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## PARTNERSHIP REPORT

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**TO:** WHEATLAND COUNTY COUNCIL

**FROM:** TRACY SIMPSON  
DIRECTOR OF COMMUNITY & PROTECTIVE SERVICES  
TOWN OF STRATHMORE

**SUBJECT:** 2019 STRATHMORE MOTOR PRODUCTS SPORTS CENTRE YEAR END REPORT

**DATE:** FEBRUARY 13, 2020

**CC:** TOWN OF STRATHMORE COUNCIL

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The intention of this report is to provide Council with a brief review of first year of operation of the Strathmore Motor Products Sports Centre. The Strathmore Motor Products Sports Centre has been open to the public for a year. Administration is providing a report to Council on operations of the facility from January 2019 to December 2019.

The Strathmore Motor Products Sports Centre was scheduled to open in September 2018 but due to construction delays over the winter and the reallocation of resources, to ensure the opening of George Freeman school, the official opening of the Sports Centre was pushed into January 2019.

On January 28, 2019, the Sports Centre had a “soft” opening to the public, with limited hours (8:00am to 4:00pm). The facility opened with the Sobeys Indoor Walking Track, the George Freeman School Gymnasium and the Magnum Cementing Public Gymnasium. In mid-February the rental turf was installed for use on the large northern field while awaiting the new product to be delivered.

On February 23, 2019, the Town hosted a Grand Opening Ceremony that included sport demonstrations from local sport associations, tours of George Freeman school, and official ribbon cutting by the three facility partners. In April 2019, the rental turf was removed, and the installation of new artificial turf was completed.

There were several facility rentals during first quarter of 2019 but most user groups (soccer and lacrosse) made other arrangements due to the construction and turf installation delays. A portable board system was installed in May and allowed the facility to host a portion of Redneck Rumble lacrosse tournament over the May 31<sup>st</sup> to June 2<sup>nd</sup> weekend.

Beginning in May, Administration began coordinating with the user groups (George Freeman school, Chestermere United Football Club, and Strathmore Minor Soccer) on facility requests for the Fall/Winter. From May 1st to December 31st, over 2,000 hours were utilized by various school or external user groups; generating close to \$20,000 in revenue. New facility users for 2020 include the Calgary Redbirds (Baseball), Calgary Rage (Women's Tackle Football) and Chestermere Crushers (Baseball).

Administration strived to maximize the utilization of the facility by adding fitness programming such as kick boxing, Zumba and Seniorcise in 2019. These classes, and others, will continue into 2020. Facility memberships exceeded \$38,000 in sales for 2019 with an additional \$7,200 in drop in admission. Overall, the success of this facility has resulted in several requests from other municipalities for tours; the Town of Coaldale in November 2018 and the Town of Taber in October 2019.

For additional details please find attached a stats PowerPoint presentation and the January to November Financials for 2019.

Respectfully Submitted,

Tracy Simpson  
Director of Community and Protective Services

Supporting Documents

- 2019 Sports Centre Final Statistics – PowerPoint
- January to November Budget vs. Actuals Financial Report