

BELTLINE FACILITY SHORT- AND LONG-TERM PROGRAM PLANS

SHORT-TERM

The Beltline facility will re-open in alignment with provincial health restrictions. Short-term changes will be made at the facility to leverage and activate existing spaces with community-based activities and initiatives.

Amenities

The facility will operate as a community gathering space where citizens will be able to access a variety of social, cultural, recreational and community initiatives.

Gymnasium (upper floor)	Will re-open and primarily be used for social and recreational programming opportunities (Calgary After School [CAS], fitness, etc.) and sport group rentals.
Multipurpose space (upper floor)	Will re-open as a programming space for youth-focused activities (including CAS).
Pool (main floor)	This amenity will not re-open. Decisions on re-purposing this space will be made based on consultant recommendations and market / community engagement.
Gym / Weight room (lower floor)	This amenity will be re-purposed as a multi-functional community space. This community area will be made available to the public, partners and agencies at a low to nominal cost for community programming and initiatives.
Rock climbing wall (lower floor)	Will not re-open for public drop-in but will be made available for group bookings.

Programming

Programming and activation of the Beltline facility will be delivered through the collaborative efforts of Calgary Neighbourhoods, Calgary Recreation and Calgary Parks business units.

Business Unit	Core Function in Beltline facility activation
Calgary Neighbourhoods	Community gathering space (e.g. activate community room, community art mural, community outreach), community programming (e.g. résumé writing, English as a Second Language, intergenerational programming), and collaboration with community organizations and agencies to support community residents.
Calgary Recreation	Recreation programming (e.g. CAS, preschool dance), rental group management (e.g. Floor Hockey rental, Basketball league), core staffing function required for facility operations, and operational site management and support.
Calgary Parks	Outdoor activation and programming to augment and enhance programming within the facility.

Marketing and promotions

Enhanced marketing and promotion of this facility and its products to increase awareness and attendance.

Facility marketing plan	Create a facility specific marketing and promotion plan to support priority products and services to a determined target audience. Employ specific tactics once the final product mix has been determined.
Facility web page	Update the facility web page to showcase the range of programming offered.

LONG-TERM

Administration is procuring a consultant to investigate the feasibility of converting the Beltline facility to a new use.

The feasibility investigation will focus on:

- Delivering integrated social and recreational programming with a focus on social connections. There is a unique opportunity to offer a variety of social, recreational, cultural and community initiatives at the facility.
- Responding to the social and recreational needs of diverse residents in the Beltline, particularly youth and new Canadians.
- Working with Beltline community members who expressed needs for low-cost opportunities for social connection and desire unique social and recreational opportunities and unstructured activities.
- Innovative re-use of the facility through conversion to deliver this unique style of programming.
- Aligning the programming with community demographics and needs.

Administration will report back through the Priorities and Finance Committee in Q2, 2022 with the results (including capital and operating needs).