

COMMUNITY SERVICES

Annual Report

2024



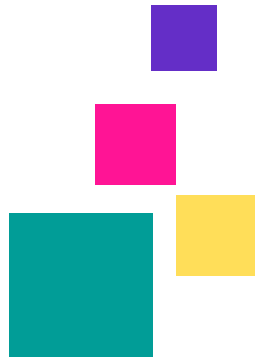


TABLE OF CONTENTS

A Message from the Director of Community Services..... 3

FACILITIES

Facilities Manager Annual Report..... 5
Arena Annual Report..... 6
Maintenance Annual Report..... 7

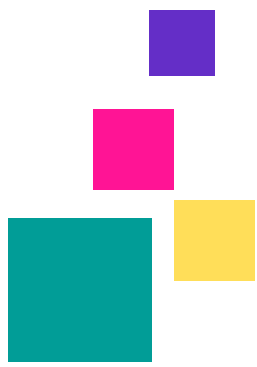
FAMILY COMMUNITY SUPPORT SERVICES (FCSS)

Family Community Support Services Manager Annual Report..... 9
Family Community Support Services Annual Report..... 10
Family Support Program Annual Report..... 13
Family Violence Initiative Annual Report..... 19
Food Bank Annual Report..... 22
Public Transit Annual Report..... 26
Transportation Grant Program & Dial-A-Bus Annual Report..... 29
Youth Development Coordinator Annual Report..... 32

RECREATION, ARTS, & CULTURE

Recreation, Arts & Culture Manager Annual Report..... 36
Aquatic Annual Report..... 38
Arts & Culture Annual Report..... 41
Bookings Annual Report..... 43
Child Mind Annual Report..... 46
Fitness Annual Report..... 47
Guest Services Annual Report..... 50
Parks & Open Spaces Annual Report..... 53
Recreation Annual Report..... 55





A MESSAGE FROM THE DIRECTOR OF COMMUNITY SERVICES

Welcome to the 2024 Community Services Department Annual Report. This Report reflects the positive impact that the variety of high level programs, services, and facilities offered in our community have on our collective quality of life. It celebrates the partnerships and contributions of our community in achieving our mission.

The Department had a busy and rewarding year. The Community Services Department continued to focus on retaining memberships and recruiting residents to become members at the Allan & Jean Millar Centre, while continuing to offer a wide variety of Transit, Social Service, and Recreation, Arts, & Culture programs and services; while maintaining Town facility maintenance and operations for the residents of the Town of Whitecourt, Woodlands County, and visitors to our community.

Staff and Community Services Advisory Board Members are proud of the accomplishments achieved in 2024; and look forward to continuing to maintain high standards, evaluate and build upon past work, and continue to meet the future needs of the community.

A special thanks to the Community Services Staff and volunteers for all of their hard work in 2024, and to the following Community Services Advisory Board Members for their contributions in 2024:

Current Members:

Chair: Dave Arcand

Vice-Chair: Brigette Moore

Public Member: Crystal Szybunka

Public Member: Jennifer Keay

Town Council Representative: Derek Schlosser

County Council Representative: Jeremy Wilhelm

Retired Members:

Public Member: Raelene Day

Public Member: Stacey White

Public Member: Kayla Heeley

We look forward to continue to work together to build a healthier and more vibrant community in 2025!

Chelsea Grande

Director of Community Services



FACILITIES



Facilities Manager Annual Report

Randy Feist, Manager of Facilities, 2024 Annual Report

Grants:

- Two grants were received through the Community Energy Conservation Program:
 - McLeod Roof Replacement and REALice System (\$177,583).
 - Allan & Jean Millar Centre Boiler Replacement (\$167,631).

Arena Annual Report

Amanda Betts, Arena Coordinator, 2024 Annual Report

Successes:

- Family Day Public Skating had approximately 25 people attend.
- Completed painting all of the change rooms; and three hockey murals and two figure skating murals.
- Completed a brine line flush on the Athabasca and McLeod Rinks.
- McLeod ice surface had some humidity issues during ice preparation. Staff were able to put in overtime to rebuild pieces of the ice that were lost.
- Face-off dots for the McLeod ice surface were misplaced during the ice preparation process. The dots were successfully added in after ice was complete.
- Despite challenges, the McLeod and Athabasca ice surfaces were completed on time.
- Hosted a Halloween Spooky Skate, offering treats to the public.
- Updated the naming conventions for each shinny session, transitioning from age groups to skating levels (beginner, intermediate, and advanced). This change was met with positive feedback from the public.
- Worked closely with the President of Whitecourt Minor Hockey to improve communication with the league. This collaboration has allowed us to receive feedback and suggestions, which will help us critically assess and enhance our performance in the future.

Trends:

- A new hockey academy began in the middle of October. This has brought a large number of users to the Arena in the mornings.
- Increase in early morning Whitecourt Minor Hockey bookings.

Opportunities/Challenges:

- The ice plant experienced a power surge on February 17, which caused the McLeod Rink to start melting. We lost a lot of brine, and blew the fuses on the ice plant. The Maintenance team was able to bypass the system to ensure that we kept the ice in. Staff moved the Tournament games on to the Athabasca Rink to ensure operations could continue as scheduled.
- The brine lines at the far end of the McLeod ice surface were repositioned, cleaned and re-spaced to ensure even spacing for cooling.
- A brine line leak occurred while putting in the Athabasca Ice. Due to the leak, some of the ice was lost and some had to be removed to complete a temporary repair.

Maintenance Annual Report

Rene Beaudoin, Maintenance Coordinator, 2024 Annual Report

Successes:

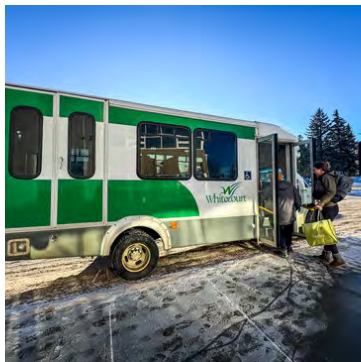
- Installation of a new heating, ventilation, and air conditioning unit on the Allan & Jean Millar Centre unit 701.
- Installation of a new make-up air unit on the Allan & Jean Millar Centre unit 801.
- A new air conditioning unit for the RCMP building server room was installed.
- Installed two air conditioner units at the Forest Interpretive Centre.
- Completed a rebuild on one of the Allan & Jean Millar Centre boilers.
- Replaced 50-horse power motor on makeup air unit 1201 at the Allan & Jean Millar Centre.
- McLeod Roof Replacement to increase energy efficiency.

Opportunities/Challenges:

- Involved in the Water Treatment Plant’s boiler system replacement.
- Scheduling jobs throughout the year was challenging due to contractors being busy and short staffed.
- Receiving certain materials on time remains a challenge, especially electronic components and specialty items in timely manners. Staff have combatted this issue by getting creative in methods to keeping facilities and equipment operating.



FAMILY COMMUNITY SUPPORT SERVICES (FCSS)



FCSS Manager Annual Report

Angela Mitchell, Manager of FCSS, 2024 Annual Report

Grants & Contracts:

Family Community Support Services Program:

- Canada Revenue Agency Income Tax Program: **\$5,055**
- Volunteer Alberta: **\$1,200**
- Minister of Seniors, Community and Social Services: **\$276,683**

Social Prescribing:

- Alberta Healthy Aging through United Way: **\$76,067**

Family Support Program:

- Alberta Recovery: **\$30,180**
- Children and Family Services (Family Resource Network): **\$455,058**

Family Violence Initiative:

- Children & Family Services (Annual Grant): **\$130,853**
- Children & Family Services (National Action Plan to End Gender-Based Violence Grant): **\$50,000**
- Alberta Justice (Community Justice Grant): **\$17,760**

POWER Group:

- Alberta Recovery: **\$5,000**

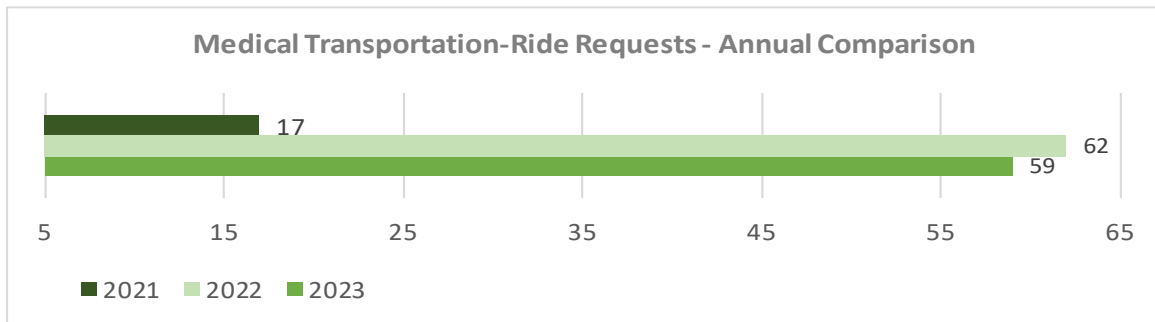
Food Bank:

- See the Food Bank's Annual Report for a full summary.

Family Community Support Services (FCSS) Annual Report

Fay Arcand, FCSS Coordinator, 2024 Annual Report

Community Program Statistics:



Trends:

- **Community Volunteer Income Tax Program:** This program runs 12 months a year on the availability of volunteers. Requests to complete income taxes outside the regular tax season increase in June and July, as social assistance programs discontinue if income taxes are not filed. 2024 had four volunteers; of those two were trained and vetted to complete tax returns with the auto-fill option with Canada Revenue Agency. 221 tax returns were completed, with 110.5 total volunteer hours.

Outcomes:

- **Park Party Series:** This series of gatherings were designed to provide the opportunity for neighbours to congregate, meet each other in a fun atmosphere, resulting in a safer, more caring neighbourhood. FCSS partners with the local Rotary Club, Youth Development, Recreation and Crime Prevention functions to deliver this summer program. In 2024, a total of approximately 200 neighbours participated in the series. Of those 200 attendees, 54 completed the outcome survey. Of those surveyed, 96% agreed that because of the Park Party, they have met new people from their neighbourhood.
- **Seniors' Week:** Seniors' Week is an opportunity for the community to celebrate seniors. Within the week, there are many activities designed to reduce isolation. One of them is the annual dinner and dance, with approximately 124 participants. Of those participants, 71 completed the outcome survey. Of those surveyed, 95% reported they felt more connected to their community because of the Seniors' Week event.
- **National Volunteer Week – Lunch & Learn:** National Volunteer Week provides the opportunity to showcase a wonderful volunteer community. This year a learning opportunity was provided for non-profit groups with 18 non-profit groups in attendance. Of those, 14 completed the outcome

survey. 85% of participants returning the survey reported the lunch and learn helped them feel they can make a difference.

Successes:

- **Youth Programming:**

The Youth Advisory Community and youth sport and recreation funding streams (Kidsport and Jumpstart) were handed back to the Youth Development Coordinator. This provided more desk time to concentrate on other community programs such as volunteerism.
- **Volunteerism:**
 - **National Volunteer Week:**
 - 125 coffees were given to deserving volunteers during the “You’ve BEAN Great” event April 16.
 - Lunch & Learn on Volunteer Recruitment and Retention had 18 non-profits register.
 - 21 nominations were received for the community Volunteer Awards.
 - **Volunteer Hub:**
 - Designed and implemented a new website that highlights community volunteer opportunities, explains the 5 different categories of community volunteer awards, and provides resources for non-profits.
 - **Volunteer Programs:**
 - **Friendly Visitor:** 2 volunteers left the program and 2 new volunteers were recruited.
 - **Snow Star:** 7 volunteers assisted 9 residents (2 volunteers have taken 2 addresses).
- **Social Prescribing:**

Whitecourt Seniors Resource Social Prescribing program has been running for 1 full year, with 61 referrals to the program. Whitecourt Continuing Care (Homecare) has been the number one referral source, which holds true for most other social prescribing programs throughout the province.
- **Seniors Programming:**
 - Seniors’ Week: 268 participants throughout the week-long event.
 - Senior Education Programming: 74 participants; this includes programs such as Emergency Preparedness, Homecare Information, and Elder Abuse.
 - Programs designed to reduce isolation: 199 participants, this includes programs such as Armchair Travels, Treks & Travels, and a community dinner and dance.
- **Form Assistance:**
 - 24 individuals were assisted throughout the year with a variety of forms, including federal benefits, budget planning, and low income housing applications.
 - 3 individuals were from the Woodlands County service area, and were referred to the Woodlands County office.
- **Community Programs:**
 - **Park Parties:** Third season for the annual Park Party series. A total of 200 participants took advantage of the opportunity to meet their neighbours in a fun atmosphere. The parks that were used in 2024 were Southland Park, Wagoner Park, and Percy Baxter Playground.
 - **Various Community Educational Programs:** 217 participants, which includes programs such as Lone Partnering, Mental Wellbeing, Budgeting, Navigating Health Care, Estate Planning, etc.

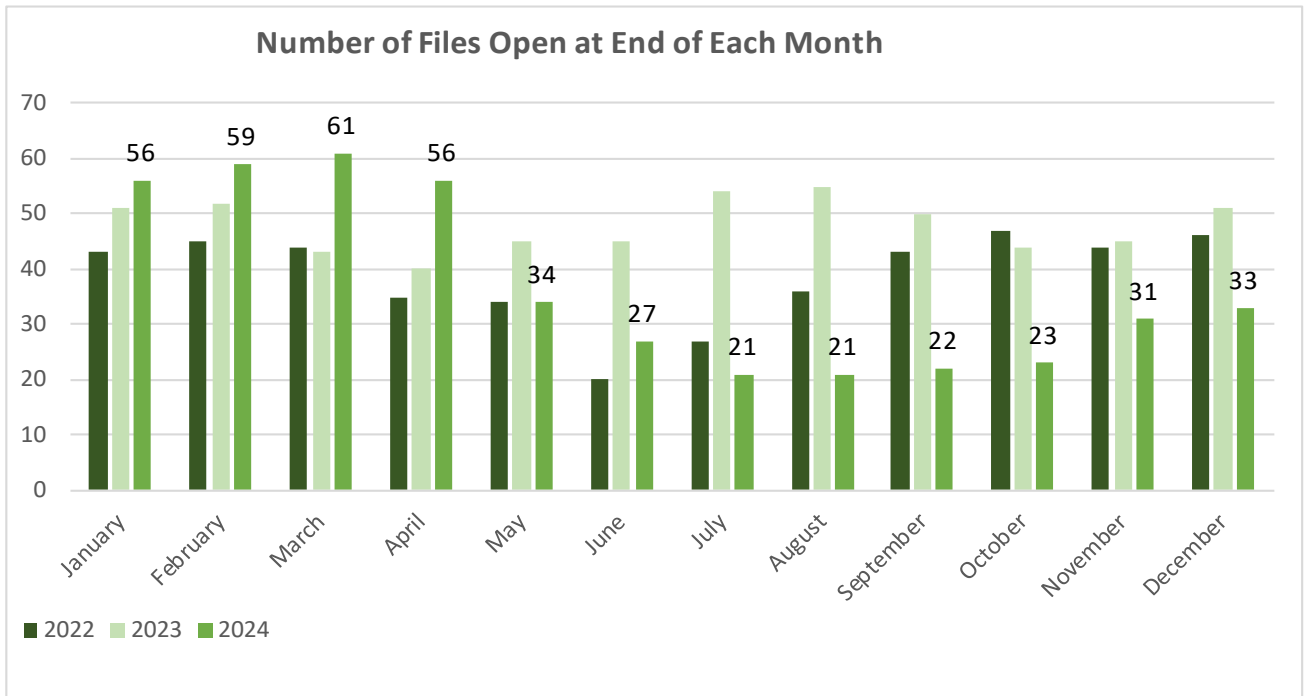
Opportunities & Challenges:

- **Meals On Wheels:**
 - This program has struggled throughout the past year. The maximum participants at one time in the program was 3. There were ongoing concerns from participants regarding the quality of the meals being supplied. With a new home delivery frozen meal service becoming available in the fall of this year, Administration decided to end the Meals On Wheels program.
- **Community Connections:**
 - This program continues to struggle with public attendance. This event historically took place in September; however, with low attendance last year the date was changed to August in hopes of increasing participation of both vendors and public. This year we had 19 vendors register for the event, with approximately 40 participants in attendance. Discussions will take place on either stopping the program or revamping it and partnering with another department to see if we can keep residents connected in other ways.

Family Support Program (FSP) Annual Report

Michelle Robinson, Family Support Team Lead, 2024 Annual Report

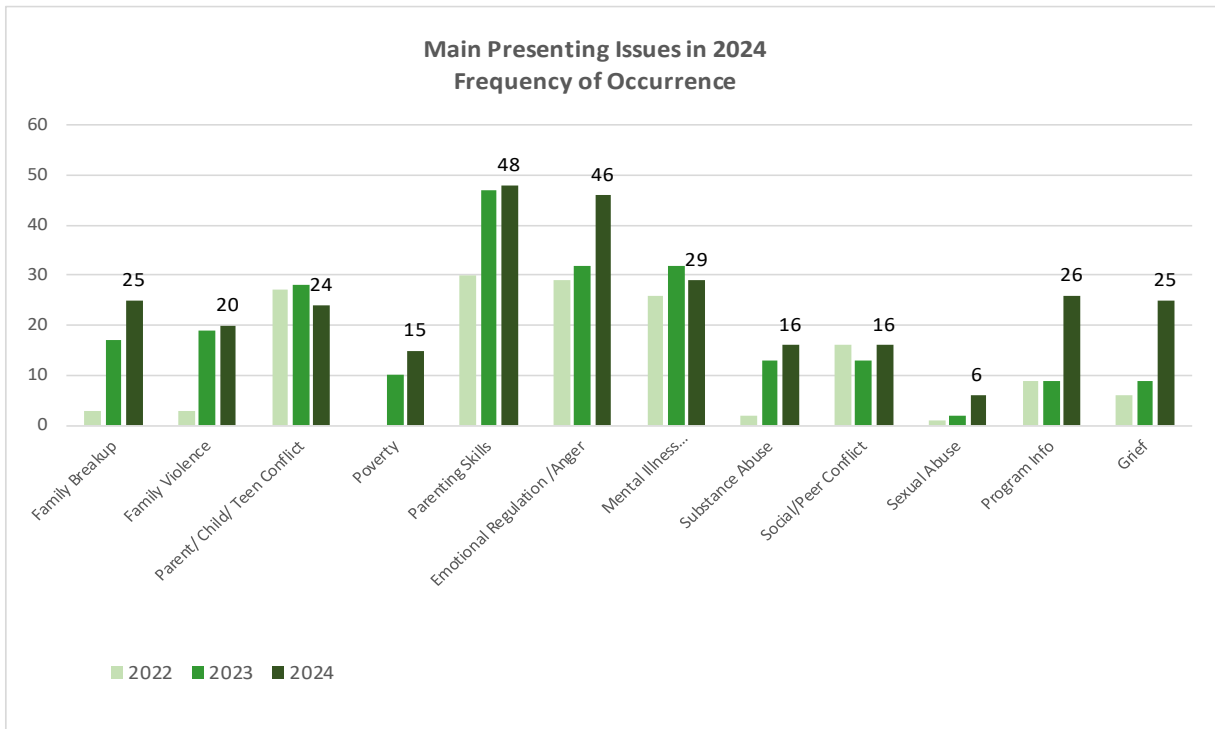
Diversion Program Statistics



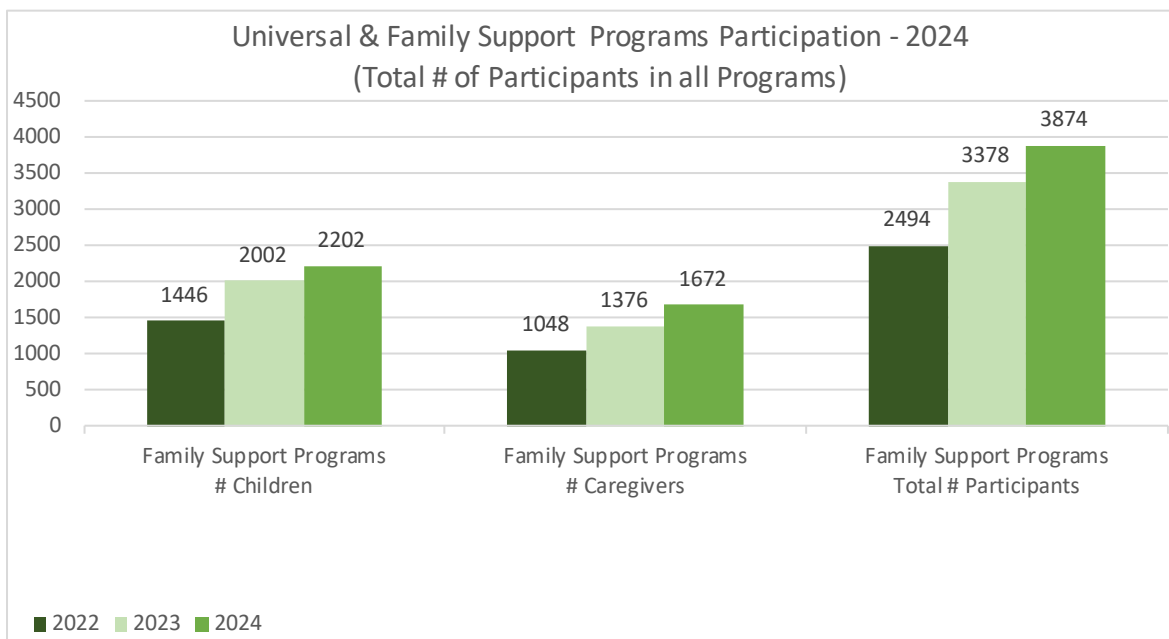
Diversion Program Caseload Breakdown:

Files Open at Start of 2024	51
New Files Opened During 2024:	55
Files Closed During 2024:	73
Total Individuals Served During the Year:	106

Diversion Program Presenting Issues:



Universal Programming & Parent Education Participation Statistics:



Referrals In (Families):

- 15 – Self
- 20 – Northern Gateway Public Schools
- 4 – Children & Family Services
- 2 – Wellspring Family Resource Centre
- 3 – Healthy Families Healthy Futures
- 5 – SPARK Family Resource Network (Hub)
- 5 – Pembina Hills School Division
- 2 – Swan Hills FCSS
- 3 – AHS Public Health
- 2 – AHS Mental Health (Recovery Alberta)
- 1 – WJS High Prairie
- 1 – Town of Whitecourt (Recreation)
- 1 – Fox Creek FCSS

Referrals Out (Individuals):

- 17 – Children & Family Services Intake
- 76 – Kindred Rapid Access Counseling
- 50 – Access Mental Health & Addictions (Recovery Alberta)
- 67 – Triple P Online
- 32 – Alberta Supports
- 5 – Alberta Works/AISH
- 8 – Family Supports for Children with Disabilities (FSCD)
- 12 – Jumpstart/Kidsport
- 34 – Whitecourt Food Bank
- 3 – Fox Creek Food Bank
- 1 – Mayerthorpe Food Bank
- 12 – Wellspring Family Resource Centre
- 10 – Canniff & Associates Private Therapy
- 1 – AIM Private Therapy
- 11 – Private Practice Psychology Services
- 8 – Healthy Families Healthy Futures
- 18 – Legal Aid, Rural Family Law Project, Court Resolution Services
- 5 – Victim’s Services
- 7 – Family Violence Initiative
- 11 – New Hope Adult
- 9 – New Hope Youth
- 6 – Roots
- 5 – Lac Ste Anne Foundation
- 7 – AHS Telepsychiatry Services
- 3 – Sexual Assault Centres
- 7 – Ballard/ Whitecourt Employment Services
- 5 – Community Adult Learning Programs
- 7 – School Social Workers/Counselors/Mental Health & Wellness
- 2 – FASD Network
- 4 – Metis Association & Jordan’s Principle
- 3 – Child & Youth Advocate
- 9 – McLeod River Primary Care Network
- 9 – Together Talk
- 13 – Multicultural Health Brokers
- 7 – AHS Public Health & Nutrition
- 23 – Mental Health Crisis Line
- 30 – Kid’s Help Phone
- 9 – 988 Suicide Help Line

- 1 – Expanding Hope
- 10 – AHS Caregiver Ed/Recovery Alberta Wellness Exchange
- 1 – Soaring Eagle Support Services
- 1 – McMan Family & Youth Services
- 6 – Interprovincial Family Resource Networks
- 23 – Community Program Referrals (BGC, Youth Development, Community Lunch Box, Big Brothers Big Sisters, etc)
- 6 – Whitecourt Christmas Hamper
- 1 – Glenrose Hospital
- 2 – Whitecourt Indigenous Friendship Society

Outcomes:

- As a result of participation within the Family Support Program:
 - 81% of parents surveyed state that they can identify community supports and resources available to my family. (55% comparative pre-survey at intake)
 - 88% of parents surveyed state that they have knowledge and confidence of using positive parenting strategies. (45% comparative pre-survey at intake)
 - 85% of children and youth state they know who to ask for help when they need it. (65% comparative pre-survey at intake).

Trends:

- In 2024, “parenting skills,” “emotional regulation,” and “mental illness” continued to be the most consistent presenting issue identified within families.

In direct comparison to 2023 data, the 2024 program presenting issue trends indicate significant increases in the following presenting issues:

- Grief and Loss: is tabulated when individuals/families identify challenges associated with grief and loss situations that prevent them from maintaining successful daily routines, parenting decisions, wellbeing outcomes, etc. The increase experienced in 2024 resulted in increased connections to crisis and support lines, rapid access counseling and private therapy services, and program information supplied to participants to tether access to community agencies with specific support groups and services.
- Family Break Up: is tabulated when families identify separation and divorce challenges. The program noted more families requesting support for navigating coping supports, communication for boundaries, and managing blended family dynamics.
- Sexual Abuse: is tabulated when individuals/families disclose past or current experiences with sexual abuse. In many cases, individuals/families require ongoing specialized support to address associated trauma.

- Poverty: is tabulated when low income insecurities are identified. This year, program staff identified increases in families requiring concrete needs associated with low income risks such as food and housing insecurity.

Successes

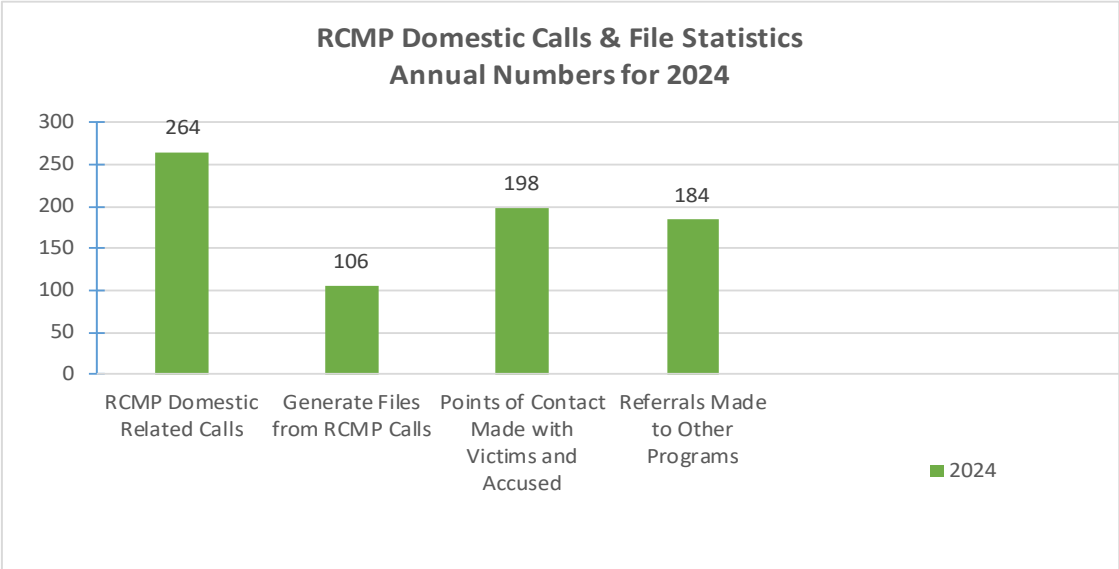
- The Family Support Program has been successful developing universal programming and parent education opportunities to the communities of Valleyview and Fox Creek. Programming has been sustainable and is being offered 2-3 times a month in each community. All programs offered further promote child/youth development strategies, caregiver capacity skills, and increased social connections.
- Children and Family Services continues its commitment to supporting the Triple P – Positive Parenting Program, including the provision of all program resources and future Triple P training at no cost to communities. Staff have taken advantage of the provincial access to professional development and have increased their accreditation to include Triple P Baby (support for new parents and caregivers in fostering healthy attachment), Enhanced Triple P (intensive support for families with complex challenges) and Disaster Recovery Triple P (support for communities following significant challenges).
- The Provincial Family Resource Network has invested professional development to build capacity of FRN staff to support parents of teens, with complex social-emotional-behavioral challenges, with “Connect Parent Group” curriculum. In 2024, 2 program staff were trained to provide the resources to our SPARK region. The curriculum utilizes principles of attachment theory to repair and strengthen relationships between parents and youth to foster connection and provide a foundation for healthy communication for setting limits to high risk behaviors.
- The Family Support Program partnered with the Whitecourt Team for Success and Whitecourt Indigenous Friendship Society to facilitate the KAIROS Indigenous Blanket Exercise. The program was well attended; with the youngest participant at six years of age and the eldest at eighty-four years of age. The program was comprehensive and allowed for an exchange of intergenerational dialogue. Participants were provided with an interactive storytelling of indigenous history and culture.
- The SPARK Family Resource Network- Hub Navigator and Healthy Families Healthy Futures programs relocated to the Carlan Resource Centre (CRC). This has provided more accessibility for clients to have a central location for concrete needs and program services. The exchange of partnership services has included the Hub Navigator in a ‘guest services’ role to the CRC; there has been a marked increase in client satisfaction and experience as the building is more open and welcoming.
- The Whitecourt & Area Family Support Program Facebook page continues to have online presence connecting families to local initiatives/events, parent education topics, youth development, craft/activity ideas and positive affirmations.

Opportunities/Challenges

- In May-June, the Family Support Program experienced staffing turnover of two, full-time, family support worker positions. As this challenge occurred synonymously with the end of the school year, many individuals/families on caseload opted to close file rather than proceed with an interim worker or option for services. Program staff have been active in meeting with community stakeholders to strengthen collaboration for referrals and services.
- In 2024, the Family Support Program offered 12 total parent education courses/opportunities; 75% of those parent education courses were canceled due to no/low registration. Staff continue to trial variable shifts (time of week, time of day, barriers, partnerships, increase promotion, etc.) to arrive at solutions. This continues to be monitored by provincial and regional authorities as there is an overall withdraw in motivation for universal parent education participation.

Family Violence Initiative Annual Report

Courtney Hardman, Family Violence Liaison, 2024 Annual Report



Trends:

- Frequent conflicts with child exchanges, family disputes, and custody disagreements.
- Increase of individuals seeking Emergency Protection Orders and Parenting Orders.
- Files involving breach of conditions for No Contact Orders.

Successes:

- The Family Violence Initiative received funding from the Community Justice Grant. This grant provided the opportunity to offer New Hope for Youth; a program for individuals aged 13 to 17 who are at risk of facing the justice system.
- The Family Violence Initiative received funding through the National Action Plan for Gender-Based Violence grant. This grant provided opportunity to enhance programming, expand on community events to include the Family Violence Initiative Gala and onboard a Family Violence Prevention Worker.
- The Whitecourt Family Violence Initiative received the Minister’s Awards of Municipal and Library Excellence Award in the Enhancing Community Safety category. This award was presented by Council to the Family Violence Initiative Stakeholders group at the Gala.

- **Pub Foods with The Dudes:**
 - The Family Violence Initiative hosted the Pub Foods with the Dudes community event, which was attended by nine individuals. The event was held in the evening to encourage youth participation.
 - In addition to the Pub Foods with the Dudes event, the guest speaker with Next Gen Men also participated in a session at the local public high school. Approximately 60 youth attended and engaged in an interactive discussion on gender-based violence.
 - In 2025, Breakfast with the Guys will be offered instead of Pub Foods with the Dudes.
- **Family Violence Initiative Gala:**
 - The Family Violence Initiative Gala had 101 in attendance. The Gala featured a guest speaker who shared their personal experience of resiliency and gender-based violence. A comedian also performed, using a unique blend of comedy and music to address overcoming adversity.
 - There has been increased participation in the Adult New Hope Program, with more clients being referred by the Family Violence Liaison. Additionally, there is a growing number of probation-mandated individuals proceeding through the court process, who are participating in the program.
 - Extensive support has been provided by the Family Violence Liaison including assistance with referrals to other agencies and efforts to raise awareness of family violence within the community.

Challenges/Opportunities:

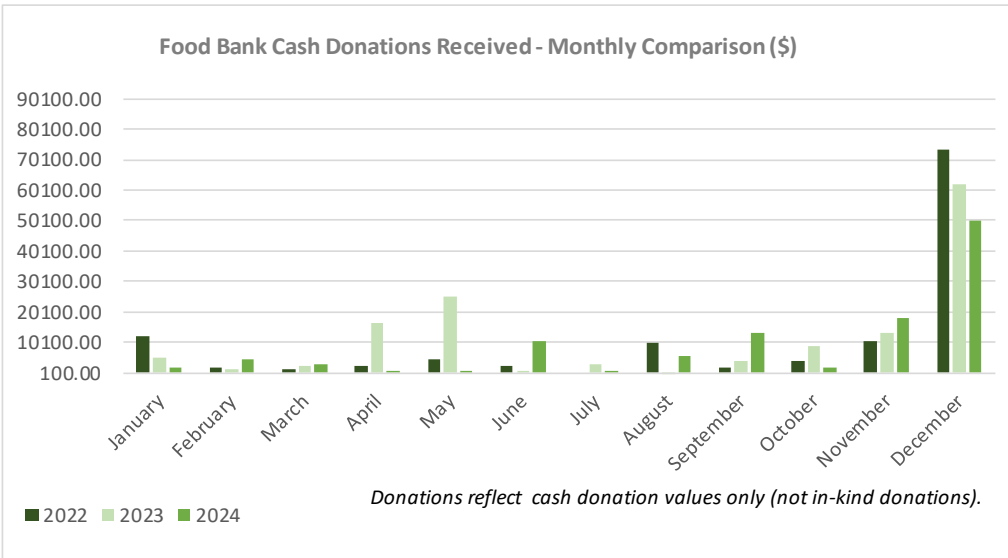
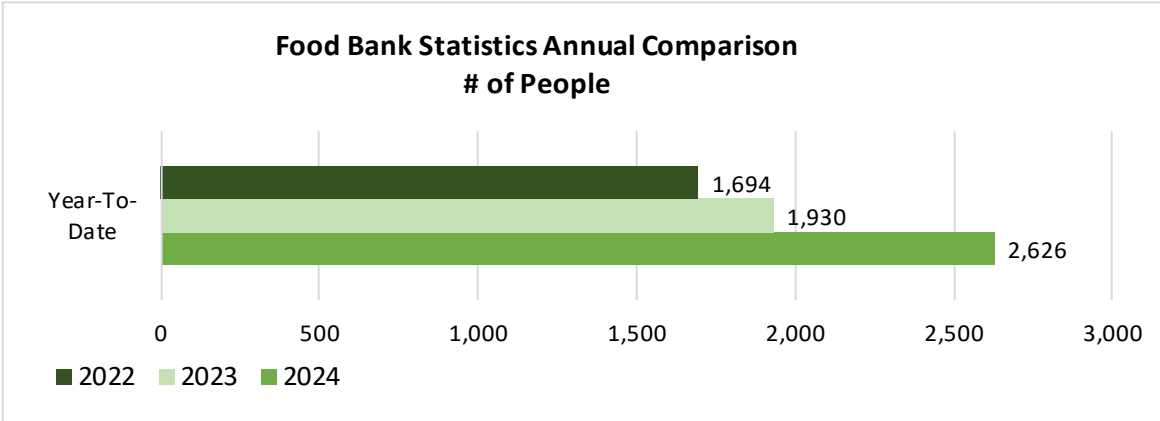
- New collaborations were made this year with Team for Success within the public school division, Spirit of Youth, RISK, and the Whitecourt P.O.W.E.R. Group.
- The RCMP received 264 domestic-related calls in 2024:
 - The Family Violence Liaison took action on 106 RCMP-generated files. 198 points of contact were made with victims and accused.
 - 184 client referrals were made for community and provincial supports.
 - The Family Violence Liaison offered support to both victims and accused through text messages, emails, and phone calls. This support includes initial or ongoing assistance, case conferencing, court preparation, and court updates.
 - A total of 61 additional individuals were registered as clients through intake forms and enrolled in, and completed the Family Violence Initiative community programs this year.
 - The Family Violence Liaison position experienced gaps on files due to the previous Family Violence Liaison being on medical leave from January to July.
- **Roots:**
 - Successfully completed a six-week community program with five children, aged 8 to 12, finishing the program. The sessions were facilitated by the Family Violence Liaison and one Family Support Worker. New interactive strategies were introduced resulting in increased participation of the children. The program concluded with an Overcoming Obstacles relay race, and a presentation of certificates of completion.

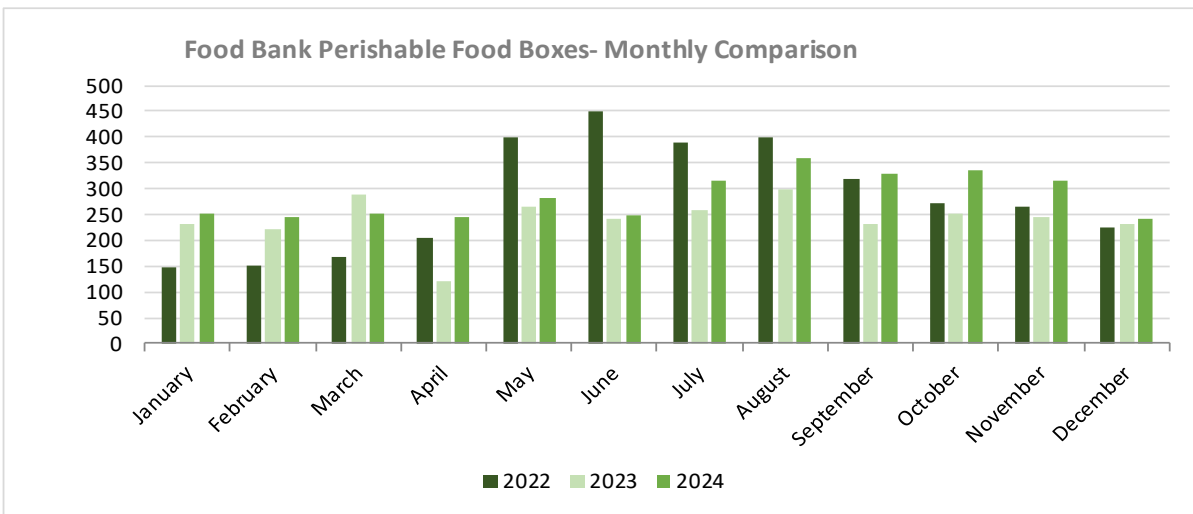
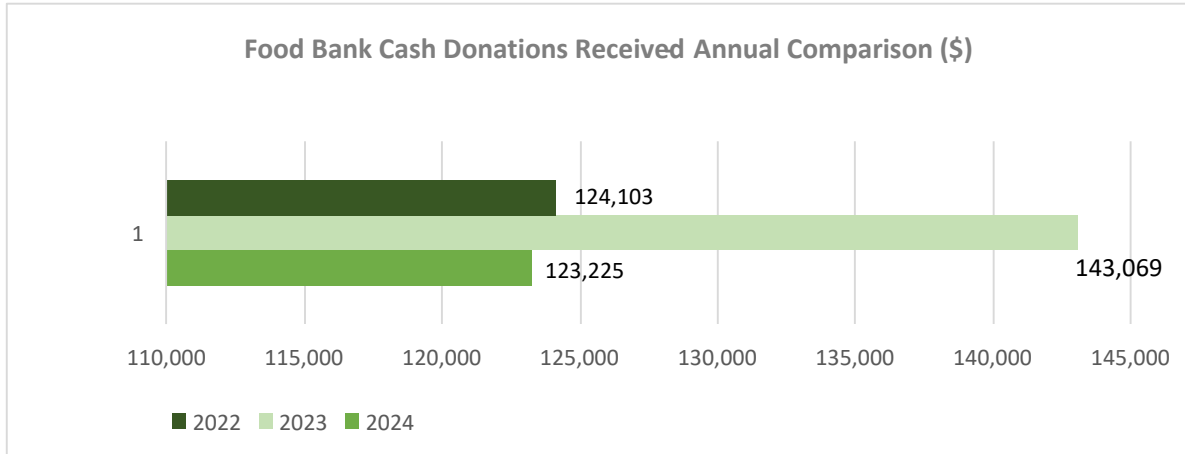
- **Youth New Hope:**
 - 1, 2-day program for youth was successfully facilitated on August 21-22, 2024. 4 youth signed up for the program, with 3 completing the course.
- **Adult New Hope:**
 - Offered four times within the year for both women and men. A total of 53 individuals completed the program and received certification this year.

Food Bank Annual Report

Angela Young, Food Bank Coordinator, 2024 Annual Report

Food Bank Statistics:





Food Bank Overview:

- Operates Monday/Wednesday/Friday from 11:00am to 2:00pm with the last intake at 1:45pm.
- Six (6) hamper fills are permitted each year with proof of identification and residency for each individual.
- The perishable box window opens at noon on Food Bank operating days. Boxes are given out on a first come, first served basis. No ID or proof of residency necessary.

Trends:

- 27% increase in clients served compared to 2023.
- 23% decrease in community members accessing perishable food boxes (PFB) compared with the same time period in 2023.
 - Perishable food boxes are filled with close to expired goods and fresh food that is picked up from Walmart on days when the Food Bank is open.
 - 3416 perishable food boxes were distributed in 2024; these boxes seem to be favoured as no formal intake or identification is required to obtain one.

- Perishable food boxes provided another food security option for individuals who have used their 6 annual hamper fills.

Successes:

- The Food Bank received numerous amounts of cash, credit and food donations in 2024. In addition, the Food Bank obtained \$81,932.00 of grant funding.
 - \$123,225.00 – Cash donations: Christmas Tree Light Up, community residents, schools, churches, businesses and local industries.
 - \$10,000 – Foodbanks Canada Access Grant: Meat and beans gift cards for future meat and beans
 - \$15,286.00 – Foodbanks Canada Standards of Excellence Grant: operational costs and equipment upgrades to obtain accreditation.
 - \$474.71 – Alberta Food Banks Egg program: purchase fresh eggs
 - \$750 – Rural Transportation Grant:
 - \$1,200.86 – Loblaws Feed More Grant: purchase fresh fruit and vegetable, non perishable items, operating needs.
 - \$22,652.93 – Fight Hunger, Spark Change Grant: Fresh fruits and vegetables, non-perishable food and personal hygiene items, Gift cards for Walmart, IGA, Dollarama
 - U-Line: shelving and operational materials (erase boards), the rest was spent on fresh and shelf stable food.
 - \$7,000.00 - TC Energy Grant: purchase fresh fruits and vegetable
 - \$2,500.00 – Cenovus Energy Grant: purchase fresh and non-perishable food items for seniors and single persons Christmas Hampers
 - \$8,000.00 – FCSSAA Grant: Wages \$3088.84, Gift cards IGA \$2251.34, Fresh fruits and vegetables weekly (Jan 22 – Mar 30) \$2752.28.
 - \$1,680.00 – After the Bell Program Purchased fresh fruit and vegetables to add to 560 packs of food that was also donated.
 - Walmart and No Frills have continued with a national agreement with Food Banks Canada. Food donations are being picked up three times per week.
- For the fifth year in a row, First Choice Truck & Car Wash Inc. sponsored the Food Bank van's fuel and car washes. Other sponsors include Whitecourt Transport, Store to Door Delivery, Trimline Design, GFL, Wal-Mart and Food Banks of Canada. OK Tire Whitecourt have agreed to continue van maintenance, oil changes, and supplying summer and winter tires as needed.
- A partnership commenced with Starbucks for pastries and sandwiches. They are picked up three times per week and added to perishable boxes and hampers.
- 833 boxes were given to local farmers for animal food, preventing food waste at the Whitecourt Regional Landfill.

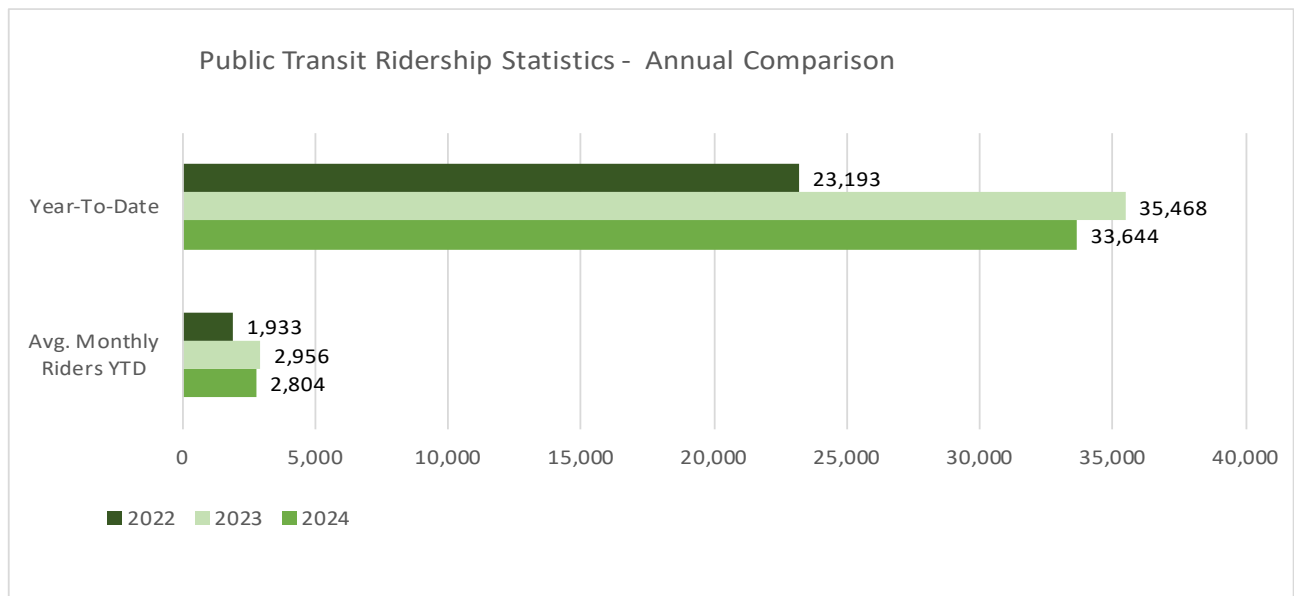
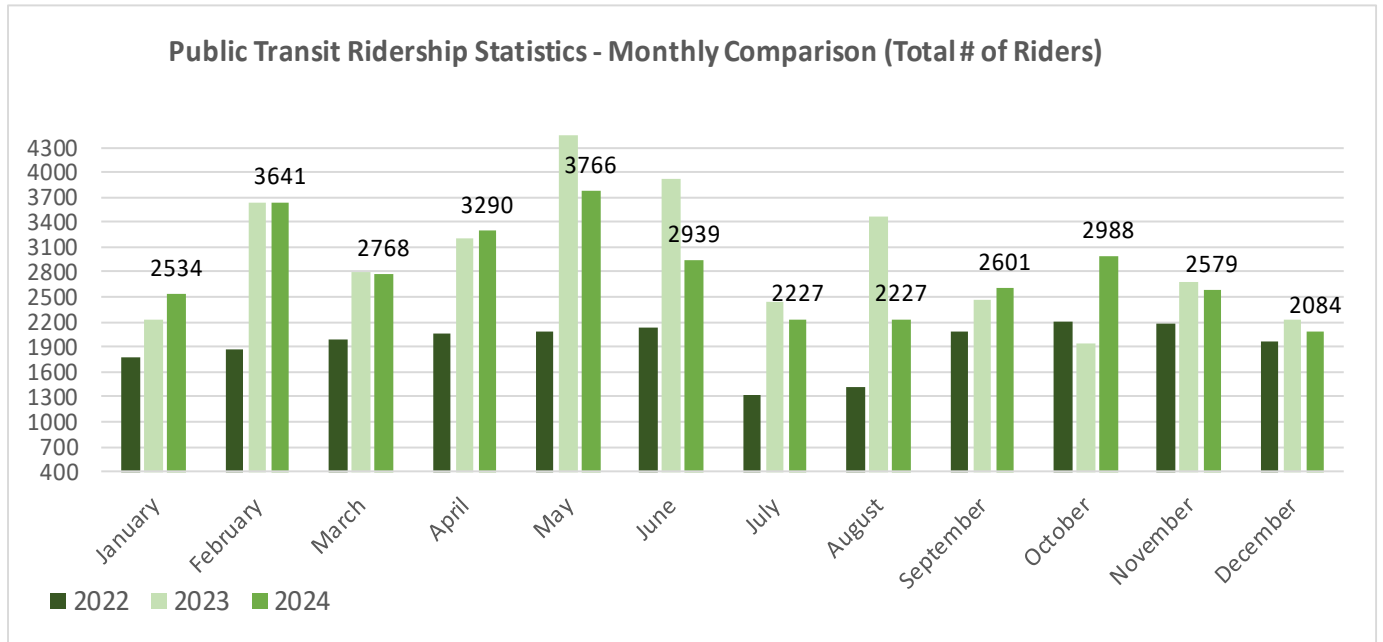
Opportunities/Challenges:

- Excess food donations were regularly shared with other user groups. 30 boxes were shared with Mayerthorpe Food Bank, 22 boxes with Tennille's Hope, and Soaring Eagle Support Society. To reduce Landfill waste, all other food that otherwise would have been thrown out was given out for animal feed.
- Started a laundry program to hand out laundry detergents in hampers.
- World Hunger Day, Eagle River Casino, and Pembina Pipelines donated all the food, BBQ and volunteers for the annual event.
- Millar Western donated their table at Party In The Park to hand out Teen Bags.
- The Rotary Club of Whitecourt made a donation to purchase 4 new freezers. The freezers were purchased from City Furniture who provided the Food Bank with a discount.
- The Food Bank is in the process of preparing for accreditation through Food Banks Canada.
- Many families accessing the Food Bank reached their annual hamper fills in November.
- A Grant from Cenovus Energy allowed the Food Bank to fill 80 hampers with food for Christmas dinner; 70 were handed out to seniors and single persons. Gift bags with toiletries, socks, hats, and gloves were also handed out with each hamper.
- There was a \$19,844 decrease in monetary donations compared to 2023.

Public Transit Annual Report

Donna Gerber, Transit Coordinator and Kara Grywachski, Community Services Secretary, 2024 Annual Report

Public Transit Ridership Statistics:



Public Transit Ridership Summary:

	2022	2023	2024
Annual Total	23,193	35,468	33,644
Average Hourly Riders	4.74	7.08	6.98
Average Daily Riders	77.63	116.09	113.96
Average Monthly Riders	1,933	2,956	2,804

Successes:

- **Annual Student Passes:**
 - Annual Student Passes are sold for \$275.00 for unlimited travel between September 1, 2024 and August 31, 2025. The passes were offered at a 10% discount until September 30, with 20 discounted passes sold between August 1 and September 30.
- **Bus and Shelter Advertising Agreements:**
 - FCSS - Multiple advertisements
 - Family Violence - Multiple advertisements
 - Party In The Park
- **Public Transit Charters and Special Trips:**
 - On April 13, the Whitecourt Women’s Conference chartered a transit to drive women to different events.
 - Transit services were offered for free on Monday, April 22 in recognition of Earth Day. 199 riders used the service on this day.
 - Lac St. Anne Foundation chartered a transit to transport their Committee around town.
 - Youth Week (May) had 138 riders.
 - Party In The Park used Transit for its annual event with 26 riders using the service.
 - Seniors’ group used Transit for a very successful Communities in Bloom tour and for Communities in Bloom judging on August 12.
 - Yubetsu Japanese exchange students were transported by transit to all of the schools for the day.
 - Transit offered free ridership on 4 Saturdays during November and December, to support shopping local for the holidays. 177 riders used transit for the free rides.
 - The Transit Twinkle Tours provided free light tours on December 7 and 8. All transits were full with 173 riders in total.
- **Group Rate Trips (\$1.00/rider):**
 - Doors Open: 1,761 youth
 - Whitecourt Early Learning and Childcare Centre: 50 children
 - Schools: 492 students
 - Children under 6: 2,001 (FREE)

Opportunities/Challenges:

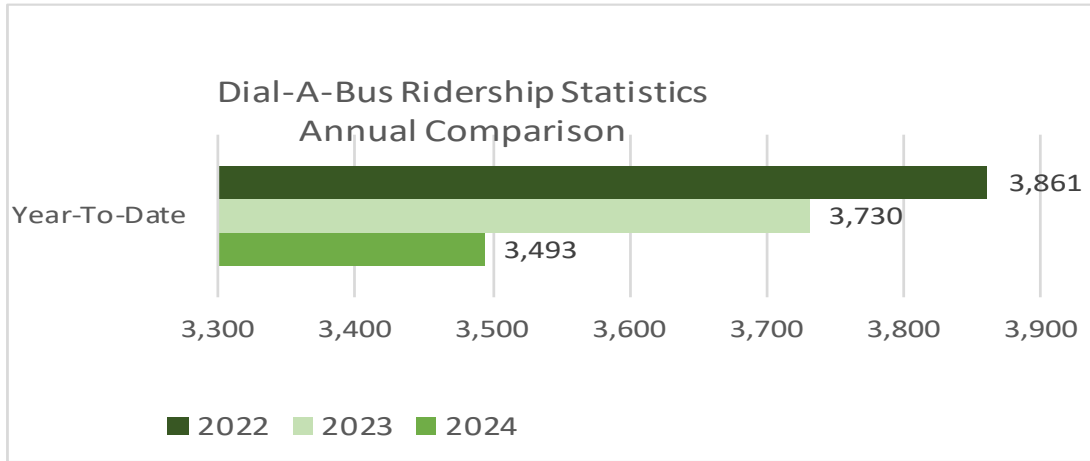
- This year has been very challenging for Transit parts supply.

- Dial-A-Bus has been used when transit buses were down.
- Transloc Rider App has been inconsistent with collection of rider statistics. We continue to work with Transloc to rectify these issues.

Transportation Grant Program and Dial-A-Bus Annual Report

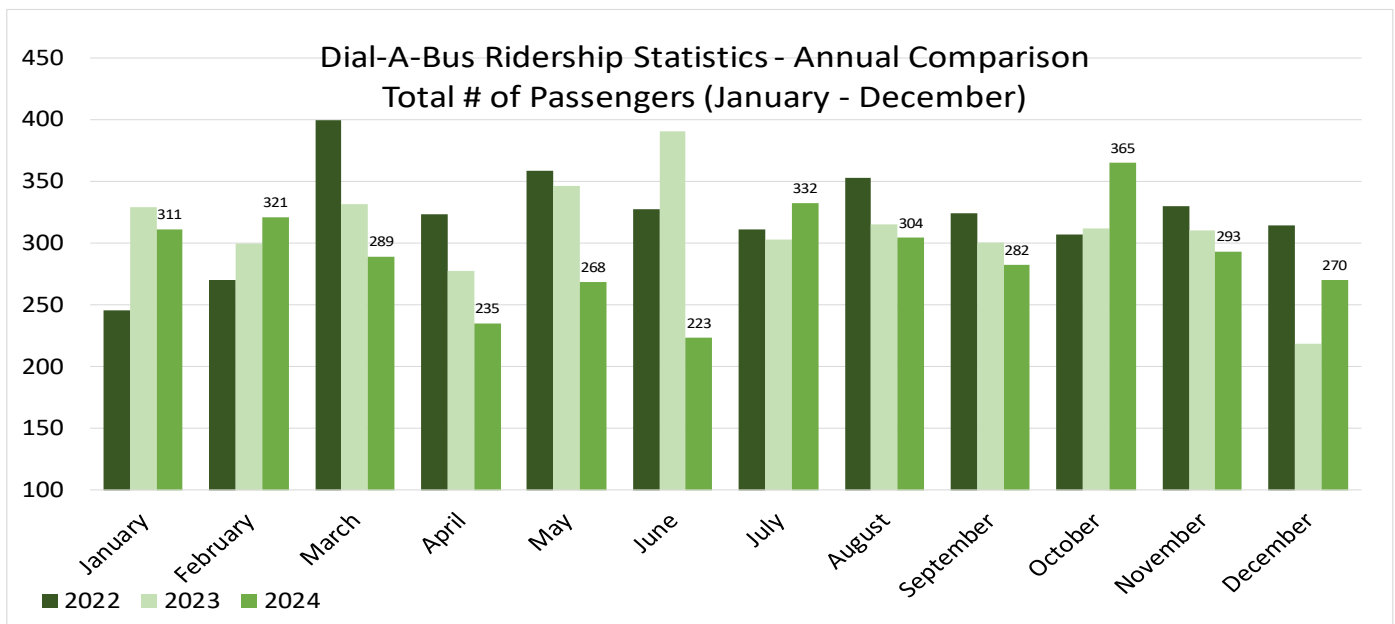
Donna Gerber, Transit Coordinator; Kara Grywacheski, Community Services Secretary, 2024 Annual Report

Dial-A-Bus Summary Statistics:



Dial-A-Bus Overview:

- Dial-A-Bus Hours: Monday to Friday 9:30am-Noon; 1:00-3:00pm.
- Service operated 251 days in 2024; out-of-service 15 days due to statutory holidays and a staff training day.



2024 Dial-A-Bus Annual Summary:

- 72 registered users at the end of 2024. An average of 39 unique individuals per month using the service.
- Average of 291 riders per month.
- 22 new applicants joined program this year.
- 14 registered users left the program due to moving, deceased, or indicated they no longer needed the program (residents of the Spruceview Lodge).
- 162 monthly Dial-A-Bus passes sold for use on the Dial-A-Bus and Transit. 23 unique individuals purchased Dial-a-Bus passes.

Dial-A-Bus Annual Ridership Demographics:

- 764 walkers; 205 wheelchairs; and, 2,524 foot passengers.
- 1,066 rides provided to assistants/supervisors (not included in yearly total/ride provided at no cost).

Dial-A-Bus Annual Fare Breakdown:

- 3,212 monthly passes; 165 transportation vouchers; 63 transit tickets; and, 54 cash rides.

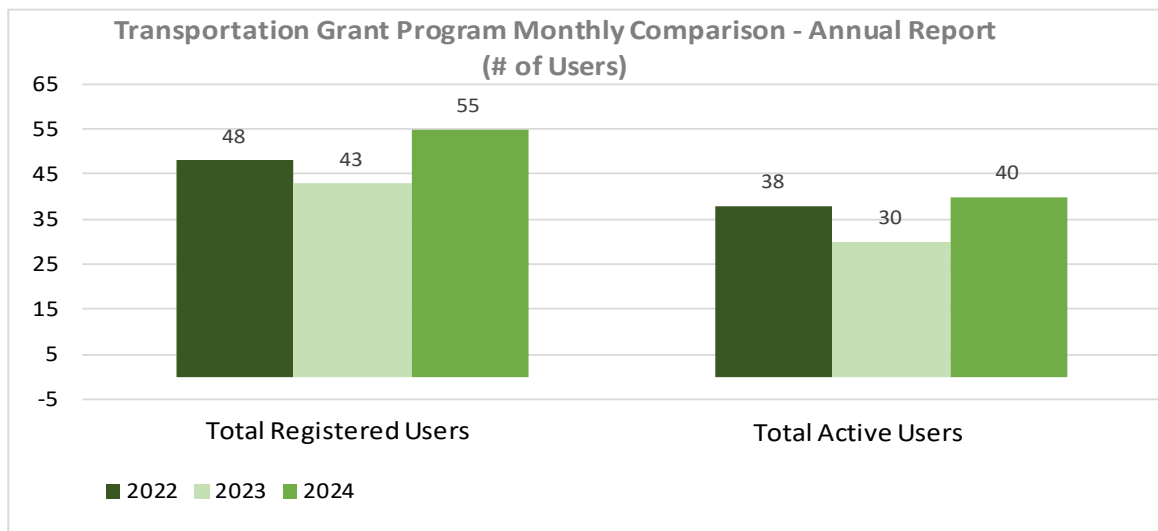
Trends:

- Highest ridership months: February (321), July (332), October (365).
- Ridership decreased in 2024 with 237 less riders than in 2023.

Opportunities/Challenges:

- Dial-A-Bus was used frequently for Public Transit routes due to delays in receiving parts and supplies.

Transportation Grant Program Summary Statistics:



Transportation Grant Program Overview:

The transportation voucher program provides 12 vouchers, twice per year to qualified recipients. Vouchers can be used in lieu of fare on Public Transit, and on the Dial-A-Bus (when approved for service), and in a taxi (taxi service charges an additional \$3.65). Taxi use is only permitted when Public Transit and/or Dial-A-Bus are not operating.

2024 Transportation Grant Program Annual Summary:

Registered Users:

- 55 registered users with 42 active users as of December 2024.
- 18 new applications processed/approved this year; 6 individuals left program (moved, deceased, no longer use the program).

Voucher Distribution:

These include vouchers used on Public Transit, Dial-A-Bus, and in a taxi. Vouchers are delivered to residents of the Spruceview Lodge, Woodland Villa, and Whitecourt Manor via the Dial-A-Bus and are available for pick up by all others at the Allan & Jean Millar Centre.

- 42 unique individuals used vouchers on transit, 23 on the Dial-A-Bus, and 88 used vouchers for a taxi in 2024.
- October 2023 to March 2024: 99 voucher sets were distributed. 39 sets for transit/taxi, and 59 sets for the Dial-A-Bus.
- April to September 2024: 102 voucher sets were distributed. 43 sets for transit/taxi, and 59 sets for the Dial-A-Bus.
- 494 vouchers were used in 2024: 165 used for Dial-A-Bus service; 12 on Public Transit; and 205 in a Taxi
- The voucher agreements with Caesar's Cabs and Candy's Cabs were renewed. The Town of Whitecourt is invoiced \$5.00 per one-way voucher used.

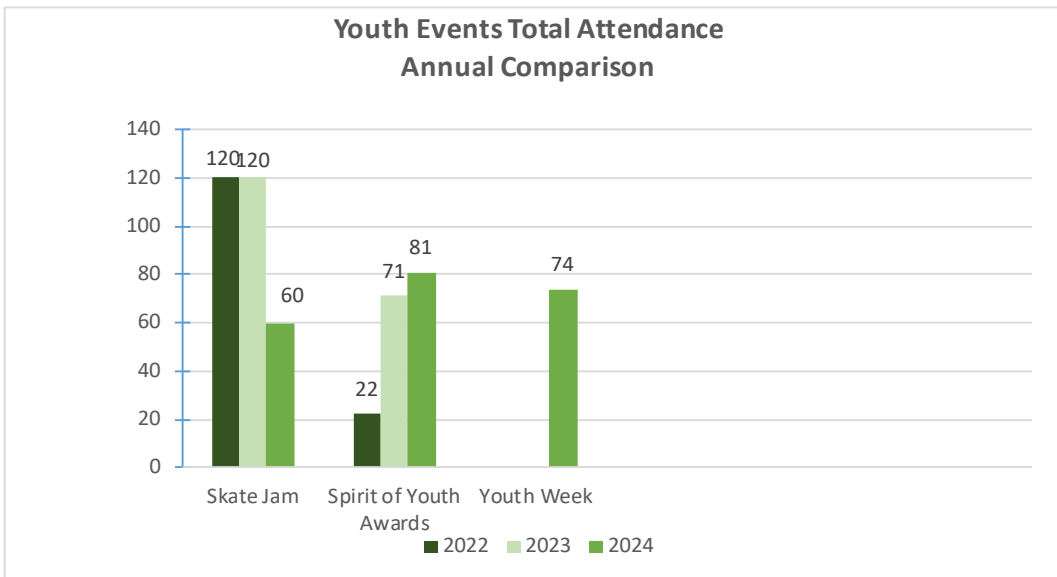
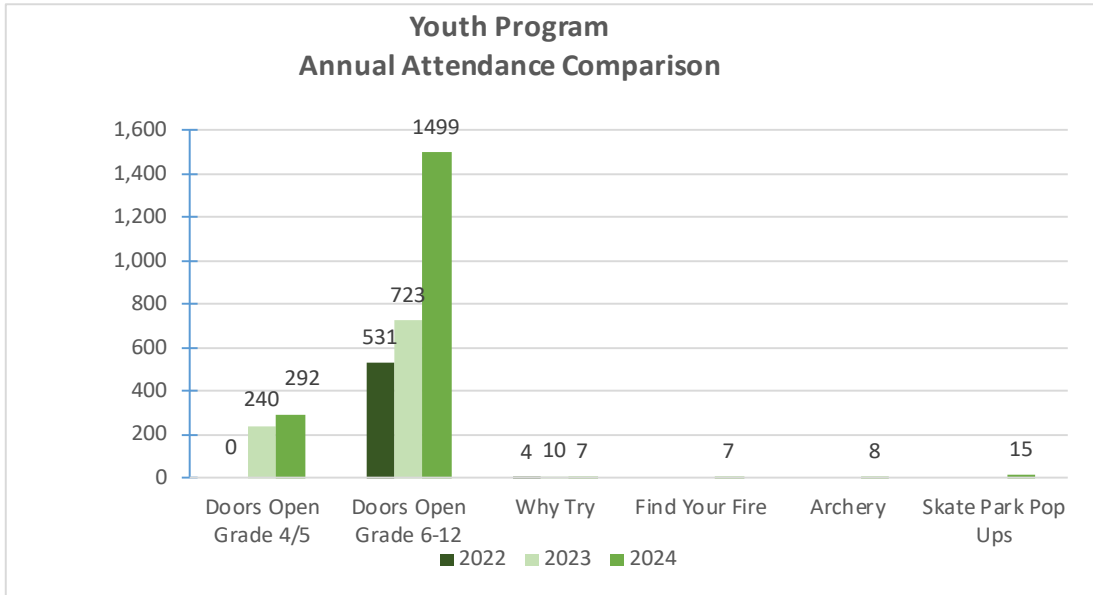
Monthly Passes:

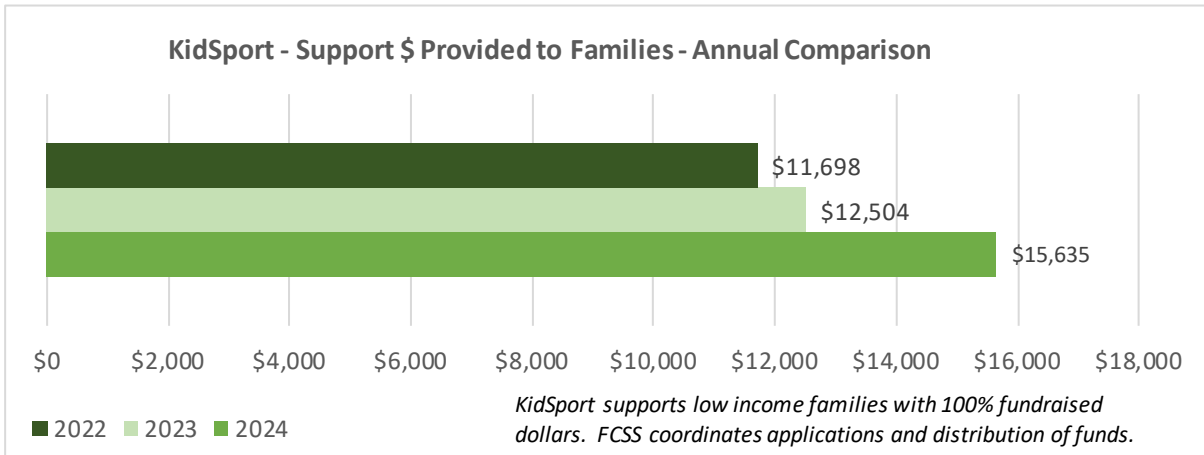
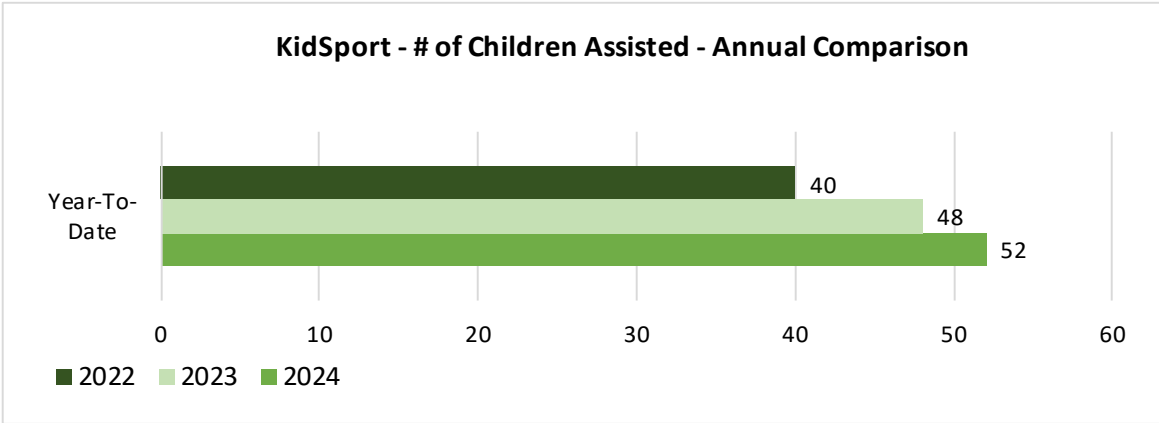
- 86 monthly Public Transit passes were sold throughout year. Monthly passes are sold to all registered users at a cost of \$40/month. 24 unique individuals purchased Public Transit passes.

Youth Development Annual Report

Emma Harper, Youth Development Coordinator, Annual Report 2024

**Note – Doors Open Grade 4/5 started in January 2023.*





Successes:

- The Whitecourt In-School Mentorship Program continues to grow from four volunteers in 2023-24 to six volunteers in 2024-25.
- The Youth Advisory Committee set out three strategic goals for the year, and was able to fully accomplish two of those goals, including providing intergenerational events to the community by partnering with Seniors Week and helping to organize an intergenerational chili cook-off and History Sharing event at Percy Baxter School. The second goal focused on providing an event for all youth, specifically a pool party during Youth Week. The third goal was to provide sports equipment replacement strategies to administration at the Allan & Jean Millar Centre. An initial meeting was held with administration to discuss concerns and brainstorm solutions.

- Spirit of Youth Awards (ages 12-17) - Award program that recognizes Whitecourt and Woodlands County youth devoted to helping others within the community, and display leadership and dedication in their involvement in programs, activities, and all they do.
 - Youth nominations increased again in 2024 from 71 to 81 nominations.
 - Collected outcomes:
 - Of the youth recipients that completed the survey 87% of them strongly agreed that the Spirit of Youth event made them feel good about themselves.
- Doors Open Program – An after school and PD program that provides activities for youth grades 4-12 throughout the school year.
 - Doors Open attendance at the Grade 6-12 program doubled between 2023 and 2024. Many youth continue to attend each year with an increase of participants ages 13+ attending the program.
 - Collected outcomes:
 - 69% of the 29 participants that responded to the survey agreed or strongly agreed that as a result of the Doors Open program they feel good about themselves more often.

Challenges & Opportunities:

- The first Youth Week was somewhat successful. Some activities were more well attended than others. For Youth Week 2025 we are looking for input and planning from the youth themselves for the event.
 - Collected outcomes:
 - 67% of participants that responded to the survey agreed or strongly agreed that they felt more connected to their community because of Youth Week activities. The rest somewhat agreed.
- Skate Jam '24 – This is a very positive event with positive outcomes. However, participation was quite a bit lower than 2023. We are looking at changing the time of year and the format of the event for 2025.
 - Collected outcomes:
 - 100% of participants that responded to the survey agreed or strongly agreed that as a result of Skate Jam, they felt they belong in their community.

RECREATION, ARTS & CULTURE



Recreation, Arts & Culture Manager

Annual Report

Kelly Sadoway, Manager of Recreation, Arts & Culture, 2024 Annual Report

Grants:

- The Party in the Park Festival received a staggering \$54,300 in monetary sponsorship, and much more through in-kind donations in 2024.
- The Party In The Park Festival received a \$22,800 grant through the Government of Canada's Building Communities through Arts and Heritage Program.
- An \$850 Alberta Culture Days Grant was received by the Whitecourt & Woodlands Performing Arts Society to add a cultural component to the Fall Fest held on September 22 – Sangea Academy offered an African drum workshop for those that wanted to participate.
- A grant from the Alberta Conservation Association for \$1,160 was received and used to facilitate outdoor education and programming.
- The Whitecourt Children's Festival received \$2,000 in monetary sponsorship and several in-kind donations.
- An \$1,200 ParticipAction grant was received for accessible and active programming offered in June 2024.

Sponsorship Summary:

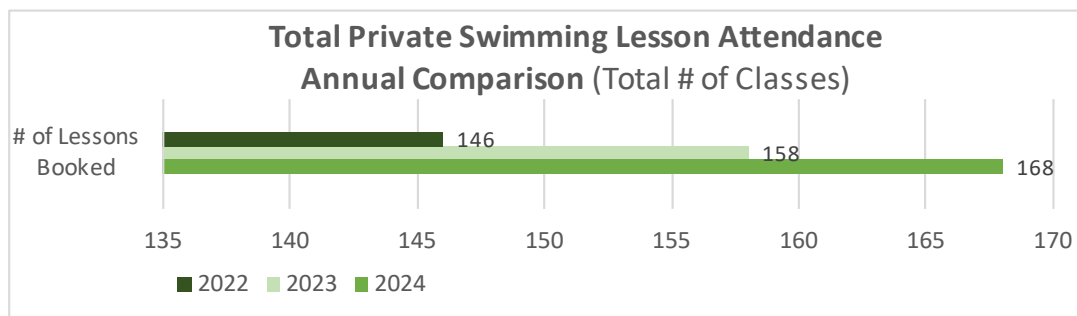
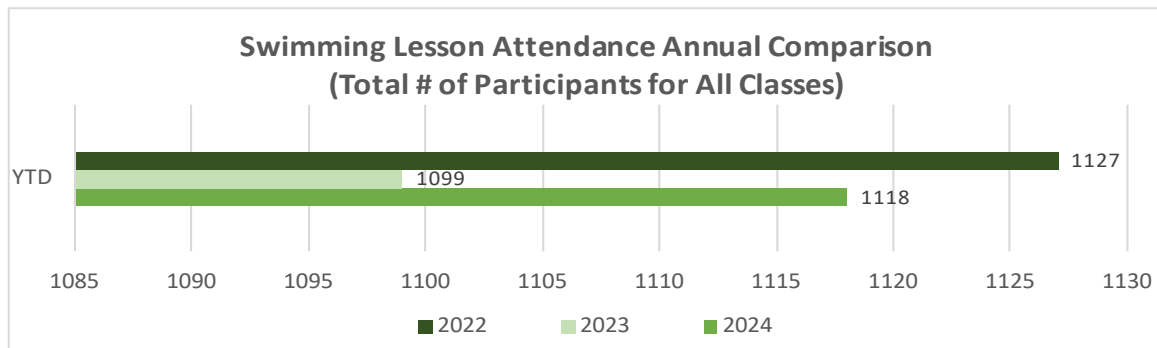
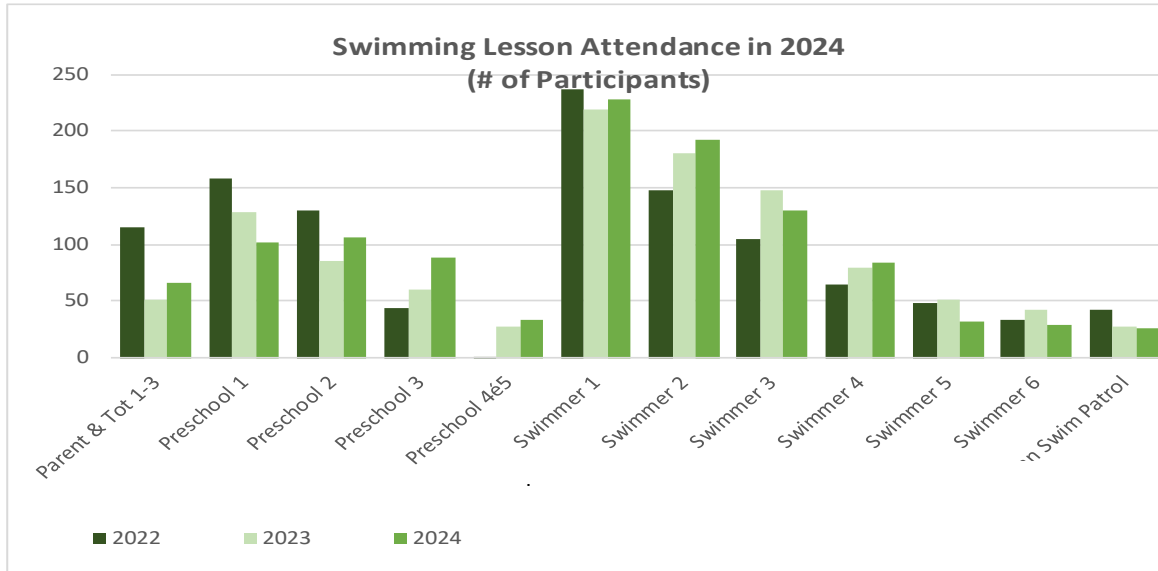
- New Allan & Jean Millar Centre Sponsors:
 - Fast Mechanical is now the sponsor of the Fast Mechanical Waterslide.
 - Ownership of the Whitecourt McDonalds has changed. The new owner, Hammer Restaurant Group LTD, has agreed to continue sponsoring the McDonalds Whitecourt Go Active Zone.
- Allan & Jean Millar Centre Sponsorship Renewals:
 - Infratech renewed their sponsorship of the Water Play Park for an additional two years.
 - The Rotary Club of Whitecourt renewed their sponsorship of the Rotary Running Track for an additional five years.
 - Whitecourt Stationary has renewed their sponsorship of a Fieldhouse change room for an additional five years.
- Current Sponsors and areas of sponsorship:
 - Pembina Fitness Centre
 - Complete Projects Fieldhouse
 - Pembina Gas Infrastructure Aquatic Centre
 - Rotary Running Track
 - Tim Hortons Community Fun Night
 - Infratech Water Play Park
 - McDonalds Whitecourt Go Active Zone
 - GFI Solutions Hot Tub

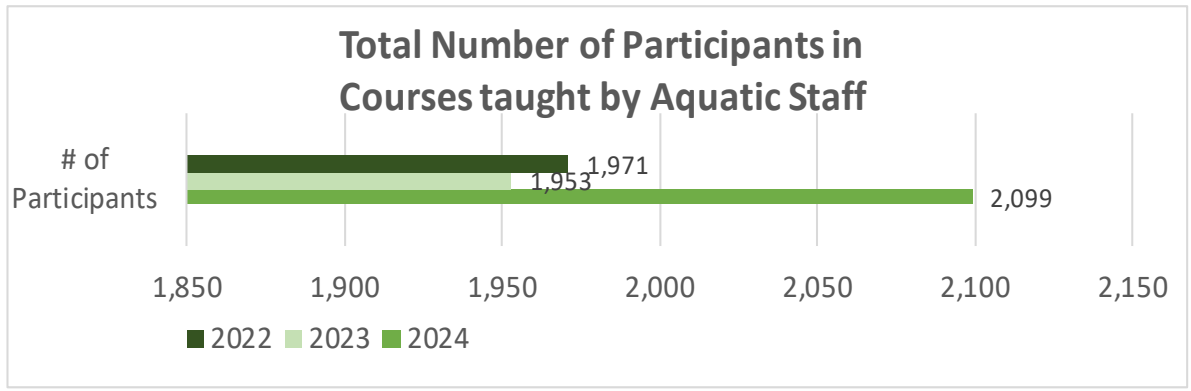
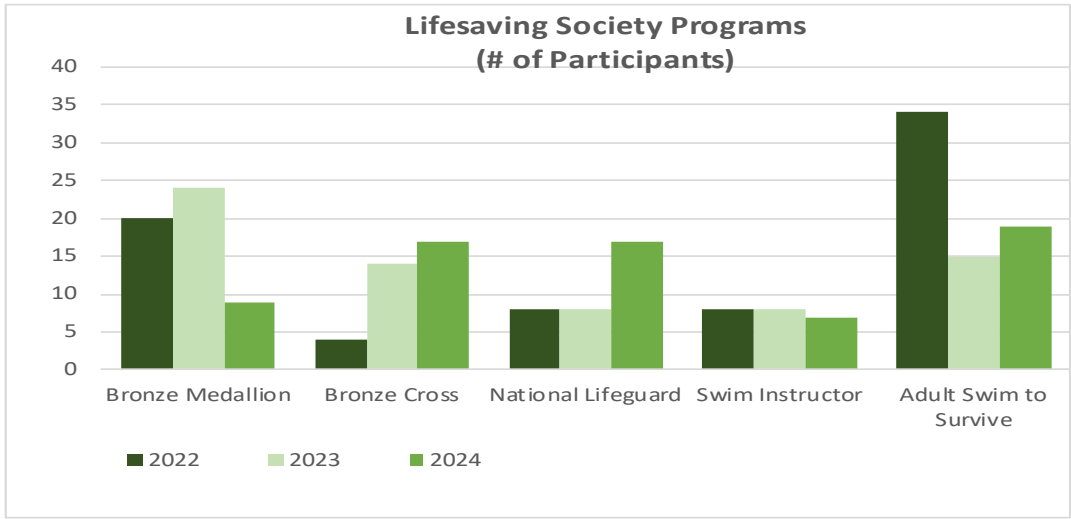
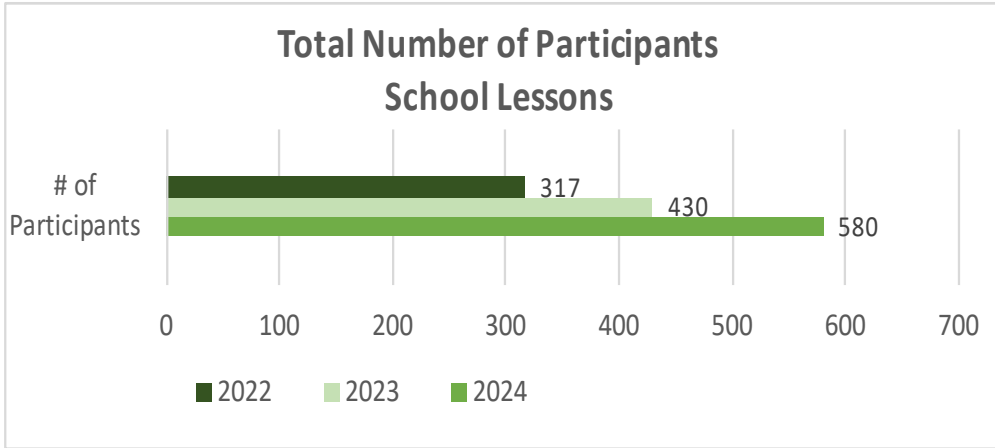
- Alberta Newsprint Company Court and FITStudio
- Fast Mechanical Waterslide
- Life Med Pharmacy Kids' Corner
- Crown and Anchor Pub Meeting Room
- Ralcomm Communications Sponsor
- Whitecourt Communication Free Wi-Fi
- JDA Place (Twin Arenas)
- Carlan Services Community Resource Centre
- The Rotary Club of Whitecourt increased their sponsorship of the Rotary Summer Unplugged and 2.0 programs in response to increased operating costs. Their increase will assist in keeping program fees affordable for families.

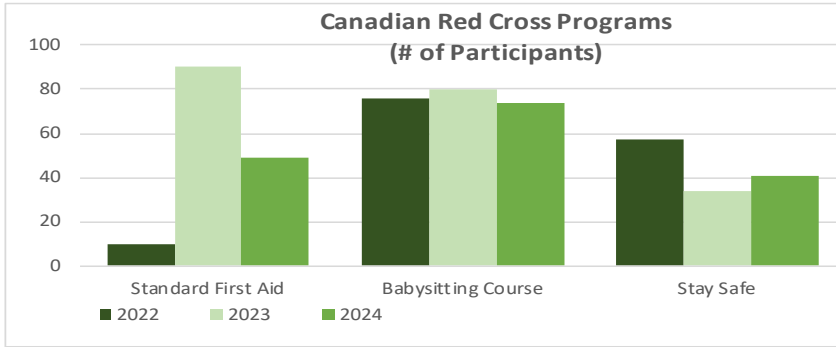
Aquatic Annual Report

Jody Jager & Dorothy Malbeuf, Aquatic Coordinator, 2024 Annual Report

Aquatic Participation Statistics 2024:







Trends:

- School Swim Lessons - We have seen an increase with the number of students participating in the Swim for Life program. Whitecourt Central School and Pat Hardy Elementary School send Kindergarten to Grade 3 students, allowing them to attend lessons 4 years in a row. We see great progression, even in those students who receive lessons only through the schools.
- We continue to offer Standard First Aid (Intermediate) courses for Town staff and the community.
- Private lessons are offered when classes are cancelled due to insufficient registration. There were opportunities to offer many private lessons this Fall.
- We've seen an increase in participants in Bronze Cross and National Lifeguard, which has a correlating effect on our staffing.

Successes:

- Free Family Swims are held on Sundays with sponsorship. The Rotary Club of Whitecourt sponsors two Sundays a month. Pembina Gas Infrastructure sponsors the second Sunday of the month.
- Blue Dolphins Swim Club annual swim meet was held on June 10. They used a part of the fieldhouse during the swim meet to host the athletes.

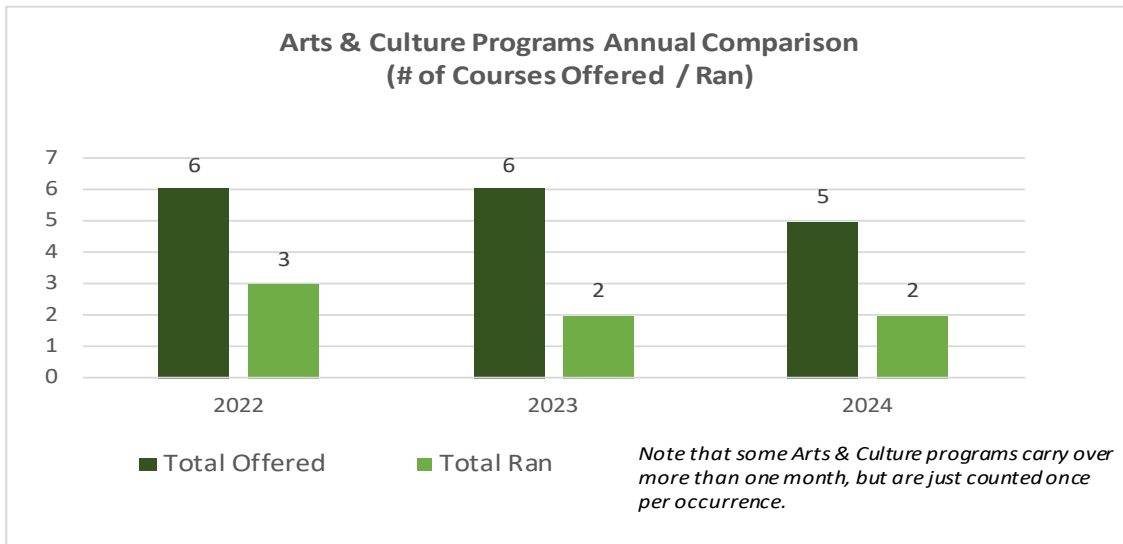
Challenges/Opportunities:

- There have been many broken tiles on the pool deck. We are looking forward to the 2025 shut down to have the repairs completed.

Arts & Culture Annual Report

Andrew Malmquist, Arts & Culture Coordinator, 2024 Annual Report

Arts & Culture Statistics:



Successes:

- Party In The Park was held at Festival Park June 14-15, 2024. The event ran from 5:00pm -10:30pm on Friday, June 14 and from 2:00pm - 10:30pm on Saturday, June 15. The headliners for the event were Scott Helman (Friday) and Madeline Merlo (Saturday). The event included great opening acts, and lots of local performers. The event featured face painters, a balloon artist, a painting workshop, mini putt, inflatables, bubble balls, and roving performers. There were 7 food vendors at the event. Attendance was estimated to be 1000 people on Friday and 2000 people on Saturday.
- The Whitecourt/Yubetsu exchange program has begun running again, with Whitecourt welcoming a delegation of twelve people in September 2024. All twelve members of the delegation stayed with various families within the community. During their stay, the students toured schools, attended classes with their homestay students, and participated in activities with their homestay families. The adults also participated in activities with their homestays and enjoyed various tours throughout the community. In July 2025, a delegation of ten people will be traveling from Whitecourt to Yubetsu, Japan. The delegation from Whitecourt will participate in homestays in Yubetsu, while also having the opportunity to see some important sites in Japan. Fundraising for the exchange is ongoing.

Trends, Opportunities/Challenges:

- Inflation has driven up the cost of organizing events. The most significant cost increase for events has been for sound/lighting production. However, artist fees have also increased.
- The Arts & Culture Coordinator, the Family Community Support Services (FCSS) Coordinator, and the Youth Development Coordinator organized a youth trip to the Citadel Theatre on November 30 to see A Christmas Carol. Fifteen students registered for the trip. Lunch from Seoul Fried Chicken was included in the registration fee. Feedback from the students that attended was positive. Due to the success of the program, there will be exploration into offering similar trips in the future.

Whitecourt & Woodlands Performing Arts Society:

- The Whitecourt & Woodlands Performing Arts Society launched their website, Whitecourtlive.ca, in August 2024. The public are now able to purchase their tickets online through the website. The launch of the website was completed in conjunction with their season announcement.
- The Arts & Culture Coordinator worked with the Whitecourt & Woodlands Performing Arts Society to put on three shows in 2024. The shows were The Great Canadian Road Trip (Doc Walker, Michelle Wright, Jason McCoy) on January 25, Brent Butt on February 25 (sold out), and Matthew Good and His Band on October 4.
- The Whitecourt & Woodlands Performing Arts Society has been marketing their season through radio, the Community Spectrum, posters around the community, community outreach, the Dahl Drive sign, social media, and more. Some marketing highlights between August 7, 2024 (season announce) and December 31, 2024 include:
 - Having a table at the “What’s Out There?” event at the Allan & Jean Millar Centre on September 11, 2024.
 - Handing out flyers at IGA on December 20, 2024.
 - Handing out flyers at the Whitecourt Wolverines Game on December 21, 2024.
 - Offering a Black Friday to Cyber Monday sale on Whitecourtlive.ca.
 - Starting an email subscriber list for show announcements and promotions (60 subscribers as of December 31, 2024).
 - Beginning a program where companies can sign up for a 10% discount code for season shows that they can distribute to their staff.
 - Facebook Statistics:
 - 132 new page follows for a total of 932 followers.
 - 3800 page visits.
 - 165000+ views of posted content.

Bookings Annual Report

Lynn Oliver, Facility Scheduling Clerk, 2024 Annual Report

**Arena Revenue (GST not included)*

<u>Rental Group</u>	<u>2024 Revenue</u>	<u>2024</u> <u>Hours of use</u>	<u>2023 Revenue</u>	<u>2023</u> <u>Hours of use</u>
Major Organizations				
Adult Rec Teams	\$ 34,405.66	221.00	\$ 34,580.92	229
AJHL- Wolverines	\$ 49,616.64	411	\$ 53,146.50	450
Figure Skating	\$ 40,023.79	421	\$ 38,609.94	420
Ladies Teams	\$ 3,559.03	26	\$ 2,644.88	24
Minor Hockey	\$ 167,012.44	1787	\$ 151,513.14	1627
Other Minor Organizations				
3 on 3- BTL	\$ 1,713.24	18	\$ 4,566.08	50
Malbeuf	\$ 2,665.04	28	\$ 2,344.01	26
ANC employee hockey	\$ 2,638.15	17		
Eagles Hockey			\$ 3,053.96	34
Fire Department	\$ 224.43	2	\$ 212.13	2
Pat Forseille-Coaching	\$ 5,880.02	81	\$ 7,408.53	115
Wct Hockey Academy	\$ 1,380.11	15		
Tru Grit Academy	\$ 4,473.46	47	\$ 7,114.46	77
Out of Town AJHL Teams	\$ 431.18	3	\$ 465.09	4
Whitecourt Warriors Hockey			\$ 1,801.80	20
Woodlands Wild	\$ 1,903.60	20	\$ 380.72	4
Misc Spring teams	\$ 2,379.50	25		
Private Bookings	\$ 19,758.59	238	\$ 14,525.08	171
Tournaments				
Hockey Hero Game			\$ 647.84	4
Industries Tournament	\$ 2,552.81	16	\$ 3,181.70	23
Pembina Pipelines	\$ 3,029.80	20	\$ 2,732.66	19
Tournament of Hearts	\$ 5,380.68	34	\$ 5,091.12	23
Non Ice Rentals				
Circus			\$ 3,191.79	36
Hilltop Grad	\$ 200.00	88	\$ 200.00	88
Trade Fair	\$ 3,191.79	36	\$ 3,191.79	48
Total Arena Revenue	\$ 352,419.96	3,552	\$ 340,604.14	3,491

Arena Fees and Admissions:

Adult Prime 4-10pm: \$161.96/hr
 Youth Prime (4-10pm): \$95.18/hr
 Ladies/Tournament Ice: \$149.62 /hr

Adult Non-prime \$134.61/hr
 Youth Non- Prime \$68.36/h.
 Wolverines practices: \$95.18/hr.; Games: \$161.96/hr

Community School Usage

School- Community Groups	Community School Use Hours 2024	Community School Use Hours 2023
St. Anne		
Hilltop Church	2	0
Northwest Selects Volleball Club	78	0
Whitecourt Club Volleyball	12	7.5
Whitecourt Minor Hockey	4	0
Whitecourt Minor Soccer Association	66	62
Total	162.00	69.50
St. Mary		
Community Basketball	179.5	0
Wado Kai Karate	283.5	207.5
Pumpjack Player	0	22
Whitecourt & Woodlands Performing Arts Society	0	4
Whitecourt Minor Soccer Association	0	29.5
Total	463.00	263.00
St. Joseph		
Badminton Club	21	0
Elchyson, Dineka	20	0
Legends Volleyball	21	19
Peers 4-H Multi Club	0	6.75
Pickleball Group	86	0
Wado Kai Karate	7.5	11
Whitecourt Club Volleyball	80	150.5
Whitecourt Minor Ball	7	5.25
Whitecourt Minor Hockey	2	0
Whitecourt Minor Soccer Association	0	8
Total	244.50	200.50
Percy Baxter		
Community Basketball	55.75	0
Whitecourt Club Volleyball	126	161
Total	181.75	161.00
Pat Hardy		
Community Basketball	9	0
Wado Kai Karate	14.5	63.5
Whitecourt Minor Ball	28.75	17.5
Whitecourt Minor Hockey	3	0
Whitecourt Minor Soccer Association	2.5	0
Total	57.75	81.00
Hilltop		
Town of Whitecourt	5	0
Whitecourt Club Volleyball	105	44
Total	110	44
Central		
Community Basketball	9.5	
FCSS - Town Of Whitecourt	0	10
PumpJack Players	512.5	328
Whitecourt Indigenous Friends Society	0	6
Whitecourt Minor Ball	43.5	51
Total	565.5	395
Total Joint Use hours	1,784.50	1,214.00

School Use of Town Facilities

School	Arena 2024/hrs	Arena 2023/hrs	Pool 2024/sessions	Pool 2023/sessions
St. Anne			36	16
St. Mary			20	16
St. Joseph			0	25
Hilltop	57.5	4	14	35
Pat Hardy	27	35	73	34
Central			20	10
Percy Baxter			23	0
No Shows			30	19
TOTAL HOURS:	84.5	39	216	155

Swim Lessons

	2024/hrs	2023/hrs
St Anne	8	
Pat Hardy	20	24
Central	33	12
Total Hours	53	36

Trends:

- Increase ice revenue and school usage.
- More private bookings during the day
- WMH and other organizations are utilizing morning (before school) ice blocks.
- WMH teams are booking extra ice outside their practice times.

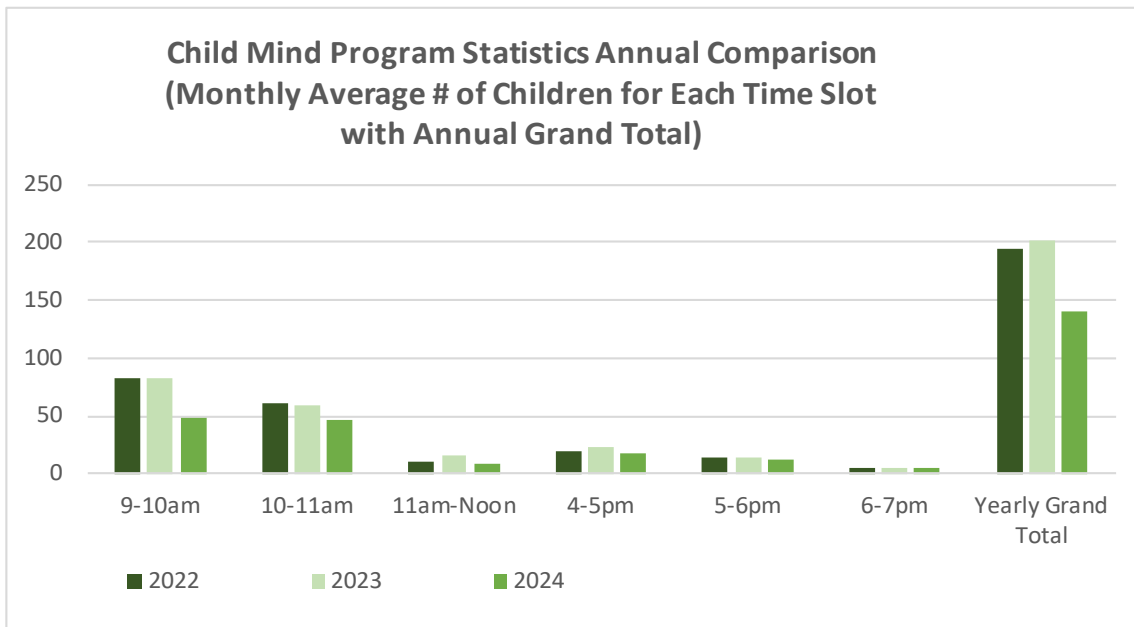
Successes:

- Increase School usage by minor sports.

Child Mind Annual Report

Tamara Blackstock, Early Childhood/Child Mind Facilitator, 2024 Annual Report

Community Program Participation Statistics:



Trends:

- Number of participants have decreased compared to previous years.

Successes:

- A number of new families have started using our services.
- Saturday mornings continue to be very popular.
- Families often use the service in the evenings while siblings are in soccer or swimming lessons.

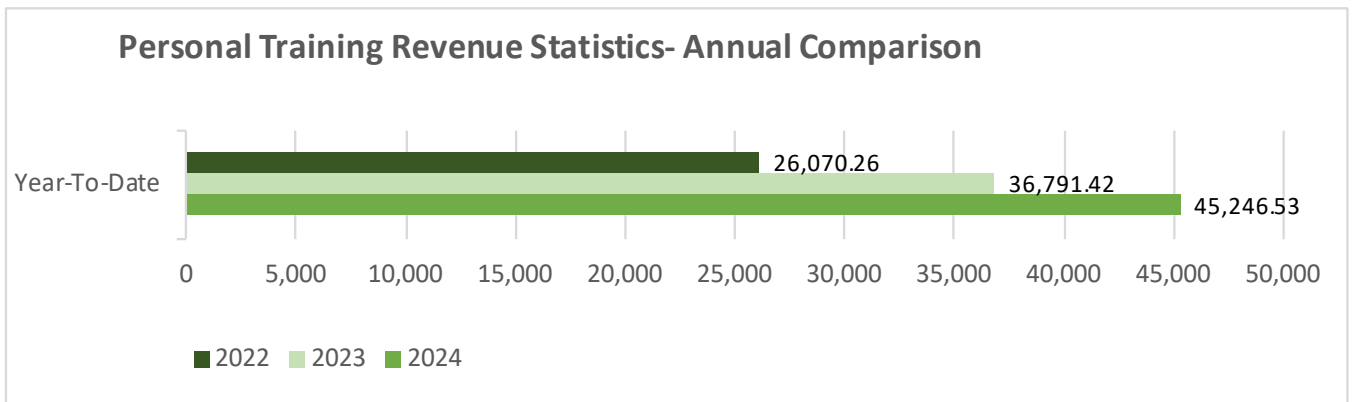
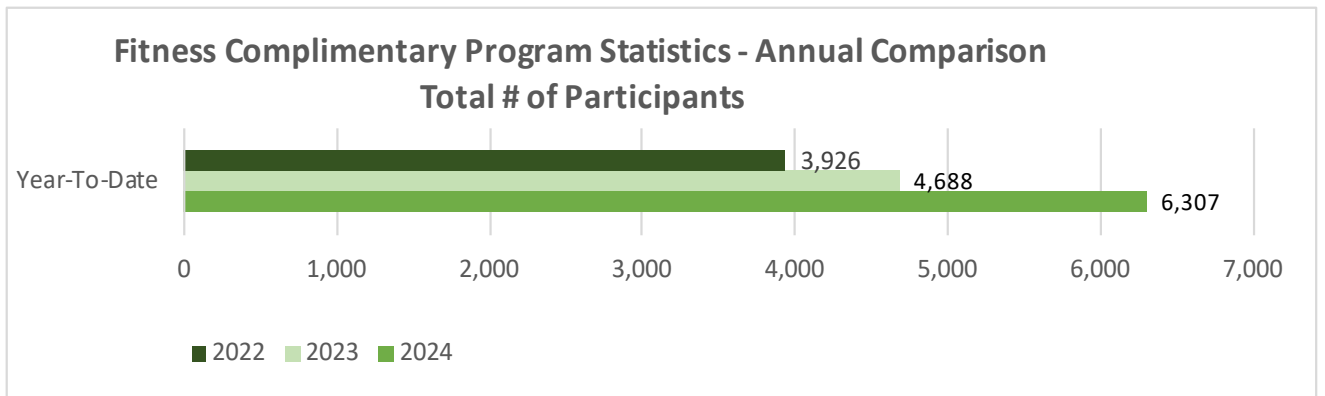
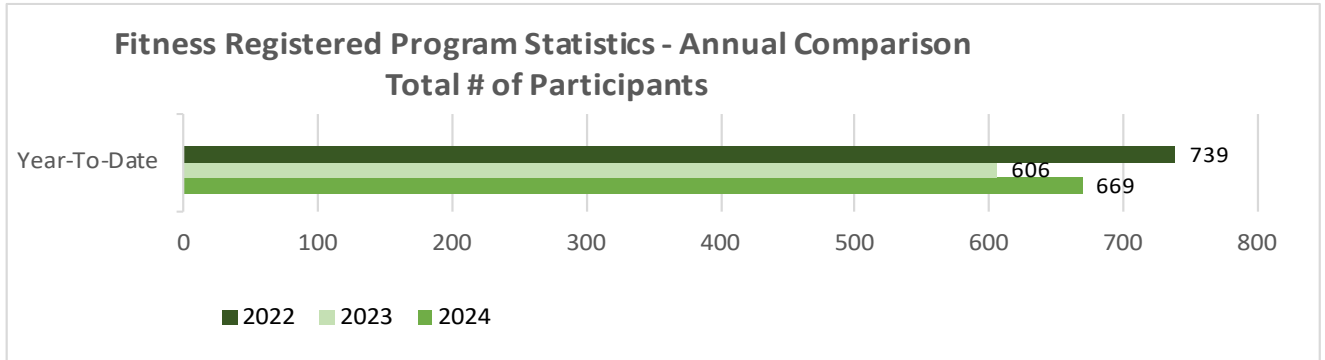
Opportunities/Challenges:

- It has been challenging to get the word out about Child Mind services and what we offer to families who come to the Allan & Jean Millar Centre.
- Families are more interested in drop-off services rather than pre-booking time slots.
- With the downturn in the economy, more parents have gone back to work and no longer use Child Mind services as frequently as before.

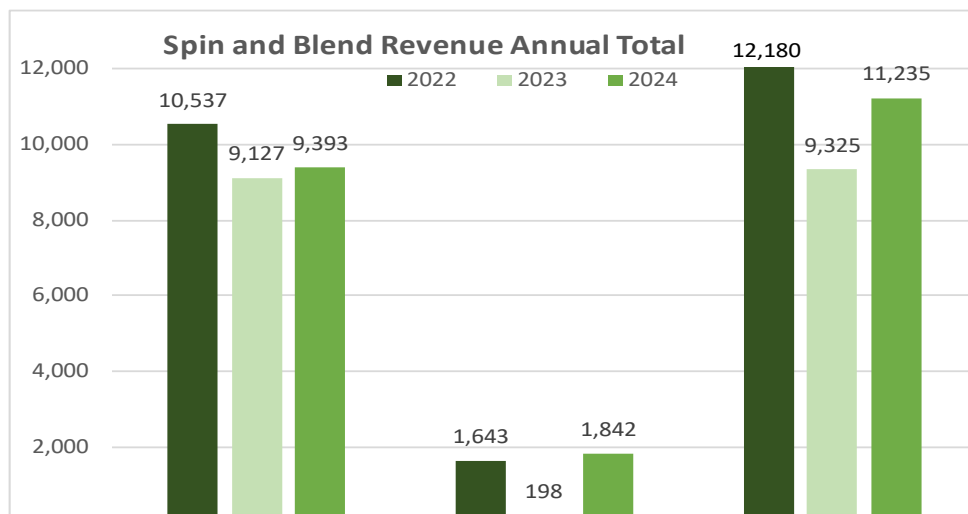
Fitness Annual Report

Jolene Rarick, Fitness Coordinator, 2024 Annual Report

Fitness Statistics:



**Revenue from personal training is now recorded at the time the package is sold rather than when each session is completed. This change to how we sell personal training sessions may skew the representation of revenue on this chart when comparing to how personal training sessions were previously sold.*



**Revenue recorded for the FITStudio is derived exclusively from courses, with spin dryland sessions excluded from this chart. It's also important to note that approximately 50% of dryland bookings are related to spin classes. Additionally, any themed or 'special' spin or land classes we have held are not included in this chart.*

Successes:

- 2024 Kick-off: The year began with a 10-Week Challenge with 27 participants. The challenge combined points for nutrition, exercise, and body fat percentage lost, with cash prizes awarded to the top two participants with the most points.
- Fitness Centre Peak Times: Peak times in the Fitness Centre have increased in duration, reflecting growing engagement.
- Thriving Programs: Our Cycle, Mind-body, and Personal Training programming continue to thrive and grow.
- Run 4 Fun Event (June 1): The event was a huge success, with 438 registrants in total: 21 half-marathoners, 53 10km racers, 148 5km participants, and 216 kid-marathoners.
- Complimentary Classes (July & August): Complimentary classes were offered again throughout the summer, and we saw double the attendance compared to the previous year.
- Fall Class Kickoff: Although the Fall class kickoff was a week later than usual, complimentary fitness classes saw a remarkable 60+ participant increase in September compared to last year.
- Pick Your Fit Event (Sept 9-13): We celebrated our 16th anniversary of dedication to fitness and wellness with our annual Pick Your Fit event.
- Personal Training Sales: We introduced a new method for selling Personal Training sessions through our software, improving both efficiency and accuracy.
 - Financial Reporting Update: Revenue from package sales will now be reflected in full on the day of purchase, rather than being deferred.
- Mini Indoor Triathlon: A mini Indoor Triathlon event was hosted.
- Themed Spin Classes: Barbie, Mother's Day, Youth Week, Teacher's Cycle, and Christmas-themed spin classes were offered and well-attended.
- Dryland Bookings: A total of 49 dryland sessions were booked.
- Class Passes: 6 packages of 10 class passes and 61 individual class passes were purchased.
- Adult Get-in-Gear Starter Packs: 11 starter packs were sold

- Purchased a V-Squat machine with sponsorship funding

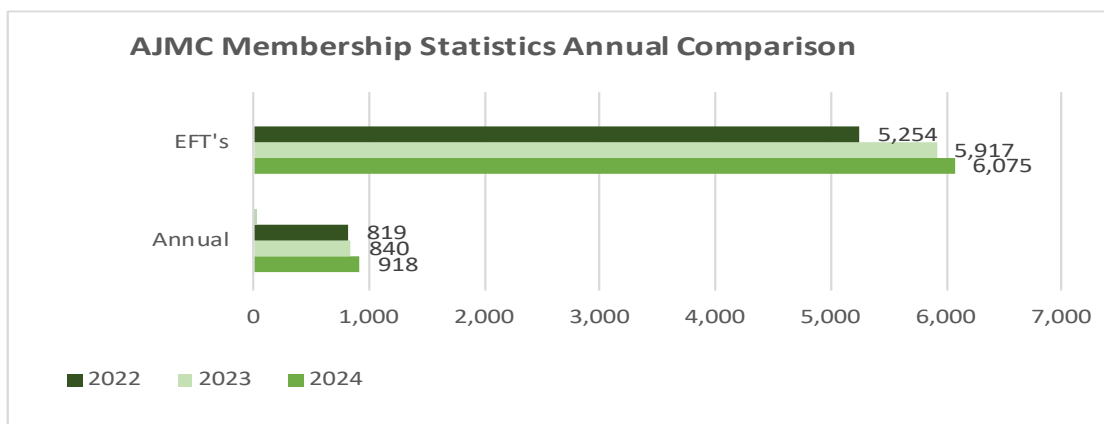
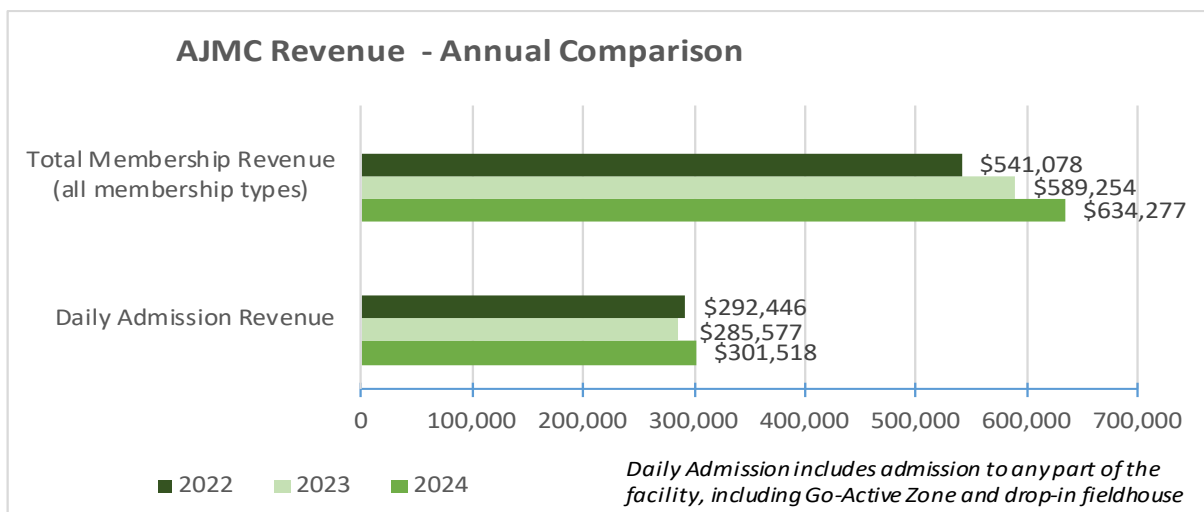
Opportunities/Challenges:

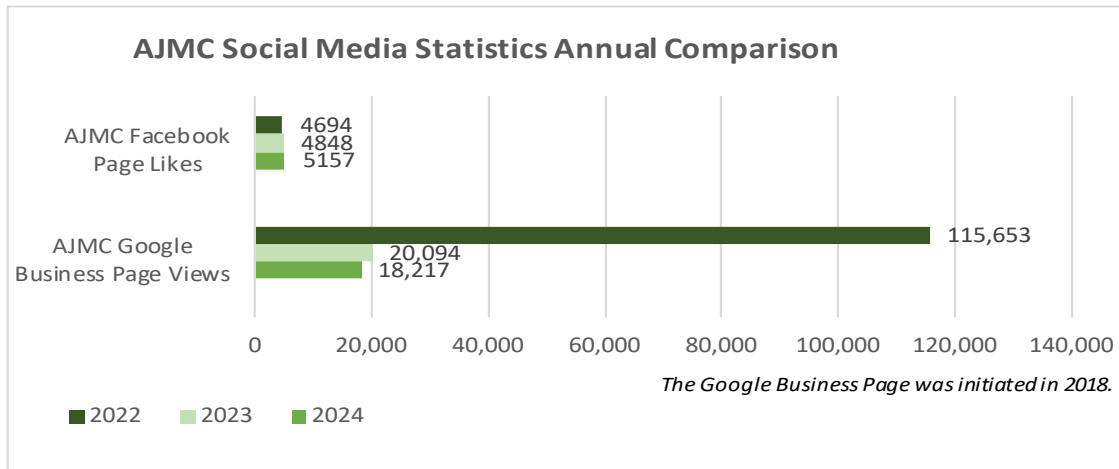
- **Temperature Concerns:** The temperature upstairs is a consistent issue, as it often tends to be too hot.

Guest Services Annual Report

Ashley Ellis, Guest Services Coordinator, 2024 Annual Report

Allan & Jean Millar Centre Membership and Admission Statistics:





Marketing Initiatives and Successes:

- Instagram Followers: 925
- Gift Card Promotion Sale: \$31,695.54
- Summer Fun Passes Sold: 111
- Scanned Visits: 197,662
- Member Appreciation Check-in Challenge winners were awarded monthly to three members with the highest check-in activity.
- Buy One Get One passes were given for various hockey and volleyball tournaments throughout the year.
- The marketing team continued to meet weekly to determine priorities, progress action items and establish schedules for social media interactions and promotions.
- Trail kiosk posters continue to be updated regularly to reflect our most recent events and promotions.
- Participated in Trunk or Treat event in October, and handed out 1084 treat bags.
- Halloween decorations and paintings went up at the Allan & Jean Millar Centre, including the cut-out picture board.
- “Made for Play” Billboard advertisements were designed and posted to promote the Allan & Jean Millar Centre. The most recent design was posted in the beginning of November.
- Punch Pass promotion October 1-14, purchase a punch pass and get a free prize. 19 punch pass packages were purchased during this promotion.
- The Festival of Trees partnership with the Boys and Girls Club (BCG) brought many people into the Allan & Jean Millar Centre to view the trees. The draw for the event was held on December 14 at the Allan & Jean Millar Centre and our Bluey themed tree was awarded to a winner raising \$870.00 for the cause.
- The Allan & Jean Millar Centre participated in the Whitecourt & District Chamber of Commerce’s ‘I’m Dreaming of a Whitecourt Christmas’ promotion this year. Clients would receive a card that

would earn them a stamp for every \$10.00 the client spends. This provided them with the chance to win Whitecourt Dollars and other weekly prizes.

- Guest Services held the annual December gift card sale from December 1-24.
- Began designing and planning for the new weekly Sunday Scramble social media posts, highlighting nutrition information and promoting the new nutrition coaching option.

Parks and Open Spaces Annual Report

Miranda McPhee, Parks & Open Spaces Coordinator, 2024 Annual Report

Trends:

- Warm weather began in early March.
- Littering is still a problem at the Festival Park parking lot, spurs parking lot and the parking lot off of Flats Road. Some residents help to pick up the garbage when they can. These areas are also part of the Community Clean-Up program.
- Vandalism to parks and playground equipment continues with ongoing tagging of benches, garbage receptacles, light poles, buildings, outdoor rinks, and pavement.
- Mountain Pine Beetle project was cancelled this year.
- Unauthorized vehicles/OHVs driving through Festival Park.

Successes:

- All of the outdoor rinks including Festival Park pond were in usable shape all season. Residents had access to 4 outdoor rinks, the pond ice surface and the ice track.
- Crokicurl was created for use before and after Family Day. Crews developed wood supports to help create ice surface with minimal snow cover.
- Completed and installed 10 new planter boxes for the Whitecourt Community Garden.
- Goose surveying and deterrents started in spring and continued until June 30 at Festival Park. The last goose was seen at the Park on June 8. This is the second year this project was completed by Town staff. Permits were attained, and the goose fence on the North side of the pond is still intact. Staff looked for the presence of geese, nests, and eggs. Staff hazed geese on foot, with the RC boat on the pond, and with a drone when necessary. All methods followed guidelines set out by the Government of Canada and Government of Alberta.
- Splash park and river slides opened May 18. The splash park lines were inspected with a camera to locate the broken line. It was decided to isolate and close the broken line and run the splash park down a feature. The line will be repaired when the splash park gets upgraded.
- “No cook zones” at Festival Park were well received with minimal problems.
- Repairs to outdoor rinks were completed in early October. Additional safety barriers were erected on Central School rink and École St. Anne School rink to prevent errant pucks.
- Three new playgrounds were installed this year at Riverboat Park, Wedow Playground, and Graham Acres.
- 8 new picnic tables were installed at Festival Park, a memorial bench installed on the corner of Pine Road and Sunset Boulevard, and a new bench was installed along 49 Avenue.
- Riverboat Park fencing was replaced from the damage caused in the 2023 flooding.
- Jumbo Jumper landscaping project was completed early fall.
- Christmas lights were repaired and were placed during good weather in late October. They were turned on after Remembrance Day.

- Crews started flooding rinks at the end of November. Constant changing weather made it difficult to build ice. 4 outdoor rinks were open for use before Christmas.

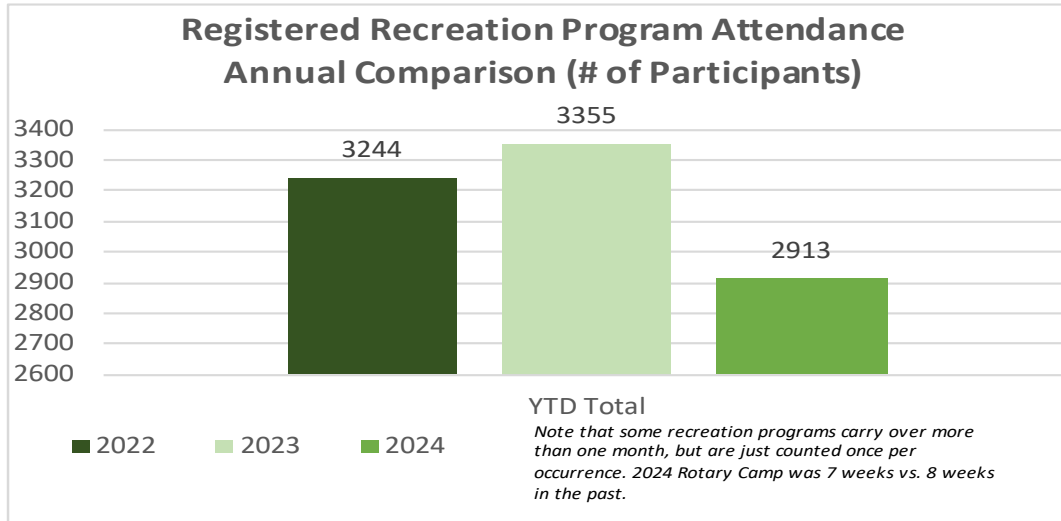
Opportunities/Challenges:

- Fluctuating temperatures created a lot of ice problems on pathways. Crews were able to keep most pathways clear of ice, or well sanded for people to walk.
- Warmer temperatures created concern about the ice surfaces. Crews were able to keep them flooded by coming in early. They were in fine shape for the Family Day event. Outdoor rinks closed March 11 for the season due to early warm weather; and the pond and skating track closed March 18.
- Summer weather was hot and dry. Annual plants were slow to fill in, but looked good by the end of July.
- Crossing/proximity agreements for planned projects were delayed in receiving, postponing a few projects to 2025.

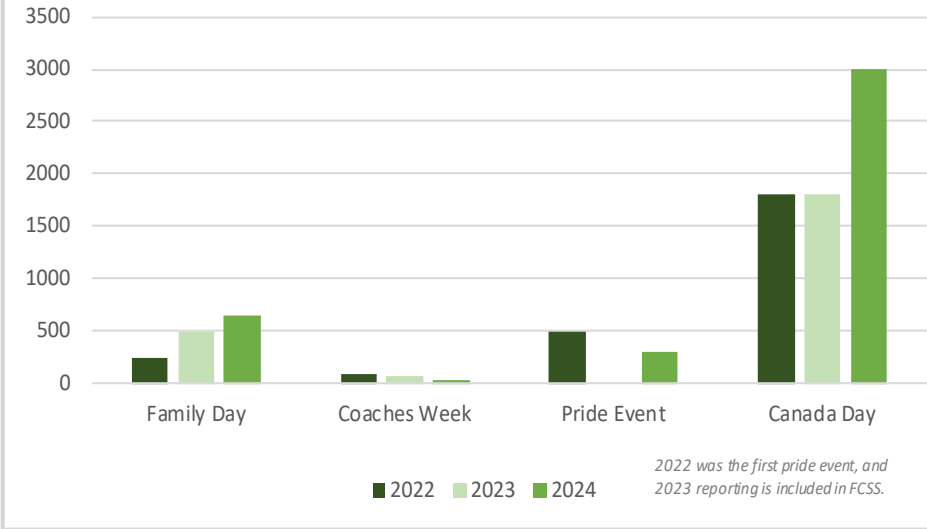
Recreation Annual Report

Jaimee Sutton, Recreation Coordinator, 2024 Annual Report

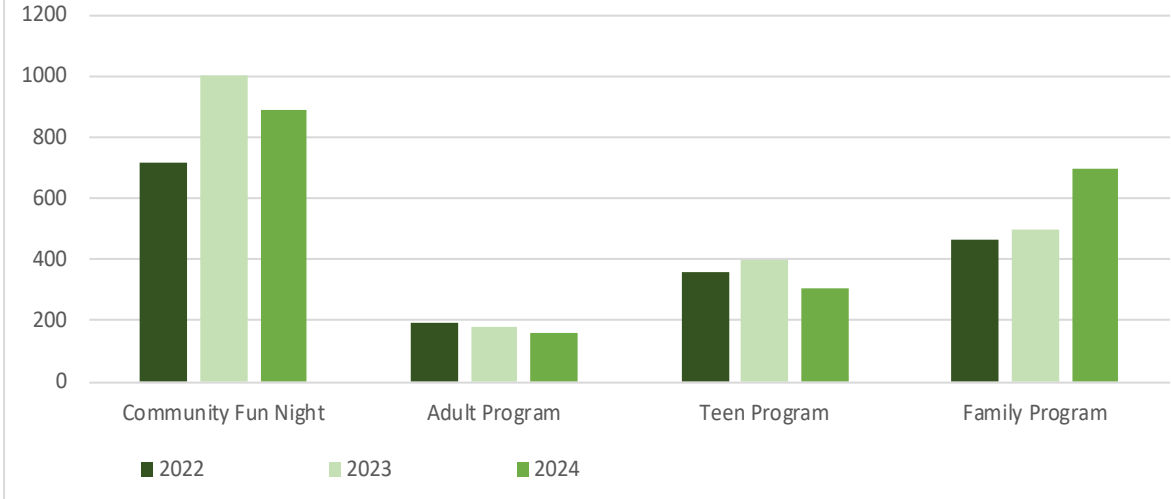
Recreation Participation Statistics:

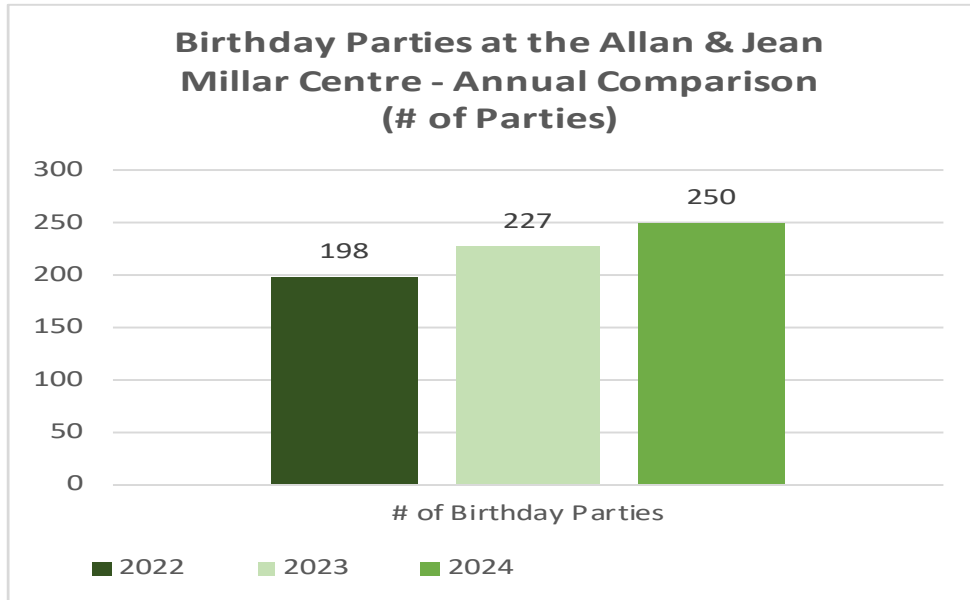


Recreation - One-Time Event Attendance - Annual Comparison (# of Participants)



Recreation - Recurring Scheduled Event Attendance - Annual Comparison (# of Participants)





Successes:

- Programs and events such as the Rotary Unplugged program, PD Day Camps and Community Fun Night have all continued to be well attended. The majority of other programming offered filled up.
- The Teen Halloween Dance was very popular this year, with 306 in attendance.
- Numbers for adult and youth drop-in have picked up, and are very busy with high attendance (in Pickleball, especially).
- Party bookings continue to be popular. Although they slow down in the summer (just 5 each in July and August) there is an average of 22 party bookings each month.
- Free family events have seen strong attendance, with notable record numbers, including 300 attendees at our Fall Fest, 400 for the Enchanted Forest walk and high participation at the Canada Day celebration.

Challenges:

- We continue to look for creative ways to provide programming for adults that promote socializing and friendship. This year we hosted the What's Out There event, Dodgeball, and Pickleball tournaments. We are looking at trialing registered programs in 2025, with some taking place outdoors and other sport related tournaments.
- School days off (i.e. PD days or winter break) have led to a huge increase in fieldhouse attendance. Unfortunately, this was also accompanied by unwanted behaviors such as wearing outdoor footwear, eating in the fieldhouse, and more damaged equipment. We have started scheduling a daytime shift for these PD days and hope this will make a difference in the New Year. However,

we are so pleased to see that youth feel safe and comfortable in our facility and spend so much of their free time here.

- Fieldhouse use – it was great to see the facility well utilized these past few months. The downside of so many evening bookings, is that there were limited opportunities for facility users to use the fieldhouse. Staff are working on balancing this for 2025.
- Youth registered programs have experienced low attendance, resulting in several cancellations. It remains unclear whether this is due to families' existing commitments to other programs, or sports. We will continue offering a diverse range of programs to gauge interest. There appears to be strong demand for affordable active movement programs for children, particularly those around 5 years old. We will also be introducing new programs focused on physical literacy for these age groups to assess interest, and engagement.

