



## RECREATION SERVICE MEMORANDUM

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**TO:** MAYOR J. LEHMAN AND MEMBERS OF COUNCIL

**FROM:** B. ROTH, DIRECTOR OF RECREATION SERVICES

**NOTED:** D. MCALPINE, GENERAL MANAGER OF COMMUNITY AND CORPORATE SERVICES  
M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

**RE:** SUMMER CAMP WRAP UP

**DATE:** October 1, 2018

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During July and August of this year, the City of Barrie Recreation Services Department offered a wide range of summer camp activities for children and youth from 4 to 16 years old. Fifty-six different summer camps were held in various locations around Barrie offering a diverse range of activities. Registration numbers were up from the prior year across all camp facility locations.

Here is the breakdown by neighborhood team:

Camp Family	2016	2017	2018	18 vs 17
Allandale	821	834	998	16%
East Bayfield	1436	1102	1208	9%
Holly	1352	1122	1430	22%
Sports Complex	142	129	229	44%
Inclusion - Adapted	115	119	134	11%
Inclusion 1-on-1	65	86	135	36%
<b>Total Registrations</b>	<b>3931</b>	<b>3392</b>	<b>4134</b>	<b>18%</b>

Our success in 2018 was driven through program innovation, growth of our inclusion services, and improved communication strategies.

### Innovation

Brand new for this year was Basecamp, an outdoor adventure camp located at the Barrie Community Sports Complex. This new camp was extremely successful and exceeded the previous camp registration numbers at the Complex.

### Inclusion

There was a large increase in the use of our Inclusion 1:1 Support Services by the community. This year, Recreation Services offered the first week of 1:1 services for free and many families benefitted from this offer, providing more participants the opportunity to experience the magic of camp.



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### Communication

Recreation Services and Access Barrie collaborated on the creation and launch of the Barrie Rec Camps Blog on May 14<sup>th</sup>. This social media initiative is dedicated to the promotion of our camp programs with the goal of showcasing our camps' unique and diverse programming, our high-quality trained staff, and to engage the community with in-depth awareness of camp activities. This weekly blog posted by camp staff help grow our camp programs in the future.

Planning for our 2019 summer camp season is already underway and we intend to expand further upon our successes from this year.