

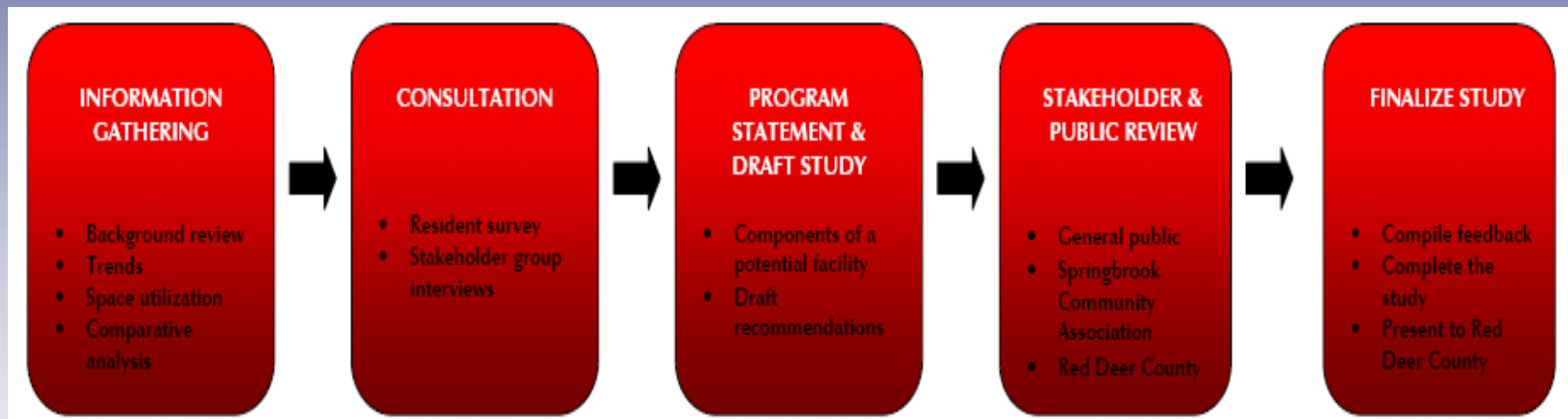
Springbrook Community Centre Feasibility Study

Open House
January 26th, 2012



Introduction

- The project intent – assess the needs for community space now and in the future



Context

- Springbrook – population of 956 (2006) up from 826 (2001)
- Community Association operates out of the current community hall
 - Facility is leased from Trinidad Drilling (month to month)
 - Built in the 1950s, the facility is in need of attention
 - Used for approximately 20 events annually including 5-6 rentals (Boys & Girls Club uses it weekly)
 - 200 seat banquet capacity



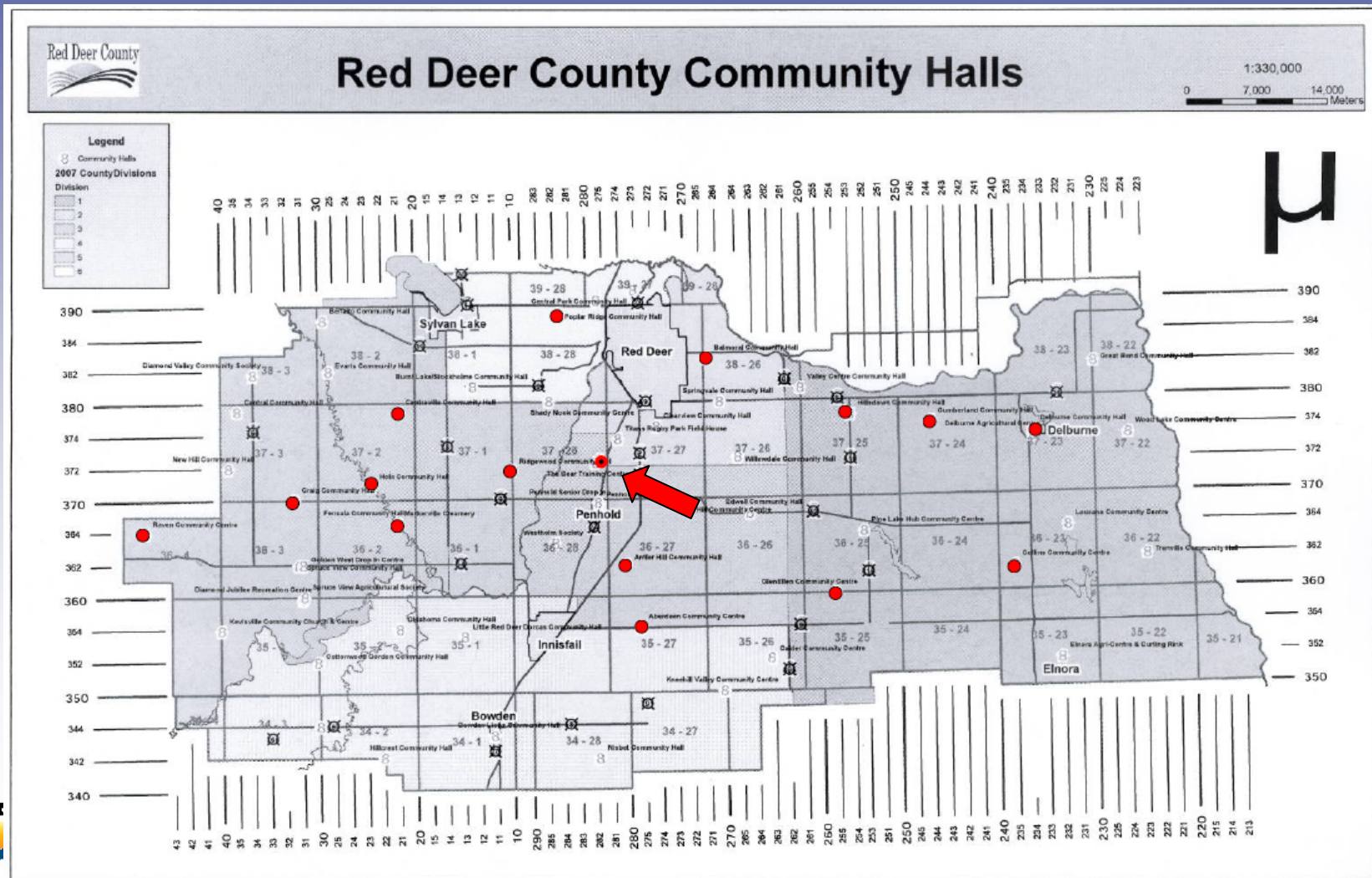
Trends: Community Facility Development & Management

- Multi-use space
- Integrating indoor and outdoor space
- Benefits of recreation
 - Contributor to quality of life
 - Less reliance on health care system
 - Lessens incidence of crime
- Volunteerism is changing
 - More is expected from fewer
 - Project specific tasks with defined terms more attractive



Community Halls

- 16 of the 40 community halls in the County provided feedback.



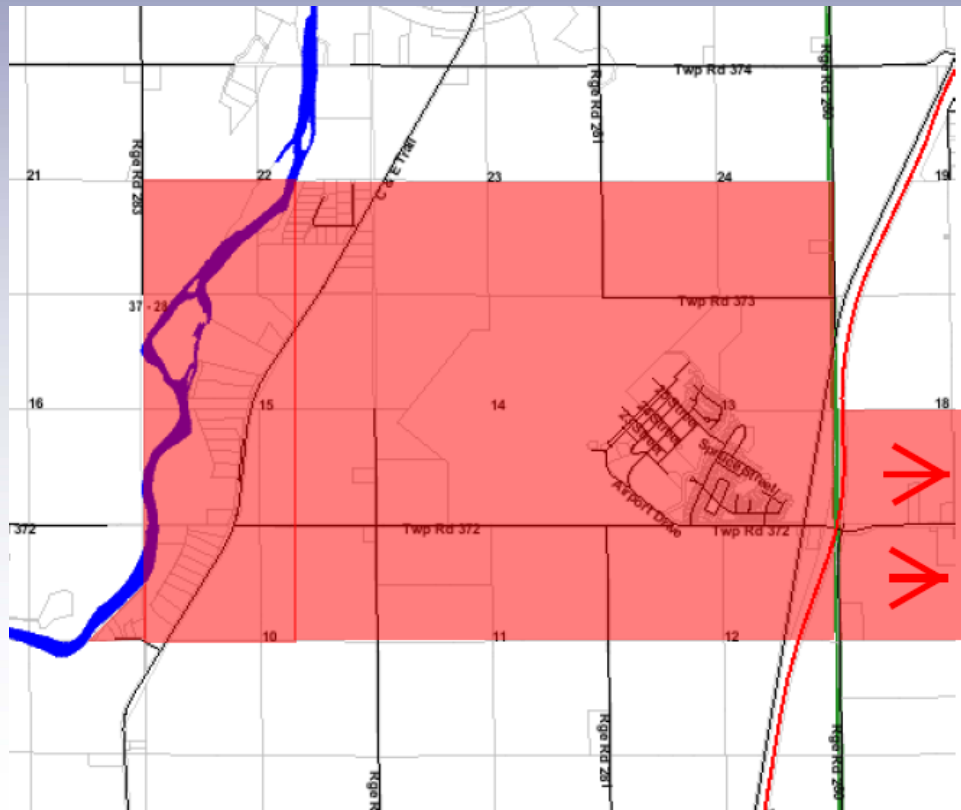
Community Halls

- Information gathered from 16 halls
 - Banquet capacity ≤ 100 – 11 halls
 - Banquet capacity 101-150 – 2 halls
 - Banquet capacity ≥ 151 – 3 halls
 - Delburne (east of Springbrook) : seats 375 with 40 rentals/yr
 - Poplar Ridge (north of Springbrook) : 175 seats, 100 rentals/yr
 - Ridgewood (nearby Springbrook) : 200 seats, 30 rentals/yr



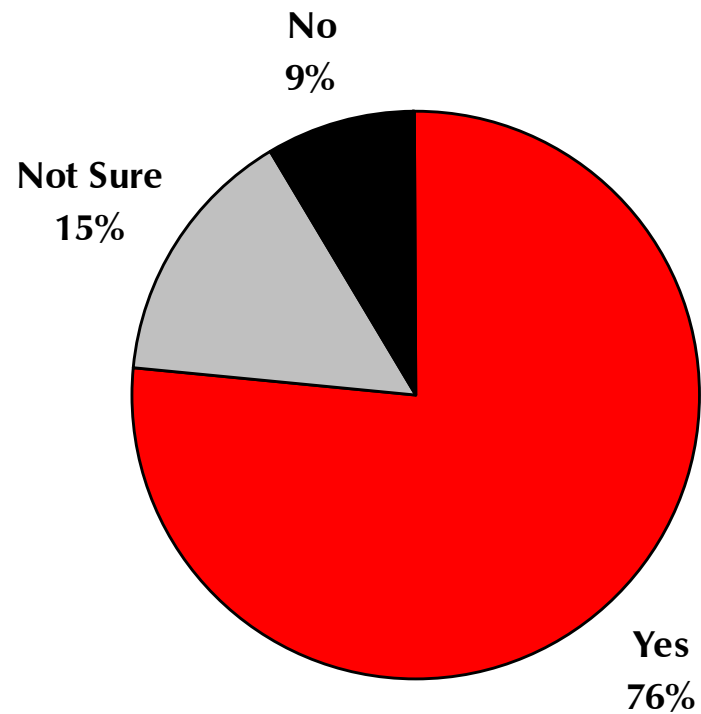
Household Survey Findings

- 433 households were sent the questionnaire
- 94 returned – representative within $\pm 8.9\%$
19/20
 - 72% from Springbrook itself



Household Survey Findings

Should a New Community Centre Be Developed in Springbrook?



Household Survey Findings

- Components to consider in new facility
 - fitness / wellness
 - gymnasium type space
 - walking track
 - youth space
 - social / banquet space
 - program rooms
 - preschool & after school care space



Household Survey Findings

- 82% said they were likely (“somewhat” or “very”) to use a new community facility
- 78% said a new community centre would attract residents; 59% said it would retain existing residents
- 70% said they would support an annual property tax increase to support the development of a new facility



Stakeholder Interviews

- 11 groups were interviewed
 - Red Deer Regional Airport
 - Harvard Historical Aviation Society
 - Division 3 Recreation and Culture Board
 - Red Deer County FCSS
 - Springbrook Ball & Soccer
 - Town of Penhold – Recreation
 - Boys & Girls Club
 - Parkland Regional Library
 - Red Deer Airport Business Association
 - Harvard Business Park
 - Springbrook Community Association



Stakeholder Interviews

- Community user groups including Springbrook Ball & Soccer, Community Association, FCSS, and Boys & Girls Club provided the following comments:
 - All would utilize the facility
 - Desired amenities:
 - large hall area
 - kitchen
 - multipurpose rooms
 - storage
 - County offices
 - near / adjacent to outdoor amenities
 - Groups commented - a new facility would help the community come together and would better support programming



Stakeholder Interviews

- Other stakeholders interviewed included the Harvard Historical Aviation Society, Harvard Business Park, Red Deer Regional Airport, Airport Business Association
 - 3 support development of facility (1 ambivalent)
 - Facility would help strengthen the Community Association
 - Need for space is accommodated in current facilities
 - Historical Aviation Society has plans for own facility



Facility & Site Program

- Facility space
 - social / banquet capability (200+)
 - kitchen area
 - washrooms available to outside
 - fitness / wellness
 - program rooms
- Potential site amenities
 - outdoor playground
 - picnic area
 - walking trail
 - skateboard park
 - sports fields (soccer, baseball)
 - outdoor rink
 - outdoor hard court area
 - farmers market space



Other Design Considerations

- The ability to expand the facility is important
- The inclusion of other community organizations or operations in the facility or on the site should be considered
- Site ideas – outdoor playground; picnic area; walking trail, skateboard park; sports fields (soccer, baseball), outdoor rink, outdoor hard court area, farmers market space



Potential Facility - Capital Costs

- Based on the facility and site program, the building would be approximately 12,000 sq.ft
- Estimated capital costs associated with a facility of that size is outlined in the following table

Component	Area	Unit	Estimate
Facility	12,000 ft ²	\$220 / ft ²	\$2,640,000
	Building Design Consultant allocation / fees @ 8%		\$211,200
	Fixtures, Furnishings & Equipment @ 10%		\$264,000
	Outdoor Development and Parking		\$350,000
Total			\$3,465,200



Potential Facility - Operations

- Operating estimates point to an operating deficit even with significant volunteer effort

Revenue	
• Rentals @ 30 per year x \$800	\$24,000
• Programs – through program fees and volunteer instructors	\$4,000
• Society Events / Productions @20 (currently 6)	\$4,000
• Banquet Catering	\$30,000
• Corkage	\$4,000
• Program Room Rentals	\$1,000
• Society Fundraising (general)	\$10,000
Total Revenue	\$77,000
Costs	
• Fixed @ \$6 ft ² For utilities & janitorial	\$72,000
• Capital replacement	\$5,000
• Insurance	\$10,000
• General management & operations	\$5,000
Total Costs	\$92,000
NET	(\$15,000)



Other Considerations

- Some facility needs can currently be met in proximity to Springbrook within the County or in other communities
 - e.g. social / banquet space, program rooms, fitness / wellness amenities
- The County operates under a model in which community associations play a significant role in fundraising (including grant acquisition) and are responsible for operations and maintenance of facilities. (Recreation Facility Master Plan 2008)



Recommendations

Short Term

- Status Quo

- While not ideal, space is available in which to deliver programs
- In the event current space becomes unavailable, the County will assist in locating other space in Springbrook that could accommodate the existing programming needs



Recommendations

Mid to Long Term

- Revisit the development of a community facility in Springbrook as the following dynamics emerge
 - Strengthening of the Community Association
 - The Association has some very committed volunteers
 - Greater “bench strength” is needed in order to operate a community hall
 - Expand the representation at the Community Association level from all elements of the community
 - Greater population growth in Springbrook and area
 - Sustainable operations require a significant rental market
 - Regional market is well serviced with halls
 - When the market area reaches 5,000+



Recommendations

Mid to Long Term

- Potential partners emerge in the community for facility development
 - The Harvard Historical Aviation Society has plans for the development of its own facility. Potential may exist to work with the Society in facility development



Next Steps

- Compile the feedback gathered from stakeholders regarding the draft recommendations
- Finalize the Study
- Present the Study to Red Deer County



Please...

- ...feel free to speak with members of the study team regarding the information presented
- ...complete a feedback form and leave it with a member of the study team before you leave
- ...tell your neighbours that the presentation and feedback form is posted on the Red Deer County website

