
Memorandum

To: Budget Standing Committee Members
Senior Management Team

From: Lori Mambella, Manager, Recreation and Culture Services
Parks, Recreation and Culture Services

Date: November 13, 2017

Subject: Older Adult Recreation Programs – Participant Residency

At the October 2, 2017 Budget Standing Committee meeting, Councillor Harris directed staff to provide statistics of individuals, including location of residence, that attend city community centres and older adult centres. The following provides a current snapshot of the recreation landscape for 50+ individuals in St. Catharines.

Background Demographics

St. Catharines identifies older adults as ages 50+ whereas many like sized municipalities use either 55+, 60+ or 65+ as their lower end age thresholds making direct comparisons difficult.

St. Catharines population is currently 133,113* of which 57,680 are ages 50+ (43%). We know that many older adults are routinely active in City registered and/or drop-in recreational programs (therapeutic aquatics, lane swimming, pilates, tai chi, 65+ pond hockey, golf, etc.) however only 1,004 of the 57,680 identify as “older adults” and participate in our designated older adult centres (less than 2% of the potential target market). While some programming is currently at capacity (wait lines for shuffleboard) there are still great opportunities to engage this aging population.

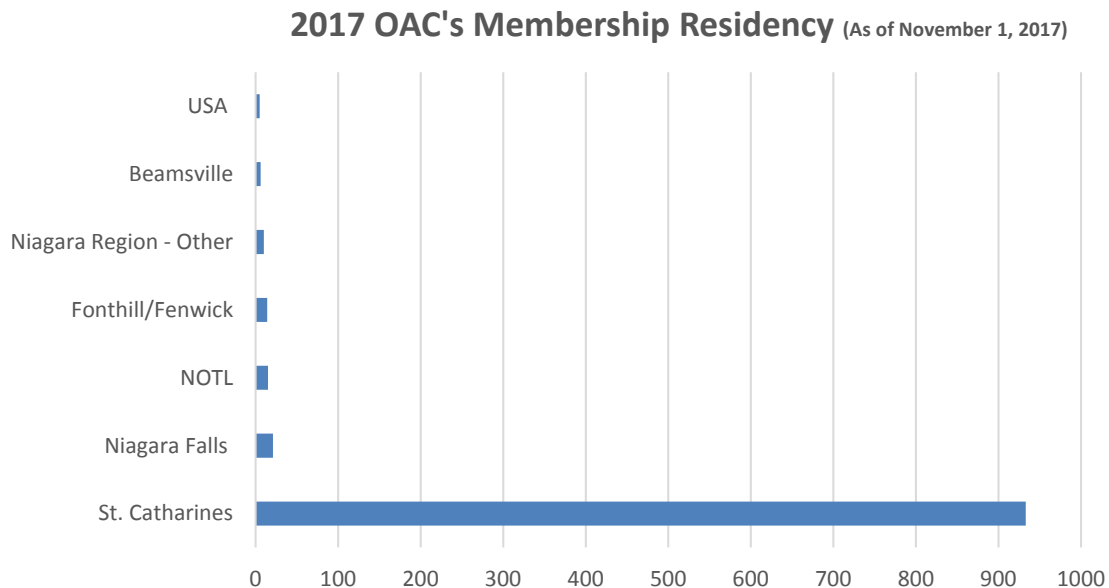
* Statistics Canada, Census of Population, 2016

Older Adult Centre (OAC) Membership Statistics

The City currently operates 3 dedicated older adult centres (Dunlop Drive, West St. Catharines, Port Dalhousie) and 2 community centres (Russell Ave., Port Weller). Each of these locations offer a wide variety of recreational programs for older adults (50+) including passive activities such as painting, crafts, quilting, card games, bingo, wood carving and scrabble plus physically active programs including pickleball, line dancing, walk aerobics, table tennis, chair yoga, Zumba gold and Essentrics (aging backwards fitness class). A few older adult fitness classes also take place at the St. Catharines Kiwanis Aquatics Centre.

Most programs are included in a yearly older adult membership (\$53.25 in 2017) while some drop-in programs have an extra \$2.00 per visit fee. Membership is free for all older adults 90+.

To date there is a total of 1,004 older adults who have bought annual memberships in 2017. 93% of them are residents of St. Catharines. The other 7% are residents of other Niagara Region municipalities and the USA (there is a small group of Americans who attend the West St. Catharines OAC for a specific type of round dancing).



Older Adult Centre Membership Participation

An older adult membership is valid at all OAC's and community centres. We track both the location where the membership is purchased and the participation patterns of the members. For example: 650 older adults purchased their membership at the Dunlop Drive OAC however 87 of them also regularly participate at the Russell Ave. Community Centre.

2017 OAC Membership Participation (As of November 1, 2017)						
Location of Purchase	Total OAC Memberships sold to date*	Dunlop Drive OAC	West St. Catharines OAC	Port Dalhousie OAC	Russell Ave. Comm. Centre	Port Weller Comm. Centre
	1004	Other Centres Attended				
Dunlop Drive OAC	650	-	61	33	87	6
West St. Catharines OAC	145	38	-	12	18	2
Port Dalhousie OAC	115	19	8	-	5	4
Russell Ave. Comm. Centre	62	24	11	13	-	2
Port Weller Comm. Centre	32	3	0	3	1	-

In addition, we also track drop in program participation at each location to quantify the number of members who are willing to pay for additional value added programming above and beyond their membership.

2017 OAC Drop In Program Participation (As of November 1, 2017)						
	Kiwanis Aquatics Centre	Dunlop Drive OAC	West St. Catharines OAC	Port Dalhousie OAC	Russell Ave. CC	Port Weller CC
Average Weekly Attendance	60	1165	220	190	210	45

Should you have any questions or concerns, please do not hesitate to contact me for additional information.

Sincerely,

Lori Mambella

Lori Mambella
Manager, Programs and Culture Services