

Coaldale STRONG!

Capital Campaign Case for Support

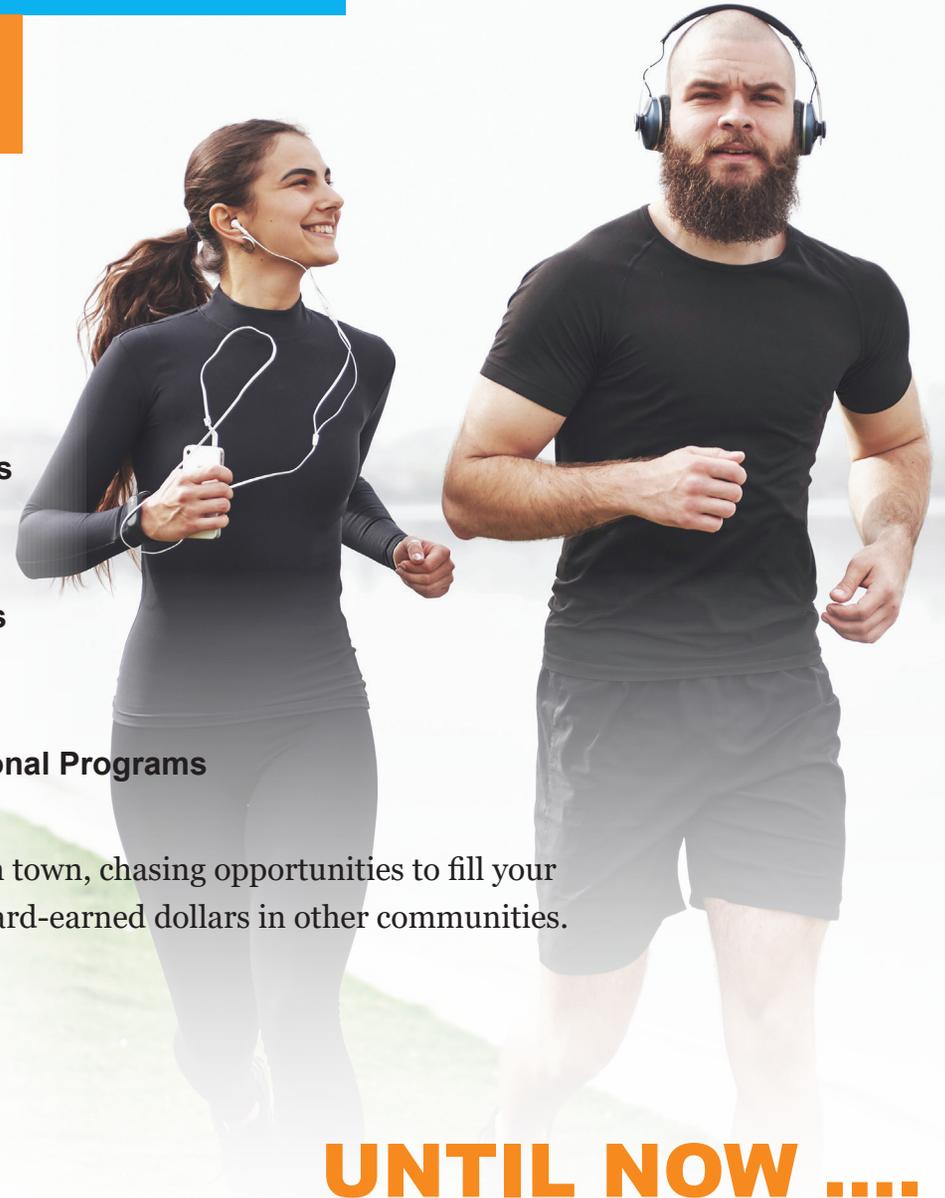
How often do you and your family leave Coaldale to access facilities and programs you can't find in your community?

- Walking/Running Track
- Indoor Pickleball or Basketball
- Daycare & Fitness Combined
- Lacrosse
- Climbing Wall
- Year-round Soccer Facilities
- Seniors Programs
- Banquet & Wedding Venues
- Baseball Batting Cage
- High School Sports & Optional Programs

Your family has spent too many hours and too much money away from town, chasing opportunities to fill your life with activities that mean the most to you. All the while spending hard-earned dollars in other communities.



UNTIL NOW



Introducing The Multi-Use Recreation Centre & New High School

The Town of Coaldale has dedicated 20 acres for a joint high school and a 55,000 square foot multi-use recreation facility north of Highway 3 and east of 30th Street.

This joint project is efficient, cost-effective, empowering, engaging and **game-changing for Coaldale**. Shovels will be in the ground in September 2021 and the new buildings are projected to open by 2023.

Now Coaldale will become a magnet for recreation, sports, special events and other programming that directly contributes to **economic prosperity** and **improved quality of life**. No other community in Southern Alberta offers the depth and breadth of programming that will be available in Coaldale.

*“Right now, Coaldale is growing faster than any other community around, and we’re **creating our own identity**. This facility is going to be a huge part of that, a year-round hub of entertainment and activity. I’m really excited about the role this facility will play in the overall health of Coaldale.”*

Russ Tanner

*Director of Recreation Community Services
Town of Coaldale*

Coaldale will become a **driving force of the economic engine** in Southern Alberta; a hub of activity for your family and your community, drawing people of all ages to state-of-the-art facilities. From toddlers through seniors, the multi-use rec centre has something for everyone. And that means families looking to relocate will find Coaldale even more attractive as an up-and-coming vibrant community.

With your support, this rec centre will, on opening day, host all the equipment needed to provide the intended experiences, right from the start, and make this facility the envy of other communities across the province.

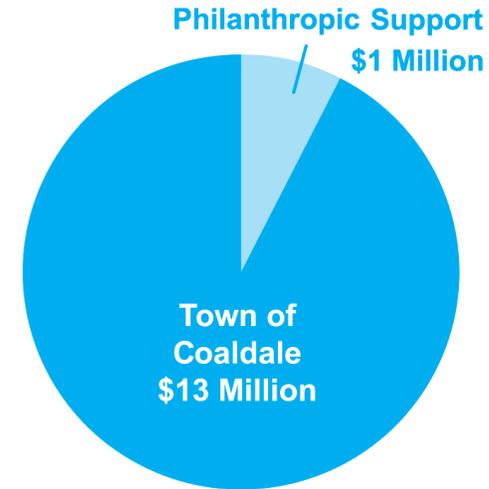
Coaldale STRONG! Capital Campaign needs your help.

Invest in elevating Coaldale as the place to live, work and play in Southern Alberta.

It Makes Sense Financially

Several partners are already involved in the success of this project. All it's missing is **YOU!**

- **The Alberta Government** is funding the replacement and reconfiguration of Kate Andrews High School for 855 students in grades 7 through 12.
- **Palliser School Division** has been an important partner from the start of the project, contributing expertise and vision.
- **The Town of Coaldale** has contributed:
 - 20 acres for the build site and \$13 million in capital costs.
 - Although capital costs increased \$3 million more than originally budgeted, the design changes also increased the revenue stream, leading to faster cost recovery.
- **Local soccer organizations** interested in using the facility as their year-round hub include Sunny South District Soccer Association, Coaldale Minor Soccer and Coaldale & District Soccer Association.
- **Twisted Steel Fitness Centre** has signed a Memorandum of Understanding to lease 7,000 square feet of dedicated fitness space. Other leasing opportunities for daycare space, food services, health and wellness groups and sports organizations are under discussion.



Coaldale STRONG! is a \$1 million capital campaign to support the construction of the centre and to ensure we have the sport and recreation equipment required to facilitate full programming upon opening.



Addressing Your Concerns

- Will my taxes increase because of the higher construction budget?
 - **No.** Extra costs will be offset through the reallocation of budget surpluses from other capital projects, grant funding, and revenue generated through private partnership agreements.
- What about operating costs?
 - The facility is budgeted to achieve an **operating surplus** within the first five years.
 - By focusing on dry sport leisure activities, which are known to provide greater revenue opportunities and lower operating costs than swimming pools or ice rinks, the multi-use rec



- facility is budgeting for full cost recovery within the operational budget. Generating steady revenue through the rec centre gives the Town of Coaldale future financial flexibility to explore other amenities such as a pool or new sheet of ice.
 - In partnership with Palliser School Division, a joint use agreement will share the ongoing and operating costs.
- I'm concerned about the north side location. What about accessibility?
 - New infrastructure including stoplights at the intersection of Highway 3 and 30th Street, new roads, a connecting pathway, and a pedestrian overpass will improve safe access to the site.
 - The location, adjacent to the Alberta Birds of Prey Centre, creates opportunities for outdoor educational programming.
 - Residential development is planned for around the school area.

*“This project will create a **culture of pride** in our community. It will really improve the lives and the hopes and dreams of the young people. By donating to this project, you will play a part in changing for the better our whole community.”*

*Dexter Durfey
Secretary-Treasurer
Palliser School Division*

The Design

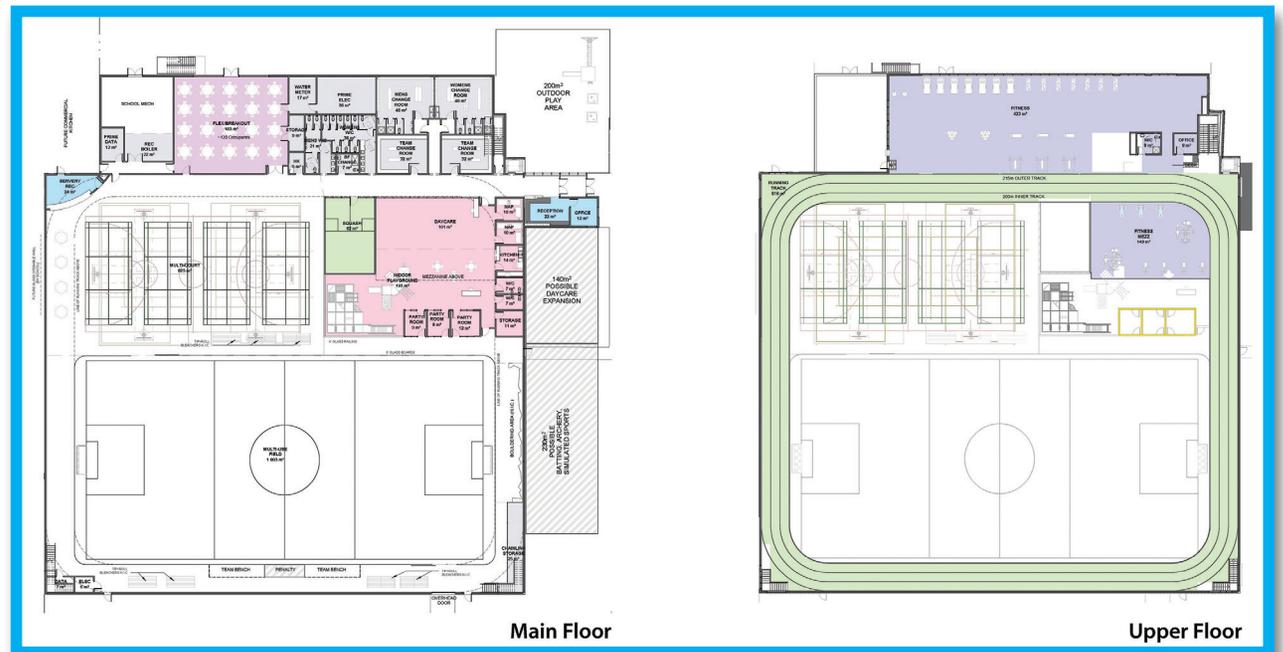
55,000 square feet of programmable space.

Main floor:

- Multi-use field & bleachers
- Multi-court area
- Squash court
- Daycare and indoor playground
- Party rooms
- Banquet/flex room for 120 people
- Women's, men's and team change rooms

Upper floor:

- 3-lane running track
- Fitness area and fitness mezzanine



The Benefits

The joint rec centre and high school project benefit Coaldale in many ways:

- Showcasing Coaldale as an innovative, inviting centre of commerce.
- Supporting local businesses by keeping more sports and recreation spending in Coaldale.
- Economies of scale and some shared services between both buildings will result in cost savings.
- Hosting large sporting events with positive spinoffs for hospitality and other businesses.
- Stimulating infrastructure and housing development; encouraging families and businesses to join our growing community.
- Changing the direction of travel for sport and recreation: drawing people TO Coaldale.
- Multiple options in the high school and other training (such as a Fire Academy) means more opportunities for Coaldale students to explore different avenues to become productive and successful citizens.

“I can’t imagine the possibilities!”

Coaldale resident **Joshua Clarke**, 19, has been playing soccer since he was 4. “Soccer has been my life, for as long as I can remember.”

Josh kept pushing himself to be better. He pursued his passion to the extent that for three years, from aged 13 to 16, his dad drove

him into Calgary five days a week after school, to practice and play competitively, returning home at 1:00 a.m., only to do it all again the next day. It was hard on the Clarke family, and Josh found it tough to be motivated “when I spent twice as much time on the road as I did playing soccer.” Even travelling to Lethbridge to train or play is time-consuming and booking times to train or play are difficult and expensive to obtain, he said.

Josh is excited about what the new rec centre means for Coaldale.

“We never got the opportunity to play on a home field, with fans and our families there. That would be amazing!” he said. “To be able to run track here, or even just for seniors to walk, and to run camps for kids year-round, there will be so much opportunity for people to discover talents and passions for things they didn’t know they had.



“I can’t even imagine what it will be like to have people looking to Coaldale, to grow, because it’s always been people have to leave to grow in the things they want to do. It would be fantastic if we had people from other communities coming here. We’ll be drawing people in, and I think that’s going to be a massive community boost. I can’t imagine the possibilities!”

Are YOU Ready to Invest in Coaldale's Future?

You've seen it many times. And you've probably experienced it yourself.

Someone in your family is passionate about a particular sport or recreational hobby and the facilities don't exist in Coaldale to support it. Or your daughter is getting married and you need a reception space. Or your book club needs a place to meet. Or it's the middle of winter and you want to keep your walking program on track.

So you plan your leisure time around driving to Lethbridge or Calgary or beyond to access the facilities to pursue your passions. You spend a lot of time driving, money on gas, and leisure dollars in other communities.

Imagine how wonderful it will be to access all that, and so much more, right here in Coaldale?

Your travel time can be repurposed to enjoying the activity, with a short drive home.

You can explore new hobbies and recreational activities. Your fees for sports and recreation will support your local community.

2.5 years of planning has brought the project to the shovel-ready stage. Multiple partnerships are in place with more to come, paving the way for a successful launch and operation.

The next step is for YOU to invest in the Coaldale STRONG! Capital Campaign. Support youth, adults and seniors in your community so they will all have access to a fully equipped rec centre on opening day.

Can you imagine the possibilities??

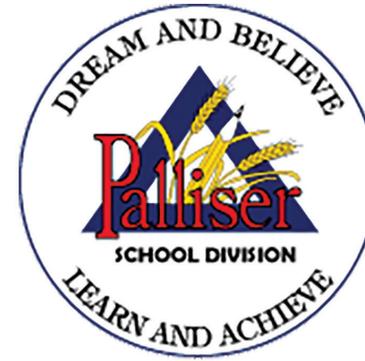
To invest in the Coaldale STRONG! Capital Campaign, please contact:

Russ Tanner
403-345-1375
Director Recreation and Community Services
russ.tanner@coaldale.ca

Barry Knapp
403-331-3852
Global Philanthropic Canada
b.k@globalphilanthropic.ca

*"Getting a facility like this that we can actually call home gives us something unique. As a donor, it gives you that **sense of pride** that you've helped a community project. I think it will be huge for our town."*

Tony Tams
Coaldale Foods



1920 – 17 Street
Coaldale, AB
T1M 1M1

Phone: 403-345-1300
office@coaldale.ca

Charitable Registration # 10812 5717 RC0001