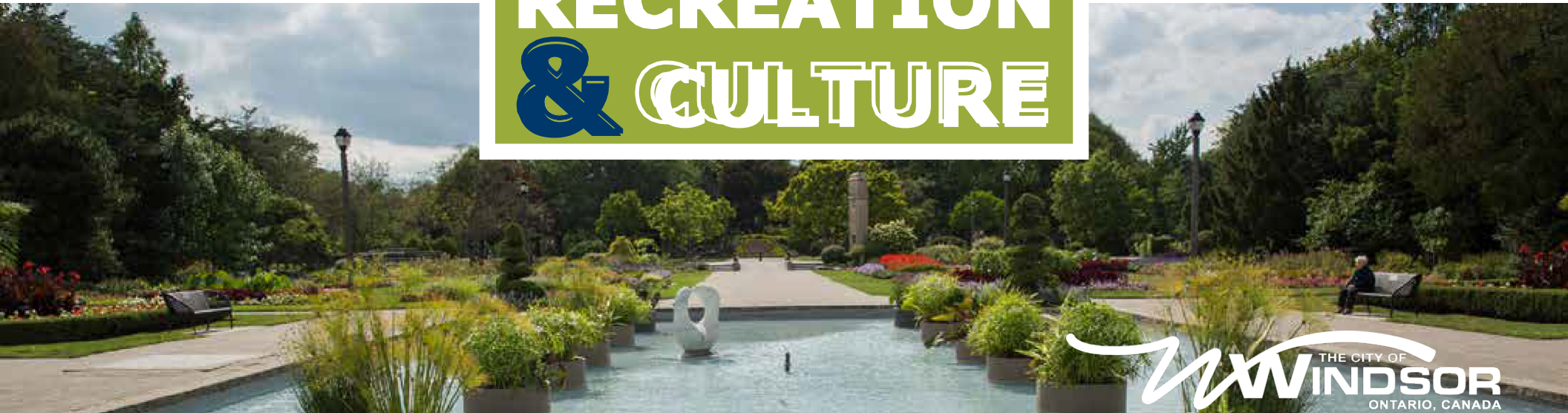




PARKS, RECREATION & CULTURE



2018 | COMMUNITY IMPACT REPORT



THE TEAM ... WORK FAMILY

2018 PARKS, RECREATION & CULTURE MANAGEMENT TEAM

Jan Wilson	Corporate Leader Parks, Recreation, Culture and Facilities
Ray Mensour	Executive Director of Recreation & Culture
Mike Clement	Manager, Parks Development
James Chacko	Manager, Parks Operations
Paul Giroux	Manager, Forestry & Natural Areas
Wanda Letourneau	Manager, Horticulture
Aida Cabrera	Manager of Administration
Pam LaBute	Manager of Community Development
Jennifer Valdez	(Acting) Manager of Community Programming
Cathy Masterson	Manager of Cultural Affairs
Cory Elliott	(Acting) Manager of WFCU Centre & Community Arenas
Jen Knights	Manager WIATC Adventure Bay & Aquatics Services

2018 COMMUNITY IMPACT REPORT PROJECT TEAM

Project Lead	Cathy Masterson
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Layout & Design	Christopher Menard
Content Support	Recreation and Culture Staff; Windsor Photo Collections
Photo Support (Other)	Parks, Recreation and Culture Staff; Ted Kloske; Dan Brown; Joey Acott; Ashley Mentley; Mike Kovaliv; Jayvee.



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"The students and staff at General Brock felt honoured and excited to be a part of this significant and historical event."

MARYANN CHAUVIN |

BROCK & TECUMSEH STATUE UNVEILING

"This is great. We went to see it this weekend when we were in town. Great job."

DIANE BERTOLIN |

BROCK & TECUMSEH STATUE UNVEILING





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

The **Parks, Recreation and Culture Divisions** consistently work at making the **City of Windsor** an affordable and attractive place to live, work, play, visit and invest.

RECREATION & CULTURE seeks to 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.

PARKS seeks to sustainably develop and maintain parkland and recreational activities with our natural and cultural resources; fostering economic growth within the city, while cultivating a quality of life for diverse, healthy, active and livable neighbourhoods.

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.

Parks, Recreation and Culture are the foundation of our healthy community.



THE REACH OF OUR DIVISIONS

PARKS

- 1 Parks Operations
- 2 Parks Development
- 3 Forestry & Natural Areas
- 4 Horticulture

RECREATION & CULTURE

- 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. Our Community Impact Report is divided into these sections to illustrate how our department engages in programming, activities and initiatives that are in-line with the national framework.



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

PATHWAYS TO WELLBEING



COMPARING OUR NUMBERS

This is the **6th Edition of The Parks, 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 2017 to 2018. 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. **Please note that most "Parks" stats are new this year.** The following legend will be used throughout this document:



Increase from
2017 to 2018



Decrease from
2017 to 2018



New stat
for 2018



FRAMEWORK GOAL 1

ACTIVE LIVING

FOSTER ACTIVE LIVING THROUGH PHYSICAL RECREATION



ACTIVE LIVING

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
1A	COMMUNITY CENTRES - Number of <u>Residents</u> and <u>visitors</u> that ' dropped in ' to sample some of our programs	85,930	↓ (-1%) from 87,038	<ul style="list-style-type: none"> • Possible impact from Lanspeary and Gino & Liz Marcus pool renovations
1O	SEASONAL FACILITIES - Number of <u>hours</u> of <u>play</u> filled by healthy, active sports lovers from 76 organizations playing on our sports fields	26,000	↑ 1% from 25,635	<ul style="list-style-type: none"> • Weather has an impact on field access and use
1C	AQUATICS - Number of <u>students</u> (1,001 Grade 3 students & 205 Grade 7 students) that took part in Swim to Survive aquatic safety events	1,206	↑ 41% from 854	<ul style="list-style-type: none"> • Participating since 2008 • WIATC tries to accommodate every school wishing to attend
1D	ARENAS - Number of <u>skaters</u> and 6 school groups that participated in free-skate programs like Tim Hortons FREE Skate	948	↑ 172% from 348	<ul style="list-style-type: none"> • Offerings were low in '17 • Skates held at more more arenas in '18; not only WFCU



ACTIVE LIVING

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
1G	ADVENTURE BAY - Number of <u>people</u> who bought a Membership to Adventure Bay Family Water Park, with 17,149 member visits in 2018	2,105	↑ 15% from 1,832	<ul style="list-style-type: none"> • Full year offering new membership levels including: Academic, Holiday, March Break
1L	AQUATICS - Number of <u>Aquatics & Fitness member visits</u> at WIATC in 2018; 2,847 memberships were sold	75,107	↓ (-4%) from 78,515	<ul style="list-style-type: none"> • Consistent member visits • In line with previous year
1F	ADVENTURE BAY - Number of <u>visitors</u> who dove into the adventure by exploring the Adventure Bay Family Water Park	113,689	↓ (-8%) from 124,238	<ul style="list-style-type: none"> • Fewer drop-in visitors and more member visits in 2018 • Fairly consistent stat
1J	ADVENTURE BAY - Number of <u>visitors</u> that attended Adventure Bay Family Water Park as part of a group throughout the year	11,088	↓ (-26%) from 14,894	<ul style="list-style-type: none"> • Staff gap in 2018 at WIATC; missing prog. coordinator who oversees group bookings



ACTIVE LIVING

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
11	ADVENTURE BAY - Number of <u>visits</u> that occurred at Cannon Cove - our dry play place at Adventure Bay Family Water Park	12,493	 17% from 10,720	<ul style="list-style-type: none"> • New Membership levels impact • Cost-effective to purchase water park + Cannon Cove membership

“We went for the first time... holy moly what a wonderful experience. The staff was helpful and kind! We are already planning our next water park date!”

Buffy Axford | Guest at Adventure Bay Family Water Park

“The kids and I love visiting Adventure Bay on the weekends.”

Kevin Blondin | 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	COMMUNITY CENTRES - Number of <u>recreation program registrations</u> that were subsidized by Pathway to Potential (P2P)	4,174	↓ (-3%) from 4,317	<ul style="list-style-type: none"> • Little change each year as capacity tends to stay the same • P2P make up 10% of registrations
2K	COMMUNITY CENTRES + ADVENTURE BAY - <u>Percentage</u> of total budget used for Pathway to Potential (P2P) Recreation programs	107%	↑ 11% from 96%	<ul style="list-style-type: none"> • Includes Adventure Bay programs • In 2018 we overspent in both pots of available funding
2L	EXTERNAL P2P - Number of <u>external organizations</u> that partnered with Pathway to Potential to provide unique experiences	15	↑ 7% from 14	<ul style="list-style-type: none"> • New marketing strategies using Activity Guide and centres • Now includes arts/culture groups
2M	EXTERNAL P2P - <u>Amount</u> given by Pathway to Potential to external groups to assist with program delivery costs	\$117,816	↑ 8% from 109,098	<ul style="list-style-type: none"> • Budget increase of \$21,750 in 2018 from 2017 amount

PATHWAY TO POTENTIAL MAKES A SOCIAL INVESTMENT IN WINDSOR



INCLUSION & ACCESS

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
2N	CUSTOMER CARE - Number of <u>people</u> who got where they needed to go using Public Transit passes and tickets	8,421	↑ 7% from 7,843	<ul style="list-style-type: none"> Shoppers Drug Mart @ Campbell stopped selling, thus increasing sales at Adie Knox Herman
2O	COMMUNITY CENTRES - Number of <u>youth</u> that took part in after-school recreation programs through SOAR	190	↓ (-12%) from 215	<ul style="list-style-type: none"> SOAR programs are partnering with area schools; registrations expected to increase for 2019
2P	COMMUNITY CENTRES - Number of <u>children</u> that participated in recreation programs through Canadian Tire's Jumpstart	585	↓ (-17%) from 702	<ul style="list-style-type: none"> YMCA processes own applications Funding exhausted as of October
2Q	COMMUNITY PROGRAMMING - <u>Amount</u> that was distributed to Jumpstart applicants to participate in recreation programs	\$103,142	↑ 11% from \$92,999	<ul style="list-style-type: none"> Increase of applicants in higher priced programming; i.e. figure skating, day camps, MH100 program at Water World



INCLUSION & ACCESS

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
2R	EXTERNAL PROGRAMMING - Number of <u>youth</u> that learned to skate/play hockey in Knobby's Kids program; 40 skated at Lanspeary rink	100	No change from previous year	<ul style="list-style-type: none"> • Program requires good weather • Stat includes number of unique participants at Lanspeary rink
2DD	ARENAS - Average number of <u>skaters</u> of all ages that took to the ice at Charles Clark Square to enjoy the City's skate season	1,532 ●	New Stat for 2018	<ul style="list-style-type: none"> • Skating opportunities are dependent on favourable weather
2X	EXTERNAL PROGRAMMING - Number of <u>skaters</u> that borrowed from 80 hockey helmets at All Saints' Church to get active on local ice	1,168 ↑	42% from 820	<ul style="list-style-type: none"> • Program is dependent on favourable weather • Popular program with Newcomers



"Our third annual 'Newcomer Skate' was held at Charles Clark Square. About 250 people showed up, 150 of them on our skates. The atmosphere was abuzz with anticipation and excitement. It was fascinating to meet 3 young men from Central Africa, there on skates only weeks after arriving in Canada. We were amazed to see them and others eager and fearless about trying this completely new activity **ON ICE! It is gratifying to the church volunteers and those from the YMCA and other settlement agencies to see these newcomers, young and older, coming out year after year. That's our paycheque."**

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	SPECIAL EVENTS - Number of <u>picnics</u> that took place in one of the City's picturesque parks and outdoor spaces	141	↓ (-13%) from 163	• Construction at Jackson Park may have contributed to slight decrease
3F	SEASONAL FACILITIES - Number of <u>boaters</u> that docked in our Seasonal or Transient spaces at Lakeview Park Marina through the year	420	↓ (-5%) from 442	• Little change year over year as capacity / season tends to stay the same
3G	SEASONAL FACILITIES - Number of <u>Launch Ramp Passes Sold</u> at Lakeview Park Marina throughout the season	1,938	↑ 41% from 1,376	• Includes day use passes and seasonal ramp passes sold
3B	CULTURE - Number of <u>guests</u> that hopped on board The Art Cart to explore our outdoor sculptures with a guided tour	560	↑ 35% from 414	• Art Cart repairs complete • Dieppe Gardens was fully accessible again in 2018



CONNECTING PEOPLE & NATURE

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
3E	SPECIAL EVENTS - <u>Percentage</u> of the tonnes of clean recycling material from City events that was diverted away from landfills	80%	No change from previous year	<ul style="list-style-type: none"> • Partnership with Essex Windsor Solid Waste Authority (EWSWA) • Majority is from Festival Plaza
3H	PARKS - Number of <u>playgrounds</u> that are designed, maintained and operated by the City's Parks Department	139	New Stat for 2018	<ul style="list-style-type: none"> • Includes playgrounds and the surrounding parks in areas all across the City
3I	PARKS - Number of <u>kilometres</u> of asphalt and stone <u>trails</u> that are maintained by the City's Parks Department	131	New Stat for 2018	<ul style="list-style-type: none"> • Trails provide opportunities to not only connect people to nature, but to promote active living
3J	PARKS - Number of parkland <u>hectares</u> that are maintained, operated and programmed by the City's Parks Department	989	New Stat for 2018	<ul style="list-style-type: none"> • Residents and visitors explore our parks with friends and families, for programs, festivals & events



CONNECTING PEOPLE & NATURE

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
3K	HORTICULTURE - Number of <u>specialty plants</u> produced annually through the Horticulture Team's Lanspeary Greenhouse	75,000	New Stat for 2018	• These plants are used across the city to help with beautification projects and create sense of place
3L	HORTICULTURE - Number of <u>portable planters</u> that are maintained by the Horticulture Team throughout the year	1,200	New Stat for 2018	• Self-watering Planters = 900 • Hanging baskets bridge planters = 300
3M	HORTICULTURE - Amount of <u>funds raised</u> at the Annual Paul Martin Perennial Sale to support the ongoing beautification of our city	\$56,971	New Stat for 2018	• Consistently popular annual event • 2015 (\$50k); 2016 (\$53k); 2017 (\$54k)
3N	HORTICULTURE - Number of <u>plants</u> cultivated and cared for at our City greenhouses	13,104	New Stat for 2018	• Greenhouse #5 = 7,200 pots • Greenhouse #6 = 3,600 pots • Greenhouse #7 = 2,304 pots



CONNECTING PEOPLE & NATURE

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
30	HORTICULTURE - Number of <u>tulip bulbs</u> that are grown, planted and maintained by the Horticulture Team yearly	73,000	● New Stat for 2018	<ul style="list-style-type: none"> • On display along the waterfront and in places like Willistead Park and Jackson Park
3P	HORTICULTURE - Number of <u>perennials</u> that are grown, planted and maintained by the Horticulture Team yearly	15,000	● New Stat for 2018	<ul style="list-style-type: none"> • On display in parks and gardens all across the community
3Q	HORTICULTURE - Number of <u>square feet</u> of floral shrub beds that are planted and maintained by the Horticulture Team yearly	30,000	● New Stat for 2018	<ul style="list-style-type: none"> • On display in parks and gardens all across the community
3R	HORTICULTURE - Number of <u>plants/trees</u> housed in our greenhouses and tended to by our Horticulture Team each year	210,700	● New Stat for 2018	<ul style="list-style-type: none"> • Tropical Plants (700) • Annuals for Parks (200,000) • Trees & Shrubs (10,000)



CONNECTING PEOPLE & NATURE

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
3S	HORTICULTURE - Number of <u>areas</u> across the city that require and feature beautification from the Horticulture Team	62	New Stat for 2018	<ul style="list-style-type: none"> Includes Parks, Facilities, Marina, Pools, Gateways, Gardens, BIAs, and Events/Activities/Festivals
3T	FORESTRY - Number of <u>tree seedlings</u> planted in our parks and natural areas by community volunteers working with the Forestry Team	5,180	New Stat for 2018	<ul style="list-style-type: none"> Forests ON, ERCA, Scouts Canada Increases tree canopy cover, cool & provide shelter/shade in parks
3U	FORESTRY - Number of <u>new large caliper street trees</u> planted throughout the community by the Forestry Team	800	New Stat for 2018	<ul style="list-style-type: none"> Improves property values Increases tax base Helps mitigate climate change
3V	FORESTRY - Number of <u>service requests</u> the Forestry Team has responded to through the 311 system	5,427	New Stat for 2018	<ul style="list-style-type: none"> Includes requests for inspections, trims, removals and storm damages (1,167 from August '18)



CONNECTING PEOPLE & NATURE

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
3W	NATURAL AREAS - Number of <u>visitors</u> taking boat tours over to the City's newly-programmed Peché Island over the 40-day season	2,025	New Stat for 2018	<ul style="list-style-type: none"> Tours from June 27 to October 3 Guests walked through native forest cover, beaches, ruins, etc.
3X	NATURAL AREAS - Number of <u>hectares</u> of City-owned publicly accessible natural areas; Of note, the Ojibway Nature Centre is fully-accessible	350	New Stat for 2018	<ul style="list-style-type: none"> Guests unable to access the trails due to accessibility issues enjoy visiting in-centre features
3Y	NATURAL AREAS - Number of <u>rare species</u> that have their habitat in our wetlands, forest, prairie and savanna areas of Ojibway Prairie Complex and Peché Island	160	New Stat for 2018	<ul style="list-style-type: none"> Includes rare species, plants, insects, reptiles, birds & mammals Highest concentration in Ontario
3AA	NATURAL AREAS - Number of <u>visitors</u> to the Ojibway Nature Centre , with 9,874 people participating in nature programming	28,536	New Stat for 2018	<ul style="list-style-type: none"> Ojibway Nature Centre is a fully accessible facility Nature programs include activities at the centre plus special events



"So good to see the [park] improvements. Windsor. Be. Proud."

Heather Holden Maxwell | Guest at various City of Windsor Parks

**"Safe haven from the mouth of the Detroit River
and Lake St. Clair. Protected by the mainland and
south side of Peche Island.**

Full fuel service with pump out available.

Close proximity to several great restaurant facilities."

Jim Biggs | User | Lakeview Park Marina

**"This program has meant so much to me and my family.
These wonderful trees, especially the oaks,
will carry on for years, lasting remembrance
to those we hold near and dear."**

Tom Henderson | Participant | Commemorative Tree Program



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	SPECIAL EVENTS - Number of <u>individual Special Events</u> that took place, encompassing 1,019 Special Event Days	381	↑ 2% from 372	• Increased number of special event days; consistent with previous year
4N	SEASONAL FACILITIES - Number of <u>unique bookings</u> that were made at our facilities, spaces and sports fields	57,230	↑ 46% from 39,312	• Possible inaccuracies due to duplicate bookings between CLASS and ACTIVE Net systems
4O	SPECIAL EVENTS - Number of <u>people</u> that attended an event held at one of our facilities, spaces and sports fields (i.e. festivals)	1,287,926	↓ (-49%) from 2,510,316	• 2017 number higher due to many unique events: Windsor125, ON150, Canada150, Mem Cup
4P	SPECIAL EVENTS - Number of <u>people</u> that attended one or more of the special events held at Festival Plaza in Downtown Windsor	143,502	↑ 28% from 112,345	• Increased event days at Festival Plaza; Ribfest, Poutine Fest • Good weather = more people



**BRIGHT
WINDSOR
LIGHTS**
at JACKSON PARK

SUPPORTIVE ENVIRONMENTS

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
4II	SPECIAL EVENTS - Number of <u>visitors</u> at Bright Lights Windsor during the 2018 - 2019 event; Year 2 of this community-favourite festival	100,000	New Stat for 2018	<ul style="list-style-type: none"> Event included 3x more illumination and 4x more displays than inaugural event in 2017
4JJ	SPECIAL EVENTS - Number of <u>local vendors</u> who participated at Bright Lights Windsor by providing goods/services during programming nights	50	New Stat for 2018	<ul style="list-style-type: none"> Vendors participated through WE Made It: Holiday Market 13 huts highlighting local vendors
4KK	SPECIAL EVENTS - Number of <u>passengers</u> that were transported through part of the Bright Lights Windsor display during 840 train runs.	13,440	New Stat for 2018	<ul style="list-style-type: none"> Rides took place on the official Bright Lights Windsor train New amenity; 1st year operating
4MM	SPECIAL EVENTS - Amount of <u>money</u> that was raised for local charities by 7 groups participating in Bright Lights Windsor	\$12,500	New Stat for 2018	<ul style="list-style-type: none"> Community Call for participants WE Care for Kids, CAS, Salvation Army, WE Food Bank, etc.



"It was wonderful, it is great to have free family events in the city."

Laura Grondin-Levac | Bright Lights Windsor Guest

"The Bright Lights Windsor project is one of the better ideas in a long time... enthusiasm is analogous to the Jackson Park Emancipation celebrations many years ago."

Jay Walter | Bright Lights Windsor Guest

"My kids were so excited to be there. A beautiful winter wonderland display."

Angelique Lafleur | Bright Lights Windsor Guest

"Thank you for the joy and beauty."

Jennifer Vrionis | Bright Lights Windsor Guest

"Loved it! Was great for all generations. Community-building event. "

Barbara Higgins | Bright Lights Windsor Guest

"Always love coming to Windsor! Been coming... since 1990 when I was in my teens! Jackson Park is a beautiful place for this event and to have a relaxing walk!"

Joe Iafrate | Bright Lights Windsor Guest

"Was great fun for the family... thankful for all the hard work."

Richard Knebler | Bright Lights Windsor Guest

"It's great watching all the joy."

Sergio Mazzotta | Bright Lights Windsor Guest



SUPPORTIVE ENVIRONMENTS

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
400	SPECIAL EVENTS - Number of <u>activity hubs</u> that were coordinated as part of Open Streets Windsor 2018	8	New Stat for 2018	<ul style="list-style-type: none"> Hubs included Sandwich, Food, University, Downtown, Wyandotte, Walkerville and Ford City
4PP	SPECIAL EVENTS - Number of <u>community activity partners</u> that hosted Open Streets Windsor activation points through hubs	165	New Stat for 2018	<ul style="list-style-type: none"> Included not-for-profit groups, businesses, arts and culture organizations and more
4QQ	SPECIAL EVENTS - Number of <u>volunteers</u> that helped to secure the route during the Open Streets Windsor 2018 event	200	New Stat for 2018	<ul style="list-style-type: none"> Volunteers coordinated with Windsor Police Services, Windsor Auxiliary Police & Crossing Guards
4RR	SPECIAL EVENTS - Number of <u>kilometres</u> of car-free space connecting communities for Open Streets Windsor 2018	8	New Stat for 2018	<ul style="list-style-type: none"> Route passed within 5 BIAs and 4 Neighbourhood Renewal boundaries



"It was a perfect day!"

Clear Rock Studios | Open Streets Windsor Community Activity Partner

"Thank you Open Streets Windsor for an awesome time! Had so much fun joining the Zumba on the street!"

Alerson Suan | Open Streets Windsor Guest

"Twas a beautiful day for some outdoor yoga... Thank you Open Streets for the opportunity."

Isabelle Kolodziejek | Open Streets Windsor Guest

"Wonderful time."

Vicki Knapper | Open Streets Windsor Guest



SUPPORTIVE ENVIRONMENTS

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
4DD	COMMUNITY CENTRES - Number of <u>staff</u> that have been trained, to date, in High Five , Canada's quality standard for kid's rec and sport	1,117	↑ 14% from 978	<ul style="list-style-type: none"> • Running total of the staff trained; little annual fluctuation expected • Certification for leaders
4EE	COMMUNITY CENTRES - Number of <u>children</u> that were registered in High Five Recreation Programs over the course of the year	40,801	↓ (-9%) from 44,793	<ul style="list-style-type: none"> • 2017 first year to include private lessons and bday parties + WIATC stopped bday parties in 2018
4FF	COMMUNITY CENTRES - Number of <u>children</u> that were observed in Quest 2 and High Five program evaluations	1,897	↓ (-41%) from 3,210	<ul style="list-style-type: none"> • 2017 stat was high as we began accreditation process with High 5 • Future years will be in line w/ '18
4GG	COMMUNITY CENTRES - The <u>average Quest 2 score</u> for our staff. The provincial average is 86%	93%	↑ 1% from 92	<ul style="list-style-type: none"> • Windsor staff average remains above the provincial average • Quest 2 = "train the trainer" cert. for program assessors



SUPPORTIVE ENVIRONMENTS

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
4W	CULTURE - Number of <u>applications</u> that were submitted to the Arts, Culture + Heritage Fund (ACHF) Program; with 38 funded	73	↑ 6% from 69	<ul style="list-style-type: none">• Little change in applicant number• Fifth year of program = stability
4Y	CULTURE - <u>Amount</u> that was requested in funding for exciting projects that invest in the creative community	\$278,095	↓ (-1%) from \$279,698	<ul style="list-style-type: none">• Fifth year of program = stability• 31% of requested amount was able to be funded within budget
4Z	CULTURE - <u>Amount</u> that was awarded in project funding to local arts, culture + heritage groups or individuals for projects	\$87,200	No change from previous year	<ul style="list-style-type: none">• Council-approved fund amount• Annual available amount• Two rounds of \$43,600
4BB	CULTURE - <u>Number</u> of Mayor's Arts Awards presented to recognize excellence in the arts, culture and heritage community in Windsor	3	Given out every two years	<ul style="list-style-type: none">• Dr. Bruce Kotowich (Individual)• Arts Council (Organization)• Peter Wasylyk (Volunteer @ AGW)



SUPPORTIVE ENVIRONMENTS

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
4C	CULTURE - Number of <u>people</u> that visited and explored exhibits at Museum Windsor's facilities	21,291	↓ (-12%) from 24,061	<ul style="list-style-type: none"> • Includes Chimczuk & Baby House • Slight decrease due to lack of anniversary year activities
4D	CULTURE - Number of <u>guests</u> that attended special events - including lectures, exhibit openings and community events - at the museum	4,524	↓ (-9%) from 4,946	<ul style="list-style-type: none"> • Tied to the lack of special one-off events for Windsor125, Canada150 and Ontario150
4F	CULTURE - Number of <u>museum artefacts</u> that were accessible online or onsite; 2,322 new records were entered in 2018	24,913	↑ 10% from 22,591	<ul style="list-style-type: none"> • Slight change each year • New records entered ongoingly • Includes old City Hall collection
4H	CULTURE - Number of School children that visited Museum Windsor to learn about their unique local history through programs	1,995	↓ (-34%) from 3,042	<ul style="list-style-type: none"> • 2017 number higher due to many programs for schools celebrating Windsor125, Canada150, ON150



SUPPORTIVE ENVIRONMENTS

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
4I	CULTURE - Number of <u>people</u> of all ages that toured Willistead Manor during our annual holiday tours	2,960	↑ 76% from 1,680	<ul style="list-style-type: none"> • Regular tours resumed after our restoration project was complete • Increased marketing/promotion
4HH	CULTURE - Number of <u>individuals</u> that visited Willistead Manor as part of our At The Manor programming series	720	● New Stat for 2018	<ul style="list-style-type: none"> • Includes Yoga, Opera, Theatre and Doors Open Windsor guests visiting 32 heritage sites
4R	CULTURE - Number of <u>activities</u> , events or programs that took place with the Windsor Sculpture Park (with thousands participating)	10	No change from previous year	<ul style="list-style-type: none"> • Includes events and activities like Ford City festival, signature city events, social media day, etc.

"We had fun. The decor was stunning. Thanks for hosting... awesome tour."

Judene McCalla | Willistead Manor 2018 Holiday Tours Guest

"Nice to see the heritage of Willistead. Very informative." Neil Graves | Tours Guest



SUPPORTIVE ENVIRONMENTS

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
4J	CUSTOMER CARE - Number of <u>customers</u> that were able to access goods and services at our Customer Care Centres	13,064	↓ (-13%) from 15,005	• Decrease in Special Event ticket sales (i.e. STAR) due to new cost recovery charges collected
4K	CUSTOMER CARE - Number of <u>residents</u> that purchased dog licences for their trusted canine companions at our Customer Care Centres	3,126	↓ (-24%) from 4,133	• Opening of NEW City Hall resulted in fewer sales of this item at Customer Care Centres
4L	CUSTOMER CARE - Number of <u>customers</u> that relied on our Customer Care Centre ticket outlets to help them access external events	1,315	↓ (-24%) from 1,734	• Decrease in Special Event ticket sales (i.e. STAR) due to new cost recovery charges collected
4M	SPECIAL EVENTS - Number of <u>couples</u> that 'tied the knot' in our beautiful spaces (indoor and outdoor), with some help from staff	153	↑ 34% from 114	• Possibly tied to completion of infrastructure projects at spaces like Willistead Manor & Dieppe



“Thank you so much! This grant will help this show immensely so I truly appreciate the support of the City on this particular passion project... There is so much amazing hidden talent in this city... a lot of new faces for Windsor to be proud of.”

Moya McAlister | Vice-President, ACT Arts Collective Theatre | 2018 ACHF Recipient

“The city, through its Arts, Culture and Heritage Fund (ACHF), was the first to support the production. This allowed us to commission original music and buy the story and music rights for the film. It also helped us secure some funding from a group in Nova Scotia which in turn helped us travel there for a significant portion of the filming. A second grant helped us hire local singers, dancers and musicians for the filming and to pay Leslie McCurdy for her choreography. In all, the city’s contributions gave work and experience to 20 performers, musicians, and filmmakers.

On the Money premiered at the Windsor Film Festival in 2018 to a full house and received a standing ovation... We are currently negotiating with the CBC for television broadcast licences. I believe the ACHF plays an important role in the cultural life of our city. I hope you and your council will continue to support it and give strong consideration to increasing the money available through the fund this year and beyond.

Pat Jeflyn | Producer, ‘On The Money’ Film | 2018 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

247 Marina boat spaces ('slips')

131 Kms of asphalt & stone trails

2,444 Acres of green space

2 Oval sport fields

56 Rectangle sport fields

64 Diamond sport fields

10 Community Centres

5 Customer Care Centres

3 Historically significant facilities

2 Museum Windsor sites

100+ Public Art pieces

**"I love this building... I'm thankful it is being taken care of...
These windows are beautiful."**

Bree Henderson | Social Media Post about Willistead Manor Restoration

"I am so happy that we have Willistead and that it is being maintained."

Candice Kwasnicki | Social Media Post about Willistead Manor Restoration





RECREATIONAL CAPACITY

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
5A	COMMUNITY CENTRES - Number of <u>people</u> that increased their quality of life by registering for our recreation and culture programs	58,567	↓ (-5%) from 61,827	<ul style="list-style-type: none"> • 2017 was the first year to include private lessons/bday parties; WIATC stopped bday parties in '18
5C	COMMUNITY CENTRES - Number of <u>different programs</u> that were offered to people across the entire community	3,577	↓ (-7%) from 3,853	<ul style="list-style-type: none"> • Stat remains relatively consistent year over year
5D	COMMUNITY CENTRES - Number of <u>program participants</u> that visited us to engage in and explore the programming we offered	295,806	↓ (-3%) from 304,096	<ul style="list-style-type: none"> • Participant visits are relatively consistent year over year
5AA	AQUATICS - Number of <u>swim competitions</u> that took place at the Windsor International Aquatic & Training Centre	17	↓ (-11%) from 19	<ul style="list-style-type: none"> • Included WEST SEAL, SWOSSA, OFSAA, Synchro Canada, Amanda Reason, WAC meets, etc.



RECREATIONAL CAPACITY

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
5X	CULTURE - Number of <u>sculptures</u> , <u>monuments</u> and/or <u>memorials</u> that received a thorough deep clean washing/waxing	108	↑ 3% from 105	<ul style="list-style-type: none"> The entire collection was cleaned, including Brock & Tecumseh, Albert Kahn and Geodesic Light
5GG	CULTURE - 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	9	↑ 80% from 5	<ul style="list-style-type: none"> Erie Clocktower; Mayors Portraits; Windsor125 Mosaic; Hoarding Wall; Sandwich Arch; Geodesic Light; 2 Portraits and a bust at Willistead
5HH	CULTURE - Number of <u>activities</u> that provided opportunities to educate the public on the sculpture park, conservation and preservation	10	No change from previous year	<ul style="list-style-type: none"> Walking tours; Windsor126; Tembo Wash Day; Mayor's Minute in Ford City, etc.

"Thank you to the the team of students for beautifying our city!"

Sue Hadden-Ion| Social Media Response to Mayor's Minute on 'Conservation & Preservation'



RECREATIONAL CAPACITY

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
5Q	CULTURE - Number of <u>events</u> , <u>readings</u> , etc. that were hosted by or involved Windsor's Poet Laureate , drawing hundreds of people	23	↑ 21% from 19	<ul style="list-style-type: none"> Poetry at the Manor Vol. 6, City Birthday, 8 high schools, 2 grade schools, 3 seniors homes, etc.
5R	CULTURE - Number of <u>new works written</u> , including new books published by Windsor's Poet Laureate to celebrate Windsor and its stories	23	↓ (-15%) from 27	<ul style="list-style-type: none"> Marty published one major new book "Table Manners", which included 76 pieces; 23 new ones
5S	CULTURE - Number of City Council <u>meetings</u> , City <u>events</u> that featured a reading by Windsor's Poet Laureate; including a Canadian campaign	4	↓ (-20%) from 5	<ul style="list-style-type: none"> Includes National Poetry Month, Windsor126 & City Hall Opening, Council readings & video reading
5U	CULTURE - Number of <u>new Community Stories</u> added to the Windsor Culture Map's ongoing online collection / archive of Windsor stories	3	↓ (-25%) from 4	<ul style="list-style-type: none"> Sandwich Town Crest, Brock & Tecumseh; Celebrating2017 Research Sandwich Arch stories



RECREATIONAL CAPACITY

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
5K	CULTURE - Number of <u>people</u> that visited and explored exhibits at Museum Windsor's premiere site - the Chimczuk Museum	14,717	↓ (-18%) from 18,032	<ul style="list-style-type: none"> • 2018 did not include large anniversaries (i.e. Windsor125, ON150, Canada150) at museum
5L	CULTURE - Number of <u>groups or individuals</u> that partnered with Museum Windsor on exhibits or projects through the year	33	↑ 136% from 14	<ul style="list-style-type: none"> • More exhibit space open to other groups with the Windsor125 programs/special exhibits over
5N	CULTURE - Number of <u>online page views</u> that provided the public with information on Museum Windsor exhibits, programs, events, etc.	32,314	↓ (-14%) from 37,688	<ul style="list-style-type: none"> • Stat relatively unchanged • 3rd year of website being up • No links from Celebrating2017
5O	CULTURE - Number of <u>people</u> , to date, that followed museum-specific social media pages throughout the year	1,186	↑ 46% from 814	<ul style="list-style-type: none"> • 2nd full year of museum social media account being available • Running total of followers



RECREATIONAL CAPACITY

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
5F	CULTURE - Number of <u>communications</u> (includes E-Blasts, PSAs, Advisories, etc.) that went out with rec and culture info	98	↓ (-20%) from 122	<ul style="list-style-type: none"> • 18 Culture E-Blasts • 80 Communications Releases • Typical for non-anniversary year
5II	PARKS - Number of <u>online page views</u> providing the public with info on parks assets, features, info and opportunities	129,687	● New Stat for 2018	<ul style="list-style-type: none"> • Includes all Parks pages • Peche Island Tours and Info page had 11,517 views
5G	COMMUNITY CENTRES - Number of <u>online page views</u> providing the public with info on rec opportunities; 705,944 for aquatics complex	1,134,019	↑ 10% from 1,029,296	<ul style="list-style-type: none"> • Clients turn to social media more • Includes sub-sites (i.e. Bright Lights, Open Streets, etc.)
5H	CULTURE - Number of <u>online page views</u> providing the public with info on cultural opportunities	200,341	↑ 9% from 183,245	<ul style="list-style-type: none"> • Includes all Culture pages • Includes museumwindsor.ca
5J	ALL AREAS - Number of <u>people</u> , to date, that followed our programming info on City-hosted social media pages throughout the year	48,783	↑ 52% from 32,026	<ul style="list-style-type: none"> • 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...



MUNICIPAL BENCHMARKING

Windsor is one of **16 municipalities**, in **6 provinces** that participates in the **Municipal Benchmarking Network Canada (MBNC)**. This is a partnership between Canadian municipalities who believe in the power of measurement to inspire continuous improvement in service delivery. MBNC believes that you can't improve what you don't measure. While 2018 statistics will not be available until June 2019, we have included these 2017 stats to show how Windsor compared to other municipalities in 8 of the 36 service areas that MBNC tracks. Partnering municipalities use this data to support City Council decisions, set policy, inform reviews, evaluate programs, support budget recommendations, identify trends, and develop data dashboards.

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
7A	RECREATION - Annual Number of <u>unique users</u> for directly provided registered programs as a percentage of population	6.6%	● 10% from 6.0% in 2016	<ul style="list-style-type: none"> • MBNC median result 5.9% for '17 • Windsor is above the median
7B	RECREATION - Number of <u>participant visits</u> per capita for directly provided registered programs	1.2%	● No change	<ul style="list-style-type: none"> • MBNC median result 1.1% for '17 • Windsor is in line with the median
7C	RECREATION - Overall <u>participant capacity</u> per capita for directly provided registered programs	1.9%	● 12% from 1.7% in 2016	<ul style="list-style-type: none"> • MBNC median result 1.5% for '17 • Windsor is above the median
7D	RECREATION - The <u>utilization rate</u> for directly provided registered programs	64%	● (-6%) from 68% in 2016	<ul style="list-style-type: none"> • MBNC median result 74% for '17 • Participation and programming relatively consistent



MUNICIPAL BENCHMARKING

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
7E	RECREATION - The <u>total cost</u> for recreation programs and facilities per participant visit based on usage	\$13.30	● (-2%) from \$13.62 in 2016	<ul style="list-style-type: none"> • MBNC median result \$13.30 for '17 • Windsor is in line with the median
7F	CULTURE - Arts, Heritage & Festival <u>grants</u> only per capita	\$1.05	● (-2%) from \$1.07 in 2016	<ul style="list-style-type: none"> • MBNC median result \$6.76 for '17 • WSO, Arts Council, Artcite, ACHF and Canada 150
7G	CULTURE - <u>Operating costs</u> for Arts, Heritage and Festival grants only per capita	\$1.05	● (-65%) from \$3.02 in 2016	<ul style="list-style-type: none"> • MBNC median result \$9.32 for '17 • Windsor was reporting/calculating incorrectly in 2016 • Calculation adjusted for 2017
7H	CULTURE - <u>Total cost</u> for Culture, per capita	\$20.68	● 18% from \$17.58 in 2016	<ul style="list-style-type: none"> • MBNC median result \$23.15 for '17 • Anniversary celebrations + minor increases in operating costs in '17





MUNICIPAL BENCHMARKING

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
7I	PARKS - All <u>parkland</u> within the municipality as a percentage of total area of the municipality	6.7%	● No change	<ul style="list-style-type: none"> • MBNC median result 6.5% in '17 • Windsor maintains 209 parks with unique conditions inc. riverfront parkland and premiere parks
7J	PARKS - Amount of <u>hectares</u> of maintained parkland in the municipality per 100,000 population	248	● No change	<ul style="list-style-type: none"> • MBNC median result 262 for '17 • Windsor maintains 209 parks with unique conditions inc. riverfront parks and premiere parks
7K	PARKS - Amount of <u>hectares</u> of natural parkland in the municipality per 100,000 population	195	● New MBNC Stat for 2017	<ul style="list-style-type: none"> • MBNC median result 220 for '17 • Windsor contains natural parkland owned by the City along with conservation lands (not in stat)
7L	PARKS - Amount of <u>hectares</u> of maintained and natural parkland in municipality per 100,000 population (total)	444	● New MBNC Stat for 2017	<ul style="list-style-type: none"> • MBNC median result 652 for '17 • Windsor contains natural parkland owned by the City along with conservation lands (not in stat)



MUNICIPAL BENCHMARKING

#	WHAT WE MEASURE	OUR RESULTS	TREND?	LOOKING DEEPER
7M	PARKS - <u>Operating cost</u> of parks per person	\$81.50	 (-5%) from \$85.77 in 2016	<ul style="list-style-type: none"> • MBNC median result \$67.28 in '17 • Windsor is above the median due to extended maintenance period of parkland (warmer climate) • Windsor maintains additional non-core park services compared to other municipalities
7N	PARKS - <u>Operating cost</u> per hectare for maintained and natural parkland in municipality	\$18,372	 (-3%) from \$19,027 in 2016	<ul style="list-style-type: none"> • MBNC '17 median result \$11,058 • Windsor is above the median due to extended maintenance period of parkland (warmer climate) • Windsor maintains additional non-core park services compared to other municipalities



TOP PROJECTS IN 2018

Access to Peche Island Tours

New access to city-run natural heritage asset

Bright Lights Windsor

Festival of lights at Jackson Park

Brock and Tecumseh Monument

Public Art and Community Heritage Project

Infrastructure + Restoration Projects

Playground Upgrades + Willistead Restoration

Launch of ActiveWindsor.ca

New Recreation System + website for program registration

Open Streets Windsor

City-wide community festival and celebration

Recreation Master Plan Project Start

Launch of consultation and research phase

Streetcar No. 351

Start of Restoration Phase for our new asset

WFCU Centre 10th Anniversary

Campaign to celebrate the community facility

Windsor126 + City Hall Celebration

Included unveiling of new artworks at grand opening event



AWARDS & RECOGNITION

Throughout the year, the Parks, Recreation and Culture section received awards and recognition for our facilities and assets, and for the special events we host or help support.

TWEPI Best Festival Street Event

Open Streets Windsor

TWEPI Best Festival Community Holiday Event

Bright Lights Windsor

TWEPI - Best Trail

Ganatchio Trail

TWEPI - Best Photo Op

Windsor Waterfront

PARKS AND RECREATION ONTARIO (PRO)

Chair of the Board

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

PARKS AND RECREATION ONTARIO (PRO)

Award for Excellence for Aquatics Facility Design

Adventure Bay Family Water Park

WORLD WATERPARK ASSOCIATION AWARD

Award for Best Television Commercial

Adventure Bay Family Water Park

TRIPADVISOR AWARD

Certificate of Excellence Winner

Adventure Bay Family Water Park | 4th Year in a Row

EDCO AWARD FOR TWEPI'S "EPIC 1867"

Award for Tourism Windsor Essex Pelee Island Project

TWEPI's winning wine project included an exhibition at Museum Windsor.





"Great people to work with. Good space for community events. Enjoyable aesthetic, engaging layout, and valuable information."

Theodore Hogan | Chimczuk Museum Guest

"Great blend of history and interactive exhibits. Kids will love it."

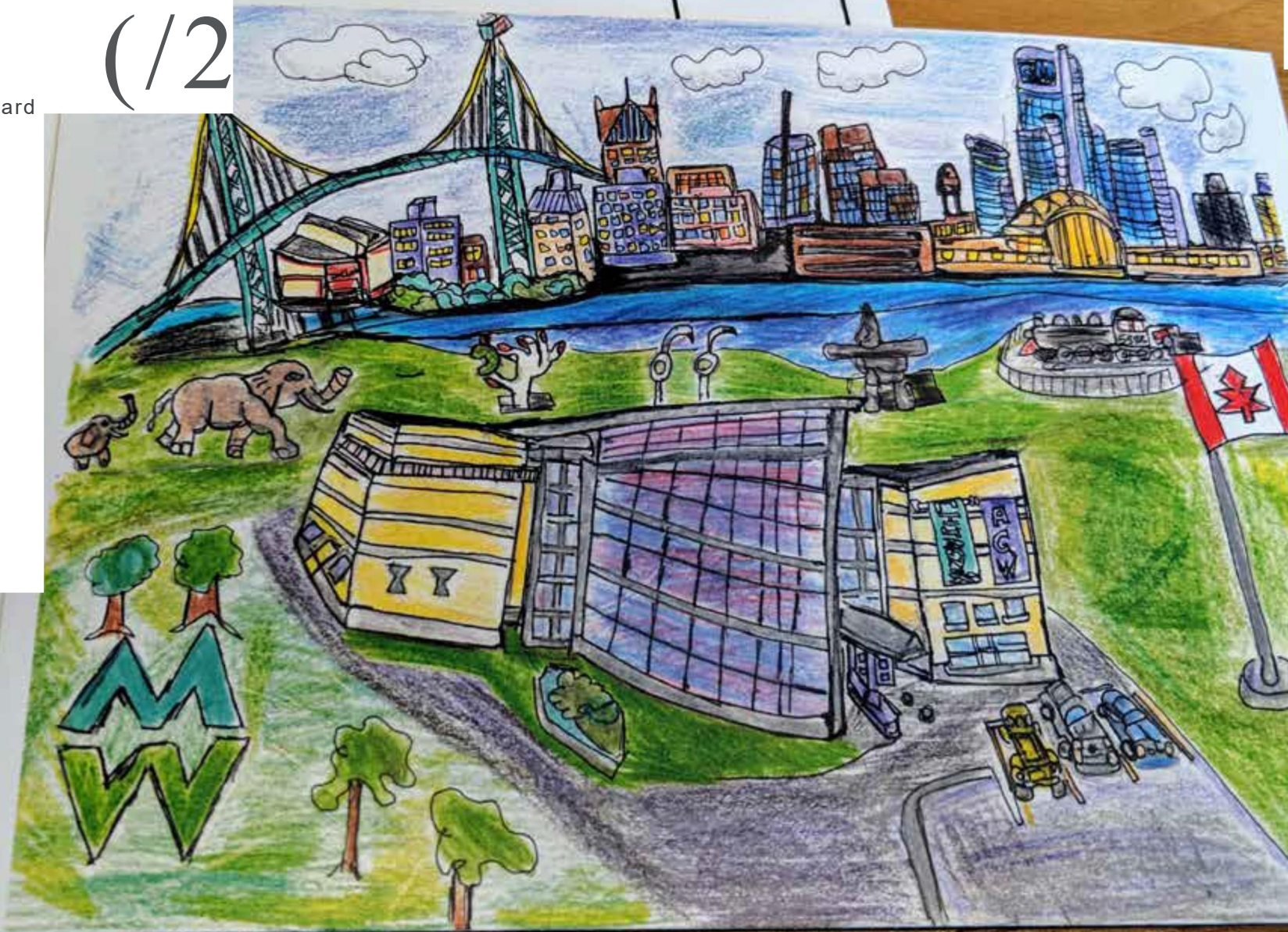
Bruce Levy | Chimczuk Museum Guest

Museum Windsor - Chimczuk Museum

401 Riverside Drive West
Windsor, ON N9A 7J1

"The Chim" by Matthew Pritchard
Museum Windsor Collection

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THE CITY OF
WINDSOR
ONTARIO