

Strathmore Motor Products Sports Centre

2019 Year End Report



Programming Re-cap

Adult Fitness Classes

► Kickboxing Class

- Dates: Mondays & Wednesdays
- Times: 7:00 - 8:00pm
- Instructor: Katelyn Redekopp
- Number of Sessions offered: 2
- Cost:
 - \$9.30/class (Members)
 - \$10.30/class (Non-members)
 - \$12 drop-in
- Average # of Registered Participants/ session: 8
- Average # of Drop-in's/ session: 2

► Seniorcise Class

- Dates: Mondays & Wednesdays
- Times: 1:00 - 1:45pm
- Instructor: Robyn Boucher
- Number of Sessions offered: 2
- Cost:
 - \$3.75/class (Members)
 - \$4.40/class (Non-members)
 - \$5 drop-in
- Average # of Registered Participants/ session: 11
- Average # of Drop-in's/ session: 2

► Mommy & Me Fitness

- Dates: Tuesdays & Thursdays
- Times: 10:00 - 11:00am
- Instructor: Katelyn Redekopp
- Number of Sessions offered: 1
- Cost:
 - \$8.80/class (Members)
 - \$9.70/class (Non-members)
 - \$12 drop-in
- Average # of Registered Participants/session: 5
- Average # of Drop-in's/ session: 1-2

Mommy & Me Fitness



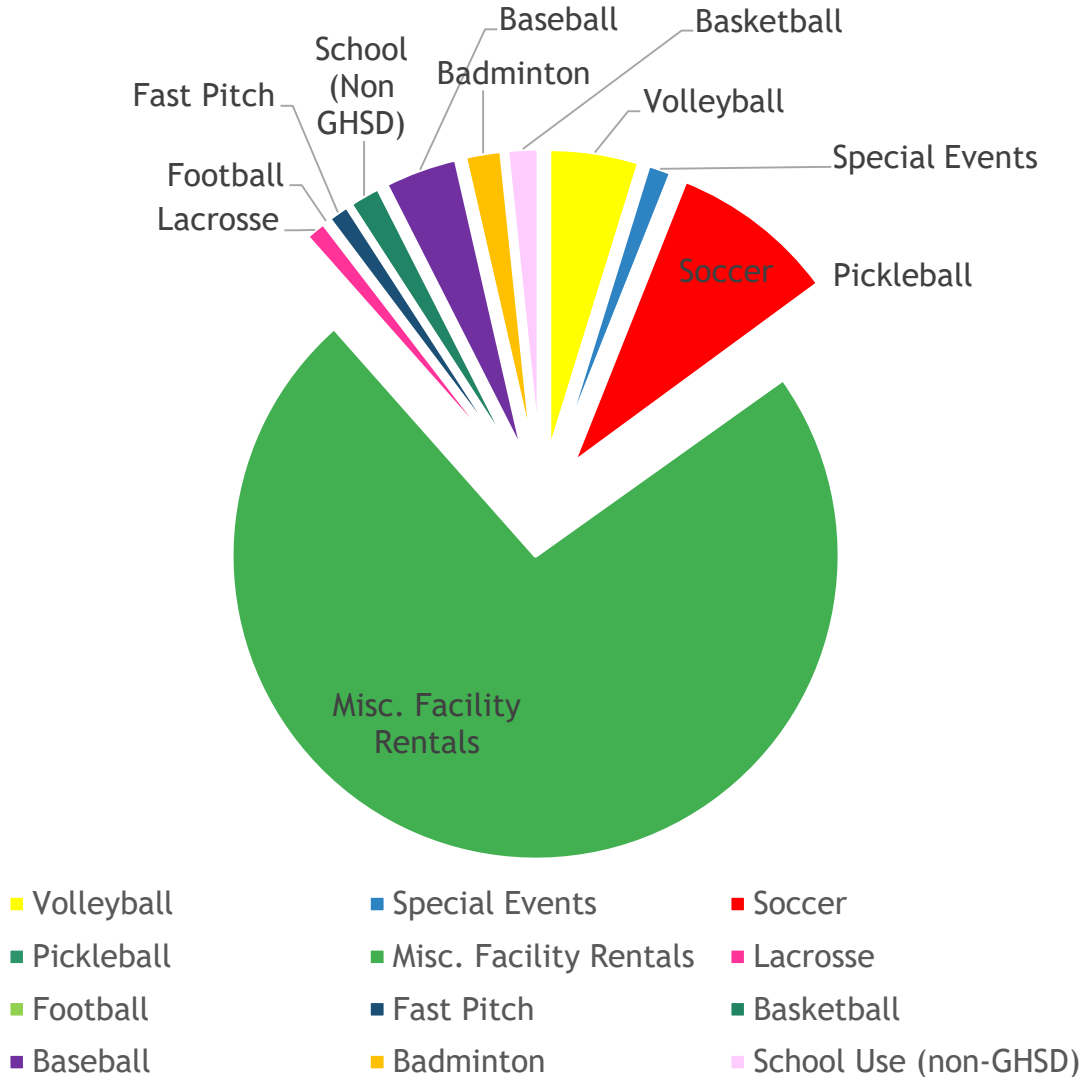
Seniorcise Class



Mommy & Me Fitness

Facility Bookings (May 1 - Dec. 31, 2019)

Hours of Utilization (Rentals Only)



Facility Bookings (May 1 - Dec. 31, 2019)

Activity	No. of Rentals	Hours Utilized	Total Revenue
Volleyball	37	98	\$2,259.00
Special Events	3	25.5	\$1,358.00
Soccer	47	182	\$4,541.00
Pickleball	2	4.5	\$121.00
Misc. Facility Rentals*	419	1,500.75	\$4,719.00
Lacrosse	3	22.5	\$1,580.00
Football	3	3.5	0
Fast Pitch	10	23	\$1,484.00
Basketball	21	34	\$389.00
Baseball	26	79.5	\$771.00
Badminton	9	39.5	\$328.00
School Use (not including GHSD)	17	34	\$1378.00
Totals	597	2,046.75	\$18,928

Note: "Misc. Facility Rentals" includes all rentals on the Concrete Pad and Flex Space including: Birthday Parties, Tae Kwon Do, Fitness Classes...etc.

Facility Usage

▶ Regular User Group (Currently)

- ▶ Chestermere Soccer - 2 hrs./ week (Feb. - Dec.)
- ▶ Strathmore Soccer - 8 hrs./week (Oct. - Dec.)
- ▶ Victory Martial Arts - 1 hr./ week (Oct. - Dec.)
- ▶ Home Schooling - 2 hr./ week (Sept. - Dec.)
- ▶ Girl Guides - 1 hr./ week (Sept. - Dec.)
- ▶ Roller Derby (7 Saturdays in 2019 - varied hrs.)
- ▶ Fast Pitch - 2.5/ week (Aug. - Dec.)
- ▶ Chaos Volleyball Club - 8 hrs./ week (Aug. - Dec.)
- ▶ PALS - 1.5 hrs./ week
- ▶ Redekopp Fitness 3hrs./ week (Sept. - Dec.)
- ▶ Kaminsky Fitness - 2 hrs./ week (Sept. - Dec.)
- ▶ Strathmore Minor Ball - 1.5 hrs./ week (Nov. - Dec.)
- ▶ Holy Cross Collegiate - 2 hrs./ week (Sept. - Dec.)

▶ 2020 Potential New users

- ▶ Strathmore Lacrosse
- ▶ Calgary Redbirds (Baseball)
- ▶ Calgary Rage (Women's Tackle Football)
- ▶ Chestermere Crushers (Baseball)

Golden Hills School Division Usage

- ▶ GFS Tournament Usage

- ▶ 240 hours

- ▶ GFS Academy Usage

- ▶ Soccer (Oct. - Dec.) - 12 hrs./week
- ▶ Baseball (Feb. - Apr.) - 12 hrs./week
- ▶ Fastball (Feb. - Apr.) - 12 hrs./week

- ▶ GHSD (non-GFS) Usage (Both Gyms)

- ▶ 212 hours

- ▶ Misc. GFS Booking

- ▶ ***Including: Movie Nights, Christmas Concert, Remembrance Day Ceremonies...etc.)***

- ▶ 16 hours

Membership Revenue



Total 2019 Membership Revenue = \$38,000

Track Membership Sales

(Jan 1 - Dec. 31, 2019)

Membership Type	Age	# of Sales
10 Pass	Adult	298
	Senior	75
	Youth	5
	Family	7
1 Month Membership	Adult	223
	Senior	217
	Youth	8
	Family	23
3 Month Membership	Adult	39
	Senior	81
	Youth	1
	Family	6

Membership Type	Age	# of Sales
6 Month Membership	Adult	12
	Senior	8
	Youth	0
	Family	0
Annual Membership	Adult	10
	Senior	20
	Youth	0
	Family	1

Total 2019 Track Membership Sales - 1,063

General Membership Sales

(Jan 1 - Dec. 31, 2019) ***Includes Access to: Gymnasiums, Field, & Track***

Membership Type	Age	# of Sales
10 Pass	Adult	31
	Senior	5
	Youth	60
	Child	2
	Family	1
30 Pass	Adult	17
	Senior	3
	Youth	34
	Child	1
	Family	11
1 Month Membership	Adult	16
	Senior	1
	Youth	42
	Child	1
	Family	52

Membership Type	Age	# of Sales
3 Month Membership	Adult	3
	Senior	0
	Youth	11
	Child	0
	Family	16
6 Month Membership	Adult	1
	Senior	0
	Youth	2
	Child	0
	Family	7
Annual Membership	Adult	5
	Senior	0
	Youth	1
	Child	0
	Family	22

Total 2019 General Membership Sales - 345

Drop-in Revenue (May 1 - Dec. 31, 2019)

Drop-in Type	# Sold	Net Sales	% of Total Sales
Track Drop-in - (Youth)	20	\$40	0.55%
Track Drop-in - (Adult)	232	\$464	6.39%
Track Drop-in - (Senior)	20	\$40	0.55%
Track Drop-in - (Family)	3	\$14.00	0.20%
General Drop-in - (Child)	46	\$115	1.59%
General Drop-in - (Youth)	639	\$2876	39.77%
General Drop-in - (Adult)	452	\$2,951	40.55%
General Drop-in - (Senior)	1	\$5.00	0.06%
General Drop-in - (Family)	46	\$747	10.33%
Totals	1,481	\$7,251	100%

Facility Enhancements (2020)

- ▶ Boot Racks (Lobby)
- ▶ Donor Wall
- ▶ Turf Sweeper
- ▶ Turf Covering
- ▶ Lockers
- ▶ Continued Sponsorship Program
- ▶ Scoreboards
- ▶ New Programs
 - ▶ Youth Nights
 - ▶ Basketball Camp
 - ▶ Strong by Zumba fitness class