

Coaldale STRONG!

Capital Campaign Case for Support

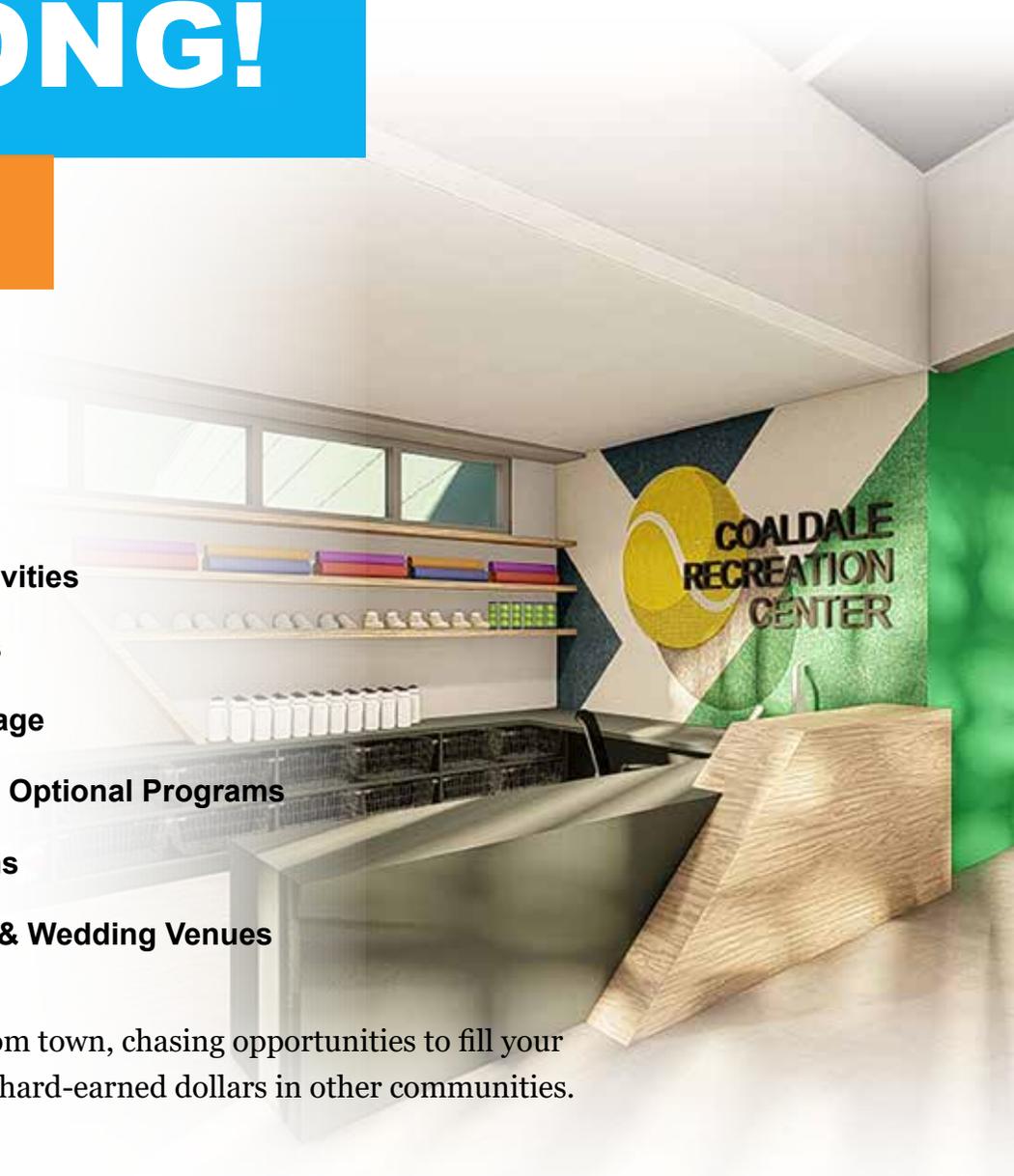
How often do you and your family leave Coaldale to access facilities and programs you can't find in your community?

- Year-round Walking/Running Track
- Indoor Pickleball
- Daycare & Fitness Combined
- Lacrosse
- Indoor Play Structure
- Year-round Soccer Facilities
- Expanded Senior Activities
- Adult Sports Leagues
- Year-round Batting Cage
- High School Sports & Optional Programs
- After School Programs
- Large Scale Banquet & Wedding Venues

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**. The ground was broken in September 2021 and the new buildings are projected to open by early 2024.

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. That means families looking to relocate will find Coaldale even more attractive as an up-and-coming vibrant community.

With your support, on opening day, this rec centre will, 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.

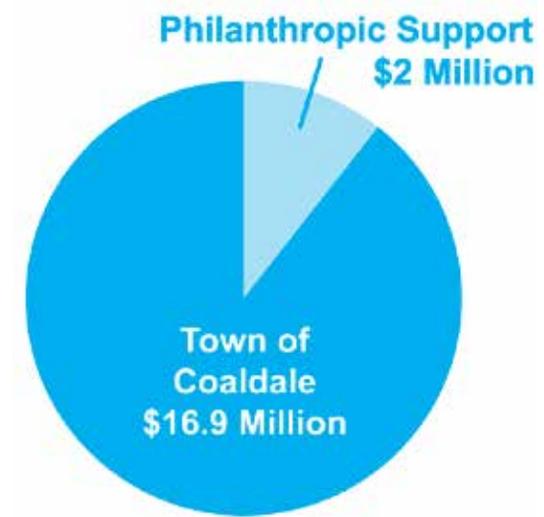
Invest in elevating Coaldale as the place to live, work and play in Southern Alberta.



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** will contribute:
 - 20 acres for the build site and \$16.9 million in capital costs.
 - Although construction costs have increased more than originally anticipated, working with the Palliser School Division has proven critical in stemming further inflation and keeping the project a reality.
- **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 now a \$2 million capital campaign to support the construction of the centre and to ensure we have building components and equipment required to facilitate every activity we anticipate for the space.



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, fundraising 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.

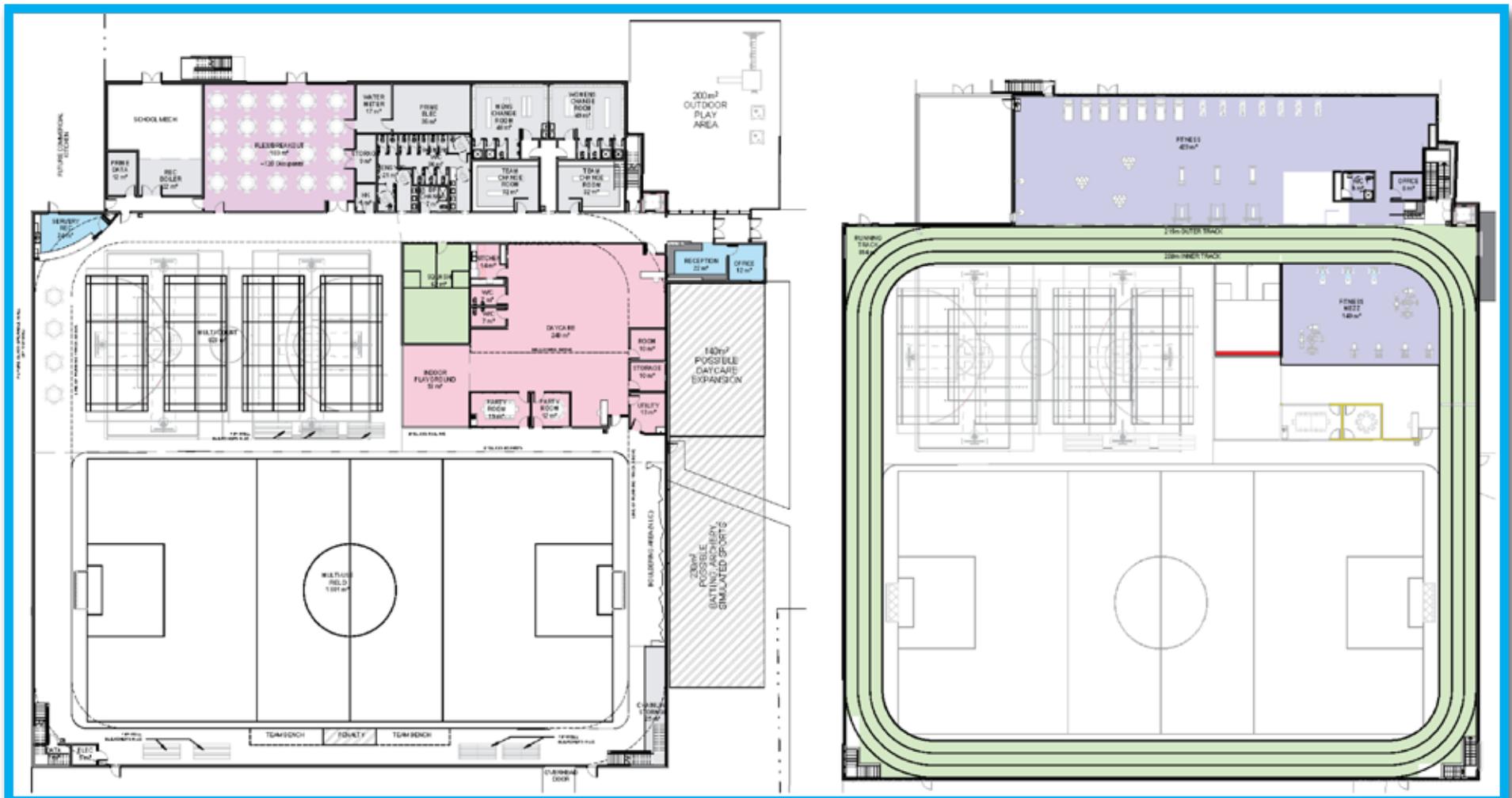
Main floor:

- 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 will 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!”

Making Coaldale STRONG!

Two local families that recognized the importance of this project are the Perry and the Kasko families.

Perry Farm, a family-owned Alberta business, has generously donated \$111,000 to help fund sport and recreation equipment in the facility. They are progressive leaders with a vision to integrate environmental stewardship and innovative technology into agriculture and the rural Alberta landscape.

“We’re so thrilled to be able to invest into Coaldale’s new recreation centre,” said Chris Perry, Owner and Manager of Perry Farm. “It’s an awesome way to put some positive energy forward and bring the facility to life so it can be everything Coaldale deserves.”



Ryan Kasko sees similar benefits from the project and demonstrated this with their family’s support of \$250,000. “Our family has been fortunate to be raised in the Coaldale area and we are thankful that we can contribute to this project,” said Ryan Kasko, manager at Kasko Cattle Ltd.

“We are excited and grateful for the opportunity to give back to our community in a way that will serve future generations for decades to come. Recreation is important to our family; our kids have been active playing sports in the community. We love that the new recreation centre will be designed for and used by everyone from kids to seniors. To think that one day even our future grandkids could still be using the facility is really something special.”

All gifts will empower Coaldale to become a hub of activity for families and community members of all ages.

*“Town Council is excited about the positive impact the new Multi-Use Recreation Facility will have on our residents. This facility is incredibly important for a healthy, vibrant community and will provide opportunities for residents to be active and interact with other people while fostering a **culture of well-being.**”*

*Jack Van Rijn
Mayor - Town of Coaldale*

Are YOU Ready to Invest in Coaldale's Future?

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:

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