

**Community Services Annual Report - 2023** 



### **Director's Message**



It is an honour to collaborate with the dedicated Community Services staff serving the residents and visitors of the Township of Scugog. This department is the intersection of public services that fulfills a multitude of needs such as health and wellbeing, preservation and education of heritage and culture as well as the provision of communications and extraordinary events to the community.

Over 2023, we delivered many wonderful projects and initiatives from a new website, a customer response management tool, a special event planning guide and grand opening of the new

Lakefront Skate and Market attracting visitors to our vibrant downtown. As well we opened new playground equipment, delivered excellent camps, expanded inclusion services, hosted numerous Film and Television projects, welcomed record numbers to our museum and special events.

Our 2023 accomplishments are highlighted in this report, and I am immensely proud of our service delivery, especially in customer service. In 2024 we will continue delivering excellent customer service, provide timely and trusted information and community engagement opportunities, work to maintain and enhance our beautiful green spaces and trails.

Lori Bowers, BA Eng. Lit. and DPA Public Admin.

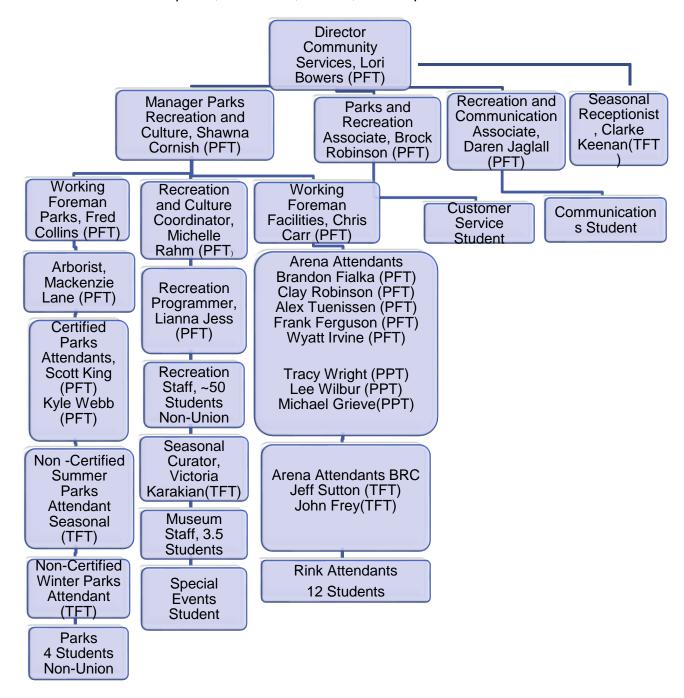
**Director Community Services** 



181 Perry Street, Port Perry ON, L9L 1A7

# **Department Organizational Chart**

The Community Services Department is responsible for the provision of services for residents and businesses related to parks, recreation, culture, and corporate communications.





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#### **DEPARTMENT SERVICES BY THE NUMBERS**

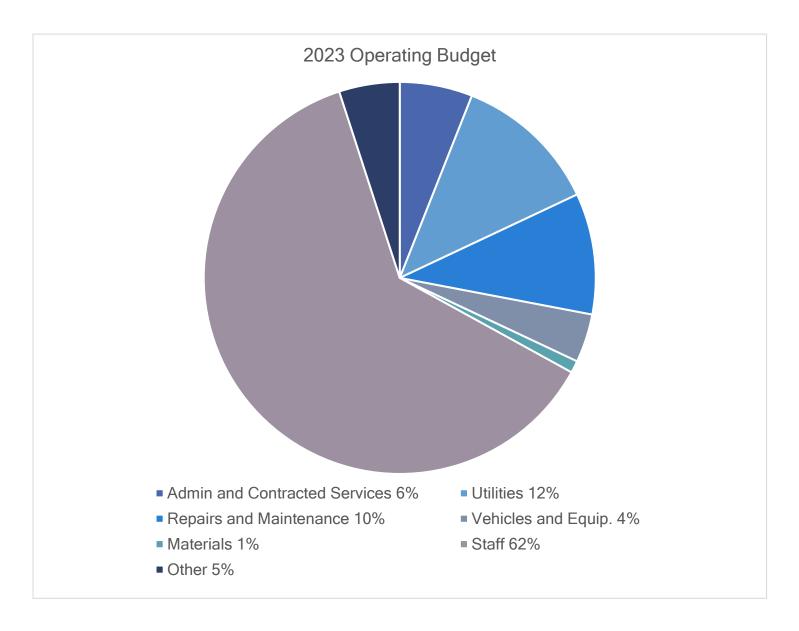
3	3 Ice pads 1 Outdoor skating pad		3 Basketball Courts
础	10 Community Halls		2 Beach Volleyball Courts
	1 Outdoor Pool	<u>*</u>	3 Skateparks
1000 <u>700</u>	11 Historical Buildings		4 Boat Launches
~ (3)	19 Parks		1 Splashpad
	15 Playgrounds	****	10 Km of Trails
	12 Ball Diamonds	PPP PPP	15 gardens
	6 Tennis Courts		92 hanging flower baskets



Email: recreation@scugog.ca Phone: 905-985-7346

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# **Department Operating Budget**



**2023 Department Budget = 3,896,400.00** 22% of 2023 Township Operating Budget

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#### **Culture Division**

The culture division strives to preserve, research, interpret, and exhibit items that will serve to illustrate and promote the history and prehistory of the municipality and the Lake Scugog Area. Our division is responsible for showcasing vibrant historical museums, places and stories that engage our community and provide each resident and visitor with a better understanding of Scugog, rural Ontario history and our First Nation Heritage.

The Scugog Shores Museum Village is open from Victoria Day weekend to Labour Day weekend, Wednesdays to Sundays. The Village shows what daily life was like in Scugog from the mid to late 1800's. It includes 11 restored buildings, heritage flowers, herb, and vegetable gardens, and the Ojibway Heritage Interpretive Lands. It is also the site for many special events, school and educational programs, and rentals. The Museum and Archives stores and care for thousands of artifacts, fulfills research requests, and offers a research centre.



Scugog Shores Museum Village

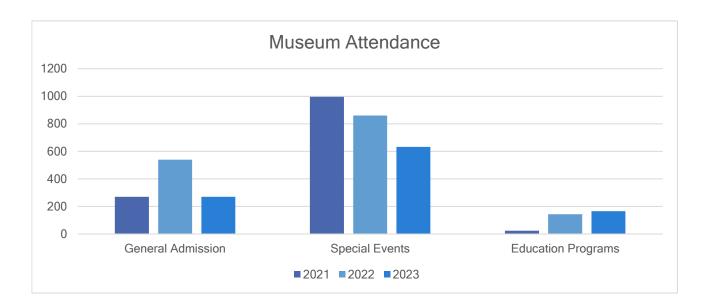
Other initiatives the culture division participated in:

- Refreshed all historical buildings with new furnishings from the collection
- Assisted consultant with Strategic Plan for the Scugog Shores Museum and Village

Website: <a href="www.scugog.ca">www.scugog.ca</a>
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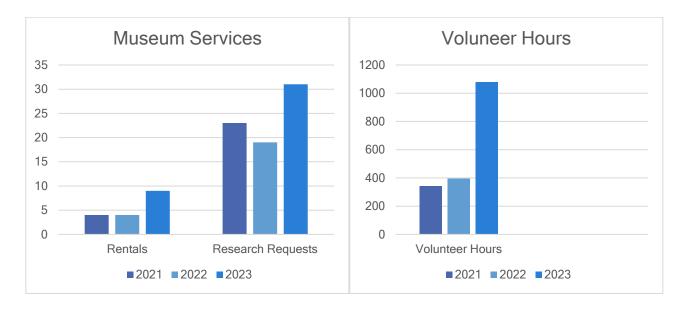
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- Created the Port Perry High School exhibit
- Repaired flooring in Head Church washrooms
- Shored the foundation on the Rodman Cabin
- Painted the picket fence surrounding the Head Cemetery
- Provided new Ghost Tour events
- Facilitated many repairs on historical buildings
- Started the collection digitization in partnership with Google Arts and Culture





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#### **Recreation Division**

The recreation division is responsible for supporting the provision of safe and sustainable leisure activities that promote opportunities for all community members to experience and achieve the physical, emotional, and social benefits of leisure. Our division contributes to community cohesiveness and pride through participation in leisure. Programs offered include recreation programs for pre-schoolers, children, youth, adults and seniors, summer, and school break camps, and aquatic programming. Drop-in programs include pickleball, public skating and swimming, parent and tot skating, shinny, and stick and puck. Our programs are coordinated by the Recreation and Culture Coordinator and Recreation Programmer and delivered by over 20 recreation student staff and partnerships that include EarlyON, Ashlea Jones Athletes in Training, Scugog Arts, Theatre on the Ridge, Sportball and Port Perry Tennis Club.



Other initiatives the recreation division participated in:

- Brought back the Grade 5 Action Pass initiative together with the Durham Region Municipalities
- Provided more drop-in opportunities within programming (adult fitness and aquafit classes)
- Introduced Learn to Skate programs to Blackstock Arena

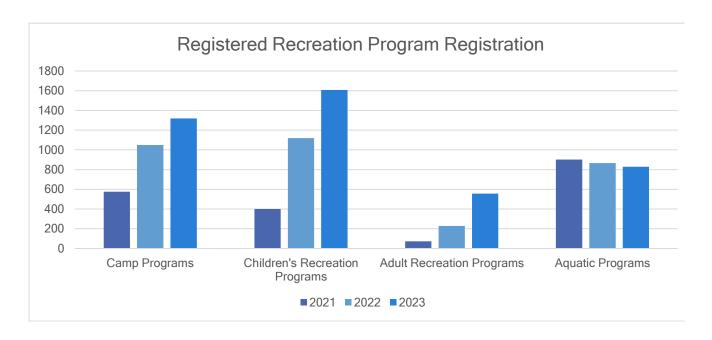
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- Created the Spring/Summer and Fall/Winter leisure guide in-house
- Supervised the operation of the ice oval
- Created reels for new Recreation Instagram
- Assisted the Township student job fair
- Provided Free Family Day and Movie Nights for Youth events for the community
- Assisted with the procurement and installation of two kayak launchers





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#### **Communications Division**

Our communications team is responsible for overseeing corporate communications for the Township, which span across digital, traditional, and print media. These include websites (scugog.ca, my.scugog.ca, scugogtourism.ca), social media (Facebook, Twitter, Instagram, LinkedIn, YouTube), newspaper/magazine ads, radio and earned media with both print and television. All messages from posts to news releases from all departments go through the communications team. Throughout 2023, we released 123 news items on scugog.ca and 2,146 total social media posts across the main three channels (854 on Facebook, 630 on Twitter, 662 on Instagram). Across all social media posts on all channels, the Township of Scugog was able to reach 1.8 million impressions. While TikTok was previously used for recreation-based content, the page was closed and migrated to Instagram via @recscugog. In addition to Township-specific posts, we also share posts from other organizations when applicable to our community. Some of these posts include Durham Region content like Durham Greener Homes, transit, social services, Durham Regional Police Services community outreach survey and releases, 311 Information, capital projects impacting Scugog and more.

There were several initiatives that required tailored communications plans, spanning across multiple departments. Some of these included Budget, Corporate Strategic Plan, Recreation (multiple campaigns for various topics), Fire and Emergency Services public education and prevention and Public Works capital projects. Each of these communications plans included a myriad of tactics that were measurable and served to inform and engage the community. Additional tactics included digital options, content spanning across multiple websites and often in-person outreach opportunities for stakeholders and the public.

Released 123 news items on scugog.ca 2,146 social media posts



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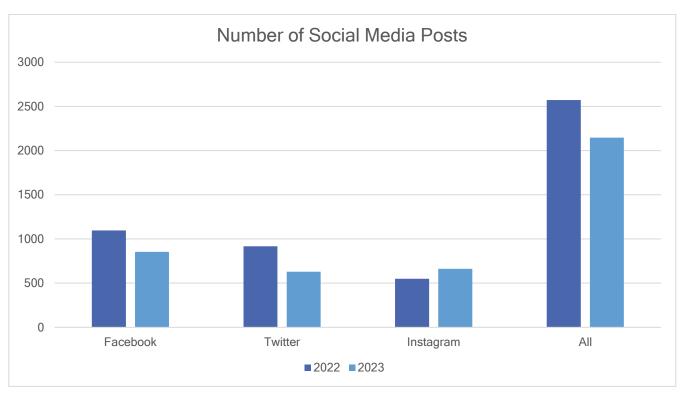




# 5,100 site visits My Scugog, Our Community Engagement Site



# 14,341 unique searches for information on scugog.ca



Note: number of social media posts higher in 2022 due to additional health messaging for COVID-19



#### **Film And Television**

The Community Services Department manages film and television projects occurring in Scugog including permits, liaison work with community groups and participation in the Regional Film and Television Advisory Group.



Approved three film projects in 2023 \$26,720 in permit and rental fees
Over \$275,000 in Economic Development



# **Tourism and Partnerships**

Community Services works in collaboration with community partners, sponsors, and event organizers to bring engaging and inclusive events that appeal to a wide range of residents and visitors.

The Community Services Department could not provide the programs, events, and initiatives without invaluable community partnerships. The 2023 partnerships include:

#### **Recreation Program Partnerships**

- Early On Preschool programs
- Sportball Children's programs
- Tanya LaRiccia Karate programs
- Ashlea Jones Athletes in Training Fitness, skating and aquafit programs
- North Durham Pickleball Club Pickleball program
- Jumpstart Recreation program funding
- Crusty's Pizza Pizza for summer camps and movie nights

#### **Camp Partnerships**

- Theatre on the Ridge Theatre camp and recreation programs
- Scugog Arts Summer and march break camps
- Kids Great Minds Summer camp
- Port Perry Tennis Club Summer camps
- Scugog Mechanical Free pizza days for summer camps
- Landon's Tree Service Free pizza days for summer camps

#### **Community Free Skate Sponsors**

- Canadian Tire Winter and march break
- Scugog Mechanical Winter break, march break, family day
- Lake Scugog Lumber Winter and march break

Alaina Malcolm – Coldwell Banker Real Estate

#### **Museum Partnerships and Sponsors**

- Lake Scugog Historical Society
- 100 Men of Scugog
- Scugog Shores Fibre Artist Guild
- Theatre on the Ridge
- Pine Ridge Garden Club
- Durham Master Gardeners OHIL
- Mitigomin Native Plant Nursery OHIL
- Northern Ramblers Car Show
- Durham Tourism Canoe the Nonquon
- Cozzy Electric Canoe the Nonquon
- Brocks Department Store Canoe the Nonquon
- Two Blokes Cider Canoe the Nonquon
- Port Perry Marina Canoe the Nonquon
- Signworks Canoe the Nonquon
- Port Perry Lions Club Canoe the Nonquon, Canada Day, Car Show
- Scugog Fire Department Canoe the Nonguon
- Knox Pumpkin Farm Boo-seum

#### **Event Partnerships and Sponsors**

- Communicate Freely Movie nights in the park
- Mississaugas of Scugog Island First Nation (MSIFN) Pollinator Garden committee, Indigenous People's Day
- AVZ Accounting and Tax Movie nights in the park
- Taylor Forder Movie nights in the park

- Port Perry Optical Movie nights in the park
- Puckrin and Latreille Real Estate Movie nights in the park
- Vos' Independent Movie nights in the park, Canada Day
- Big Brothers Big Sisters of North Durham Movie nights in the park
- Nutty Chocolatier Movie nights in the park
- Early On Movie nights in the park
- OLG Canada Day
- Ribcor Holdings Inc. Canada Day
- The Standard Newspaper Canada Day
- Dominos Pizza Canada Day
- Cedar Creek Contracting Canada Day
- Ashlea Jones Athletes in Training Lakefront Skate and Market
- Green Tractors Lakefront Skate and Market
- All-Risks Insurance Lakefront Skate and Market
- B.M. Welding Lakefront Skate and Market
- Beavertails Lakefront Skate and Market
- Corey Hulowski Lakefront Skate and Market
- Holmes Insurance Agency Lakefront Skate and Market
- Larocque Electric Lakefront Skate and Market



#### **Tourism Grant Funding**

The Community Services Department applied for funding from the Government of Canada through the Fed Dev Tourism for Southern Ontario. The funding provided the means to deliver key projects in the downtown to create unique attraction opportunities especially to increase visitation in our shoulder season (fall/winter).

Projects supported by the grant funding include:

- Enhanced Skating Rink Lakefront Skate and Market
- Pedestrian zones/conversation areas Red chairs, griplock kiosks
- Tourism trailer and storage units
- Pollinator Garden Pollinator Path with Land Acknowledgement



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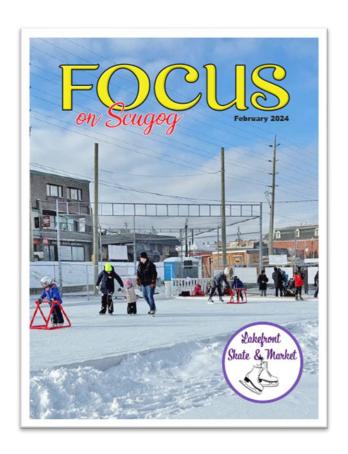




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# **Special Events**



The Community Services Department organizes many Townships special events for the community. Organizing the events includes coordinating logistics, staffing, vendors, and attending meetings. The 2023 Township organized events include:



#### Township of Scugog Special EventsL

- Canada Day Celebrations
- Sports Hall of Fame Ceremony
- Movies in the Park
- Concerts in the Park
- Canoe the Nonquon
- Grand Opening of Lakefront Skate and Market
- Grand Opening of Palmer Park

- Northern Rambler Car Show
- Family Thursday Fun Events
- Scugog Heritage Day
- Ghost Tours
- Boo-seum
- Children's Old-Fashioned Christmas
- Friday Night Fun for Recreation
- Movie Nights for Youth

In addition to organizing Township Special Events, the Community Services department provided **support for 40 community events.** The support includes reviewing and approving permits, circulating applications to applicable departments for approvals, ensuring insurance and payment is received. The 2023 Community Events include:

- Tartan Day Parade
- Compost Day
- Nestleton Slo-Pitch Tournament
- Pedal for Patients
- Coldest Night of the Year
- Walk for Guide Dogs
- Scout's 100<sup>th</sup> Parade
- Craft Beer & Cider Festival
- Amazing Race Port Perry
- Candlelight Walk

- Firefighters Rooftop Campout
- Hike for Hospice
- North Durham Pride
- Roar by the Shores
- Dragonboat Festival
- Brits on the Lake
- Caesarea Regatta
- Port Perry Pedals
- Scugog Arts Culture Days
- Santa Claus Parade

#### **Facilities Division**

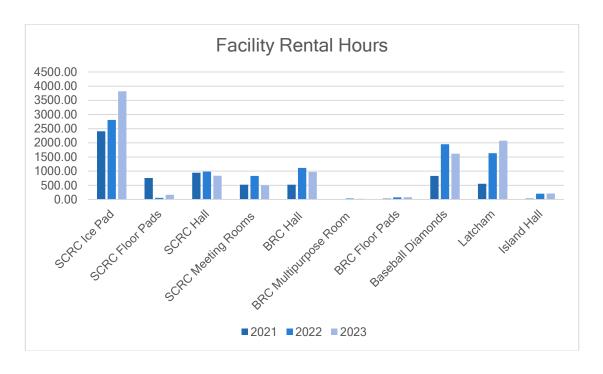
Recreation division is responsible to provide safe, well maintained municipal buildings and facilities for all users. Our division is responsible the operation and maintenance of three ice pads, 1 outdoor ice pad, 10 Community Halls, Birdseye Pool and the Historical



buildings at the Scugog Shores Museum Village. Other initiatives the facilities division participated in:

- Planned and maintained new outdoor ice skating surface
- Painted the SCRC arena changerooms, lobbies, stands, meeting rooms
- Wax and stripped hall and arena floors
- Replaced water softeners
- Replaced HVAC unit
- Repaired Air Conditioner for SCRC
- Painted bottom of Birdseye Pool
- Solenoid valve replacement in refrigeration plant







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#### **Parks Division**

Parks division is responsible to provide safe, well maintained municipal green space for all residents and visitors. Our division is responsible the operation and maintenance of 19 parks, 16 playgrounds, 12 ball diamonds, six tennis courts,3 basketball courts, 3 skateparks, 10 km of municipal trails, 15 gardens, 92 hanging baskets and the splashpad. During the winter, the division is responsible for maintenance of 25 km of sidewalks and 16 parking lots.



Other initiatives the parks division participated in:

- Organized Grand Opening of Palmer Park
- Updated Parks Donation Policy
- Refurbished gang mower
- Repaired loader and tractor
- Coordinated repair to hydro line on Carolyn Best laneway
- Opened and closed Joe Fowler public washrooms

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- Pruned and trimmed trees in Waterfront Trail
- Installed flagstone around the Pollinator Garden
- Installed additional Christmas lights on trees in Palmer Park
- Installed red chair pods in Palmer Park
- Performed infield and outfield maintenance at Joe Fowler North and South diamonds
- Reconstructed bleachers at Carolyn Best Diamonds
- Installed picnic tables and concrete pad at Putsey Park
- Refurbished Bagwatting signs
- Flagstone installation at the Pollinator Garden





# Staff Accomplishments

- Recreation staff completed Kerry's Place Autism Spectrum Disorder Certification
- Recreation staff (camp staff) completed Kerry's Place inclusion training
- Community services staff received de-escalation training
- Arena staff completed ORFA training
- Staff completed Ontario Parks Association Playground Practitioner course
- Recreation staff attended Parks and Recreation Ontario annual conference
- Parks staff attended Arbor Canada course
- Staff attended Township Leadership Development Program
- Campaign for National Day for Truth and Reconciliation event and PRIDE month including banners in the park
- Community services staff created a float and took part in the Port Perry Santa Clause Parade

#### **Staff Anniversaries in 2022**

- Michelle Rahm 5 years
- Scott King 5 years
- Fred Collins 20 years
- Shawna Cornish 20 years
- Chris Carr 25 years

### Welcome to the Community Services Team!

- Michael Grieve Part-Time Arena Attendant
- John Frey Seasonal Arena Attendant
- Clarke Keenan Seasonal Recreation Receptionist

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# **Capital Budget**

The Community Services Capital budget outlines our plan for long-term projects. It includes replacement and building component replacement or rehabilitation and equipment.

#### 2023 Capital Projects

- Water Softener replacement
- HVAC replacement
- SCRC Air Conditioner replacement
- Community Hall Board Projects
- Battery Replacement for Olympia

#### **Water Softener Replacement**





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**HVAC** Replacement



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**Olympia Battery Replacement** 



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#### **Grants**

Any grants applied for, received etc.

Grant Program	Agency	Description	Grant Amount	Status
Fed Dev Tourism	Federal	Enhance Tourism	\$375,000	Up to
	Government			\$500,000
				Approved
Celebrate Canada	Federal	Canada Day	\$18,400	\$15,000
	Government			Approved
Community	Provincial	Operating Grant	\$19,600	\$19,638
Museum Operating	Government			Approved
Grant				
Digital Access to	Federal	Museum Collection	\$71,788	\$71,788
Heritage	Government	Digitization		Approved
Donation Program	MSIFN	Sports Hall of Fame	\$3,000	\$3,000
				Approved
Donation Program	MSIFN	Wigwam Covering	\$2,500	\$2,500
				Approved
Event Sponsorship	OLG	Canada Day Presenting	\$7,000	\$3,000
		Sponsor		Approved
Jumpstart	Jumpstart	Wages for Recreation	\$360	Approved
Community		Leaders		
Development Grant				
Building Safe	Hydro One	Sun Shelters at several	\$25,000	Not
Communities		parks		Approved
Youth Employment	Canada Parks	Salary for Recreation	\$10,000	Not
Experience	Recreation	Receptionist		Approved
	Association			



### What People Said:

- "I just wanted to reach out to say thank you so much. This summer has been incredible for both my girls, with an awesome summer program and fantastic staff! Each day, staff politely greet us and are eager to have the kids join in the fun. At pick up, I hear how much fun the girls had and staff are again lovely. As ridiculous as this sounds. I have never had this positive of an experience for \*name\*"
- "Scout was amazing, every day she came home to tell me how he was always so nice to her and never let her feel left out. I don't know if he even recognized how much she didn't feel like she belonged because she told me she just wanted to get through the week. Every morning, she left for camp not ready to go and every day after that first day she came home the happy, little girl I know and when I say it was because of him I mean it. He really made a difference to make her feel welcomed, be part of the group, and from what she told me genuinely cared to make sure everyone was included but also didn't force her to keep up with the boys if she didn't want to. When she came home with the smile award she was more happy that he picked her because she wanted to be good for him. I manage a lot of stu
- dents myself and they don't always get the credit they deserve. Please make sure he
  knows he's made a difference and thank him for a job well done."
- "We had never visited Port Perry before and enjoyed the skating rink and the shopping. We love your pretty town and will be back again soon."
- Opening of the rink "Thank you so much this makes me smile! Happy New Year!"



# **Looking Ahead To 2024**

2024 is expected to be an amazing year for Community Services with:

- Deliver a busy 2024 event season including Family Day, Canoe the Nonquon, Canada Day and Movies in the Park
- Packed summer camps, aquatics, and programs
- Introduce a sensory friendly skate during March Break
- Corporate communications support for department community outreach as well as collaboration projects for the community
- Restoration of select Museum Village buildings and the implementation Museum Cultural Strategic Plan
- Official opening of the Scugog Pollinator Garden including education information on pollinator species, botanical and Indigenous plant names, and a land acknowledgement plaque
- Review ice allocation in facilities
- Grow the Museum's digital experience
- Ojibway Heritage Interpretive Lands revitalization
- Enhancements to Lakefront Skate and Market
- Expanded operations for new parks and playgrounds and maintenance for public washrooms, parks and trails
- Enhanced holiday lighting in Palmer Park
- Estimate to be welcoming over 420,000 visitors to the Scugog Recreation Centre and Blackstock Recreation complex throughout 2024



# **Department Team**

#### **Recreation Division**

Recreation and Culture Coordinator	Michelle Rahm
Recreation Programmer	Lianna Jess
Assistant Curator	Victoria Karakian/Robyn Pegg
	Rachael Goreski
Camp Supervisor	Kylie Bertrim
	Ty McFadden
Aquatic Supervisor	Riley James
Aquatic Supervisor	Jamie Primo
	Aeris Aspin
	Ben Ierullo
	Zach Empringham
	Lily McLean
	Alyssa Soomre
	Maya Pavlovic
	Sophie Smith
Camp Counsellors	Alex Robinson
Camp Counsellors	Beth Scott
	Parker Lemay
	Sydney Burey
	Meghan Brennan
	Riley Kilburn
	Jess Whitlock
	Ella Passafiume
	Ella Shestowsky



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	Mya Lucifora
	Meghan Aucoin
	Shyanne Smale
	Anna Twohey
	Beth Craigen
	Eliot Savor
	Keira Fisher
Aquatia Staff	Brooklyn Burger-Jacobs
Aquatic Staff	Amelia Miller
	Lance Miller
	Vanessa Page
	Sophia Goreski (occasional)
	Abbey Elliot
	Riley Kilburn
	Alex Robinson
	Alyssa Soomre
	Anna Soomre
	Kailyn Seguin
	Lily McLean
Recreation Program Staff	Maya Pavlovic
	Megham Brennan
	Amelia Miller
	Ella Passafiume
	Dora Stebbins
	Jake Hoog
	Ella Wilson
	Nora Scott



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	Mckala-Maria Carley
	Kayla Hoare
	Jessica Whitlock
	Anna Soomre
Museum Chudente	Thomas Parry
Museum Students	Calleigh Barton
	Lily Pettit

#### **Facilities Division**

Arena Foreman	Chris Carr
	Brandon Fialka
	Clayton Robinson
	Alex Teunissen
	Frank Ferguson
Arena Attendants	Tracy Wright
Alena Allendants	Lee Wilbur
	Wyatt Irvine
	Michael Grieve
	Jeff Sutton
	John Frey
	Claire Dempsey
	Wilson Michel
	Beth Scott
Rink Attendants	Riley James
	James Cherry
	Caden Williamson
	Ben VanderSlaght



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Brady McPhail
Kailyn Seguin
Oscian Seguin
Jake Hoog
Wilson Michel

#### **Parks Division**

Parks Foreman	Fred Collins
Arborist	Mackenzie Lane
	Kyle Webb
	Scott King
Parks Attendant	Jenna Dunn (Seasonal)
	Grace Dempsey (Seasonal)
	Danielle Booker (Seasonal)
Parks Students	Emma Scott
	Jack Jamieson
i aiks students	Nathan VanderSlaght
	Abigail Brennan

#### **Administration**

Recreation and Communications Associate	Daren Jaglall
Parks and Recreation Associate	Brock Robinson
Recreation Receptionist	Anna Twohey/Clarke Keenan



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Recreation Receptionist Student	Noah Cornish
Special Event Student	Claire Dempsey
Communications Student	Katie Elliot
Manager of Parks, Recreation and Culture	Shawna Cornish
Director of Community Services	Lori Bowers