

# Amenity Refinement Study Summary Results

## Contents

---

1 Introduction .....	2
2 Existing Facility Review .....	4
3 Benchmarking & Best Practices Analysis .....	7
4 Economic Impact Analysis .....	8
5 Amenity Mix .....	11
6 Core Amenity Flexibility .....	15
7 Facility Layout & Site Context .....	18
8 Targeted Engagement .....	21
9 Future Operating Model Assumptions .....	22
10 Social Benefits .....	24

# 1 Introduction

Administration retained a consultant to conduct an Amenity Refinement Study (the “Study”) to revise the amenity mix for the Foothills Multisport Fieldhouse (the “Fieldhouse”) and ensure alignment with the original vision of the facility as a year-round indoor practice and play space, a hub for community gathering and activities and a training and competition destination unique to Calgary and Canada.

## The Need

The gap in indoor practice and play space has existed in Calgary for decades. Calgary is a well-established training hub for high-performance winter sport but is deficient in indoor sport facilities. In addition to serving the broader community and a range of recreation and amateur sport uses, the Fieldhouse will provide training and competition opportunities for high-performance athletes beyond the winter sports Calgary has traditionally served.

The idea for the Fieldhouse was developed in 2010 as part of the Glenmore and Foothills Athletic Park Redevelopment Concept Plan. It was originally imagined as a multisport and training space that could accommodate concurrent uses with convertibility allowing for competitions and events. The 2010 concept included an indoor soccer field surrounded by an eight-lane 400-meter track, eight multisport court spaces, jumping and throwing areas and seating up to 10,000 (500 permanent).

In 2018, The City of Calgary assessed operating costs and potential revenue based on projected usership of the 2010 concept. Since 2010, the sport and recreation landscape in Calgary has changed. Facilities have been built or decommissioned, design specifications have changed, and sport needs and preferences have evolved.

## The Study

The Study establishes a research methodology and engagement approach to ensure the amenity mix reflects the needs of sport and community, aligns with requirements for hosting competitions and events, and advances the project goals of equity, affordability and long-term operational sustainability.

## Objectives

The Study seeks to advance the following objectives:

- Create a welcoming, accessible, and affordable community hub that meets the recreation needs of user groups, sport organizations, event organizers and the community.
- Provide amenities to host regional, national and international competition events.
- Design a facility that maximizes both operating efficiency and revenue potential.
- Support a wide range of sports played at different levels (recreational, grassroots, competitive, elite), to complement existing recreation facilities and serve as a community hub.
- Encompass universal design concepts to maximize flexibility over time for new and expanded services and technology.
- Provide long-term social, economic and environmental value to Calgarians.

## Guiding Principles

The Study is based on the guiding principles of maximizing programming opportunities, operational efficiency, competition capability and flexibility.

### *Maximizing Programming Opportunities*

The Baseline Amenity Mix (the “Amenity Mix”) maximizes facility use through flexible, modular design. This allows amenities to operate independently for simultaneous use.

### *Operational Efficiency*

Operational efficiency is achieved through flexible space configurations that maximize programming opportunities and revenue potential. The Amenity Mix maximizes social and economic benefits while minimizing operational costs.

### *Competition Capability*

Core amenities meet competition-hosting requirements as set out by various sport governing organizations including World Athletics, Fédération Internationale de Football Association (FIFA), Fédération Internationale de Basketball (FIBA), Badminton World Federation and Fédération Internationale de Volleyball (FIVB). Flexible design allows for convertible spaces for a variety of competitions and events.

### *Flexibility*

Multi-use is increasingly a fundamental requirement to meet the demand of different sports. Amenities and spaces should be organized to allow for multiple configurations while ensuring that sports can be practiced safely and according to the requirements and standards of each sport. Flexibility also ensures the facility can adapt to emerging uses and remains relevant over time.

## Investigation & Analysis

To better understand what amenities and configurations best support sport, community and operations, the Study includes:

- Existing Facility Review
- Benchmarking & Best Practices Analyses
- Economic Impact Analysis
- Amenity Mix
- Core Amenity Flexibility
- Facility Layout & Site Context
- Targeted Engagement
- Future Operating Model Assumptions
- Social Benefits

The Study supplements existing research and data with original research and analysis to better understand the environment in which the Fieldhouse will operate and to validate assumptions around use. Where data does not exist, the Study applies benchmarks and best practices to inform observations.

## 2 Existing Facility Review

Calgary's sport and recreation landscape has changed since 2010, when the idea for the Fieldhouse was conceived. This section reviews current and future needs for the Fieldhouse based on market research, user trends and engagement with sport organizations and sport governing bodies. Analyses focus on the existing infrastructure in and around Calgary to inform the amenity mix and core functionalities.

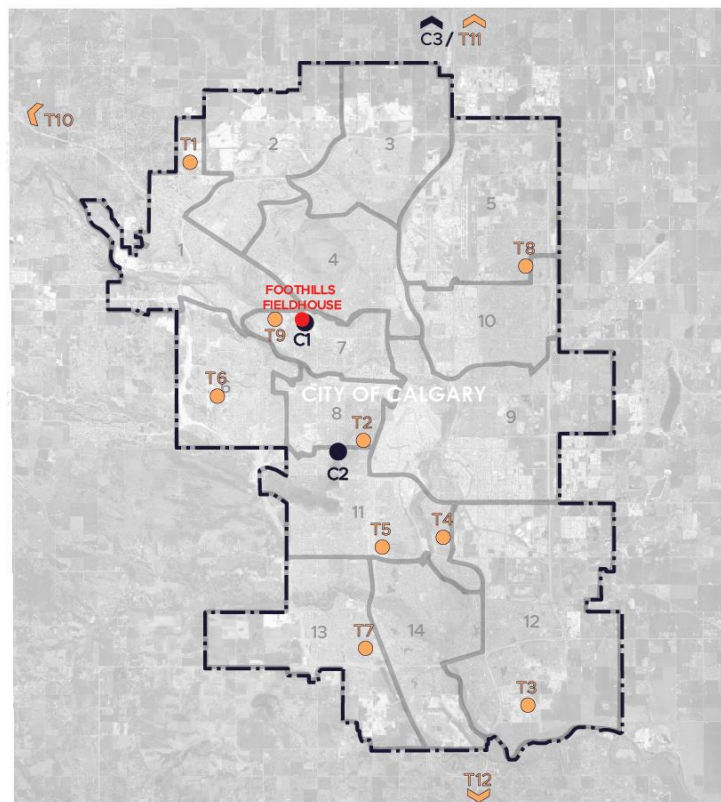
### Track and Field

Calgary has several outdoor 400m track and field facilities (*Figure 1*) used for hosting competitions in addition to drop-in recreational use, however no competition capable indoor amenities exist. Edmonton is the closest location to Calgary with the capability to host indoor athletics and track and field events.

Indoor track amenities in Calgary are located within larger fitness facilities and primarily support recreational running/walking. Some facilities rent lane space to high-performance or competition training groups, but space is often shared with recreational users.

**Figure 1: Map of Track & Field Amenities**

- CITY OF CALGARY FACILITIES**
- PROPOSED FOOTHILLS FIELDHOUSE
  - COMPETITION CAPABLE FACILITIES
  - SUPPLEMENTARY TRAINING FACILITIES
- OUTDOOR COMPETITION FACILITIES**
- C1** FOOTHILLS ATHLETIC PARK
  - C2** GLENMORE ATHLETIC PARK
  - C3** GENESIS PLACE (REGIONAL)
- INDOOR TRAINING FACILITIES**
- T1** SHANE HOMES YMCA AT ROCKY RIDGE
  - T2** MNP COMMUNITY & SPORT CENTRE
  - T3** BROOKFIELD RESIDENTIAL YMCA AT SETON
  - T4** REMINGTON YMCA AT QUARRY PARK
  - T5** TRICO CENTRE FOR FAMILY WELLNESS
  - T6** WESTSIDE RECREATION CENTRE
  - T7** SHAWNESSY YMCA
  - T8** SADDLETOWNE YMCA
  - T9** OLYMPIC OVAL
  - T10** SPRAY LAKE SAWMILLS FAMILY SPORTS CENTRE (REGIONAL)
  - T11** GENESIS PLACE (REGIONAL)
  - T12** CALGARY FC REGIONAL FIELDHOUSE (REGIONAL)



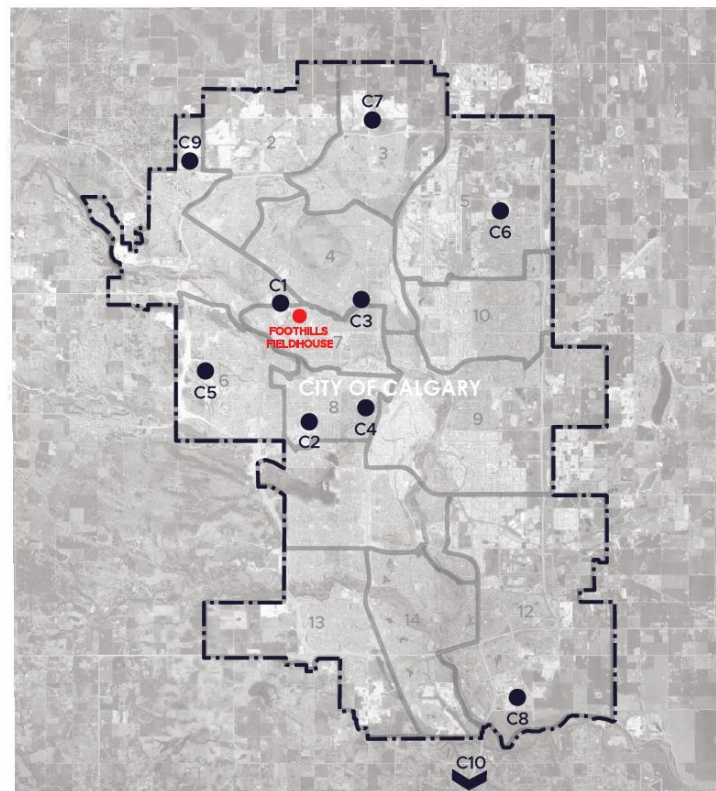
## Gymnasias

The Fieldhouse will add to the supply of gymnasium space in Calgary and increase tournament hosting capacity. Analysis has identified a deficiency in facilities that can host medium to large tournaments in a number of sports. A review of existing gymnasias (*Figure 2*) focused on facilities with three or more standard gymnasias co-located in a single facility that provide a basis for multiuse configuration and flexibility in tournament hosting.

The format for gymnasium spaces is typically based on basketball court sizing and area requirements, usually with hardwood floors. Badminton, volleyball and other sport markings are often overlaid to increase utilization. Grouping courts together and providing separation with retractable curtain dividers can also significantly increase use flexibility for many sports. Temporary seating or other equipment can be easily moved around within the facility.

**Figure 2: Map of Gymnasium Amenities**

- CITY OF CALGARY FACILITIES**
- PROPOSED FOOTHILLS FIELDHOUSE
  - COMPETITION CAPABLE, MULTI-USE COURTS
- GYMNASIUM FACILITIES**
- C1 UNIVERSITY OF CALGARY
  - C2 MOUNT ROYAL UNIVERSITY
  - C3 SOUTHERN ALBERTA INSTITUTE OF TECHNOLOGY
  - C4 MNP COMMUNITY AND SPORTS CENTRE
  - C5 WESTSIDE RECREATION CENTRE
  - C6 GENESIS CENTRE OF COMMUNITY WELLNESS
  - C7 VIVO FOR HEALTHIER GENERATIONS
  - C8 BROOKFIELD RESIDENTIAL YMCA AT SETON
  - C9 SHANE HOMES YMCA AT ROCKY RIDGE
  - C10 CALVARY FC REGIONAL FIELDHOUSE



## Artificial Turf Field

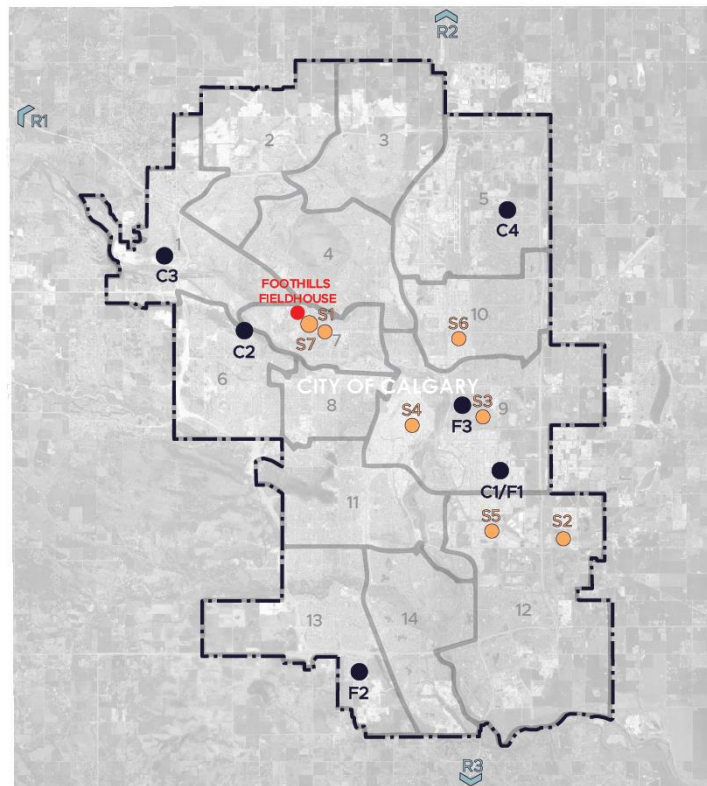
There are several existing indoor turf amenities in Calgary, with more planned. Many of the non-boarded artificial turf surfaces are within air supported structures, one of which is seasonal, and increase opportunities for winter sport participation and provide weather-protected turf areas.

Figure 3 shows a combination of City-operated and privately-operated turf amenities, all with varying field sizes and specifications. Planned future facilities and regional turf facilities beyond city limits that serve Calgary's population are also included in the map.

Despite the number of turf facilities in Calgary, existing facilities do not meet the sport community's growing need for full-field, non-boarded amenities. Existing facilities also have limited seating capacity for games and are primarily used for training.

**Figure 3: Map of Artificial Turf Amenities**

- CITY OF CALGARY FACILITIES**
- PROPOSED FOOTHILLS FIELDHOUSE
  - COMPETITION CAPABLE, MULTI-USE FIELDHOUSE
  - PRIVATE SUPPLEMENTARY FIELDHOUSE
- CITY OF CALGARY AND PARTNER FACILITIES**
- C1 CALGARY SOCCER CENTRE
  - C2 SHOULDICE SEASONAL DOME
  - C3 CALGARY WEST SOCCER CENTRE
  - C4 GENESIS CENTRE OF COMMUNITY WELLNESS
  - F1 FUTURE: CALGARY SOCCER CENTRE DOME
  - F2 FUTURE: BELMONT FIELDHOUSE
  - F3 FUTURE: NE FIELDHOUSE
- SUPPLEMENTARY FACILITIES**
- S1 ACCURATE FIELDHOUSE
  - S1 MACRON PERFORMANCE CENTRE
  - S3 FOOTHILLS SKILL CENTRE
  - S4 VILLIANS TRAINING CENTRE
  - S5 CALGARY SOUTH WEST UNITED SOCCER
  - S6 HIGHER LEVEL SPORTS ACADEMY
  - S7 ABSOLUTE SPORTS CENTRE
- REGIONAL FACILITIES**
- R1 SPRAY LAKES SAWMILLS FAMILY SPORTS CENTRE
  - R2 GENESIS PLACE
  - R3 CALVARY FC REGIONAL FIELDHOUSE





### 3 Benchmarking & Best Practices Analysis

The amenity mix is informed by a comparative review of major North American facilities selected based on similarities in scope, function and operating environment. A best practices analysis considered overall design, operations and industry standards for specific amenity types and competition hosting requirements. A refined list of four track and field facilities, five gymnasias facilities and five artificial turf field facilities were selected as benchmarks.

<b>Track and Field Amenity</b>	<b>Best Practices</b>
New Balance (Boston, MA) Irving Oil Field House (St. John, NB) Virginia Beach Sports Centre (Virginia Beach, VA) The Podium (Spokane, WA)	<ul style="list-style-type: none"> <li>Requirements/standards for tournament hosting will be considered.</li> <li>Between 3,000 and 5,000 spectator seats. Number of fixed spectator seats should be minimized to allocate more space for sport.</li> <li>Hydraulically banked tracks provide for flexible community use and support elite/world-class training and competition.</li> </ul>
<b>Gymnasia Amenity</b>	<b>Best Practices</b>
Paramount Fine Foods Sportsplex (Mississauga, ON) Virginia Beach Sports Centre (Virginia Beach, VA) Richmond Olympic Oval (Richmond, BC) Saville Centre (Edmonton, AB) Tournament Capital Centre (Kamloops, BC)	<p><b>Basketball</b></p> <ul style="list-style-type: none"> <li>The official FIBA court size is 28m x 15m.</li> <li>For top level events (levels 1 and 2), traditional wood floors can be used as well as certain permanent or mobile LED glass floors. For lower-level events, permanent or mobile wood or synthetic flooring is acceptable.</li> <li>3,000 to 8,000 spectator seats, depending on competition level.</li> </ul> <p><b>Volleyball</b></p> <ul style="list-style-type: none"> <li>The official FIVB playing area is 34m x 19m x 7m (height must be free from obstacles).</li> <li>Senior World Championships and Olympic Tournaments require a main hall with seating capacity for 15,000. For other international events, a capacity of 5,000 seats is acceptable.</li> </ul>
<b>Artificial Turf Field Amenity</b>	<b>Best Practices</b>
Saskatoon Sports Centre (Saskatoon, SK) Edmonton Soccer Dome (Edmonton, AB) Shell Place (Fort McMurray, AB) Commonwealth Fieldhouse (Edmonton, AB) Paramount Fine Foods Sportsplex (Mississauga, ON)	<ul style="list-style-type: none"> <li>General seating capacities for turf amenities can range from 500 to 5,000 seats depending on competition level.</li> <li>Optimal pitch dimensions identified by FIFA are international regulation size (68m x 105m).</li> <li>FIFA Grade A artificial (synthetic) turf is the gold standard for FIFA-regulation requirements. It accommodates the maximum recommended hours per week of usage compared to other pitch types.</li> <li>A variety of user groups should be accommodated, from community to collegiate, with the opportunity for hosting national competitions.</li> </ul>

## 4 Economic Impact Analysis

Calgary does not currently have the infrastructure to support international competition for indoor track and field, national competition for gymnasia and court sports or regional competition for indoor field sports. Any economic activity generated by the Fieldhouse would be net new.

Facility design will maximize tournament hosting opportunities (i.e., amenity specifications and supporting amenities) and augment Calgary's existing sport and recreation infrastructure.

Providing for multisport use is critical for serving the community, maximizing utilization and responding to growth trends in competitive and recreational sport. The number of events to be held annually will be balanced against community use of the facility and subject to the operating model. Estimated annual economic impacts for different amenities are based on hosting potential and projected use patterns (*Table 1*).

**Table 1: Economic Impact Projections by Amenity**

Facility	Low (000)	High (000)
Track & Field	\$ 8,000	\$ 33,500
Gymnasia & Court	\$ 10,000	\$ 25,000
Artificial Turf	\$ 2,000	\$ 5,100
<b>Annual Summary</b>	<b>\$ 20,000</b>	<b>\$ 63,600</b>



## Track and Field

An annual economic impact between \$8 million and \$33.5 million could be generated by the indoor track and field amenity depending on the number of events hosted. While international and world championship events may be hosted on a rotational basis every 10 to 15 years, smaller scale events like provincial championships and invitationals may utilize the Fieldhouse annually. Examples of estimated international, national and provincial hosting impacts are included in *Table 2*.

**Table 2: Estimated Economic Impact of Track & Field Events**

National & International Events	Participants	Hosting Opportunity	Estimated Economic Impact (000)
World Athletics Indoor Championships	600	Once every 10-15 years	\$9,000
World Masters Athletics Indoor Championships	4,000	Once every 10-15 years	\$20,000
Canadian Indoor Track & Field Championships	450+	Once every 3-6 years	\$2,000
Canadian U Sports Track & Field Championships	100	Once every 3-6 years	\$1,200
Athletics Alberta Provincial Championships	1,200	Annual	\$525
Alberta Indoor Games	1,100	Annual	\$340
Indoor Open	500	Annual	\$67
Indoor Invitational	500	Annual	\$50
Last Chance Indoor Meet	800	Annual	\$220
Mini Legends Relays	400	Annual	\$3
<b>High Projection (annual)</b>	<b>9,650</b>		<b>\$33,405</b>

## Gymnasia

Indoor, clustered court facility space is limited in Canada, creating an opportunity for Calgary to act as a leading host destination. Calgary has successfully hosted international badminton events and further growth in the sport is anticipated. The Fieldhouse creates an opportunity to attract more badminton, basketball and volleyball competitions to Calgary. Examples of event hosting impacts are included in *Table 3*.

**Table 3: Estimated Economic Impact of Gymnasia Events**

National & International Events	Participants	Hosting Opportunity	Estimated Economic Impact (000)
Canada Basketball National Championships (U15/17)	400	Annual	\$2,400
FIBA Basketball Champions League Americas	250	Once every 8-10 years	\$2,500
Volleyball Canada National Championship	5,000+	Once every 5-8 years	\$13,000
FIVB Nations League Cup	250	Once every 8-10 years	\$2,000
Volleyball Pan Am Cup	250	Once every 8-10 years	\$1,500
YONEX Badminton Canada Open Super 100	260	Once every 1-3 years	\$1,100
Canadian Masters Badminton Championships	250	Once every 5-8 years	\$765
Canadian Powerlifting & Bench Press Championships	100+	Once every 5-8 years	\$500
Provincial Championships	115	Annual	\$200
Provincial Invitationals	250+	Annual	\$650
<b>High Projection (Annual)</b>	<b>7,125</b>		<b>\$24,615</b>

## Artificial Turf Field

The artificial turf field amenity will meet Soccer Canada facility standards with field guidance from FIFA for dimensions and turf quality. Local and regional field sport tournaments and league play will form the bulk of sport tourism opportunities for this amenity. The field must be divisible to allow for multiuse and multi-level game play. Indoor soccer leagues, rugby sevens, field hockey, field lacrosse, cricket, ultimate and other indoor field sports can yield a high primetime (4 – 11 p.m.) utilization rate. The projected range of annual economic impact is between \$2 million (10 tournaments per year) to \$5.1 million (25 tournaments per year). Seating capacity will accommodate 500 individuals with flexibility to expand for competition.

## 5 Amenity Mix

The amenity mix includes size and configuration specifications for core amenities based on the guiding principles. Core amenities include:

- Track and Field
- Gymnasia
- Artificial Turf Field

The amenity mix also considers supporting infrastructure and ancillary spaces.

### Track and Field

The track and field amenity includes a 200-metre hydraulic track with a separate 130-metre, ten-lane sprint track. A 200-metre track adheres to World Athletics standards for competitions and events. The separation of the 200-metre track and sprint track allows the amenities to operate independently and concurrently while also creating a warm-up/cool-down area for competitions and events. The hydraulic track provides programming flexibility for other sports (e.g., gymnastics) or temporary spectator seating when tracks are not in use. Track and field area requirements are identified in *Table 4*.

**Table 4: Track & Field Area Requirements**

PROGRAM	SQUARE METRES	SQUARE FEET
INDOOR TRACK		
200m TRACK & FIELD AMENITY, MEETING WORLD ATHLETICS STANDARDS	5,717	61,535
SPRINT LANES		
130m SPRINT LANES & BUFFER SPACE (10 X 1.2m X 130m)	2,235	24,059
<b>SUBTOTAL</b>	<b>7,952</b>	<b>85,594</b>
SUPPORT SPACES		
STORAGE	100	1,076
SPECTATOR SEATING (SECOND FLOOR)	548	5,899
SPECTATOR SEATING (EXPANDABLE TO 5,000)	1,677*	18,046*
<b>SUBTOTAL</b>	<b>2,325</b>	<b>25,021</b>
<b>COMPONENT GROSS AREA</b>	<b>8,600</b>	<b>92,569</b>

\*Note: Expandable seating for hosting events is located over the 100m sprint lane area and is not included in total component gross area.

## Gymnasia

The gymnasia amenity includes a feature court with seating for competitions and events that is convertible to three regular courts when seating is retracted. Six additional six courts and two multi-activity courts are also included. The multi-activity courts will feature durable flooring for sports not typically played on a hardwood surface (e.g., futsal, padel, wheelchair basketball, etc.). In total, up to 11 basketball courts, 20 volleyball courts, 33 badminton courts or 33 pickleball courts can be configured in this space, allowing Calgary to host large events and competitions while maximizing programming opportunities for Calgarians. Gymnasia area requirements are identified in *Table 5*.

**Table 5: Gymnasia Area Requirements**

PROGRAM	AREA/UNIT	NUMBER OF UNITS	SQUARE METRES	SQUARE FEET
<b>GYMNASIA</b>				
FEATURE COURT CONVERTIBLE TO 3 SINGLE COURTS (3,000 SEAT CAPACITY)	2,200	1	2,220	23,896
SINGLE COURT (REGULAR)	680	3	2,040	21,958
SINGLE COURT (ELONGATED)	945	3	2,835	30,516
MULTI-ACTIVITY COURT	812	2	1,625	17,491
<b>SUBTOTAL</b>			<b>8,720</b>	<b>93,861</b>
<b>SUPPORT SPACES</b>				
TEAM & REFEREE ROOM SPACES	380	2	760	8,181
STORAGE			349	3,758
<b>SUBTOTAL</b>			<b>1,109</b>	<b>11,939</b>
<b>COMPONENT GROSS AREA</b>			<b>9,829</b>	<b>105,800</b>

### Artificial Turf Field

The recommended artificial turf field is 1.5 times longer than the FIFA standard to maximize field divisibility and programming flexibility. The larger field size will accommodate other sports (e.g., football, rugby, etc.) and will create a warm-up/cool-down area for competitions and games. Artificial turf field area requirements are identified in *Table 6*.

**Table 6: Artificial Turf Field Area Requirements**

PROGRAM	AREA/UNIT	NUMBER OF UNITS	SQUARE METRES	SQUARE FEET
<b>ARTIFICIAL TURF FIELD</b>				
74m X 160m ARTIFICIAL TURF SURFACE (INCLUDES 68m X 105m FIELD OF PLAY)			11,840	127,445
<b>SUBTOTAL</b>			<b>11,840</b>	<b>127,445</b>
<b>3.2 SUPPORT SPACES</b>				
TEAM ROOMS (NO SHOWERS)	50	10	500	5,383
UNIVERSAL CHANGE ROOMS (WITH SHOWERS)	20	4	80	861
STORAGE	50	2	100	1,077
SPECTATOR SEATING (+/-380 PERMANENT)			378	4,069
PLAYER WASHROOMS	50	2	100	1,077
PLAYER BARRIER-FREE WASHROOMS	8	3	30	323
<b>SUBTOTAL</b>			<b>1,188</b>	<b>12,790</b>
<b>COMPONENT GROSS AREA</b>			<b>13,028</b>	<b>140,234</b>

## Supporting Infrastructure

Supporting infrastructure includes change rooms, washrooms, storage rooms and cleaning and mechanical space (*Table 7*).

**Table 7: Supporting Infrastructure by Amenity**

Amenity	Accommodates	Required Supporting Infrastructure	Spectator Seating Capacities
Track & Field	200m track, 130m sprint lanes (100m sprint, 110m hurdles and safety run off)	Universal changerooms, showers, change stalls, storage, spectator seating, first aid, multipurpose meeting rooms	+/- 1,000 permanent seats with space planning to support up to +/- 5,000 for hosting
Gymnasia	Feature court, individual courts, multi activity courts	Team rooms, universal change room, operations desk	Feature court with +/- 3,000 retractable seating. Additional informal seating (elevated concourse).
Artificial Turf Field	Artificial Turf Field	Team rooms, referee rooms, storage, spectator seating, washrooms (barrier free)	+/- 500 permanent seats with future opportunities for expansion for hosting)

## Ancillary Spaces

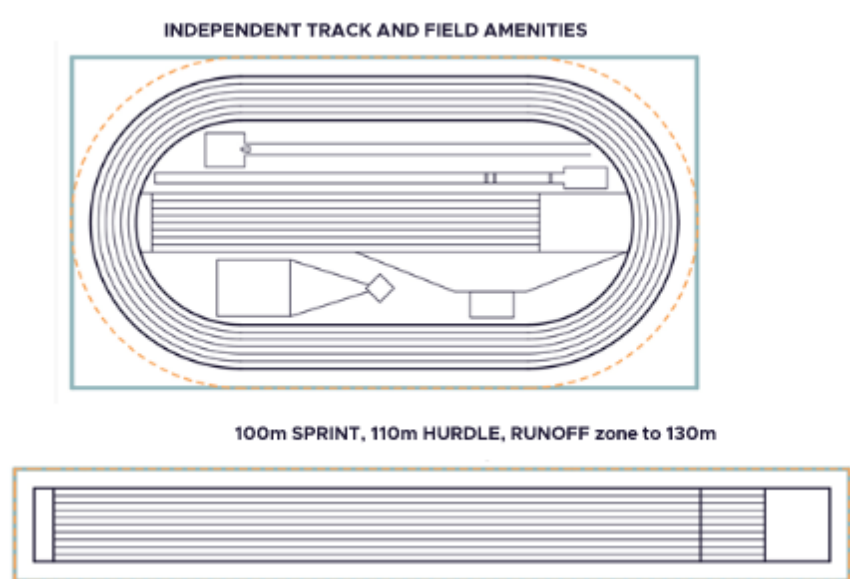
Ancillary spaces enhance financial performance and guest experience and could include amenities such as a fitness center, child minding or childcare space, food services, sport nutrition and/or physiotherapy services and meeting and gathering spaces.



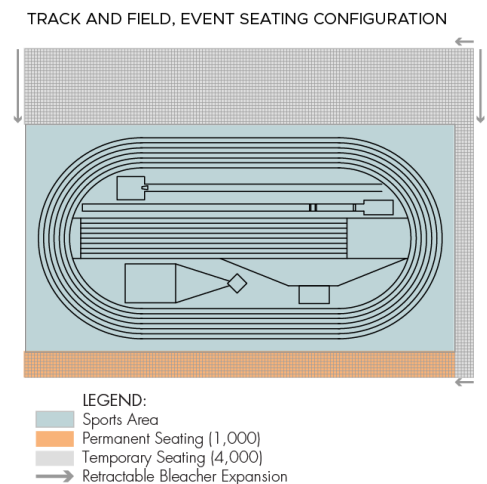
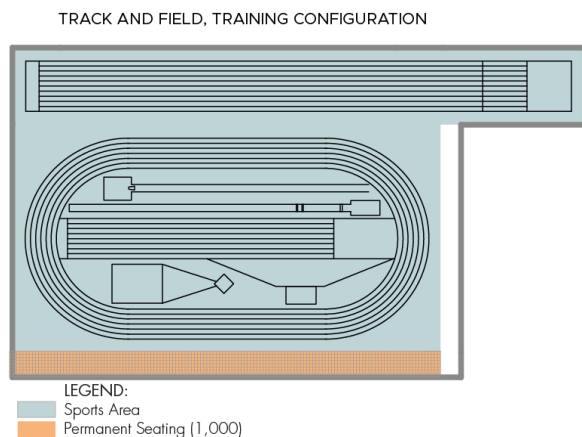
## 6 Core Amenity Flexibility

Flexibility is key to the operational success of a community facility with tournament capability. This section provides an overview of flexible design considerations for each core amenity with a focus on (1) spatial characteristics and (2) seating capacities.

### Track and Field

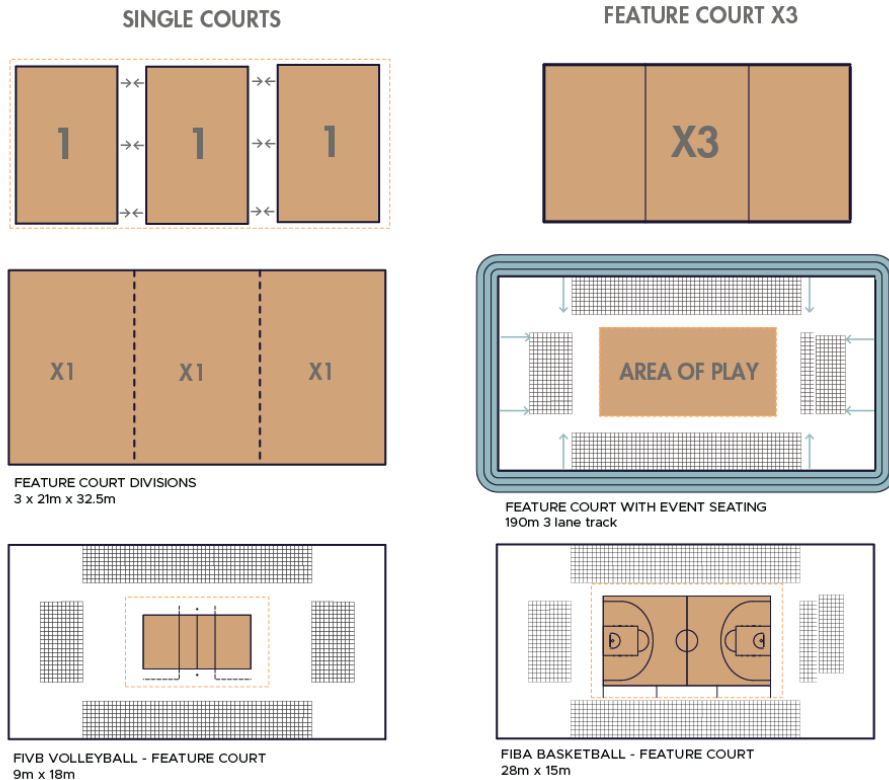


A key component of the track and field amenity is the ability to host world-level tournaments with seating capacity and supporting amenities that meet the World Athletics standards. Below is an illustration of the core functionality of the proposed track and field amenity space for this use, including expanded temporary spectator seating. The internal space of the track and field amenity can also be reconfigured for other sports, including taekwondo, wrestling, karate, badminton, pickleball, FIBA basketball, FIVB volleyball and gymnastics.

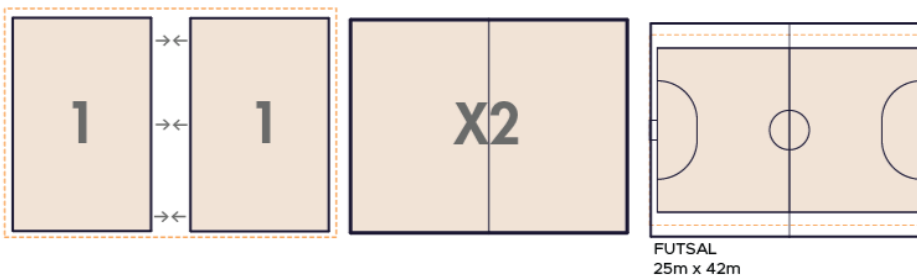


### Gymnasia

The gymnasiums will be anchored by core sports: basketball, volleyball, badminton and pickleball. Other sport layouts will be refined in the future. The feature gym can be used to host elite-level competitions, tournaments and events. Temporary seating is scalable for different sports and events based on spectator and spatial requirements. Retractable bleachers are a flexible seating option that should be further explored during design.

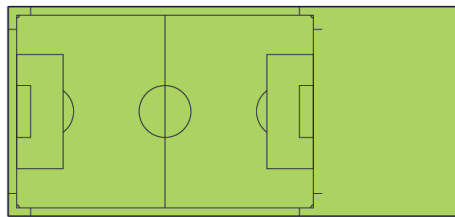
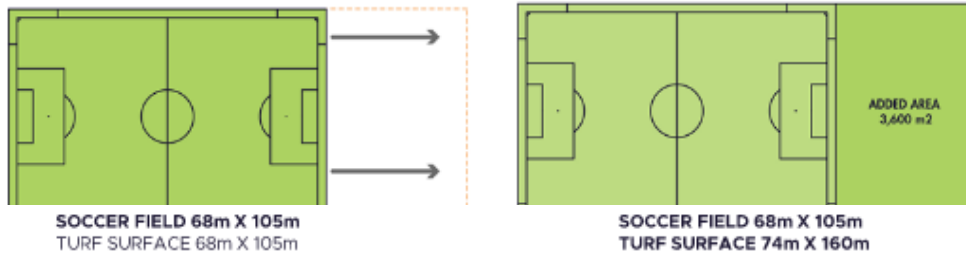


**MULTI ACTIVITY COURTS**

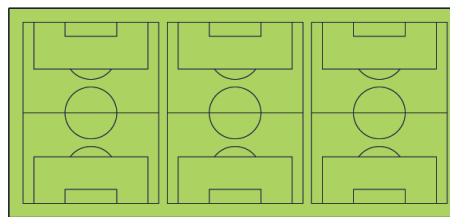


**Artificial Turf Field**

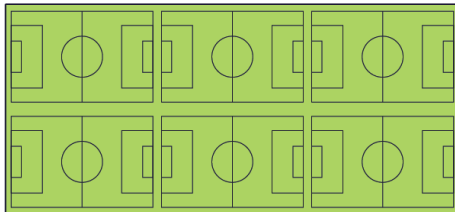
The artificial turf field amenity was studied to maximize the number of sport types it could accommodate (including fast pitch and cricket) and respond to a trend toward open field (non-boarded) play. The larger field size can accommodate different sports and provides various field formats used by the soccer community. It also provides an athlete warm-up and cool-down area for elite-level competitions and games. Approximately 380 proposed spectator seats overlook the field and temporary seating can be added as required for competitions.



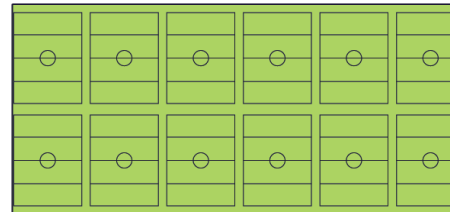
**FIFA + U13-U19 (11v11)**  
68m x 105m



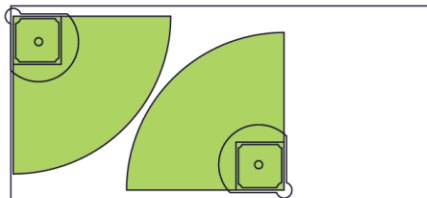
U11/U12 (9v9)  
3 x 48m x 64m



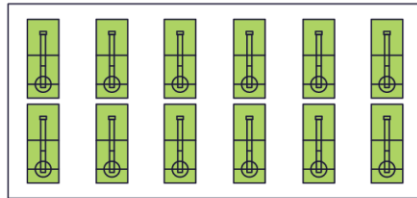
U9/U10 (7v7)  
6 x 32m x 50m



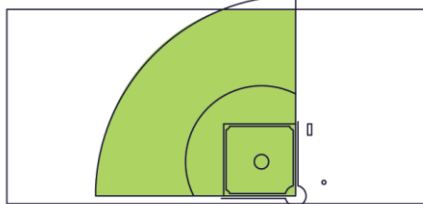
U6/U7/U8 (5v5)  
12 x 24m x 32m



**FAST PITCH - MINIMUM**  
2 x 18.29m bases x 60.96m fence



**INDOOR CRICKET**  
12 x 12m x 30m  
(specialized netting required)



**FAST PITCH - MAXIMUM**  
18.29m bases x 76.2m fence

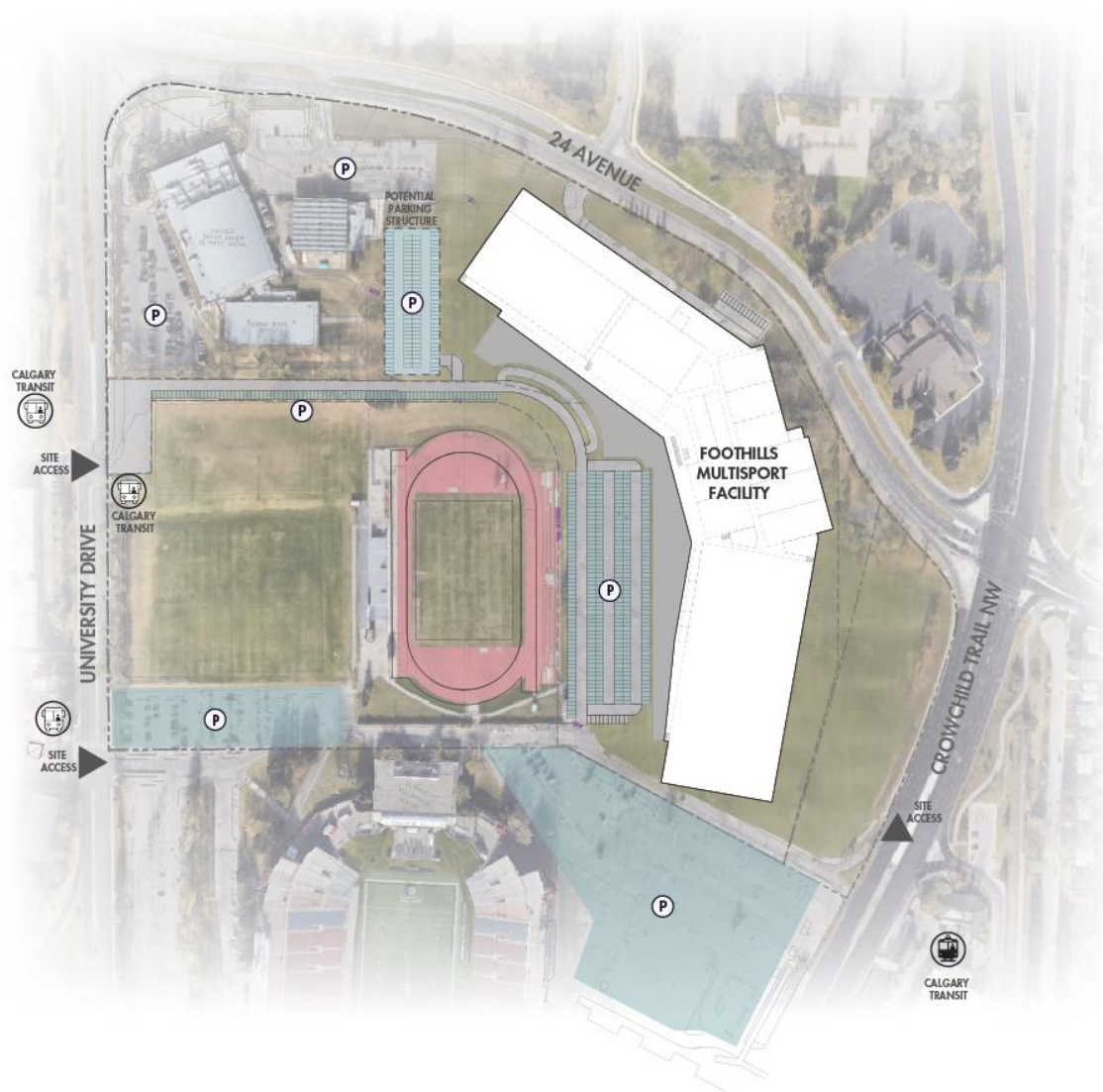
## 7 Facility Layout & Site Context

The facility is situated on the northwest corner of the Foothills Athletic Park (*Figure 4*), easily accessed by Crowchild Trail and University Drive with close proximity to Banff Trail LRT station. The proposed amenity mix aligns with the overall vision for the Foothills + McMahon site.

Parking areas should be flexible to accommodate tournament requirements (i.e., team bus parking) and daily operations. The Study estimates the Fieldhouse will require approximately 1,000 parking spaces. Further analysis is required to understand parking requirements for the facility.

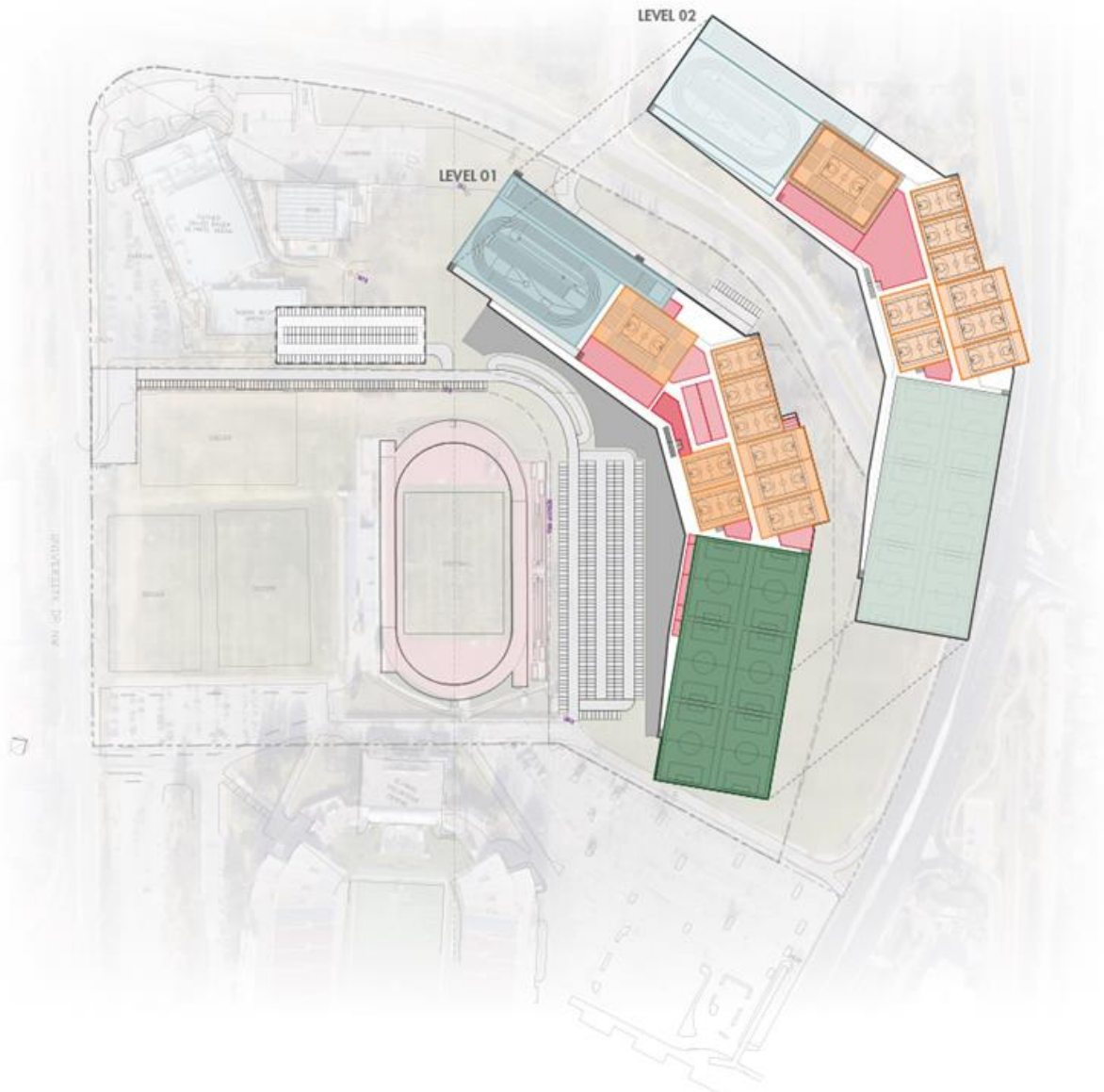
Opportunities also exist to improve vehicular and pedestrian circulation through the Foothills Athletic Park while providing additional outdoor public amenity and plaza space.

**Figure 4: Site Test-Fit & Daily Parking Configuration**



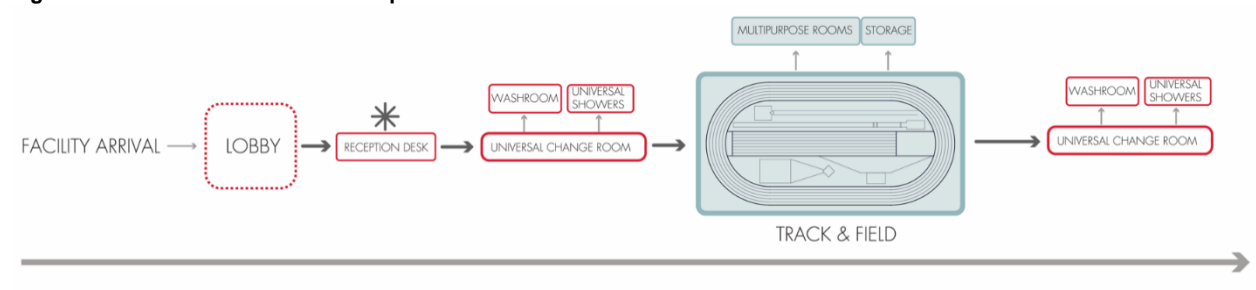
The facility's layout is arranged so common spaces are central and provide efficient access to the various amenities. The facility is built over two floors (*Figure 5*), with the main floor housing core amenity spaces and major supporting infrastructure (e.g., change facilities, locker rooms, storage areas, etc.) and the upper floor housing a public concourse, spectator areas, fitness centre and tenant spaces (e.g., retail, restaurant, sports medicine).

**Figure 5: Fieldhouse Levels 1 & 2**

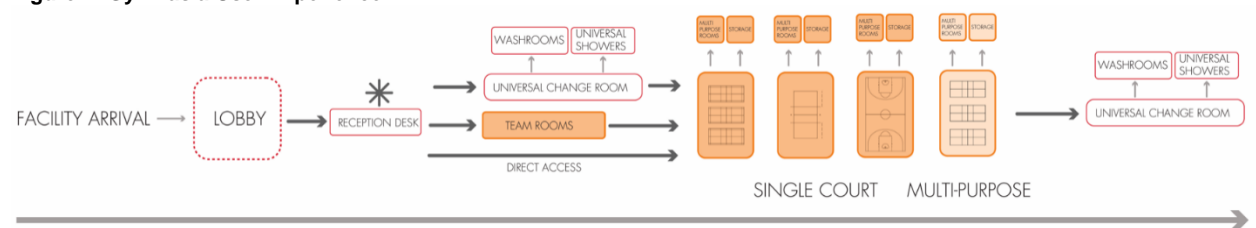


An analysis to understand user experiences was completed which assists in establishing operational protocols, identifying required adjacencies and developing successful conceptual design functional plans. Figures 6, 7 and 8 show user movement throughout the building.

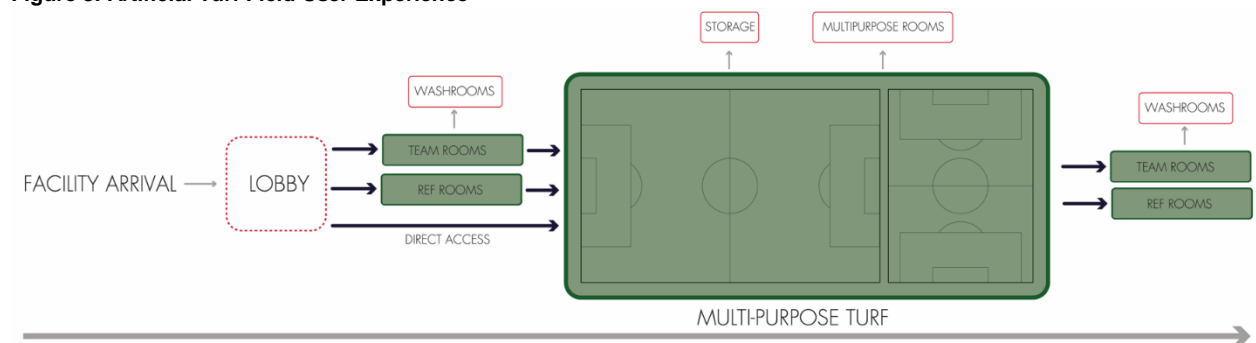
**Figure 6: Track & Fieldhouse User Experience**



**Figure 7: Gymnasia User Experience**



**Figure 8: Artificial Turf Field User Experience**





## 8 Targeted Engagement

Targeted engagement was conducted with sport organizations, community associations and sector influencers. Engagement sought to:

- understand opinions, preferences, wants and needs,
- provide a basis for comparison among groups,
- learn about changes or trends in public opinion, sport and recreation, and
- obtain quantitative results relative to the needs of potential users.

Detailed results are included in the Amenity Refinement Study Report available on [calgary.ca/fieldhouse](http://calgary.ca/fieldhouse). Further engagement with user groups and the public will occur at later project stages.

Contributor	Tactics	Reach
Sport user groups	Survey	131 Sport representatives
Area community associations	Online forums	8 Community associations
Both sport groups & community associations	Open houses	60 Attendees

### Area community associations

Varsity	Banff Trail
Brentwood	Capitol Hill
Triwood	Hounsfeld Heights - Briar Hill
University Heights	St. Andrews Heights

### Sport Survey Summary Results

The below list summarizes participating sport organization representation and the expressed impacts of the Fieldhouse for those organizations (note: percentages are approximate). Feedback about use and supporting infrastructure was recorded and will inform the operating model.

- The size of membership of organization represented is:
  - 30 per cent with 2,500 or more
  - 10 per cent with 1,000 – 2,500
  - 33 per cent with 250 – 1,000
  - 27 per cent with under 250 or individual athletes.
- 70 per cent of survey respondents represent local sport organizations.
- 45 per cent of respondents indicated they are experiencing *above average* enrollment. 27 per cent are experiencing *far above average* growth.
- 70 per cent of respondents represent organized leagues and 60 per cent represent tournament and high-performance training.
- 30 per cent of respondents indicated their tournaments and events typically involve between 100 -250 participants (smaller scale events).
- 73 per cent of respondents indicated they participate in provincial tournaments and events while 62 per cent participate in local tournaments.
- 50 per cent of respondents indicated the Fieldhouse would impact their event/tournament hosting capacity “a great deal”.

### Open Houses

Open houses were held on the evenings of 2023 May 30, 31 and June 1 and provided an opportunity for interested parties to view and provide input on the amenity mix and a conceptual test-fit. A total of 60 participants attended the open houses, representing sport organizations, community associations and sector influencers. Feedback was recorded and will inform design.

## 9 Future Operating Model Assumptions

The operating model will be based on assumptions about revenue (e.g., rates and fees, attendance, utilization, sponsorship and advertising, commercial leases, etc.) and expenses (e.g., operating costs and staffing, lifecycle replacement, asset replacement, inflation). The operating model will be further refined as design progresses and operating costs are better understood.

Assumptions will be based on existing City of Calgary practices where they exist. For example, wages will be based on Union agreements for current City employees, lease rates will be calculated using lease rates at other City-operated buildings and lifecycle replacement savings will be calculated according to the standard for City facilities at two percent of total monthly expenses.

Other assumptions will be based on benchmarks and precedents where they exist. For example, sponsorship and advertising potential could be calculated using the Calgary Soccer Centre as a benchmark and utilization will be calculated based on other Canadian examples.

*Table 8* and *Table 9* summarize operating model assumptions that will be used to determine the financial viability of the Fieldhouse.

**Table 8: Assumptions (Expenses)**

Considerations	Assumptions
General operating	<p>General operating categories:</p> <ul style="list-style-type: none"> <li>- Utilities</li> <li>- Cleaning and maintenance</li> <li>- Insurance</li> <li>- Security</li> </ul> <p>Calculations will be based on averages from multiple facilities to create a m<sup>2</sup> expense rate for the facility overall.</p>
Staffing	<p>Staffing estimates will be based on:</p> <ul style="list-style-type: none"> <li>- Hours of operation: 6 a.m. to 11 p.m. (approximately three shifts per day).</li> <li>- Variety of staffing types: supervisors, labourers, programming, reception, facility attendants, etc.</li> <li>- Average total compensation packages for each staffing type.</li> </ul>
Lifecycle/asset replacement	To accommodate annual replacement of individual amenities and essential mechanical systems, 2% and 5% will be allocated respectively.

**Table 9: Assumptions (Revenue)**

Considerations	Assumptions
----------------	-------------

Rates and fees	<p>To develop an operating model, utilization will primarily consider revenue opportunities through the rental of the amenities by sport user groups or event hosting.</p> <p>Permits</p> <ul style="list-style-type: none"> <li>- Rates and fees will be based on current City of Calgary hourly rates for gymnasias and artificial turf. Indoor track rates will be compared utilizing information obtained from three similar facilities.</li> </ul> <p>Seasonality</p> <ul style="list-style-type: none"> <li>- Peak: September – April</li> <li>- Non-peak: May – August</li> <li>- Primetime: Mon to Fri, 4 p.m. to 11 p.m.; Sat and Sun, 6 a.m. to 11 p.m.</li> </ul> <p>Estimated utilization</p> <ul style="list-style-type: none"> <li>- Estimated facility usage will be based on a combination of user input through targeted engagement and baseline comparable facilities willing to provide their seasonal usage.</li> <li>- Fitness facility drop-in fees will be taken into consideration.</li> <li>- Initial estimates indicate the facility will be utilized at a rate of 85-90% primetime during peak season and between 35-50% primetime non-peak season.</li> </ul>
Commercial spaces	<p>The Fieldhouse will have commercial space opportunities for services such as physiotherapy, childcare and food services. Revenues will be based on The City's current commercial rate.</p>
Sponsorship and advertising	<p>This information will be derived from valuations for local facilities regarding naming rights, interior amenity or supporting infrastructure sponsorship and advertising.</p>
Exclusions	<p>The following items will not be considered as revenue opportunities:</p> <ul style="list-style-type: none"> <li>- Event hosting sponsorship, advertising or media rights.</li> <li>- Hourly paid parking for facility use.</li> </ul>

## 10 Social Benefits

The Fieldhouse is critical for catalyzing commercial and residential growth in the McMahon + Foothills redevelopment area and the single greatest driver of Social Return on Investment (SROI) impacts for the McMahon + Foothills Redevelopment Concept Plan. For example, an SROI analysis conducted in 2022 and part of redevelopment planning suggests 76 per cent of the value of the redevelopment is directly attributable to increased participation in recreation (health, wellbeing, quality of life), job creation and residential growth. The community would experience the remaining 24 per cent through the availability of health services and other indirect impacts such as economic spin-off, reduced crime and increased community cohesion.

There is some variance between the 2022 SROI and the Amenity Refinement Study that could impact the level of return. For example, *Table 10* shows a higher estimate in the Amenity Refinement Study for both facility use and events. Based on the Economic Impact Analysis for event hosting, it is reasonable to project a *minimum* SROI return ratio of 1:4.

**Table 10: Social Return on Investment Over Time per Dollar Invested**

1.04	1.94	2.71	3.36	3.91	4.37
After 5 Years	After 10 Years	After 15 Years	After 20 Years	After 25 Years	After 30 Years
Foothills + McMahon Redevelopment Social Return on Investment Analysis Report, 2022					