



The Corporation of the Town of Tecumseh

Parks & Recreation Services

To: Mayor and Members of Council

From: Paul Anthony, Director Parks & Recreation Services

Date to Council: September 22, 2020

Report Number: PRS-2020-23

Subject: Summer Recreation Overview

Recommendations

It is recommended:

That Parks and Recreation Services Report PRS-2020-23 respecting the Summer Recreation Overview **be received**.

Background

In response to COVID-19 closures and cancellations of recreation facilities and programs, on April 8, 2020, the Recreation department launched a Virtual Recreation Complex, an online source for recreational activities for residents to do in the comfort and safety of their home. The site provided a number of ideas and activities for all ages during the COVID-19 pandemic.

At the June 9, 2020 Regular Meeting of Council, the members passed motion (RCM-126/20) which reads as follows:

That Report PRS-2020-15 with respect to the cancellation of summer events; be received.

And that as a result of the ongoing restrictions to public gatherings due to the COVID-19 pandemic the following special events be cancelled: Summer Concert Series, Canada Day Celebration, Outdoor Movie Nights, End of Summer Celebration.

At the June 23, 2020 Regular Meeting of Council, the members passed motion (RCM-138/20) which reads as follows:

That Report PRS-2020-16 with respect to the cancellation of summer recreation programs be received.

And that as a result of the ongoing COVID-19 pandemic that the summer recreation programs, including the Tecumseh Summer Day Camp and the Tecumseh Leisure Pool, be cancelled.

At the July 28, 2020 Regular Meeting of Council, the members passed motion (RCM-160/20) which reads as follows:

That Report No. PRS-2020-19 respecting the Virtual Recreation Programming and Online Safety Policy, be received;

And that the Virtual Recreation Programming and Online Safety Policy, as appended to Report No. PRS-2020-19, be approved.

Comments

Under the Canada Summer Job grant program, the recreation department engaged the services of four (4) students to work with the Manager Recreation Programs & Events and the Supervisor Recreation Programs & Events for development and implementation of virtual recreation programming, enhancement to the Virtual Recreation Complex and to assist with preparing future modified recreation programming.

Attachment 1 provides a list of the summer programs and events that were conducted by the Recreation department.

Throughout the summer, programs and events were promoted on the Town's website, TecumsehRec.ca, Virtual Recreation Complex page, and Recreation's social media accounts (Facebook / Twitter). According to social media statistical reports, posts and engagements increased significantly during the summer months. During the month of August:

- Facebook posts reached 20,142 people, an increase of 332%
- Facebook videos reached 10,120 people, an increase of 288%
- Facebook followers up 379%
- Twitter impressions up 311%

The Tecumseh Parks and Recreation office received several phone calls and emails from parents and participants expressing appreciation for the programs and events and acknowledgment of the student's professionalism and welcoming leadership while conducting the programs.

Consultations

None

Financial Implications

The Town received funding under the Canada Summer Job grant program for six (6) summer student positions that provided subsidized funding up to minimum wage. The Town is responsible for wages above minimum wage.

The total cost for the six summer student positions was \$26,600 of which the Canada Summer Job program funded \$23,520 and the Town's share was \$3,080.

Link to Strategic Priorities

Applicable	2019-22 Strategic Priorities
<input checked="" type="checkbox"/>	Make the Town of Tecumseh an even better place to live, work and invest through a shared vision for our residents and newcomers.
<input type="checkbox"/>	Ensure that Tecumseh's current and future growth is built upon the principles of sustainability and strategic decision-making.
<input checked="" type="checkbox"/>	Integrate the principles of health and wellness into all of Tecumseh's plans and priorities.
<input checked="" type="checkbox"/>	Steward the Town's "continuous improvement" approach to municipal service delivery to residents and businesses.
<input checked="" type="checkbox"/>	Demonstrate the Town's leadership role in the community by promoting good governance and community engagement, by bringing together organizations serving the Town and the region to pursue common goals.

Communications

Not applicable ☒

Website ☐ Social Media ☐ News Release ☐ Local Newspaper ☐

This report has been reviewed by Senior Administration as indicated below and recommended for submission by the Chief Administrative Officer.

Prepared by:

Kerri Rice
Manager Recreation Programs & Events

Reviewed by:

Tom Kitsos, CPA, CMA, BComm
Director Financial Services & Chief Financial Officer

Reviewed by:

Paul Anthony, RRFA
Director Parks & Recreation Services

Recommended by:

Margaret Misek-Evans, MCIP, RPP
Chief Administrative Officer

**Attachment
Number**

**Attachment
Name**

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2020 Summer Recreation Programs and Events