

**Date:** Tuesday, February 11, 2025  
**To:** Elizabeth Tracy, Chief Administrative Officer  
**From:** Christine Burns, Manager of Recreation Services  
**Subject:** Recreation Services 2024 Fourth Quarter Report

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### **PURPOSE**

The purpose of this report is to provide the Council with an update on fourth quarter activities of the Pemberton and District Recreation Services Department.

### **BACKGROUND**

Quarterly reports are provided throughout the year to keep Council up to date with Recreation Services' activities.

### **DISCUSSION & COMMENTS**

This report provides an overview of fourth quarter activities undertaken by Recreation Services from October 1 to December 31, 2024.

#### **Programming**

##### **Early Years and Children's Programs:**

Children's programs were well subscribed in the fourth quarter, with 1241 unique registrations for after school programming alone, on par with fall 2023 numbers. All other early years and children's programs ran at or above minimum requirements.

Recreation Services has continued to enhance capacity to accommodate waitlisted registrants by hiring casual staff and is now encountering space limitations.

##### **Fitness Programs**

Participation in adult fitness programming continues to show strong numbers in registrations with a full winter schedule planned for January 2025.

Value added programming offered 12 weekly classes, resulting in **1396** unique participants. There were 13 weekly registered fitness classes with **325** unique participants.

##### **Seniors' Programming**

Participation in seniors' programming increased as the weather became colder. Recreation continues to offer two weekly value added fitness classes geared to seniors, with a total of **186** unique registrations. The Movement and Social Matters program, offered in collaboration with

the Sea to Sky Better at Home programmer, continued on a weekly basis and was fully subscribed with waitlists in place each session. Programming staff continue to collaborate with outside organizations to improve programming for seniors with a focus on enhancing participants' connections to the community.

### **Youth Programming**

The REC continues to be open Tuesday to Friday from 6 to 9pm. We continue to see an increase in participation at the REC, specifically on Fridays, a trend we associate with the increased days of operation.

Recreation continues to work with Pemberton Secondary School (PSS) with youth leaders providing lunchtime programming on Mondays and Wednesdays. This program supports the school with some of their supervision challenges and at the same time creates connections for youth and our staff.

### **Adult Drop-In Sports**

Adult drop-in sports continued in the fourth quarter with pickleball and badminton at Pemberton and District Community Centre (PDCC) and soccer and basketball at PSS. We continue to monitor attendance at drop-in sports and adjust programming where possible based on community feedback.

### **Fitness Centre Use**

There were a total of **11,060** unique fitness centre scans in the fourth quarter, representing a 10% increase from 2023.

### **Membership sales**

Table 1 provides a breakdown of fitness centre memberships sold in the fourth quarter of 2023 and 2024. Membership sales show a modest 9% increase in pass purchases, most notably in the 10x Adult and 10x Senior products.

Table 1. Comparison of fitness centre membership sales, fourth quarter 2023 and 2024.

<b>Pass Types</b>	<b>October – December 2023</b>	<b>October – December 2024</b>
1 Month Adult	213	205
1 Month Senior	9	6
1 Month Student	32	45
10x Shower	1	2
10x Adult	302	350
10x Senior	47	72
10x Student	70	66
10x External Trainer	4	2
10x Family Open Gym	9	24

<b>Pass Types</b>	<b>October – December 2023</b>	<b>October – December 2024</b>
3 Month Adult	72	59
3 Month Senior	5	6
3 Month Student	8	6
6 Month Adult	20	14
6 Month Senior	5	3
6 Month Student	4	6
1 Year Adult	9	9
1 Year Senior	4	5
1 Year Student	0	0
<b>Total</b>	<b>807</b>	<b>878</b>

### **Facility Use**

#### **Indoor**

Indoor space use is tracked through facility rentals and programming hours. Exclusive use of Room A and the studio by School District No. 93 during school hours is not included in these numbers. Table 2 provides a comparison of indoor space use in the fourth quarters of 2023 and 2024. There was a 43% increase in the number of agreements issued in 2024 accompanied by a 32% decrease in hours of use, a result of Pemberton Gymnastics and Ju Jitsu no longer using the Great Hall.

Table 2. Comparison of indoor space rentals, fourth quarter of 2023 and 2024.

<b>PDCC Facility Space</b>	<b>Agreements and Permits</b>		<b>Sessions</b>		<b>Hours of Use</b>	
	<b>2023</b>	<b>2024</b>	<b>2023</b>	<b>2024</b>	<b>2023</b>	<b>2024</b>
Lobby	1	1	1	2	8.5	6
Studio	0	0	0	0	0	0
Kitchen	4	3	4	9	9.5	31.5
Room B	24	16	122	122	413.75	335
Room D	12	6	30	16	65.5	37
Great Hall (C)	13	23	91	82	611	295
Great Hall (B)	11	15	72	49	515	174.5
Great Hall (A)	10	21	93	79	534.5	240
Youth Centre	0	22	0	126	0	335
<b>Totals</b>	<b>75</b>	<b>107</b>	<b>413</b>	<b>485</b>	<b>2,157.75</b>	<b>1,454</b>

#### **Outdoor**

Outdoor space use during fourth quarter is weather dependent. Bookings were significantly lower in 2024 than in 2023.

Table 3. Comparison of outdoor space bookings in fourth quarter of 2023 and 2024

Facility	Agreements and Permits		Sessions		Hours of Use	
	2023	2024	2023	2024	2023	2024
Community Lawn						
Meadows Field						
Signal Hill						
Den Duyf Park	6	9	35	33	77.5	117
Gates Lake Park						
The Barn	1	2	4	6	28	33
One Mile Lake Park	2		45		125	
Pioneer Park						
Lot 12 (BMX and Skatepark)	2	1	4	2	12.5	6
Rozsypalek Park						
Creekside Tennis Courts						
Bike Skills Park						
Outdoor Basketball Court						
Staehli Park						
<b>Totals</b>	<b>11</b>	<b>13</b>	<b>88</b>	<b>41</b>	<b>243</b>	<b>156</b>

### **Facility Traffic**

Along with membership purchases, program registrations and facility bookings, staff track drop-in purchases. Drop-in purchases increased from **628** in the fourth quarter of 2023 to **668** in the fourth quarter of 2024, showing a modest increase in facility use.

Door counters were installed at the beginning of the second quarter of 2023. Due to a malfunction, we were unable to track ins and outs in the second and third quarters of 2024. The issue appears to have been rectified, with the counters indicating that approximately **40,000** people entered the facility in the fourth quarter of 2024.

### **Facility Maintenance**

Preventative maintenance continued in the fourth quarter with routine maintenance to ensure the efficient operation of PDCC systems and the regular winterization of all outdoor spaces within Recreation Services.

### **Recreation Projects**

- Accessibility and Inclusion Draft Plan presented to Council
- BC Hydro Regreening Grant was completed and funds have been received for eligible expenses up to \$5,121.41.

### **Staff Development**

- Empathy training through Homelessnesstraining.com
- First aid recertifications
- WHMIS certifications
- Recruited, hired, and trained a full-time term customer service coordinator and a full-time term recreation programmer

### **COMMUNICATIONS**

Recreation Services coordinates with the communications and engagement advisor on current initiatives and projects to ensure that information is communicated to residents.

### **LEGAL CONSIDERATIONS**

There are no legal, legislative or regulatory considerations.

### **BUDGET & STAFFING**

The Recreation Services Department operates on the Squamish-Lillooet Regional District (SLRD) Board approved annual budget, reserves, grants and on a cost recovery basis as per the SLRD Recreation Service Fees and Charges Bylaw No. 1864-2024.

### **INTERDEPARTMENTAL IMPACT**

Recreation Services works with all Village departments. No interdepartmental approvals are required.

### **COMMUNITY CLIMATE ACTION PLAN**

This matter has no impact on the Community Climate Action Plan strategies.

### **STRATEGIC PRIORITIES**

In ensuring that programs and services respond and adapt to community needs, Recreation Services supports the strategic priority to *operate with excellence*

### **IMPACT ON THE REGION**

The budget for recreation is jointly supported by the Village and SLRD Electoral Area C. Decisions related to recreation services lie with the Pemberton Valley Utilities and Services Committee (PVUS), on which Village and SLRD Area C elected officials sit. Following presentation of information reports to Council, Recreation Services Manager Christine Burns presents the information to PVUS to ensure that decision makers are fully informed.

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CAO approval:	Elizabeth Tracy, Chief Administrative Officer