

Applicant Submission

2021 June 22

Cardel Summary

Cardel Rec South began as a "vision" of a community - based recreation centre for the residents of Fish Creek Provincial Park by a small group of concerned community residents in the mid 1990's. With perseverance and hard work, the Cardel Rec South became a reality in January 2001 with the opening of Phase 1; which was comprised of two arenas, one gymnasium and a couple of meeting rooms.

Mission Statement

Working in partnership with communities and sport groups and collaborating with South Fish Creek Complex Partners to provide quality recreation, education, and social programs with access to all.

Vision Statement

The South Fish Creek Recreation Association is a community focal point that is built on partnerships working together to provide well-managed and efficient recreational, educational and social opportunities

Values

The Association is based on integrity, honesty, dedication, and commitment. People, family, and children are the most important focus of what we do. We value a well-run facility that is safe and accessible to all and are committed to the power of volunteer participation.

The Journey to this Proposal

The F&B committee reached out to a restaurant operator, who operates a number of locations. This operator referred us to a designer, Kasey Sterling of Korr Design who has visited the space and has developed a high-level plan for the space. Reusing as much of the existing amenities as possible, while highlighting the hockey on rinks 3 & 4 while providing an additional service for our community. In discussions with the restaurant operator, they have used Kasey on a number of projects, with great success.

- The committee recognized the need to have a place where our community can visit and spend more time
- Cardel Rec would roll the 'net' profits into our community funding, to provide additional support to those who need it. (via scholarships, bursaries and more support for program registrations)
- Help keep our community at SFCRA longer and have them stay with us as opposed to moving to offsite restaurants who do not sponsor or benefit our community partners
- We have heard from a number of our patrons that they are looking for a restaurant option

Potential

- Having a 200+ seat restaurant in an existing space
- Host team events and parties
- Better use and servicing of meeting spaces opportunity for us to market as a meeting option in South Calgary, where there are limited options currently
- Provide Meal options for camps and other children activities
- To help us better partner with YMCA and Calgary Public Library
- Can expand event offerings to community such as wine tastings, culinary classes
- Allow us to establish a culinary program with the Calgary Catholic School Board

The Bench

The Bench will be a smart, modern, restaurant and sport bar experience. The sociable space and menu will be a hub for activities at Cardel Rec. Menu items will have a focus on Alberta foods and beverages. The menu will have traditional expected items but with high quality lacking in many pubs. Feature items created by The Bench Executive Chef will be approachable offering variation and healthier alternatives for our guests' wellness. Beverage selections will be carefully curated offering great selection without being overwhelming.

The thoughtfully designed space will bring the community at Cardel Rec together. The flexible space will accommodate events from birthday parties and family gatherings to sport teams. The games room will offer a reprieve for parents or excitement for groups of friends after a game.

What Makes us Special

The Bench will be tailored to the recreational centre's and community demographic. People visiting Cardel Rec, YMCA, The Calgary Public Library, and Bishop O'Byrne High School will now have an on-site location to gather and share. Ideally located between two hockey rinks it offers a place for family and friends to celebrate sport while enjoying locally made quality meals.

Guest Experience

Previous surveys and online feedback speak to the communities' view that Cardel Rec offers friendly personal service. The Bench will support and try to expand Cardel Recs reputation as a place for great service. Bench associates will be approachable and have a greater opportunity to interact and connect with guests. Associates who are hired will be engaging and trained to be attentive but not smothering, fun but knowledgeable, casual but professional. Associates will be hired that anticipate guest needs, wanting to go the extra step for guest requests and issues