

recreation & culture

2016

COMMUNITY IMPACT REPORT

 THE CITY OF
WINDSOR
ONTARIO, CANADA



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A high-angle, slightly blurred photograph of a person in a black outfit standing on a paved surface. The person is wearing a headpiece or mask with colorful streamers (red, green, blue, yellow) attached. A large, shiny blue balloon is attached to their back. Several children are visible around them, some reaching out. The scene appears to be an outdoor festival or event.

“w.a.v.e.s is the best thing I’ve seen in the Windsor Sculpture Park.”

- **Nadja Pelkey / Festival attendee**

“This festival is a great way to get young people interested in science, technology, engineering and mathematics (STEM).”

- **Kevin Grant / Festival attendee**

“Funding for cultural events makes Windsor a stronger destination for tourists, increases quality of life for residents and helps professional artists make a living in their own community.”

- **Mark Lefebvre, Stilt Guys / participant.**



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!**



OUR REACH

5 SERVICE AREAS

- 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

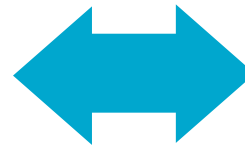
This is the **4th Edition of The Recreation & Culture Community Impact Report**. As such, we wanted to give some context to the information and statistics captured within this document, and also give readers an idea of whether or not key areas have experienced increases or decreases from 2015 to 2016. 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:



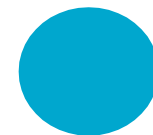
Increase from
2015 to 2016



Decrease from
2015 to 2016



No Significant
Change
2015 to 2016



New stat
for 2016

NOTE: Graphs of two (2) stats, comparing past years on page 41.

FRAMEWORK GOAL 1



ACTIVE LIVING

Foster active living through physical recreation



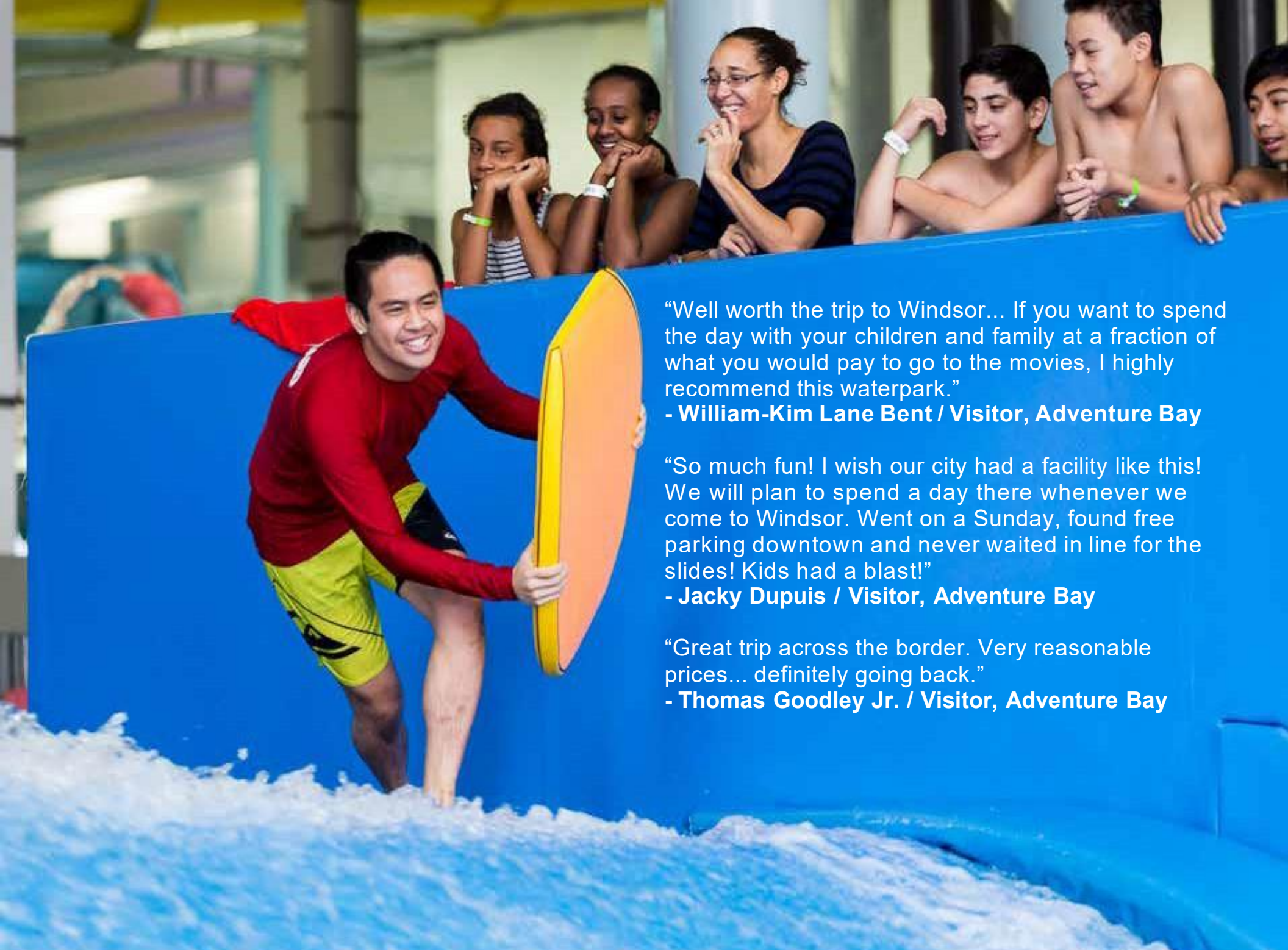
COMMUNITY ENGAGED

TREND?	OUR RESULTS	WHAT WE MEASURE	LET'S LOOK DEEPER
↑	89,522	Residents and visitors 'dropped in' to sample some of our programs.	<ul style="list-style-type: none"> • New community pool at WFCU • Evolving programs at water park
↔	19,057	hours were filled by healthy, active sport lovers from 72 organizations playing on our sports fields.	<ul style="list-style-type: none"> • Some restructuring of fields • Weather conditions (i.e. tornado) also impact this statistic
●	830	students (682 Grade 3s, and 148 Grade 7s) took part in Swim to Survive aquatic safety events.	<ul style="list-style-type: none"> • Participating in program since 2008 with Grade 3s; Grade 7s added in 2016 • Aligns with active living goals
↓	312	skaters and 6 school groups participated in free-skate programs like Tim Hortons FREE Skate .	<ul style="list-style-type: none"> • Tim Hortons reduced funding • Impact on programs across Canada
●	558	Windsorites participated in public swim events promoting aquatics and healthy, active living.	<ul style="list-style-type: none"> • Summer Swim Classic XXIII • World's Largest Swim



COMMUNITY ENGAGED

TREND?	OUR RESULTS	WHAT WE MEASURE	LET'S LOOK DEEPER
↓	758	people bought a Membership to the Adventure Bay Family Water Park, with 10,312 member visits in 2016	<ul style="list-style-type: none"> • City Council has addressed this with new membership levels in 2017
↔	3,500	people bought a WIATC (Aquatics & Fitness) Membership, with 73,071 member visits in 2016	<ul style="list-style-type: none"> • City Council has addressed this with new membership levels in 2017 • New partnership with St. Clair College
↓	109,085	visitors dove into the adventure by exploring the Adventure Bay Family Water Park	<ul style="list-style-type: none"> • Council has addressed this through adjustments to operating hours
↑	13,311	visitors attended Adventure Bay Family Water Park as part of a group	<ul style="list-style-type: none"> • Increased marketing and promotions • Ongoing campaigns to increase community use of facility / programs
↔	7,444	visits occurred throughout the year at Cannon Cove - our dry play place at Adventure Bay	<ul style="list-style-type: none"> • Continues to be a popular destination for dry land play at the water park



“Well worth the trip to Windsor... If you want to spend the day with your children and family at a fraction of what you would pay to go to the movies, I highly recommend this waterpark.”

- William-Kim Lane Bent / Visitor, Adventure Bay

“So much fun! I wish our city had a facility like this! We will plan to spend a day there whenever we come to Windsor. Went on a Sunday, found free parking downtown and never waited in line for the slides! Kids had a blast!”

- Jacky Dupuis / Visitor, Adventure Bay

“Great trip across the border. Very reasonable prices... definitely going back.”

- Thomas Goodley Jr. / Visitor, Adventure Bay

FRAMEWORK GOAL 2

INCLUSION & ACCESS

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





DIVERSE & CARING

TREND?



OUR RESULTS

3,458

WHAT WE MEASURE

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

LET'S LOOK DEEPER

"I have been given the opportunity to watch young children grow into kind and caring members within their communities... reach their full potential and obtain goals that they never thought possible..."

-Instructor / SOAR After-school Program

- We have an approved budget for P2P funding for programming which has been fully utilized each year.
- When we reach the budget limit, we are authorized to accept more applications with additional funding (if available) from Community Development and Health Services, after which, applications are suspended for the balance of the year
- The process for determining P2P eligibility requirements changed in 2016, resulting in some applicants no longer qualifying for funding.



18

external organizations partnered with Pathway to Potential to provide unique experiences

- The number of organizations working with Pathway remained static



\$113,088

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

- Slightly less funding was requested than in previous years; with eligibility requirements also impacting this stat



DIVERSE & CARING

TREND?	OUR RESULTS	WHAT WE MEASURE	LET'S LOOK DEEPER
↔	215	youth took part in after-school recreation programs through SOAR	<ul style="list-style-type: none"> • Increased marketing / promotions • Increased program awareness
↔	1,029	children participated in recreation programs through Canadian Tire's Jumpstart	<ul style="list-style-type: none"> • Lower funding requests in 2016 • Allowed for additional registrations
↔	\$125,212	was distributed to Jumpstart applicants to participate in recreation programs	<ul style="list-style-type: none"> • This funding program, like Pathway to Potential, helps remove barriers to allow clients to be healthy and active
↑	3,285	water park visits were subsidized through Pathway to Potential, with \$43,240 assisting those in need	<ul style="list-style-type: none"> • Increased marketing / promotions • Increased program awareness
↔	7,429	people got where they needed to go using public transit passes and tickets	<ul style="list-style-type: none"> • External Providers (i.e. Shoppers) no longer provided this service. • Clients continue to turn to the City



DIVERSE & CARING

TREND?	OUR RESULTS	WHAT WE MEASURE	LET'S LOOK DEEPER
↔	200	youth learned skating and hockey skills through participation in the Knobby's Kids program	<ul style="list-style-type: none"> This program is dependent upon volunteers and favourable weather
↔	3,500	skaters of all ages used their newly acquired skills to skate Lanspeary Park	<ul style="list-style-type: none"> This program is dependent upon favourable weather
↔	900	skaters borrowed from 900 pairs of used skates, and borrowed 80 hockey helmets at All Saints Church to get active on local ice	<ul style="list-style-type: none"> This program is dependent upon favourable weather
↔	280	meals of soup, fruits, and vegetables were served from All Saints Church, by 25 volunteers	<ul style="list-style-type: none"> This program is dependent upon volunteers and favourable weather



“A man showed up with photos of his three kids dressed in the hockey equipment from Knobby’s Kids, and he said: ‘My three kids learned how to skate in your program, and then they went on to Knobby’s Kids’.”

**- Art Roth / Skate Program Coor.
All Saints Church**

“Dozens of Syrian refugees came to our program this year. It was their first time on skates, and their first time on ice, and they learned to skate on our ice. Many came back again and again. On Saturday afternoons, we had a ‘Newcomer Skate’, and kids and their families came through the church hall, borrowed skates, had lunch, went out to Charles Clark Square, and we passed out flags. It was a great, interracial, recreational event.”

**- Art Roth / Skate Program Coor.
All Saints Church**

FRAMEWORK GOAL 3



CONNECTING PEOPLE AND NATURE

Help people connect to nature through recreation



IN TOUCH WITH NATURE

TREND?



OUR RESULTS

160

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

WHAT WE MEASURE

LET'S LOOK DEEPER

- Additional marketing and promotions and favourable weather conditions may have contributed to increase



434

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

- Some 'transient' became 'seasonal'
- Previous years, 2 transient spots were rented multiple nights to different boaters; in 2016, only one boat could occupy each spot for entire season



645

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

- Additional marketing and promotions
- Includes riders during w.a.v.e.s. festival



80%

of the # tonnes of clean recycling material diverted away from landfills came from City of Windsor events; majority coming from Festival Plaza

- This is a partnership project between City of Windsor and Essex Windsor Solid Waste Authority (EWSWA)

“All of these features [arts, culture and heritage] get people outside, walking/cycling and interacting and sharing with their fellow residents. It can lead to stronger ties in the community where people can understand and appreciate the diversity of others.”

- Survey Response / Culture Survey 2016



FRAMEWORK GOAL 4



SUPPORTIVE ENVIRONMENTS

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



SPACE TO PARTICIPATE

TREND?



OUR RESULTS

474

WHAT WE MEASURE

individual **Special Events** took place encompassing **633** Special Event Days

LET'S LOOK DEEPER

- Increase with Sports Tourism Events
- i.e. CARHA, Hometown Hockey, FINA



41,483

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

- New spaces, facilities were available
- i.e. Chimczuk Museum, WFCU Community Centre Pool (WFCU Pool)



3,534,980

attended an event held at one of our facilities, spaces, and sports fields (i.e. FINA, CARHA, UofW Pole Vault, Downtown Windsor Farmers' Market)

- There has been an increase in the number of large-scale community and private special events held



2,151,800

attended one or more of the special events held at Festival Plaza in Downtown Windsor

- No significant change.
- Estimate based on event formulas



29

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

- This is a set number and includes
- Members include Police, Fire, EMS, Public Works, Risk Management, etc.



A REAL IMPACT

TREND?

OUR RESULTS

WHAT WE MEASURE

LET'S LOOK DEEPER



414

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

- This is a running total of the number of staff trained; little fluctuation expected



17,839

children were registered in High Five Recreation Programs over the course of the year

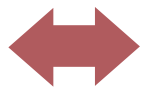
- Increased awareness of program
- New facilities open (i.e. WFCU Pool)



1,508

kids were observed in Quest 2 and High Five program evaluations

- Participation did increase slightly as a result of private lessons and birthday parties being included (as required)



92%

is the average Quest 2 score for our staff (the provincial average = **85%**)

- Windsor staff average remains well above the provincial average



INVESTING IN CULTURE

TREND?

OUR RESULTS

WHAT WE MEASURE

LET'S LOOK DEEPER



64

applications were submitted to the **Arts, Culture + Heritage (ACHF) Program**; with **33** funded

- Little change in number submitted
- Third year of program; stability



\$255,577

was requested in funding for exciting projects that would invest in the creative community

- Little change in amount requested
- Third year of program; stability



\$87,200

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

- Static number
- This is the annual available amount



3

Mayor's Arts Awards were presented; to an artist, and arts organization, and an arts volunteer

- Static number of awards
- Currently available every other year



CULTURE EXPLORATIONS

TREND?	OUR RESULTS	WHAT WE MEASURE	LET'S LOOK DEEPER
↑	40	activities, events, programs took place in (or partnered with) Windsor Sculpture Park with public participation (w.a.v.e.s. 2016 drew 3,000+ people)	<ul style="list-style-type: none"> • 2016 tracked w.a.v.e.s. installations • Festival did not happen in 2015 and is not scheduled for 2017
↑	60+	individuals or organizations partnered with the City on Windsor Sculpture Park programs	<ul style="list-style-type: none"> • 2016 tracked w.a.v.e.s. installations • Festival did not happen in 2015 and is not scheduled for 2017
↑	2,718	watched, viewed or shared videos and photos of Windsor's breathtaking museum without walls	<ul style="list-style-type: none"> • w.a.v.e.s. Festival videos widely viewed • Festival did not happen in 2015 and is not scheduled for 2017
↓	1,750	people of all ages toured Willistead Manor during our annual holiday tours	<ul style="list-style-type: none"> • One less tour night than 2016 • Two tour dates had snowstorms that resulted in less attendees
↑	35	heritage sites opened their doors to the public for Doors Open 2016	<ul style="list-style-type: none"> • 7 City sites open (3 @ Willistead, 3 @ Museum Windsor, and City Hall) • Event every other year (not in 2015/17)



MUSEUM ENGAGEMENT

TREND?

OUR RESULTS

WHAT WE MEASURE

LET'S LOOK DEEPER



20,928

people visited and explored exhibits at Museum Windsor facilities

- Includes Chimczuk and Baby House
- Almost a full year for Chimczuk



4,161

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

- First year for Chimczuk Museum
- Includes Grand Opening events



20,538

museum artefacts were accessible online or onsite; **1,447** new records were entered in 2016

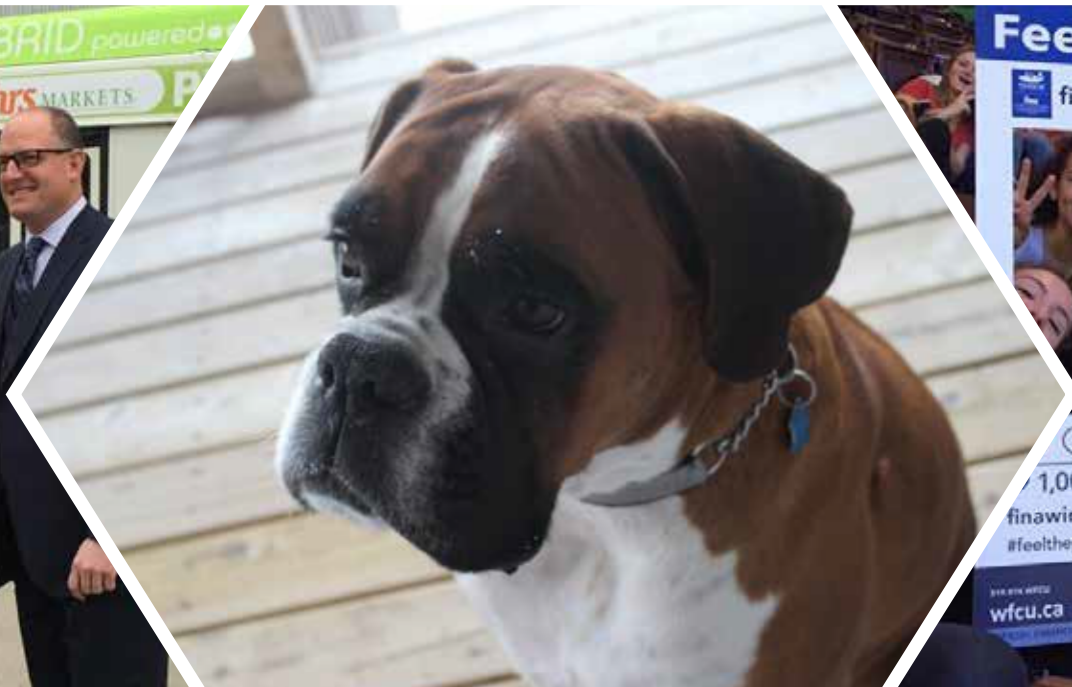
- Little change each year
- New records entered ongoingly



3,176

school children learned about their unique local history through museum programs

- First year for Chimczuk Museum
- Large increase in available programs



SATISFIED CUSTOMERS

TREND?	OUR RESULTS	WHAT WE MEASURE	LET'S LOOK DEEPER
↓	13,979	customers were able to access goods and services at our Customer Care Centres	<ul style="list-style-type: none"> Online resources impact this number
↓	3,008	residents trusted us to provide licensing for their best canine friends	<ul style="list-style-type: none"> The price of dog tags went up by \$2 in 2016; possible impact on this number
↑	1,194	customers relied on our ticket outlets to help them access exciting external events	<ul style="list-style-type: none"> Auto Show saless were significant SummerFest sales were significant
↑	126	couples 'tied the knot' in our beautiful spaces (indoor or outdoor), with some help from staff	<ul style="list-style-type: none"> Increase in marketing and promotions Improvements in outdoor spaces



"I just want to take the time to thank you again for your incredible efforts to affect our arts community in such a positive way. And again thank you for this [ACHF] grant of \$1,000.00. You guys are making a real positive difference in this world.

- Ian Smith / ACHF Grant Recipient

"The Arts, Culture and Heritage Fund is an essential resource for artists in the City of Windsor. It is so desperately needed in Windsor. It enabled me to do part of something that others told me would be impossible to do. I still have tons of work to do, but the ACHF fund was literally part of the initial fuel to get the vehicle moving out of the wilderness after sitting in decay for 40 years."

- Survey Response / ACHF Recipient

FRAMEWORK GOAL 5



RECREATION CAPACITY

Ensure the continued growth and sustainability of the recreation field



ASSETS AND RESOURCES

- | | |
|---|-----------------------------|
| ↔ 4 Arenas with 9 pads | ↔ 1 Family water park |
| ↔ 3 Historically significant facilities | ↔ 90+ Public Art pieces |
| ↔ 6 Outdoor pools | ↔ 2 Outdoor rinks |
| ↔ 1 Public beach | ↔ 255 Marina boat slips |
| ↔ 10 Community Centres | ↔ 48 Rectangle sport fields |
| ↔ 5 Customer Care Centres | ↔ 64 Diamond sport fields |
| ↑ 2 Museum Windsor sites | ↑ 4 Indoor Pools |



“I want to thank you for extending such warm hospitality to us in the Crew of the USS DETROIT (LCS 7) during our recent port call in your magnificent City. The week’s activities gave my Crew a splendid time period in which to recharge and enjoy all that Windsor has to offer, and the welcome reception was superb. It was remarkable in every regard and made us feel at home... We hope for the opportunity to visit the great City of Windsor again soon...”

**- Commander Michael P. Desmond
Captain, USS Detroit**





BUILDING COMMUNITY

TREND?

OUR RESULTS

WHAT WE MEASURE

LET'S LOOK DEEPER



29,411

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

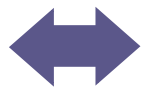
- Very slight decrease due to WFCU Pool construction, and Oakwood closure / work on SWRC



3,317

different programs were offered to people across the entire community

- Very slight decrease due to facility restructuring (New WFCU Pool and Oakwood move to SWRC)



298,926

participants visited us to engage in and explore the programming offered

- Very slight increase possibly linked to new amenities (i.e. WFCU Pool) and positive economic growth



18

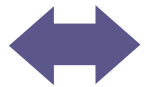
swim competitions took place at the Windsor International Aquatic & Training Centre

- Including FINA/MVC Dive World Series, WAC, WECSSA, SWOSSA, among others



PRESERVING A COLLECTION

TREND?



OUR RESULTS

WHAT WE MEASURE

LET'S LOOK DEEPER

6

students specializing in artefact conservation and preservation, worked on our sculptures, monuments and memorials collection

- Part of the City Council-approved Windsor Sculpture Park Work Plan

87

sculptures, monuments and/or memorials received a thorough deep clean washing and waxing

- Pieces are located in the Windsor Sculpture Park and throughout City

6

sculptures were removed, restored, re-painted and re-installed throughout the year

- 'Anne', 'Eve's Apple', 'Morning Flight', 'Obelisk', 'Space Plough II', and 'Three Fates'

3

activities took place to educate the public about conservation and preservation techniques

- 'Tembo Wash Day', 'Open Streets', and a Ford City Arts and Heritage Festival



WE ARE OUR STORIES

TREND?



OUR RESULTS

14

WHAT WE MEASURE

events, readings, etc. were hosted by or involved **Windsor's Poet Laureate**, drawing **850+** people; and the **A Group of Seven Poet Laureate**-led project to mark Windsor's 125th Birthday in 2017 was designed, developed and launched

LET'S LOOK DEEPER

- Poetry at the Manor - Vol 4
- USS Detroit Welcome Ceremony
- UofW Publishing Course Book Launch
- Academie Ste. Cecile Literary Project



5

City Council meetings / City events featured a reading by the Poet Laureate; including a Canadian campaign

- Including National Poetry Month, USS Detroit, and the Chimczuk Museum Ribbon-Cutting



CHIMCZUK MUSEUM - YR 1

TREND?

OUR RESULTS

WHAT WE MEASURE

LET'S LOOK DEEPER



14,929

people visited and explored exhibits at Museum Windsor's brand new Chimczuk Museum

- Facility first year of operation
- Almost one full year (opened in Feb)



25

groups or individuals partnered with Museum Windsor on exhibits / projects through the year

- Facility first year of operation
- New partnership possibilities due to new exhibition space and resources



18

new museum exhibits / exhibitions were presented to the public through the year

- Facility first year of operation
- New exhibition possibilities due to increased space



41,376

online page views provided the public with info on Museum Windsor exhibits, programs, etc.

- Facility first year of operation
- Launch of www.museumwindsor.ca



452

people, to date, followed new museum-specific social media pages (beginning in December)

- Facility first year of operation
- New Museum Windsor Facebook page; total followers "to date"



STAYING CONNECTED

TREND?	OUR RESULTS	WHAT WE MEASURE	LET'S LOOK DEEPER
↔	95	communications went out with info on recreation & culture programs & opportunities	<ul style="list-style-type: none"> • 20 Culture E-Blasts • 75 Communications / PSAs, Advisories and News Releases
↔	721	customers received culture program info delivered directly to their in-box; updates included a link to reconnectwindsor.ca for recreation information	<ul style="list-style-type: none"> • Info on Culture, Museum Windsor, Windsor Sculpture Park, Willistead Manor, ACHF, Recreation, etc.
↔	1,044,289	online page views provided the public with info on recreation opportunities; 675,610 for Adventure Bay and WIATC	<ul style="list-style-type: none"> • Includes all Recreation pages, including WIATC page • Includes Adventure Bay website
↑	123,694	online page views provided the public with info on cultural opportunities	<ul style="list-style-type: none"> • Includes all Culture pages • Includes new museumwindsor.ca
↑	24,647	people followed our programming info on social media platforms	<ul style="list-style-type: none"> • City of Windsor social media • Adventure Bay social media • Facebook, Twitter, YouTube, etc.

GROWTH IN PARTNERSHIPS

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





2016 TOP TEN PROJECTS

- 1** **Chimczuk Museum Opening**
2 Travelling Exhibits in 2016
- 2** **South Windsor Rec Centre**
Soft Opening - to open in 2017
- 3** **CARHA Hockey Event**
Sports Tourism Initiative
- 4** **FINA Short Course**
Sports Tourism Initiative
- 5** **USS Detroit LCS-7**
Historic Visit; 1st international port visit for a NEW US military ship
- 6** **JumpStart Festival**
First of its kind
- 7** **w.a.v.e.s. Festival**
2nd multi-media sculpture park festival
- 8** **Open Streets**
Community Engagement Initiative
- 9** **Cultural Summit**
Community Engagement Initiative
- 10** **WFCU Centre Community Pool**
WFCU opens a new community pool in connection with the FINA events

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 **2016 awards and recognition** include:



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.



“Since I moved to Windsor (10 yrs ago) I have been SO impressed by the number of artists (all fields) and writers. Windsor needs to be known for their artists and their creativity... But to create, artists need to receive funds. Funds like ACHF are so important to the life of the artists and consequently the City.

- Survey Response / ACHF Recipient

“[Art, culture and heritage in Windsor] encourages new Canadians to enjoy and explore all that we have to offer here. It enhances a community’s cohesiveness. It fosters learning and appreciation.”

- Survey Response / Culture Survey

“Amazing, an awesome addition to Windsor’s history.”

**- Angela, Windsor, Ontario
Chimczuk Museum Visitor**

“Everything was beyond what I imagined it to be. Thank you...”

**- Issrah Mehdi / Willistead Manor
rental client**

“Such an amazing event. The atmosphere was incredible and everyone involved was so kind and gracious. We brought 52 students... we all had such a wonderful time... Thank you #finawindsor2016.”

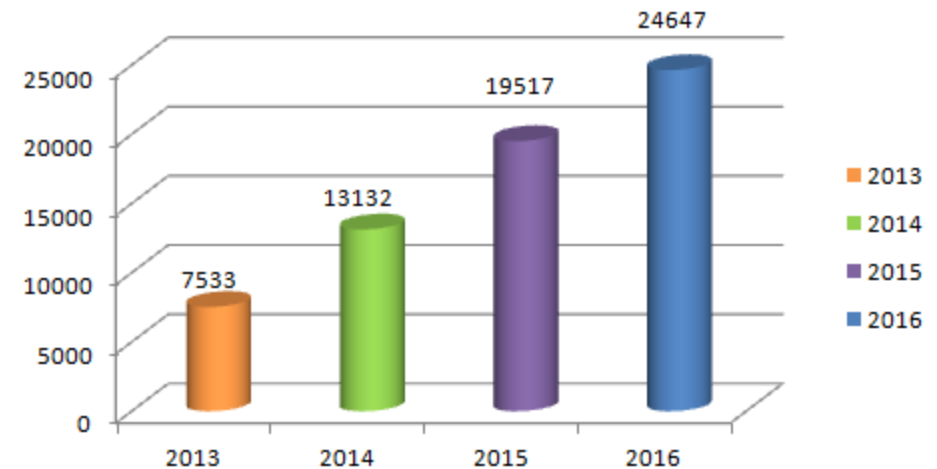
**-Lisa Leblanc / Educator
Centennial Central Public School**



A DIFFERENT VIEW

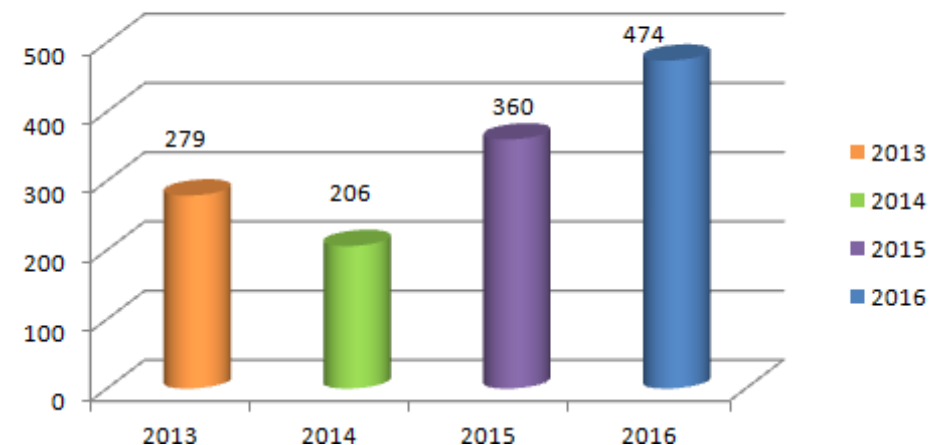
The number of people following our programming information on social media platforms like Twitter, Facebook, YouTube, Flickr, etc.

Social Media Engagement



The number of Special Events that took place in 2016; These events encompassed 633 Special Event Days, and included events like CARHA, Hometown Hockey, and FINA events

Special Events



“This is great for Windsor and it has been so exciting and surreal to [see] this come to life! I'm so honoured to be part of the team that has helped put on this great event and give Windsor world recognition!
GO CANADA!”

- **Tiffani Gill-Carew / FINA Volunteer**


“We enjoyed the event and services provided were organized and well received.”

- **Roth and Lori / Willistead Manor rental clients**

“An absolute surprise! Well done, Windsor!”

- **Greg, Brisbane, Australia / Chimczuk Museum Visitor**





"This is the first time I ever recall having been asked my opinion on matters that concern my city and neighbourhood. Keep it up!"

- Resident Response / Age-Friendly Windsor Report on Liveability, Lifestyles and Well-Being

"This has been a most rewarding year. It truly has been an amazing experience, as we eagerly awaited registrations, only to be inspired further with full classes and waiting lists! It's a pleasure to view so many smiling faces entering our building - our patrons have flourished, as we meet their needs, that are improved with specialized programs. We present the opportunity and they accomplish their goals!"

- Programming Instructor / WFCU Centre



THE TEAM MANAGEMENT TEAM

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

PROJECT TEAM

Project Lead	Cathy Masterson
Stats Research / Analysis	Katie Arquette and Christopher Menard
Layout & Design	Christopher Menard
Content Support	Recreation and Culture Staff
Photo Support (non-staff)	E. Meleg and Lauren Hedges

see it breathe it touch it shape it share it

