



Township of Southgate Recreation Programming Plan





Executive Summary

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

Introduction

Purpose of the Recreation Programming Plan

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

Context

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

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

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

Vision

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

Mission

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

Community Development

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

Co-ordination

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

Accessibility and Inclusiveness

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

Partnerships

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

Recreation Programming Plan

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

Dundalk and District Community Centre

| Current and Past Facility Programming | | | |
|--|---|----------------------|---------------|
| Program | Description | Provider | Status |
| Public Skating | Open free skating- Local business sponsor | Southgate | On Going |
| Senior Skating | Open free skating limited to adults | Southgate | On Going |
| Snow Day Shinny | Open Facility on days school is closed | Southgate | On Going |
| Parent Tot | Open free skating for parents and tots | Southgate | On Going |
| SGMH Minor Hockey | Youth Hockey – uses 20 hours ice time 25 weeks. Paid Rental | Self-organized | On Going |
| Learn to Play Hockey Program | Paid program for beginners (8-9 weeks) Oct-Dec and Jan-Mar | Southgate | On Going |
| Learn to Skate Program | Paid program for beginners and Rec level kids (8-9weeks) Oct-Dec & Jan- Mar | Southgate | On Going |
| Youth Ball Hockey | Paid organized ball hockey program for kids and youth (10 weeks) April-June | Southgate | On Going |
| Ladies Ball Hockey | Ladies Ball Hockey League | Southgate | On Going |
| DHL | Men`s league – uses 3 ½ hours. Paid Rental | Self-organized | On Going |
| Turbines/ Canadians | Men`s pick-up hockey. Paid Rental | Self-organized | On Going |
| Franks | Men`s pick-up hockey. Paid Rental | Self-organized | On-Going |
| Riverview | Men`s pick-up hockey. Paid Rental | Self-organized | On-Going |
| Dundalk Minor Hockey | Youth Hockey | Self-organized | Amalgamated |
| Figure Skating | Learn to Skate and Skate Canada programs | Highpoint Skate Club | Defunct |
| Dundalk Flyers | Senior Men`s competitive hockey | Self-organized | Defunct |
| Old Timers Hockey | Age 35 plus Men`s Team | Self-organized | Defunct |
| Friday Night Church Skate | Local area church rental | Self-organized | Defunct |

| | | | |
|-----------------------------|--|----------------|---------|
| Saturday Night Church Skate | Local area church rental | Self-organized | Defunct |
| Renagades | Men's pick-up hockey | Self-organized | Defunct |
| Stars | Men's pick-up hockey | Self-organized | Defunct |
| Youth Roller Hockey | Paid organized roller hockey for youth | Southgate | Defunct |
| Ladies Ice Hockey | Ladies pick up hockey | Self-organized | Defunct |
| Men's Ball Hockey | Men's ball hockey league | Self-organized | Defunct |
| Dundalk Lacrosse | Youth Lacrosse | Self-organized | Defunct |

Dundalk and District Community Centre Auditorium

| Current and Past Facility Programming | | | |
|--|--|-----------------|---------------|
| Program | Description | Provider | Status |
| Youth Basketball | Paid organized basketball for kids and teens (10 weeks) July-Sept | Southgate | On Going |
| Youth Badminton | Paid organized racquet sports for kids and youth (10 Weeks) Sept-Dec | Southgate | On Going |
| Adult Badminton | Paid organized racquet sports for Adults and Seniors | Southgate | On Going |
| Youth and Senior Drop-in Centre | Youth paid membership/ Senior Free | Southgate/Club | On Going |
| Pickleball | Adults and Seniors | Southgate | On Going |
| Teen/Adult 3 on 3 Basketball League | Paid organized 6 team 3 on 3 basketball league for ages 16+ (Season Length varies) | Southgate | On Going |
| Youth Indoor Soccer | Paid organized soccer program for kids and youth (10 weeks) Feb-Mar | Southgate | On Going |

Recreation Programming Plan

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|-------------------|---|-----------------------|----------|
| Playnastics | Beginner Gymnastics (10 Weeks) Sept-Dec | Southgate | On Going |
| Fitness Equipment | Drop-in | Southgate | On Hold |
| Seniors Walking | Drop-in walking group | SEGCHC | On Hold |
| Baseball | Paid rentals | Self-organized | On Going |
| Fitness Class | Paid rental | Laura Hodge | Defunct |
| Boot Camp Fitness | Paid rental | Pamela Hepton | Defunct |
| Fitness Class | Paid rental | Candie McCowen | Defunct |
| Kangaroo Boot | Free outside paid inside | | Defunct |
| Boot Camp | Paid rental | Stacie Sherson | Defunct |
| Youth Dances | Paid rental | Generation Connection | Defunct |

Frank Macintyre Building Memorial Park

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

Lions Pavilion /Memorial Park

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

Holstein Pavilion /Park

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

Swinton Park Community Centre

| Current and Past Facility Programming | | | |
|--|---------------------------------------|---------------------------------|----------|
| Program | Description | Provider | Status |
| Seniors Drop IN | Seniors' cards darts and shuffleboard | Hillside Academy | On Going |
| Swinton Park Community Group | Senior's Events | Southgate / Volunteer Organized | On Going |
| Zumba Fitness | Paid fitness class | | Defunct |

Proton Community Park /Pavilion

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

Pat Dales /Agricultural Lands

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

Memorial Park Pool

| Current and Past Facility Programming | | | |
|--|-------------------------------|------------------|----------|
| Program | Description | Provider | Status |
| Lessons | Youth swim classes | Southgate | On Going |
| Aqua Fit | Paid open fitness program | Southgate | On Going |
| Adult Swim | Paid open swim for adult only | Southgate | On Going |
| Free Swim | Offered at special events | Public Donations | On Going |
| Swim Club | Youth competitive team | Southgate | Defunct |
| Lane Swim | Paid open session | Southgate | Removed |

| Pool Revenues/ Program Results | | | |
|---------------------------------------|-----------------|-------------------------|----------|
| Goal | Action | Numbers of Participants | Revenue |
| 2021 Programs | Lessons | 299 | \$19,411 |
| | Rentals | 24 | \$1,700 |
| | Advanced Course | 38 | \$4,625 |
| | Public Swim | 40 | |
| 2022 Programs | Lessons | 283 | \$20,805 |
| | Rentals | 20 | \$1,500 |
| | Advanced Course | 19 | \$6,995 |
| | Public Swim | 30 | |
| 2023 Programs | Lessons | 174 | \$12,702 |
| | Rentals | 7 (12 Free) | \$385 |
| | Advanced Course | 6 | \$2,210 |
| | Public Swim | 20 | |

Recreation Programming Plan

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| 2024 Programs | Lessons | 191 | \$13,964 |
| | Rentals | 10 (6 Free) | \$551 |
| | Advanced Course | 0 | \$0 |
| | Public Swim | 30 | \$6,446 |
| 2025 Programs | Lessons | 170 | \$11,819 |
| | Rentals | 15 (6 Free) | \$1,000 |
| | Advanced Course | 0 | \$0 |
| | Public Swim | 30 | \$10,667 |

Programming Goals

| Program | Provider | Program Results 2022 | Program Results 2023 | Program Results 2024 | Program Results 2025 |
|---|-------------------------------------|--|--|--|--|
| Youth Action Committee | Southgate | 15 Members 90 Participants | 11 Members 110 Participants | On Hold/ Restructuring | On Hold/ Restructuring |
| Youth Ball Hockey | Southgate | 107 Participants | 121 Participants | 122 Participants | 116 Participants |
| Youth Futsal (Indoor soccer) | Southgate | Not Offered | 57 Participants | 42 Participants | 76 Participants |
| Youth Basketball | Southgate | 72 Participants | 63 Participants | 48 Participants | 62 Participants |
| 3 on 3 Basketball League | Southgate | 42 Participants 6 teams \$400 per team | 46 Participants 6 teams \$600 per team | Continuation from 2023 league (next session 2025) | 40 Participants 6 Teams |
| Drop In Basketball | Southgate | | 29 Participants | 30 Participants | 60 Participants |
| Hope Through Hoops Program | Southgate/ Volunteer Partnership | N/A | 15 Participants | N/A | N/A |
| Kids, Youth and Adult Learn to Skate (8-9 weeks) | Southgate | Winter 65 Participants Fall 70 Participants | Winter 86 Participants Fall 79 Participants | Winter 127 Participants Fall 127 Participants | Winter 145 Participants Fall 101 Participants |

Recreation Programming Plan

| Program | Provider | Program Results 2022 | Program Results 2023 | Program Results 2024 | Program Results 2025 |
|---|--------------------------------------|---|--|---|--|
| Kids and Youth Learn to Play Hockey (8-9 weeks) | Southgate | Winter 7 Fall 9 Participants | Winter 18 Fall 16 Participants | Winter 40 Fall 21 Participants | Winter 35 Fall 25 Participants |
| Youth Pick Wednesday Hockey Program | Southgate | Winter 11 Participants Fall 5 Participants | Winter 45 Participants Fall Defunct/on hold | Did not Run | Did not Run |
| Pickle Ball | Southgate/ Self-run Volunteers | 15 Participants | 15 Participants | 18 Participants | 25 Participants |
| Playnastics | Southgate | N/A | N/A | 25 Participants | Winter 27 Participants Fall 44 Participants |
| Youth After School Drop-In Center | Southgate | 20 Participants | Winter 400 Participants Fall 300 Participants | Winter 620 (22Weeks) Fall 300 (10 Weeks) | Winter 625 (22Weeks) Fall 315 (10 Weeks) |
| Youth After School Shinny | Southgate | Fall 68 Participants | Winter 69 Fall 132 Participants | Winter 108 Fall 70 Participants | Winter 100 Fall 35 Participants |

Recreation Programming Plan

| Program | Provider | Program Results 2022 | Program Results 2023 | Program Results 2024 | Program Results 2025 |
|---------------------------|-------------------------------------|----------------------|--|------------------------------|--------------------------|
| Youth House League Soccer | Southgate/Volunteers | N/A | N/A | 87 Participants | 100 Participants |
| Foodfit program | Southgate/S EGCHC | 48 Participants | 43 Participants | Did not Run | 57 Participants |
| Badminton | Southgate | 15 Participants | 23 Youth 3 Adult drop-ins | 20 Youth 3 Adult drop-ins | 27 Youth 2 Adult |
| Dance Jazz/Hip Hop | Southgate/Volunteer Instructor | N/A | Summer 17 Fall 32 Participants | Winter 42 Participants | No longer running |
| Ladies Ball Hockey League | Independent Group/Southgate Partner | | 50 Participants 8 Youth Volunteers | 60 8 Youth Volunteers | 62 8 youth volunteers |

Programs in Development

| Program | Provider | | Program Results |
|--|--------------------------|--|-------------------------------------|
| Flag Football | Southgate/ Volunteers | Single day or multi day programs | Tournaments planned for 2026 |
| Adult Soccer | Southgate/ Volunteers | Summer league / team | Drop in night planned for 2026/2027 |
| Youth Tennis | Southgate/ Volunteer | 10-week spring program Location Ice Surface | Planned for Fall 2026 |
| Kids/Youth Hockey Camps | Southgate/ Volunteer | Single day or multi day programs (PD days, Christmas Break, March Break) | Implement 2026 |
| Kid/Youth 3 on 3 Hockey Tournaments | Southgate/ Volunteer | Single day or multi day programs (PD days, Christmas Break, March Break) | Planned for 2026 |
| Kids/Youth 3 on 3 Basketball Tournaments | Southgate/ Volunteer | Single day or multi day programs (PD days, Christmas Break, March Break) | Planned for 2026 |
| Environmental Camp | | 2-week summer camp Location Holstien | Planned for Summer 2027 |
| Canoe Kayak Days | | Special days Location Holstien | In development |
| Macintyre Cards/ Shuffleboard | Southgate/ Volunteer | Weekly Location Macintyre Building | In Development |

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| Seniors Centre | Southgate | Weekly Location Macintyre building / Community Centre | In Development |
| Senior Lunches | Southgate | Monthly Location Macintyre Building / possible partner Economic Development | In Development |

| Equipment Purchases for Programming | Timeline | Cost |
|--|----------|---------|
| Tennis: Program Nets Balls Racquets | 2026 | \$1,500 |
| Volleyball: Nets Balls | 2026 | \$2,000 |
| 9-hole Targets Discs | | |
| Stage 2 Gymnastic Apparatus | Complete | |

| Marketing Strategies | | |
|--|-------------------|-----------------------------|
| Action | Timeline | Cost |
| Create Recreation awareness program. <ul style="list-style-type: none"> • Brochure • Website current and up to date • Road sign • School newsletters • Social Media | Current/ On Going | Assumed in Operation Budget |
| Implement a strategic plan for grants, local sponsorship and donations for program equipment. | Ongoing | Assumed in Operation Budget |
| Research and Assist participants with subsidy programs. | Current/ On Going | |

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

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|--|--|------------------------------------|
| <p>Analyse feedback:</p> <ul style="list-style-type: none"> • Hold a public open house to share results and have open discussion on community ideas for recreation. • Share results in Recreation brochure, tax newsletter and websites. <p>Incorporate feedback into strategic planning for next phases of Recreation growth.</p> | | <p>Assumed in Operation Budget</p> |
|--|--|------------------------------------|

| Revenues/ Program Results | | | |
|----------------------------------|---|--------------------------|-----------------------|
| Goal | Action | Numbers of Participants | Revenue |
| 2020 Programs | Arena Programs \$5982 Soccer Program \$898 | 132 | \$6,880 |
| 2021 Programs | Arena Programs \$2,122/ \$9,227 Food fit \$850, Soccer \$3,492 No Jan Ice Programs | 204 | \$6,465 \$9,227.50 |
| 2022 Programs | Arena Programs \$14,110 Auditorium Programs \$4,245 Summer Programs \$4,155 Other \$1057 | 508 | \$23,567 |
| 2023 Programs | Arena Programs \$19,665 Auditorium Programs \$10,735 Summer Outdoor Programs \$7655 Other \$4565 | Paid 1,912 No Fee 715 | \$42,620 |
| 2024 Programs | Arena Programs \$25,678 Auditorium Programs \$9,215 Summer Outdoor Programs \$10,716 Other \$0 | Paid 1,155 No Fee 938 | \$45,609 |

| | | | |
|---------------|--|--------------------------|----------|
| 2025 Programs | Arena Programs \$27,937 Auditorium Programs \$10,533 Summer Outdoor Programs \$11,211 Other \$0 | Paid 1,151 No Fee 940 | \$49,681 |
|---------------|--|--------------------------|----------|

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|-------------------------------------|---|
| Programming Analysis Summary | |
| | <p>Increased Number of Participants: Programs with the most significant increase in participation:</p> <ul style="list-style-type: none"> • Learn to Skate. • Adult Learn to Skate • Outdoor Soccer • Badminton • House League Soccer • Playnastics <p>New Programs Offered / Returning Programs:</p> <ul style="list-style-type: none"> • FoodFit • Additional Playnastics • Expanded Current Programs by splitting age groups into more manageable age ranges. <p>Programs on Hold: In 2025 some programs were put on hold due to staff capacity, Facility limitations, volunteer availability and reduced external sponsors:</p> <ul style="list-style-type: none"> • Youth Action Committee. • Fall After school shinny |

Program Demographics and Rationale:

Factors contributing to Demographics include:

- Programming has largely been focused on ages 2-17 since 2017.
- There has been an overall decrease in participation in organized minor sports with an increased interest in low commitment, local, affordable sport activities.
- High School students are committing to social groups, minor sports teams, school teams, and employment, limiting their time and commitment to structured programs.
- Drop-in programs and events are generally more successful with 13-16 age group.
- Adult Programming with a re genesis in Swinton Park may change the interest and opportunity to offer Senior Programming. Relying on the Secondary Providers Policy still a hopeful option.
- Pickleball starting to catch on. Will soon out grow capacity.

Program Capacity: New Employee

2026 Southgate committed to adding one full time staff equivalent.

Duties of the New Employee projected:

- 10 hours administration
- 20 hours program support / program expansion
- 10 hours Senior program development.

2026 Southgate committed to new Recreation Management Software. Expectation is:

- Reduce staff administration time.
- Support program registrations
- Ensure proper documentation and risk management forms are completed.