



**2022** | Recreation,  
Community & Culture  
Division **Annual Report**





# Recreation, Community & Culture Division

prides itself on recreation and facility services that contribute many benefits to our citizens in the community. Citizens have access to a variety of programs, events, services and opportunities ranging from organized sports to music and food festivals. We strive to provide residents with the ability to live active and healthy lifestyles through King's inclusive recreation, community engagement, heritage and culture, environmental education and stewardship services. Our division prioritizes the arts, physical activity, special events, inclusive services, nature connection through recreation and strong community partnerships.

The following information provides a snapshot of the divisions accomplishments and challenges from 2022 and future opportunities for 2023.

# Divisional Snapshot



## CELEBRATIONS

Grant funding received \$475,372.00  
Divisional reorganization  
4 new divisional led workshops  
5 new team members  
Staff led Divisional Master Plan



## IMPACTS

Labour shortage  
Post COVID-19 world  
Staff vacancies  
Supply chain delays

# Environmental Outreach & Sustainability

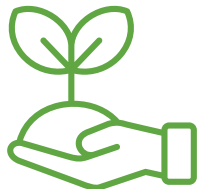
The Environmental Outreach & Sustainability section is responsible for projects and project management, policy and procedure development and initiatives and activities in the areas of Environmental Stewardship, Climate Change, Sustainability and Outdoor Education throughout King Township. The section acts in an advisory capacity, working closely with other municipal departments on potential environmental improvements.

## 2022 Accomplishments



**380**

lbs of invasive species removed



**3195**

trees and shrubs planted



**775**

King community clean up participants



**497**

lbs of batteries collected



**59,463**

lbs of textiles diverted from landfills



**111,409**

sqft total mowing reduction area



**13**

electric vehicle charging stations installed



**2**

facilities retrofitted to meet carbon neutral standards



**18**

hole disc golf course completed



**24**

school groups hosted at Cold Creek

## 2022 Challenges

- Demand for increased community outreach regarding Spongy Moth
- Reduced engagement
- Funding challenges with sustainability initiatives
- Delayed approval of school trips by School Boards post COVID-19 pandemic
- CUPE strike caused lost revenue
- Bussing shortage for on site programming at Cold Creek

## 2023 Opportunities

- Identify targets associated with restoration/tree planting
- Develop Invasive Species Management program
- Identify new “No Mow” areas to naturalize
- Identify new waste diversion initiatives with the business community
- Reduce wildlife road mortality
- Implement the Yardstick Benchmarking program
- Restructure Sustainable King grant program
- Develop an Environmental Operational Plan
- Identify new funding opportunities related to corporate sustainable projects and initiatives
- Completion of the King Climate Action Plan
- Develop a community engagement strategy to engage youth in the Climate Change Plan
- Energy Management Plan refresh
- Identify strategies to reduce Corporate emissions
- Promote EV charging infrastructure throughout the municipality
- Increase in-school programming at Cold Creek by 50%
- Develop mobile recreation opportunities to bring free and low cost programming to municipal parks



# Heritage & Culture



The Heritage & Culture section is responsible for the management and coordination of heritage and cultural programming, volunteer engagement, special events and marketing as well as the operations and activities at the King Heritage & Cultural Centre, including managing the King Township Collection within the Community Services Department.

## 2022 Accomplishments



**4531**

in-person visitors



**2711**

offsite outreach participants to the King Heritage & Cultural Centre



**\$75,000**

raised at the King Township Mayor's Cultural Gala



**5**

new indigenous initiatives



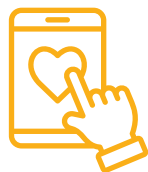
**11,000**

event attendees



**\$83,000**

in sponsorship funding secured



**205**

percent growth in Social Media followers across all platforms



**150**

plus artifacts donated



**300**

archival documents donated



**1485**

volunteers

## 2022 Challenges

- Marketing inconsistencies
- Site closure in January due to COVID-19
- Determining new public needs after extended closures
- Connecting with school groups

## 2023 Opportunities

- New event opportunities
- Develop an arena advertising program
- Enhance social media engagement
- Development of a Sports Hall of Fame
- 2nd Annual International Women's Day Art Show: Smashing Stereotypes
- New Pride-themed art show
- Creation of new programs and workshops
- Creation of a new department-wide volunteer program
- Explore 3 new partnerships



# Recreation & Business Services

The Recreation & Business Services section is responsible for the management and coordination of camps, inclusion and recreation programming as well as the administration of business services and facility rentals within the Community Services Department. This division is also responsible for building and managing positive relationships with recognized King Township community organizations and the coordination of their facility use, contractual and partnership agreements.

## 2022 Accomplishments



**1600**

summer camp participants



**62**

summer camp staff employed



**5**

new inclusion partnerships



**7**

new Mayor's Youth Action Team (MYAT) committee members



**2**

new Seniors groups post pandemic



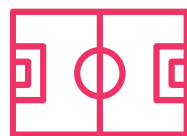
**676**

drop-in participants



**31**

Xplor trainings held



**15**

percent increase to outdoor field rental revenue



**7**

week Exceptionalities Activity Program



**2**

successful community hall reopenings



## 2022 Challenges

- Managing equitable access to ice for user groups during spring/summer
- Significant delays with school rental permits

## 2023 Opportunities

- 3% increase to summer camp capacity for 2023
- Develop new partnership opportunities
- Amalgamation of Seniors groups for equitable program opportunities
- Maintain Township's HIGH FIVE accreditation status
- Expand Xplor recreation training program opportunities
- Create tools to assist in registration process
- Develop a digital solution for 'last minute ice' bookings
- Expand facility booking process
- Leverage existing software to efficiently manage high volumes of customer inquiries.



# Active Living & Aquatics

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The Active Living & Aquatics section leads the development in all fitness, health and wellness and aquatic programs and events and Community Centre Customer Services for King Township. Through set outcomes outlined in the Recreation & Community Master Plan, the section focuses on enhancing the quality of life of citizens and employees in King Township.

## 2022 Accomplishments



**353**  
memberships



**2,167**  
classes taken



**11,369**  
Fitness Centre &  
Track Membership



**192**  
3 on 3 hockey  
league participants



successfully  
re-opening the  
fitness centre



new stepmill at  
Trisan

## 2022 Challenges

- A reduction in Personal Training Sales
- A reduction in Township wide Active Living Program Registration
- Closure of the Nobleton Outdoor Pool

## 2023 Opportunities

- Develop a retention model for new and existing Trisan Centre members
- Introduce new classes and restructure former group exercise model
- Develop 2 new partnerships focusing on healthy programs for children
- Introduction of 3 new Township sports leagues
- Restructuring customer service model at the Trisan Centre.



# Recreation & Community Master Plan Update

Active Living (AL)	Estimated Completion Date	Inclusion and Access (IA)	Estimated Completion Date
<p>1. Environmental scan is performed annually by Community Services Department Extended Leadership Team (ELT) to identify resources, training opportunities and tools that will support staff development workshops</p>	<p><b>Complete/ongoing</b></p>	<p>3. Expand the Community Assistance Program (CAP) to allow for donations, support access to local community programming (i.e. hockey, dance, music) and deferment of surplus dollars for larger community initiatives</p>	<p><b>Complete</b></p>
<p>2. Quarterly workshops with Recreation, Community &amp; Culture staff to discuss trends, new best practices, industry developments, provincial/federal documents etc</p>	<p><b>Complete/ongoing quarterly</b></p>	<p>4. In each program session, ensure a variety of low and no cost programs and services are offered both in person and online</p>	<p><b>Complete</b></p>
		<p>5. Develop a targeted marketing campaign through our existing online publications and send an email to potentially interested organizations (Instagram, Facebook, digital guide) that highlight our low and no cost programs and services</p>	<p><b>Complete</b></p>



# Recreation & Community Master Plan Update

Supportive Environments (SE)	Estimated Completion Date	Recreation Capacity (RC)	Estimated Completion Date
<p>6. In addition to the annual municipal budget, actively seek funding opportunities by performing a quarterly scan of grants, sponsorships, partnerships and donations to support the development, renewal and rehabilitation of municipal infrastructure</p>	<p><b>Complete/ongoing</b></p>	<p>8. To better understand the needs of our existing community groups a survey should be conducted to identify their needs and wants (communication, training opportunities, and marketing support) from the Township</p>	<p><b>Complete</b></p>
<p>7. Working with the Facilities and Parks &amp; Forestry Divisions, align with applicable strategies and facility audits to develop assessment tools by investing in benchmarking software (i.e. Yardstick) that will establish a baseline and inform decision making for investing and reinvesting in aging infrastructure</p>	<p><b>Complete</b></p>		





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