



Township of Southgate Recreation Programming Plan





Executive Summary

Recreation Programming Plan has been structured, organized and developed in order to maximize implementation and sustainability of programming in Southgate Township. The Original Recreational Programming Strategic Plan was developed in 2011 as a component of the Healthy Communities and Recreation Master Plans.

Introduction

Purpose of the Recreation Programming Plan

The Recreation Programming Plan emphasizes the need, importance and opportunity that Southgate Township possesses to positively affect the activity levels of citizens. The plan also ensures that programming can be maximized to promote and foster healthy lifestyles within the community. Programming is not only beneficial to physical activity levels but also the overall wellbeing and lifestyles of individuals in our community.

Context

Southgate Township is formed by an amalgamation of the Village of Dundalk, Proton Township and Egremont Township, and is located in Western Ontario. The approximate population of Southgate is 8,716 people as per the 2021 census.

The township of Southgate is composed of several small towns, rural Hamlets, village and communities.

- Dundalk
- Holstein
- Hopeville
- Proton Station
- Swinton Park
- Conn
- Cedarville
- Dromore

Vision

Recreational programming will provide all citizens of Southgate equal access and rights to a healthy active lifestyle.

Mission

- **Recreation Program Trends**
 - Provide flexible programming that can be changed as uncontrollable demographics change (i.e. age, interests).
 - Ongoing and active research with recreation trends will ensure that all programming is consistently meeting exceptional standards.
- **Programs Offered**
 - Maximize planning to ensure that there is a variety of programs offered with programming that is beneficial to all citizens.
 - Promote programs that are currently offered by secondary providers in the area.
- **Programs Potential**
 - Use community feedback, research and participation levels to help maximize program potential.
 - All programs will be evaluated based on participation levels and whether the number fluctuates negatively or positively, and the level of sustainability the program demonstrates.
- **Secondary Providers**
 - Encourage co-ordination and accessible opportunities for secondary providers.
 - Southgate Township is committed to actively working with all secondary providers to maximize all programs and ensure providers are engaged in programming (cost, facility usage, etc.).
 - Allow qualified providers to implement program templates at comparable facility rates.
- **Volunteer Providers**
 - Make a commitment to encourage volunteers to be active within the community.
 - Demonstrate gratitude for any contributions to community involvement by advertising support for the volunteer groups at the community events.

Community Development

- Encourage the citizens to provide input on recreational programming and actively participate in any decisions, planning and/or preparation.
- The citizens will have the opportunity to provide input through public meetings, Facebook and direct communication with staff.
- **Youth Involvement**
 - Engage Youth in Recreation decision making and development.
 - Educate Youth on the importance of physical activity and exercise.
- **Seniors Involvement**
 - Engage Seniors in Recreation decision making and development.
 - Promote the importance continuing with an active lifestyle in order to prevent disease and immobility.
 - Create active communication with existing senior groups in decision making and development.

Co-ordination

- Encourage partnerships with community organizations and volunteers.
- Improve co-ordination within the Township's Departments to enhance service delivery.
- Ensure stronger planning, communication, and collaboration in order to improve programming opportunities, service delivery and prevent duplication.

Accessibility and Inclusiveness

- As per policy #27, the Accessible Customer Service Policy, all programming will be made equally accessible to all individuals in our community regardless of any disabilities or limitations.

Partnerships

- The township will actively work with organizations to engage all recreational programming opportunities.
- Maintain professionalism, structure, and dedication with all programming to ensure continued support from all community partners.

Recreation Programming Plan

Current Southgate Providers				
Partner	Program	Description	Status	Location
SGMH Minor Hockey	Youth Hockey	Paid Rental - Sport	On Going	Arena
VON	Seniors Fitness	No Charge - Instructed seniors fitness class	On Going	Macintyre Building /Holstein Pavilion
SEGCHC	Walking Group	No Charge – Drop-in walking group	On Hold	Auditorium
SEGCHC	Community Garden	No Charge – 11 garden plots	On Going	Memorial Park
Dundalk Ball	Youth Softball	Paid rental - Sport	On Going	Memorial Park
Hillside Academy	Seniors Programs	Paid rental – Offers cards, dart, shuffleboard, drop in socials	On Going	Swinton Park
Dundalk Young at Heart	Seniors Programs	Paid rental – Offers cards and shuffleboard	On Going	Macintyre Building
4H	Youth Programs	Occasional facility usage	On Going	Various locations
JunCtian	All age programs	Partnership in community program initiatives and delivery	On Going	
Township of Southgate	Kids, Youth and Adult programs	Sports, community events, Leadership development	On Going	Various Locations

Dundalk and District Community Centre

Current and Past Facility Programming			
Program	Description	Provider	Status
Public Skating	Open free skating- Local business sponsor	Southgate	On Going
Senior Skating	Open free skating limited to adults	Southgate	On Going
Snow Day Shinny	Open Facility on days school is closed	Southgate	On Going
Parent Tot	Open free skating for parents and tots	Southgate	On Going
SGMH Minor Hockey	Youth Hockey – uses 20 hours ice time 25 weeks. Paid Rental	Self-organized	On Going
DHL	Men`s league – uses 3 ½ hours. Paid Rental	Self-organized	On Going
Turbines/ Canadians	Men`s pick-up hockey. Paid Rental	Self-organized	On Going
Franks	Men`s pick-up hockey. Paid Rental	Self-organized	On-Going
Riverview	Men`s pick-up hockey. Paid Rental	Self-organized	On-Going
Dundalk Minor Hockey	Youth Hockey	Self-organized	Amalgamated
Figure Skating	Learn to Skate and Skate Canada programs	Highpoint Skate Club	Defunct
Dundalk Flyers	Senior Men`s competitive hockey	Self-organized	Defunct
Old Timers Hockey	Age 35 plus Men`s Team	Self-organized	Defunct
Friday Night Church Skate	Local area church rental	Self-organized	Defunct
Saturday Night Church Skate	Local area church rental	Self-organized	Defunct
Renagades	Men`s pick-up hockey	Self-organized	Defunct
Stars	Men`s pick-up hockey	Self-organized	Defunct
Learn to Play Hockey Program	Paid program for beginners (8-9 weeks) Oct-Dec and Jan-Mar	Southgate	On Going
Learn to Skate Program	Paid program for beginners and Rec level kids (8-9weeks) Oct-Dec & Jan- Mar	Southgate	On Going

Ladies Hockey	Ladies pick up hockey	Self-organized	On hold
Youth Ball Hockey	Paid organized ball hockey program for kids and youth (10 weeks) April-June	Southgate	On Going
Youth Roller Hockey	Paid organized roller hockey for youth	Southgate	Defunct
Ladies Ball Hockey	Ladies ball hockey league	Self-organized	On Going
Men's Ball Hockey	Men's ball hockey league	Self-organized	Defunct
Dundalk Lacrosse	Youth Lacrosse	Self-organized	Defunct
Youth Basketball	Paid organized basketball for kids and teens (10 weeks) July-Sept	Southgate	On Going

Dundalk and District Community Centre Auditorium

Current and Past Facility Programming			
Program	Description	Provider	Status
Fitness Equipment	Drop-in	Southgate	On Hold
Seniors Walking	Drop-in walking group	SEGCHC	On Hold
Baseball	Paid rentals	Self-organized	On Going
Fitness Class	Paid rental	Laura Hodge	Defunct
Boot Camp Fitness	Paid rental	Pamela Hepton	Defunct
Fitness Class	Paid rental	Candie McCowen	Defunct
Kangaroo Boot	Free outside paid inside		Defunct
Boot Camp	Paid rental	Stacie Sherson	Defunct
Youth Dances	Paid rental	Generation Connection	Defunct
Youth and Senior Drop-in Centre	Youth paid membership/ Senior Free	Southgate	On Going
Youth Badminton	Paid organized racquet sports for kids and youth (10 Weeks) Sept-Dec	Southgate	On Going

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Adult Badminton/Pickleball	Paid organized racquet sports for Adults and Seniors	Southgate/Club	On Going
Teen/Adult 3 on 3 Basketball League	Paid organized 6 team 3 on 3 basketball league for ages 16+ (Season Length varies)	Southgate	On Going
Youth Indoor Soccer	Paid organized soccer program for kids and youth (10 weeks) Feb-Mar	Southgate	On Going
Playnastics	Beginner Gymnastics (10 Weeks) Sept-Dec	Southgate	On Going

Frank Macintyre Building Memorial Park

Current and Past Facility Programming			
Program	Description	Provider	Status
Seniors Drop IN	Shuffleboard and cards	Young at Heart	Defunct
Healthy Living	Food cooking and eating	SEGCHC	Defunct
Good Food Box	Organized food options	Volunteers	On Going
Lawn Bowling	Seniors' lawn bowling club	Self-organized	On Going
Summer Day Camp	Weeklong day camp	Elephant Thought	Defunct
Youth Day Camps	Youth day care	Early Years/Kids and Us	Defunct
Y.A.C Movies in the Park	Youth organized movie nights	Y.A.C/Southgate	On Going
Dance Fuel	Dance Class	Paid Program	Defunct
Karate	Firehouse Dojo	Paid Program	Defunct

Lions Pavilion /Memorial Park

Current and Past Facility Programming			
Program	Description	Provider	Status
Dog Grooming	Dog grooming and obedience training		Defunct
Youth Day Camps	Youth summer program	Board of Education	Defunct
Youth Day Camps	Youth day care. Paid Rental	Early Years/Kids and Us	Defunct
Youth Day Programs	Youth summer program	SEGCHC	On Going
Youth Softball	Youth program Paid Rental	Dundalk Youth Softball	On Going
Slo-Pitch	Adult league Paid Rental	Self-organized	On Going
Men’s Ball League	Teams- Bears Steelers Paid Rental	Self-organized	On Going
Men’s Softball	Teams Smoke Paid Rental	Self-organized	On Going
Men’s Ball League	Team’s Bulls, Celtics, Elliott’s Dairy	Self-organized	Defunct
Yoga in the Park	Classes		Defunct
Y.A.C Movies in the Park	Youth organized movie nights	Y.A.C/Southgate	On Going

Holstein Pavilion /Park

Current and Past Facility Programming			
Program	Description	Provider	Status
Men’s Ball League	Team McClouds Paid Rental	Self-organized	2022
Men’s Ball League	Team Bulls	Self-organized	Defunct
Youth Softball	Youth program	Self-organized	Defunct
Youth Day Camp	Youth day care	Early Years	Defunct

Swinton Park Community Centre

Current and Past Facility Programming			
Program	Description	Provider	Status
Seniors Drop IN	Seniors' cards darts and shuffleboard	Hillside Academy	On Going
Zumba Fitness	Paid fitness class		Defunct

Proton Community Park /Pavilion

Current and Past Facility Programming			
Program	Description	Provider	Status
Youth Softball	Youth program	Hopeville Minor Ball	Defunct
Men's Ball League	Teams- Hurricanes	Self-organized	On Going
Men's Ball League	Teams - Ventry	Self-organized	Defunct

Memorial Park Pool

Current and Past Facility Programming			
Program	Description	Provider	Status
Lessons	Youth swim classes	Southgate	On Going
Aqua Fit	Paid open fitness program	Southgate	On Going
Swim Club	Youth competitive team	Southgate	Defunct
Lane Swim	Paid open session	Southgate	Removed

Recreation Programming Plan

Adult Swim	Paid open swim for adult only	Southgate	On Going
Free Swim	Offered at special events	Public Donations	On Going

Pool Revenues/ Program Results			
Goal	Action	Numbers of Participants	Revenue
2020 Programs	Lessons	187	\$12,776
	Rentals	15	\$750
	Advanced Course	11	\$1,260
	Public Swim	25	
2021 Programs	Lessons	299	\$19,411
	Rentals	24	\$1,700
	Advanced Course	38	\$4,625
	Public Swim	40	
2022 Programs	Lessons	283	\$20,805
	Rentals	20	\$1,500
	Advanced Course	19	\$6,995
	Public Swim	30	
2023 Programs	Lessons	174	\$12,702
	Rentals	7 (12 Free)	\$385
	Advanced Course	6	\$2,210
	Public Swim	20	
2024 Programs	Lessons	191	\$13,964
	Rentals	10 (6 Free)	\$551
	Advanced Course	0	\$0
	Public Swim	30	\$6446

Pat Dales /Agricultural Lands

Current and Past Facility Programming			
Program	Description	Provider	Status
Youth Soccer	Youth program	Southgate	On-Going
Youth Baseball	Youth program overflow from Memorial Park	Self-organized	On Going
Slo-Pitch	Adult league	Self-organized	On Going

Programming Goals

Program	Provider	Program Results 2021	Program Results 2022	Program Results 2023	Program Results 2024
Youth Action	Southgate		15 Members 90 Participants	11 Members 110 Participants	On Hold/ Restructuring
Youth Ball Hockey	Southgate	Cancelled COVID-19	107 Participants	121 Participants	122 Participants
Youth Futsal (Indoor soccer)	Southgate	Cancelled COVID-19	Not Offered	57 Participants	42
Youth Basketball	Southgate	Cancelled COVID-19	72 Participants	63 Participants	48 Participants
3 on 3 Basketball League	Southgate		42 Participants 6 teams \$400 per team	46 Participants 6 teams \$600 per team	Continuation from 2023 league (next session 2025)
Drop In Basketball	Southgate			29 Participants	30 Participants
Hope Through Hoops Program	Southgate/ Volunteer Partnership	N/A	N/A	15 Participants	N/A
Kids and Youth Learn to Skate (8-9 weeks)	Southgate	Jan Cancelled COVID-19 Fall 52 Participants	Winter 65 Participants Fall 70 Participants	Winter 86 Participants Fall 79 Participants	Winter 127 Participants Fall 127 Participants

Recreation Programming Plan

Program	Provider	Program Results 2021	Program Results 2022	Program Results 2023	Program Results 2024
Kids and Youth Learn to Play Hockey (8-9 weeks)	Southgate	Jan Cancelled COVID-19 Fall 2021 9 Participants	Winter 7 Fall 9 Participants	Winter 18 Fall 16 Participants	Winter 40 Fall 21 Participants
Youth Pick Wednesday Hockey Program	Southgate	Winter 2021 Cancelled COVID-19 Fall 2021 9 Participants	Winter 11 Participants Fall 5 Participants	Winter 45 Participants Fall Defunct/on hold	Defunct
Pickle Ball	Southgate/ Self-run Volunteers	Cancelled COVID-19	15 Participants	15 Participants	18 Participants
Playnastics	Southgate	N/A	N/A	N/A	25 Participants
Youth After School Drop-In Center	Southgate	Cancelled COVID-19	20 Participants	Winter 400 Participants Fall 300 Participants	Winter 620 (22Weeks) Fall 300 (10 Weeks)
Youth After School Shinny	Southgate	N/A	Fall 68 Participants	Winter 69 Fall 132 Participants	Winter 108 Fall 70 Participants
Youth Rec/Development Soccer	Southgate/ Volunteers	81 Participants ages 3-12	105 Participants	182 Participants	127 Participants

Recreation Programming Plan

Program	Provider	Program Results 2021	Program Results 2022	Program Results 2023	Program Results 2024
Youth House league Soccer	Southgate/Volunteers	N/A	N/A	N/A	87 Participants
Foodfit program	Southgate/S EGCHC	34 Participants	48 Participants	43 Participants	Did not Run
Summer Sports Days	Southgate	20 Participants	N/A	N/A	N/A
Badminton	Southgate	N/A	15 Participants	23 Youth 3 Adult drop-ins	20 Youth 3 Adult drop-ins
Dance Jazz/Hip Hop	Southgate/Volunteer Instructor	N/A	N/A	Summer 17 Fall 32 Participants	Winter 42 Participants
Ladies Ball Hockey League	Independent Group/Southgate Partner			50 Participants 8 Youth Volunteers	60 8 Youth Volunteers

Programs in Development

Frisbee Golf	Southgate	Incorporate Course into design of Norm Jack Park / Holstien Park
Outdoor Basketball	Southgate	Organize Mini 3 on 3 Tournaments Summer
Summer Sports Camp Days	Southgate	Organize Camp Days - Fun variety of activities utilizing Memorial Park / Holstien Park / Dromore Park / Hopeville / Proton Station
Adult/ Youth Broomball	Southgate	Potential Program to fill unused ice time.
Beach Volleyball	Southgate/ Self-Organized	Organize Mini Tournaments Summer
Flag Football	Southgate/ Volunteers	Organize Summer League / Indoor League with completion of Field House.
Adult Soccer	Southgate/ Volunteers	Expand Soccer Program to include Adult League or Program
Youth Tennis	Southgate/ Volunteer	Potential Program to be offered on Arena Surface Spring / Utilize Outdoor Courts.
Passive Winter Activities	Southgate/ Volunteer	Offer Snowshoe / Cross county skis for rent or use

Senior Programs Current		
Lawn Bowling	Club Organized	Offered Monday Nights / Saturday Tournaments monthly.
Swinton Pepper	Hillside Academy	Saturday's twice Monthly September to April
Swinton Senior Lunch	Hillside Academy	Third Wednesday of the Month September to April
Swinton Cards/ Shuffleboard		Tuesday's weekly September to April
Senior Fitness	VON	Monday's Thursdays Macintyre Building / Holstien?
Seniors Lunches	Young at Heart	Changed Location
Seniors Holstein		Optimist Hall?
Pickleball	Southgate	Thursday's 10-12pm Dundalk Community Centre

Seniors Programs In Development

Seniors Centre	Southgate	Dedicated space for Senior’s activities and drop in. <ul style="list-style-type: none"> • New Multi Use Facility • Macintyre Building • Community Centre Auditorium
Senior Lunches	Southgate	Community Sponsored Lunch or Breakfast for seniors / Monthly

Programming and Service Delivery/ Equipment

Equipment	Program	Cost
Soccer: Program Nets Balls Field paint Net Mesh	Youth/Adult Outdoor Soccer	\$1,000 \$300 \$500 \$200
Volleyball: Nets Balls	Beach Volleyball Indoor Volleyball	Grant funds \$5,000
9-hole Targets Discs	Frisbee Golf	\$6,000
Stage 2 Gymnastic Apparatus	Playnastics	\$1,000-\$1,500

Marketing Strategies		
Action	Timeline	Cost
Create Recreation awareness program. <ul style="list-style-type: none"> • Brochure • Website current and up to date • Road sign • School newsletters • Social Media 	Current/ On Going	Assumed in Operation Budget
Create central programming board / Community Centre display. Add secondary community board in Memorial Park	Completed TBD	
Implement a strategic plan for grants, local sponsorship and donations for program equipment.	2025	Assumed in Operation Budget
Research and Assist participants with subsidy programs.	Current/ On Going	

Public Consultation/ Evaluation		
Action	Timeline	Cost
Active communication with all user groups	Current/ On Going	Assumed in Operation Budget
Create and implement a process to collect feedback from participants on programs, facilities, and future goals: <ul style="list-style-type: none"> • Survey Participants / Parents at the end of programs to provide direct feedback on Program / Experience. • Survey Participants / Parents / General Public / Facility Users for direct feedback on Facilities / Interests for Recreation. 	2025	Assumed in Operation Budget

<p>Analyse feedback:</p> <ul style="list-style-type: none"> • Hold a public open house to share results and have open discussion on community ideas for recreation. • Share results in Recreation brochure, tax newsletter and websites. <p>Incorporate feedback into strategic planning for next phases of Recreation growth.</p>		<p>Assumed in Operation Budget</p>
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Revenues/ Program Results			
Goal	Action	Numbers of Participants	Increased Revenue
2019 Programs		163	\$5,585
2020 Programs	Arena Programs \$5982 Soccer Program \$898	132	\$6,880
2021 Programs	Arena Programs \$2,122/ \$9,227 Food fit \$850, Soccer \$3,492 No Jan Ice Programs	204	\$6,465 \$9,227.50
2022 Programs	Arena Programs \$14,110 Auditorium Programs \$4,245 Summer Programs \$4,155 Other \$1057	508	\$23,567
2023 Programs	Arena Programs \$19,665 Auditorium Programs \$10,735 Summer Outdoor Programs \$7655	Total Participants 1,912	\$42,620

	Other \$4565 1,197 Paid Program Participants 715 non-paid drop-in program Participants (Adult Pickleball, After School Youth Drop-in Center)		
2024 Programs	Arena Programs \$25,678 Auditorium Programs \$9,215 Summer Outdoor Programs \$10,716 Other \$0 1,155 Paid Program Participants 938 non-paid drop-in programs (Adult Pickleball, Youth After school Drop-in Center) 80% of After School drop in Youth participate in paid programs as well	Total Participants: 2,093	\$45,609

Programming Analysis Summary	
	<p>Increased Number of Participants: Township of Southgate Program Participation since 2019, with exception of 2020 due to COVID-19 protocols, has increased in the number of participants. 2022-2023 had significant growth in number from 508 to 1,912 participants. Factors that have contributed to this:</p> <ul style="list-style-type: none"> • Increase in population in the area. • First full year of having a dedicated staff solely for recreational programs. • Increased awareness of programs in the community. • First year to run multiple programs in a regular scheduled time of year coming out of COVID-19.

- Completion of auditorium, creating gymnasium and drop in lounge.

Programs with the most significant increase in participation:

- Learn to Skate.
- Outdoor Soccer
- Ball Hockey.

Other program numbers have stayed relatively consistent.

New Programs Offered:

- House League Soccer
- Playnastics
- Expanded Current Programs by splitting age groups into more manageable age ranges.

Programs on Hold:

In 2024 some programs were put on hold due to staff capacity, Facility limitations, volunteer availability and reduced external sponsors:

- FoodFit
- Hope Through Hoops
- Jazz/Hip Hop Dance
- Youth Action Committee.

Program Demographics and Rationale:

The age group with the most participation in Programming has been ages 2-7, followed by ages 8-13.

The lowest rate of participation in Programming is high school ages and adults.

Factors contributing to these trends include:

- Programming has largely been focused on ages 2-17 since 2017.
- Introductory Programs have been most successful due to a short fall in Secondary Providers.
- Programs have become a primary option for young families to meet and build social groups for their kids and themselves.

- There has been an overall decrease in participation in organized minor sports with an increased interest in low commitment, local, affordable sport activities.
- Initial success of High School age numbers was developed by a core group of individuals that were very involved during COVID-19. With no social restrictions a void, in core individuals to lead, has not been filled.
- High School students are returning to, social groups, minor sports teams, school teams, and employment, limiting their time and commitment to structured programs.
- Many in the age group 13-18 are paying for their own programs. They are challenged in seeing the value of paying for an experience over a short period verses free uninhibited play over a longer period. Drop-in programs and events are generally more successful with this age group.
- Adult Programming has not been priority. Relying on the Secondary Provider Policy has created a void.
- As a result, there is little to analyze for Adult age programs. More Adult programs have been integrated such as 3 on 3 basketball league, ball hockey and in 2025 Learn to Skate.

Program Capacity:

Trends in Participation Numbers and the ability to offer programs has led to the conclusion that Programming has maxed out. Reasoning:

- Current staffing limits new programming.
- Facilities have limited hours to expand programming.
- Equipment / Storage of Equipment limits growth.

Increased Participation:

Factors that will increase Program Capacity:

- Marginal increase in participation is possible for some age groups in programs with registration spaces.
- Summer Program Assistant increased registration space in existing programs.
- Southgate Programmer has maxed his ability to expand. There is no more time to be allocated to increased programming.

- Addition of a Winter Season Part-time Student to assist in current program implementation.
- For Programming to see incremental increases staffing needs expanded. Two options to consider:
 - Administration Staff registration.
 - Increased Program Staff for program operation.