

**Communication : C2
Diversity and Inclusion Task Force
March 18, 2021
Item # 2**

Recreation Services

Building Active Communities

**Community Services
March 18, 2021**



Recreation Services

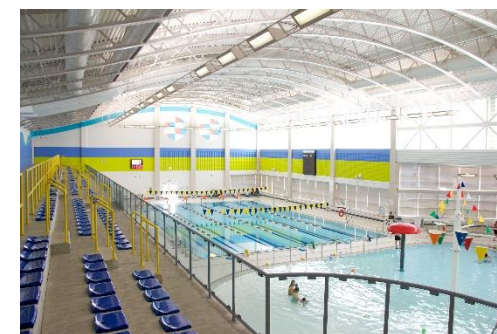
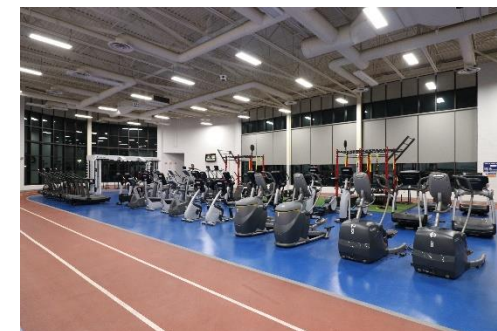
Who we are

- Recreation Services plays an important role in delivering the City's mission of service excellence by supporting and promoting active, safe and diverse communities.
- Recreation Services, in partnership with community service organizations and groups, provides Vaughan residents of all ages and abilities with access to a wide range of recreation programs and events to encourage active, healthy lifestyles and enhance community well-being.



Convenient Locations

- 10 community centres
- Over 4,000,000 traffic counts annually
- Great amenities”
 - 13 indoor pools plus
1 outdoor pool (with ramp access)
 - 5 arenas
 - 5 outdoor rinks
 - 6 fitness centres
 - 11 gymnasiums
 - 7 youth rooms
 - 23 activity rooms
 - 4 bowling lanes
 - 21 bocce courts
- Community theatre
- Ski & Golf Centre
- Vaughan Metropolitan Centre





Diverse Recreation Programs

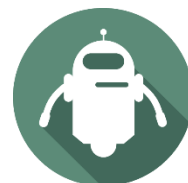
There's something fun for everyone!

- Over 68,000 registrations
- Over 10,000 programs for all ages (preschoolers to older adults)
- Varied interests & abilities:
 - Swimming lessons & leadership
 - Sports, Health & Wellness
 - Creative, Culinary, Performing Arts
 - Science & Technology
 - Educational
 - Professional Development
 - Outdoor Nature

DID YOU KNOW...

We offer the largest array of programs for individuals with different abilities and special needs in York Region.

- Connect & Circle of Friends
- Cuisine for Life
- Fitness & Sport Foundations
- Fun Club
- Learn to Play Music
- Skate & Swim



Memberships & Drop-In Sports

Play when it's convenient for you!

Vaughan Fitness: Find Your Strong

- Flexible membership plans and payment options – along with membership renewal and family discounts, plus referral incentives!
- Over 5,000 active fitness members
- Sold over 12,000 different memberships types



VAUGHAN
FITNESS
find your **strong**



Recreational Sports:

- Approximately 90,000 passes sold
- Pool: Aquafitness, Length & Recreational Swims
- Sports: badminton, ball hockey, basketball, bocce, bowling, pickleball, table tennis & volleyball
- Skate & Shinny Hockey
- Games Room: air hockey, ping pong, billiards, music, TVs, X-box, Wii

Removing Barriers to Participation

- **RecAssist** is the department's fee assistance program funded solely through fundraisers and donations, including unclaimed credits.
- Subsidizes the cost of recreational programs for low-income individuals and families in Vaughan.
- In 2019, we processed 445 registrations totaling \$43,596 in RecAssist subsidies.



In 2019, 3,901 registrations totaling \$683,038 in York Region subsidies



In 2019, 224 registrations totaling \$29,606 in Jumpstart subsidies



VAUGHAN



Facility Allocation: Ensuring Fair Play

- 82,000 bookings & 6,200 rentals annually
- Governed by the Safe Community Centre Policy that encourages a safe environment, free of harassment, violence, abuse or vandalism
- Facilities are allocated utilizing the Fair Play Facility Allocation Policy
- Promotes and recognizes that municipal parks, recreation, heritage and other facilities are integral to healthy communities and intended to be used by the public



Fairs and Festivals: Supporting the Community

- Promotes diversity, innovation and opportunity for all citizens, fostering a vibrant community life that is inclusive, progressive, environmentally responsible and sustainable
- Recognizes that this vision can be achieved through various initiatives such as community-based heritage, village fairs and festivals
- Supports and encourages events planned by volunteer groups that assist in enriching and preserving our diverse community



Building Stronger Communities

- Community outreach & development
- 250+ Community Service Organizations (CSOs)
- Older adult clubs (+ SAVI)
- Emerging cultures
- Community partnerships



DID YOU KNOW...

We are pursuing the Age-Friendly Community Designation and we continue to implement Older Adult strategy recommendations



Supporting our Youth

- Engaging youth through leadership and professional development courses, as well as volunteer opportunities
- Over 2,000 youth are members, with FREE access to games rooms and drop-in sports programs
- Major youth employer (1,000+ part-time rec jobs)



Celebrating Our Vibrant & Diverse Community

- 100 events (with over 50,000 participants)
 - Award winning for Best Promotional Campaign (under \$100,000) & Best Youth Initiative: Winterfest, Canada Day, Concerts in the Parks
 - Official Openings
 - Mayor's Gala and Mayor's Golf Classic
- First-ever virtual events
- Sponsorship recruitment



Diversity & Inclusion in Marketing

- Print, digital, web and social media materials published by Recreation Services are inclusive of Vaughan's diverse community
- Photos for advertisements promoting recreation programs, services, events and employment represent different ethnic groups, genders, ages, and abilities





Diversity & Inclusion in Marketing

- Image selection for the cover of the bi-annual Recreation Guide (the department's main marketing tool) undergoes a rigorous review process to ensure it truly reflects the multicultural community we serve. A different ethnic group is represented in each new issue, and age ranges and genders are varied for back-to-back issues.





Encouraging Active Participation

Recreation Programs Offered

 **10,037**

new
Programs
created **58**

74,056
recreation
POS transactions



Registrations
68,819



Fitness membership
sold **12,275**

Bookings
82,654

Theatre rentals
 **299**



Rentals
6,203

Participant Vaughan Celebrate events

over 50K 



Thank you

Questions?

