

## SCHEDULE I Community Connections

Throughout the year, Staff explore opportunities to develop connections in the community that will create mutually beneficial outcomes and increase capacity and enhance services. These connections vary greatly, but each one assists in the improvement of programs, events or services.

Below is a list of community connections that were developed or continued during 2023.

### Kiwanis Sponsored Youth Drop-in Programs

Drop-in programs are unstructured, physical activities that are open to all levels and abilities. Drop-in for gym fun with friends facilitated by Recreation Staff. Youth drop-in on Thursdays is a sponsored program by the **Kiwanis Club of West Lincoln**.

- Thursdays 4:30 p.m.- 6:00 p.m. 9-12 yrs
- Thursdays 6:00 p.m.- 7:30 p.m. 13-17 yrs

The Kiwanis Club of West Lincoln supported these programs throughout all of 2023 by paying the drop-in fees for all attendees, thereby making the programs free to participants.

### Niagara Region Healthy, Safe and Strong Program

The Township of West Lincoln continued its partnership with the **Niagara Region** to offer a free community-based group exercise program that helps seniors improve balance, strength and reduce the chance of falls. This program is administered by the Niagara Region and is held at the West Lincoln Community Centre. Facility rental fees are not charged to the Niagara Region for the use of community rooms or for storage of equipment.

### Sportball Niagara

The Township of West Lincoln continued its partnership with **Sportball Niagara** in 2023 to offer non-competitive sports instruction for children 16 months to 10 years. The programs were run in the gymnasium at the Community Centre for 3 sessions in 2023. The total number of participants in the programs in 2023 was 72 and the Township received \$1066.00 as a percentage of registration fees collected by Sportball Niagara.

### Port Cares EarlyON Child and Family Centre

**EarlyON** is a Family Centre for parents and children to learn, play and grow. The EarlyON Centre offers free programs for parents/caregivers and children from birth to 6 years old. In 2023, the Township continued a facility rental agreement with Port Cares EarlyON for the rental of community room and gymnasium space at the Community Centre. EarlyON has also been provided with storage space for their program supplies as well as access to the kitchenette for programming staff.

### Family Day Event Connections

At the 2023 Family Day event, the following community connections were made:

- Fire fighters' community breakfast hosted by **West Lincoln Fire Services**

- SuperSkills Hockey in partnership with **West Niagara Minor Hockey Association**
- Skipping demonstrations in partnership with **Lincoln Leapers**
- Sledge Hockey Match in partnership with **Parasport Niagara** and (vs.) WL Fire fighters
- **Crime Stoppers Niagara** information table
- **Welland Jackfish** mascot community outreach

#### March Break Camp

- **West Lincoln Public Library** – Smithville Branch – In 2023, the Township's March Break camp connected with the Smithville Branch of the Library to have a library visit as part of the camp programming plan.
- **Niagara Region** Subsidy Program – The Township continued its connection with the Niagara Region to administer their subsidy program for March Break Camp participants who qualify.

#### Easter Event

In 2023, staff connected with **West Lincoln Community Care Food Bank** by collecting food bank items at the Easter Egg Hunt.

#### Earth Day Event

The Township of West Lincoln invites **local businesses, schools, youth groups, facility users and residents** to participate in a Community Clean Up event to celebrate Earth Day around April 22 each year. The Township supports efforts by facilitating clean up locations, providing garbage bags and picking up and disposing of collected garbage.

#### Hanging Basket Sponsorship Program

In 2023, Recreation Services continued with the Hanging Basket Sponsorship Program, where connections are made with **local businesses, community groups and individuals**. Businesses have an opportunity to show community support and Recreation Services develops a relationship with the business community.

#### Summer Camp

- **West Lincoln Public Library** – Smithville Branch – In 2023, the Township's Summer Camp Program partnered with the library to host a life-sized inflatable Planetarium on the arena floor.
- **Niagara Region** Subsidy Program – The Township continued its connection with the Niagara Region in 2023 to administer their subsidy program for Summer Camp participants who qualify.

#### West Lincoln Farmers' Market

- **West Lincoln Public Library** – Smithville Branch – The library hosted a Teddy Bear Picnic in connection with the Farmers' Market in 2023. The picnic was intended to be outdoors, however, with poor weather in the forecast the Market Coordinator and the library collaborated to move the event indoors.

- **The Smithville Garden Club** joined with the Farmers' Market in 2023 to host two Plant Sale Markets in May.
- Staff invited the Farmers' Market for inclusion at the Canada Day event in 2023.

#### Age Friendly Advisory Committee – Free Community Event

The Township of **West Lincoln's Age Friendly Advisory Committee** hosts free events typically in the Spring and Fall aimed at arming the community with knowledge and tips to protect themselves and live safe and healthy lifestyles (particularly older adults).

- Events are hosted at the Community Centre and coordinated through the facility rental process with Recreation Services
- Events include guest speakers from **West Lincoln Fire & Emergency Services, Niagara Regional Police Services, Merritt Funeral Home, West Lincoln Public Library, Canadian Anti-Fraud Centre**

#### Movies in the Park

In 2023, staff continued the partnership with the **Kiwanis Club of West Lincoln** for the four Movies in the Park events. The partnership included Kiwanis providing snacks by donation for movie-goers which added value to the event and provided Kiwanis with community exposure.

#### Music in the Park

In 2023, staff continued the partnership with the **Kiwanis Club of West Lincoln** for six Music in the Park events. The partnership included Kiwanis providing snacks, by donation, for movie-goers which added value to the event and provided Kiwanis with community exposure.

#### Canada Day

In 2023, staff collaborated with the **West Lincoln Library** to offer activities as part of the Canada Day event. A collaboration with the **West Lincoln Youth Soccer Club** was also arranged to add Canada Day tattoos and stickers to the days activities.

#### Harvest Routes

As part of the 2023 Harvest Routes event, staff connected with **artists and makers** to create the Marketplace which supported their talents and provided an opportunity for sales. Vendors at the Harvest Routes Marketplace do not pay vendors fees. Staff also connect with **West Lincoln Community Care Food Bank** to coordinate the collection of food bank items in exchange for participation in a workshop that is taught by a volunteer local artist. These connections add value to the event and support the local arts and culture community.

#### West Lincoln Shines Community Tree Lighting

In 2023, the **Kiwanis Club of West Lincoln** planned and presented the annual community tree lighting event in partnership with the Township. The Township provides the lights on the tree and staff support each year. This event also included many other community connections as coordinated by Kiwanis. The following is a list of community connections made as part of the tree lighting event.

- **Smithville Christian High School** – concert choir and risers
- **Knights of Columbus** – Grill and manpower
- Sponsorships from **Foodland, Cheryl & John Ganann, Stanpac, Rebecca Mullin of Desjardins Insurance, Summer Heinen of Royal LePage**

#### West Lincoln Santa Claus Parade

In 2023, the West Lincoln Santa Claus Parade Committee, a committee of council, met regularly throughout the year to coordinate the annual Santa Claus Parade. A staff liaison and a Council liaison were part of the Committee. Staff and Committee members managed all components of the event to present it to the community. The Committee partners with many different **organizations and businesses** to successfully present this community event. These connections foster community involvement and pride.

- Staff administered a cost sharing agreement with **Niagara Regional Police Services (50/50)** for the provision of policing and road safety at the event.
- Staff connected with the **Niagara Region** for the coordination of the road closure.
- Committee members made many connections with local businesses through their sponsorship campaign.
- Committee members also made connections with **local clubs, associations, and schools** as they recruited participants for the event.

#### Goosechase- Free Community Challenges (Past)

**Niagara Economic Development** provided the region-wide availability of GooseChase, a digital scavenger hunt platform. GooseChase allowed municipalities, chambers, BIA's, DMO's and other business-supporting organizations to create games and missions with the goal to attract customers in new, creative and safe ways. In 2023, the Township's Communication Specialist administered the following GooseChase events which connected with Recreation Services through the promotion of community involvement and exposure of Township assets.

- Community Challenge: TWL Playground Challenge
- Community Challenge: Spooktacular
- Community Challenge: Merry Questmas
- TWL Staff Challenge: Ho Ho Holiday Challenge

#### Sponsorships

Throughout the year, the Recreation Services explores opportunities to connect with sponsors to financially support Township programs, services and events. Sponsors benefit from the relationship through community exposure and involvement which may fulfill their goals or mandates. The following is a list of **community sponsors** in 2023:

- Hanging Basket Sponsorship Program
- Canada Day Event main stage sponsorship
- Public Skating sponsorship throughout the year
- Music in the Park event sponsorship

- Family Day Public Skating sponsorship
- Family Day Gymnasium events sponsorship