

## ATTACHMENT I

### OCEANSIDE RECREATION SERVICES KEY HIGHLIGHTS APRIL 2019 - SEPTEMBER 2019

#### **Oceanside Recreation Program Services - Key Highlights (chronological order)**

After School drop in Gym at Craig Street and Qualicum Commons continue to be well attended.

Youth leadership development courses Babysitter's Certification and Home Alone that were offered in the spring were full.

In April preschool and children program attendance continued to be higher than the same period in 2018. Gymnastics programs for this age group (Parent and Tot, Tiny Tot, Kinder, etc.) continue to fill up.

Participation in Adult fitness programs remains strong with good attendance.

The Golden Shoe Hunt started April 12 and ran to May 19<sup>th</sup>.

Youth and teen summer registrations and core department summer camps (Bigfoot, Kowabunga, Sonic, Express, Nemo) were close to capacity and many had waitlists all through the summer.

Early year's (Camp Littlefoot, Munchkin Land, Storybook Village, dance and gymnastics camps) children's summer programming (gymnastics, Claytime Creations, dance camp) were also well attended throughout the summer with a number of waitlists.

Adult programming saw over 270 participants attend drop in fitness classes. The annual six on six co-ed soccer league was full with 72 registered players. This program is in its 21<sup>st</sup> year.

The Rx for Health program that sees local health professionals writing prescriptions for department programs had as of the end of September 282 redemptions and revenue of close to \$11,000.

Marketing and communications of department programs and services continues year around and can be summarized as follows for the reporting period;

- Display ads – Parksville / Qualicum Beach News (PQB): RDN monthly ad, What's On Digest: Newspaper inserts – 16,000 designed and printed in house. Distributed the week of September 24 through the PQB News.
- Radio ads – Promoting Fall registration of all recreation programs, Poster and Active Living Guide delivery throughout the Oceanside communities of fall programs and special events occurred the week of September 12.
- Facebook boosted promotions for Active Aging Week
- Monthly radio interview September 26 with 88.5 Beach Radio – Active Aging Week
- Social media:
  - Recreation posted 13 posts on Facebook. Current Facebook followers: 4,844
  - Recreation posted 5 tweets on Twitter. Current Twitter followers: 2,785
  - Recreation posted 3 posts on Instagram. Current Instagram followers: 1,330

**Arena Services - Key Highlights (chronological order)**

April saw the beginning of the Co-Ed and Adult Spring Hockey League. The Co-Ed League consists of 4 teams totalling 60 players while the Adult League consists of 3 teams totalling 43 players. Each league runs from April - June and plays twice a week on Tuesday and Thursday.

Pickleball tournament registration began in April. The popular two day event takes place in late May and attracts players from all over Vancouver Island. There was a rush of registrations that took place in May as both the Men's and Women's doubles were at near capacity (64/68 participants).

The Grumpy Old Men hockey tournament was held on April 12<sup>th</sup> - 14<sup>th</sup> and had 24 teams attend from all over B.C. Much like the Skate Canada's Vancouver Island Skating International event held in April as well, the Grumpy Old Men Hockey Tournament is an annual event held at Oceanside Place.

The Island Open Taekwondo Championships were held on April 27<sup>th</sup> and 28<sup>th</sup>. The event had participants from all over the Pacific Northwest.

The annual Great Garage Sale was hosted again on May 4<sup>th</sup> with more than 24 tables participating.

The Cowichan Junior A Capitals of the BC Hockey League hosted a Spring Hockey Camp May 24-26 and Oceanside Minor Lacrosse Association hosted a Midget aged tournament May 30 - June 1.

The month of June saw the removal of the ice from the Victor Kraatz rink and all three rinks were in a dry floor condition as of June 14<sup>th</sup> to allow for the chiller replacement and energy efficiency upgrades to the ice plant.

The Oceanside "Shark Attack" annual Lacrosse tournament was held June 8-9 on the Howie Meeker dry floor. Teams from across Vancouver Island and the lower mainland participated in this annual event.

RDN Recreation and Parks partnered with the Nanaimo Lacrosse Association to provide dry floor times for the hosting of the Female Midget Lacrosse Provincial Championships July 10-14.

Three private hockey schools (Gold in the Net, Turcotte Stickhandling and Heath Dennison Power Skating and Hockey Skills) occurred in August and attract participants from across Vancouver Island, BC, Alberta and the state of Washington.

An ice hockey camp for female youth was held at Oceanside Place in August. This camp is hosted as a partnership between the RDN and Carly Haggard who has been the head instructor of the camp for several years. Carly is a former NCAA Division I athlete, professional hockey player and Canadian National Women's U22 Team member.

The addition and success of the CanSkate program saw a total of 80 participants register for the fall skating session compared to 64 in 2018.

Skate Canada held their annual figure skating development camp for Vancouver Island skaters on September 21 and 22 at Oceanside Place.

The Oceanside Generals commenced league play in the Vancouver Island Junior Hockey League and hosted their home opener on September 7 against Westshore.

The Parksville Panthers held their annual September Hockey Classic with divisions ranging from 55+ to 80+ in ages. Teams from across Vancouver Island, BC, Alberta and Colorado participated. This event includes social activities held on the dry floor of Oceanside Pond throughout the tournament.

### **Aquatic Services - Key Highlights (chronological order)**

The following special events, programs and aquatic leadership development courses were held at Ravensong in the spring of this year; three sets of swimming lessons (Saturdays, Mondays/Wednesdays and Tuesday/Thursdays), aquafit instructor training for staff, elementary school (Arrowview) fun swim, Bronze Cross (advanced lifesaving skills), National Lifeguard certification and additional Spring Break public swimming.

As spring progressed more elementary schools scheduled swimming lessons for their classes and new sets of swimming lessons occurred. Typically school swimming lessons see a total of just over 100 registrants participate and each of the three sets of public swim lessons (Saturdays, Mondays/Wednesdays and Tuesday/Thursdays) have close to 300 registrants combined.

The annual Qualicum Beach Family Day Free Swim had an attendance this year of 100 participants.

Three elementary schools rented Ravensong for year end swim sessions and the annual Ballenas Secondary School Cardboard Boat Challenge was held in June and had 44 registrants.

The swim portion of the 2019 Qualicum Beach Triathlon was again held at Ravensong Aquatic Centre. The event is in its 22<sup>nd</sup> year and in 2019 had 440 participants in the seven race categories.

Summer swim lessons began in early July and ended just before the August 3<sup>rd</sup> annual shutdown. This year there was just over 400 registrants in summer swim lessons.

In September after the shutdown ends fall swim lessons and regular fall aquatic programming starts. Aquatic leadership and recertification courses started, three sets of lessons began as well a school swim lesson set for 38 Home schoolers. A Professional Development Day Schools out swim on September 24 had 66 attend.