



INFORMATION REPORT

Meeting Date: 2024-06-10

Title: Increased Usership at the Pool & Fitness Centre

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Department: Community Services

Report Number: Community Services-2024-05

Background:

I am writing to bring to your attention the significant increase in usership at our city's Pool and Fitness Centre. Through our efforts to increase access to our facilities and programs, quality of programs, and a growing interest from our residence in health and wellness we have observed a noteworthy surge in attendance over the first quarter of the year.

Key Points:

Increased Attendance: Attendance at the Pool and Fitness Centre has risen by over 20% over the first three months of the year compared to last year's first quarter numbers. This surge demonstrates a clear interest and utilization of these facilities among our residents.

Diverse User Demographics: The increased usership spans across various demographics, including families, seniors, young adults, and individuals with diverse fitness goals. This diversity highlights the inclusive nature of our facilities and their appeal to a wide range of community members.

Positive Impact on Health and Well-being: The heightened interest in our Pool and Fitness Centre signifies a positive shift towards prioritizing health and wellness within our community. Regular physical activity, swimming, and fitness classes contribute to improved physical health, mental well-being, and overall quality of life for our residents.

Community Engagement and Social Cohesion: These facilities serve as hubs for community engagement and social interaction. They provide opportunities for residents to connect, engage in shared activities, and foster a sense of belonging within our city.

I would also be remised if I didn't mention the great work our staff is doing to engage the public and provide quality programing and exceptional customer service. The entire team has played a role in the success of this achievement, which is a testament to their hard work, dedication, and collaborative spirit. Over the past few months, I have seen constant engagement with the public, a welcoming environment to recreate in, and just overall positive interactions with patrons. I wanted to express my appreciation for their outstanding performance and to acknowledge the positive impact it has had on our overall success.

