

Memorandum

Meeting: General Committee Meeting

Date: September 9, 2025

To: Members of Council

From: Rory Cross, Project Manager, Community Recreation, Community Services

Subject: June is Seniors Month

Overview

Council Resolution 2025-004 directed the Recreation Services team to recognize Seniors Month through the provision of no-cost drop-in programs and recreation memberships for residents aged 55 and over for the month of June 2025.

To facilitate, staff created a no-cost “June is Seniors Month” (JSM) All-Access Membership which was made available to all adults aged 55 and over for the duration of June. Existing members aged 55 years and over received a one-month complimentary extension of their current membership type, with the option to upgrade to the JSM All-Access Membership for the month if they wished to access additional programs or facilities.

Marketing and Promotion

A comprehensive marketing campaign supported the “June is Seniors Month” initiative, utilizing multiple channels to reach adults aged 55 and over:

- Targeted Email Outreach: A dedicated e-news email outlining the initiative was sent to approximately 4,000 clients.
- Website Updates: The Town website was updated with revised language and a specialized Seniors Month page, which served as the central hub for all program information and was linked from other Town web pages.
- Social Media Advertising: Ran throughout May and June to raise awareness and encourage participation.
- On-Site Promotion: Hard copy posters and digital notices on display screens were placed in Town facilities, supplemented by roadside signs in high-traffic areas.
- Newsletter Inclusions: The initiative was featured in the Age-Friendly Caledon and Recreation e-newsletters.
- Printed Materials: Seniors Month calendars were printed and distributed at community centres and partner locations.

- Local Media: The initiative was advertised in the Caledon Citizen newspaper.
- In-Person Outreach: Staff promoted the initiative directly at community events throughout June, including Caledon Day, June is Recreation Month pop-ups, and other Seniors Month celebrations. These events provided opportunities to answer questions and connect with potential participants.

Participation By the Numbers

- 1,154 adults aged 55 and over who already held an active membership received a one-month complimentary extension at their existing membership access level.
- This extension applied to all membership types and effectively postponed their renewal dates by 30 days.
- In addition to the extensions above, 1,016 individuals registered for the JSM all-access membership:
 - **589 new individuals (58%)** were not active members prior to June and accessed recreation services through the initiative for the first time or after a lapse.
 - **427 individuals (42%)** already held active memberships but chose to add the JSM all-access membership to expand their program access during the month.
- Staff will be monitoring active memberships to observe if any new members decided to continue their membership at the applicable fee.

Site Distribution (JSM Memberships)

Of the 1,016 JSM memberships issued:

- **Caledon Centre for Recreation and Wellness:** 55% (≈559 memberships)
- **Caledon East Community Complex:** 27% (≈275 memberships)
- **Southfields Community Centre:** 17% (≈175 memberships)

Program Participation

- JSM memberships accounted for approximately **3,100 visits** across all recreation centres during June.
- The most popular program categories included **Swimming (920 attendances)**, particularly Aquafit (517), Fitness Swim (193), and Therapeutic Time (192), followed by **Fitness Fieldhouse and Walking Track usage (1,270 visits)**. **Fitness and Wellness drop-ins** saw **506 visits**, with a strong showing in Zumba, Gentle Fitness, Body Blast, and similar offerings. **Mind-body classes**, such as yoga and pilates, drew **288 participants**, and structured strength training options (e.g., Bootcamp, TRX, Circuit Training) also attracted steady interest.
- To accommodate the increased participation in June, program teams made targeted adjustments where possible. For programs popular with the 55 and over age group, additional sessions were added or class sizes increased where space and staffing permitted, particularly in cases where programs were already consistently near capacity. Overall, no significant capacity concerns were reported.
- The average participant age was **66**.

Financial Impact

- The initiative resulted in an estimated \$32,000 reduction or deferral in potential revenue:

- This represents the value of the complimentary one-month extensions granted to the 1,154 existing members.
- The figure was calculated by prorating the monthly value of existing memberships (e.g., dividing annual memberships by 12, three-month memberships by 3 and so on).
- The revenue is expected to be recovered later, as these members renew at their new adjusted end dates.
- In addition, 589 new participants accessed services through the complimentary JSM All Access Membership:
 - At the regular monthly rate of \$68.87, this equates to approximately \$40,600 in missed potential revenue.
 - While this does not represent a direct revenue loss (as these individuals would not necessarily have purchased memberships otherwise), it reflects increased participation and service demand without offsetting revenue.
- June 2025 membership revenue totaled **\$110,496**, compared to **\$103,508** in June 2024. Without the JSM extensions, estimated revenue for June 2025 would have been closer to **\$142,496**.
- In addition to the revenue impacts noted above, additional staff time was required to support the increased programming in June, including the addition of sessions and expansion of class sizes for popular 55 and over programs, as well as orientation sessions to ensure participants used equipment safely and had an opportunity for facility tours and questions, contributing to additional staffing costs of \$5,600.

ATTACHMENTS

None.