



BUSINESS PLAN 2025

Recreation and Culture
COMMUNITY SERVICES

DEPARTMENT OVERVIEW

The Division of Parks, Recreation and Culture (PRC) enhances our community by providing facilities and venues, parkland, trails, programs and events and by supporting and enabling community organizations to deliver opportunities for recreation and cultural experiences in Nanaimo, all while preserving our natural surroundings. Within Parks, Recreation and Culture there are two departments – Recreation and Culture, and Facilities and Parks.

Recreation and Culture focuses on individual and community wellness through program service delivery, program development, community special event implementation and the provision of recreation and culture facilities and amenities. Recreation and Culture are both involved in nurturing strong community partnerships to provide further opportunities for active public participation and engagement through a range of diverse programs, services, and events.

The Recreation section operates several recreation facilities across the city, and works with a variety of organizations to provide recreation opportunities for drop-in, registered programs, space rental, and amenities for sport, activity and health groups, as well as community events and engagements. This section also oversees all park use permits and sports field bookings. Many community groups have connections with Recreation Services through various agreements, leases, and licenses.

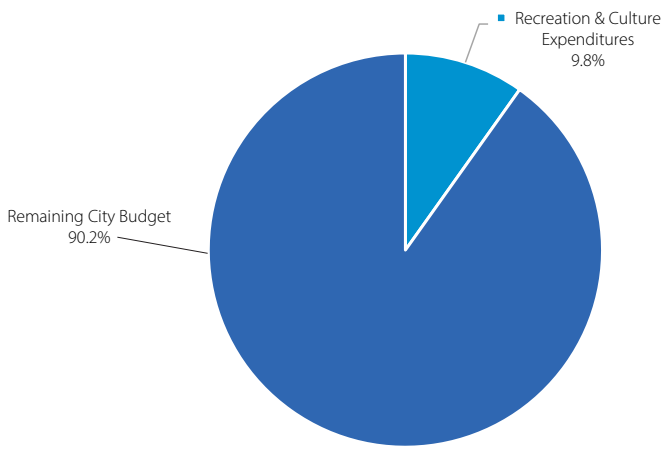
The work of the Culture section is centered on building community through arts, culture, and events. This section supports and recognizes that Nanaimo's arts and culture community consists of active, independent non-profits, collectives, and individuals working in various disciplines.

The Culture team coordinates the Public Art inventory and maintenance programs, oversees \$616,427 in project, operating and downtown event revitalization grant funding, maintains Co-Management agreements with large community arts and culture facilities such as The Port Theatre, the Nanaimo

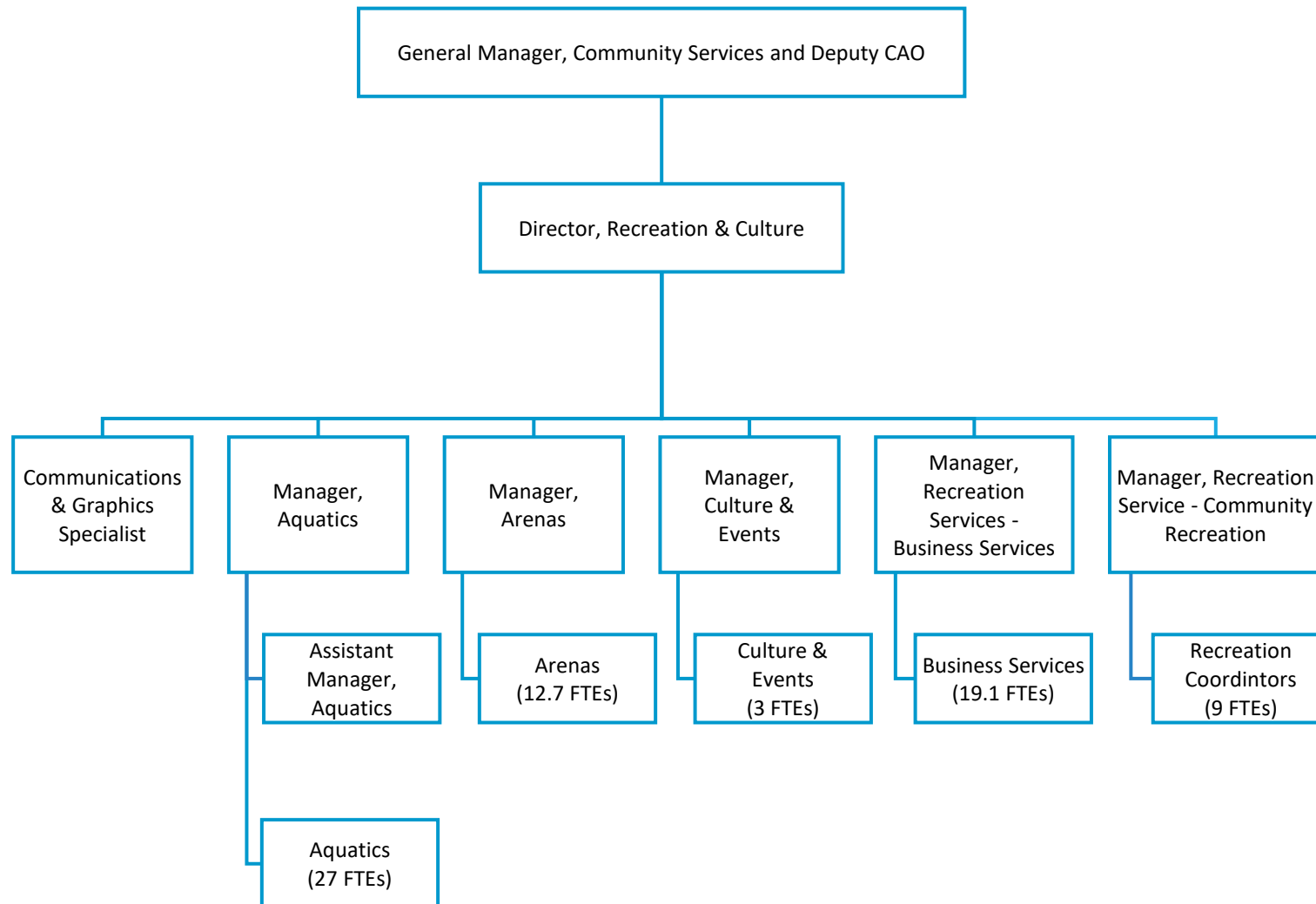
Art Gallery and the Nanaimo Museum, collaborates on bid submissions for regional, provincial, and national level sporting events and supports large-scale community events throughout the year.

There is commitment in Recreation and Culture to work together and to collaborate across City departments applying a recreation and cultural lens to community planning, infrastructure projects, and other initiatives, in line with the City's strategic priorities and City Plan. PRC also works collaboratively across the division with integrated services, including administration, clerical support, custodial services and the marketing section for promotion and communication.

Department's Share of the Budget



Operating Expenditure Budget: \$21,076,034



Excludes 15.4 FTEs of custodians budgeted in Recreation and Culture and reporting to Facilities.

LEVEL OF SERVICE

The Recreation and Culture section includes: Aquatics, Arenas, Business Services (administration), Community Recreation, Culture and Events. These sections manage, plan, and implement programs, events and services. They oversee the following:

- Five major recreation centres including: Beban Park (Social Centre, Beban Pool, Frank Crane Arena, Cliff McNabb Arena), Bowen Complex, Kin Pool, Nanaimo Aquatic Centre (NAC), Nanaimo Ice Centre (NIC) and Oliver Woods Community Centre (OWCC).
- Three activity centres including Kin Hut, Rotary Fieldhouse and Beban Park Centennial Building.
- Included in these facilities are: two indoor swimming pools, one outdoor pool, one lifeguarded lakefront, four sheets of ice, two fitness centres, two gymnasiums, one covered multi-sport court, three outdoor lacrosse boxes and many other community programming spaces.
- Facilitates allocation of over 30 sports fields and nearly 40 sports field user groups throughout the City each year.
- Oversees the coordination of the expansion and operation of three major facilities (Serauxmen Stadium, q'unq'inuqwstuxw Field and Rotary Bowl) within the Stadium District that are home to Harbourside FC, the Nanaimo Night Owls and the VI Raiders.
- Allocating rentable programming space for community groups, government agencies, local organizations, families and individuals within indoor facilities, sports fields, and outdoor amenities.
- Supporting and providing assistance to community driven events and festival organizing committees, enabling them to offer community events in City facilities, parks and outdoor venues in a safe, effective and efficient manner.



- Working inter-departmentally to provide guidance, support and collaboration of public art, community events and achievements and other community based initiatives.
- Administering co-management agreements and providing support to the partners who operate City- owned cultural facilities, including the Nanaimo Museum, the Port Theatre, Nanaimo Art Gallery, the OV Arts Centre, and the Vancouver Island Military Museum.
- Administering a variety of Co-Management agreements, licenses and leases at City-owned sport and recreational facilities such as Kin Pool, Nanaimo United Football Club, Nanaimo Minor Hockey, Nanaimo Curling Club, Rotary Bowl, Nanaimo BMX, facility concession and vending and more.
- Coordinating an administration hub that includes all accounting services as well as oversees a centralized switchboard for PRC, and front desk services for all facilities, which provide program registration, drop-in admissions, membership sales, customer care/inquiries and administers the Leisure Economic Access Program (LEAP).



- Coordinating inclusive programs, workshops, and city-wide events for all ages in community parks and facilities.
- Developing, delivering, and maintaining the City's public art programs.
- Providing in-house graphic design, communications, promotions and marketing for all of PRC programs and services.
- Hosting of local, provincial, national, and international events, competitions and tournaments.
- Linking with various organizations that access City funds and administering six grant streams, including; Cultural Operating, Cultural Project, and Downtown Event Revitalization, Travel Assistance, Sport Tournament and Community Program Development grants.
- Supervising and providing public safety measures through lifeguards, attendants at gymnasiums and weight rooms and skate patrol at arenas.
- Providing staff support to the Council appointed Advisory Committee on Accessibility and Inclusiveness (ACAI).
- Collaborating with Tourism Nanaimo and local government agencies to produce bid packages for large-scale regional, provincial and national events.
- Coordination and hosting annual Community Achievement Awards such as the Culture Awards and Civic Merit Awards.

2024 ACHIEVEMENTS

Aquatics

- Work to establish the Nanaimo Area Drowning Prevention Coalition to assist in the delivery of awareness, education, interventions, skills and research. A multi-sectoral coalition with participants and organizations who are stakeholders and supporters in the drowning prevention effort. The group currently includes: Dr. Steve Beerman, Central Vancouver Island Multicultural Society, Royal Canadian Marine Search and Rescue, Nanaimo Canoe and Kayak, Nanaimo Port Authority, BC Ambulance, Regional District of Nanaimo, and City of Nanaimo.
- 6,764 children and adults participated in Swim for Life and swimming lesson programs.
- 29 advanced aquatic courses were completed including Bronze Medallion, Bronze Cross, National Lifeguard Award, and Swimming Instructor.
- Partnered with Nanaimo & Ladysmith Public Schools (NLPS) to offer advanced aquatic training for Lifesaving Bronze Medallion to 12 successful participants in grades 8 & 9.
- Swim to Survive program offered drowning prevention training to over 2,000 Grades 3 and Grade 7 NLPS students.
- Partnered with Canucks Autism Network (CAN) to provide swimming lessons at Beban Pool Winter / Spring / Fall Programming for 30 participants per session.
- Continued to implement the Aquatics Growth and Development Plan focusing on all staff participating in aquatics specific curriculum focused on 2SLGBTQIA+ and de-escalation training.
- Hosted seven swim meets at NAC in 2024.
- Aquatics hosted 11 sessions of Lions' Free Swims with 2,300 participants.
- First Beach at Westwood Lake had lifeguards on site from 11:30 AM - 5:30 PM seven days a week in July and August (including Stat Holidays).

- Aquatic summer camps offered services for 65 children 8 to 15 years old in 2024 Merfolk and Summer Survivor Skills Challenge Camp, Junior Lifeguard Club Camp and Lifesaving Sport Camp.

Arenas

- The Winter Wonderland event at Frank Crane Arena increased its sessions by three, for a total of 30 sessions available for the public to attend for free. An anticipated attendance of over 6,500 participants, supported by over 25 local community sponsors.
- Arenas hosted 29 sessions of Lions' Free Skates with 6,586 participants.
- 602 students attended school skating lessons for winter 2024 (Jan - Mar), and expecting approximately 300 students to participate in the fall (Sept-Dec).
- RecSkate saw a total of 3,350 participants registered in 2024.
- Arena Summer Camps ran at 94% capacity throughout July and August.
- Partnered with Canucks Autism Network (CAN) to offer an outdoor summer camp at the Harewood Covered Sports Court, in addition to the ongoing partnership with CAN for on-ice Fall/Winter programming.
- City of Nanaimo arenas hosted 18 hockey and lacrosse tournaments, and the local Figure Skating Club Ice Show.
- Dry floor season saw another year of growth with seven different lacrosse user groups, including the newly formed Senior Women's team, and two ball hockey leagues with the addition of a youth league.
- Frank Crane Arenas hosted the Under18 Tier 1 Hockey Provincial tournament in March and the Junior B Tier 2 Lacrosse Provincials in August.
- Ringette returned to the arenas in 2024 with an adult team playing out of Frank Crane Arena and the NIC.



- Entered into new three-season facility use agreements with the Nanaimo Clippers Jr A Hockey Club (Frank Crane Arena) and the Nanaimo Buccaneers (NIC).
- Secured new concession Revenue Services Agreement for Beban Arenas and NIC.
- Facilitated the annual Ice Users annual meeting and brought back the annual Dry Floor Users meeting.

Business Services / Facility Allocations

- Completed the review and revision of PRC Fees and Charges Bylaw 7336. Implemented communication plan, solicited input from community groups / organizations, implemented and evaluated changes starting in September 2023 and ongoing throughout 2024.
- Completed the Regional District of Nanaimo facility usage survey and began negotiation for renewal of the Regional District of Nanaimo facility usage agreement.
- Continued implementation of LEAP review recommendations by creating processes for community adjudicators and agency referrals.
- Continued the engagement process with community user groups and potential stakeholders for the South End Community Centre (SECC).
- Implementation of the pilot program for employee Active Passes.
- Partnering with BC transit and Regional District of Nanaimo on the sales of the new BC Transit fare service “UMO” at all five recreation centres.

- Introduced a more inclusive and higher level customer service delivery for seasonal Activity Guide release and registration day. Multiple changes implemented to provide more access and quicker response time to customer registration process and improved customer support.
- Implemented a separate registration day for aquatic programs to help alleviate congestion for parents registering for swimming lessons and advanced aquatics courses prior to general registration day.
- Review of all PRC grants conducted to align processes, documentation formatting and delivery of grant programs.
- Facilitated the Community Program Development Grant (\$15,000) to non-profit groups such as the Nanaimo Social Prescribing initiative.
- The Travel Assistance Grants (\$7,500) were distributed to ten teams in total. Grants were awarded to competitors in the areas of field lacrosse, Lego Robotics, basketball, hockey, jazz band, debate team, artistic swimming, soccer, girls curling and lawn bowling.
- Facilitated Recreation Operating Grants for McGirr Sports Society, Kin Pool, VIEX, and Pacific Sport.
- Dedicated multiple training session for Xplor recreation, booking and registration software used by PRC.
- Introduced an online booking option for customers to rent key outdoor facilities such as picnic shelters and sand volleyball courts.
- Utilized new advertising and marketing opportunities for PRC programs and services such as advertising in movie theatres, monthly neighborhood magazines (The Jingle Pot and the Hammond Bay) and increasing online (web) advertising with purchases through Nanaimo News Now and Nanaimo Bulletin.
- Increased online social presence through boosting many of our social media posts to get larger audiences, both on Facebook and Instagram.
- Continued to work with potential clientele to share information about our services such as Service Canada, The Newcomers Club and The Multicultural Society.
- Participated in the Provincial Colloquy series focusing on: Climate Change, Truth and Reconciliation, Diversity, Equity and Inclusion (DEI), and Physical Activity.

- Allocations Clerks liaised with community members and organizations to coordinate facility rentals for a variety of events and tournaments including:
 - Seven major events over 5,000 people (Silly Boat, Pride Festival, Thursday Night Market, Marine Festival, VegFest, Canada Day, and VIEX).
 - 141 major events of 1,000-5,000 people (National Indigenous Day, Mid-Autumn Festival, Love Your City, Picnic in the Plaza, Marine Festival Canada Day, Blue's Festival, Food Truck Fridays), National Day for Truth and Reconciliation and more.
 - 308 other large events including craft fairs, the circus, performing arts, ticketed sports events (ie: Jr. A Timbermen Lacrosse games, home shows, blood donor clinics, dances and receptions).
 - 508 birthday parties.
 - 22 weddings.
 - 14 celebrations of life.
 - 30 tournaments (hockey, lacrosse, ringette, figure skating show, soccer, badminton, pickle ball, softball, baseball and aquatic sports).
 - Ongoing collaboration with governing bodies such as the BC Recreation and Parks Association (BCRPA) and Recreation Facilities Association of BC (RFABC).
 - Collaborated with communications staff at VIU, Island Health and NLPS in sharing information on services we offer.
 - Worked with IT and ACAI Committee to install Assistive Hearing Devices at the NAC and Bowen Complex front desk counter to reduce barriers assisting customers with hearing aids.
 - Continued to work with Nanaimo Division of Family Physicians in the development and implementation of the Group Medical Visits at Bowen Park Complex.
 - Installed the automated gate kicker security device at the NAC allowing membership pass holders to automatically scan themselves into the pool/weight room. This device will also keep people from entering the change rooms, weight room and pool areas who have not paid admission.
 - Managed multiple licenses, leases, co-management agreements for facilities and organizations such as Kin Pool, Curling Club, BMX track, Nanaimo Equestrian, Nanaimo Minor Hockey, Judo Club, VIEX etc.
 - PRC provided staff liaisons to various committees such as the Council appointed ACAI, Tourism Meetings, Special Event Advisory Committee, Harbour City Seniors Advisory Committee, Youth Advocates Committee, Nanaimo Early Years Partnership, Nanaimo Youth Resiliency Strategy Steering Committee and more.
 - Supporting the steering committee for Social Prescribing to help isolated seniors access recreation and culture services in the City. A Recreation Therapist was hired through Island Health to support those seniors referred by primary health care providers (physicians and nurse practitioners) into City recreation programs.
 - Managed several sport facility use agreements such as Nanaimo White Rapids, Nanaimo Night Owls Baseball Club, & Nanaimo Raiders Football etc.
- Community Recreation**
- Completed detailed design and Class A estimate for the Beban Outdoor Learning project. The design invokes the coastal landscapes through the use of materials and soft sweeping forms. Accessibility and inclusion concepts were a top priority to ensure the space is accessible by people with diverse abilities and needs. Natural play elements are integrated throughout the space.
 - Planned and implemented Activate 2024! An event planned to make New Years' resolutions easy and fun! The event hosted over 650 people at Beban Park with an action packed family fun event.
 - Family Day events were held at OWCC, NAC and NIC, which saw approximately 2500 attending the activities offered including swimming, skating, and family-focused games and arts/crafts.
 - Hosted Canada Day Celebrations at Maffeo Sutton Park, which saw estimated 17,000 people in attendance over the course of the day.
 - Free Family Fun Nights offered two family-oriented events during the summer at Maffeo Sutton Park and Harewood Centennial Park.

- 2024 saw the return of Healthamongus, for the first time since 2019. The five-day event was held at the recently opened Harewood Centennial Turf Fields. A long time partnership with NLPS and sponsorship this year from Country Grocer. A total of 2,800 students from Kindergarten to Grade 5 participated in the enjoyable and physically engaging games. Additionally, 29 staff members were recruited to oversee the activities.
- Conducted a review of the Play & Learn Programs offered at both OWCC and Beban Park. Analyzed registration numbers, program titles, content, one versus two day options and updated the offerings to better align with the changing community needs, interests and demographics.
- Partnered with NLPS Early Learning & Care to offer multiple Ready, Set, Learn events at various Elementary Schools throughout the City of Nanaimo at no cost.
- Expanded free low barrier Youth Lounge program to run on Friday nights during critical hours for youth at risk to provide youth safe spaces under the Nanaimo Youth Resiliency Strategy, funded by the Building Safer Communities Grant. Tripled program hours, and more than tripled the average number of regular participants.
- Celebrated Youth Week (May 1 - 7, 2024) which featured 16 mini-events for youth in Nanaimo. Events included free activities such as; drop-in sports, youth lounge, pizza nights, pop up in the park and swimming
- Expanded the Youth Spare Blox Program from three locations to seven NLPS locations, offering free drop-in sports programs after school hours at Park Avenue Elementary School, Fairview Community School, Uplands Elementary School, Oliver Woods, John Barsby Community School, Chase River School and Harewood Covered Sports Court.
- Welcomed back the Nanaimo Social Club. Provided ongoing support to this free program for adults with diverse abilities that meet once a week for different social activities and outings.
- PRC staff hosted an interactive booth at 11 Thursday Night Markets on Commercial Street. Each week staff hosting the booth had a different theme and activity to engage market attendees.



- Two free holiday themed pop-up events were offered to the community. Halloween and Winter Holiday themed pop-ups had over 80 children participate in activities and creating holiday themed crafts.
- OWCC, Arenas, and Beban Social Centre provided Pro D Days, Winter Break and Spring Break Camps. These camps saw over 1,260 children participate, achieving a 95% capacity rate.
- Formed a collaborative partnership with VIU, NLPS and PRC to create a reimagined Recreation Prescription project to promote health and wellbeing to Grade 5 and 6 students. Recreation Prescription launched Fall 2024 and runs through Fall and Winter at three identified schools in the NLPS district focusing on mental health, social connectedness and physical activity, targeting youth at risk as identified in the Nanaimo Youth Resiliency Strategy. The research from the project will be used to help expand the program to more sites and communities in the future – positively impacting as many youth as possible
- OWCC expanded pickle ball programming, increasing drop-in sessions from three to seven per week, resulting in an additional 6,912 drop-in spots annually.
- PRC was awarded \$14,616 in funding through the Canada Summer Jobs Program which was dedicated to support six full-time summer leader positions.
- Recruited and trained 54 summer leaders to lead day camps and programs over the summer.

- Revamped free playground program that offered a location at Deverill playground fulltime, and an additional roving playground which visited more than a dozen parks and open spaces in various neighborhoods throughout the summer.
- Two new day camps were offered in 2024, Centennial Sports Camp and Grand Camp (an intergenerational camp for grandparents and grandchildren). These new camps added 1,060 day camp spaces.
- Eight summer day camps were offered in various locations throughout the City for children and youth aged 3-14 years including; Tree Frog Camp, Girls Get Active, Tennis Camp, Camp Wild, Camp Holiday, Jr LIT Camp and Centennial Sports Camp.
- A total of 9,739 day camp spaces were made available, with 7,646 spaces filled by July 24th, representing 80% capacity. We anticipate reaching 90% capacity by the conclusion of the summer.
- Camp SunSation returned for the first time since 2019. SunSation ran for four weeks and saw 40 children with diverse abilities attend the camp at Hammond Bay School. Forty children with diverse abilities were also successfully integrated into mainstream summer camp programs with a one-to-one leader ratio. Camp SunSation and Integration was possible in partnership and funded by \$206,000 through the Ministry of Children and Family Development.
- Launched online placement registration for the summer Leaders In Training (LIT) and Quest program. Integrating the sign-up and selection experience into our existing Xplor registration systems created more accessibility and access for youth and families. This year registration for the LIT and Quest programs ran at 100% capacity for the first time post-pandemic, with LIT having a significant waitlist, demonstrating strong interest from community.
- Seniors programming has increased at Bowen Complex in 2024 seeing 2,500 hours of facility use compared to 1,500 hours in 2023.
- Harbour City Seniors memberships are over 1,906 members in 2024.
- Continue to promote health and activity to school-aged children through the Active Pass program. Distributing Active Passes to 467 Grade 5 students and 413 to Grade 6 students. The passes have been scanned to access activities such as; swimming, skating and drop in sports 5,565 times. This is a 200% increase in Active Passes over 2023.
- Environmental stewardship volunteer programs continued to thrive in Nanaimo with 77 work parties happening in community parks supported by 1,293 volunteers.
- A volunteer appreciation lunch was held on January 27th at Bowen Complex. This event was hosted to acknowledge the significant contributions to environmental stewardship provided by the park ambassadors and volunteers.
- Facilitated and provided support to VIEX to move their date into September. Met with Beban Park user groups and assisted with event layout and altering of overall event plan.
- Coordinated the Civic Merit Awards recognizing gold medal winners at a Provincial, National, Western Canadian or International championship level for sport or culture in 2024.
- Successfully partnered with Nanaimo 7 Potatoes Society to apply for a \$250,000 grant from the Japanese Canadian Legacy Society to renovate Room 6 at Beban Park Social Centre for a Japanese cultural performing arts space.
- Collaborated with the Parks and Facilities department to complete the OWCC lighting upgrade project and gym repainting.
- The new Spin Room at NAC has been a success with more than 200 participants taking park in classes over the past year.
- As part of the equipment replacement plan, the weight rooms continue to add new equipment to improve the experience of the user, with nine new pieces installed during facility shutdowns. The two weight rooms continue to exceed revenue expectations.



Culture

- Supported the Nanaimo Art Gallery Working Group in the site selection process and proceeding with a business plan in support of a new Nanaimo Art Gallery.
- Continued the operation of the OV Arts Centre and worked with the Interim Operator and the culture community to move toward a long-term operating model
- Worked with the Vancouver Island Military Museum to build community awareness for volunteer recruitment and began work on realigning the operating model to sustain the Museum into the future.
- Administered \$616,427 in grants to 42 community organizations. Grants included the Downtown Event Revitalization Fund, Culture Operating Grants and Culture Project Grants. Recipients include the Crimson Coast Dance Society, Reconciliation Theatre, L'Association des Francophones de Nanaimo, The Nanaimo Arts Council, the Nanaimo Chamber Orchestra and many more.
- Facilitated the 2024 Culture Awards at the Port Theatre to honour recipients for Excellence in Culture, Honour in Culture and Emerging Cultural Leader. This event showcased a range of local talent for an audience of more than 400 people.
- Curated and presented the 2024 Concerts in the Park Series, supporting 11 concerts featuring 15 acts of various genres performing at nine different City parks from late May to late August. 2024 saw a large increase in artist applications with staff reviewing 170 submissions.
- Selected two new Temporary Public Art projects for 2024 – Siwul tu Tumuxw by Eliot White-Hill and Re-wilders by Robert Turriff.
- Installed the 2023 Temporary Public Art piece, Moon Snail House, at Pipers Lagoon Park in August 2024.
- Supported the Poet Laureate with many community engagements and celebrated the installation of the interactive Poetry in the Park project at Bowen Park. By using personal devices to access QR codes, park visitors can enjoy virtual poetry readings by Poet Laureate, Kamal Parmar, in locations throughout the Park.
- Reintroduced the Youth Poet Laureate position and selected a Youth Poet Laureate in early 2024. The Youth Poet Laureate read poems at a City Council meeting, at the Culture Awards and at the Canada Day festivities, and created and facilitated a Youth Poetry Summer Camp.

Events

- Continued to support and help facilitate large-scale community-led events (5,000-10,000+ attendance) such as Silly Boat Festival, Dragon Boat Festival, VIEX, Blues Festival, Marine Festival and the Commercial Street Night Market.
- Supported over 400 community events in 2024. These ranged in scale and scope and included Pride, the National Day of Awareness to Honour Missing and Murdered Indigenous Women, Girls and Two-Spirit+, BC Bike Race, VIEX, Joy fest, fun runs, block parties and more.
- Supported a number of new events in Nanaimo such as the Island Summer Theatre Festival.
- Collaborated with Tourism Nanaimo to submit bids for large-scale sport and culture events (ie: Legion National Track and Field Championships for 2026 and 2027).
- Collaborated with the Central Vancouver Island Multicultural Society to organize and present the annual Newcomers Welcome Event at the Vancouver Island Conference Centre.
- Collaborated with Snuneymuxw First Nation and community partners on the organization and implementation of the Coast Salish Games. The Games brought Coast Salish youth and their families together to be active, have fun, meet new people, enjoy friendly competition and feel the strength and support of

their community. The Games took place at numerous Snuneymuxw, NLPS and City facilities including Stadium District, the Harewood Artificial Turf Fields and the Harewood Covered Sports Court.

- The City of Nanaimo partnered with Nanaimo Ladysmith Public Schools, the Nanaimo Track and Field Club, Snuneymuxw First Nation, & Pacific Sport to celebrate Olympic Gold – with Ethan Katzberg at the Rotary Bowl. Ethan grew up in Nanaimo, attended John Barsby Secondary School, trained at the Nanaimo Track and Field Club and won the gold medal for men’s hammer throw at the 2024 Summer Olympics in Paris, France. More than 2000 people, including 1500+ elementary and high school students, attended the celebration for Ethan. Nanaimo City Council proclaimed September 26, 2024 as Ethan Katzberg Day, and unveiled the sign for the new Katzberg Hammer Cage.
- Supported a community event for Health and Reconciliation at OWCC, NIC and NAC for the fourth National Day for Truth and Reconciliation. Activities included free swimming, skating, drop-in activities, interactive booths and more. Designed to honour Survivors of residential schools, the day addressed the Truth and Reconciliation Commission’s Calls to Action.
- Established the Board of Directors and working committee for community leadership to host the BC 55+ Games in 2025.
- Increased support for the Commercial Street Night Market by providing \$40,000 grant funding, logistical support from the Special Event Coordinator and collaborative liaison work across City departments
- Attended Sport Tourism Canada’s 2024 Sport Events Congress in Winnipeg with Tourism Nanaimo, where JANT 2023 won the 2024 Prestige Award for Canadian Sport Event of the Year (Group B: Event budget less than \$1 million).
- Continued to offer active transportation options for events through the use of Bike Valets and a new perpetual agreement with RDN for transit shuttle service for Canada Day.



- Enhanced relationships with VIU through presentations to Event Planning students, connections with the Visual Art and Writing departments and sharing volunteer opportunities.
- Co-chaired the Nanaimo 150 Corporate Committee throughout 2024 and supported the organization to plan and execute a staff appreciation event, staff apparel, vehicle detailing, Nanaimo 150 website and more.
- Created the event plan and built community support for Luminous Paths: Nanaimo’s 150 & Beyond, a winter art festival that is a celebration of light, art, land, and community. In January 2025, temporary art installations will illuminate public space, transforming a once familiar environment into something new, a place-making experience that ignites imagination, inspiring hope and excitement for the future of our community. A central event space will bring together community showcasing music, performance, art, food, children’s activities, and more.

2025 OPPORTUNITIES

- Utilize City Plan to guide programs and services and follow-through on Council endorsed integrated action plans.
- Continue to seek solutions to staffing shortages in all areas, while building successful initiatives developed in 2024 such as NLPS Advanced Aquatic Training Program.
- Proceed with design, and development of South End Community Centre that integrates recreation, health, culture and community service components.
- Establish a municipally significant event criteria and application process for large scale community events.
- Continue to facilitate the formation of the Nanaimo Drowning Prevention Coalition.
- Increase community awareness of PRC programs and services through the PRC Promotions Integrated Tactical Team (PITT Crew) – a staff team designed to identify creative marketing and promotional strategies.
- With the assistance of a Beban Park Working Group, develop a plan for implementing the Beban Park Master Plan while incorporating Capital expenditures and community driven development opportunities.
- Move ahead with the construction of the outdoor classroom space at Beban Social Centre.
- Continue working with community partners including Island Health, Nanaimo Division of Family Practice, and Vancouver Island University to implement a Social Prescribing program for Nanaimo residents.
- Support the advancement of the Nanaimo Division of Family Practice Group Medical Visits at Bowen Complex.
- Further enhance the achievements of the relaunch of Camp Sunsatation and expand the duration of the program from four to nine weeks to accommodate twice as many children for camp attendance.
- Continue to work with wide variety of community agents on developing and extending recreation and culture programming for diverse abilities
- Continue to engage with user groups and members of the public to meet the demand for drop-in sports. New delivery methods will include indoor court rentals and group rental rates.
- Continue to develop and work within the existing ice allocation schedules to provide ice time for both youth and adult Ringette
- Update the Youth Active Pass by removing barriers associated with the application process. Use the LEAP pass model with the goal to rapidly grow pass usage leading to more youth in our facilities.
- Follow through on review and revamp the Kinder Prep program. Take advantage of new spaces such as a rooftop garden at OWCC and the Outdoor Play Space at Beban Social Centre.
- Diversify community recreation and culture programming by offering programs outside of our core facilities such as school gyms, parks and the Vancouver Island Conference Centre. This aligns with City Plan urban nodes/ neighborhood pockets.
- Implement the Ecole Hammond Bay School Shared Use Agreement for PRC and community use of multipurpose rooms during non school use times.
- Collaborate with the 7 Potatoes to offer Japanese cultural programming to community in newly renovated performing arts cultural space at Beban Park Social Centre.
- Enhance community engagement through pop-up programs and events. Pop-ups will include sports sessions, holiday celebrations and fitness classes.

- Continue to grow the Stadium District as a premier special event location. Build relationships through organization of a Stadium District Working Group with representation from all parties.
- Implementation of the Sponsorship Policy into identified facilities and programs.
- Continue the implementation of the Building Safer Communities initiatives, Recreation Prescription and Youth Lounge through Youth Resiliency grants. Seven community organizations received funding the building safer communities program and have implemented free community program to youth ages 11 to 18 in various sectors such as: sports, culture and recreation, cooking and food and performing arts.
- Continue to partner with the Nanaimo Art Gallery Working Group in support of the creation of a business plan for a future new Nanaimo Art Gallery.
- Advance the Concerts in the Park summer concert series to support local artists, encourage wellness and quality of life and showcase Nanaimo's many picturesque parks.
- Support the BC 55+ Games Board of Directors to plan, prepare and host a successful event in Nanaimo in 2025.
- Continue to collaborate with the Central Vancouver Island Multicultural Society to grow and improve the annual Newcomers' Event.
- Introduce a new collaborative operating model for the Old Victoria Arts Centre.
- Implement the Luminous Paths: Nanaimo's 150 & Beyond, a winter art festival that is a celebration of light, art, land, and community. In January 2025 aligning with the first inaugural City of Nanaimo Council meeting 150 years ago.
- Marketing and Culture staff will be working together to create a Nanaimo sticker using design from a local artist as well as to identify and enhance local photography locations where community members would be invited to take selfies and share their Nanaimo PRC experience.



- The Activity Guide will see the addition of videos of our programs and services into our online Activity Guide (software upgrades happening should allow this to happen). These may also be shown on screens in our facilities with the planned upgrade of higher quality lobby screens (smart TVs) in community recreation centres.
- Continue to evaluate and look at ways to provide an easy and efficient experience for customers to register for programs and services following the activity guide release.
- Work with Snuneymuxw First Nation to support youth sport and recreation program opportunities offered in the Nation's facilities.
- Continue working with Snuneymuxw First Nation to find ways to share cultural skills and knowledge with Nanaimo residents.
- Staff will continue to participate as a Knowledge Partner on Te'Tuxtun Project. Specifically focusing on the gathering space and outside active spaces.
- Continue partnering with local organizations to support the LEAP program as designated referral/adjudicator agencies.

2025 KEY INITIATIVES

Strategic Priority: Implementing City Plan

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IAP Priority #36: Culture and Event staff have consideration taken into the planning and implementation process of Nanaimo Illumination event planned for January 2025 to recognize Nanaimo 150 years of Incorporation.
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IAP Priority #38: Working with Parks and Facilities and Active Transportation respond to community interest in having bike pods at all major recreation facilities.
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IAP Priority #78: Increased equitable access to recreation programs for children ages 10 and 11 through the delivery of the Recreation Prescription program in partnership with NLPS and VIU.
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IAP Priority #78: Support equitable access for children youth and families for recreational programs updating the Youth Active Pass application process too further eliminate barriers.
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IAP Priority #94: Continue partnership with NLPS to offer advanced aquatic training for Lifesaving Bronze Medallion.
- 
IAP Priority #95: Beban Park Working group continue to work on implementation of Beban Park Master plan, incorporating capital plans and community driven opportunities supported through City plan.
- 
IAP Priority #96: Implement the actions in the Sport Tourism Strategy. BC 55+ Games Committee set to host the 2025 Games
- 
IAP Priority #100: Continue work with Snuneymuxw First Nation to support youth sport and recreation program opportunities offered in the Nation facilities.
- 
IAP Priority #101: Implement action identified in review done on park and facility allocation guidelines with a lens of equity and inclusivity.
- 
IAP Priority #101: Continue to develop and work within the existing ice allocation schedules to provide ice time for both youth and adult Ringette.
- 
IAP Priority #104: Implement the Ecole Hammond Bay School shared use Agreement for PRC and Community use of Multipurpose rooms during non school use times.
- 
IAP Priority #105: Proceed with design, and development of South End Community Centre that integrates recreation, health, culture and community service components.

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-  **IAP Priority #112:** Continue working with Snuneymuxw First Nation to find ways to share cultural skills and knowledge with Nanaimo residence.
-
-  **IAP Priority #116:** Staff will continue to participate as a Knowledge Partner on TeTuxtun Project. Specifically focusing on the gathering space and outside active spaces.
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-  **IAP Priority #118:** Staff will continue to support the Advisory Committee on Accessibility and Inclusiveness as required by the Accessibility BC Act.
-
-  **IAP Priority #119:** Culture and Event staff will implement recommendations from ACAI committee on ways to make events and cultural experiences more accessible and Inclusive.
-
-  **IAP Priority #132:** Work to include public art in and natural/ cultural interpretation as part of the ongoing upgrades to Beban Park.
-
-  **IAP Priority #133:** Continue to partner with the Nanaimo Art Gallery Working Group in support of the creation of a business plan for a future new Nanaimo Art Gallery.
-
-  **IAP Priority #134:** Work with the New Performing Arts Guild and community cultural partners to explore options for cultural or black box space in the south end community centre.
-
-  **IAP Priority #135:** Integrated public art into the stadium District as development continues and ongoing facility upgrades.
-
-  **IAP Priority #137:** Diversify community recreation and culture programming by offering programs outside of our core facilities such as school gyms, parks and the Vancouver Island Conference Centre. This aligns with City Plan urban nodes/neighborhood pockets.
-
-  **IAP Priority #140:** Collaborate with the 7 Potatoes to offer Japanese cultural programming to community in newly renovated performing arts cultural space at Beban Park Social Centre.
-
-  **IAP Priority #144:** Select two new Temporary Public Art projects for 2025.
-
-  **IAP Priority #149:** Allocating funding to integrate a public art mural at Harwood Artificial Turf concrete siding.
-
-  **IAP Priority #150:** Allocated funding for public art for new Westwood Lake washroom facility. Installation anticipated in 2025.
-
-  **IAP Priority #151:** Staff will continue to support Downtown Event Revitalization Grant funding process for 2025.
-
-  **IAP Priority #152:** Staff will continue to **w**ork with Tourism Nanaimo and the Nanaimo Hospitality Association to attract shoulder-season and off-season events and gatherings as opportunities come available. Staff will attend with Tourism Nanaimo the Sport Congress convention to promote sporting event opportunities in Nanaimo.
-
-  **IAP Priority #188:** PRC staff are represented on the Tourism Nanaimo Meetings and Events Advisory committee.
-



IAP Priority #190: PRC staff continue to Focus on creating signature events across the city in the off season as a call to action to visit the city, drawing on the regional markets in southern BC, Puget Sound, and Alberta cities with regional air connections such as mountain biking, swimming tournaments, Provincial Field Lacrosse and other niche events aligned with the Sports Tourism Strategy. Many in partnership with local sporting associations.

Strategic Priority: Social, Health and Public Safety Challenges

Contributes to upstream solutions for social, health and public safety challenges by administering Culture and Downtown Event Revitalization Fund grants and Program Development Grant.

Contributes to upstream solutions by bringing art into public spaces and by producing events like Concerts in the Park to build a sense of community in the core.

Continued implementation of LEAP program review recommendations.

Facilitate the implementation of the Building Safer Communities initiatives, Recreation Prescription and Youth Lounge through Youth Resiliency grants. Seven community organizations received funding the building

Continued to work with Island Health and Nanaimo Division of Family Practice in the development and implementation of the Physician Group Medical Visitations.

Advance the Social Prescribing initiative through community awareness and staff representation on the community committee along side Island Health, Nanaimo Family Practice and VIU.

Strategic Priority: Maintaining and Growing Current Services

The Culture and Events team administered the 2025 Culture Operating, Culture Project and Downtown Event Revitalization Fund grant streams to support vibrant, varied events in the City.

Continue to engage with user groups and members of the public to meet the demand for drop-in sports. New delivery methods will include indoor court rentals and group rental rates.

Continue to collaborate with the Central Vancouver Island Multicultural Society to grow and improve the annual Newcomers' Event.

Strategic Priority: Capital Projects

Supporting the planning for key capital projects by advising on opportunities for public art integration and opportunities to ensure event readiness.

Complete the Beban Outdoor Learning Project.

Continue to follow the Gym Equipment Replacement Plan.

Install 2025 Temporary Public Art.

Continue the process of NAC play structure assessment and review.

Proceed with design, and development of South End Community Centre that integrates recreation, health, culture and community service components.

Strategic Priority: Communicating with the Community

The Culture Coordinator engages with the Art in Public Spaces Working Group to ensure that decision-making around art in public spaces happens with community guidance and feedback.

Staff are helping to facilitate the Nanaimo Drowning Prevention Coalition and will attend several community engagement opportunities throughout 2025.

The Special Events Coordinator will host pre and post-event meetings with groups organizing events at Maffeo Sutton Park to ensure that event organizers are set up for success.

Implementation and development of the Nanaimo Performing Arts Guild to act as the new long-term operating structure of the Old Victoria Arts Centre at 25 Victoria Rd.

Culture will host information sessions with interested organizations on grant criteria and application process for Culture Operating and Project Grants and the Downtown Event Revitalization Fund.

Continued the engagement process with community user groups and potential stakeholders for the South End Community Centre.

Staff will host and engage with community at an interactive booth at the Thursday Night Markets on Commercial Street as well as other community fairs and events throughout 2025.

Strategic Priority: Governance and Corporate Excellence

Continue to evaluate and look at ways to provide an easy and efficient experience for customers to register for programs and services following the activity guide

Participate in the Provincial Colloquy series focusing on: Climate Change, Truth and Reconciliation, Diversity, Equity and Inclusion (DEI), and Physical Activity.

Establish a municipally significant event criteria and application process for large scale community events

Implementation of the Sponsorship Policy into identified facilities and programs.

Continued implementation of LEAP review.

Review of all PRC grants and align processes, format documentation and provide consistent delivery of all PRC grant programs

PROPOSED OPERATING BUDGET

	2024 Approved Budget	2025 Draft Budget	2026 Draft Budget	2027 Draft Budget	2028 Draft Budget	2029 Draft Budget
Revenues						
Recreation & Culture Administration	\$ 10,800	\$ 15,000	\$ 15,150	\$ 15,302	\$ 15,455	\$ 15,610
Aquatic Operations	2,649,959	2,858,794	2,887,382	2,916,255	2,945,417	2,974,871
Arena Operations	1,562,500	1,732,250	1,749,572	1,767,069	1,784,740	1,802,588
Community Development	1,336,345	1,340,000	1,340,000	1,340,000	1,340,000	1,340,000
Culture & Events	54,000	21,000	17,610	17,620	17,630	17,640
Recreation Operations	2,385,113	2,882,385	2,911,211	2,940,324	2,969,729	2,999,425
Annual Operating Revenues	\$ 7,998,717	\$ 8,849,429	\$ 8,920,925	\$ 8,996,570	\$ 9,072,971	\$ 9,150,134
Expenditures						
Recreation & Culture Administration	\$ 417,803	\$ 443,357	\$ 454,166	\$ 463,688	\$ 472,205	\$ 483,418
Aquatic Operations	7,400,131	7,539,891	7,727,206	7,890,350	8,042,685	8,226,772
Arena Operations	2,963,048	3,026,763	3,101,223	3,164,753	3,230,638	3,298,962
Community Development	54,500	54,500	54,500	54,500	54,500	54,500
Culture & Events	3,056,866	3,125,426	3,179,278	3,233,255	3,286,471	3,344,850
Recreation Operations	6,311,997	6,886,097	7,055,115	7,200,549	7,338,427	7,506,436
Annual Operating Expenditures	\$ 20,204,345	\$ 21,076,034	\$ 21,571,488	\$ 22,007,095	\$ 22,424,926	\$ 22,914,938
Net Annual Operating Expenditures	\$ 12,205,628	\$ 12,226,605	\$ 12,650,563	\$ 13,010,525	\$ 13,351,955	\$ 13,764,804
Staffing (FTEs) - Budgeted	93.7	94.1	94.1	94.1	94.1	94.1