

**STAFF REPORT: Recreation Department**



**REPORT TO: Infrastructure and Recreation  
Committee**

**MEETING DATE: April 28, 2009**

**REPORT NO.: DOR 09 20**

**SUBJECT: Discounts for Youth Week**

**PREPARED BY: Joanna Garland  
Youth Advisor**

#### **A. Recommendations**

THAT Council receive Staff Report DOR 09 20 "Discounts for Youth Week" for information purposes.

#### **B. Background**

National Youth Week is the first week of May every year. This week is dedicated to celebrating our Youth and the important role they play in our community. As part of the Youth Initiatives, Staff and the Blue Mountains Youth Council would like to propose to community business owners a student discount for this week as a way to recognize their involvement in and contribution to, local recreation, drama, sport, dance, civic engagement, art, volunteerism and leadership. Older Youth would need to present their student card to receive a discount. The amount of the discount would be to the discretion of the business owner and would be on a voluntary basis. The purpose of the discount would be to symbolize recognition, show Youth that they are valued in our community and encourage them to be a part of our local economy.

Businesses that participate in this week, would be taking the first step to a Youth Friendly Business Recognition Program. The criteria for recognition would be as follows:

- Hire local Youth and/or participate in co-op placements and internships.
- Support programs/events for Youth in school as well as in the community.
- Maintain a friendly and respectful exchange with Youth customers.
- Encourage school success and meaningful career steps

Businesses would be encouraged to have dialogue with our local Youth Council and staff, presenting them with testimony for these criteria. After being accepted as a Youth Friendly Business, our local Youth would present them with a window decal that has the Youth of the Blue Mountains logo and states they are "Youth Friendly". Celebrating and acknowledging Youth every week of the year is the

goal. If our businesses become “Youth Friendly” it will help to break down the barriers of adult/youth relationships and help build partnerships with each other and our community. This will benefit our economy, our Youth retention and our overall desire to be a leading municipality.

Staff requests to partner with the Business Improvement Association both in Clarksburg and Thornbury, the Blue Mountains Chamber of Commerce and the Village Association in support of student discounts for National Youth Week; with intentions of celebrating Youth and working together to become a Youth Friendly Community.

### **C. The Blue Mountains’ Strategic Plan (**

Supporting the development of social and recreational programs to meet the broad range of needs in the community.

Managing growth to ensure the ongoing health and prosperity of the community.

### **D. Environmental Impacts**

Encouraging Youth to support our local economy.

### **E. Budget Impact**

Youth discounts

### **F. Attached**

None

Respectfully submitted,

Joanna Garland

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Signature

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