



**PARKS &
RECREATION**



SWIMMING POOL

The Melville Swimming Pool opened on Friday June 2nd, 2023. The last day of pool use was Wednesday August 23rd, 2023 which equaled 83 days of swimming for the season.

We had 15 lifeguards in total this year, 8 were returning and 7 were new to our facility.

There were 6 different lesson sets options, two of which were two week sets where participants swam once a day for 2 weeks. Two supersets were offered where participants swim twice a day for 1 week. New this year was one accelerated superset as a trial, participants swam once a day for an extended time for only one week. Registrations in the accelerated superset were great and both participants and lifeguards were happy with the outcome and viability of running lessons in this way. We are hopeful to offer more accelerated supersets next season. We had an increase of 32 participants in swimming lessons from 2022!

Also new this year is our collaboration with Little Black Bear Band, Okanese First Nation, PeePeekisis Cree Nation and Starblanket Cree Nation. With this collaboration we seen a combined total of approximately 287 of their members utilize the Melville Swimming Pool throughout the summer.

With 8 returning lifeguards this year we had a great number who were able to accommodate/work day time hours for the month of June in which we were able to accommodate 31 school swim times. Miller Elementary, Davison Elementary, Melville Comprehensive, St. Henry's Jr, St. Henry's Sr., St. Michaels School in Yorkton and Balcarres School were all able to enjoy the pool to end their school year.

On Canada day we hosted a free swim from 1:00pm-6:00pm, we seen approximately 310 swimmers during that time.

We were host to a Water Polo Clinic put on by Water Polo Sask on August 13th, it was a chilly day but were still able to have a fair amount of participants.

The pool lifeguards planned and hosted different events for Drowning Prevention Week which was July 16th - 22nd. They had a coloring contest, biggest splash contest, best dive etc.

Aquacize seen an increase in participants this year with a steady 10-15 each session.

Birthday party/ private rentals were up and we were able to accommodate 21 this year!

UTILIZATIONS

Approximate Daily Admissions

Child/Students: 1999

Families: 392

Adult/Seniors: 1040

(these numbers do not include the season pass users visits on a daily basis)

Approximate Season Passes Purchased

Child/Students: 46

Families: 69 *(increase of 360% from 2022)*

Adult/Seniors: 10 *(increase of 100% from 2022)*

Approximate 8-Day Passes Purchased

Child/Students: 14

Families: 5

Adult/Seniors: 14

31 School Swim Times in June- Schools include Melville, Balcarress & Yorkton. *(Increase of 55% from 2022)*

21 Private Rentals (Saturday's & Sunday's)

SWIMMING LESSONS

We offered three Super Set Sessions, (1) Accelerated Superset and Three (3) 2 week sessions

Registered Participants

Parent & Tot: 28

Preschool Levels 1-5: 129

(increase of 8.4% from 2022)

Swimmer Levels 1-5: 255

(increase of 13.3% from 2022)

Rookie, Ranger & Star Patrol Levels: 12

AQUACIZE & LANE SWIMMING

Aquacize was well attended this year with upwards of 15 participants each session!

Lane Swimming seen 1-3 participants each session with some utilizing space during family/senior swimming as well.

DISC GOLF COURSE

In 2021 we worked with active disc golf enthusiasts who were able to apply and receive enough grant funds to replace the disc golf course baskets that were once propane tanks upside down on a post. The baskets were replaced with current regulation play nets with the help from the Parks and Recreation staff and use of city equipment in 2022.

Since 2020 we have seen a significant increase in utilization of the disc golf course by participants of all ages and genders. With the new baskets and increase in utilization we applied and were granted a \$7121.00 grant from the Government of Canada's Healthy Community Initiative Funding for informational signage to accompany the upgraded course.

With the Canada Healthy Communities Initiative grant funds, we were able to work with a graphic designer and purchased 2 large layout/informational signs; one is located at the beginning of the course and the other at the halfway mark at hole #10. On the large informational sign it includes: Entire course layout, a list of each hole and the par, distances, basic rules of play, a UDisc scan code which provides access to score cards, tracking your stats and discovering other courses, hours of operation, emergency numbers and a physical address.

We also designed and purchased individual hole signs, each sign includes a layout of that particular hole, the Par, distance and the UDisc scan code.

In 2022 a 6 person Melville Disc Golf Board was formed of enthusiastic members who are looking at increasing the popularity of Melville's Disc Golf course. In 2023 the Melville Disc Golf Board secured funding from grants and fundraisers and installed concrete tee pads at each hole. Their new goal is to obtain funds to complete a 2nd 18 hole course that would provide the club with the opportunity to host larger tournaments. The President of the Board has the ability to track utilization by the UDisc app based on those who use it while playing, the stats for 2022 are listed in the section below.

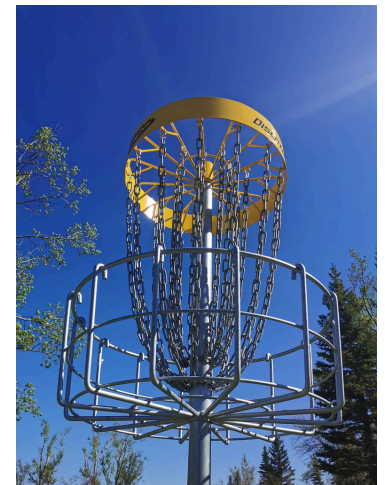
UDISC APP RECORDED PLAYS

2022 Total Rounds Played- 650

2022 Unique players (first time)- 90

All time rounds played- 2000+

All time Unique Players- 270



PARK PROGRAM

The Summer Park Program has and continues to be a very well attended City provided program in our community. The Park Program is a six week free program for children aged 6-12 years old, it runs Monday- Thursday from 9:30am-3:30pm. The program is based out of the Kinsmen Park but partakes in activities and events throughout the community like the swimming pool, other park locations, the museum, tennis courts, disc golf course and Regional Park.

In 2023 all 40 available slots were filled within 20 minutes of registrations opening. We had an additional fifteen participants on a waiting list that filled spots while other kids were away on holidays.

Three leaders run the program and coordinate the daily activities throughout the 6 week program.

Activities includes but are not limited to:

Daily crafts such as: puppet building, tie dying shirts, slime making, coffee filter butterflies, straw painting, popsicle stick bird feeders, landscape crafts, salt dough fossils and popsicle stick dragonflies.

Daily games such as: sandcastle building contests, scavenger hunts, kick ball, baseball, soccer, basketball, airplane competitions, nature walks, spray park fun, cops and robbers, glow day, pickleball and tennis, slushies' day, water balloon fights etc.

The leaders took the participants an quite a few excursions throughout the 6 weeks, they went on nature walks through the regional park, they attended 2 events at the Heritage Museum, went swimming at the swimming pool, played disc golf, tennis and pickleball.

Every year we collaborate with our community groups and businesses to include activities that some of these participants have never tried or have the opportunity to participate in 2022 the Melville Gymnastics club hosted the program for a day of gymnastics as well as WARCRY Martial Arts gave a demonstration and taught the participants some moves and about the history and discipline associated with martial arts.

In 2023 Melville Home Hardware, Lady Di's Healing Elements, Melville Public Works, Melville Fire Department, Ringette Sask and Owen Parker from Search and Rescue welcomed our participants. They were able to partake in daily activities, learn about the businesses/groups and were provided take home gifts, as well as had educational learning opportunities.

There were 55 total registrants for this years park program and on average we had 30-35 participants on a daily basis.



COMMUNITY FLOWER BARRELS

The Davison Elementary School's Grade 3 class came and helped plant the community flower barrels in 2022 & 2023 with the assistance of City staff. The flower barrels were full and beautiful thanks to their help!

Parks & Recreation staff utilized the new water truck to maintain the flower barrels over the summer with watering's 3-4 days a week.

The flowers were also fertilized on a weekly basis.



WALKING TRAIL EXPANSION & KINSMEN PARK BALL DIAMOND REMOVAL PROJECT 2022

With the continued expansion of the Kinsmen park over the years there were conversations with the Melville Minor Ball Association about the safety concerns. Both parties agreed the ball diamond at the Kinsmen Park posed a safety risk and with the other ball diamonds available in the city parks and Regional park it was best to remove it. With the larger space at Kinsmen Park available the City ran their Soccer program in that space. We installed 2 large soccer fields for play.

We also noted increased utilization in a grassy patch between the walking trail by the water tower and the walking path through the regional park that had a steep drop off. Therefore Parks & Recreation staff utilized material from the Kinsmen Park Ball diamond and crushed asphalt to the top creating a wide and stable walking path connector for walkers to enjoy.



Walking Trail Expansion noted in Red on the picture provided.

PARKS & RECREATION PROJECTS

Over the summer months in the Parks & Recreation staff were busy with numerous projects as well as the maintenance and daily operations of the Cn Community Centre, parks and green spaces and the daily maintenance and chemical handling for the Swimming Pool.

Projects include but are not limited to:

- Park maintenance and restoration
- Building sign frames and holders for the Disc Golf Course signage
- Instillation of the disc golf course signs
- Expansion of the walking trail
- Removal of the Kinsmen park Ball Diamond
- Cleaning up and removing the vandalism and graffiti from our parks and park buildings as it has been a constant battle.
- Removal of bushes and over grown trees in front of the Train Station, the landscaping took place in 2023
- Instillation of a new HVAC program as well as continued work to re-program of all HVAC components to help with consistency and efficiency through out the HCUC.

2022 & 2023 SUMMER ICE

In 2022 we started the process of ice instillation the week of July 18th, there were a total of 230 hours of summer ice used with Edge 2 Edge Hockey utilizing 171.75 of those hours.

In 2023 we started the process of ice instillation the week of July 16th, there were a total of 259.75 hours of summer ice used which is an increase of 8.69%. Edge 2 Edge Hockey utilized 157.25 of those hours. Skate Yorkton utilized 34.75 hours, Melville Minor Hockey Association utilized 33.75 hours as well as other organizations from Indian Head, Yorkton, private rentals and the Melville Millionaires to make up the remaining hours.

Edge 2 Edge Hockey utilizes 6 weeks of summer ice to carry out their various on ice sessions where we see people from all over the province as well as neighboring provinces attend.

The process to install ice in the Communiplex takes approximately 6 full days to complete with the install of ice logos.

We need 150 hours of ice over the summer months to cover all costs associated with installing ice and maintaining it during this time period.

REGULAR SEASON ICE IN MMSP

With the need of a new ice plant in the MMSP, we were able to complete this project prior to the start of the 2022 ice season which started October 3rd.

In 2023 the MMSP ice season started October 2nd.

The MMSP is in full operation this year and booked quite steady Monday-Friday from 4pm-10:30pm weekly.

The weekends in both 2022 & 2023 are booked with tournaments & games but there is still a fair amount of booking opportunities and open ice space.

REGULAR SEASON ICE IN THE COMMUNIPLEX

The Communiplex sees the start to fall ice the first week of September where Skate Melville and Melville Minor Hockey start utilizing and training their skaters. The Melville Millionaires Jr. "A" SJHL team is in full swing in September with their home opener played on September 16th in 2022 and September 23rd in 2023.

The first week in October is considered "regular season" where all usergroups and age groups are taking to the ice for practices, training sessions and games.

The Communiplex is booked steady Monday-Friday from 4pm-10:30pm on a weekly basis.

We also offer Parent & Tot skating twice a week with sessions in the morning and afternoons where available.

MCS hockey academy is once again operational this year attending ice times 2-3 times a week during the late morning/early afternoon. The Millionaires practice Monday- Friday from 1:15pm-3:15pm.

Weekends have been steadily booked with tournaments, games, skate meets, test days etc. thus far.



COMMUNIPLEX EVENTS

The Saskatchewan Health Authority remained in the Convention Centre for January and February of 2022. We were able to start offering catered events in March of 2022 which was great as we had many eager renters waiting to find some form of "normalcy" again and book their meetings, fundraisers, banquets, weddings and training sessions.

In 2022 we had the following bookings in the Convention Centre

Meeting/Training Luncheons- 15

Weddings- 9

Banquets/Fundraisers- 11

Tradeshows/Craft Shows- 2

We were host to MCS Grad, A Model Railway Show, Remembrance Day Service and the Miller Elementary School Christmas program.

In 2023 we had/will be hosting the following bookings in the Convention Centre

Meeting/Training Luncheons- 31

Weddings- 4

Banquets/Fundraisers- 12

Tradeshows/Craft Shows- 2

We were host to MCS Grad, The Mayor's Caucus, A Model Railway Train Show, Saskatchewan Building Official Fall Convention, Remembrance Day Service and the Miller Elementary School Christmas play coming up December 19th.

We are hosting Christmas Eve at the CN Community Centre again this year on December 24th. We will have Parent & Tot Skating from 9am-10am, Public Skating from 10am-1pm and Shiny from 1pm-3:30pm. Santa will make a visit from 9:30am-10:30 and hand out some goodies to all in attendance. This will be our 4th year hosting this event and it is always well attended with 150+ participants. We will also have many parent & tot, public skating and shiny sessions available over the Christmas School Break sponsored by Pepsi Co.



COMMUNIPLEX EVENTS CONTINUED

Conference Room (formerly the lounge)

In 2022 we did renovations/upgrades to the Conference room formally called the "lounge". We replaced the lighting, painted, laid carpet, installed a vanity/storage cabinet complete with a sink, noise reducing blinds a large white board and a TV.

In 2022 we had 93 rentals and in 2023 we have had/have booked 132 rentals which is an increase by 41.9%.

Royal Drug Mart Cardiac Care & Family Fitness Centre

Unfortunately since COVID we have not seen SHA return with their Cardiac Care program.

In 2022 we had 10 meetings/training events.

In 2023 we had/have booked 12 events booked outside of fitness and taekwondo class bookings.

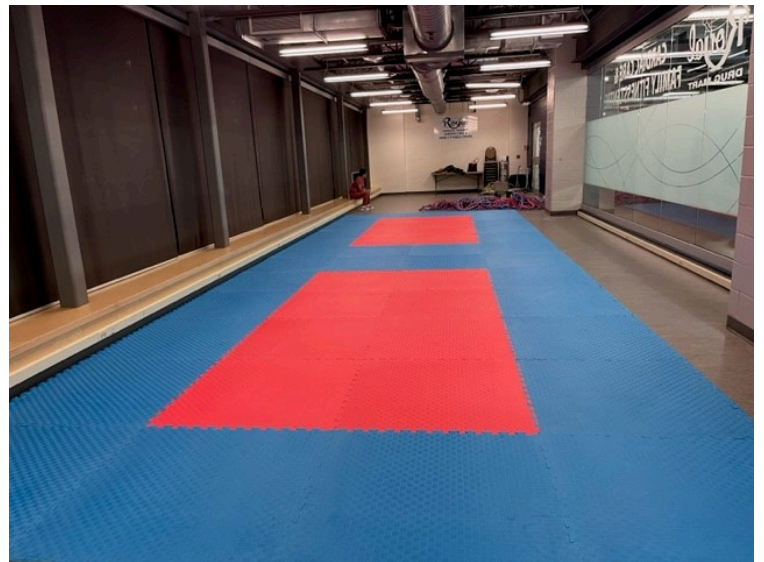
In 2023 we were lucky to have Karen Lowenberg join us to provide Yoga classes. She has since put on 5 sessions throughout the year with 5-9 participants each class. Her sessions run on Thursday mornings.

We have also been lucky to provide space for Melville Taekwondo, they hold Taekwondo classes every Tuesday and Thursday evening from 5:30pm-6:30pm.

Melville Taekwondo has purchased and installed special mats in the Royal Drug Mart Cardiac Care & Family Fitness Centre for their classes which Yoga also utilizes.



Conference Room Upgrade



Royal Drug Mart Cardiac Care & Family Fitness Centre with Taekwondo Mats in place.

SPONSORSHIP

A summary of the City of Melville Sponsorship Program for 2022/2023

We have been working with our current sponsors over the past few years to renew or enhance their current sponsorship.

New and Continuing Sponsorship Partners

- Canadian National Railway
 - Communiplex naming right sponsor
- Cornerstone Credit Union
 - Event centre naming right sponsor (former convention centre)
- Melville Millionaire Hockey Association
 - Private box lease and sponsorship within arena bowl
- Pepsi
 - Score clock and programing
- A&W
 - Score cock
- N&R Concrete, Remax, Richardson and Royal Drug Mart
 - Zamboni



New Contracted Sponsorship Partners

We have been working with a couple of companies that have expressed interest in selling sponsorship within our community.

- Visual Sport Images
 - VSI will be selling sponsorship on the schedule TV's located in the CN Community Centre. The City receives a percentage of VSI's annual revenues for our facility.
- REC Media
 - They currently has 2 clients sponsoring rink boards in the Merv Moore and we are in talks to expand the assets they can add to their portfolio to sell.

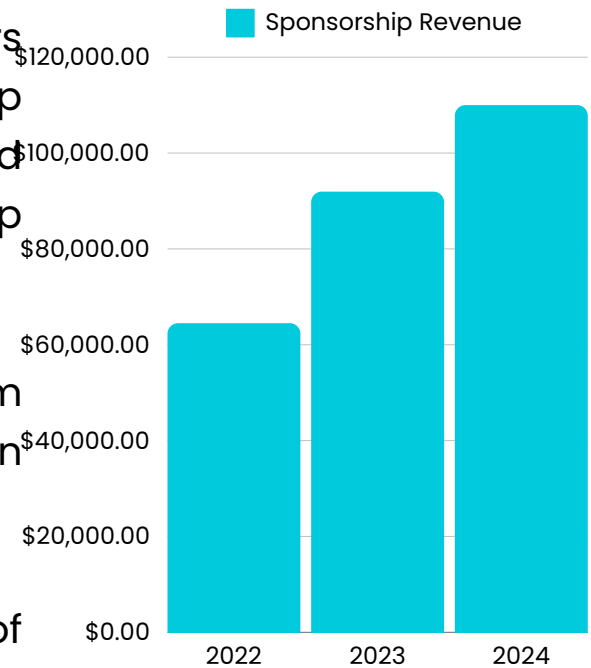
SPONSORSHIP

Sponsorship Revenue Comparisons

We are starting to see some positive increases in our sponsorship revenue over the past few years, after mentoring with Mr. Barootes, The Partnership Group. Administration now has the tools and knowledge to continue a successful sponsorship program.

We are seeing a 42% increase in revenue from 2022 to 2023 and projecting a 20% increase in 2024.

We have many assets in our inventory outside of the CN Community Centre that we will start focusing on in 2024.



2023 Western Sponsorship Congress

Administration attended the WSC in Edmonton October 11-12. It is always a great conference to network with fellow colleagues in the industry, continue learning about the trends in the sponsorship industry and talk with some major brand companies to learn what they are looking for in sponsorship. There was a lot of content directed at municipalities and there were some great round table discussions at those sessions.

Mrs. Stein was asked to be a presenter (seller) representing municipalities for the 5-Minute Pitch session. The 5-Minute Pitch™, a congress favourite, is an intense hour and a half of sellers pitching and sponsors spending a mock \$250,000 budget, followed by delegates asking all of their questions. Mrs. Stein presented individual sponsorships proposals to 4 companies (Royal Bank, Sobeys, Blue Cross and Cenovus). It was a great experience for Mrs. Stein and the company feedback had many takeaways to apply to our sponsorship program.