s and never had an opportunity in my entire life to experience a water slide... It took a great deal of effort for me to work up the nerve to go to Adventure Bay... I was afraid of being rejected or scorned for being too old to do something geared, I thought, to kids.

BOY WAS I WRONG.

From the receptionist on down to everyone I met inside, I was greeted with friendly, cheerful smiles and encouraging words. Not a hint of what I feared...”

“... The slides were awesome and invigorating. That’s one thing that took a long time to check off the bucket list... I’ll definitely be back for more thrills; especially thanks to the genuine welcome presented by every young person there. Thank you to everyone.”

**- Adventure Bay Family Water Park
Satisfied Customer**



Growth In Partnerships

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





Teamwork

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 Family Aquatic Complex & Aquatic Services |

2015 Community Impact Report Project Team

| | |
|------------------------------|--|
| Project Lead | Cathy Masterson |
| Stats Research/Analysis Lead | Tam Nguyen, and Christopher Lawrence Menard (Support) |
| Layout & Design Lead | Christopher Lawrence Menard |
| Stats and Photo Support | Carolanne Smith, Pam Labute, Jen Knight, Ray Mensour, Michael Chantler, Dave Campbell, Jodi Wood, Karen Cedar, Heather Ouimet, Scott Bisson, Trese MacNeil, Cristina Fallone, Mike Taylor, Andrea Gignac, Jim Golab, Barry Ouellette, Cory Elliott, Janet Colvin-Sharpe, Kenn Little, Jason Moore, Dominic Carlone, Greg Rusk, Madelyn Della Valle, Heather Colautti, Hugh Barrett, Craig Capacchione, Melissa Phillips, Nada Tremblay, Veronica Samek, Merry Ellen Scully Mosna, Elaine Johnson, Kelly Finlay, Shelsie Tunks, Jude Malott, Rosh Opacic, Joey Acott, Steven Kriemadis, Dalson Chen and E. Meleg |

see it breathe it touch it shape it share it

