

# BU39.1.1



方卓怡 市議員 **Paula FLETCHER**

**Councillor** Toronto-Danforth Ward 30

December 11, 2017

To: Budget Committee

Re: Parks, Forestry and Recreation  
The Little Pool That Could – SH Armstrong

Dear Chair and Members,

The work that the community has done around SH Armstrong Pool is truly amazing. When given a chance to show their commitment and capacity to grow the programming at this pool they responded in spades. Through dedication and hard work, social marketing, outreach and collaboration with city staff they have:

- raised the utilization rate from 69.4% to over 90%
- tailored the programming to meet local interests and needs
- continued to offer unique programming such as the popular "women only" swim
- successfully had the pool temperature increased
- created stronger working relations between the City and the TLC
- engaged the broader community through social media and marketing
- met with the Tenant Council to promote the pool to TCH residents
- met regularly with city aquatic staff and the SH Armstrong Pool Working Group
- ensured the pool gallery renovation was undertaken and completed

The pool was included in the fall winter program and the registrations are higher than ever before.

I am writing to ask you to support the full reinstatement of the pool in the 2018 budget. It will not be listed in the annual Fun Guide which means that once again the community will have to take extraordinary steps to fill this pool so the earlier they can start their outreach the better.

Please give them the support they deserve by including the \$139.6 in the 2018 budget.

Many thanks for your consideration.

Sincerely,

*Paula Fletcher*

c.c. Mayor John Tory  
Deputy City Manager Giuliana Carbone  
Leslieville Community

