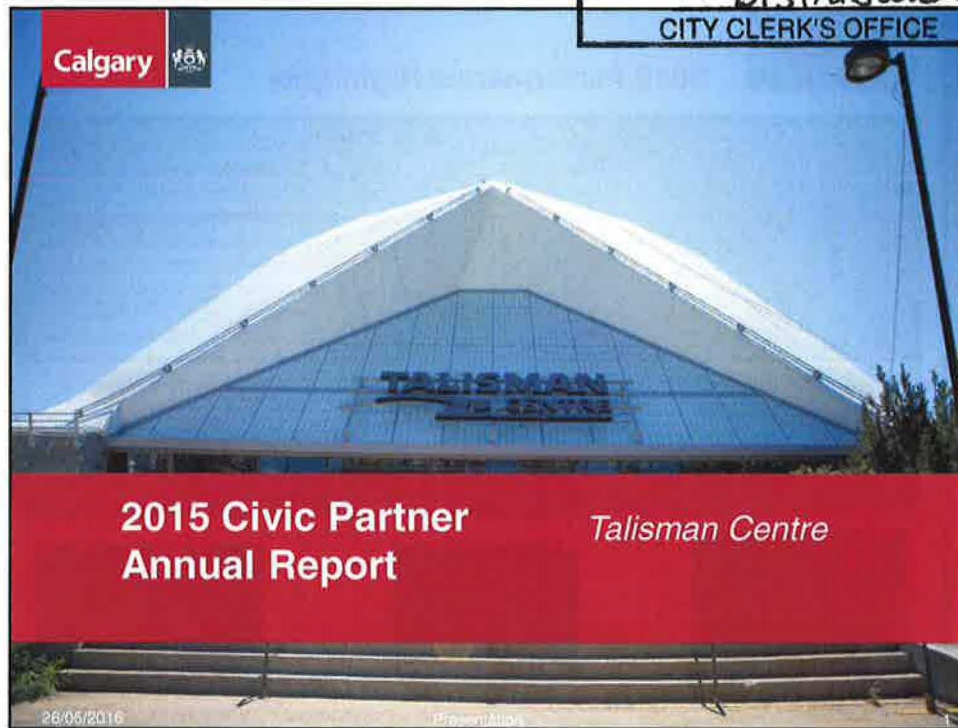


26/05/2016



Calgary

2015 Highlights

- I. Contributed to Action Plan Goals of building a prosperous economy, a city of inspiring neighborhoods, and a healthy green city
- II. Hosted more than 50 events
- III. Supported more than 8000 athletes along the LTAD model
- IV. Served tens of thousands of people of all ages and abilities
- V. Invested in fee assistance
- VI. Delivered high levels of customer satisfaction
- VII. Invested in the facility

26/05/2016 Presentation 2



Calgary



2015 Performance Highlights

# of participant visits	1.4M (approx.)	Talisman Centre is helping to reduce incidences of preventable illness, injury and premature death as identified in Council approved policies, plans and priorities. Our visitor levels are 30-50% higher than other like facilities across the country
# of provincial, national and international hosted events	54	Hosting events contributes to Calgary's economic well-being and Council approved policies, plans and priorities of tourist visitations growing by 90% by 2036.



26/05/2016

Presentation

W04

3

Calgary



2015 Performance Highlights

# of sports served	39	39 clubs/businesses operate out of Talisman Centre and would not be as large, or perhaps exist, without the facility.
# of high performance athletes that train on site	8000 (approx.)	Without the facility and its support for sport, 8000 Calgarians may not have their training needs met.



26/05/2016

Presentation

W04

4

Calgary



2015 Performance Highlights

High level of customer satisfaction	85%	User feedback indicates that individuals value time spent at Talisman Centre.
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26/05/2016

Presentation

V04

5


Calgary



Strategic Issues

I. Key strategic risks:

- Economic conditions
- Long term sustainability



26/05/2016

Presentation

V04

6

Exploring Opportunities for Expansion/Enhancement

The Need:

- Increased demand for space,
- Densification in neighboring communities,
- Increased competition locally and nationally, and
- Changes in fitness and sport facility standards.

The Purpose:

The ultimate reason and driving force for the project is housed in a desire to maintain Talisman Centre as a world class training and competition facility and as an industry leader in recreation and fitness.

Exploring Opportunities for Expansion/Enhancement

Proposed Initiatives

- I. Enhance/Expand dry land and aquatic facilities in response to demand, optimal configurations and changes within the industry (now and in the future)
- II. Reorient the facility main entrance to be more inviting and to enhance the customer experience
- III. Offer parking solutions
- IV. Create a Daily Training Environment (DTE) that supports athletes with a multitude of services under one roof (e.g. recovery facilities, nutrition services, consulting offices)
- V. Incorporate technology and innovation
- VI. Other – office space, team change room facilities, meeting rooms, storage, social spaces, etc.
- VII. Ancillary Services – hotel, residential housing, Academy (Sport School)

