

2025 BUDGET

Recreation Administration



Our role

Net budget \$1,250,000

Recreation Administration provides support to the entire Parks, Recreation and Community Services (PRCS) Department, including program registration, administrative support, recreation systems support, data analysis, and marketing and communications.

Services we provide

RECREATION ADMINISTRATION

Net cost \$956,600

Encompassing senior management, systems support, data analysis, capital projects coordination, and customer service, Recreation Administration broadly oversees the Division's recreation centres, facilities and programs. Responsibilities include program analysis and direction, management of PRCS' registration software (ActiveNet), asset management and capital planning, administrative support—both directly to patrons and more broadly to centre-based administration teams – and the coordination of Department-wide initiatives.

2025 BUDGET

Recreation Administration



MARKETING

Revenues \$230,000

Expenses \$523,400

Net cost \$293,400

The Marketing Section develops and executes strategic marketing and communications plans to support Department services, initiatives, and priorities. These efforts primarily support the Recreation's revenue-generating activities, broadly reinforce PRCS' wide range of services and programs, help showcase its community impact and help build and maintain the Department's brand and reputation. Major projects include overseeing Recreation's annual promotion campaign, supporting the Department's three annual program registration cycles, and providing marketing, communications, and graphic design assistance to Cedar Hill Golf Course, Parks, and Community Services. This Section's work is critical to the Department's ability to generate over \$14 million in annual revenue.