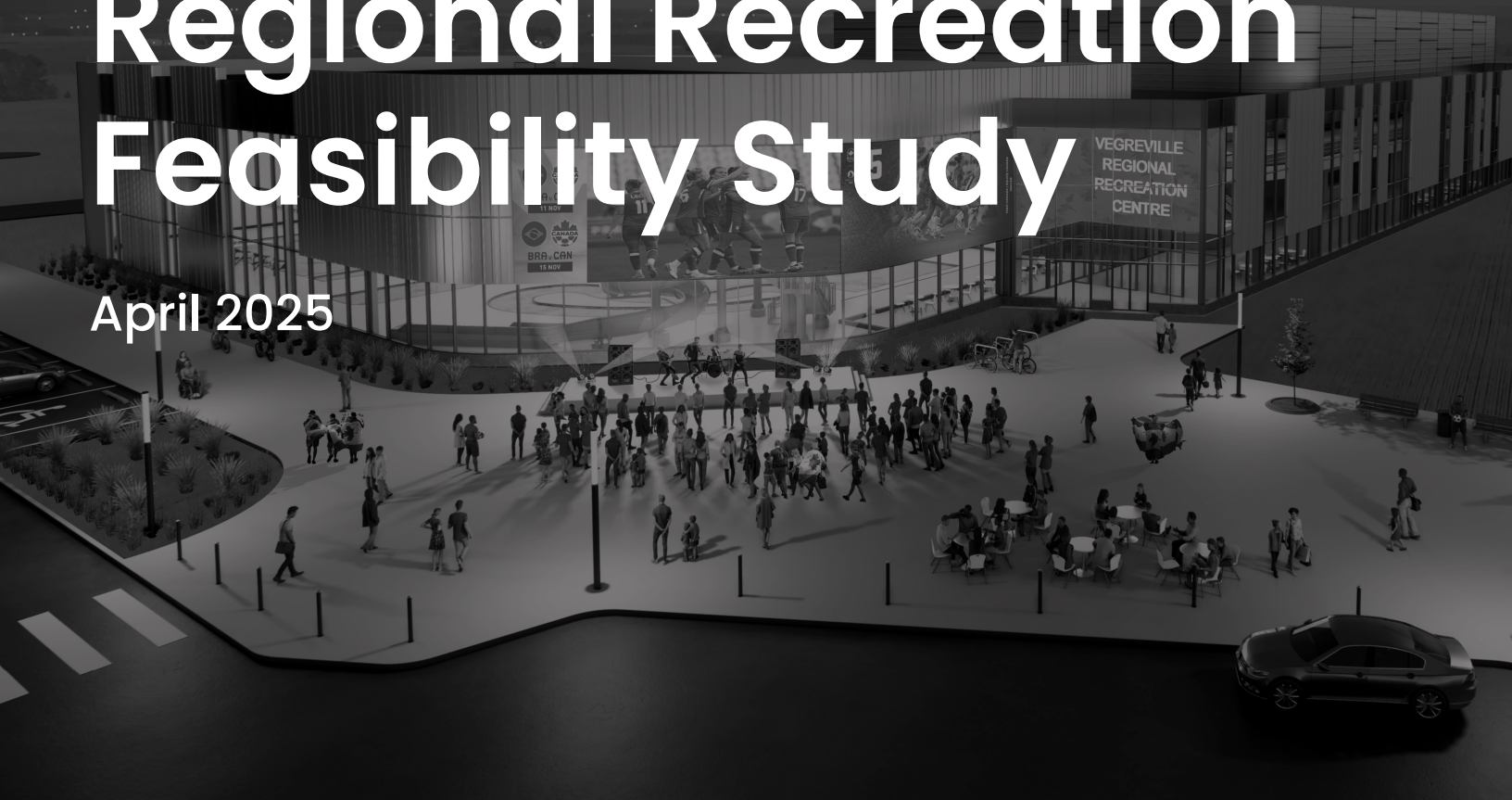




Town of Vegreville

# Regional Recreation Feasibility Study

April 2025



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# Land Acknowledgement



The Town of Vegreville acknowledges that we are on Treaty Six territory, a traditional meeting grounds, gathering place, and travelling route to the Cree, Saulteaux, Blackfoot, Métis, Dene, and Nakota Sioux.

We acknowledge all the many First Nations, Métis, and Inuit whose footsteps have marked these lands for centuries.

The Town of Vegreville is committed to the Truth and Reconciliation Calls to Action 87–91 which relate to advancing opportunities relative to sport.

# Acknowledgement



The development of this Regional Recreation Feasibility Study has been a collaborative effort involving the insights, expertise, and dedication of numerous individuals and organizations. We wish to express our deepest gratitude to all those who contributed to this comprehensive study.

First and foremost, we extend our sincere thanks to the community members and stakeholders who participated in surveys and public meetings. Their input has been instrumental in shaping this study, ensuring that it reflects the needs, desires, and aspirations of the town and region.

We would like to acknowledge the partners who made the motion to participate in the Alberta Community Partnership (ACP) Program for the purpose of accessing Provincial funding to support the development of this Regional Recreation Feasibility Study. A special thank you to the County of Minburn, the Town of Mundare, the Village of Holden, and the Town of Vegreville for their leadership and energy in accessing this Provincial grant opportunity.

We would also like to acknowledge the support and guidance provided by the Regional Recreation Feasibility Study Steering Committee. This Committee was formed by invitation and included the opportunity for the following communities to partner as active members of the oversight Steering Committee:

- County of Minburn
- County of Two Hills
- Beaver County
- Lamont County
- Town of Mundare
- Town of Two Hills
- Village of Holden
- Village of Ryley
- Village of Andrew
- Town of Bruderheim
- Village of Chipman
- Town of Lamont
- Town of Tofield
- Town of Viking
- Town of Vegreville

The Steering Committee has been a critical resource for strategic guidance, leadership, and stewardship of this process. Active members include representation from:

- Town of Vegreville
- County of Minburn
- Town of Mundare
- Village of Holden
- Beaver County
- Village of Andrew
- Village of Chipman

*\*The Town of Tofield did not have elected Councillors on the Committee, but there was one non-voting member of the Tofield Administration that attended as a representative of the town.*

Thank you to the Town of Vegreville Council and Administration for their collaboration on the development of this study. We would like to express our sincere gratitude to Mayor Tim MacPhee, Sandra Ling – Chief Administrative Officer, Dan Kuzmic – Parks, Recreation and Facilities Manager, and Lesley Kucherway – Legislative Administrator for their outstanding commitment to this project and their dedication to the community and region. They worked tirelessly with the project team to bring this project to life and always made themselves available as needed. Their passion for enhancing recreational opportunities in the region has been a driving force behind this project.

Our appreciation extends to our project partners and consultants for their expertise and dedication throughout the research and analysis process. Their professional insights have significantly enriched the quality and depth of this study.

Furthermore, we would like to acknowledge the past work and studies that have been completed and shared with us for consideration, which helped to inform many of the recommendations in this study.

The Town of Vegreville is led by true recreational professionals, passionate recreational advocates and leaders who hold themselves accountable to the highest standards. Our sincere gratitude goes to all those who contributed to shaping a vision that will serve as a roadmap for the community's recreational future. Together, we look forward to building a more active, engaged, and connected community for everyone to enjoy.



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# Executive Summary



With aging infrastructure, regional collaboration, and a desire to explore a long-term multi-sport and multi-purpose recreation facility, the Town of Vegreville, Town of Mundare, County of Minburn, and the Village of Holden collaborated to successfully access grant funding to support a Regional Recreation Feasibility Study. The desired outcome of this work is to provide the following information to support and inform future regional discussions and decision making:

- Assessment of current facilities and programs
- Identification of community needs and preferences
- Strategic recommendations for facility and program development
- Financial feasibility and sustainability
- Roadmap for implementation
- Enhanced accessibility and inclusivity
- Promotion of health, wellness, and social cohesion
- Support economic development and tourism
- Environmental stewardship and sustainability

All the funding for this Regional Recreation Feasibility Study was accessed through the Alberta Community Partnership (ACP) Program, which enables municipalities and Métis Settlements to work together to improve the viability and long-term sustainability of municipalities across the province. The program outcomes include:

- New or enhanced regional municipal services
- Improved municipal capacity to respond to priorities
- Effective intermunicipal relations

The initial application partners that accessed the grant program were the Town of Vegreville, the County of Minburn, the Town of Mundare, and the Village of Holden, with the Town of Vegreville acting as the managing partner.

## Steering Committee

In an effort to engage a comprehensive, inclusive, and transparent oversight committee, a Steering Committee was created by invitations sent out by the Town of Vegreville as the managing partner to the County of Minburn, County of Two Hills, Beaver County, Lamont County, Town of Mundare, Town of Two Hills, Village of Holden, Village of Ryley, Village of Andrew, Town of Bruderheim, Village of Chipman, Town of Lamont, Town of Tofield, Town of Viking, and the Town of Vegreville. Based on their responses to the Steering Committee



invitation, the Committee is comprised of the following communities by appointed representation: the Town of Vegreville, County of Minburn, Town of Mundare, Village of Holden, Beaver County, Town of Viking, Village of Chipman, Village of Andrew, and one (1) Town of Tofield Administration representative (who was considered a non-voting member, being a non-elected official).

Project Timelines

The initial project timelines considered commencement in July 2024, with a final project report delivered in February 2025. With some extended timelines associated with the assembly of the Committee, the project formally commenced in August 2024, with the final report being received by the Steering Committee in April 2024. All key elements within the planned project approach were completed as planned.

From the 2019 Regional Recreation and Culture Master Plan

Within the 2019 Regional Recreation and Culture Master Plan (Appendix C) received in June of 2019, there are several summary recommendations that relate to the exploration of a Regional Recreation Feasibility Study. The most prominent recommendation related to this report is a mid-term/ongoing priority that considers the ‘Introduction of new facilities and spaces when possible.’

Additionally, there are six key strategies within the 2019 report to be implemented when exploring regional collaboration. The use of a ‘Regional Planning Body’ and the ‘Determination of which types of recreation and culture facilities are Regional’ are two strategies that have been leveraged in the approach to this study.

The 2019 report highlights the role of Municipalities in the ownership and management of facilities. 90% of the households engaged in the 2019 study believe that recreation and culture are important to their households’ quality of life, supporting the plan Vision, which was determined to be:

*The Region is a better place to live, work, and play due to public investment and effort in recreation and culture.*

Regarding recreational and culture amenity and program development, the report highlights the need for regional collaboration and joint planning, and the process which was administered throughout this report development has followed this strategy.

Multi-Sport Recreation and Leisure Centre

An amenity scoring table within the 2019 Regional Recreation and Culture Master Plan outlines the top ten indoor recreational priorities:

2019 Recreation and Culture Master Plan Amenity Scoring Table (Page 36)	
1	Indoor Track
2	Fitness/Wellness Facilities
3	Indoor Child Play Spaces
4	Indoor Public Art
4	Fine Arts
6	Performing Arts Theatre
7	Indoor Field Sports
9	Library
9	Leisure Swimming
10	Dance Program Space
11	Multi-Purpose Sports Surfaces
12	Indoor Courts
13	Meeting Spaces

The recommended strategy for the development of a multi-sport recreation and leisure centre (addressed throughout this document) positively impacts each of the top ten categories outlined within the 2019 report in Phase 1 of the project advancement. Limited Phase 1 impact occurs only for item six – Performing Arts Theatre, although this item may be advanced in future phases of facility expansion.

It should be noted that there are multiple outdoor recreational priorities itemized in the 2019 report, and the proposed facility within this document attempts to enhance indoor and outdoor recreational space coordination but focuses on indoor amenity improvement.

Prior to the commencement of this project, a joint strategic session was hosted to ensure alignment and priority setting amongst key decision makers. This process resulted in the following core values, which strategically support the decision making of the Committee and this project. These values include:

- 1. Financial sustainability
- 2. Multi-purpose flexibility
- 3. Engagement and participation
- 4. Partnership and collaboration
- 5. Economic growth and resilience

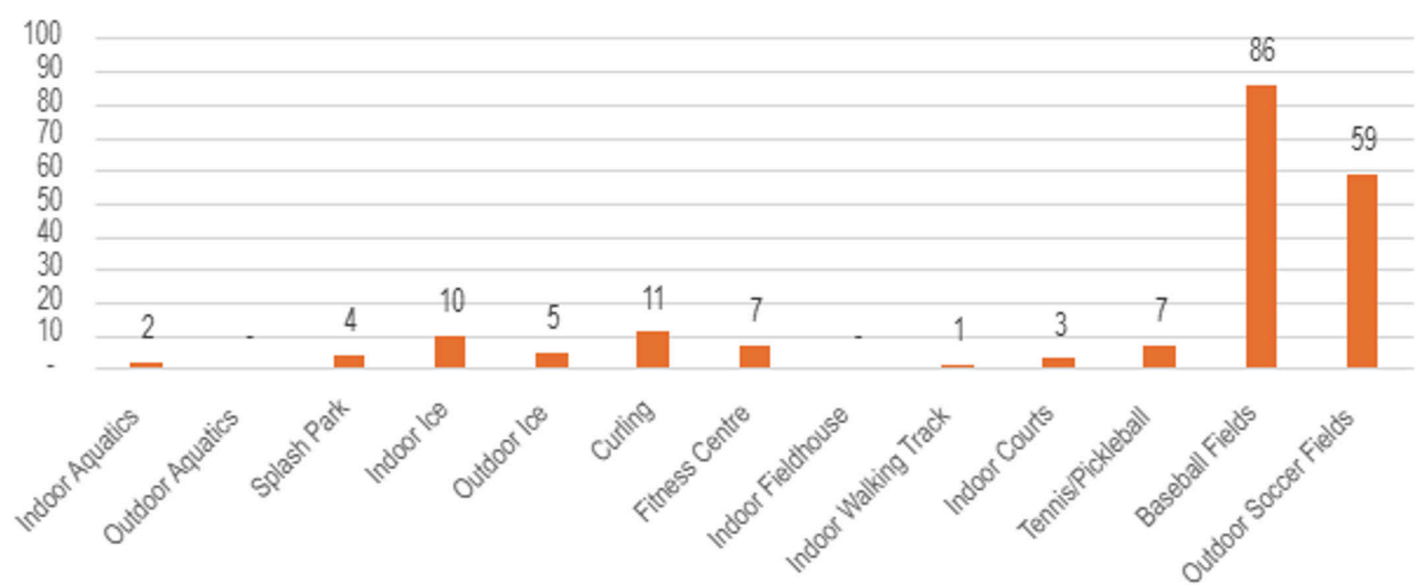
## Existing Regional Amenities

The region is currently well serviced by recreational amenities, with a particular strength in indoor ice arenas, indoor curling rinks, and outdoor fields and park spaces. However, the region has a noticeable gap or limitations in indoor aquatics facilities (particularly leisure aquatics), indoor fields and racquet sport opportunities, and indoor walking track amenities. Most facilities within the

region are nearing end of life based on the Canadian Infrastructure Life Expectancy Guidelines. Therefore, while there are numerous current facility offerings, those amenities will likely face substantial lifecycle investment needs within the next decade or sooner and they do not fully address the needs of the region. The following table outlines the core amenity offerings within the regional framework:

Community	Population (2021) Census	Indoor Aquatics	Outdoor Aquatics	Splash Park	Indoor Ice	Outdoor Ice	Curling	Fitness Centre	Indoor Fieldhouse	Indoor Walking Track	Indoor Courts	Tennis/ Pickleball	Baseball Fields	Outdoor Soccer Fields
County of Minburn	3,014	-	-	-	-	-	2	-	-	-	1	1	6	11
Beaver County	5,868	-	-	-	1	-	1	-	-	-	-	-	15	10
Town of Mundare	689	-	-	1	1	-	1	1	-	-	-	1	5	1
Village of Holden	338	-	-	1	1	-	-	-	-	-	-	-	3	1
Village of Andrew	366	-	-	-	1	-	1	1	-	-	-	1	2	1
Village of Chipman	246	-	-	-	-	-	-	-	-	-	-	-	3	-
Town of Tofield	2,045	-	-	1	1	-	1	1	-	-	-	2	4	3
Town of Vegreville	5,689	1	-	1	1	2	1	1	-	-	2	1	6	11
County of Two Hills	3,412	-	-	-	-	-	-	-	-	-	-	-	10	2
Lamont County	3,754	-	-	-	-	-	1	-	-	-	-	-	13	6
Town of Two Hills	1,416	-	-	-	1	-	1	1	-	-	-	-	4	2
Village of Ryley	484	1	-	-	-	1	-	-	-	-	-	1	4	4
Town of Bruderheim	1,329	-	-	-	1	1	-	-	-	-	-	-	3	1
Town of Lamont	1,744	-	-	-	1	-	1	-	-	-	-	-	5	4
Town of Viking	986	-	-	-	1	1	1	1	-	1	-	-	3	2
<b>Total Number of Facilities by Type</b>		2	-	4	10	5	11	6	-	1	3	7	86	59

Total Regional Facilities by Type

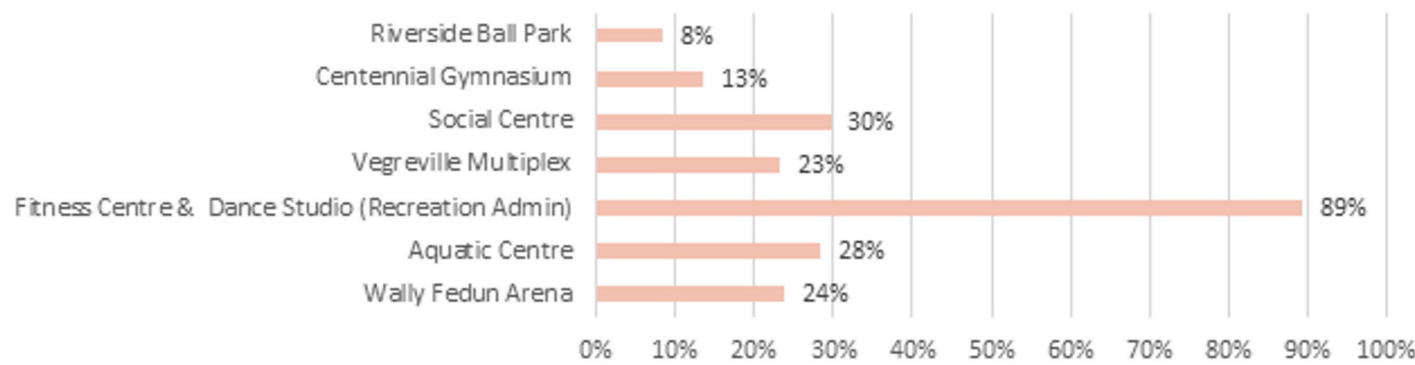


Current Financial Model

Cost recovery is defined as the percent of expenses recovered through revenue generation. The core recreational amenities within the Town of Vegreville are all currently operating at an annual loss; current cost recovery performance within the Town of Vegreville ranges from 8% at the Riverside Ball Parks to 30% at the Social Centre. Each recreational facility within the current Town of Vegreville portfolio requires a sustainability subsidy to offset losses from operations ranging from \$39K at the Fitness and Dance Studio to \$690K at the Aquatic Centre.

Based on performance, recreational amenity offerings within the Town of Vegreville are a community service and social benefit and are not delivered with profitability as the primary driver.

Cost Recovery or Profit by Amenity



Current Utilization

Recreational facilities within Vegreville are performing strongly, with the Aquatic Centre, Wally Fedun Arena, fitness and dance studio, and Riverside Ball Parks all approaching capacity during peak operational hours. These peak hours are defined as 4 p.m. to 10 p.m. on weekdays in season and throughout the weekends. Non-peak hours, on the other hand, represent fewer desirable times with limited market availability.

The current utilization data indicates that there is insufficient capacity to accommodate growth in specific sport memberships or population increases at the Wally Fedun Arena, Aquatic Centre, fitness and dance studio, and Riverside Ball Parks. Fortunately, the region offers 11 indoor arenas, 7 fitness and dance facilities, and 79 ballpark venues to help support this growth. The primary challenge in meeting demand and potential growth is associated with the Aquatic Centre, as few alternatives are available throughout the region.

Facility Name	Peak Time Utilization (%)	Non-Peak Time Utilization (%)
Wally Fedun Arena	88%	15%
Aquatic Centre	95%	95%
Fitness Centre & Dance Studio (Recreation Admin)	80%	80%
Vegreville Multiplex	30%	5%
Social Centre	65%	25%
Centennial Gymnasium	50%	10%
Riverside Ball Park	90%	10%

## Infrastructure Conditions

The project team evaluated past infrastructure reports and conducted an operational facility analysis to support this study.

- **Wally Fedun Arena:** The Wally Fedun Arena is in fair condition, with the ice plant and slab rated as fair. However, the facility faces significant challenges, including inadequate dressing room functionality, minimum spectator washroom availability, and insufficient barrier-free accessibility throughout the building.
- **Aquatic and Fitness Centre:** The Aquatic and Fitness Centre facility structure is also in fair condition overall, but its mechanical systems are in poor condition and are at risk. Additionally, barrier-free accessibility is lacking, and the natatorium suffers from poor sight lines and acoustics.
- **Multiplex Curling Rink:** The condition of the Multiplex Curling Rink is poor, with an aging ice plant that has exceeded its service life and is facing failure, along with minimal barrier-free and accessible accommodations.
- **Social Centre:** The Social Centre's core mechanical systems and facilities are in good condition, effectively supporting multifunction use.
- **Vegreville Central Library and Gymnasium:** The Vegreville Centennial Library and gymnasium are in good structural condition, although some issues remain regarding ceiling height clearance. However, the facility is in a generally positive current state.

Overall, the greatest risks to service levels are associated with the Multiplex Curling Rink (although 11 other curling facilities exist within the region) as well as the Aquatic Centre's mechanical and filter room, with limited alternative options available throughout the region.

## Infrastructure Opportunities

The project team explored modernization opportunities for the Wally Fedun Arena and the Aquatic and Fitness Centre, considering their utilization performance and current infrastructure status. Although some options do exist, expandability around the facility is limited due to space constraints. The team also considered repurposing the Vegreville Multiplex Curling Arena to accommodate alternative indoor sport needs, especially given the current condition of the ice plant and the significant investment and replacement costs which are anticipated for the future. While there are options for modernizing the existing amenities, they would not adequately address the community's service needs at present and would only provide short-term benefits coupled with significant costs. Ultimately, the possibility of modernizing the current facilities was explored but deemed to be a less favourable path forward.

## Demographic and Market Analysis

A market analysis was conducted to review other similarly sized communities that were highlighted by the Steering Committee. These communities included Lloydminster, Lac la Biche, Valleyview, Cold Lake, Leduc, Viking, and Bonnyville.

Vegreville represents a comparable regional size to these communities but has lower density per square kilometre and relatively flat population growth (according to the national Census data from 2016 to 2021). The average individual and household incomes in Vegreville are below the market analysis averages. The Vegreville regional population is also older than comparable communities, with noteworthy segments of the population aged between 40–64 and 65 years and older.

Town of Vegreville lags slightly behind in the supply of indoor ice amenities when compared to the suggested comparison communities, although its provision of indoor ice remains competitive within the province. While the option of providing a second indoor arena should be explored, there are several alternative indoor ice facilities available in the region. Another significant finding from the competitive analysis is the lack of indoor fieldhouse space in the community – a service that is commonly found in comparable communities. Additionally, the current Aquatic Centre is lacking many of the desired leisure amenities. Should it face operational challenges, there are also limited alternatives in the region. While Town faces additional risk regarding the continuation of indoor curling, there are numerous alternatives within a reasonable commuting distance. The Vegreville region is also deficient in indoor walking track space, indoor court facilities, and indoor cultural and theatre space, as indicated by the market comparison analysis.

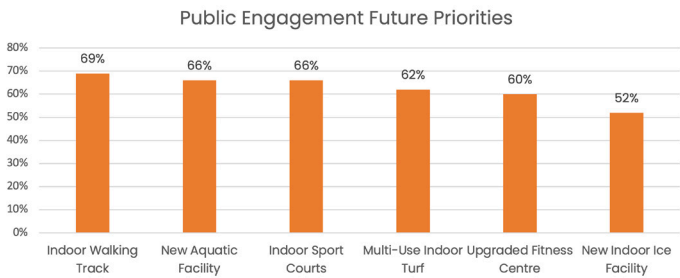
## Community Engagement

An in-person and virtual community engagement process was facilitated in alignment with IAP2 best practices. 677 online surveys were completed and 140 people attended community open house sessions. This engagement occurred between August 26, 2024, and October 31, 2024. The majority of respondents to the online survey were from the Town of Vegreville, while 185 participants were from the regional area or did not provide their location of residence. The vast majority of respondents were active users of current recreational amenities.

The following recreational priorities were revealed through the public engagement process:

Public Engagement Priority Future Recreation Considerations	
Indoor Walking Track	69%
New Aquatic Facility	66%
Indoor Sport Courts	66%
Multi-Use Indoor Turf	62%
Upgraded Fitness Centre	60%
New Indoor Ice Facility	52%

### Public Engagement Future Priorities



The project team explored opportunities to remodel, renovate, expand, and/or replace current aging infrastructure to meet the future regional growth demands and address numerous end of life recreational facilities. Based on a blended assessment of utilization, current asset condition, public engagement, and access to alternative facilities, the following table highlights the priority decision making model to support a phased approach to future facility planning:

Classification	Percent/100 (Higher is Important)
Facility	Priority Percent
Aquatic Centre	92%
Wally Fedun Arena	68%
Multiplex	38%
Fitness Centre	50%
Social Centre	48%
Walking Track	87%
Field House	90%

### Phased Regional Recreation Facility

The project team developed a phased approach base program for the modeling of a future regional recreation facility. The approach considered the following project phases:

#### Phase One:

1. Aquatic Centre with Leisure Aquatics
2. Indoor Fieldhouse (poured multisport floor)
3. Indoor Walking Track
4. Indoor Child Play Area

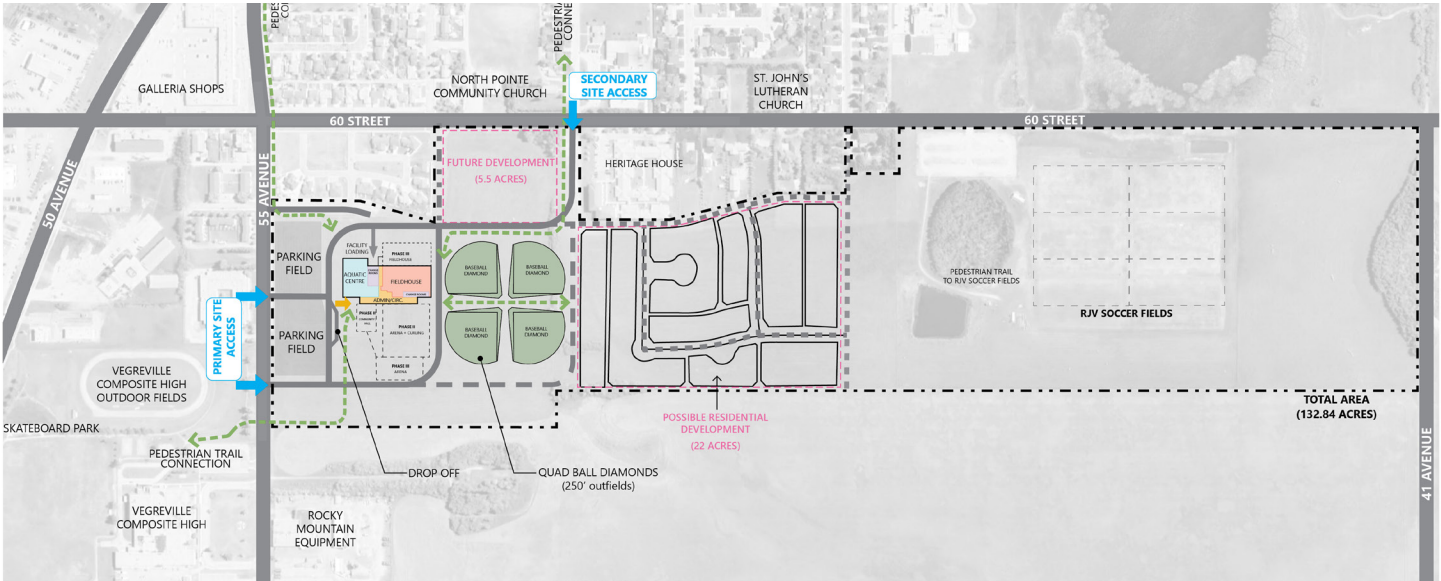
#### Phase Two:

1. Arena
2. Community Hall

#### Phase Three:

1. Second Fieldhouse
2. Secondary Recreational Arena

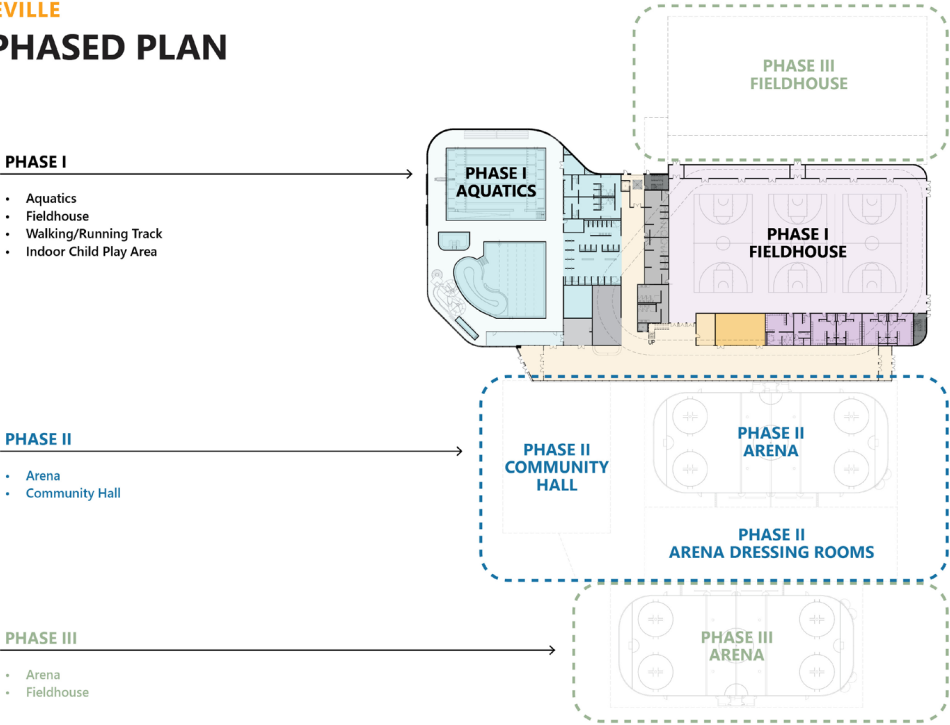
With an understanding of the phased program considerations, the project team evaluated potential sites and selected the lands adjacent to 55th Avenue and 60th Street as the primary site recommendation. This site offers strong alignment with existing educational, neighbourhood, and community amenities. Additionally, this site emerged as the preferred choice throughout public engagement, garnering support from a significant majority of participants.



The proposed facility incorporates the three phases outlined above, with an estimated construction cost of \$52 M for the first phase in 2025 with consultant fees, contingency, and Furniture, Fixtures, and Equipment (FFE) considered additional expenses. Future phases will need to be assessed based on prevailing market rates at the time of construction. The recommended facility assembly and phasing details are outlined below.

Pending funding and approvals, the facility is estimated to undergo 12 months of design, three months for tendering, and 18 to 24 months for construction. Additionally, the proposed facility is projected to generate a significant economic impact for the area, creating over 200 jobs during the construction phase, along with a GDP output of nearly \$27 M and labour income exceeding \$14 M.

**TOWN OF VEGREVILLE**  
**OVERALL PHASED PLAN**



## Proposed Operating Model

The project team considered several potential operating models for the proposed facility and recommends that operations be integrated within the existing Town of Vegreville Recreation Department. This approach offers a material annual labour savings due to economies of scale.

In Phase One, the facility is anticipated to welcome 266,000 users annually, generating a projected revenue of \$1.6 M and incurring annual expenses of \$3.3 M. This creates a need for \$1.6 M in annual operating funding to support sustainability. This will require an additional \$1 M in new recreational funding per year, factoring in the current funding status of the existing aquatic centre. The necessity for this additional \$1 M in annual funding will need to be carefully considered, given its significant impact on the overall budget.

## Recommendations

The project team developed 13 recommended outcomes for the consideration of the Steering Committee and in support of advancing the proposed plan. These recommendations are as follows:

1. That the Regional Community explore the development of a multi-sport recreation facility on the site with primary access from 55th Avenue and secondary access from 60th Street.
2. That the planned facility be considered in three unique project phases, with the first phase including an Aquatic Centre with leisure aquatics, a Multi-Sport Field House (Poured Floor), a walking track, and a child mind/play facility. This development should occur with site integration to support the field infrastructure today and into the future as well as connectivity with the neighbouring community and educational partners. The phased planning should additionally consider minimizing the disruption to operations as future phased are advanced.
3. That each element within the planned facility be developed to maximize flexibility of space, minimize labour and conversion costs, and be developed with energy efficient and cost-effective solutions.
4. That this final plan be presented to each key Municipal Stakeholder within the Region by the Steering Committee at a future Council meeting.
5. That this final plan be presented to the Regional Community in a series of open houses and that feedback be requested and the results be considered to enhance the final project definition and define current community support.
6. That the Steering Committee begin the process of drafting a Regional Memorandum of Agreement that outlines the regional support and financial commitments to a potential capital Regional Recreation Facility. Once in place, this commitment should be used to evaluate the funding requirements from other levels of Government as well as the potential debt requirements and servicing needs.
7. That the Steering Committee explore best practices in Regional Recreation Facility Governance and align on the governance and operating Model for the proposed Regional Recreational Facility.
8. That the Steering Committee begin the process of drafting a Regional Memorandum of Agreement that outlines the regional support for operational funding commitments to promote the sustainability of future project operations over the life of the project. This should additionally include a commitment to lifecycle investment and asset management.
9. Once public support is validated and a regional agreement for capital and operating models is achieved, the Steering Committee should develop an overview proposal and actively engage the Provincial and Federal Government (through the appropriate channels) with the purpose of identifying potential grant programs and funding partnership opportunities that may exist. The Steering Committee may wish to formalize a Government Relations partnership to advance this proposed work.
10. That the Steering Committee align support for grant discovery and grant writing to pursue possible capital funding opportunities for the proposed Regional Recreational Facility.
11. That the Steering Committee establish projected timelines for the advancement of the Capital Plan and construction. If funds are available, it would be advantageous to advance the project into the Schematic Design Phase to enhance budget accuracy and planning. This process will support future cost modeling and goal setting to evaluate project success and support the management of investment in current recreational infrastructure.
12. That the Steering Committee (either annually or bi-annually) conduct a Class D cost estimate on the proposed Regional Recreational Facility to ensure that total project costs remain current and well understood by the Committee, community, and municipal partners.
13. That the Steering Committee and each individual Municipality continue to work in the spirit of regional collaboration in the recreation and culture space. This should include the coordination of current regional recreation offerings, the management of aging regional recreational infrastructure, recreational programming, and scheduling and booking coordination.



# Strategic Context

# The Why

The Town of Vegreville Council and Administration recognizes that recreation plays a vital role in enhancing the quality of life for residents and visitors alike. It fosters community well-being, promotes physical and mental health, and contributes to the economic vitality of our towns and cities. As the Town of Vegreville looks to the future, will be crucial to develop a comprehensive and strategic approach to ensuring that recreational offerings meet the evolving needs and aspirations of the local community and Region.

The Town of Vegreville operates, both publicly and privately, following their vision, mission, and values statements:

**Vision:** People our core, innovation our strength, community our intention.

**Mission:** Embracing change to create an enhanced quality of life by engaging our citizens in building a vibrant community.

**Values:**

- Adaptability
- Inclusivity
- Integrity
- Teamwork
- Vibrancy

This Regional Recreation Feasibility Study represents the Towns' commitment to providing accessible, inclusive, and diverse recreational opportunities. It is the result of extensive research and community engagement, as well as a thorough analysis of current facilities, programs, and services. The study aims to guide the Town's efforts over the coming years to create a vibrant and sustainable recreational landscape that reflects the unique character and aspirations of the community.

Through this study, the Town of Vegreville seeks to enhance existing facilities, develop new spaces, and deliver innovative programs that promote active lifestyles, social connections, and environmental stewardship. Council and Administration believe that by investing in recreation, we are investing in the health, happiness, and future of our community.

The Town of Vegreville, through a Request for Proposal process, partnered with a consultancy team for the development of a Regional Recreation Feasibility Study to determine the immediate and future needs within the town and the surrounding Region.





Working with the administration team, the consultant team was tasked with developing a detailed study to provide the town with a summary of findings and recommendations regarding future priorities, programming, environmental sustainability, and facility investment related to recreation.

## Prior Studies

The project team reviewed prior studies to consider their outcomes and how they align with the current needs and considerations. These studies included:

- Municipal Development Plan – 2012
- Facilities Master Plan – 2017
- Regional Recreation & Culture Master Plan – 2019
- Parks & Open Spaces Master Plan – 2021
- Vegreville Economic Development Master Plan – 2023
- Vegreville 2022-2025 Strategic Plan

The Vegreville **2022 – 2025 Strategic Plan** developed by Council and Administration outlined four primary goals:

- **Strategic Goal #1 – People & Culture**
- **Strategic Goal #2 – Growth**
- **Strategic Goal #3 – Quality of Life**
- **Strategic Goal #4 – Infrastructure**

Strategic Goal #3 identified that, to achieve meaningful growth, Vegreville must not only work to attract new residents and businesses but also ensure the retention of existing residents and corporations. When agencies rank the 'Top' places to live in Canada, criteria typically include affordability, crime rates, and access to recreational and cultural amenities. The provision of abundant recreation opportunities, the maintenance of green spaces, parks, and trails, and the promotion of festivals, events, and functions are essential in today's retention and attraction of residents.

Goals focused on attraction and retention could be accomplished by:

- Providing abundant recreational opportunities
- Promoting festivals and public events
- Providing and maintaining abundant green spaces and parks
- Maintaining recreational facilities such as Vegreville Aquatic & Fitness Centre, the Wally Fedun Arena and playground spaces

The **Vegreville Economic Development Master Plan – 2023** listed several recommended 'Actions', one of which was regional partner collaboration in the exploration of grant opportunities to support the development of a recreation facilities replacement plan. It stated that:

*'Regional collaboration will be key in the replacement of Vegreville's recreation facilities and will certainly assist in securing grant funding. The creation of a recreation facilities replacement plan will assist in resident attraction and retention.'*

The **Regional Recreation & Culture Master Plan (2019)** provided direction for both the entire Region as well as the municipalities within it regarding the enhancement of services and benefits through investment in recreation and culture. Some recommendations in the plan relative to recreation included:

- **New Facilities and Spaces:** Although the region has an extensive complement of recreation and culture facilities and spaces, there is appetite for investment in both improving and enhancing (modernizing) existing facilities and spaces as well as introducing new spaces. As investments continue into existing facilities and they are re-programmed or decommissioned, there may be opportunities to add new program areas and meet new and emerging demand for recreation and culture. For recreation and culture investment to remain both relevant and effective, it will need to be made to meet program needs and address regional demands.

- **Prioritization:** Whether decision makers are deciding to reinvest in a recreation and culture facility/space, build a new one, or reprogram an existing facility, the prioritization of recreation and culture amenities needs to occur. Although all recreation and culture amenities provide value and benefit, some can have significantly more impact than others on meeting demands and helping regional municipalities achieve their strategic intent for investment.

Within the 2019 Master Plan was a list of Priority Amenity considerations for indoor and outdoor recreational enhancements. The top priorities on this list are highlighted below:

Outdoor Amenity	Score	Rank	Indoor Amenity	Score	Rank
Dog Walking Areas	64	1	Indoor Track	59	1
Multi-Use Trails	61	2	Fitness/Wellness Facilities	56	2
Natural Areas	61	2	Indoor Child Play Spaces	55	3
More Trees	61	2	Fine Arts Spaces	52	4
Downtown Landscaping	54	5	Indoor Public Art	52	4
Toboggan Hills	53	6	Performing Arts Theatre	51	6
Picnic Areas	52	7	Indoor Field Sports	50	7
Outdoor Bandstands/ Amphitheatres	51	8	Library	50	7
Campgrounds	50	9	Leisure Swimming Pool	49	9
Mechanized Trails	48	10	Dance Program Spaces	48	10
Outdoor Public Art	48	10	Multi-purpose Sports Surfaces	47	11
Outdoor Interpretive Areas	48	10	Indoor Courts	44	12
Playgrounds and Tot Lots	45	13	Meeting Spaces	43	13
Pickleball Courts	45	13	Program Spaces	43	13
BMX Bicycle Parks	45	13	Seniors' Activity Spaces	42	15
Mountain Bike Park	45	13	Indoor Pool Climbing Wall	42	15
Disc Golf	45	13	Community Group Office Spaces	42	15
Ball Diamonds	44	18	Youth Centre Spaces	40	18
Agricultural Areas	44	18	Combative Sports Space	39	19
Event Grounds for Special Events	44	18	Historical Display Spaces	39	19
Ornamental Parks	44	18	Show Facilities	38	21
Outdoor Water/Spray Parks	43	22	Agricultural Facilities	37	22
Fire Pits	43	22	Indoor Ice Leisure Skating	37	22

# Guiding Principles

The following guiding principles served as a foundation for the development of this Regional Recreation Feasibility Study, helping to create a comprehensive and strategic approach that meets the community's diverse needs and promote a vibrant recreational landscape.

## Health and Wellness

Encourage active lifestyles by providing a variety of recreational opportunities that promote physical and mental health. Design programs and spaces that support fitness, stress reduction, social interaction, and overall well-being.

## Quality and Safety

Commit to the highest standards of quality and safety in the design, maintenance, and operation of recreational facilities and programs. Ensure that all spaces are safe, clean, and well-maintained to foster a positive and enjoyable experience for all users.

## Inclusivity and Accessibility

Ensure that recreational facilities, programs, and services are accessible to all members of the community, regardless of age, ability, socioeconomic status, or cultural background. Promote inclusivity by providing diverse and equitable opportunities for participation.

## Community Engagement

Engage with community members throughout the planning and implementation process to understand their needs, preferences, and aspirations. Incorporate public input to ensure that the study reflects the community's vision and enhances their quality of life.

## Sustainability and Environmental Stewardship

Promote sustainable practices in the development and management of recreational spaces. Prioritize environmentally friendly design, resource conservation, and the preservation of natural habitats to ensure long-term ecological health and resilience.

## Innovation and Adaptability

Foster a culture of innovation by exploring new trends, technologies, and program ideas in recreation. Be adaptable and responsive to changing community needs and emerging recreational activities to keep the offerings relevant and engaging.

## Collaboration and Partnerships

Strengthen relationships with community and regional organizations, schools, businesses, and other stakeholders to leverage resources and expertise. Promote collaborative efforts to enhance recreational offerings and create a more connected and vibrant community.

## Financial Responsibility and Sustainability

Develop and manage recreational facilities and programs in a fiscally responsible manner. Seek diverse funding sources and pursue cost-effective solutions to ensure long-term financial sustainability without compromising quality.

## Holistic Planning and Integration

Integrate recreation planning with broader community goals, including urban development, transportation, and environmental initiatives. Ensure that recreational spaces contribute to the overall social, economic, and environmental vitality of the community.

3



# About





## 3.1 The Client

The County of Minburn, Town of Mundare, Village of Holden, and the Town of Vegreville partnered to participate in the Alberta Community Partnership (ACP) Program for the purpose of accessing Provincial funding to support the development of this Regional Recreation Feasibility Study.

Strategically situated just one hour east of Edmonton and in Lamont County, the Town of Mundare has a population of 689 according to the 2021 Census of population conducted by *Statistics Canada*. The Village of Holden in Beaver County has a population of 338 (*Statistics Canada*).

According to the 2021 Census of population conducted by *Statistics Canada*, The County of Minburn has a population of 3,104 and covers an area of approximately 88 Kms east to west and 48 Kms north to south, encompassing 41 townships. The County is made up of a large rural area and includes the Hamlets of Lavoy, Ranfurly and Minburn. Within the County's boundaries are the Town of Vegreville and the Villages of Inisfree and Mannville. As a result of both urban and rural influences, the County offers residents a relaxed yet vibrant lifestyle. In the County's 2020–2025 Strategic Business Plan, some of the goals and objectives were cited as follows:

- Broaden the tax base with economic development initiatives
- Promote communications and intermunicipal cooperation with other municipalities, within the County region and with other nearby municipalities
- Offer support for the organizations and urban centres that provide recreation services for the County residents

Vegreville is a town in central Alberta on Highway 16A approximately 103 Km east of the City of Edmonton. Having several infrastructural advantages by being located on the Trans-Canada Highway 16 and 22 Kms from Highway 36, Vegreville enjoys easy access to major east-west and north-south connections. Moreover, it is just one hour from Edmonton and the Edmonton International Airport and has a CN/CP railway line through the town.

While there is no denying that a large percentage of Vegreville's population can trace its lineage to Ukraine/ Eastern Europe, it is also worth noting that, according to the *Statistics Canada* 2021 Census of population, approximately 70% or 4,000 of Vegreville's 5,689 residents in private households are third generation Canadians.

Of the 5,689 residents, Vegreville has an employable workforce of around 3,400 and a total trade area population close to 30,000. The labour force participation rate has dropped from approximately 65% in 2016 down to 60% in 2021, which reflects a similar trend experienced by the rest of the province. The population has also decreased slightly since the last Census in 2016. However, in general, the population has been incredibly stable at approximately 5,500 people since the early 2000s.

Vegreville is home to several key industries. In terms of agriculture, the town has access to 6,000,000 acres of cultivated land in the surrounding area, which yields grains, pulse crops, and hemp. Additionally, a vital energy industry is flourishing in Vegreville as the site of Alberta's second-largest heavy oil and gas reserve.

## 3.2 The Consulting Team



The Town of Vegreville, through a request for proposal process, partnered with Orange Crow Leadership (OCL) and TBD Architecture + Urban Planning (TBD) for the development of a Regional Recreation Feasibility Study to advance the Town's recreational offerings.

Working with Administration and the Steering Committee, the project team was tasked with developing a detailed study that provided a market assessment for a multi-purpose facility, an analysis of competing/complementary recreation facilities, a financial analysis, a site analysis, and go-forward recommendations.

Orange Crow Leadership is a boutique Canadian Consulting firm based in Western Canada but serving a global sport, recreation, parks, event, and live experience audience. They call the Prairies and the Mountains of Western Canada home, and work with partners across all of Canada, the US, and the Caribbean.

OCL has assembled some of the very best operators in the field – people who live the business of sport, recreation, parks, event, and live experience every day – to deliver the recommendations contained within this report. Each member has led under the pressure of making a facility, an event, or an experience come to life and has been accountable for the day-to-day operations of facilities across Canada. Each member of their team has dealt with a leaking roof, a staffing challenge, a budget shortfall, or the pressures of being in the spotlight of a major event. OCL brings real life experience to projects with the goal of maximizing the results for the client.

The team is carefully crafted by merging operational leadership services from Orange Crow Leadership (OCL) with creative design services by TBD Architecture + Urban Planning (TBD), based in Edmonton, Alberta. TBD is committed to providing design excellence and the highest level of project delivery. The TBD team has experience in a broad range of project typologies with a focus on sports and recreation and has the expertise to assist clients in delivering exceptional recreational projects. The partnership between OCL and TBD has been in place for over 20 years, and together they focus on delivering projects that enhance the quality of life for communities.

The teams have successfully delivered projects across Canada, the US, Kingston, and Jamaica. They have led development projects as small as a few thousand dollars to as large as Rogers Place in Edmonton with a budget of over \$500 M. From an operations perspective, their team has led projects such as small parks and golf courses, to operating budgets in excess of \$220 M in annual operations. Their unique perspective of operational experience and major project management is their secret to success.

This team understands the unique experience of working within smaller cities, towns, and First Nations across Canada.



**Services offered by OCL include:**

- Strategic Planning
- Needs Assessment
- Feasibility Studies
- Public Engagement
- Stakeholder Consultation
- Business Plan Development
- Economic Impact Assessment
- Sponsorship & Partnerships
- Facility Audits
- Business Performance Audits
- Operational Performance Audits
- Facility Master Planning
- Site Master Planning
- Owners Representative
- Design Support
- Commissioning Support
- Bids and Buys

**Services offered by TBD Architecture & Urban Planning include:**

- Full Service Architectural Practice
- Studies
- Sports and Recreation
- Community Services
- Industrial
- Residential
- Commercial
- Institutional
- Urban Planning
- Sustainability

4



# Purpose



The purpose of engaging in this Regional Recreation Feasibility Study is to assess and understand the current and future recreational needs of the community and region. As the Town of Vegreville and region grows and evolves, it will be essential to ensure that recreational facilities, programs, and services are adequately meeting the diverse needs of residents and visitors. This study aims to provide a comprehensive analysis that will guide strategic decision-making and resource allocation to enhance the quality, accessibility, and sustainability of our recreational offerings.

By conducting this feasibility study, we seek to achieve several key objectives:

- **Identify Gaps and Opportunities:** To evaluate existing recreational infrastructure and programs, identifying gaps in service and opportunities for enhancement or expansion. This will help us to create a more inclusive and diverse recreational environment that serves all community members.
- **Inform Future Planning and Development:** To provide a data-driven foundation for the development of a long-term recreation plan. This study will help prioritize investments and guide the planning of new facilities and programs to align with community needs and aspirations.
- **Enhance Community Well-being:** To ensure that recreational opportunities contribute positively to the overall health, well-being, and quality of life for residents. This includes promoting active lifestyles, social interaction, and environmental stewardship through accessible and engaging recreational activities.
- **Support Economic and Social Vitality:** To explore how recreational development can support broader economic and social goals, such as tourism, community and regional cohesion, and local business growth. By understanding the feasibility and potential impact of proposed initiatives, we can make informed decisions that benefit the entire region.
- **Roadmap:** The findings and recommendations from this study will serve as a roadmap for enhancing our region's recreational landscape, ensuring that it remains vibrant, inclusive, and responsive to the changing needs of our community.





# 4.1 Desired Outcomes

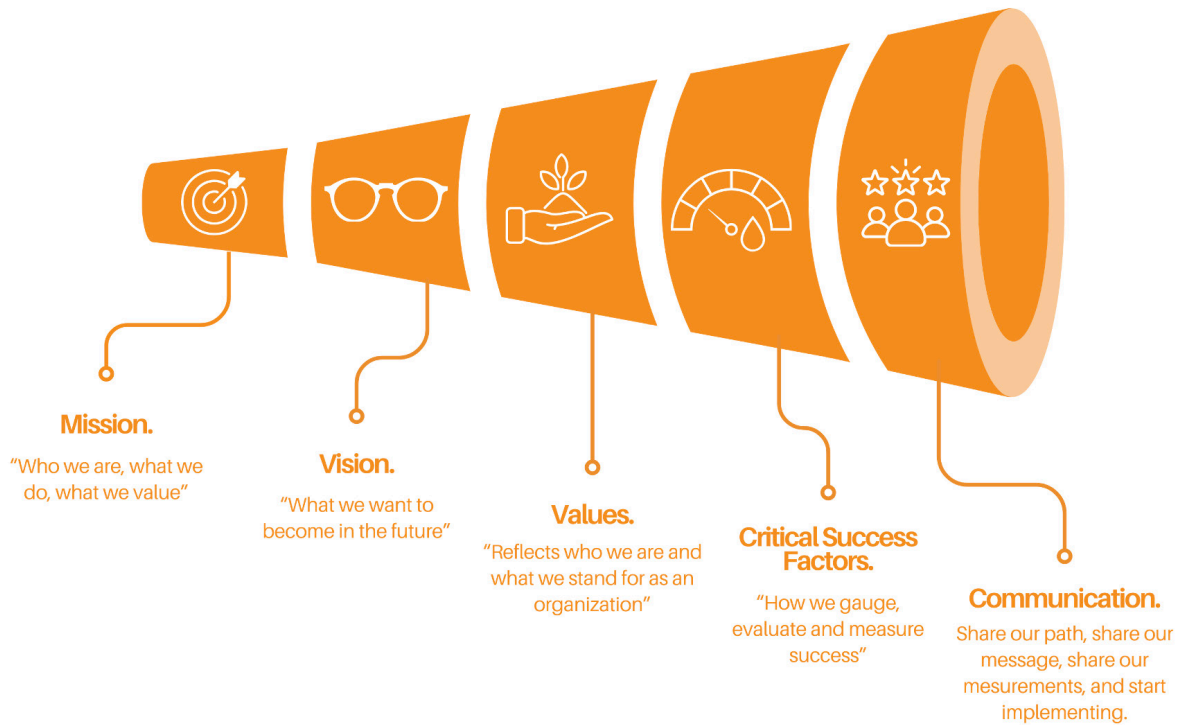
These desired outcomes provide a clear vision for what the Regional Recreation Feasibility Study aims to achieve, guiding the study’s focus and helping to measure its success:

- 1. **Comprehensive Assessment of Current Facilities and Programs**  
Develop a detailed understanding of the existing recreational facilities and programs in the region. Identify strengths, weaknesses, and gaps in current offerings to establish a baseline for future planning.
- 2. **Identification of Community Needs and Preferences**  
Gather insights from community members, stakeholders, and other key groups to understand their recreational needs, preferences, and priorities. Ensure that the study reflects the diverse interests and demographics of the region.
- 3. **Strategic Recommendations for Facility and Program Development**  
Provide clear and actionable recommendations for enhancing existing facilities and programs, as well as for developing new ones. This includes identifying potential locations, design considerations, and types of amenities that align with community needs.
- 4. **Financial Feasibility and Sustainability Analysis**  
Conduct an analysis of the financial feasibility of proposed developments, including cost estimates, funding options, and potential revenue sources. Ensure that recommendations are economically viable and sustainable in the long term.

- 5. **Roadmap for Implementation**  
Develop a phased implementation plan that outlines the steps that will be required to achieve the recommended developments. Include timelines, a resource allocation strategy, and potential partnerships to facilitate the execution of the plan.
- 6. **Enhanced Accessibility and Inclusivity**  
Identify opportunities to improve accessibility and inclusivity in recreational facilities and programs. Ensure that all community members (regardless of age, ability, or socioeconomic status) have equitable access to high-quality recreational opportunities.
- 7. **Promotion of Health, Wellness, and Social Cohesion**  
Emphasize the role of recreation in fostering social connections, community engagement, and overall well-being.
- 8. **Support for Economic Development and Tourism**  
Explore how enhanced recreational offerings can support economic growth and tourism in the region.
- 9. **Environmental Stewardship and Sustainability**  
Ensure that any proposed developments prioritize environmental sustainability and stewardship.

# 4.2 Strategic Game Plan

The Town of Vegreville has its own mission, vision, and values that guide its actions and objectives. Additional mission, vision, value, and critical success factor statements have been included below which reflect the Town’s perspectives on providing amenities for the community specific to a Phased Regional Recreation



## Mission

- We are a regional economic and community gathering place.
- We are unwavering in our dedication to enhance our community.
- We are practical in approach, dedicated to quality, and motivated by growing our community.

## Vision

Our focus will always be to support Vegreville and the region in becoming the best rural community in Alberta for your business, community, and future.

## Values

With the lens of a Regional Recreational Facility, we value:

1. **Financial Sustainability:** We value a design and program model that delivers quality in both product and experience, while maintaining a primary focus on financial responsibility in the capital project and a strong understanding of long-term financial sustainability throughout future operations.
2. **Multi-Purpose Flexibility:** Our spaces will be designed and programed to maximize the multi-use and efficient conversion of space, as well as financial and operational efficiency. Our spaces must meet the diverse current and future needs of the community.

3. **Engagement and Participation:** This process will be a community conversation, a regional design, and a program that is led by the objectives of the community as well as the needs of the region. This process will be engaging, transparent, and accessible to all who wish to participate.
4. **Partnership and Collaboration:** Future opportunities are dependent upon the ability to form and grow strong partnerships in collaboration with the regional community, other levels of government, and corporate participants. We will invite others to participate and welcome their contributions.
5. **Economic Growth and Resilience:** This project will maximize the economic impact on the regional economy throughout design, development, and operations. Our goal is to develop an experience that invites guests to visit our community and is the pride of residents in our region.

## Critical Success Factors

### Financial Leadership

- The design will focus on quality, innovation, and affordability.
- The operational program should target a 50% cost recovery from operations.
- The capital budget should provide base options from \$35 M to \$65 M

### Planning and Future Planning

- Develop a multi-phased design program to support Council decision making
- Consider the current and future needs of the community in design
- Provide options for program assembly in design and relate all design options to operational outcomes

### Multi-Purpose and Maximize Utilization

- Maximize the efficiency of conversion, ease of use, and cost reduction for the operator and end user.
- Facilities must be scalable in design without sacrificing the program intent.
- Facilities should consider long term flexibility as the regional needs evolve over the life of the facility.

### Partners, Partnerships and Stakeholders

- Consider design and program opportunities that align with the Provincial and Federal policy objectives to support grant funding. Additionally, consider alignment with corporate partner priorities for investment opportunities.
- Develop a design model that meets the regional needs of the community.
- Develop an operating financial and management model that meets the regional needs of the community.

## Sustainability

- Explore the most efficient and innovative construction materials and process.
- Balance investment in green technology and innovation with a total cost evaluation process.
- Develop an evaluation process to support investment in sustainable materials, technologies, and processes.

## 4.3 Alignment to Collaborative Strategies, Plans, Policies

This section outlines how the Regional Recreation Feasibility Study aligns with and supports existing strategies, plans, and policies at various levels, emphasizing the importance of an integrated and collaborative approach to recreation planning.

The success of any regional recreation initiative depends not only on understanding local needs but also on aligning with broader strategies, plans, and policies. This Regional Recreation Feasibility Study has been developed in close consideration of existing regional, municipal, and community plans to ensure cohesive and integrated development.

### 1. Integration with Regional Planning Objectives

This study aligns with regional growth strategies, land use plans, and economic development initiatives. By incorporating recreational planning into these broader frameworks, we ensure that our recommendations support sustainable growth, enhance quality of life, and contribute to the town and region's economic vitality.

### 2. Collaboration with Municipal Plans and Policies

Our approach involves harmonizing the recommendations of this study with the recreational plans of the Town of Vegreville. By doing so, we respect the unique characteristics and goals of the community and region while fostering a unified vision.

### 3. Consistency with Environmental and Sustainability Goals

The study is committed to supporting local environmental sustainability goals. This ensures that recreational development is environmentally responsible and a positive contributor to the region's ecological health.



#### **4. Support for Public Health and Wellness Initiatives**

Recognizing the role of recreation in promoting public health and by advocating for programs and facilities that encourage active living, social interaction, and mental well-being, we contribute to broader public health objectives and support initiatives aimed at improving overall community wellness.

#### **5. Enhancement of Social and Cultural Development**

We aim to create vibrant, inclusive communities and by incorporating community-building initiatives into recreational planning. We support the region's goals for social cohesion and community pride.

#### **6. Facilitation of Economic Development and Tourism Strategies**

The recommendations within this study are designed to complement local and regional economic development and tourism strategies. By creating recreational offerings that attract visitors and support local businesses, we contribute to the town and region's economic growth and enhance its appeal as a destination for residents and tourists alike.

5



# Current State



## 5.1 Regional Facilities



Presently, the Town of Vegreville, the County of Minburn No. 27, and the Town of Mundare regional recreation, sport and culture assets are serving the communities and region and contributing positively to the health, well-being, and quality of life for residents.

Community	Population (2021) Census	Indoor Aquatics	Outdoor Aquatics	Splash Park	Indoor Ice	Outdoor Ice	Curling	Fitness Centre	Indoor Fieldhouse	Indoor Walking Track	Indoor Courts	Tennis/ Pickleball	Baseball Fields	Outdoor Soccer Fields
County of Minburn	3,014	-	-	-	-	-	2	-	-	-	1	1	6	11
Beaver County	5,868	-	-	-	1	-	1	-	-	-	-	-	15	10
Town of Mundare	689	-	-	1	1	-	1	1	-	-	-	1	5	1
Village of Holden	338	-	-	1	1	-	-	-	-	-	-	-	3	1
Village of Andrew	366	-	-	-	1	-	1	1	-	-	-	1	2	1
Village of Chipman	246	-	-	-	-	-	-	-	-	-	-	-	3	-
Town of Tofield	2,045	-	-	1	1	-	1	1	-	-	-	2	4	3
Town of Vegreville	5,689	1	-	1	1	2	1	1	-	-	2	1	6	11
County of Two Hills	3,412	-	-	-	-	-	-	-	-	-	-	-	10	2
Lamont County	3,754	-	-	-	-	-	1	-	-	-	-	-	13	6
Town of Two Hills	1,416	-	-	-	1	-	1	1	-	-	-	-	4	2
Village of Ryley	484	1	-	-	-	1	-	-	-	-	-	1	4	4
Town of Bruderheim	1,329	-	-	-	1	1	-	-	-	-	-	-	3	1
Town of Lamont	1,744	-	-	-	1	-	1	-	-	-	-	-	5	4
Town of Viking	986	-	-	-	1	1	1	1	-	1	-	-	3	2
<b>Total Number of Facilities by Type</b>		2	-	4	10	5	11	6	-	1	3	7	86	59

The 2019 Master Plan identified indoor tracks, multipurpose sports surfaces, and leisure swimming facilities as top recreational priorities within the region. However, as illustrated in the chart above, these amenities are currently lacking in the regional offerings. To align with the Town of Vegreville’s 2022–2025 Strategic Plan, which emphasizes growth and quality of life, it will be essential to provide a wide range of recreational opportunities and maintain existing assets. This will help Vegreville and its surrounding areas to be viewed as ideal places to live. Investing in an indoor multi-plex facility that addresses the region’s prioritized needs would be a prudent decision at this time.

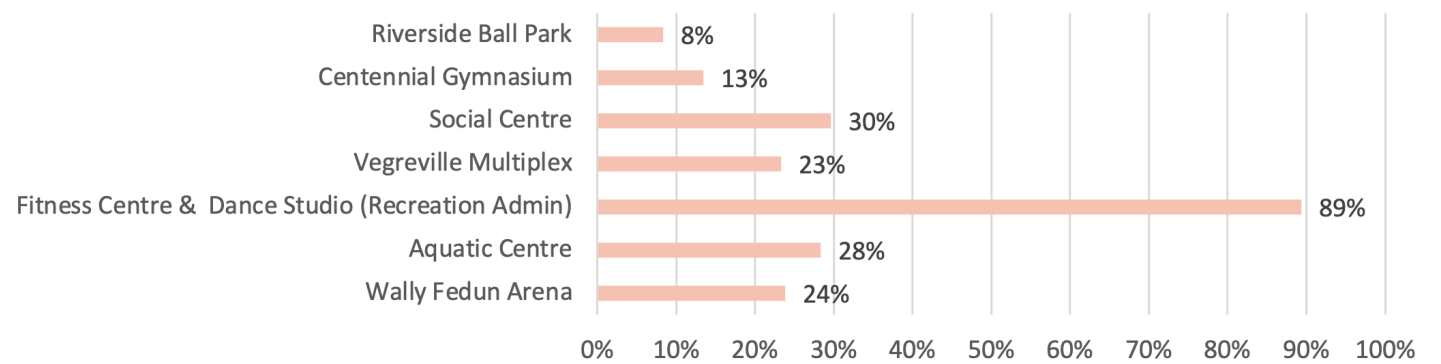
## 5.2 Town of Vegreville Facilities

As Vegreville is the most populous town in the area and serves as an economic and recreational hub, it is essential to focus on Vegreville’s sport and recreational facilities to understand utilization, cost recovery, and the current condition of its infrastructure. An analysis was conducted on the Town of Vegreville’s current amenities using data provided by the operational staff:

Facility Name	Primary Use	Owner	Operator	Annual Revenue	Annual Expenses	Annual Earnings/Loss	Cost Recovery or Profit
Wally Fedun Arena	Ice Sport and Events	Town	Town	\$122,583	\$514,727	-\$392,144	24%
Aquatic Centre	Swimming Lessons and Pool Events	Town	Town	\$273,241	\$962,768	-\$689,527	28%
Fitness Centre & Dance Studio (Recreation Admin)	Workouts, Training and Rec Programs	Town	Town	\$330,141	\$369,443	-\$ 39,302	89%
Vegreville Multiplex	Curling and Events	Town	Town	\$46,895	\$200,954	-\$154,059	23%
Social Centre	Social Events, Weddings, and meeting	Town	Town	\$53,362	\$180,076	-\$126,714	30%
Centennial Gymnasium	Recreation Programming and Events	Town	Town	\$21,210	\$157,509	-\$136,299	13%
Riverside Ball Park	Ball Events	Town	Town	\$4,840	\$57,712	-\$52,872	8%

**Cost Recovery:** Cost recovery refers to the comparison between the total revenue generated from operations and the expenses incurred. The table below outlines the cost recovery position of the core amenities within the Town of Vegreville portfolio:

Cost Recovery or Profit by Amenity



Currently, all core recreational amenities in the Town of Vegreville are operating at an annual loss, with cost recovery rates ranging from 8% at the Riverside Ball Parks to 30% at the Social Centre. Each facility requires a sustainability subsidy to cover operational losses, from \$39,000 at the Fitness and Dance Studio to \$690,000 at the Aquatic Centre. As such, these recreational offerings should be seen as providing community services and social benefits rather than being focused on profitability.

**Utilization:** Analyzing recreational facility utilization involves assessing how often and in what capacity facilities are used by the public. This analysis typically includes examining metrics such as attendance, peak (and non-peak) usage times, and the types of activities or events that are hosted. The goal of this analysis is to understand demand patterns, identify underutilized spaces, optimize scheduling, inform resource allocation, and make data-driven decisions for facility improvements or expansions to help ensure that facilities effectively and efficiently meet the needs of the community.

The following table explores the utilization of Town of Vegreville facilities during peak times (high use/most desirable hours) and during non-peak times (lower use/less desirable hours):

Facility Name	Peak Time Utilization (%)	Non-Peak Time Utilization (%)
Wally Fedun Arena	88%	15%
Aquatic Centre	95%	95%

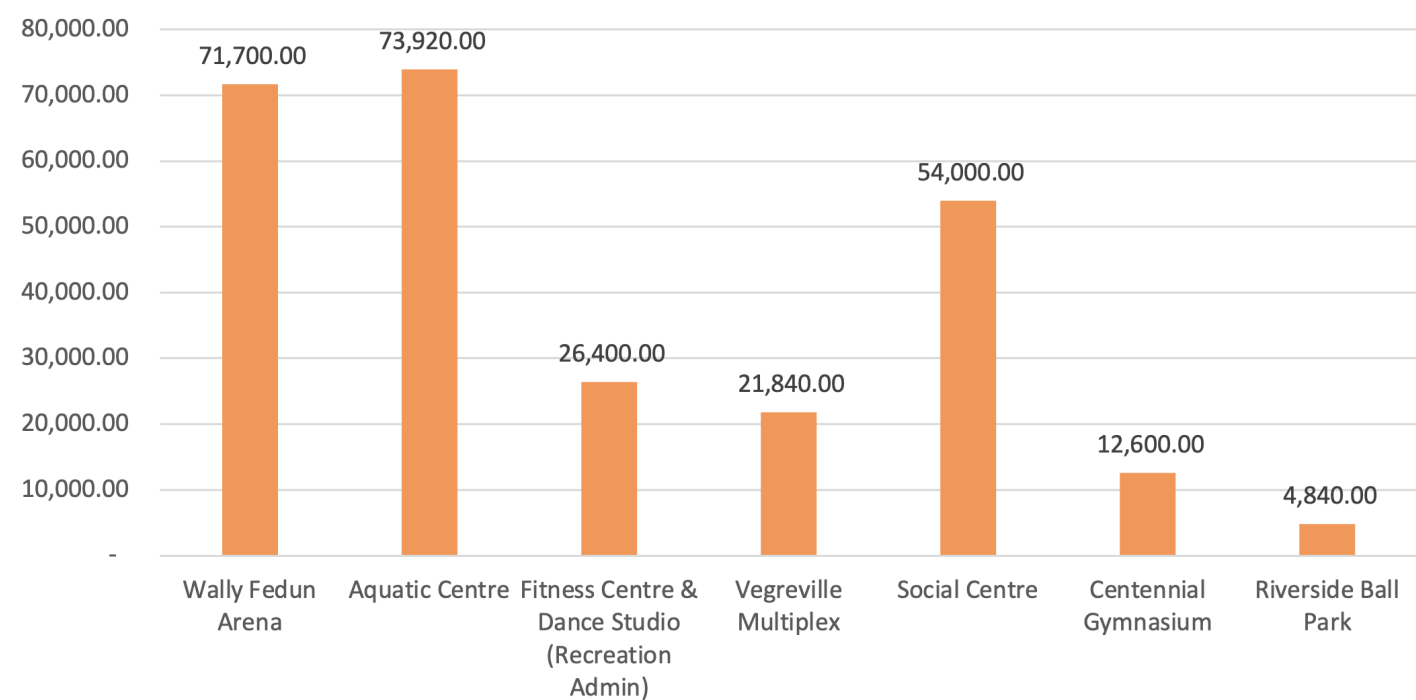
Facility Name	Peak Time Utilization (%)	Non-Peak Time Utilization (%)
Fitness Centre & Dance Studio (Recreation Admin)	80%	80%
Vegreville Multiplex	30%	5%
Social Centre	65%	25%
Centennial Gymnasium	50%	10%
Riverside Ball Park	90%	10%

The Wally Fedun Arena experiences high utilization during peak hours, leaving little opportunity to introduce additional programming at these critical times when community members are available to participate in practices, games, or events. Given that peak times are limited and yet vital for facility usage, it is important to optimize this capacity. While the table outlined in Section 5.1 highlights that there are ten other indoor ice rinks in the region that can provide some temporary relief, the demand remains considerable.

Similarly, the utilization rates at the aquatic center during both peak and non-peak times underscore the urgent need for expanded capacity within the community and the region. The existing aquatic center lacks the space to accommodate further programming, which poses a challenge as the Town and surrounding area continue to grow. Without enhancements to capacity, residents will increasingly face barriers to accessing essential recreational opportunities.

The following graphic highlights the number of annual users that visited the Town of Vegreville amenities throughout the 2023 operating year. This is a combination of active and passive participants.

Annual Visitors (2023) by Amenity

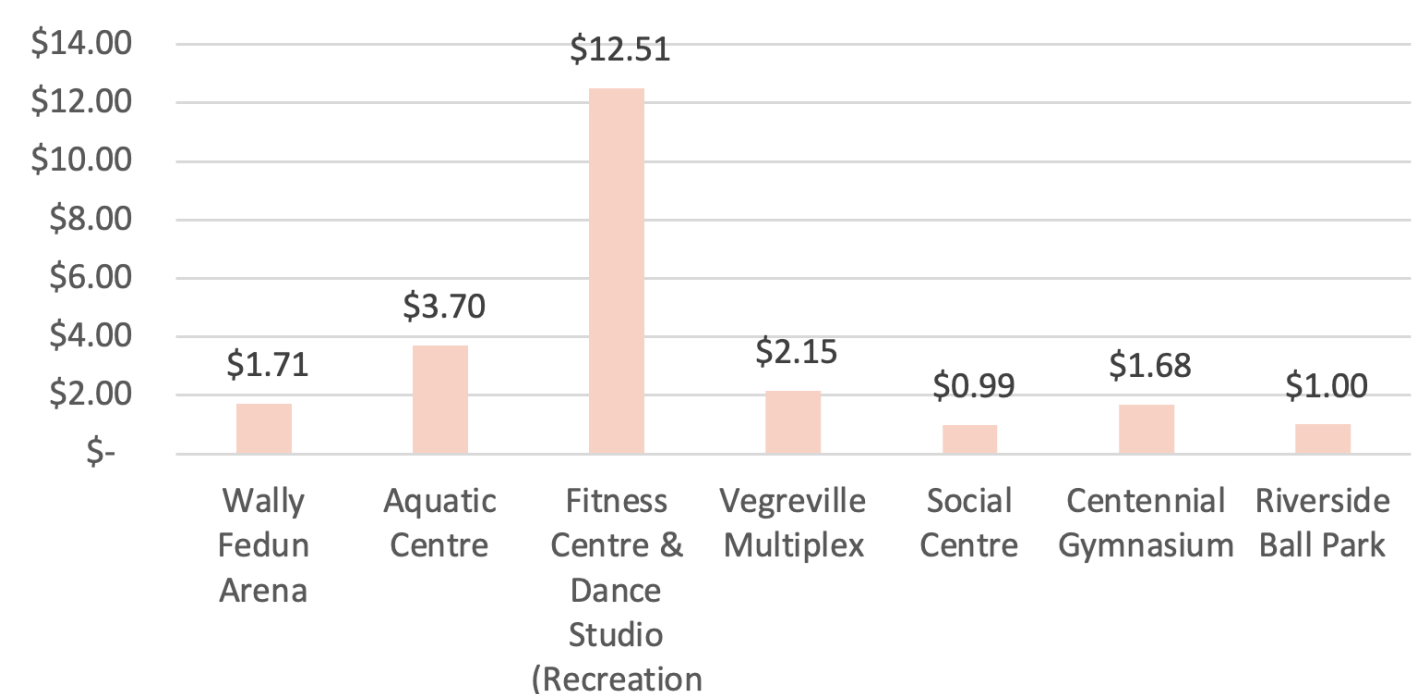


Note: Where actual data could not be achieved, Administration was asked to provide an accurate projection of use.

When the annual visitation, revenue, expenses, and earnings or loss are analyzed together, the results offer an understanding of (and measurement data associated with) each visit to each facility. The following table outlines the revenue, costs, and earnings/loss to the Town of Vegreville. This analysis supports understanding the value of utilization and highly used facilities in alignment with the cost of operations and the price of accessing facilities by the public.

**Revenue per guest analysis:** On an annual operating basis, the Fitness Centre and Dance Studio generate the most revenue per visit, while the social centre generates the lowest revenue per guest:

Revenue Per Guest



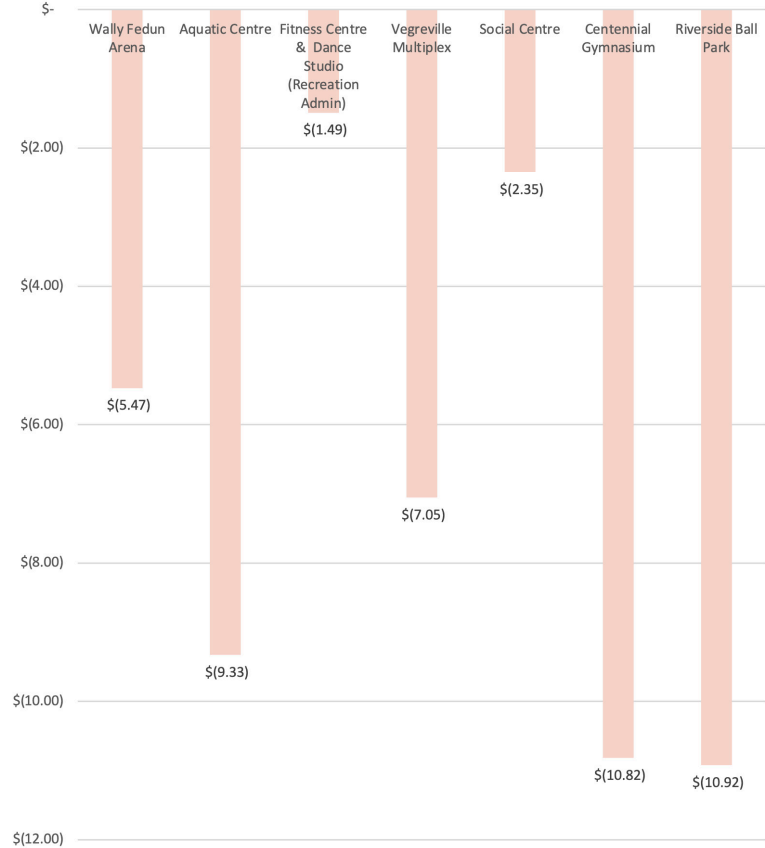
**Expense per guest analysis:** The Fitness Centre and Dance Studio have the highest cost per guest visit, closely followed by the Aquatic Centre, while the Social Centre offers the lowest cost per guest visit:

Expense Per Guest



**Earnings or loss per guest analysis:** The Riverside Ball Park and Centennial Gymnasium have the highest loss to guest ratio, while the Fitness and Social Centre have the lowest cost to guest ratio:

Loss/Earnings Per Guest



## 5.3 Asset Review (Condition and Functional Assessment)

An assessment of municipal facilities was conducted for the purpose of reviewing and reporting on the condition of existing facilities and to outline immediate and ongoing maintenance needs. This assessment included a review of the facility's functional and operational ability to accommodate current programming needs. The full findings of the assessment report can be reviewed in *Appendix B, Town of Vegreville Existing Facilities Assessment*. The following is a summary of key considerations from the assessment report that have informed the planning and priorities of key components to be considered in a future recreation centre:

### Wally Fedun Arena

- The condition of the facility is in fair condition.
- The ice plant is a critical piece of infrastructure and is required to maintain the functionality of the facility. It requires moderate investment to maintain operations.
- The ice slab is in fair to good condition.
- The primary functional constraints of the facility are undersized player dressing rooms, the lack of spectator washroom facilities, and poor barrier-free accessibility for spectators.
- The available parking would be undersized even if it was only accommodating the Wally Fedun Arena, but is also used for the aquatic facility.

### Aquatic and Fitness Centre

- The condition of the facility structure, envelope, and mechanical and electrical systems are in fair condition.
- The aquatics mechanical systems are in poor condition. The aquatics mechanical room is extremely constrained; filters and pumps are difficult to access for maintenance and repairs and there are no redundancies built into the system in case of any equipment failure.
- The size and location of the existing gendered change rooms within the facility will limit the ability to provide a renovation to improve barrier-free accommodations or convert into a family changing room.
- Barrier-free requirements are poorly met within the existing facility, and the space needed to implement the required changes is limited.

- The natatorium suffers from poor sight lines and acoustics, presenting challenges for lifeguards monitoring the area. Sightlines are further impeded by the visual encumbrance of the waterslide addition/renovation.
- Parking would be undersized even if it were only accommodating the aquatics facility, but it is also used for the Wally Fedun Arena

### Vegreville Multi-Plex Curling Rink

- The facility is in poor condition.
- The ice plant has exceeded its recommended service lifespan and will require replacement in the very near future.
- There is no barrier-free accessibility to the second-floor lounge.

### Social Centre

- The facility's structure and core mechanical and electrical systems have been well maintained and are in good condition.
- The facility is well suited for its intended function as a multi-purpose gathering space. Noted deficiencies include that the size of the stage is not large enough to accommodate some user groups, nor is it barrier-free accessible.

### Vegreville Centennial Library + Gymnasium

- The Gymnasium remains in good structural condition and is supported by amenities in the newer library facility.
- The gymnasium does not meet clearance heights or court sizes for some sports, and without dedicated team changing rooms and washroom facilities, the space is less than ideal for organized sports.
- The small size of the gymnasium and the lack of storage space for equipment severely limits its use for sport programming.



# Existing Infrastructure Modernization Opportunities

The following is an overview of the potential upgrades that might be performed to modernize the existing assets to a current competitive state. These would be modernizations above and beyond the minimum investment required for the lifecycle replacement of systems, components, or assemblies to maintain the existing operations of the facilities in their current conditions.

## Wally Fedun Arena

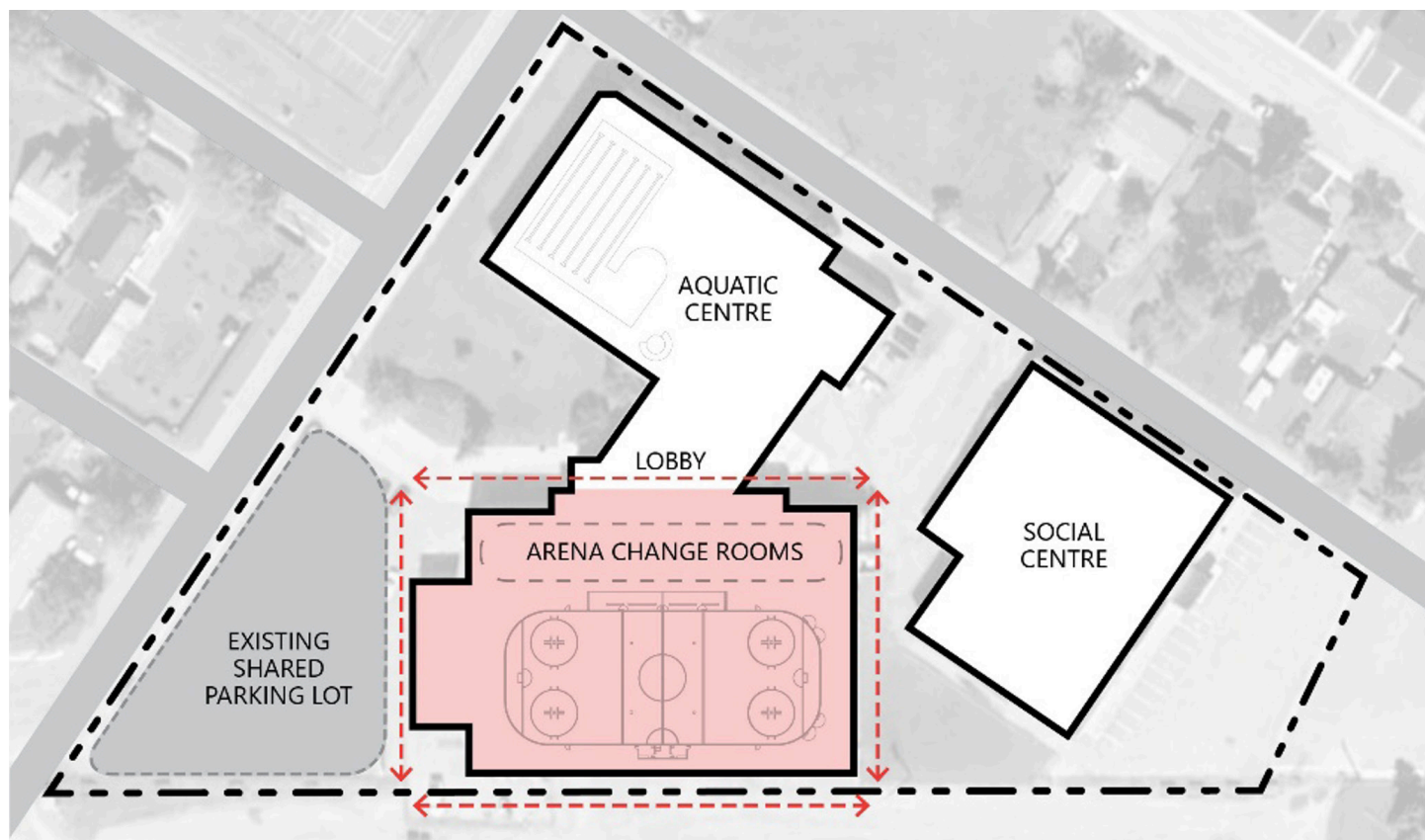
### Functional Modernization Investments:

- The functionality of player dressing rooms, spectator amenities, barrier-free accessibility, and access to parking are core concerns which are currently not meeting modern facility standards.
- No modernization investments are recommended based on the facility and site footprint limitations.
- Expansion could be considered if a new aquatics centre was constructed off-site and the existing facility was demolished or repurposed.

### Modernization Limitations:

- Modernizations to improve the functional use of the Wally Fedun Arena cannot be completed without expanding the footprint of the building. The building is essentially bound on all sides, significantly limiting expansion or growth.

### Existing Arena

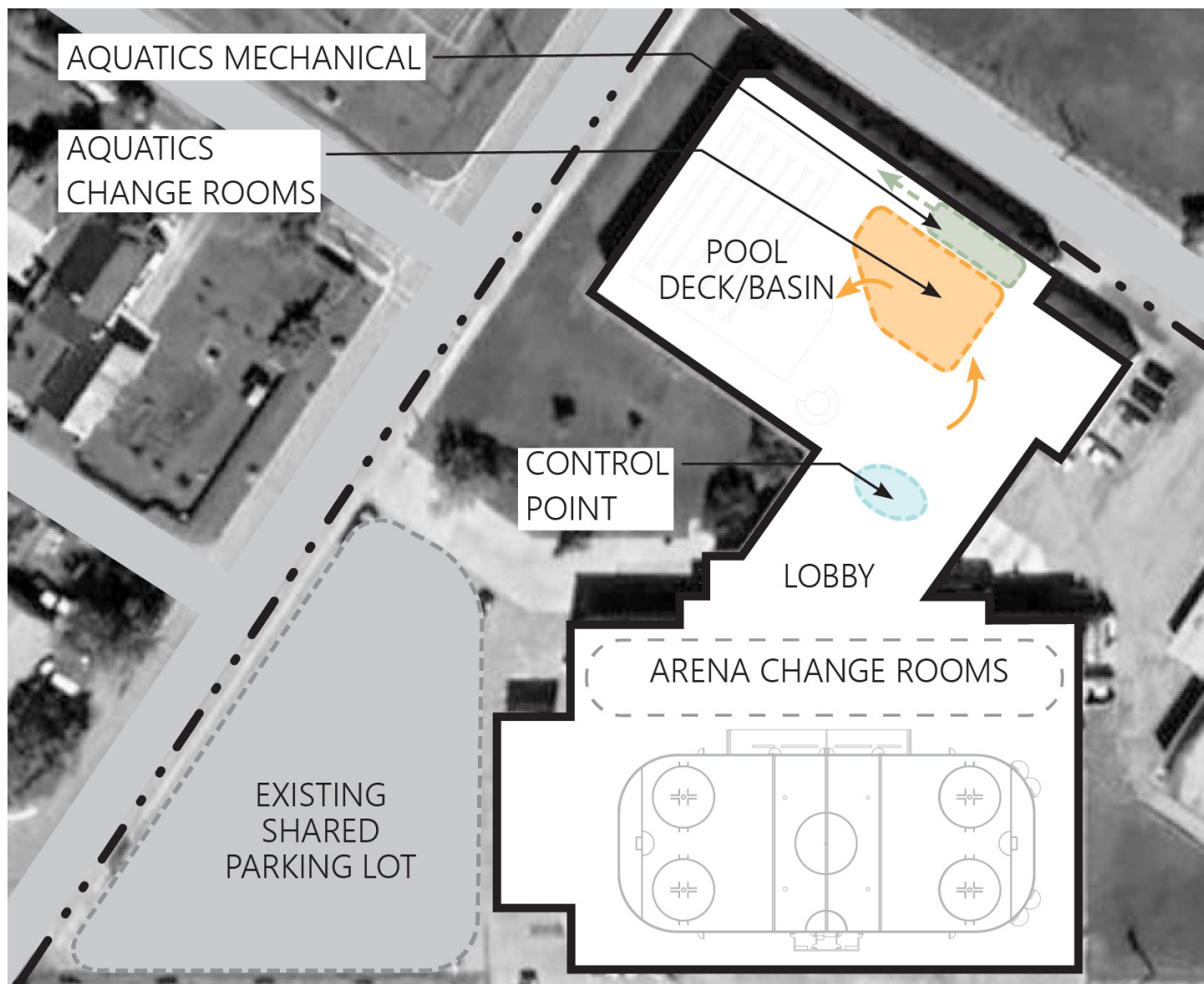


## Aquatic and Fitness Centre

### Functional Modernization Investments:

- The Vegreville Aquatics Centre's ability to be renovated to improve the functional deficiencies of the existing change rooms and barrier-free noncompliance is limited by the spatial constraints of the interior footprints, as well as the significant downtime that a renovation would impose on the facility.

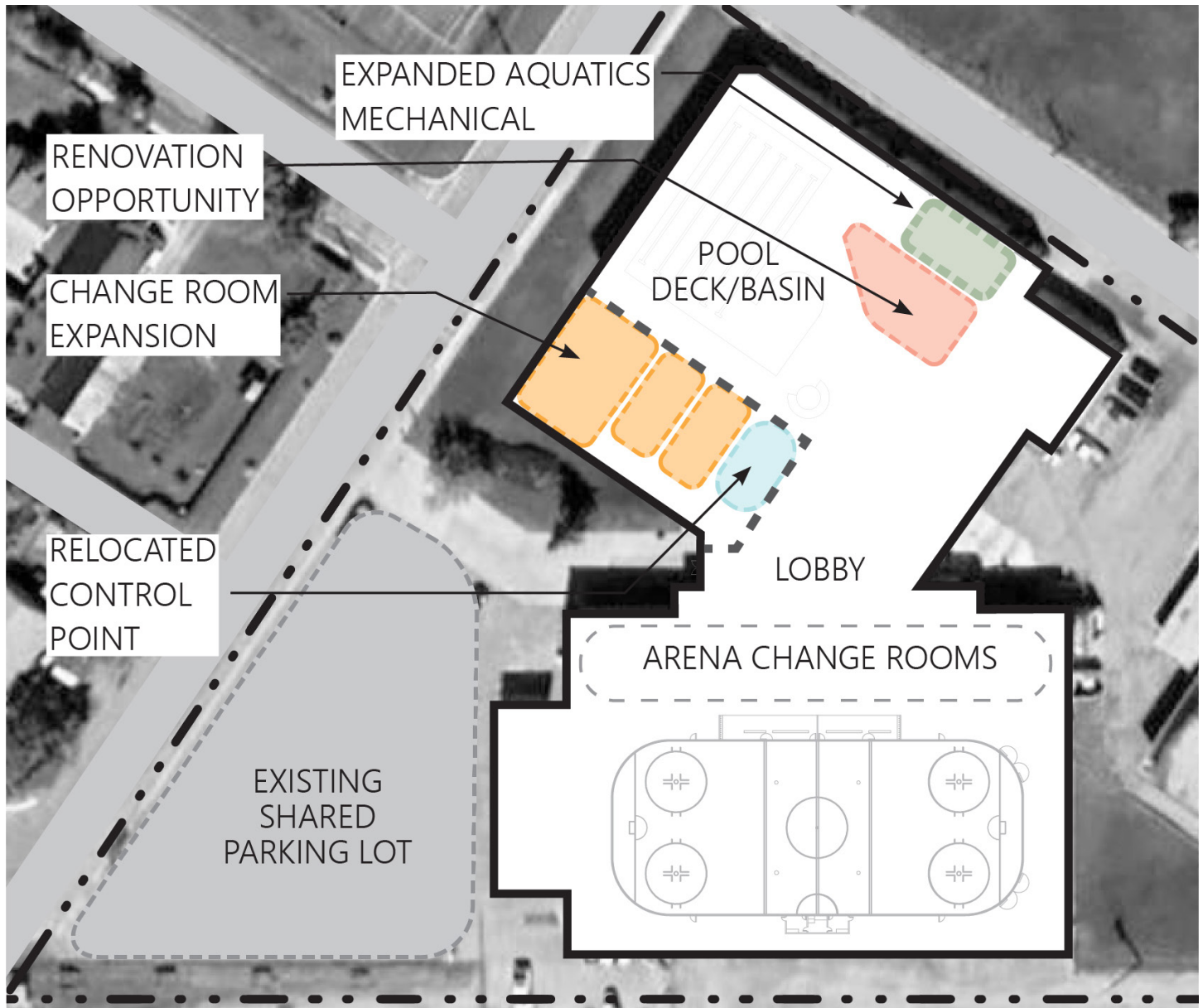
### Existing Aquatic Centre



- Expansion would need to be considered to accommodate the space required by modern aquatics change room standards. While a more in-depth analysis would be required, the figure below represents one option where change rooms could be constructed on site while limiting the imposition of a shut down. Renovations to the lobby as well as the repurposing of the existing change rooms would be required to properly integrate the facility.
- The construction cost estimate to provide a change room expansion and to back-fill/renovate the vacated interior spaces is approximately \$4,750,000.

- Modernizing the aquatics mechanical room, pool pumps, and filtration equipment will be challenging, given that the under-slab pool plumbing is currently being directed back to this singular existing location. Any replacement of pool pumps and filtration would need to be done within the vicinity of the existing mechanical room, as expansion is constrained by the property line.
- The construction cost estimate to expand the existing aquatics mechanical room and replace core filtration and pumps, connecting back to the existing pool piping, is approximately \$1,800,000.

## Proposed Renovation



- An elevator should be constructed to provide barrier-free paths of travel to second floor program spaces (replacing the current stair lift).
- Acoustic and lighting improvements are required within the pool deck to increase bather enjoyment and improve guarding.
- The construction cost estimate to add acoustic panels and replace lights in natatorium is approximately \$400,000.

Modernization Limitations:

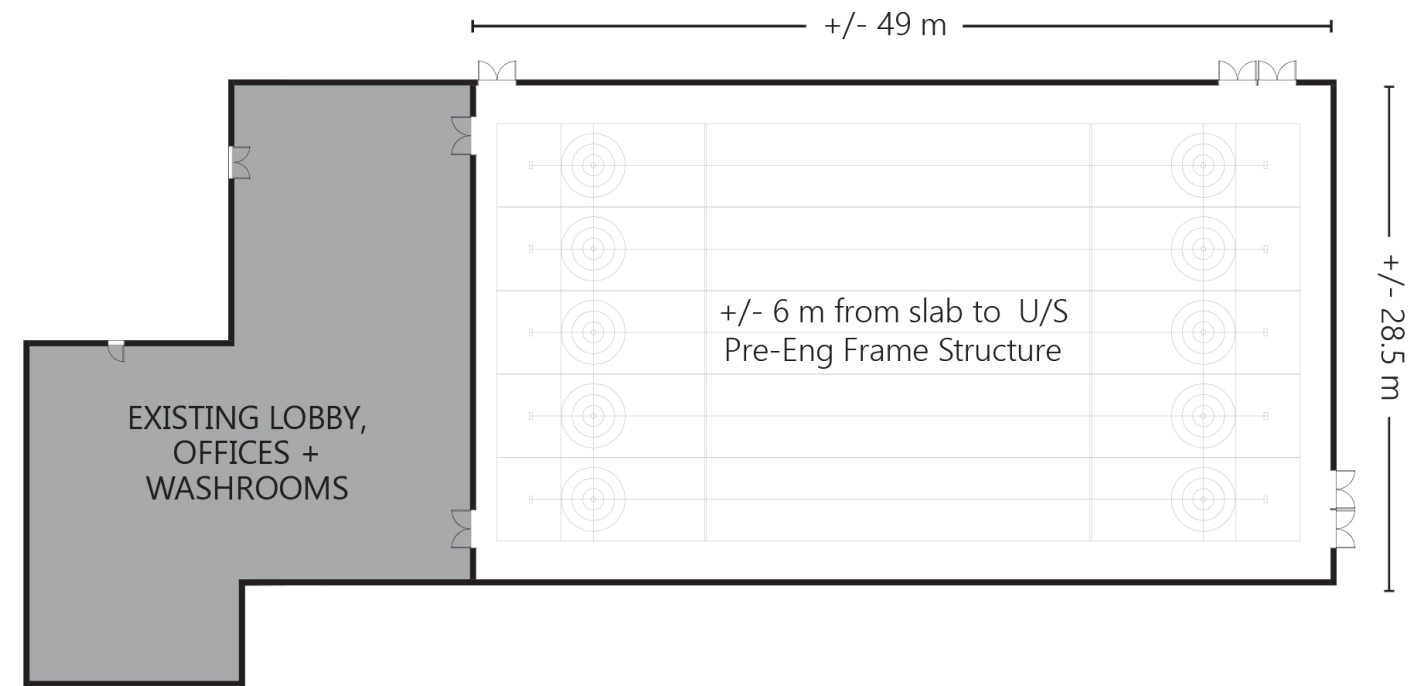
- The above-noted modernizations would still leave the following deficiencies, which cannot be corrected without significant reconstruction:
  - The lane pool basin is not sized to accommodate regional swim meets (the waterslide would need to be removed to accommodate this).
  - The leisure pool could not be separated from the lane pool, nor would it include any additional components, and competitive facilities would offer a lazy river, zero depth entry, etc.
  - The parking lot cannot be expanded due to property line limitations.

Vegreville Multi-Plex Curling Rink

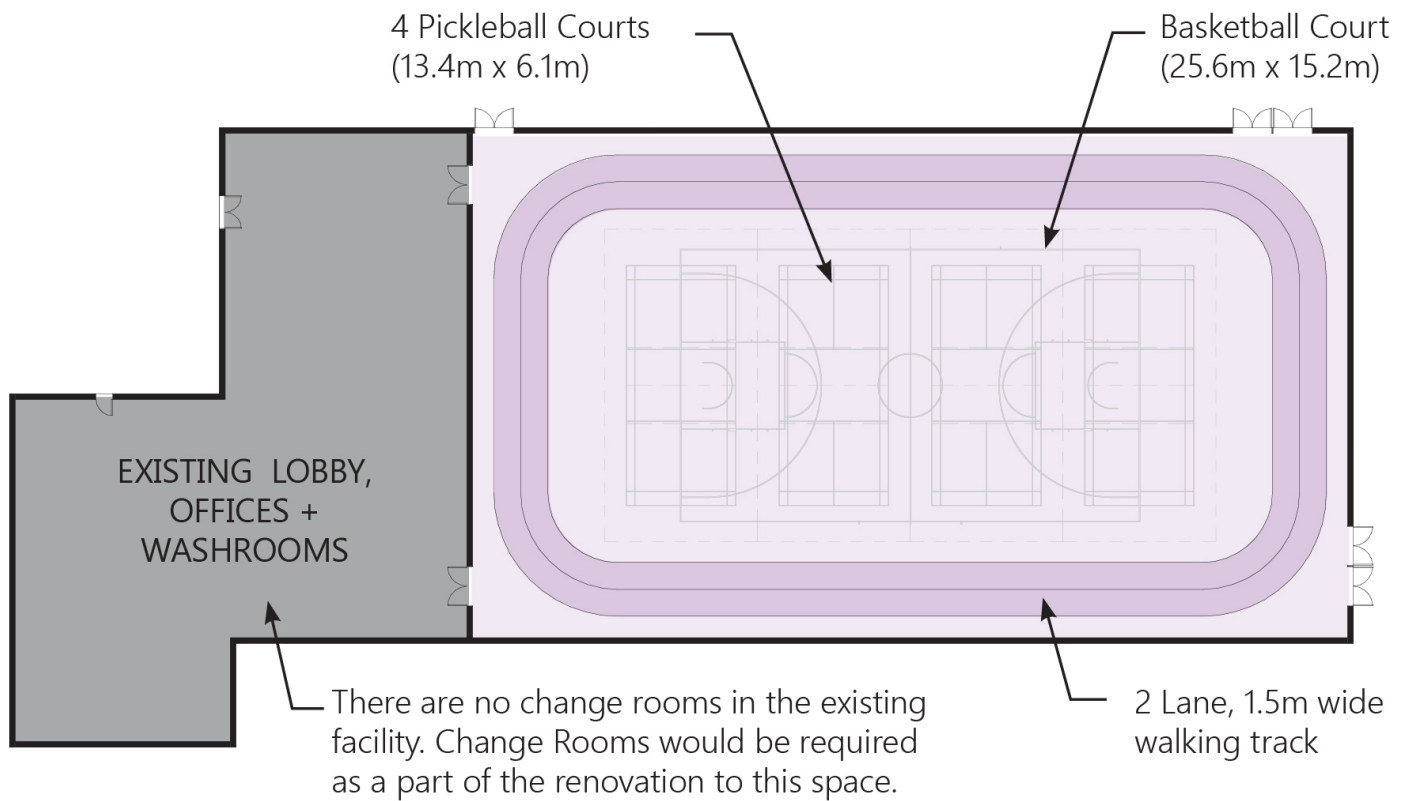
Functional Modernization Investments:

- As several curling rinks in better condition exist within neighbouring communities, a modernization approach to this facility should examine its repurposing to make use of the existing curling slab. While the ice plant has failed, the slab is in average condition and could receive a sports court flooring to then be used for court sports and a walking track. The clear height of the structure will limit some sports, but would provide an economical option for indoor court space.
  - The construction cost estimate to decommission the ice plant, install a poured gym floor, and provide minor renovations to the existing main floor (such as provide barrier-free change rooms and change spaces) is approximately \$1,250,000.

Existing Curling Rink



## Proposed Renovation



## Social Centre

### Functional Modernization Investments:

- Limited modernization is required for this facility. However, renovation improvements to the stage could be completed to increase its size to accommodate larger performances..
- The construction cost estimate to increase the stage size is approximately \$50,000.

## Vegreville Centennial Library + Gymnasium

### Functional Modernization Investments:

- The gymnasium should be programmed for non-recreational users, as the physical dimensions of the space and lack of support amenities (such as change rooms and storage) do not make it a functional space.

7



# Market Analysis



## 7.1 Market Analysis

Understanding the demographic profile of the region is essential for developing a recreation plan that meets the needs and preferences of the community and region. By examining population growth, age distribution, household composition, and socio-economic indicators, we can better understand the community's evolving landscape. This understanding helps in making informed decisions about the types of facilities, services, and programs that will be most beneficial and sustainable in the long term.

The demographics data serves as a foundational element for this feasibility study, guiding our assessment of current recreational offerings and informing our recommendations for future development. As the community continues to grow and change, staying attuned to these demographic shifts will be vital in creating a dynamic and responsive recreation system that enriches the quality of life for all.

In this section, we present an analysis of the region's current demographic data, highlighting key factors that influence recreational needs and participation rates.

Vegreville had a population of 5,689 people at the time of the 2021 Census, an employable workforce of around 3,400, and a total trade area population close to 30,000. The population has decreased slightly since the last census in 2016 (from 2001 to 2021, there has been an annual population loss in Vegreville of 0.09%, which was a departure from the 0.06% growth rate since 1986). However, in general, the population has been incredibly stable, around 5,500 people since the early 2000's. Based on this trend, Vegreville's population is projected to reach 6,500 people by 2045 (Vegreville Municipal Development

Plan). The average age in Vegreville is 43.9 years old, which puts it reasonably higher than the Albertan average, which is 39.0.

The average household income in Vegreville is about \$87,800, which is about 25% lower than the rest of Alberta at around \$120,000. However, given the aging population that has many more people proportionally in the retired age cohorts, (65+) income can be a misleading indicator of the overall wealth of the population.

The people of Vegreville are also relatively well educated. They have a proportionally higher population educated in trades compared to the provincial average, and nearly 50% of residents hold a post-secondary degree. The labour force participation rate has dropped from about 65% in 2016, down to 60% in 2021, but this reflects a similar trend experienced by the rest of the province. Moreover, Alberta also has the highest labour force participation rate of any province and is above the national average.

Vegreville is home to several key industries, such as agriculture and energy. In the surrounding area, Vegreville has access to 6 M acres of cultivated land, which yields grains, pulse crops, and hemp. This puts Vegreville in a unique position to take advantage of shifting food demands, with the global demand for plant-based proteins will reach over \$100B by 2030. With federal subsidies available for plant-based protein producers and Alberta's competitive tax rates, Vegreville can be expected to enjoy strategic advantages in this industry. Furthermore, Vegreville is also poised to explore opportunities in the Unmanned Vehicle Systems sector. Given the large area of land surrounding the town, the area makes for a good research and development area

for aerial drone platforms that gather data to assist in farming, firefighting, and other applications. Additionally, a vital energy industry is flourishing in Vegreville as the site of Alberta's second-largest heavy oil and gas reserve.

According to Vegreville's 2023 Annual Report, while the absolute number of issued development permits has fallen slightly from 2023, the value of those permits has remained constant over the same period. Similarly, the number and cost of building permits have stayed stable in 2023 as well. 2022 saw a brief period where the value of building permits increased significantly, largely due to the recent investment into the Prosperity Industrial Park. This 72-acre industrial site presents many opportunities for both small and large agribusinesses to grow in the years to come.

Vegreville has several infrastructural advantages as well. Located on the Trans-Canada Highway 16, and 22 Kms from Highway 36, the town enjoys easy access to major east-west and north-south connections. Moreover, it is just one hour from the City of Edmonton and the Edmonton International Airport and has a CN/CP railway line through the town. It also has its own airport just northeast of the town, which smaller local flights and drones can use.

## 7.2 Market Competitiveness and Similar Marketplaces

To further understand the opportunities and challenges faced by the community of Vegreville, the team conducted a comparative analysis of similar communities in the region. Communities that were studied included Lloydminster, Lac la Biche, Valleyview, Cold Lake, Leduc, Viking, and Bonnyville. Key metrics included population size, age distribution, income levels, and total land area, and compared Vegreville to the averages to understand the ways in which it is either typical or unique.

### Size

With respect to the total land area, Vegreville is on par with similar communities. However, if the proposed facility is intended to service the wider region, efficient transportation systems will be key to the long-term success of the project. This is even more relevant given Vegreville is about 34% less densely populated than average.

### Population

The population in Vegreville as of the 2021 Federal Census is 5,689 people, which is a slight decrease from the 2016 census population of 5,708 people, and represents about half of the size of the communities in our study.

### Demographics

The proportion of men and women in Vegreville is also on par, with slightly more women than men.

When examining the distribution of age cohorts, it is apparent that Vegreville has a slightly aging population compared to surrounding communities, with 5.3% and 2% higher than average people in the 65+ and 40-64 age cohorts, respectively. Accordingly, there are comparatively less youths and people between the ages of 20 and 40 in Vegreville. However, this may not mean that the project should focus excessively on the needs of seniors. The new facility has the opportunity to draw in youth to Vegreville and provide young families with an incentive to remain in Vegreville, helping the community grow.

The average individual income in Vegreville is \$48,920, which is about \$8,600 below average. Likewise, the average household income is \$87,800, which is over \$15,500 below the mean. However, this statistic can be misleading, because of the high proportion of retirees in the community who no longer collect as much income yet may still retain significant personal wealth.

Demographics (Source Stats Canada)	Lloydminster, AB	Lac la Biche, AB	Valleyview, AB	Cold Lake, AB	Leduc, AB	Viking, AB	Bonnyville, AB	Vegreville, AB	Average	Vegreville Variance from Average
Total Area (Sq Km)	23.98	2.94	9.17	5.71	42.25	3.45	14.17	14.08	14.47	(0.39)
Population Density (Per Sq Km)	823.1	726.2	182.4	1,262.1	806.9	285.9	452.1	404.0	617.8	(214)
Current Census Population (2021)	19,739	2,138	1,673	7,201	34,094	986	6,404	5,689	9,741	(4,052)
Prior Census (2016)	19,645	2,294	1,863	6,795	29,993	1,083	5,975	5,708	9,170	(3,462)
Population Change (2016 to 2021)	94	(156)	(190)	406	4,101	(97)	429	(19)	571	(590)
Total Change as a Percent	0.5%	-6.8%	-10.2%	6.0%	13.7%	-9.0%	7.2%	-0.3%	0.1%	-0.4%
Male	N/A	1,000	825	3,615	N/A	470	N/A	2,765	1,735	1,030
Female	N/A	1,140	850	3,580	N/A	510	N/A	2,930	1,802	1,128
Percent Male (%)	N/A	47%	49%	50%	N/A	48%	N/A	49%	49%	0.00
Percent Female (%)	N/A	53%	51%	50%	N/A	52%	N/A	52%	51%	0.00
0-19	5,525	565	410	2,065	9,490	180	1,755	1,225	2,651.9	(1,427)
20-39	5,145	505	390	2,365	9,440	185	1,860	1,285	2,646.9	(1,362)
40-64	6,330	685	540	2,085	8,135	285	1,865	1,820	2,718.1	(898)
65+	2,735	400	340	630	4,820	335	930	1,360	1,443.8	(84)
0-19 (%)	28%	26%	25%	29%	28%	18%	28%	22%	25%	-3.82%
20-39 (%)	26%	32%	23%	33%	28%	19%	29%	23%	27%	-3.98%
40-64 (%)	32%	32%	32%	29%	24%	29%	29%	32%	30%	2.06%
65+ (%)	14%	19%	20%	9%	14%	34%	15%	24%	19%	5.37%
Average Age	37.9	42.3	43.9	35.1	37.6	49.8	37.9	43.9	41.1	2.9
Average Individual Income	\$62,900	\$57,000	\$48,920	\$73,800	\$60,650	\$54,100	\$53,900	\$48,920	\$57,523.75	\$(8,603.75)
Average Household Size	2.50	2.50	2.20	2.50	2.60	2.00	2.50	2.20	2.38	(0.17)

Demographics (Source Stats Canada)	Lloydminster, AB	Lac la Biche, AB	Valleyview, AB	Cold Lake, AB	Leduc, AB	Viking, AB	Bonnyville, AB	Vegreville, AB	Average	Vegreville Variance from Average
Average Household Before Tax Income	\$117,800	\$99,000	\$87,800	\$129,400	\$117,000	\$89,600	\$98,400	\$87,800	\$103,350.00	\$(15,550.00)
Visible Minority	2,555	185	460	470	4,280	4,280	65	460	1,594.38	(1,134.38)
Not Visible Minority	16,665	1,375	4,770	6,340	29,385	29,385	810	4,770	11,687.50	(6,917.50)

## 7.3 Best Practice and Competitive Analysis

As part of our comparable community analysis, we also studied competitor recreation facilities of similar scope to the proposed facility. Descriptions and imagery of these facilities are provided within this section as a form of qualitative analysis. Following this, a more rigorous comparative analysis is conducted in the subsequent section using quantitative data.



# Servus Sports Centre

The Servus Sports Centre in Lloydminster is a large 250,000 Sq Ft multi-purpose facility with amenities for all ages and skill groups. It was built in 2007 for \$29 M.

It comes complete with two NHL-sized ice surfaces (the Rusway Construction and Robert B. Holmes arenas), a leisure ice surface, and an outdoor speed-skating oval, and an outdoor shinny ice surface.

There are two fieldhouses (the Mike's Oilfield Fieldhouse and Canadian Tire Fieldhouse), each with a poured polyurethane floor, which offer drop-in admission for sports such as basketball, volleyball, pickleball, badminton, ping-pong, and tennis.

The fitness centre has 2,600 Sq Ft of space with free weights, cardio machines, weight machines, a running track, and fitness studios





# Bold Centre

The Bold Centre has been Lac la Biche's premier multi-use recreation centre since it opened in 2011. It is a hub for indoor recreation activities and community services.

The facility has two NHL-sized ice surfaces (the Swamp Cats Community Arena and the larger Performance Arena) as well as a four-sheet curling rink. The two Cenovus Fieldhouses come with a hardwood floor and a polyurethane floor, providing versatile options for sports such as basketball, racquet sports, volleyball, and soccer. The first floor also has meeting rooms, a large community hall with a kitchen and bar, and the Stuart Macpherson Public Library.

The fitness centre is on the second level, with three fitness studios. Nearby is the boxing area, next to the dance studio. Next to the curling lounge there is also a childcare centre, where facility goers can drop off their children while they utilize other areas of the building.

The facility has several high-quality outdoor amenities as well. These include an artificial turf field with markings for soccer and football, surrounded by an 8-lane 400-metre running track, a natural grass soccer field, and three baseball diamonds.





# Greenview Regional Multiplex

The Greenview Regional Multiplex is a \$30 M, 145,000 Sq Ft facility new to Valleyview as of 2018. It includes an aquatic facility with a 4-lane 25-metre lap pool, a leisure pool with a lazy river, a children's pool, hot tub, steam room, and fully accessible change rooms. It has a hardwood gymnasium that can be divided into three separate spaces for basketball, volleyball, pickleball, or badminton. It can be arranged to offer four basketball courts, or three volleyball/pickleball courts, or nine badminton courts.

The fitness centre on the second floor has 8,000 Sq Ft of usable space and houses a cardio area, weight machines, free weights, and an Olympic weightlifting platform. The indoor playground has an exciting two-level play structure and offers child minding services. The third level has a two-lane indoor running track, with training equipment in each corner such as yoga mats, kettle bells, and spin bikes.





# Cold Lake Energy Centre

The Cold Lake Energy Centre is another somewhat recently opened facility in Cold Lake, AB. Completed in 2019, this \$30 M facility has been a hub for state-of-the-art recreation amenities, hosting sporting events, concerts, trade shows, summer camps, and more. The building spans 250,000 Sq ft.

There are two NHL-sized arenas – one small and one larger performance arena. The larger of the two, Imperial Oil Place Arena, has bowl-style seating for over 1,800 spectators and is home to the Junior A Cold Lake Aeros, the Junior B Cold Lake Ice, and the local minor hockey and figure skating clubs. The arena can be transformed into a concert or trade venue that can hold up to 3,500 spectators. The Ried Fieldhouse is a multipurpose gymnasium with a polyurethane poured floor, surrounded by a three-lane walking track on the second level. It can host a versatile set of events such as soccer, lacrosse, pickleball, tradeshow, and concerts. There are several meeting rooms, boardrooms, and a lounge that can be rented out to private groups.

The Cenovus Energy Wellness Centre has all users' fitness needs, such as cardio machines, free weights, weight machines, and personal training. The facility also has a four-storey rock climbing wall, with climbing instructors on hand. The Cenovus Energy Children's Playroom has an indoor play structure, toys, and a viewing area for parents, making it an excellent space for play groups, birthday parties, and more.

Outside the facility is Imperial Park, which has a number of outdoor sport fields including an artificial turf football field, six soccer fields, a rugby pitch, eight ball diamonds, eight pickleball courts, an off-leash dog park, and a skatepark.





# Leduc Recreation Centre

One of the largest comparable facilities that we studied was the Leduc Rec Centre, which spans 309,000 Sq Ft. This \$45 M facility opened its doors in 2009, becoming Leduc's main recreation facility. It has three NHL-sized ice sheets, which consist of a twin arena and a larger performance arena. The performance arena can be converted to hold other events, such as curling or tradeshow.

Leduc has a comprehensive and well-designed aquatic centre. The main pool has a 25m six-lane lap pool with diving blocks, a rope swing, and a climbing wall. The leisure pool is four lanes, has various splash features, and provides zero-depth entry. Other features include a children's pool, waterslide, two hot tubs, and a steam room.

The facility has two fieldhouses and one polyurethane floored gymnasium (excellent for basketball, pickleball, and volleyball) and an artificial turf field, which is good for soccer, field hockey, and lacrosse. The fieldhouses and performance arena are separated by an eight-lane curling arena, overlooked by a lounge on the second floor. On the third floor, the fieldhouses are surrounded by the four-lane Alberta Winter Games Running Track. The fitness centre is complete with standard workout equipment, including cutting edge cardio machines, specialized strength training, and dedicated fitness rooms. Finally, there is an indoor playground with a two-level play structure for children seven years of age or younger.





# Viking Carena Complex

The Viking Carena Complex was originally built in 1952, then rebuilt in 2007 for \$11.3 M after the original building burned down in a fire. The main feature of the building is the NHL-sized ice surface, with bowl seating for 800 people and standing room for up to 400 more.

In the off-season, the arena floor becomes Beaver County's largest multi-use space for events, sports, and trade shows. The lobby can also be used as a meeting room and is equipped with audio visual equipment as well as a drop-down projector screen for presentations. The Apple Fitness Centre has a variety of fitness equipment and an indoor walking track on the second floor. There are also several meeting rooms that can be used by private groups.





## C2 Centre

The Bonnyville and District Centennial Centre (or, the C2 Centre) was built in 2007 for just over \$20M, and spans 250,000 Sq Ft. It has two NHL-sized ice surfaces (the Cenovus Energy Arena and the RJ Lalonde Arena) as well as a small leisure ice called the Leisure Pond. The C2 Centre has a variety of meeting rooms and have options for groups of two to 2,000 people.

The Graham Field House has a polyurethane floor and standing room for spectators. The fieldhouse and arenas can be converted to meeting spaces. The facility also has classrooms, a theater, a VIP suite, conference room, and meeting hall. Climbers and boulderers can also enjoy the facility's 32-foot rock climbing wall. Children can attend the two-level indoor playground, with supervision provided by the C2 Centre.





# Vegreville Aquatic and Fitness Centre

The Vegreville Aquatic and Fitness Centre is an indoor aquatics facility connected to the Wally Fedun Arena. It was constructed in 1982, and spans approximately 20,000 Sq Ft. It is equipped with a water slide, rock climbing wall, swimming lanes, a hot tub, dry sauna, and a leisure pool. The fitness centre has weight and cardio rooms, racquetball, and squash courts.





# Wally Fedun Arena

The Wally Fedun Arena is Vegreville's only ice arena, constructed for \$3 M in 1966. This 50,000 Sq Ft building has an NHL-sized ice surface and is connected to the aquatics and fitness facility. In the summer months, the arena has a dry floor that can be used for events and sports such as ball-hockey.





## 7.4 Facility Tours

To build a clearer picture of the potential offered by other, larger multiplexes, the consultant arranged tours of three multiplexes in the Edmonton area for the Steering Committee and Town administration. These facilities were the Clareview Recreation Centre, the Commonwealth Community Recreation Centre, and Servus Credit Union Place. Operational staff at each facility hosted tours for the attendees, where they observed and compared various details about each building, such as facility layout, visual styling, accessibility, and functionality. Furthermore, they had the opportunity to observe the operational strengths and weaknesses of the respective buildings.



# Clareview Rec Centre

The Clareview Community Recreation Centre is a versatile multi-use facility built as part of Edmonton's 2005-2015 Recreation Master Plan. This 260,000 Sq Ft building opened its doors in 2014, at a cost of \$103 M. The project involved three main stakeholders: The City of Edmonton, the Edmonton Public Library, and Edmonton Catholic Schools. For this reason, this facility has a wide variety of amenities that draw in many users.

The aquatic centre has an 8-lane, 25-metre pool, a dive tank with a 5-metre diving platform and springboards, a leisure pool with a lazy river, a children's pool, and a waterslide.

The fitness centre includes a weight room, cardio area, and an indoor jogging track that surrounds the gymnasium.



The gymnasium has a poured floor that has markings for basketball, badminton, volleyball, and pickleball. It is typically divided into two sections using curtains.



Clareview also has twin ice arenas – one NHL-sized, that can seat 150 spectators, and another Olympic sized sheet, which seats up to 600 spectators. The arenas use four dressing rooms, and one dedicated figure skating room. Outside the arenas is a concession. Nearby there is also an indoor playground..



The facility has seven multipurpose rooms spaced throughout the building which can accommodate dance, yoga, or other programs.

The Clareview Library occupies 18,000 Sq Ft of the facility. It has public computer stations, study rooms, and reading areas for children, teens, and adults.



There are also several outdoor amenities on site, such as a skate park, three adult-sized natural turf fields, a FIFA-sized artificial soccer/football pitch, three baseball diamonds, and walking trails.

The facility is open from 5:30 a.m. to 10:00 p.m. from Monday to Friday, and from 6:30 a.m. to 10:00 p.m. on weekends. It is open every day of the year except Christmas.





# Commonwealth Community Recreation Centre

The building reuses the gymnasium from the 1978 stadium and creates a new urban park and community space. This 231,600 Sq Ft building cost \$96.8 M to build in 2012 and has a current valuation over \$130 M.

From Monday to Friday, the centre is open 16 hours a day from 6 a.m. to 10:00 p.m. On weekends, it is open 14 hours a day, from 7 a.m. to 9:00 p.m., and is open every day except Christmas day.

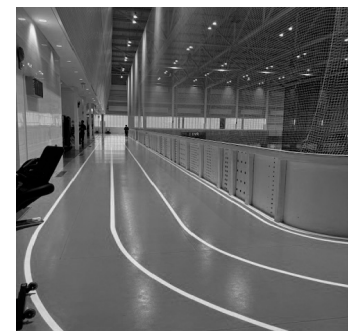
The Aquatic Centre has a 4-lane 25-metre lane swimming pool, a leisure pool with spray features, a hot tub and steam room, a waterslide, and an aquatic rock-climbing wall.

The artificial turf fieldhouse has two half-length football fields with markings for soccer as well. A batting cage can also be lowered onto the field as needed. The fieldhouse is heavily utilized by drop-in programs during the winter season, although it is less used during the summer months. A hard floor can also be installed so that the fieldhouse can host trade shows and other events.

On the second level a 250-metre walking track encircles the fields. This is connected to the fitness centre that has cardio, weight, and stretching areas. There are also two yoga rooms and a spin bike studio. The gymnasium has a hardwood floor with markings for basketball, volleyball, and badminton.



On the second level, a 250-metre walking track encircles the fields and is connected to the fitness centre that has cardio, weight, and stretching areas. There are also two yoga rooms and a spin bike studio. The gymnasium has a hardwood floor with markings for basketball, volleyball, and badminton.





# Servus Credit Union Place

Servus Credit Union Place in St. Albert is another multiplex with a diverse range of amenities. Opened in 2006 for \$43 M, this 320,000 Sq Ft facility is the only multiplex in the mid-sized city, and it is currently valued at \$67 M. It has an aquatic centre, with a leisure pool, children's pool, splash features, two waterslides, two hot tubs, and a sauna and steam room. Next to the pool is the indoor playground and multipurpose rooms.

There are two indoor artificial turf fieldhouses, with spectator seating for approximately 500 people in each. There is also a three-court poured floor gymnasium with markings for basketball, badminton, and volleyball, which can also be divided using curtains.

The facility has three NHL-sized arenas including two smaller arenas and one larger performance arena that has 2,023 seats. There is also a small indoor ice rink for leisure and drop-in skating. During the summer months, the performance arena switches to a dry floor for ball hockey and other sports. The arenas have 22 dressing rooms between them.



Upstairs is a large fitness centre with a weight room, cardio area, and multipurpose studios that can hold fitness or dance classes. There are also other multipurpose rooms, community kitchens, and general use space on the same level.



The fieldhouses are surrounded by an indoor jogging track on the third level. There is also a concession near the arenas, as well as a lounge which serves food and drinks.



The facility has lease space for commercial business, which is currently occupied by a Booster Juice, a Starbucks, and a physiotherapy clinic. They have one other vacant space that was once a sports pro-shop.



The building operates from 5:30 a.m. to 9:30 p.m. from Monday to Friday, and 6:30 a.m. to 9:30 p.m. on weekends and holidays. The building is open every day of the year except Christmas and New Years Day.

## 7.5 Benchmarking Analysis

Benchmarking is the process of looking to other comparable facilities to establish a baseline of expectations for facilities amongst comparable communities. Our methodology is to analyze facilities by the numbers and by using the law of averages to determine and outline key facility attributes. Criteria include how many ice or turf surfaces comparative facilities have, their year of construction and construction cost, size, and provisions for spectator seating.

Indoor recreation centres are a standard for communities in cold-weather climates as they provide an opportunity for athletes and the community to recreate and participate in activities year-round. Having several amenities in one place in a multiplex format typically increases utilization and nearby commercial growth. The addition of other supporting amenities such as fitness, a walking track, and meeting spaces allows for programming that makes use of several of these amenities at the same time.

The facilities that have been studied contain between one and three ice surfaces, (apart from Greenview Multiplex, which has none). To become a regional tournament hockey location, at least two NHL-sized ice sheets are required. As well, it is a 'Best Practice' for a tournament hockey facility to include at least 1,500 spectator seats, to accommodate higher level tournaments and leagues.

While not every multi-purpose facility has a swimming pool, several commonalities emerged between the ones that do. Most pools have one leisure pool, one lap pool, and a smaller children's pool. Leisure pools usually have a lazy river as well as some splash features. Most pools also have one or two water slides, and at least one hot tub nearby. To host regional, provincial, or national tournaments, a competitive swimming pool needs to be at least 25 m long and must have at least 5 lanes.

Overall, a new multi-purpose facility should be approximately 215,000 Sq Ft, with a likely construction cost of between \$40 M and \$70 M. This is not a hard limit or a minimum, and the facility could potentially expand or shrink based on unique needs and program spaces. Likewise, more money can always be invested (dependent upon available capital community buy-in), with greater investments producing a higher-quality facility and/or an increased set of amenities.

### Supply and Demand Analysis

Peak utilization times for various activities will depend upon the availability of user groups as well as seasonal sport trends. Typical peak times are weekdays in the evenings, and weekends, for all activities. Peak evening hours generally start after the typical work or school day

ends, at around 4 p.m. At that time, swimming pools start to fill with school children and adults until closing time. In some cases, swimming pools can fill up outside of peak hours when swimming lessons are provided during the school day, as a part of the school's physical education curriculum. Indoor swimming pools tend to have consistent utilization throughout the year, whereas outdoor pools only see peak utilization in the hottest summer months.

The winter months are, predictably, the peak season for ice arena rentals. While the summer months do see off-season utilization for ice sports such as hockey, ringette, figure skating, and public skating, it typically drops slightly since the leagues themselves do not operate during this time. In some cases, arenas offer a few months of dry floor rental in the summer months for sports such as ball hockey.

Fieldhouse utilization can be more complicated to track than arenas. The peak season of turf sports is in the summertime, but since outdoor fields are usually available at this time, indoor facilities naturally see less use. For this reason, the winter months are also the peak season for indoor sport fields. Furthermore, outdoor spring/summer sports such as soccer must compete for indoor fieldhouse space with other sports like lacrosse, basketball, volleyball, and racquet sports in the wintertime. This competition means that winter fieldhouse utilization can be quite high, and rental rates can be increased as a result.

### Hours of operation analysis

In establishing optimal hours of operation, operators should consider how they can remain open for as many peak hours of the day as possible, without unnecessarily staying open past peak. When done correctly, this should balance operational costs and staffing requirements with revenue to support financial sustainability. This is, however, complicated by the fact that different user groups (such as families, working professionals, seniors, and youth) will have different availability. Once hours are established, clear communication through signage, social media, and the facility's website will be important.

Facilities in our study were open on average for 16.25 hours per day during weekdays, and 13.4 hours per day during weekends. The Bold Centre and the Leduc Recreation Centre are open the longest, at 17 hours per day on weekdays and 15 and 13 hours on weekends, respectively. The Greenview Regional Multiplex is open for the least amount of time, at 15 hours per day during the week and 12 hours per day on weekends. The earliest that a facility opens is at 5 a.m. in Leduc, while most other facilities open at 6 a.m. The Bold Centre is open the latest, closing at 11 p.m. seven days a week, while most other facilities close at 10 p.m. during the week and 9 p.m. or 10 p.m. on weekends.

We reached out to communities in the region to understand the availability of other recreation facilities in the area. While not every community or facility was responsive to this request, we were able to establish a baseline for expectations in the region based on the facilities that provided information.

Ice arenas in the region are typically open for 14.5 hours on weekdays and 12.3 hours on weekends, and tend to operate around the hours of 8 a.m. and close around 10:00 p.m. at night. However, not all arenas reduce operating hours on weekends, nor are all facilities open at the same time. For instance, the Innisfree Ice Rink is open for 1.5 hours longer than usual on Saturday and Sunday. It also has the least available bookable hours in the region, given that it is only open 7.5 hours on weekdays, and 9 hours on weekends. The latest opening arena is also the Innisfree Rink, which opens at 3:30 p.m. on weekdays and noon on weekends. The arena which is open longest during the day is the Karol Maschmeyer Arena in Bruderheim, which is open for 17.5 hours during the week, and 13.5 on weekends. Karol Maschmeyer is also open the earliest in the day, at 5 a.m. The curling club in Ryley is open for 8.5 hours a day but is only open from Tuesday to Friday. The swimming pool in Ryley is open for 7 hours on Mondays and Wednesdays, 5 hours on Tuesdays and Thursdays, 4.5 hours on Friday, and 3 hours on Sunday.

The Wally Fedun Arena is open 13 hours on the weekend but, during the weekdays, it only typically books shinny and public skating from 9 a.m. to 4:15 p.m. This poses a significant missed opportunity, as this scheduling evades the prime-time weekday hours that typically begin at 4 p.m. It is likely that the utilization of the arena could increase by staying open later and longer during the weekday.

Similarly, the aquatic centre facility has excellent weekday hours from 6 a.m. to 9:00 p.m., but only operates from 8 a.m. to 8:00 p.m. on weekends. This means that the fitness centre may lose out on some peak evening hours that could see significant use. However, given the somewhat older age demographic in Vegreville, there may be a higher percentage of the population who prefer to recreate in non-prime hours, so additional community consultation and research may be required to determine peak utilization for the community. Likewise, swimming at the facility usually shuts down around 6 p.m., which leaves a lot of prime-time hours (e.g., after school swimming lessons) unprogrammed. As with the arena, there may be utilization gains to be made by opening later and longer.

## Price Analysis

One of the most important considerations when planning a financially stable recreation centre is establishing a functional pricing model. Ideally, pricing should be set so that the facility can remain as profitable as possible while remaining affordable to as many users as possible. One of the best ways to accomplish this is through dynamic pricing, where prices vary based on demand. For instance, prices can vary seasonally by charging lower rates for ice rentals during the summer months, when demand is lower. Similarly, charging reduced rates for certain demographic groups such as seniors, children, students, and specific corporation members can be a useful way to incentivize users that would otherwise be priced out of admission.

Hourly ice rental rates are typically higher than their fieldhouse counterparts. Adult ice rental rates typically range between an average of \$186 for prime-time hours to \$143 for non-prime hours. They can also range from a high of \$256 per hour at the Leduc Recreation Centre to a low of \$135 at the Bold Centre. Youth hourly ice rental rates average \$139 at prime-time and \$107 during non-prime hours. They also range from a maximum of \$160 at the Viking Carena Centre at prime time down to \$95 per hour at Cold Lake Energy Centre. Youth non-prime ranges from an incredibly low \$57 per hour at Cold Lake up to \$154 per hour at Wally Fedun Arena.

For fieldhouses, adult prime rental rates average \$117 per hour, with a maximum fee of \$132 per hour at Servus Sports Centre to a low of \$50 at Greenview Regional Multiplex. Non-prime rates start at \$40 in the Greenview Multiplex and go up to \$126 per hour at the Leduc Recreation Centre, with facilities averaging at \$100. Youth prime-time rates average \$82 per hour and range between \$30 at the Greenview Multiplex up to \$125 per hour at the Bonnyville C2 Centre, while non-prime rates average at \$78 and range again from \$30 to \$125 per hour at Greenview and Bonnyville, respectively.

General facility admission rates have far less variation, mostly resulting from the fact that these charges are much lower. In most cases, daily admission would grant access to drop-in programs at the facility, such as swimming, fitness, or gymnasium use. Daily and annual rates are typically broken down into the following categories: children, youth, adult, senior, and family. Daily admission averages are as follows: children at \$4.70; youth at \$6.50; adult at \$9.25; seniors at \$5.57; and family admissions at \$20.20. The Servus Sports Centre had the lowest rates on average in all categories except youth, whereas the Leduc Recreation Centre typically charges the most.

Daily admission rates to Vegreville's fitness and Aquatic Centre are generally lower than competitor averages. Aside from youth/student rates (which are higher in Vegreville) adult and family admission rates are lower

than competitor rates by about \$2. Depending on utilization from target demographics, this may imply that there is value to be gained from revisiting this pricing model.

Regarding annual memberships, children’s memberships average \$213 while youth average \$372, adults average \$554, seniors average \$353, and family memberships average \$1,129. The Bonnyville C2 Centre had the lowest rates in this category, while the Cold Lake Energy Centre was the most expensive. Facilities that chose not to offer family memberships (or offered child memberships for free) usually had to charge other members more to compensate for this loss. Memberships to Vegreville’s Fitness and Aquatic Centre fall significantly lower than average. For instance, Vegreville’s family memberships cost about \$400 less than the competitor average, and their adult memberships are nearly \$150 less than average. However, many facilities that were studied have numerous other, newer amenities and programs to justify their pricing models. This suggests that a new multiplex in the region would have an opportunity to capitalize on an increased willingness to pay from consumers.

less than the competitor average, and their adult memberships are nearly \$150 less than average. However, many facilities we studied have a number of other, newer amenities and programs. This suggests that a new multiplex in the region would have an opportunity to capitalize on an increased willingness to pay from consumers.

## 7.6 Best Practice Summary Table

To ascertain the best practices implemented by competitor facilities, we conducted a comparative analysis of basic characteristics of other buildings. We calculated the average of each key statistic (facility cost, size, and year of construction) to establish baseline expectations given the state of recreation facilities in similar communities:

On average, facilities had about 1.75 ice surfaces, or one sheet per 6,396 people. With a population of under 6,000, this data suggests that adding another ice surface or twin arena would over supply ice for the town, especially if it does not garner sufficient regional use.

Other facilities had between zero and two indoor fieldhouses. The most common floor type for fieldhouses were polyurethane poured, hardwood, and artificial turf, in that order. Similar communities have, on average, one fieldhouse per 10,000 people, suggesting that Vegreville should look to expanding into a fieldhouse, especially as a regional facility, and a town that hopes to grow.

The average year of construction for these facilities was 1997, making them about 28 years old as of 2025, with the youngest of which built in 2019. For reference, Vegreville’s Wally Fedun Arena is the second oldest facility in our study; it was constructed in 1966 and is almost 60 years old. At the original time of construction, facilities were worth just under \$25 M. Taking inflation into account, the current valuation of these facilities is just below \$40 M on average. The mean building size was about 190,500 Sq Ft., with the largest of which being 309,000 Sq Ft, whereas the smallest is 20,000 Sq Ft.

Phase One of the proposed facility is projected to cost \$56 M. This places it closest to the current value of the Bold Centre in Lac la Biche, at \$58 M, and the Leduc Recreation Centre, at \$68 M. A key difference between the Bold Centre and Phase One of this proposed project is that the Bold Centre currently lacks an aquatic centre – one of the most expensive amenities to construct per square foot. The Bold Centre is, however, in the early stage of a renovation during which an aquatic centre will be added and was budgeted at \$45 M. By contrast, the Leduc Recreation Centre has many of the same amenities as the proposed Phase One, but also includes ice arenas and curling sheets. This implies that the end state of the project, when all phases are complete, should resemble the quality and functionality of these two facilities.

Another comparable example would be the Servus Sports Center in Lloydminster, which is currently valued at \$45 M. While this facility also has programming that is not present in Phase One (such as arenas and a second fieldhouse) and is less expensive, it also lacks an aquatic centre, which explains the lower value of \$45 M.

Facilities	Servus Sports Centre	Bold Centre	Greenview Regional Multiplex	Cold Lake Energy Centre	Leduc Recreation Centre	Viking Carena Centre	C2 Centre	Aquatic and Fitness Centre	Wally Fedun Arena	Average	Vegreville Variance from Average
	Lloydminster, AB	Lac la Biche, AB	Valleyview, AB	Cold Lake, AB	Leduc, AB	Viking, AB	Bonnyville, AB	Vegreville, AB	Vegreville, AB		
Ice Sheets	2	2	-	2	3	1	3	-	1	1.56	(0.56)
Population per Arena	15,700	1,069	-	3,601	11,365	986	2,120	-	5,689	5,066	623
Indoor Fieldhouses	2	2	1	1	2	-	1	N/A	-	1.13	(1.13)
Population per Fieldhouse	15,700	1,069	1,673	7,201	17,047	N/A	6,359	N/A	N/A	8,175	N/A
Aquatic Centres	-	1	-	-	1	-	-	1	-	0.3	0.7
Population per Aquatics Center	-	-	1,673	-	34,094	-	-	5,689	N/A	5,182	507
Amenities	Twin NHL-sized ice sheet, twin fieldhouse, fitness centre, speedskating oval, children's playroom, running track.	Twin NHL-sized ice sheets, twin fieldhouse, running track, 4-lane curling rink, fitness centre, boxing area, 8-lane track, and artificial turf field, 3 ball diamonds, food court, library, community hall, 4 meeting rooms.	3-court fieldhouse, fitness centre, aquatic centre, indoor running track, childcare rooms, climbing wall, multipurpose rooms.	Twin NHL-sized ice sheets, fieldhouse, fitness centre, running track, children's play area.	Triple NHL-sized ice sheets, twin fieldhouse, aquatic centre, fitness centre, running track, childcare rooms, eight curling sheets, multipurpose rooms, lounge, pro-shop.	Single NHL-sized ice sheet, fitness centre, walking track, multipurpose rooms.	Twin NHL-sized ice sheets, small ice, fieldhouse, fitness centre, climbing wall, golf simulator, indoor playground, walking track, wellness studio, multipurpose rooms.	Leisure pool, fitness centre, dance studio, racquetball courts.	Single NHL-sized ice sheet.	Twin arena, 1-2 fieldhouses, fitness centre, running track, multipurpose rooms.	
Year Constructed	2007	2011	2018	2019	2009	1952	2007	1982	1966	1997	(31)
Original Cost	\$29,000,000	\$42,000,000	\$30,000,000	\$30,000,000	\$45,000,000	\$60,000	\$20,000,000	N/A	\$3,000,000	\$24,882,500	\$(21,882,500)
Renovated	N/A	2024	No	N/A	2016	2007	N/A	2023	N/A	2018	N/A
Renovation Costs	N/A	\$40,000,000	N/A	N/A	\$3,000,000	\$11,300,000	N/A	\$25,000	N/A	\$13,581,250	N/A
Net Present Value	\$45,000,000	\$57,900,000	\$35,000,000	\$35,000,000	\$68,800,000	N/A	\$30,340,000	N/A	\$7,500,000	\$39,934,286	\$(32,434,286)
Square Footage	250,000	250,000	145,000	250,000	309,000	N/A	250,000	20,000	50,000	190,500	(140,500)
\$/Sq Ft	\$116.00	\$168.00	\$206.90	\$120.00	\$145.63	N/A	\$80.00	N/A	\$60.00	\$128.08	\$(68.08)
Seats	1,800	1,000	2,000	2,400	1,800	800	N/A	N/A	800	1,514	(714)
Owner	City of Lloydminster	Lac la Biche County	Municipal District of Greenview Town of Valleyview	City of Cold Lake	City of Leduc	Town of Viking	Town of Bonnyville	Town of Vegreville	Town of Vegreville		
Operator	City of Lloydminster	Lac la Biche County	Municipal District of Greenview	City of Cold Lake	City of Leduc	Viking Carena Complex Management	Bonnyville and District Centennial Centre Management Board	Town of Vegreville	Town of Vegreville		

Facilities		Servus Sports Centre	Bold Centre	Greenview Regional Multiplex	Cold Lake Energy Centre	Leduc Recreation Centre	Viking Carena Centre	C2 Centre	Aquatic and Fitness Centre	Wally Fedun Arena	Average	Vegreville Variance from Average
		Lloydminster, AB	Lac la Biche, AB	Valleyview, AB	Cold Lake, AB	Leduc, AB	Viking, AB	Bonnyville, AB	Vegreville, AB	Vegreville, AB		
Ice Rental Rates	Adult Prime	\$234.00	\$135.00	N/A	\$190.00	\$256.25	\$160.00	\$170.00	N/A	\$154.00	\$185.61	\$(31.61)
	Adult Non-Prime	\$182.00	\$105.00	N/A	\$147.00	\$156.50	\$130.00	\$125.00	N/A	\$154.00	\$142.79	\$11.21
	Youth Prime	\$152.00	\$135.00	N/A	\$95.25	\$133.50	\$160.00	\$140.00	N/A	\$154.00	\$138.54	\$15.46
	Youth Non-prime	\$119.00	\$105.00	N/A	\$56.50	\$81.50	\$130.00	\$100.00	N/A	\$154.00	\$106.57	\$47.43
Court/Field Rental Rates	Adult Prime	N/A	N/A	\$50.00	\$112.75	\$126.25	N/A	\$125.00	N/A	N/A	\$103.50	N/A
	Adult Non-Prime	\$99.00	N/A	\$40.00	\$112.75	\$126.25	N/A	\$125.00	N/A	N/A	\$100.60	N/A
	Youth Prime	\$86.00	N/A	\$30.00	\$56.50	\$114.75	N/A	\$125.00	N/A	N/A	\$82.45	N/A
	Youth Non-prim	\$64.00	N/A	\$30.00	\$56.50	\$114.75	N/A	\$125.00	N/A	N/A	\$78.05	N/A
Admission Fees	Child	\$3.50	\$4.50	\$5.00	\$5.00	\$4.50	N/A	N/A	\$4.50	N/A	\$4.70	\$(0.20)
	Youth	\$4.75	\$4.50	\$6.50	\$7.50	\$6.50	N/A	\$7.00	\$7.00	N/A	\$6.50	\$0.50
	Adult	\$6.00	\$10.00	\$9.00	\$9.75	\$9.75	N/A	\$10.00	\$7.00	N/A	\$9.25	\$(2.25)
	Senior	\$4.25	\$6.25	\$6.50	\$6.25	\$6.50	N/A	\$4.00	\$5.25	N/A	\$5.57	\$(0.32)
	Family	\$17.25	\$16.50	\$20.00	\$24.50	\$22.00	N/A	N/A	\$18.00	N/A	\$20.20	\$(2.20)
Annual Membership Fee	Child	\$229.50	\$278.75	\$250.00	\$317.10	\$262.75	N/A	\$216.00	N/A	N/A	\$261.46	N/A
	Youth	\$301.75	\$278.75	\$350.00	\$475.60	\$381.25	N/A	\$378.00	\$315.00	N/A	\$354.34	\$(39.34)
	Adult	\$491.00	\$580.00	\$500.00	\$634.20	\$571.25	N/A	\$499.00	\$386.00	N/A	\$528.41	\$(142.41)
	Senior	\$327.25	\$446.50	\$350.00	\$380.60	\$381.25	N/A	\$216.00	\$252.00	N/A	\$336.23	\$(84.23)
	Family	N/A	\$1,305.25	\$1,100.00	\$1,585.50	N/A	N/A	\$549.00	\$622.50	N/A	\$1,032.45	\$(409.95)

## 7.7 Summary Recommendations

Based on the statistics aggregated in the previous table, some general recommendations can be suggested for the proposed project. To mitigate some of the gaps in Vegreville's recreation amenities, an indoor fieldhouse should be considered, as well as an indoor aquatic centre to replace the Towns aging facility.

An indoor fieldhouse would provide a variety of sport opportunities such as basketball, pickleball, indoor soccer, and volleyball, while also providing a space for an indoor walking track. The fieldhouse should have a poured polyurethane floor to be versatile and effective for each of these sports.

To match other high quality competitor facilities in the region, the facility should range between \$40 M and \$70 M, and approximately 200,000 Sq Ft. Ideally, this should put the project between \$100 and \$200 per Sq Ft, around \$128 per foot to be most precise. A smaller facility could consider spending more per square foot if the same total funding was available, and likewise a larger facility would need to spend less per foot to achieve the same budget targets. The facility should also include fitness equipment like cardio machines, free weights, and a few fitness studios.

In the future, another arena could be added as an expansion to the project, which should have approximately 1,500 spectator seats. During this review, the pricing model for Wally Fedun Arena emerges as an area to review. Presently, the arena operates under a static pricing model for ice rentals, with adult prime rental rates considerably lower than those of comparable facilities. To improve the financial sustainability of this asset, it is advisable to explore the implementation of a dynamic pricing model for prime-time ice rentals. This approach could optimize revenue generation and better align pricing with demand fluctuations.

Based on the comparable market analysis and the feedback from the Committee from the site tours and facility visits, the priorities from the 2019 Recreation Master Plan were adjusted as follows:

Best Practice Assessment Priorities	2019 Recreational Master Plan (Indoor Amenity Priority Position)
Aquatic Centre with Leisure Aquatics	Indoor Track
Indoor Multi-Sport Field House	Leisure Swimming
Indoor Walking Track	Seniors Activity Space
Indoor Child Play Area	Fitness and Wellness Facilities
Replacement of Main Arena	Indoor Child Play Spaces
Indoor Community Hall and Theatre (Multiplex)	Indoor Courts
Secondary Arena	Performing Arts Theatre
Ancillary or Secondary Field House	Youth Centre Spaces
*It should be noted that Fitness and Wellness Facility space was not included in this list as it can be incorporated into the Indoor Walking Track and Indoor Multi-Sport Field House. Additionally, there has been significant investment in this space by private operators and there is a desire not to compete with private investment.	Indoor Field Sports
	Multi-purpose Sports Surfaces



# Public & Stakeholder Engagement



We are pleased to share the findings from our community engagement process, conducted as part of the development of the Regional Recreation Feasibility Study. In August 2024, a stakeholder and public engagement process was launched, and the project team engaged with Town Council, administration and staff, the Steering Committee members, residents, and stakeholders to gain a comprehensive understanding of the community's recreational needs and priorities.

Through social media, a dedicated email address, digital and paper surveys, focused stakeholder meetings, and open houses, valuable feedback and ideas were gathered to help guide the future of recreational services, facilities, and programming in the Town of Vegreville. This input has highlighted the community's commitment to accessible, inclusive, and high-quality recreational opportunities. The findings also reflect a shared vision for creating spaces and experiences that promote well-being, tourism, community connection, and active lifestyles for all residents.

The key themes and priorities that emerged from the engagement process are summarized in the sections that follow. These insights form the foundation of the study, ensuring it reflects the voices, needs, and aspirations of the community.

*Please refer to Appendix A for the full 2024 Engagement Results report.*

## 8.1 The Engagement Process

Creating a comprehensive community engagement process is crucial to ensuring that a Regional Recreation Feasibility Study reflects the community's needs, priorities, and values.

The project team's plan for engagement included the use of online and in-person strategies and opportunities that endeavoured to optimize the accessibility of engagement while concurrently maximizing the data and information to support future decision making. Engagement had to ensure accessibility in a safe and welcoming space that promoted diverse opportunities for participants to contribute.

It was the intent of the project team to engage with user groups and the public throughout the various stages of the project. To encourage broad participation, various methods were used to gather feedback. The Town's Marketing Department advertised the engagement process through their social media channels, local newsletters, a dedicated page on the website, and printed material that was displayed in various high-traffic community centres. The team hosted in-person meetings with various stakeholders and four public open houses at two different locations in the town.

All participants across the engagement spectrum were

encouraged to complete the survey, either online or by using a paper copy. Participants were also encouraged to write open comments on boards that were made available at the open house sessions.

Based on the public interest assessment, participation was centered on the Inform and Consult dimensions on the IAP2 Spectrum for Public Participation (see below) to gain feedback on the needs, visions, and aspirations for the future recreational needs of Vegreville and surrounding region.

Engagement for this project proceeded in the following manner:

### 1. Engagement Objectives

- **Objective:** The intent was to gather community input to identify current and future recreational needs, understand preferences, and prioritize investments.
- **Goals:** The goals for engagement included to inform the community, listen to their needs, encourage active participation, and build a sense of shared ownership in the Master Plan.

### 2. Identify Stakeholders

- **Residents:** Engagement was directed at all age groups (youth, adults, and seniors), families, newcomers, and long-time residents.
- **Community Groups, Organizations and Indigenous:** Engagement was conducted with the local sports clubs, recreational organizations, arts and cultural groups, and accessibility groups.
- **Key Decision-Makers:** Engagement was also conducted for key decision makers such as Municipal and Regional officials, elected representatives, planning committees, and recreation commissions.

### 3. Select Engagement Methods

A mix of in-person, digital, and remote methods were used to ensure a wide reach and the greatest possible accessibility.

- **Online Survey:** A digital survey that captured quantitative and qualitative data about residents’ recreational needs, current usage of facilities, and improvement suggestions.
- **Open Houses:** Interactive events were hosted, where community members provided input and engaged in group discussions.

- **Stakeholder Interviews:** One-on-one or group interviews were conducted with leaders from local organizations, sports leagues, and community groups for more in-depth insights.
- **Social Media Campaigns:** The team used the Town’s website, Facebook, Instagram, and X to digitally engage, share updates, collect comments, and reach residents who may not have attended in-person events.

### 4. Engagement Timeline

- **Phase 1: Information Gathering (2–3 months)**
  - Develop digital survey.
  - Develop materials needed for open houses.
  - Announced the engagement process via social media, municipal website, flyers, and newsletters.
  - Went live with the survey and social media. Conducted open houses, focus groups, and stakeholder interviews.
- **Phase 2: Analysis and Concept Development (1 month)**
  - Analyzed community input to identify key themes and develop initial concepts.
  - Discussed preliminary findings with Town Administration and the Steering Committee.
- **Phase 3: Finalization and Approval (1 month)**
  - Developed the feasibility study with strong consideration for community feedback.
  - Shared the finalized plan with the public to seek formal approval from municipal leaders.

	Increasing level of participation				
	Inform	Consult	Involve	Collaborate	Empower
Public Participation Goal	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
Promise to the Public	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
Example of Tools	Fact sheets, websites, open houses, mailings, social media	Public comment, focus groups, surveys, public meetings	Workshops, deliberative polling	Stakeholder advisory committees, consensus-building, participatory decision-making	Stakeholder Resident juries, ballots, delegated decisions

## 8.2 What We Learned: Engagement and Stakeholder Consultation

Understanding the perspectives, needs, and aspirations of those who live, work, and play in the region is essential for developing a recreation plan that truly resonates and serves its intended purpose. The community engagement process brought forward valuable insights into the recreational needs and priorities of residents. Through various channels, we identified key themes that reflect the community's desires for accessible, high-quality, and inclusive recreational opportunities.

The feedback collected through this process has been instrumental in shaping the recommendations and priorities outlined in this study. By listening to the voices of the community and stakeholders, we have gained a deeper understanding of what works well, what could be improved, and where future opportunities lie. This inclusive approach ensures that the resulting recreation plan is not only reflective of the community's needs but also enjoys broad support and shared ownership.

The goal for the Community Engagement was established based on a 95% confidence level, based on the population size of 5,689 with a 5% margin of error to support a statistically relevant outcome. The results in this case required the participation of **360** residents. The process delivered **677** survey respondents as well as approximately **140** in person engagements at the open house and stakeholder meetings. The actual number of residents that participated in the process shows the overwhelming interest in recreation in the town and region. A sincere thank you goes to everyone who contributed to this process, helping us create a study that will benefit the community for years to come.

In the following sections, we will delve into the key themes and findings that emerged from our public and stakeholder engagement efforts, highlighting areas of consensus and identifying the diverse perspectives that will guide our path forward.

### Online Survey

The online survey was open from August 26, 2024, to October 31, 2024, and resulted in an average completion rate of 77% and a time to complete the 29 questions in eight minutes. The majority of survey responses were collected between August 26 and September 16, 2024.

*Full results of the survey can be found in the Engagement Appendix.*

### Summary of Results of the Online Survey

Survey respondents that live in the Town of Vegreville totalled 431, while 185 respondents live in the region more broadly. Out of those 185 respondents, 69 provided their place of residence. The County of Two Hills was represented by 21 residents and the County of Minburn by 13 residents, with the remaining participants scattered across the region.

A total of 361 participants (58.6%) have lived in the region for over 15 years, 79 (12.8%) over 10 years, 66 (10.7%) over five years and the remaining 110 (17.9%) participants have lived in the region for five years or less.

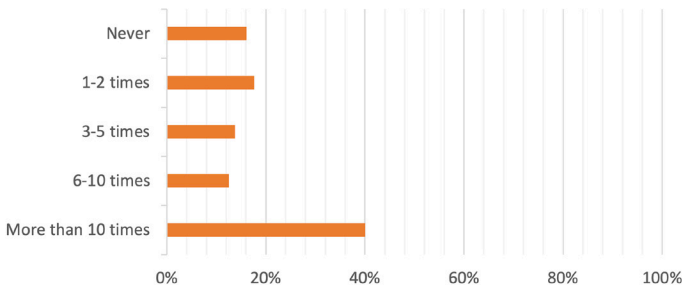
Participation amongst women was strong, representing 67.5% of total respondents. Youth participation was low at just over 4%, with 35–54-year-olds representing most popular age demographic amongst participants at 53%. Participants over the age of 55 represented just over 23% of respondents.

The household sizes of respondents were as follows: 34.3% occupied a two-person household, 14.9% live in a three-person household, nearly 25% of respondents live in a four-person household, and just over 18% occupy a five or more-person household, with the remainder representing single-person households.

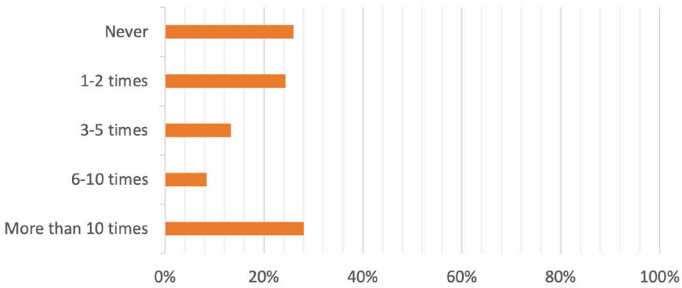
Although 160 participants did not provide their current household annual income, we did learn that 10% of participants earn \$60,000 or less, almost 13% earn between \$60,000–\$90,000, 18.6% earn between \$90,000–\$120,000, 13.75% earn between \$120,000–\$160,000, and 18.8% earn over \$160,000.

We asked residents how often they use the various Town of Vegreville facilities each year. Here are some sample responses:

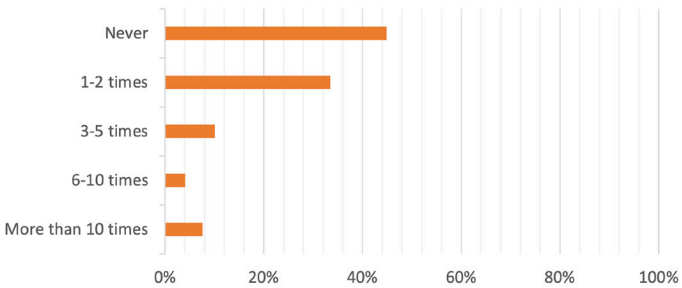
### Q8. How often do you visit the Vegreville Aquatic Centre each year?



**Q9. How often do you visit the Vegreville Wally Fedun Arena each year?**



**Q10. How often do you visit the Vegreville Multiplex/Curling Rink each year?**

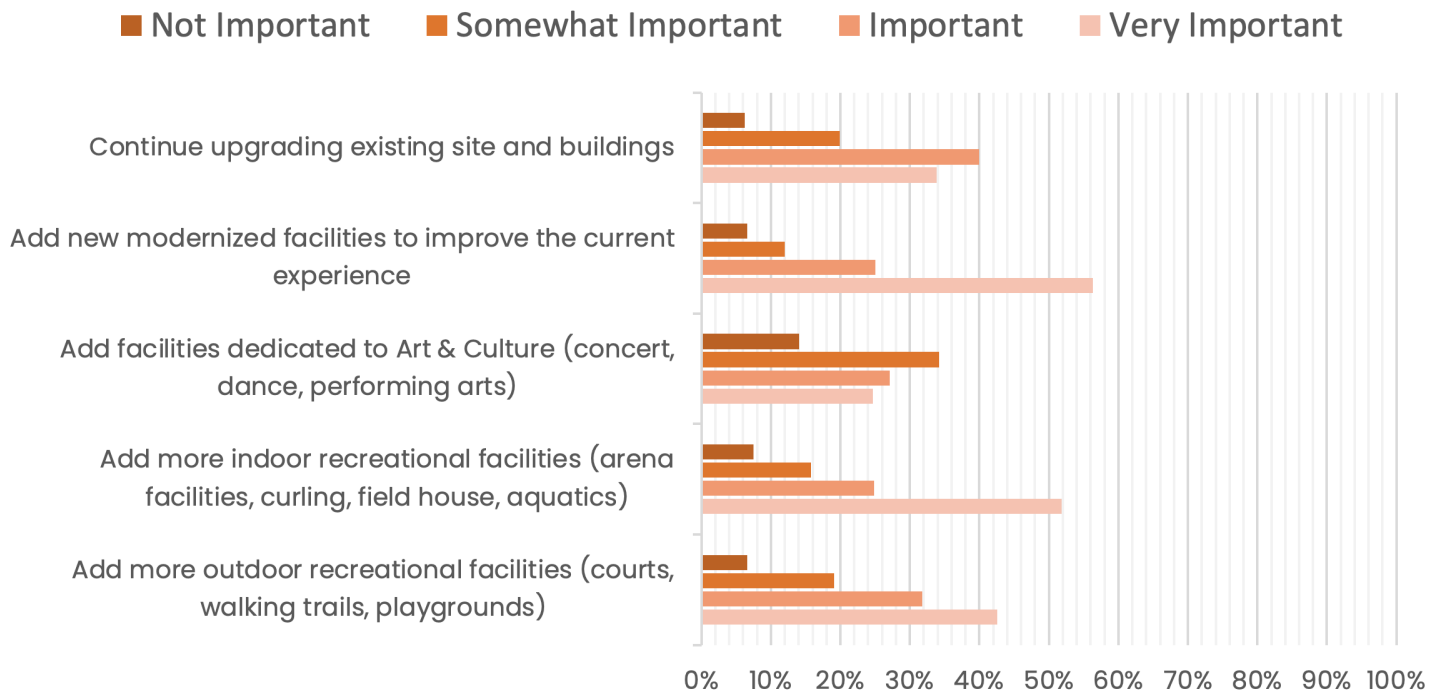


When asked about how often they use the Vegreville Fitness Centre, 63% of respondents selected ‘Never.’ By comparison, the Vegreville Social Centre received positive utilization responses with over 72% of participants stating that they visit the centre 1-5 times each year.

77% of respondents indicated that the recreational facilities provided by the Town of Vegreville are *Very Important/Extremely Important* to them personally, and just over 85% of participants stated that the recreational facilities provided by the Town are *Very Important/Extremely Important* to the surrounding regions.

**Q15: How important do you think the following options are in the future plan for the Town of Vegreville?**

# Future Planning



The question above (Q15) included a comment section, where 74 participants left their own thoughts on future planning. The full (unedited) download of this comments section can be found within the *Engagement Appendix* of this report.

**Key Themes derived from Q15 commentary include:**

**1. Community and Recreation Spaces**

- Strong Interest in indoor walking tracks and improved gym/fitness facilities.
- Suggestions for multi-purpose complexes and indoor soccer fields.
- A desire for community gardens, exercise parks, and community centers.

**2. Sports Facilities**

- Requests for various sports facilities, including indoor/outdoor pickleball courts, basketball courts, and an upgraded football field.
- Interest in indoor/outdoor facilities that can host competitions and games (e.g., dance, hockey).

**3. Walking and Bike Trails**

- A strong desire for more walking and biking trails.
- Suggestions for expanding existing trails and connecting them to form continuous loops.

**4. Ice Facilities**

- A need for access to more than one arena to meet the community's ice needs.
- Suggestions for a new rink or improvements to existing rinks.
- Cited the importance of maintaining outdoor rinks.

**5. Maintenance and Upgrades**

- Concerns about poorly maintained green spaces and the need for better maintenance.
- Requests for upgrades to existing facilities, including baseball fields, outdoor pools, and splash pads.

**6. Inclusivity and Accessibility**

- Importance of accessible and inclusive design for new or retrofitted facilities.
- An expressed need for more amenities for disabled individuals.

**7. Winter Activities**

- Interest in winter activities such as cross-country skiing, snowshoeing, and skating trails.
- Suggestions for snowmobile tracks and rentals for winter sports equipment.

**8. Arts and Cultural Activities**

- Calls for more support for arts, including pottery classes, live theatre, and arts studios.
- Interest in using underutilized stages for arts and cultural events.

**9. Dog Parks**

- Requests for well-maintained dog parks and an indoor dog park for winter use.

**10. Special Facilities**

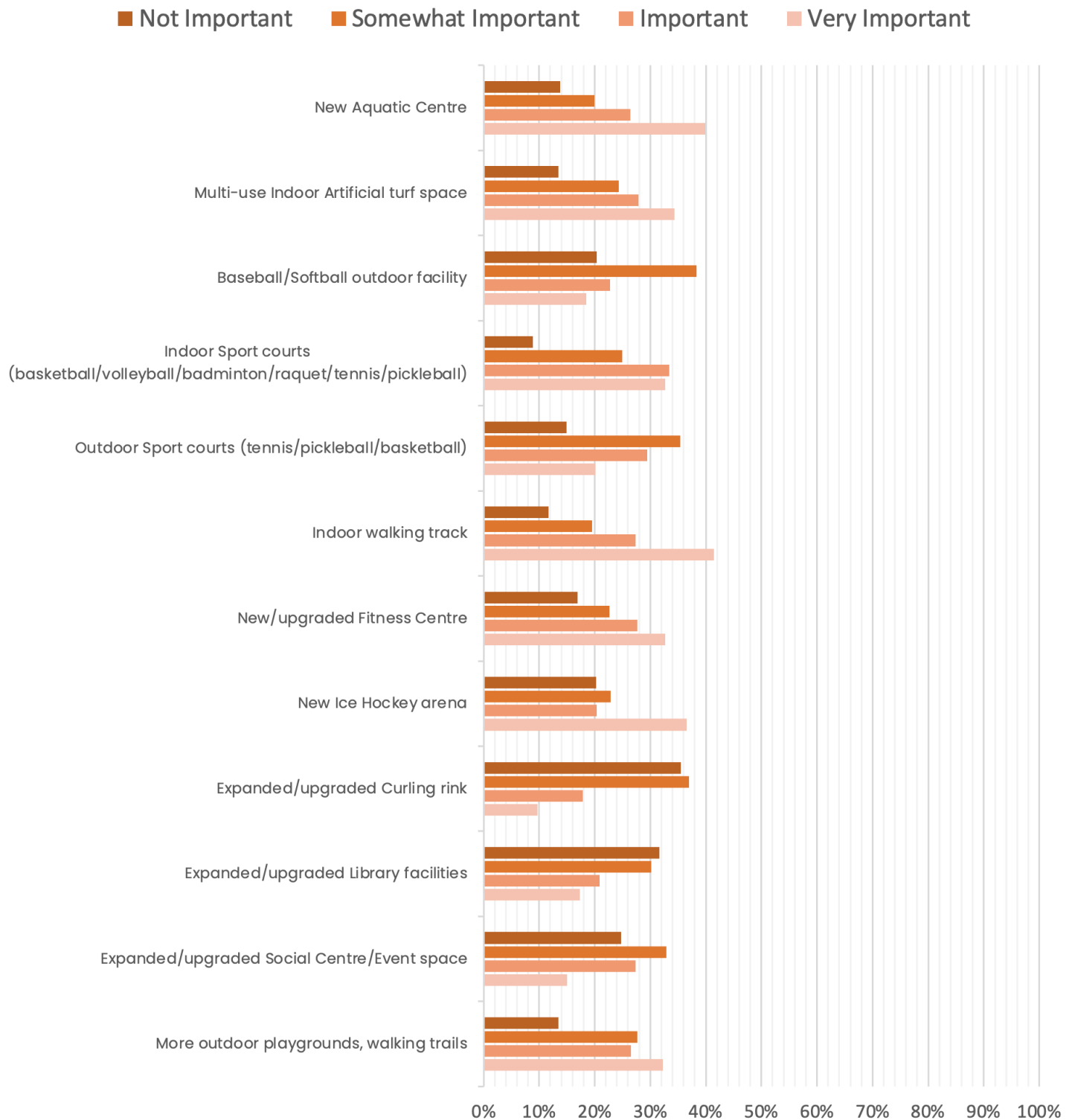
- Suggestions for unique facilities like disc golf courses, outdoor running tracks, and saltwater pools.
- Interest in a proper venue for concerts and theatre.

**11. General Suggestions**

- Comments about the importance of youth engagement and safe, clean facilities.
- Requests for family changing rooms that are wheelchair accessible.

Q16: Which of the following do you think are important to consider in the future planning for the Town of Vegreville?

## Future Planning



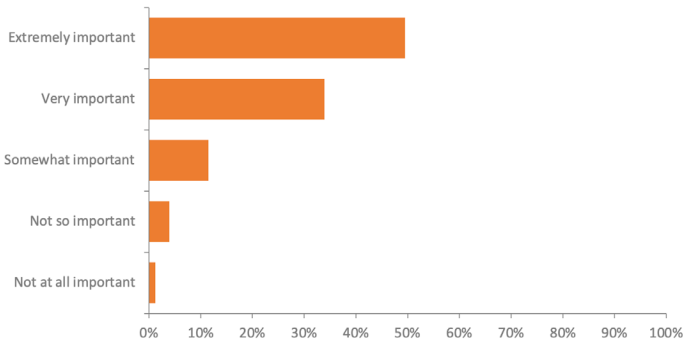
Q16: Which of the following do you think are important to consider in the future planning for the Town of Vegreville?

Highest Ranking Summary Results:

Very Important/Important:

- 69% Indoor Walking Track
- 66% New Aquatic Centre
- 66% Indoor Sport Courts
- 62% Multi-Use Indoor Turf
- 60% New/Upgraded Fitness Centre
- 57% New Ice Hockey Arena

Q17: In your opinion, how important are expanded or improved recreational amenities in the Town of Vegreville?



Q18: If you personally were to consider expanding recreational amenities in the future, what facility needs do you consider the most important?

## Facility Needs



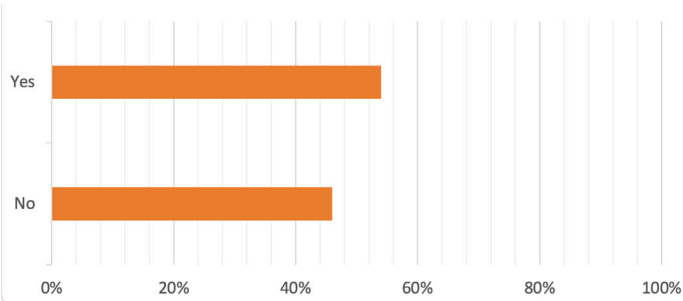
*Q18: If you personally were to consider expanding recreational amenities in the future, what facility needs do you consider the most important?*

**Highest Ranking Summary Results:**

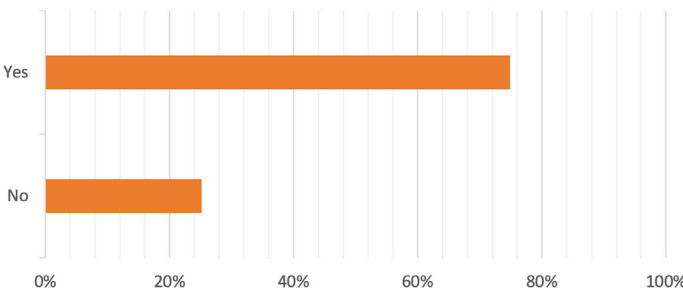
**Very Important/Important:**

- 70% Aquatics Facilities
- 68% Indoor Walking Track
- 62% Outdoor trails, playgrounds
- 56% Indoor Courts
- 53% Fitness Facilities
- 50% Fieldhouse facilities

**Q27: As a potential user of the new/upgraded facilities, would you be willing to pay more through taxes to support the capital investment required to build new or upgrade existing facilities?**



**Q28: As a potential user of new/upgraded facilities, would you be willing to pay more to access those amenities?**



**Public Open Houses**

To develop study results that truly serve the community’s needs and aspirations, public engagement is essential.

The Public Open House and Stakeholder engagement process invited community members and stakeholders to actively participate in shaping the future of local recreational amenities and programing. This inclusive approach ensured that diverse voices were heard, and that the plans reflect the community’s desires and requirements.

During the open house events, residents had the opportunity to provide input, share ideas, and discuss their preferences directly with planners and decision-makers. This collaborative process fostered transparency and trust, while also gathering valuable feedback that can guide the development of well-loved and well-used recreational spaces and programs. Through presentations, interactive sessions, and feedback opportunities, the Public Open House sessions created a dialogue between the community and planners. The ultimate goal is to design and enhance recreational facilities that promote health, well-being, and a strong sense of community for all residents.

The project team ran a series of open houses over the course of two (2) days to allow for a fulsome public participation and consultation process. The open house sessions provided an informal setting to share information with the public while also gathering their input. The sessions provided information cafeteria-style, allowing participants to rotate through and interact with a series of information display boards and discuss specific topics of interest with the project team and Town Administration/staff. This method of engagement was chosen to encourage participation from all community members and user groups. In total, four (4) open houses were hosted between September 5-6, 2024 in two different locations. To increase participation, one of the open house sessions coincided with the Town of Vegreville Fall Community Information Night event on September 5, 2024. This event had local sport, recreational and cultural groups in attendance for registrations for upcoming programming.

**Stakeholder Engagement**

In collaboration with Town staff, Orange Crow Leadership and TBD Architecture + Urban Planning developed an approach to the engagement of key stakeholder groups. These focused stakeholder meetings took place between September 5 – 6, 2024.

## Social Media Interactions

To connect with the community, the Town of Vegreville advertised the survey and open houses by leveraging their social media assets in public display areas, the Town website, and via flyers and local print assets. To foster meaningful interactions and encourage active participation over the duration of the project, a diverse audience was engaged through these various platforms. By utilizing the numerous digital assets available to the Town, the team sought to create a vibrant online dialogue.

The campaign included posts on Facebook, X (Twitter), Instagram, and LinkedIn, and overall had a reach of just under 17,000 with almost 400 impressions, over 1,900 clicks, just under 20 shares, and over 20 comments.

Below is a word cloud of the survey, open houses and social media commentary that frequently appeared:



## 8.3 Key Findings

The following summary outlines the primary findings, concerns, and goals expressed by participants of the public and stakeholder engagement process:

1. **Demand for Outdoor Spaces:** Residents expressed strong support for enhancing outdoor recreational spaces, including parks, treed walking trails, winter trails, and sport courts. Many highlighted the importance of having accessible green spaces within walking distance of neighborhoods and connected walking trails.
2. **Demand for Indoor Spaces:** Residents expressed strong support for enhancing indoor recreational spaces, including a walking track, new indoor pool, sport courts, ice availability, and upgraded/new gym facilities. Many highlighted the importance of having accessible programming in terms of availability and timing.
3. **Interest in Diverse Programming:** The community showed an interest in a broader range of recreational programming, from youth sports to senior wellness activities and family-oriented events.
4. **Need for Facility Upgrades:** Many participants pointed out that existing indoor and outdoor recreational facilities need modernization and maintenance to meet current standards, particularly in terms of accessibility, usefulness, and beautification.

### Community Concerns



1. **Accessibility and Inclusivity:** Accessibility was a common theme, with residents calling for improvements to make recreational spaces and facilities programming welcoming and accessible for people of all ages, abilities, and backgrounds.
2. **Arts and Culture:** Some participants perceive that the town is lacking in arts and culture programming, stating that current stages are underutilized with no proper venue for concerts and performances. The lack of crafts teaching classes and dance classes was also noted, with little to no programming/available space..



3. **Timing of Programming:** Many community members spoke to inadequate public programming hours being offered for the indoor pool, hockey rink, indoor walking track, and the gym. Statements were made that the hours being offered are not suitable for working people.

4. **Cleanliness & Maintenance:** There was a general sense that facilities and trails should be cleaner and better maintained.
5. **Budget Constraints and Funding:** Community members raised concerns about the financial feasibility of a new facility and stressed the need for transparent budgeting and potential partnerships to support funding.

## Community Goals

The Regional Recreation Feasibility Study is guided by the following community-driven goals, which were developed in response to the priorities and aspirations identified during the engagement process. These goals reflect our collective vision to foster vibrant, inclusive, and sustainable recreational opportunities:

### Build Community Connections



- Use recreation as a tool to strengthen community ties by providing inclusive spaces and programming that foster a sense of belonging and togetherness.
- Partner with local organizations, businesses, and schools to expand opportunities and resources.
- Offer support to groups that bring events to the community. This could include helping to market the event, staff time and sharing of volunteer resources.

### Improve, Modernize and Build New

- Upgrade and maintain existing recreational infrastructure to meet modern standards for safety, functionality, and sustainability.
- Develop new facilities that address current and future community needs. Specifically highlighted was a new indoor pool that offers lane swimming, a water slide, a leisure pool and a lazy river. A new indoor walking track was requested by numerous residents as well as indoor sports courts, a child play area and a fitness/dance class area.

### Build out Sport Tourism Opportunities

- Sport Tourism attracts thousands of visitors to the host region. In partnership with regional communities, and with a potential new facility, the Town of Vegreville should bid for sport tourism events, tournaments, and leagues.

## Expand Outdoor Recreation Opportunities



- Enhance the availability and quality of parks, trails, outdoor rinks, and open spaces, ensuring that these areas are safe, well-maintained, and accessible year-round.
- Promote active lifestyles by encouraging the use of natural areas for walking, cycling, and other outdoor activities.

## Enhance Accessibility and Inclusivity



- Ensure all recreational facilities, programs, and spaces are accessible and welcoming to individuals of all ages, abilities, and backgrounds.
- Prioritize removing physical, financial, and social barriers to participation for both indoor and outdoor recreation.

## Promote Health and Wellness



- Provide diverse recreational opportunities that encourage physical activity, mental well-being, and social connection.
- Support programming that meets the needs of all age groups (from youth to seniors) with a focus on fitness, wellness, and personal development.

## Build Lasting Connections with Youth

- Create opportunities for leadership: Invite youth to serve as ambassadors for recreation initiatives, helping to promote programs and events.
- Recognize their contributions: Acknowledge and celebrate youth participation in the planning process through public recognition or small incentives.
- Offer youth-specific programming: Develop programs and activities tailored to their interests, ensuring sustained engagement.
- Develop a recognition and retention incentives program.
- Evaluate and adjust as needs change.

## Foster Environmental Stewardship



- Integrate environmentally sustainable practices into the design, construction, and operation of recreational spaces and facilities.
- Protect and enhance natural areas to ensure long-term conservation and biodiversity.

## Support Financial Sustainability



- Ensure that recreational services are affordable for residents while maintaining financial sustainability for the municipality.
- Explore partnerships, grants, and sponsorships to support facility upgrades and new developments.

## Celebrate Arts, Culture, and Diversity

- Incorporate arts and cultural programming into the recreational offerings to celebrate the community's diversity and heritage.
- Create spaces, classes, and events that bring people together.

These goals will serve as a foundation for Regional Recreation, guiding future decisions to ensure that recreation continues to enrich the quality of life for all community members.

*Please refer to Appendix A for the full 2024 Engagement Results report.*



# Business Analysis



## 9.1 Trends in Sport and Recreation Analysis

Sport participation provides many benefits to communities and individuals. Not only is sport participation one of the most common forms of civic engagement, but there are also clear health benefits to engaging in physical activity. A Statistics Canada survey found that 55% of people aged 15 and older reported active participation in sports such as soccer, hockey, swimming, and running. Swimming was the most reported sport activity, with over one-third of Canadians reporting swimming within the past year, followed by cycling, and running.

**Swimming** Canada has shown in their 2023–2024 Annual Report that competitive swimming registration is back to pre-pandemic levels. In that same report, competitive swimming in Alberta not only rebounded from registrant losses experienced during the pandemic but has reached an all-time high. Moreover, swimming in Alberta is growing faster than the national rate. From 2014 to 2024, the number of competitive swimmers in Canada grew by 10.6%, and, during that same period, the number of Alberta's competitive swimming registrants has increased by 44.5%. Based on this data, it would be beneficial to provide some support for the growing competitive scene, even while recreational swimming constitutes much of the demand for aquatic facilities.

**Walking** is one of the most accessible forms of physical activity. According to StatsCan (2021), three out of four Canadian households report walking as their top outdoor activity. To encourage walking, it is essential to maintain safe, well-lit paths and trails with engaging storytelling elements, activation points, and rest areas to enhance participant involvement.

**Soccer** has experienced substantial growth in recent years. In 2014, over 87,000 people were registered in soccer in Alberta. By 2023, over 115,000 people were registered in the sport – an increase of over 30% (Statistics Canada). Surprisingly, national hockey registration has fallen over the same period, from 721,500 registrants in 2014 down to 548,800 registrants by 2023, representing a nearly 25% decrease (Statista.com).

**Basketball**, like soccer, has experienced steady growth over the past decade. According to the Canadian Fitness and Lifestyle Research Institute 2019 survey, between 2010 and 2019, basketball participation increased by 25%. They attribute this growth to increasing media exposure over time, as well as the increasing success of Canadians in international basketball, and grassroots community programs that invest in basketball infrastructure, in concert with private basketball organizations to support growing demand.

**Baseball** registration in Alberta has also been steadily growing over the last decade, although it has been leveling off in recent years. In 2010, there were 10,274 players registered in baseball. After steady growth over the next few years, followed by the Toronto Blue Jays' success in the 2015 season, registration leapt up to 18,083 players (an over 75% increase). Then, in 2019, registration was slashed by the COVID-19 pandemic. Since then, registration has almost made a full recovery to within 1% of its 2018 peak as of 2024. This demonstrates that, while baseball has not grown significantly since the end of 2016, it has experienced significant growth since the early 2010s.

The popularity of **pickleball** is skyrocketing. By January 2025, it is projected that 1.54 M Canadians will participate in Pickleball (Pickleball Canada), reflecting a 57% increase in sport participation over the last three years. As an engaging, social, and cost-effective sport suitable for all ages, communities should embrace Pickleball's growth and plan for its expansion. However, noise concerns are arising, with many communities establishing new minimum distance regulations from residential areas (requiring a 600 Ft minimum distance, or noise levels under 47 decibels). It will be important to consider the implications of noise as pickleball continues to grow.

**Cricket** is also on the rise. With an estimated 5 M active cricket fans in Canada and 39,000 registered players participating in 5,500 annual matches, communities are encouraged to integrate cricket into their recreational offerings. However, the unique construction and maintenance considerations for cricket pitches require careful planning.

**Community gatherings** are trending. Since the impact of COVID-19, there has been a resurgence in community enthusiasm for coming together and celebrating. Opportunities like family engagement nights, seasonal events, fitness programs, holiday karaoke, entertainment, games for "kidults," and partnerships with library programming are in high demand. With rising living costs and travel expenses, low-cost or free activities that unite families and peer groups are increasing in popularity.

**Dog ownership** has surged, with 45% more dogs in households since the pandemic. Many people now consider their pets as family members, with 85% of dog owners viewing their dogs as such. Dog parks are the fastest-growing type of park in North America, prompting communities to create recreational opportunities that welcome all family members – including four-legged ones.

There is high demand for **lifeguard's** post-pandemic. Staffing challenges for aquatic facilities have intensified, coinciding with an increased use of indoor and outdoor community pools. Climate change (leading to higher temperatures and extended outdoor swimming seasons) has resulted in record numbers of aquatic users.

Communities must strategize on the training, hiring, and retention of lifeguards to meet growing demand, but this may lead to increased labor costs and staffing hurdles. Each community needs to develop unique recruitment strategies for lifeguards to ensure that their operational needs are met, possibly requiring multi-year succession planning.

Baby boomers are seeking recreational opportunities in increasing numbers, with **low-impact, high-engagement** activities gaining traction. Innovative sports such as short mat bowling are excellent examples of meeting this demand. Communities should explore additional ways to involve baby boomers in recreational participation.

**Arts** programming is thriving, particularly for young artists and youth initiatives.

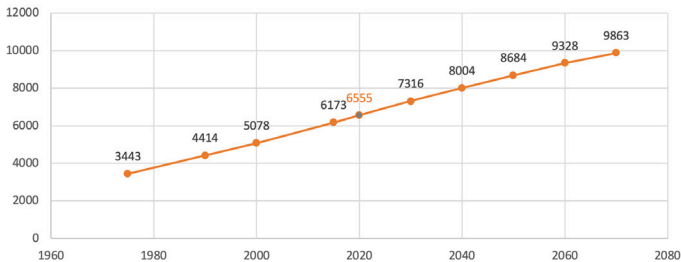
There is also the rising popularity of **Padel**, which may soon rival Pickleball in Canada. Padel facilities should be included in short-term facility planning across Canadian communities.

## 9.2 Modernize or Build New

There is always a valuable discussion to be held and a decision to be made when considering the “renovate vs. rebuild” framework for Municipal Recreation Projects. This process should consider several key evaluation criteria to support a strategic decision for the Owner. The stages of this process should include:

**Local and Regional Trend Analysis:** As most Municipal Recreation Projects are designed to meet the local and regional needs of the community as their primary audience (supporting tourism and visitation growth as a secondary benefit) there is a need to understand the forecasted growth for the community over the projected useful life of the anticipated project. Using a 50-year infrastructure benchmark for understanding the future population growth projections for Vegreville, the following graph highlights that annual stability and predictability of anticipated growth. Based on trending population rates since 1975, the Town of Vegreville will see stable growth between the current date and 2070. **This trend suggests the need to maintain and enhance current recreational services** to meet future need and market expectations.

### Vegreville Population Growth Projection and Historical Trend



**Infrastructure Analysis:** Infrastructure Canada provides an average useful life for cultural, recreational, and sporting facilities based on actual marketplace and geographical performance by region. Infrastructure analysis and commentary on ‘useful life remaining’ often focuses on facility infrastructure, assemblies, and systems, with commentary on maintaining programmatic functionality or accessibility.

The following tables highlights the average useful life of a facility according to infrastructure Canada for core indoor recreational services offered within the Town of Vegreville, the useful life remaining of each facility based on the current age of assets, the current condition based on infrastructure reports, and the distance in kilometres to a viable alternative amenity.

Notably, the table also highlights the age of the current Wally Fedun Arena, although it should be noted that recent upgrades have been completed to the facility ice plant and dressing rooms to improve their condition and extend their useful life.

The primary risk associated with the current indoor aquatic facility is the state of the filtration and water conditioning space equipment as well as the lack of access to equipment for major renovations and repairs.

## Culture, recreation, and sports facilities

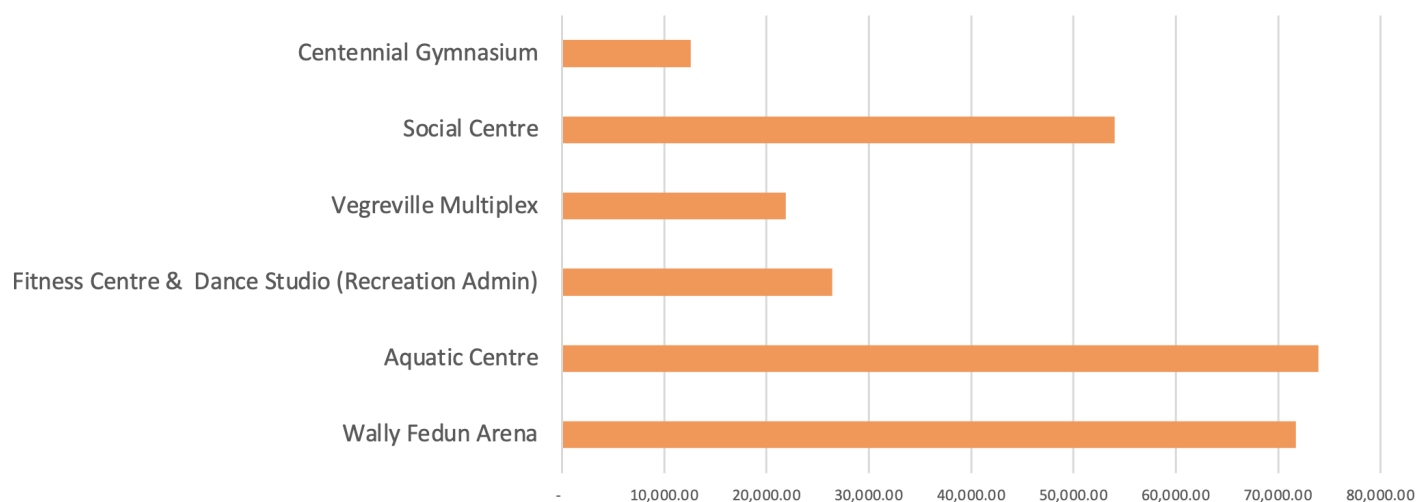
Amenity Type	Average years	Vegreville	Useful Life Remaining	Current Condition	Distance to Closes Alternative (Km)
Indoor ice arenas, single pad	41	57	-16	Good	30
Indoor ice arenas: multiple pads (two or more)	50	NA	NA	NA	90
Indoor ice arenas: Performance/spectator	40	57	-17	Good	90
Curling rinks	50	57	NA	Poor *Mechanical is Poor	50
Indoor pools, 25 m	46	42	4	Fair *Mechanical is Poor	90
Indoor pools, 50 m or longer	40	NA	NA	NA	100
Indoor pools, leisure pools 3	32	NA	NA	NA	90
Indoor gymnasiums	38	20	18	Good	30
Indoor racquet courts	27	20	NA	NA	30
Indoor walking/jogging tracks	36	NA	NA	NA	58
Indoor fitness areas	25	20	5	Fair	30
Indoor fields	50	NA	NA	NA	90
How to cite: Statistics Canada. Table 34-10-0182-01 Average expected useful life of new publicly owned culture, recreation and sport facilities, Infrastructure Canada <a href="https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=3410018201">https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=3410018201</a>					

**Utilization:** For this purpose of this report, utilization explores the current peak and non-peak visitation to each facility, measured on an annual basis. The Aquatic Centre currently hosts the highest levels of annual visitation, with 73,920 visits in 2023 and a utilization position during peak and non-Peak times of 95%. The Wally Fedun Arena also currently has strong peak utilization at 88% (with opportunity for growth during non-peak times, which produce only 15% use) and a visitation in 2023 of 71,700 visits. Overall, the Wally Fedun Arena and the Aquatic Centre are the most highly utilized facilities in the Town.

The following data highlights the need for the continued service offerings of indoor ice, indoor aquatics, and social programing spaces in particular, as they have strong utilization and value within the community.

Facility Name	Peak Time Utilization (%)	Non-Peak Time Utilization (%)
Wally Fedun Arena	88%	15%
Aquatic Centre	95%	95%
Fitness Centre & Dance Studio (Recreation Admin)	80%	80%
Vegreville Multiplex	30%	5%
Social Centre	65%	25%
Centennial Gymnasium	50%	10%

### Annual Visits (2023)



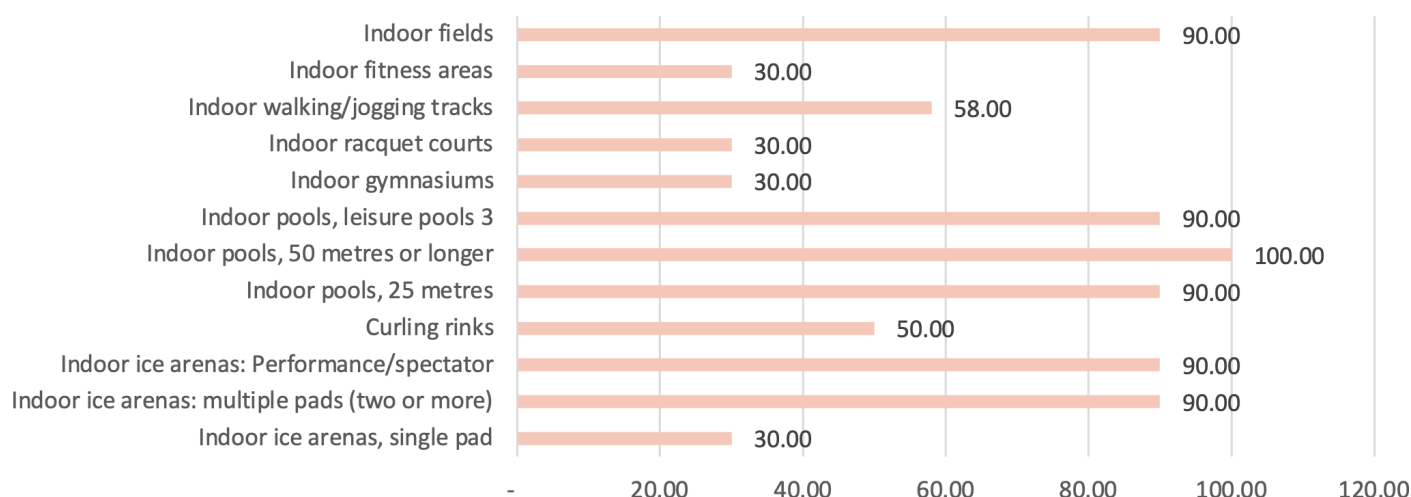
**Reasonable Alternatives:** When considering the need for major upgrades or modernizations to existing recreational assets or the complete replacement of an amenity, reasonable alternatives should be explored. This could include the continued reliance on other facilities within the region. For instance, there is traditionally a common expectation that amenities will be provided within a 30-minute drive time or within a 30-50 Km distance. This principle should be established within each community as it will assist with decision making. Although not a firm policy, while working alongside the project Steering Committee, it became clear that there was a strong perspective that recreational amenities could and should be clustered when possible, but that a regional approach to service provision should be explored.

For the purpose of this report, the project team researched the distance to reasonable alternative recreational spaces should a decision be made not to

re-invest in a specific service. The process highlighted the current gap in programming availability from Vegreville specific to indoor field and court space (90 Km), indoor leisure aquatics (90 Km), indoor child play space (90 Km), and an Indoor Track (58 Km). The team concluded that reasonable alternatives were therefore only available for Indoor Ice (30 Km), Indoor Curling (30 Km), and indoor gymnasium space (30 Km) are currently available.

When considering reasonable alternative spaces, it should be noted that many of the regional assets are in aged facilities while the closest multi-sport centre is located in Sherwood Park, which is approximately 55-minutes of drive time by car. This analysis highlights the importance of considering new amenities within a potential multi-sport and recreational facility while maintaining services offerings that are not reasonably available within a safe and time sensitive distance, particularly when considering winter driving conditions.

## Distance to Closest Alternative (Km)



## Cost

The cost of replacing recreational amenities or conducting major renovations and upgrades can often be a barrier to project advancement, particularly in smaller population-based regions. However, there are a number of options that exist when exploring the modernization of existing recreational infrastructure, each with different levels of associated cost, including remodeling, renovating, expanding, or fully replacing the infrastructure.

For the purpose of this study, the following definitions of the terms listed above have been used:

- **Remodel:** Involves upgrading the current space with minimal alterations to the functional space and facility structure. This can be done by working within the existing facility shell and updating existing amenities, fixtures, and interior designs. Remodeling is often the most budget-friendly approach and provides a refresh to a highly utilized asset that has useful life remaining, but it does not typically add anything new.
- **Renovate:** The process of renovation includes major changes to interior spaces with the intention of improving the function of the facility while respecting a fixed project boundary (such as exterior walls or interior spaces which cannot be modified). In this approach, it is common to consider how new amenities can be developed by reconfiguring existing space to allow the current facility to improve its functional accessibility and maintain its site footprint. This approach generally requires a considerable facility closure or down time and is more costly than remodeling but less costly than a full rebuild or expansion.

- **Expand:** When space is the primary limitation due to high utilization or an aged design that does not support modernization to meet the current market standards, this approach becomes a reasonable alternative to a new facility. Adding square footage and new real estate comes with a premium cost and often requires major building code enhancements – particularly with aged assets. This approach blends new construction space with existing infrastructure, but only where site availability and systems permit this. One of the most important questions in this scenario is whether interrupted service is feasible for a potentially lengthy period.
- **Replace:** The approach to replacement considers designing and constructing an entirely new alternative to the current asset. This is often the costliest approach as it requires the full construction of a new asset, but it does provide significant lifecycle/longevity gains in the form of a new facility that should last 50 years or more. As replacement is generally accommodated on a new site, this strategy generally allows for no interruption of existing service, and the new site selection allows the opportunity to explore alternative sites and locations that may have greater community impact.

## Functionality

When reviewing opportunities to extend the life of existing assets, methods to achieve this are informed by the extent of investment required to continue the existing functional use of the space. Some improvements to functionality can be achieved as 'remodels' within existing facility constraints, while other improvements require renovations or expansions to accommodate specific requirements.

This same evaluation (its ability to accommodate alternate program needs) should be utilized when reviewing a facility's suitability to be repurposed for an alternate use.

### Accessibility

Barrier-free accommodation and accessibility standards are constantly evolving with each building code update to ensure that access is accommodated for all facility patrons. Accessibility encompasses provisions for supporting those with visual, auditory, motor, and cognitive impairments in interacting with a space or environment. Incorporating accessibility into existing buildings can sometimes be challenging due to structural constraints, space limitations, and system limitations/integration. Many older buildings were not originally designed to accommodate individuals with disabilities, and retrofitting them with features like ramps, elevators, wider doorways, or accessible restrooms can be difficult without significant modifications to the building's layout.

### Sustainability

Incorporating sustainability into existing buildings can also be challenging due to a variety of factors, including outdated mechanical/electrical systems and poor initial building envelope assemblies. Many older buildings were not designed with energy efficiency, waste reduction, or modern environmental standards in mind, making it difficult to retrofit them with green technologies without significant replacement costs for major systems that could contribute to energy savings. In many cases, energy efficiency updates to older facilities (such as lighting replacements to LED fixtures) are easily executed, but the overall power savings is minimally impactful.

### Affordability and Access to Funding

The Steering Committee wished to explore options that could be used to engage other level of government and support external funding. Although it is acknowledged that a planned regional multi-sport and recreation facility would require regional participation, it is understood that the only way a new project could be advanced is with contributions from other levels of government. The Steering Committee expressed a desire for a strong feasibility model that can produce a "shovel ready" project in support of funding opportunities.

## 9.3 Recommended Program

The recommend program for the proposed multi-sport regional recreation facility was developed based on the following analysis:

1. Evaluation of the 2019 Recreation and Culture Master Plan
2. Marketplace competitive analysis and needs assessment
3. Existing infrastructure condition review
4. Utilization model assessment
5. 5Public feedback and engagement

When comparing the Vegreville region to similarly sized or geographically positioned communities, there is a noticeable gap relative to indoor leisure aquatic facilities, indoor fieldhouse facilities, indoor child play spaces, and indoor track facilities. It should be noted that the Town of Vegreville also shows a gap in the availability of a twin arena facility, although there is access within the region (a 50 Km radius) to seven additional indoor synthetic ice surfaces. The current Wally Fedun Arena is an aged asset, as are several of the surrounding arena facilities, but given recent capital enhancements and the availability of ice in the surrounding region, additional indoor synthetic ice was noted as a risk, but not as a gap at this time.

### Existing Infrastructure Condition Assessment

In the 2017 Facilities Master Plan, MPE Engineering identified approximately \$1.3 M (2017 values) of deficiencies in the following 5 years (2017-2022) for all the 17 buildings that were assessed across the Town's portfolio. The majority of these deficiencies were mechanical components that were close to the end of their lifecycle. A further investment of \$700 K was identified to address deficiencies between the years 2023 – 2027 related to mechanical and electrical components replacement in various buildings. \$13 M would be required between the years 2028-2038, which included a \$12 M budget for the construction of a new Planning and Development Building to consolidate departments into one location.

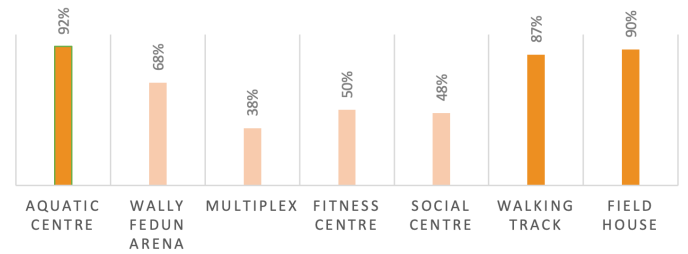
Public Engagement Programming Results

The project team conducted a successful public engagement process in person and online, as described in Chapter 8. When asked to prioritize amenities by importance, the public engagement suggested the following priorities, in order of importance: an indoor walking track, a new aquatic centre, indoor sport courts, a multi-use indoor turf, a fitness centre, and an additional indoor synthetic ice surface.

Based on an evaluation of the current infrastructure utilization and public opinion on the existing amenity experience (or lack thereof), the following priority scale was developed to support future program development:

Classification	Percent/100 (Higher is Important)
Facility	Priority Percent
Aquatic Centre	92%
Wally Fedun Arena	68%
Multiplex	38%
Fitness Centre	50%
Social Centre	48%
Walking Track	87%
Field House	90%

Blended Analysis: Current Use, Current User Experience, Desired Amenities by Public Feedback



The project team was also asked to consider the cost of similar projects, categorized by amenity, to understand the potential capital cost investment required for each of the potential program elements. Based on available construction data and recent studies, the project team

considered the following marketplace projects to support baseline cost estimates for proposed amenity development:

**Aquatics:** TThe new proposed Cold Lake Aquatic Centre and the new proposed Edson Aquatic Centre.

Aquatic Layout Options, Cold Lake

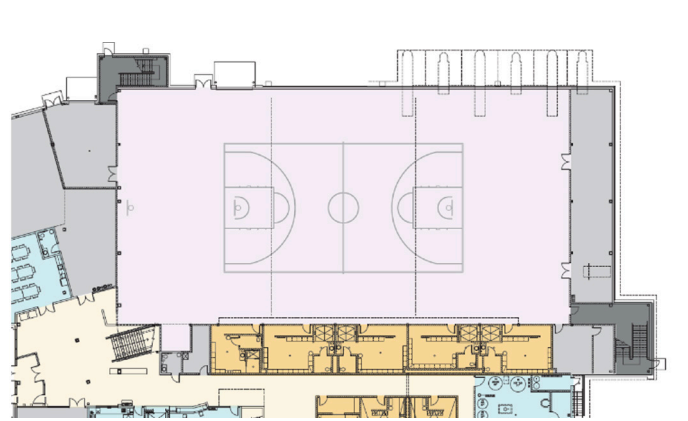


Aquatic Layout Options, Edson

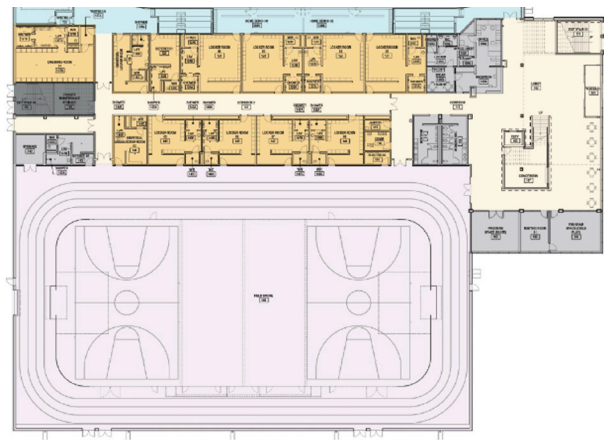


**Fieldhouses:** The Abbey Master Builder Centre in Blackfalds, the Morinville Recreation Centre, and the Bonnyville and District Centennial Centre.

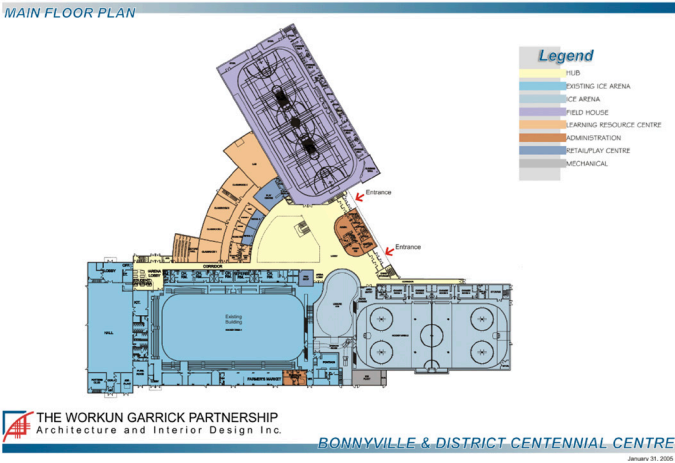
Abbey Master Builder Centre (Blackfalds)



## Morinville Recreation Centre



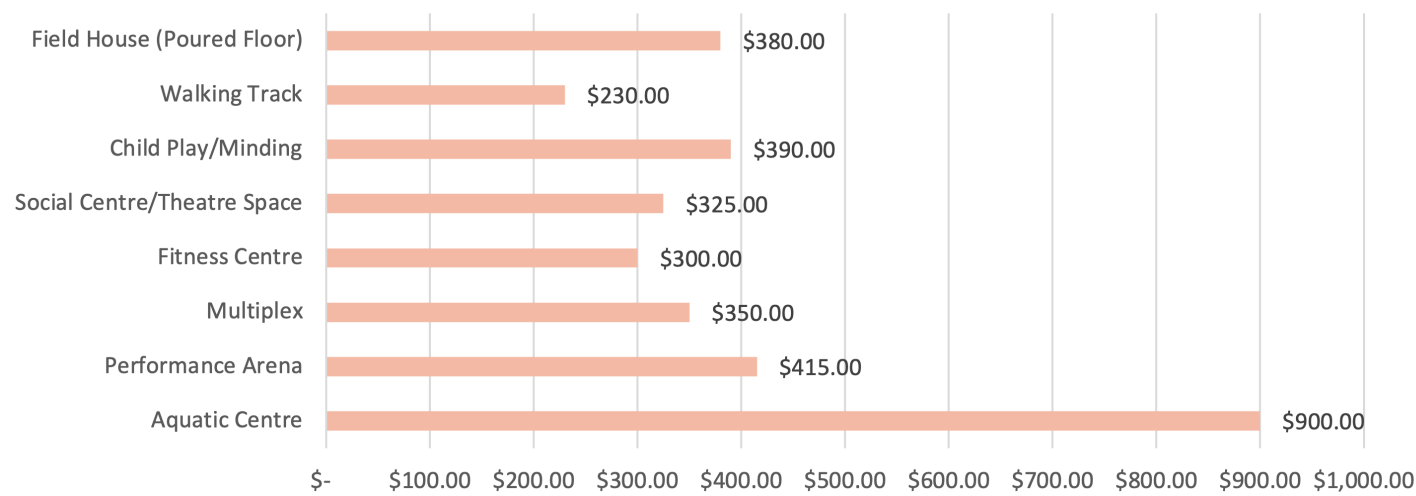
## Bonnyville & District Centennial Centre



The following table outlines the anticipated Sq Ft cost of the proposed amenity mix based on construction values in 2024 in other similar markets. It should be noted that the cost of inflation, potential tariff implications, and timing of pricing will have an impact on the anticipated costs going forward.

Facility	Cost per Sq Ft Capital	Total Sq Ft	Total Cost	Annual Visitors (New)	Total Capital Cost Vs Annual Visit
Aquatic Centre	\$900.00	38,000	\$34,200,000	90,000	\$380.00
Performance Arena	\$415.00	42,000	\$17,430,000	101,000	\$172.57
Multiplex	\$350.00	15,000	\$5,250,000	24,000	\$218.75
Fitness Centre	\$300.00	4,000	\$1,200,000	58,400	\$20.55
Social Centre/Theatre Space	\$325.00	20,000	\$6,500,000	10,400	\$625.00
Child Play/Minding	\$390.00	4,200	\$1,638,000	14,600	\$112.19
Walking Track	\$230.00	8,800	\$2,024,000	20,075	\$100.82
Field House (Poured Floor)	\$380.00	48,000	\$18,240,000	73,000	\$249.86

Amenity Cost per Square Foot – 2024



In working with the Steering Committee, it became apparent that the ideal approach to this project would require a long-term phased strategy to support the development of facility elements based on funding availability and market growth. As such, the following three phase approach to meeting the long-term community needs is recommended. Future phases will likely require independent feasibility studies at the appropriate times to support advancement. However, based on the current work, the following priority phasing is being recommended:

Phase 1	Priority 1	Aquatic Centre	\$34,200,000	
	Priority 2	Field House (Poured Floor)	\$18,240,000	
		Walking Track	\$2,024,000	
	Priority 3	Indoor Child Play Area/Mind	\$1,638,000	
	Total Project Cost (2024)		\$56,102,000	5% Escalation Per Year
Construction Timeline from Approval			26 Months	
Phase 2	Priority 1	Performance Arena	\$24,402,000	(40% Escalation Projection) 10 Years
	Total Projected Project Cost (2036)		\$24,402,000	(40% Escalation Projection) 10 Years
Construction Timeline from Approval			26 Months	

Phase 3	Priority 1	Social Centre/Theatre Space	\$10,400,000.00	(60% Escalation Projection) 15 Years
	Priority 2	Secondary Arena	\$27,888,000.00	(60% Escalation Projection) 15 Years
	Priority 3	Ancillary Fieldhouse/ Gymnasium	\$19,456,000.00	(60% Escalation Projection) 15 Years/32,000 Sq Ft
	Total Projected Project Cost (2041)		\$57,744,000.00	(60% Escalation Projection) 15 Years
Construction Timeline from Approval			30 Months	

To support the cost projections outlined above, a detailed program assessment by each amenity was developed based on comparable markets. The following base program supports the planning initiatives for phase one of the proposed project:

### Aquatic Centre Program Baseline:

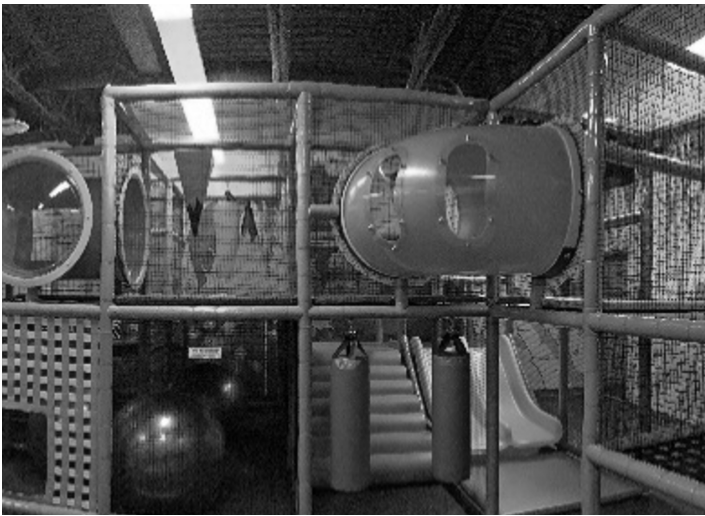
Vegreville Phase One – Priority One – Aquatics Centre Draft Program 10.23.24																
Location	Lap	Whirlpool	Lazy River	Slide(s)	Viewing	First Aid	Lifeguard	M Change	F Change	I Change	Storage	Mechanical	Multi-Purpose	Splash	Sauna	Steam
Cold Lake	8	1	1	2	70	1	1	1	1	1	3	1	1	1	1	1
Edson	6	1	1	2	50	1	1	1	1	1	1	1	2	1	1	0
Vegreville Recommendation	6	1	1	2	50	1	1	1	1	1	1	1	1	1	1	0

### Multi-Sport Fieldhouse Program Baseline (Should include Indoor Track):

Vegreville Phase One – Priority Two – Multi-Sport Fieldhouse Draft Program 10.23.24													
Location	Length	Width	Floor	Seating	Boarded	Track	Events	Basketball	Volleyball	Soccer	Floor Hockey	Pickle Bl.	
Bonnyville	200	85	Poured	15	y	y (2nd)	y	y	y	y	y	y	
Morinville	220	105	Poured	150	y	y (1st)	y	y	y	y	y	y	
Blackfalds	174	91	Hardwood	15	n	Y (Trail)	n	y	y	n	y	y	
Vegreville Recommendation	220	105	Poured	100	y	y (1st)	y	y	y	y	y	y	

Indoor Playground:

Vegreville Phase One - Priority One - Indoor Playground Draft Program 10.23.24							
Location	Size	Floor	Seating	Minding	Daycare	Structure	Reception
Bonnyville	1600	Fall	10	n	n	y	n
Morinville	2600	Fall	20	n	n	n	y
Blackfalds	2400	Fall	15	y	n	y	y
Vegreville Recommendation	2000	Fall	15	n	n	y	n



10



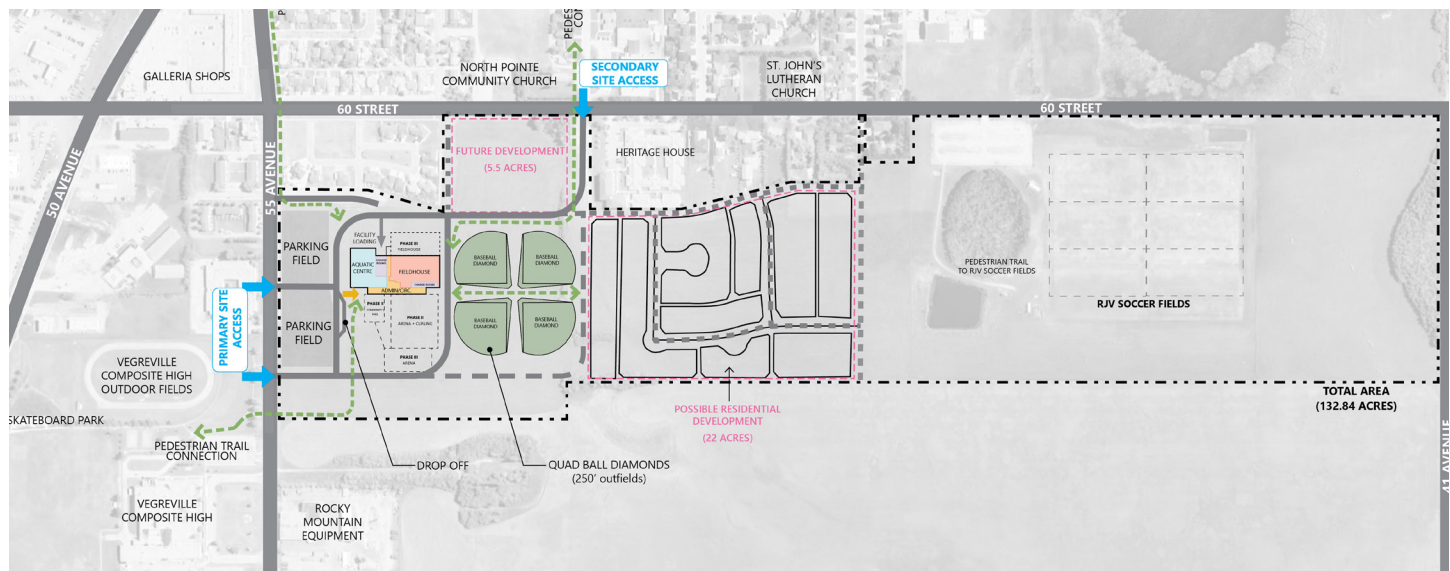
# Concept Plan





## 10.1 Site Recommendations

Multiple sites were investigated within the Town of Vegreville for the proposed facility. The recommended site is well connected to existing thoroughfares, with primary site access from 55 Avenue and secondary access from 60 Street. The site is also in close proximity to highway 16A, making it convenient for patrons travelling from neighbouring communities. The site encourages access via cycling and walking by reinforcing connections to existing pedestrian pathways.

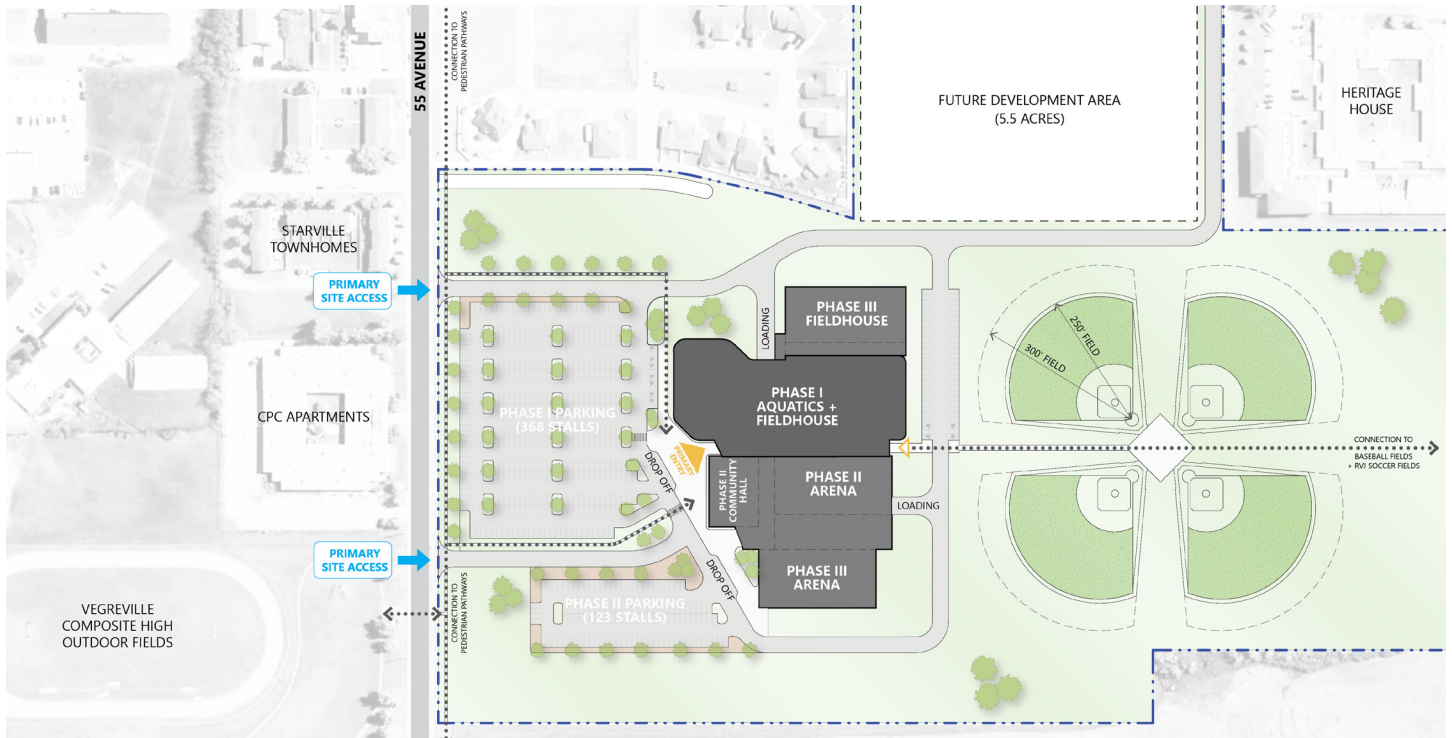


There is also a synergy between the proposed facility and existing sports fields in the area, with the R/VJ Soccer Fields located to the south of the site and the Vegreville Composite High sports fields to the north. An additional benefit of the recommended site is that utilities are already in place to support development in this location. The proposed recreation centre will act as a catalyst for future development in the area.

The new recreation facility is proposed as a phased development and is intended to accommodate the growth and expansion of the facility over time. The proposed placement of the Phase 1 footprint on the site is strategic to allow for the growth and expansion for the projected Phase 2 and Phase 3 programs.

The proposed arrangement locates the facility closest to 55 Avenue, prioritizing access from this direction and increasing the visibility of the facility from the street. A well-organized parking field of approximately 370 stalls is located between the street and the Phase 1 building. An additional 120 parking stalls will be added in Phase 2. Drop off zones are planned for both Phases 1 and 2 at building entrances. A generous plaza is located outside of the primary facility entrance, which can be used as a gathering space. On the south side of the facility is a secondary entrance with an additional parking field of approximately 50 stalls. Back of house areas are designated in both Phase 1 and Phase 2 for facility loading and waste management so that these activities occur away from the public entrances.

The total required site footprint to accommodate the full growth of the development is 20.0AC (excluding the ball diamonds).

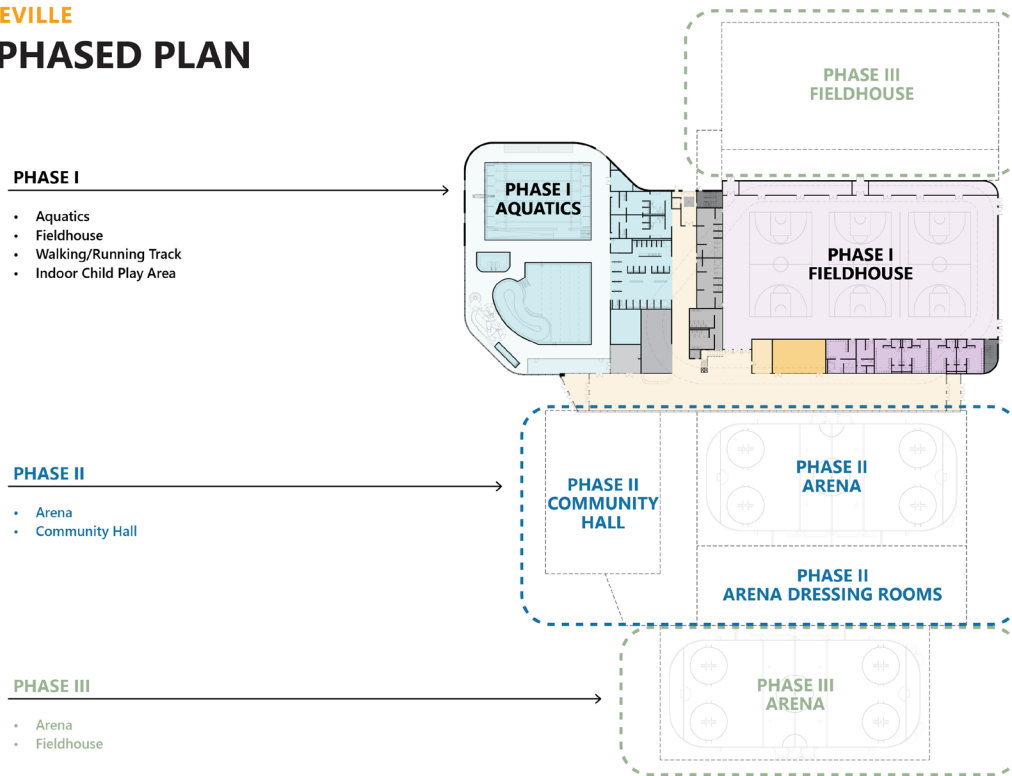


## 10.2 Facility Concept Planning

The building is organized around a central spine. This central access corridor is intentionally laid out to support both initial and future phases of development. The central corridor simplifies navigation through the building, making wayfinding clear and direct for visitors. It also provides clear lines of sight from a centralized location at the facility's main control point (front desk).

### TOWN OF VEGREVILLE

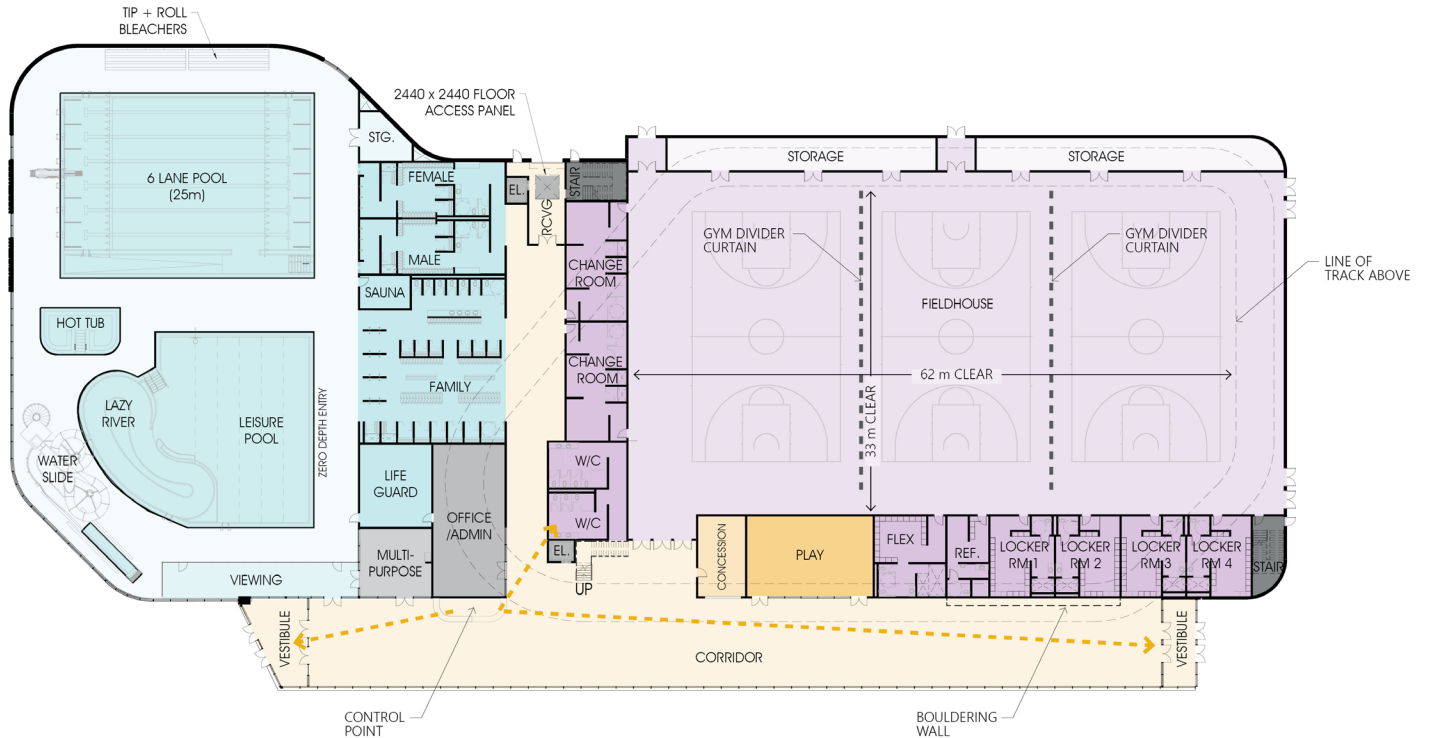
#### OVERALL PHASED PLAN



Phase 1 of the facility includes the following major program elements: an aquatics centre, a fieldhouse, a child play space, and associated support amenities. Future phases of growth include an arena, a cultural/community hall space, and a secondary fieldhouse, which could be a turf surface as opposed to the poured floor from Phase 1.

## Aquatics Centre

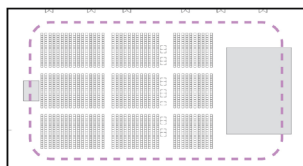
The aquatics centre will replace Vegreville's existing pool. The layout includes a six-lane, 25 m lap pool, a leisure pool, a hot tub, and a waterslide. The lap pool is separated from the leisure pool to provide better temperature control for the different basins, allowing for cooler temperatures in the lap pool for swimming lengths and a slightly warmer temperature in the leisure pool for small children. The leisure pool has both zero-depth entry and lazy river components. A pool viewing area is accessible directly from the facility's main corridor and is situated closest to the leisure pool. Additional space is provided on the far side of the natatorium next to the lane pool to accommodate tip-and-roll bleachers, which could be temporarily set up for viewing during swim meets or special events. A waterslide and sauna round out the programming for the aquatics centre.



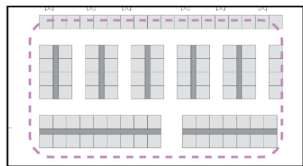
The Fieldhouse is intended for both drop-in and organized sporting activities. Divider curtains separate the space into smaller courts, allowing different activities to take place at the same time, but they can be lifted to provide a larger playing surface for organized sporting activities as well as to accommodate events such as banquets, trade shows, and graduation ceremonies.

A diagram showing a 3x3 grid of circles. The grid is enclosed in a dashed purple border. To the right of the grid is a grey rectangle with a dashed purple border. The grid is labeled with '12' above each column and '12' to the right of each row.

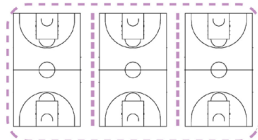
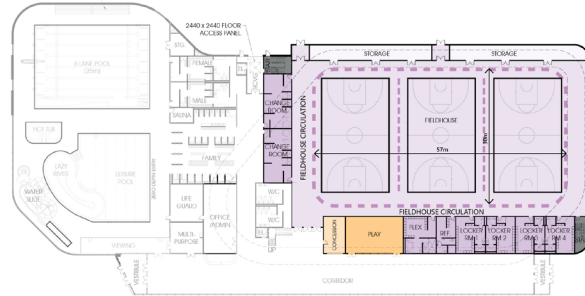
- 600 People (60 Tables of 10 People)



- 1800 Non-Fixed Seats, 13 Barrier Free



- 80 stalls, 10'x10'



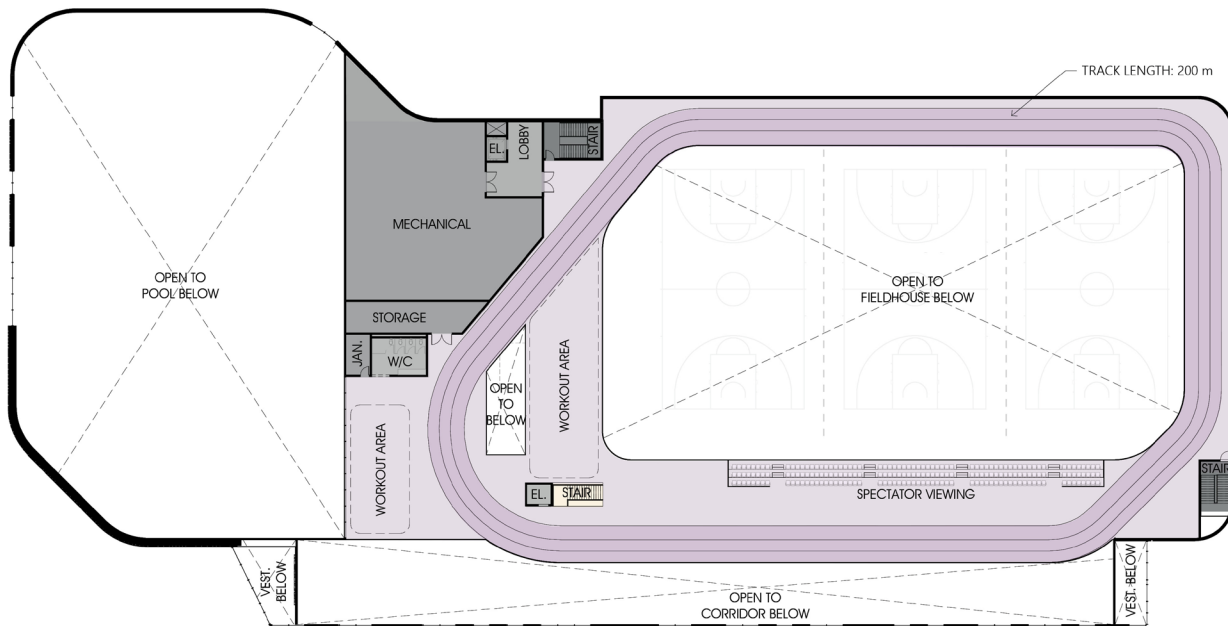
Three empty 3x1 grids, each enclosed in a dashed purple border, for writing numbers.

A diagram of a basketball court. The court is rectangular with a dashed purple border. The top edge is labeled '28' 0" (7,31 m) and the bottom edge is labeled '28' 0" (7,31 m). The left and right edges are labeled '15' 0" (4,57 m). The court is divided into three sections by two vertical lines. The left and right sections are labeled '3' 0" (0,91 m) and contain a semi-circle. The middle section is labeled '19' 0" (5,79 m) and contains a small circle in the center. The top and bottom edges of the court are labeled '23' 0" (7,01 m) and '23' 0" (7,01 m) respectively.

## Support Spaces

Change rooms are divided into 'wet' and 'dry' areas for the pool and fieldhouse, respectively. It is intended that the sport court closest to the Dry change rooms would be primarily used for drop-in activities. Team change rooms are available adjacent to the middle and far courts within the fieldhouse for organized sports. Approximately half of the pool change room facilities are offered as a family change room, with smaller male and female change rooms.

The second level of the facility houses the walking track and fitness space. Spectator viewing is also available for events occurring in the fieldhouse. Access to the second level is provided via an elevator and a convenience stair, which are located on the interior side of the 200m walking track. This eliminates conflicts between spectators and people using the track.



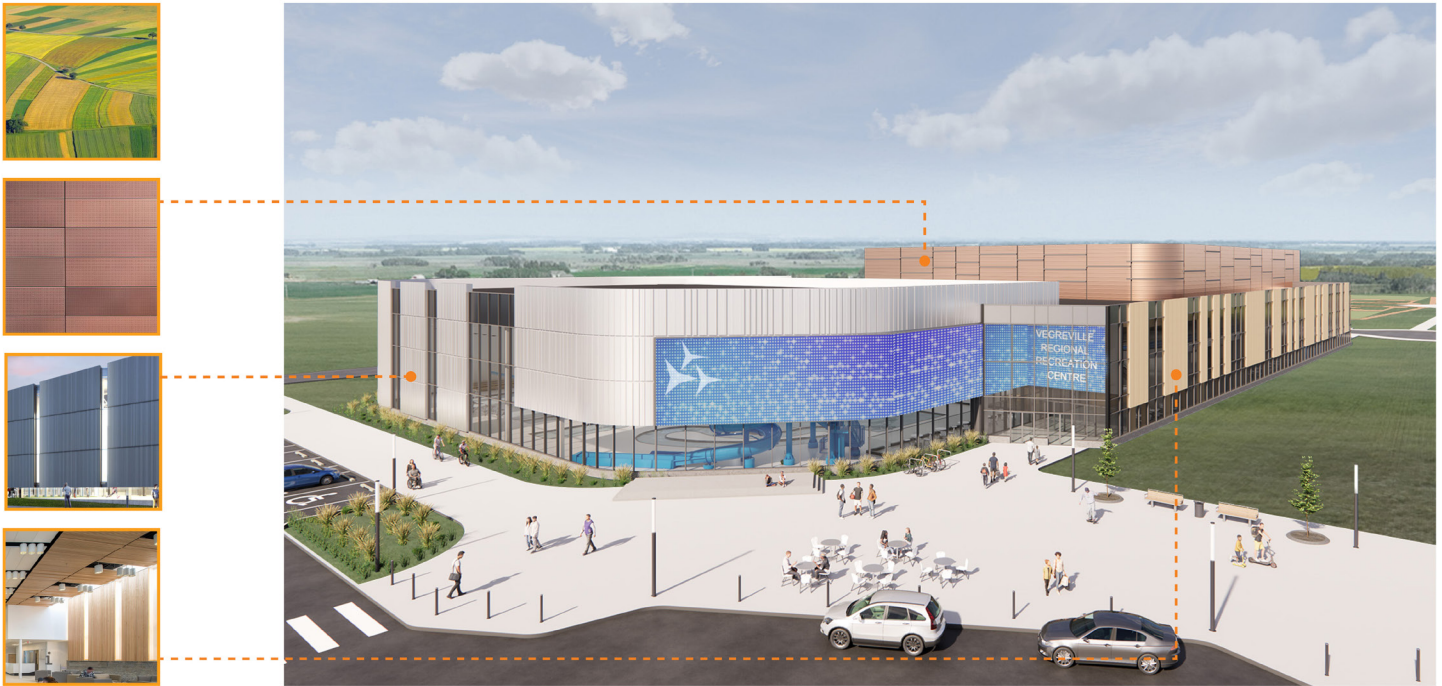
Additional amenities are offered on the lower level of the facility in the form of a concession, a children's indoor play space, and a bouldering wall.



## 10.3 Design Concept

While the majority of advancement regarding the design of the facility would occur in the dedicated design stages of the project, conceptual ideas of the building's form and massing were explored with the Regional Committee throughout this project. The resultant renderings are influenced by the strong agricultural tradition that built the region. Soft curves on the building façade reflect the changing topography across the land. The patterning of glazing and solid forms on the west side of the building are reminiscent of wind breaks that are seen dotting the landscape. The building's colour palette and materiality reflect earth colours and tones. Glazing is introduced to the building forms based on locations which suit the interior programming while ensuring that direct light does not negatively impact the functional use of these spaces.

The building is made up of three distinct volumes. Much like the patchwork quilt nature of the surrounding landscape, these volumes each have a distinct character but can also be read as one cohesive whole.



# 10.4 Project Cost Estimates

The following summarizes the estimated construction value of high-level ‘components’ for the proposed facility. All values listed below should be understood as a Class-D level of accuracy and are represented in 2025-dollar values.

Vegreville Regional Recreation Facility			
Facility Component	Area (m2)	Area (S.F.)	Cost
AQUATICS			
Natatorium			
Lane Pool	489	5264	
Leisure Pool + Lazy River	405	4359	
Waterslide	131	1410	
Sauna	20	215	
Hot Pool	37.5	404	
Pool Deck Circulation Area	772	8310	
On Deck Viewing Area	76.5	823	
Lifeguard Change Room, Office + First Aid	65	700	
Pool Storage	23.5	253	
Change Rooms			
Family Change Room	243	2616	
Female Change Room	87	936	
Male Change Room	87	936	
Circulation Space	176	1894	
Mechanical HVAC	190	2045	
Pool Mechanical	554	5963	
TOTAL AQUATICS COST	3356.5		\$25,500,000
FIELDHOUSE			
Fieldhouse	2588	27857	
Change Rooms			
Female Change Room	75	807	
Male Change Room	75	807	
Locker Rooms			
Team Locker Rooms (4)	226	2433	
Flex Locker Room	62	667	
Referee Room	37	398	
Walking Track	1047	11270	
Workout Area	384	4133	
Spectator Viewing	116	1249	
Public Washroom, Level 02	27	291	
Storage	50	538	
Circulation Spaces	463	4984	
Mechanical Room	150	1615	

## Vegreville Regional Recreation Facility

Facility Component	Area (m2)	Area (S.F.)	Cost
<b>TOTAL FIELDHOUSE COST</b>	<b>5300</b>		<b>\$17,500,000</b>
<b>SUPPORT SPACES</b>			
Office Administration + Front Desk	113	1216	
Multi Purpose Room	50	538	
Public Washrooms	78	840	
Play Area	105	1130	
Concession	40	431	
Circulation Spaces	1032	11108	
Back of House	93.5	1006	
<b>TOTAL SUPPORT SPACE COST</b>	<b>1511.5</b>		<b>\$5,000,000</b>
<b>SITE WORKS</b>			
Site Hardscape	25,000	269098	
Plaza + Landscape	2,000	21528	
<b>TOTAL SITE WORKS COST</b>	<b>27,000</b>		<b>\$4,500,000</b>
<b>PROJECT CONSTRUCTION COST TOTAL</b>			<b>\$52,500,000</b>

In addition to project construction costs, soft costs should also be budgeted and accounted for. These would include owner contingencies and any procurement of items or services to complete the project outside of hard construction costs, including any acquisition of the land (20.0 AC). In this instance, the land is owned by the Town so this cost is excluded from the list below.

Project Soft Costs	Budget Estimate
Project Contingency: 20%*	\$10,500,000*
FFE (Fixtures, Furniture, Equipment): 5%	\$2,625,000
Consultant Fees: 10%	\$5,250,000
Land Acquisition (20.0AC)	No cost (land owned by Town)
<b>Project Soft Cost Subtotals</b>	<b>\$15,750,000</b>

*\*The Project Construction Cost is currently considered a Class-D cost estimate, for which the accuracy is generally +/- 20%. Contingency values can continue to be revised at each incremental stage of project development and as the project scope becomes more refined, when the information to create cost estimates is more reliable.*

The values represented in this table are generated purely from percentages of projected construction values. Project contingency is a significant variable, which is typically evaluated at each milestone of the project. With each revision, the percentage against the construction value is re-evaluated based on the confidence level of information that the budgets are established from. FFE budgets in particular are variable, as they often depend on the existing inventory of items that an owner may already have as opposed to what is required to be purchased new. Consulting fees are also variable based on market conditions and would also cover Owner expenses for specialty consultants in planning (e.g., survey and geotechnical), as well as owner-procured QA/QC independent consultants during construction (such as a roofing inspector, steel inspector, commissioning agent, etc.).

## 10.5 Project Schedule

It should be anticipated that the following durations be accounted for in the planning, design and construction of the facility leading up to opening day:

- Concept Design and Program Refinement: 3-6 months
- Detailed Design and Construction Documentation: 6-9 months
- Tender, Contractor Award, and Pre-construction: 3-4 months
- Construction: 18-24 months

Based on the durations outlined above, it should be assumed that the overall schedule of remaining planning, design, and construction will be approximately 30-43 months.

If working back from optimal construction tendering and start times, on site construction is generally optimal to begin in the spring to permit the construction of foundations early in the year and erection of the superstructure in the first summer/fall construction season. However, based on the scale of the facility, it is unlikely that a contractor could ensure that the facility be weather tight within one summer of construction. If enough of the primary structure could be completed to allow the start of an insulated building enclosure to be in place before the arrival of colder weather, this could minimize the need for insulated tarps and heating and hoarding premiums. Rough-ins and finishing scopes not requiring a weather tight envelope and controlled temperature could then occur throughout the winter and spring, utilizing the following summer to complete the remaining interior project scope as well as begin and complete the necessary site work.

Using construction document readiness as a decision maker for when to begin design planning, Detailed Design should be initiated at least 12-months prior to when the project is planned to be issued for tender.



# Operations

## 11.1 Operational Goals

The Steering Committee Governance and Administration established the clear goal that any proposed multi-sport regional recreation centre would need to maximize utilization, minimize the cost of operations, and ensure the greatest potential flexibility.

The primary operational goals for the facility are therefore as follows:

1. **Design Efficiency:** The design should be developed with sustainable and energy efficient decision making in mind. The design should be resilient to high utilization while cost effective and financially conscious.
2. **Operational Efficiency:** The design should be led with operational efficiency, minimizing the costs associated with operations, including efficiency in staffing, cleaning and maintenance, and lifecycle costs at the forefront of considerations.
3. **Maximize Utilization:** The design should consider maximizing the variety and number of user groups and individual participants. The design of the facility should consider the need for maximized multi-purpose flexibility and embrace sports, recreation, and cultural user groups.
4. **Minimize Conversation and Staffing Costs:** The design should minimize the conversion costs associated with space, leverage technology as an opportunity to reduce costs, and consider the efficiency of labour use when making critical design and building system decisions.

## 11.2 Operational Structure

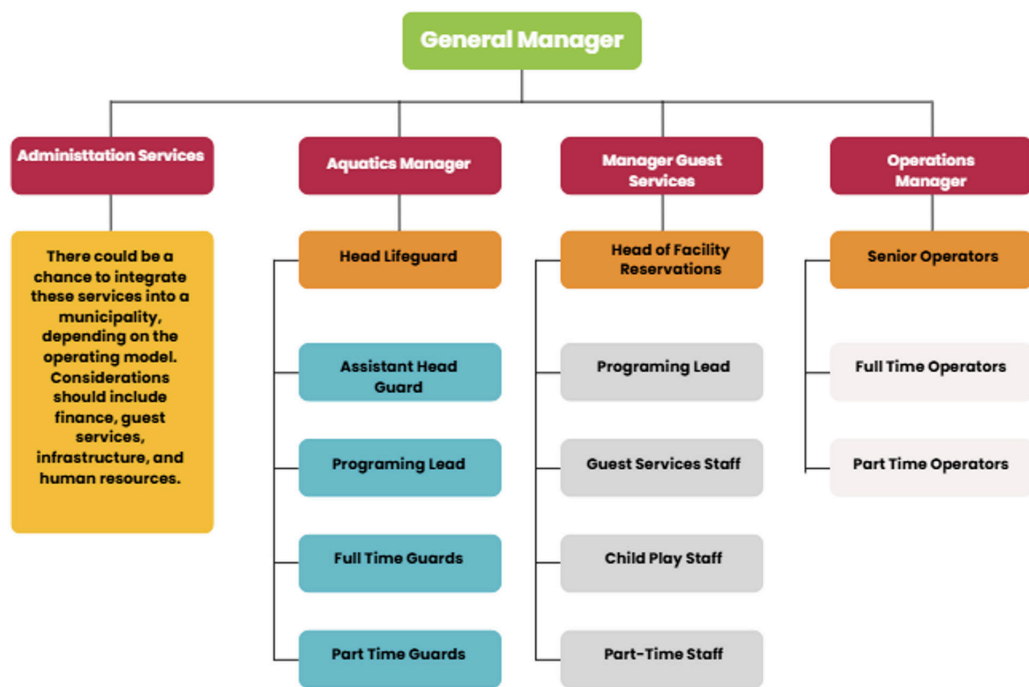
The program team has prepared a draft organizational structure with the support of the current Town of Vegreville administration. The concept models evaluate two potential operating models for the proposed Regional Recreational Facility:

An **independent model** where the facility is a stand-alone, operating with independence from any municipality and;

An **integrated model** where the planned facility is integrated within a current parks and recreation model (most likely within the Town of Vegreville).

The independent model presents the highest level of potential costs, but it does consider the use of existing administrative services in Finance, Information Technology, and Human Resources. The integrated model considers leveraging existing organizational structures in place within the Town of Vegreville or an alternative municipality and adding the necessary staff to support operations.

# Proposed Regional Recreation Centre Structure



Phase 1 – Proposal	Aquatics	Multi–Sport Field House	Indoor Play and Track
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## The proposed Independent Operational Model:

Regional Recreation Centre Staffing Model (2024) – Independent Operations					
Full Time Employment Model	Quantity	Rate	Hours	Subtotal	Benefits
General Manager	1.00	\$50.00	2,080.00	\$104,000.00	\$20,800.00
Administration Manger	1.00	\$30.00	2,080.00	\$62,400.00	\$12,480.00
Contracted (IT/HR/Finance)				\$60,000.00	\$-
Leadership Labour Costs				\$226,400.00	\$33,280.00

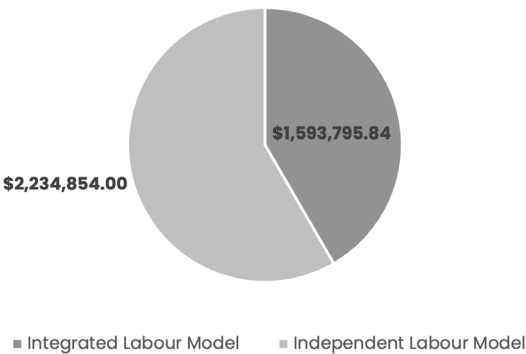
Aquatics Labour Costs (6am to 10pm)					
Full Time Employment Model	Quantity	Rate	Hours	Subtotal	Benefits
Aquatics Manager	1.00	\$38.00	2,080.00	\$79,040.00	\$15,808.00
Operations Manager	1.00	\$38.00	2,080.00	\$79,040.00	\$15,808.00
Operator	1.00	\$32.00	2,080.00	\$66,560.00	\$13,312.00
Assistant Head Guard	1.00	\$29.00	2,080.00	\$60,320.00	\$12,064.00
Aquatics Programing Lead	1.00	\$25.00	2,080.00	\$52,000.00	\$10,400.00
Full Time Lifeguard	6.00	\$25.00	2,080.00	\$312,000.00	\$62,400.00
Part Time Lifeguard	14.00	\$23.00	830.00	\$267,260.00	\$16,035.60
Custodians	6.00	\$18.00	2,080.00	\$224,640.00	\$13,478.40
Aquatics Labour Costs				\$1,140,860.00	\$159,306.00
Dry Space Labour Costs (6am to 10pm)					
Full Time Employment Model	Quantity	Rate	Hours	Subtotal	Benefits
Guest Services Manager	1.00	\$32.00	2,080.00	\$66,560.00	\$13,312.00
Assistant Guest Service Manager	1.00	\$28.00	2,080.00	\$58,240.00	\$11,648.00
Programing Lead Dry Space	1.00	\$24.00	2,080.00	\$49,920.00	\$9,984.00
Part Time Guest Service Staff	12.00	\$20.00	830.00	\$199,200.00	\$11,952.00
Custodians	4.00	\$18.00	2,080.00	\$149,760.00	\$29,952.00
Operator	1.00	\$32.00	2,080.00	\$66,560.00	\$13,312.00
Dry Space Labour Costs				\$590,240.00	\$118,048.00
Labour Costs				\$1,957,500.00	\$277,354.00
Total Cost			\$2,234,854.00		

The proposed Integrated Operational Model:

Regional Recreation Centre Staffing Model (2024) - Integrated with the Town of Vegreville					
Aquatics Labour Costs (6am to 10pm)					
Full Time Employment Model	Quantity	Rate	Hours	Subtotal	Benefits
Aquatics Supervisor	1.00	\$38.00	2,080.00	\$79,040.00	\$15,808.00
Aquatic Assistant Supervisor	1.00	\$30.00	2,080.00	\$62,400.00	\$12,480.00
Senior Guards	2.00	\$29.00	2,080.00	\$120,640.00	\$24,128.00
Full Time Lifeguard	2.00	\$25.00	2,080.00	\$104,000.00	\$20,800.00
Part Time Lifeguard	12.00	\$23.00	624.00	\$172,224.00	\$10,333.44
Custodians	6.00	\$18.00	2,080.00	\$224,640.00	\$13,478.40
Aquatics Labour Costs				\$762,944.00	\$97,027.84
Dry Space Labour Costs (6am to 10pm)					
Full Time Employment Model	Quantity	Rate	Hours	Subtotal	Benefits
Guest Services Manager	1.00	\$32.00	2,080.00	\$66,560.00	\$13,312.00
Assistant Guest Service Manager	1.00	\$28.00	2,080.00	\$58,240.00	\$11,648.00
Assistant Program Coordinator	1.00	\$26.00	2,080.00	\$54,080.00	\$10,816.00
Part Time Guest Service Staff	12.00	\$20.00	624.00	\$149,760.00	\$8,985.60
Custodians	4.00	\$18.00	2,080.00	\$149,760.00	\$29,952.00
Operator	2.00	\$32.00	2,080.00	\$133,120.00	\$26,624.00
Dry Space Labour Costs				\$611,520.00	\$122,304.00
Labour Costs				\$1,374,464.00	\$219,331.84
Total Cost					\$1,593,795.84

The integrated model provides a labour savings projected at \$641,058 per annual operating year, which represents a material operational savings per annum. It is for this reason that an integrated operational model is recommended for the proposed facility.

Labour Model – Integrated vs. Independent



The following table highlights some key considerations when exploring the proposed facility labour models:

Integrated.

V S .

Independent.

OPERATING MODEL

For budgeting and planning purposes, two operating models were considered:

- Integrated:** The facility operations would be incorporated within the existing Town of Vegreville model, functioning under a regional agreement.
- Independent:** The facility operations and governance would operate independently, guided by a memorandum of agreement established by the owner.

KEY CONSIDERATIONS	INTEGRATED	INDEPENDENT
<b>Governance</b>		
Might necessitate an Independent Board of Directors.		●
Senior Independent Leadership Team		●
Requires Joint Steering or Oversight Committee	●	
<b>Labour Structure</b>		
Demands a self-sufficient Leadership Team		●
Integrated Leadership Team with Town	●	
Collective Bargaining Agreement	●	
<b>Cost Structure</b>		
Rising structure of labour costs		●
Operational costs	●	●
Capital Maintenance costs	●	●
Enhanced opportunites for grants and sponsorships		●
<b>Operational Impact</b>		
Entrepreneurial Mindset		●
Targeted areas of responsibility		●
Improved recreational coordination	●	

## 11.3 Operational Model

This section outlines a detailed operational revenue model based on core facility utilization for active or paid participants. Each specific element of the proposed facility was modeled to support a detailed financial model development. The proposed utilization and revenue by facility type model has been developed based on similar market pricing in comparable venues.

Aquatic Revenue and Utilization Model						
Comparable Facility		Adult	Senior	Student	Youth	Child
Tri-Leisure Centre (Spruce Grove)		\$11.00	\$7.75	\$7.75	\$5.75	\$-
Millenium Place (Sherwood Park)		\$8.50	\$6.50	\$6.50	\$5.00	\$-
Clareview Recreation (Edmonton)		\$12.75	\$10.25	\$10.25	\$8.25	\$8.25
Average		\$10.75	\$8.17	\$8.17	\$6.33	\$2.75
Hours	Primary Use					
6:00	Lane and Swim Club and Leisure	4.00	2.00	6.00	4.00	-
7:00	Lane and Swim Club and Leisure	4.00	4.00	6.00	4.00	-
8:00	Lane and Fitness	6.00	6.00	1.00	4.00	-
9:00	Lane and Fitness	6.00	4.00	1.00	4.00	-
10:00	Lane and Family	4.00	4.00	-	4.00	4.00
11:00	Lane and Family	4.00	4.00	-	4.00	4.00
12:00	Lane	6.00	4.00	-	2.00	4.00
13:00	Lane and School	4.00	4.00	4.00	2.00	2.00
14:00	Lane and School	4.00	4.00	4.00	2.00	2.00
15:00	Lane and Lesson	4.00	6.00	4.00	6.00	2.00
16:00	Lane and Lesson and Leisure	6.00	6.00	4.00	6.00	2.00
17:00	Lane and Lesson and Leisure	6.00	6.00	4.00	8.00	4.00
18:00	Lane and Lesson and Leisure	6.00	4.00	6.00	8.00	4.00
19:00	Scheduled Program and Leisure	6.00	2.00	6.00	8.00	4.00
20:00	Scheduled Program and Leisure	4.00	2.00	6.00	8.00	4.00
21:00	Open Swim and Leisure	4.00	2.00	4.00	2.00	-
22:00	Open Swim and Leisure	4.00	2.00	4.00	2.00	-
Total Bathers by Day and Category		82.00	66.00	60.00	78.00	36.00
Projected Revenue by Category by Day		\$881.50	\$539.00	\$490.00	\$494.00	\$99.00
Total Projected Revenue by Day				\$2,503.50		
Total Daily Bathers				322.00		
Total Bathers by Week				2,254.00		
Total Bathers by Year (49 Weeks)				110,446.00		
*Assumes an annual 3-week maintenance shutdown and holiday closures.						
Annual Revenue Projection				\$858,700.50		

Walking Track Revenue and Utilization Model						
Comparable Facility		Adult	Senior	Student	Youth	Child
Viking Carena Complex		\$5.00	\$3.00	\$3.00	\$3.00	\$2.00
Centennial Centre		\$5.00	\$3.00	\$3.00	\$3.00	\$2.00
Morinville		\$2.50	\$2.50	\$2.50	\$2.50	\$2.50
Average		\$4.17	\$2.83	\$2.83	\$2.83	\$2.17
Hours	Primary Use					
6:00	Open Walk	2.00	2.00	2.00	-	-
7:00	Open Walk	2.00	2.00	-	-	-
8:00	Open Walk	2.00	2.00	-	-	1.00
9:00	Open Walk	2.00	2.00	-	-	1.00
10:00	Open Walk	2.00	2.00	-	-	1.00
11:00	Programing	5.00	5.00	-	-	-
12:00	Open Walk	2.00	2.00	-	-	1.00
13:00	Open Walk	2.00	2.00	-	-	1.00
14:00	Programing	4.00	4.00	-	-	-
15:00	Programing	4.00	4.00	-	-	-
16:00	Open Walk	4.00	4.00	2.00	-	-
17:00	Open Walk	4.00	4.00	2.00	-	-
18:00	Programing	5.00	5.00	6.00	-	-
19:00	Open Walk	2.00	2.00	2.00	-	-
20:00	Open Walk	2.00	2.00	2.00	-	-
21:00	Open Walk	2.00	2.00	-	-	-
22:00	Open Walk	2.00	2.00	-	-	-
Total Bathers by Day and Category		48.00	48.00	16.00	-	5.00
Projected Revenue by Category by Day		\$200.00	\$136.00	\$45.33	\$-	\$10.83
Total Projected Revenue by Day				\$392.17		
Total Daily Track Guests				117.00		
Total Track Guests by Week				819.00		
Total Guests by Year			41,769.00			
*Assumes an annual 1-week maintenance shutdown and holiday closures.						
Annual Revenue Projection			\$134,513.17			

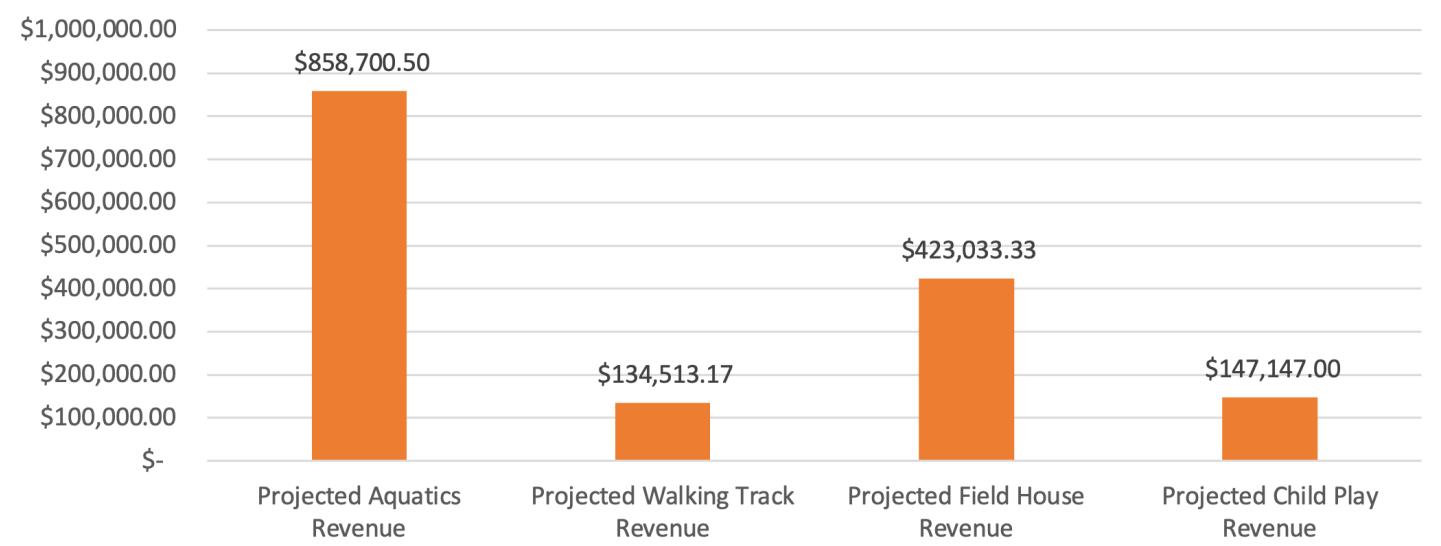
Field House Revenue and Utilization Model						
Comparable Facility		Adult	Senior	Student	Youth	Child
Cold Lake		\$9.00	\$5.50	\$6.75	\$4.00	\$3.00
Centennial Centre		\$6.00	\$4.00	\$5.00	\$3.00	\$ -
Morinville		\$6.00	\$4.00	\$5.00	\$3.00	\$ -
Average		\$7.00	\$4.50	\$5.58	\$3.33	\$1.00
Hours	Primary Use					
6:00	Open Play	2.00	2.00	-	-	-
7:00	Open Play	4.00	4.00	-	-	-
8:00	Open Play	4.00	4.00	-	-	1.00
9:00	Programed Sport	6.00	6.00	-	-	1.00
10:00	Programed Sport	6.00	6.00	-	-	1.00
11:00	Programed Sport	6.00	6.00	-	-	1.00
12:00	Open Play	8.00	8.00	-	-	1.00
13:00	Open Play	4.00	4.00	-	-	1.00
14:00	Open Play	4.00	4.00	-	-	-
15:00	Open Play	4.00	4.00	-	-	-
16:00	Practice	4.00	-	12.00	6.00	-
17:00	Practice	4.00	-	12.00	6.00	-
18:00	Open Play	6.00	4.00	6.00	6.00	-
19:00	Open Play	6.00	4.00	6.00	6.00	-
20:00	Programed Sport	4.00	4.00	4.00	2.00	-
21:00	Programed Sport	4.00	4.00	4.00	2.00	-
22:00	Programed Sport	4.00	4.00	4.00	-	-
Total Bathers by Day and Category		80.00	68.00	48.00	28.00	6.00
Projected Revenue by Category by Day		\$560.00	\$306.00	\$268.00	\$93.33	\$6.00
Total Projected Revenue by Day				\$1,233.33		
Total Daily Track Guests				230.00		
Total Track Guests by Week				1,610.00		
Total Guests by Year				82,110.00		
*Assumes an annual 1-week maintenance shutdown and holiday closures.						
Annual Revenue Projection				\$423,033.33		

Child Mind Revenue and Utilization Model						
Comparable Facility		Adult	Senior	Student	Youth	Child
Cold Lake		\$-	\$-	\$5.00	\$5.00	\$5.00
Centennial Centre		\$-	\$-	\$5.00	\$3.00	\$5.00
Morinville		\$-	\$-	\$5.00	\$5.00	\$5.00
Average		\$-	\$-	\$5.00	\$4.33	\$5.00
Hours	Primary Use					
6:00	NAA	-	-	-	-	-
7:00	Open Play	-	-	2.00	3.00	2.00
8:00	Open Play	-	-	2.00	3.00	2.00
9:00	Open Play	-	-	2.00	3.00	2.00
10:00	Open Play	-	-	2.00	3.00	2.00
11:00	Open Play	-	-	2.00	3.00	2.00
12:00	Open Play	-	-	2.00	3.00	2.00
13:00	Open Play	-	-	2.00	3.00	2.00
14:00	Open Play	-	-	2.00	3.00	2.00
15:00	Open Play	-	-	2.00	3.00	2.00
16:00	Open Play	-	-	2.00	3.00	2.00
17:00	Open Play	-	-	2.00	3.00	2.00
18:00	Open Play	-	-	2.00	3.00	2.00
19:00	Open Play	-	-	2.00	3.00	2.00
20:00	NAA	-	-	-	-	-
21:00	NAA	-	-	-	-	-
22:00	NAA	-	-	-	-	-
Total Bathers by Day and Category		-	-	26.00	39.00	26.00
Projected Revenue by Category by Day		\$-	\$-	\$130.00	\$169.00	\$130.00
Total Projected Revenue by Day			\$429.00			
Total Daily Track Guests			91.00			
Total Track Guests by Week			637.00			
Total Guests by Year			32,487.00			
*Assumes an annual 1-week maintenance shutdown and holiday closures.						
Annual Revenue Projection			\$147,147.00			

The following table outlines the projected summary revenue model by facility type, based on an average access fee by participant and category. It should be noted that the admission or entry fees may require occasional adjustments to achieve a competitive or comparative market rate to comparable facilities.

Projected Aquatics Revenue	\$858,700.50
Projected Walking Track Revenue	\$134,513.17
Projected Field House Revenue	\$423,033.33
Projected Child Play Revenue	\$147,147.00
Total Projected Revenue from Entry Fee Annually	\$1,563,394.00

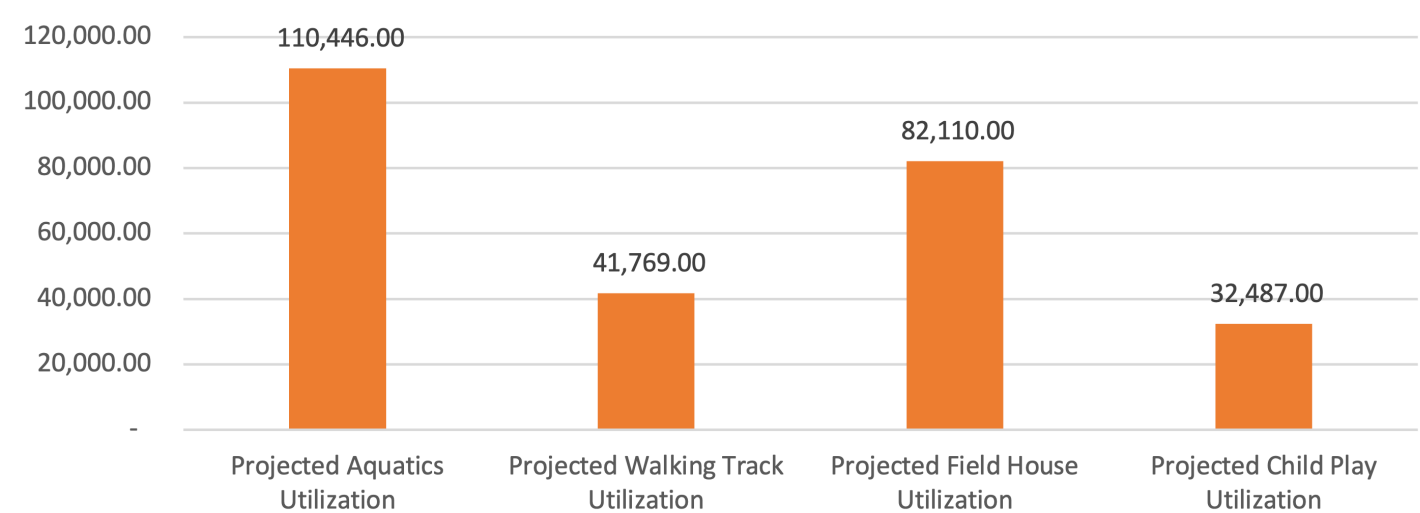
Annual Revenue by Facility Type



The following table outlines the projected summary annual utilization or visitation by active participant and paid entry fee. Additional visitation is anticipated by spectators, guests, and non-active participants. This table does not represent unique visitors, as the data will include regular multi-visit users.

Projected Aquatics Utilization	110,446.00
Projected Walking Track Utilization	41,769.00
Projected Field House Utilization	82,110.00
Projected Child Play Utilization	32,487.00
Total Projected Visitation Annually	266,812.00

Annual Active Utilization by Facility



Based on the utilization and entry fee modeling above, an annual projected operational model was developed. To support the revenue model, the project team evaluated annual revenue from sponsorship(s), based on current market value in similar project sizes, and considering a ten-year partnership term and assuming that funds would be directed towards operations. Ancillary funds for equipment rentals will include such amenities as sports equipment rentals, locks and locker rentals, and traditional aquatic rentals. To support the development of the expense modeling, the labour model considers the integrated organizational structure approach, a 3% overtime calculation, sponsorship fulfilment at 25% of revenue, and advertising fulfilment at 35%. Maintenance costs were calculated at \$57.12 a Sq Mt and Utilities on \$46.38 a Sq Mt based on comparable facility performance and a 9588 Sq Mt projected facility size and developed based on similar facility types. Contracted services were based on the anticipated need for specialized facility services and the number of annual service contracts that are anticipated. There are additionally small administrative costs and service fees for banking and training costs included within this budget.

The following table outlines the anticipated annual operating model based on 2024 market rates. The projected budget should adjust based on the actual operational timelines for the facility as the project advances. The prepared budget should be considered to be a moderate reflection of performance, with the opportunity for enhanced performance and additional risk should performance fall short.

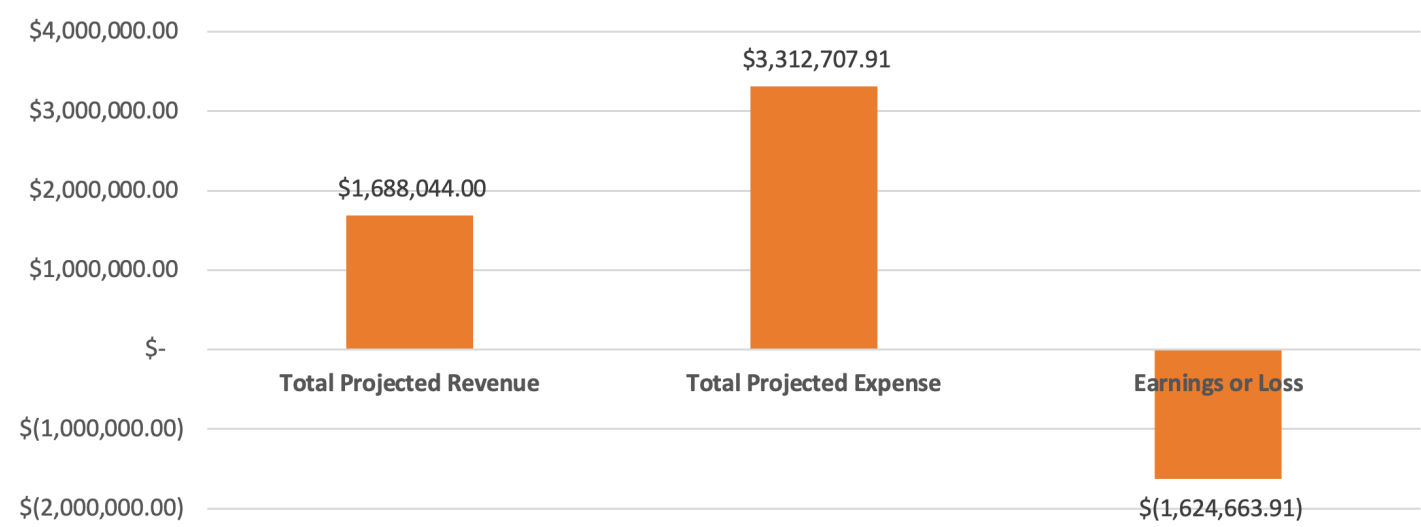
The proposed facility is projected to generate \$1,688,044 in annual revenue, with a required \$3,312,707 in annual expenses. The facility is anticipated to operate at an annual loss of \$1,624,633, or a 51% cost recovery position from operations. Based on the current operational loss of the existing Aquatic Centre, the proposed facility, new amenities, and expanded aquatics offerings to include leisure aquatics will require an additional operating investment of \$935,527 per year – a sizeable additional investment – to support operations.

Projected Annual Operating Budget (2024 Rates)

The following budget was prepared for baseline operations from Clareview Recreation and Tri-Leisure Centre Models

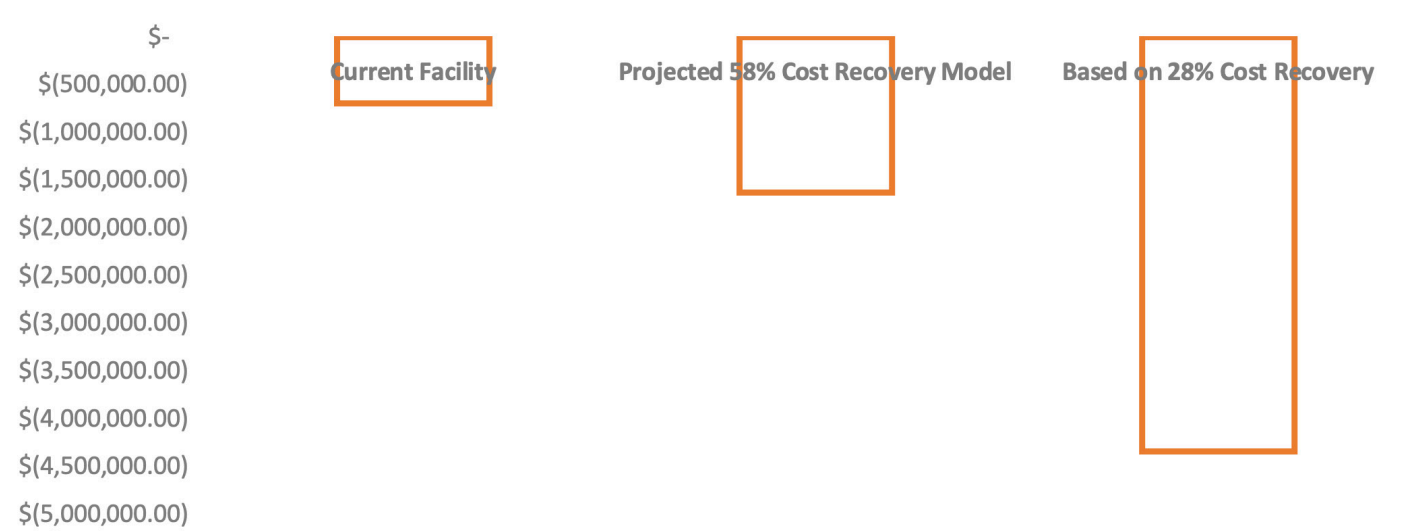
Revenue		Percent of Total Revenue
Aquatics Revenue	\$858,700.50	51%
Walking Track Revenue	\$134,513.17	8%
Field House Revenue	\$423,033.33	25%
Child Play Revenue	\$147,147.00	9%
Sponsorship/Naming Rights Aquatics	\$ 50,000.00	3%
Sponsorship/Naming Rights Walking Track	\$ 10,000.00	1%
Sponsorship/Naming Rights Field House	\$ 25,000.00	1%
Sponsorship/Naming Rights Child Play	\$ 8,000.00	0.5%
Advertising	\$ 18,000.00	1%
Rentals (Lockers, Equipment)	\$ 13,650.00	1%
<b>Total Projected Revenue</b>	<b>\$1,688,044.00</b>	<b>100%</b>
Revenue		Percent of Total Revenue
Labour (Integrated)	\$1,374,464.00	41%
Benefits	\$219,331.00	7%
Overtime	\$ 47,813.85	1%
Sponsorship Fulfillment	\$ 23,250.00	1%
Advertisement Costs	\$ 6,300.00	0.2%
Maintenance (\$57.12 square meter)	\$547,723.68	17%
Aquatic Chemical and Plant	\$210,000.00	6%
Utilities (\$46.38 square meter)	\$444,691.44	13%
Insurance (\$26K Month)	\$312,000.00	9%
Contracted Services	\$ 50,000.00	2%
Allocated Contracted Services	\$ 30,000.00	1%
Training	\$ 24,000.00	1%
Bank Fees	\$ 15,633.94	0.5%
Administrative Fees	\$ 7,500.00	0.2%
<b>Total Projected Expense</b>	<b>\$3,312,707.91</b>	<b>100%</b>
<b>Earnings or Loss</b>	<b>\$ (1,624,663.91)</b>	
<b>Cost Recovery Position</b>	<b>51%</b>	
<i>Current Aquatic Centre Loss</i>	<i>\$689,527.00</i>	
<i>Variance</i>	<i>\$ (935,136.91)</i>	

Projected Annual Operational Performance (2024)



It should be noted that the anticipated cost recovery position of the proposed facility at 58% is considerably more effective than what is currently experienced at the Wally Fedun Arena or the existing Aquatic Centre. The current aquatic centre generates a 28% cost recovery position from operations. Although the project team has identified an operational shortfall of \$1.6 M, it must be noted that inefficient facility design, building systems, and/or operational performance could result in diminished performance and elevated risk to the rate payer. To demonstrate the material financial impact of cost recovery, a 28% cost recovery was utilized to highlight the potential risk:

Earnings or Loss Impace based on Cost Recovery



Revenue		
Current Facility	\$273,241.00	
Projected Model	\$1,688,044.00	
Expense		
Current Facility	\$962,768.00	
Projected Model	\$3,312,707.00	
Based on 28% Current Recover	\$6,026,317.08	
Expense		Cost Recovery
Current Facility	\$(689,527.00)	28%
Projected 58% Cost Recovery Model	\$(1,624,663.00)	51%
Based on 28% Cost Recovery	\$(4,338,273.08)	28%

## 11.4 Governance Model

The project team was asked to review the governance model for similar regional recreation facilities in Alberta. Based on the research performed, the team determined that the three governance models most commonly utilized are the Municipal Management Structure, Para-Municipal Organization, or contracting with an External Operator.

When considering a regionally based facility, and the need for anticipated capital and operating joint financial partnerships for project advancement and successful operations, it is recommended that the proposed facility explore governance through the Para-Municipal Organization with membership from all regional partners supporting the capital project and the operational sustainability. This approach will maximize regional strategic decision making while ensuring the most transparent and regionally accountable decision making through planning, construction, and operations.

An overview of the proposed governance models is outlined in the following graphic:

### 3 Governance Options.



#### 1. Municipal Management.

Integrate the management of the proposed Regional Recreation Centre into an existing Municipal Enterprise or department. This could enhance efficiencies through economies of scale, reduce competition for staff, and lessen labour disruptions. However, this integration may also limit potential avenues for grant funding, sponsorship opportunities, and entrepreneurial ventures.



#### 2. Para-municipal Organization.

Establish a Shareholder-Owned External Corporation where the controlling shareholders manage the appointment of the Board of Directors, budgets, performance goals, and capital expenditures. This strategy will foster essential community leadership, promote an independent outlook, and allow access to grants and sponsorship opportunities. However, it will also necessitate additional reporting, time for creation and monitoring, and annual efforts for budget and Board of Directors approvals.



#### 3. External Operator.

Identify an external agency that is prepared to manage the Regional Recreation Centre. This collaboration will facilitate access to national or global best practices, staffing solutions, and operational expertise. By adopting this strategy, we can maintain operational independence while ensuring oversight at the ownership level. This method aligns with a traditional business model, typically resulting in higher pricing structures and necessitating either an annual operational fee or a shared revenue percentage. However, it is important to note that the number of vendors interested in this approach may be limited due to the market size and projected revenue and earnings.

12



# Financials



## 12.1 Capital Repairs and Maintenance Plan

The current operational model considers a Maintenance Plan within the operating budget of \$57.12 a Sq Mt to support annual maintenance costs, with a total anticipated budget in year one of almost \$550,000. This rate takes an average of similar recreation facilities and multiplies them by the specific facility area outlined within this report.

The current operating budget does not include a physical asset lifecycle replacement fund. However, the *Canadian Infrastructure Report Card* recommends that 1.7% – 2.5% of the replacement value of the building be allocated for future asset enhancement and replacement. This data was highlighted in the *2019 Regional Recreation and Culture Master Plan*, but has not become an implemented best practice within the region to date. It is the recommendation of this report that 2% of the annual operating expenses be allocated to a reserve that will help with future capital and maintenance projects, upgrades, and replacement. This would require an additional allocation of approximately \$70,000 annually toward a reserve account, affording the Region a \$700,000 reserve at the end of ten years of operations to support capital replacement and facility reinvestment.

It is recommended that lifecycle replacement funds follow the community best practice and annual maintenance funding that has been included within the operating proforma.

## 12.2 Financing Plan

The current construction pricing for the proposed facility suggests a cost of \$56 M, with potential soft costs (or non-construction related costs) bringing the total project budget to approximately \$73 M based on 2025 pricing and the Class D estimate. The baseline project cost without contingency, and based on current day value, is \$60.5 M. With the current cost of construction and inflation, combined with uncertainty in the marketplace due to equipment availability and potential tariff impacts, the actual project budget will need to be revised when a potential construction timeline is more accurate. It should be noted that the longer this project takes to advance, the more material the cost implications will be, and the viability of the project may change considerably. As highlighted in the market comparison section of this report, the cost of recreational facilities is rapidly escalating.

Traditionally, recreation projects are dependent upon funding availability from other levels of government, specifically Provincial and Federal Support. The Province of Alberta does provide the opportunity to explore Off-

Site Levies, or the use of development charges paid by developers, although this is most viable in larger communities or those experiencing rapid growth. Debt facilities are available for recreational projects through traditional financing institutions or through Government lending agencies, but this will be subject to conditions that generally consider project profitability, owner funded percentage, and partnerships to reduce the potential debt risk.

The development of this Regional Recreational Feasibility Study will assist with sourcing government grant possibilities; numerous programs exist to support the replacement of aged infrastructure with modern and more sustainable and climate resilient developments. Traditionally, the funding model requires a shared capital investment by the Municipal, Provincial and Federal levels of Government and a commitment on behalf of the owner to acquire and service debt over the life of the project (or based on the desired and available term).

Given the project cost, anticipated cost escalation over time, and the material operating investment that will be required to sustain the facility, there will be a need for a regional approach to capital investment and operating sustainability. The ability for this project to develop a capital and operating regional agreement or commitment will greatly enhance the project viability and the willingness of other levels of government to support funding. **It should be anticipated that this project will only be a viable consideration should regional collaboration exist, and support from other levels of government be secured.**

Given the operational model and anticipated operating deficit, it is not recommended that a traditional debt financing model be considered, as it will create unsustainable annual debt servicing requirements for the Region.

With a regional commitment to the project, and the ability to show commitment to investment in the capital program, the project leadership will be in a position to engage other levels of Government. The Regional community should be in a position to clearly articulate a commitment at a minimum of 30% of the total capital cost through direct investment and/or a combination of direct investment and debt. With a 30% Municipal funding model in place, the project team should target 30% from Provincial sources and 30% from Federal programs.

Working through the appropriate levels of Government, the project team should aim to secure investment at both the Provincial and Federal levels, recognizing that investment success will be directly related to the project's alignment with existing grant programs and the ability at the Provincial and Federal levels of Government to support investment. The final 10% of the project cost will derive from messaging surrounding regional commitment and support, and this funding should come

from the development of a fundraising strategy that targets private and personal donations, corporate sponsorship, partnership models, investment from major user groups and clubs, and a community campaign. The stronger the fundraising initiative can be in collaboration with a Regional Municipal investment, the more impact the project will have when advocating for investment from other levels of Government.

The following table outlines the baseline funding model that should be explored in the initial project financing plans. This model should be updated as clarity on investment becomes available.



## 12.3 The Cost to the Taxpayer

It must be considered that any investment toward a Regional Recreation Centre will have a considerable impact on the regional taxpayer and, ultimately the primary owner of the proposed development. This impact can be categorized into two primary elements: the capital funding needs to plan and construct the proposed project, and the annual operating funds that will be required to sustain the operations of the project through the planned 50 years of facility operations.

The Capital Project is proposed to cost \$52.5 M for base construction costs, with \$8 M anticipated for Furniture, Fixtures, and Equipment as well as consultant fees. These values do not include a potential project contingency and are based on current market rates. Therefore, it should be expected that a contingency budget will be defined in the final project scope, and that inflation will impact the total project cost based on timing. Using the value of \$60.5 M as the baseline project cost, and assuming that the regional community will be

responsible for servicing a minimum investment of 30% of project cost (and potentially up to 50% of project cost), the impact to the ratepayer has been outlined in the table below:

Regional Investment	Total Project Cost (2025)	Municipal Contribution Value
20%	\$60,500,000.00	\$12,100,000.00
30%	\$60,500,000.00	\$18,150,000.00
40%	\$60,500,000.00	\$24,200,000.00
50%	\$60,500,000.00	\$30,250,000.00

**Estimated Capital Project Cost (2025) = \$60,500,000**

Regional Investment (%)	Regional Investment (\$)	Debt Servicing	Total Cost
20%	\$ 12,100,000	\$ 19,862,785	\$ 31,962,785
30%	\$ 18,150,000	\$ 29,794,177	\$ 47,944,177
40%	\$ 24,200,000	\$ 39,725,570	\$ 63,925,570
50%	\$ 30,250,000	\$ 49,656,962	\$ 79,906,962

In an effort to gain an understanding of the impact of additional operational funding requirements for the new proposed facility, and the potential need to service debt associated with the project capital investment, the project team coordinated with the Town of Vegreville, Corporate Services Director to develop a calculation on the impact to the local residential rate payer for the increased operational funding requirements and potential debt servicing requirements.

Based on an average household assessment of \$260,920.00 for the community of Vegreville and based on the 2025 tax rate, the following table outlines the cost impact to the residential rate payer. It should be noted that the data in this table is based on current average household assessment, current population, and facility and operational modeling proforma that will need to be adapted based on timing of the project. This should be considered an assessment based on 2025 modeling and tax proforma.

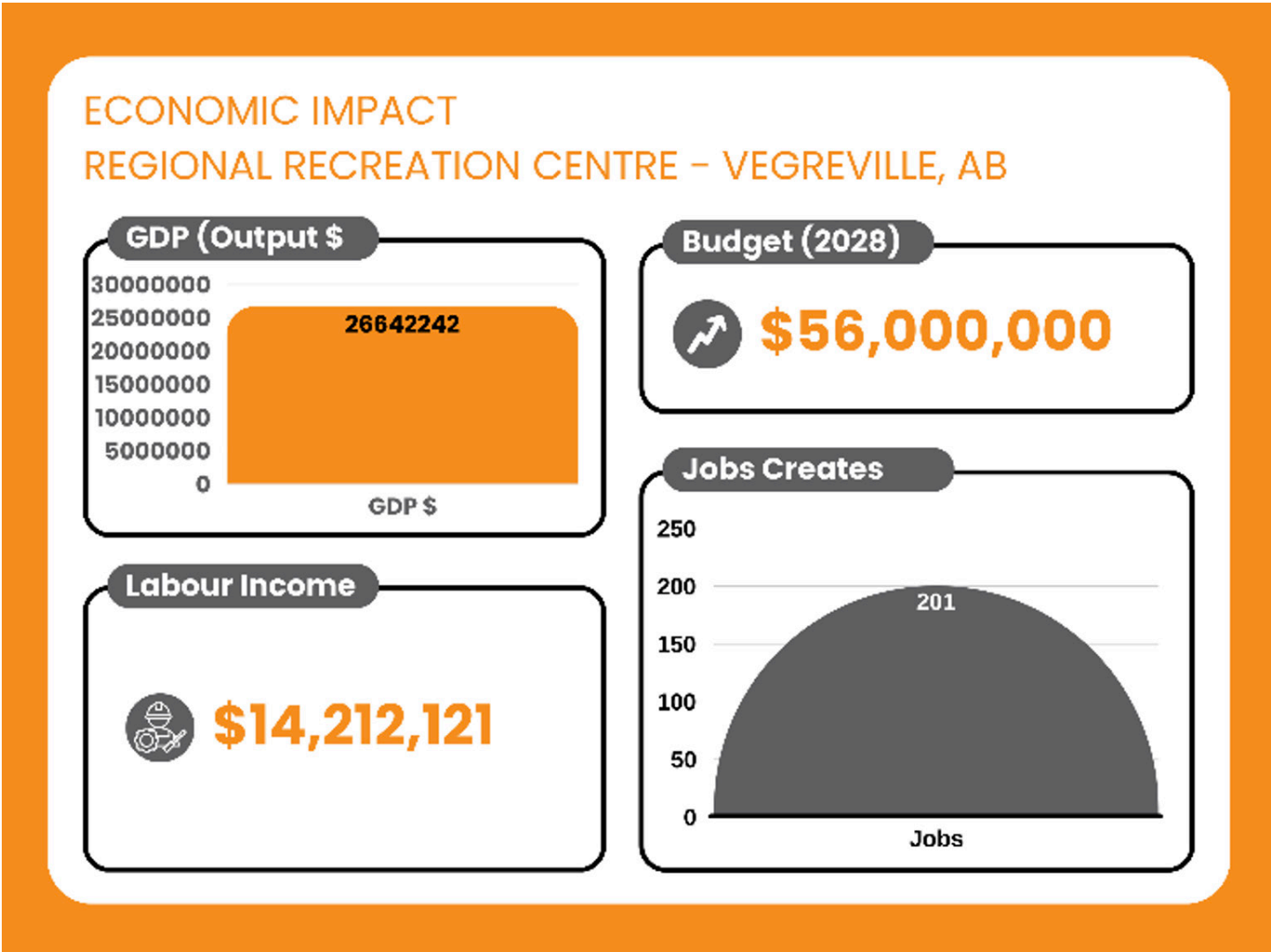
Roll	2025 Taxes	Incremental Cost from 2025	Mill Rate
2025 Taxes	2,161.93	-	8.2858
500,000.00	2,269.09	\$107.16	8.6965
1,000,000.00	2,376.28	\$214.35	9.1073
1,500,000.00	2,483.44	\$321.51	9.5180
2,000,000.00	2,590.62	\$428.69	9.9288
2,500,000.00	2,697.78	\$535.85	10.3395
3,000,000.00	2,804.97	\$643.04	10.7503

The proposed operating proforma for the Regional Recreation Facility is projected to require an additional \$935,136.000 per operating year to sustainably manage the facility. This will represent a potential incremental cost burden of approximately \$200.00 per year for the average residential rate payer in the community. When considering the significant number of variables associated with debt requirements, it should be anticipated that for every additional \$1 M in debt servicing, the residential rate payer would be required to support on average an additional \$214.35 per year. There will be a direct impact to the residential rate payer for operations should the proposed facility advance as outlined, and a requirement for debt servicing.

# 12.4 Economic Impact and Tourism Impact

For this pre-design study, the Statistics Canada Input-Output Multiplier for Provinces and Territories was leveraged for non-residential construction to support generating an understanding of Economic Impact within the Province of Alberta. Once a final design and plan is developed, and the construction cost is more fully understood, it is recommended that a fulsome Economic Impact Assessment be developed to support a complete understanding of project’s benefit based on time and total value.

At this time, the planned budget is estimated to be \$56 M and includes all Phase 1 design elements, with an anticipated 2028 construction timeline. The high-level results of this Economic Impact Assessment are as follows:



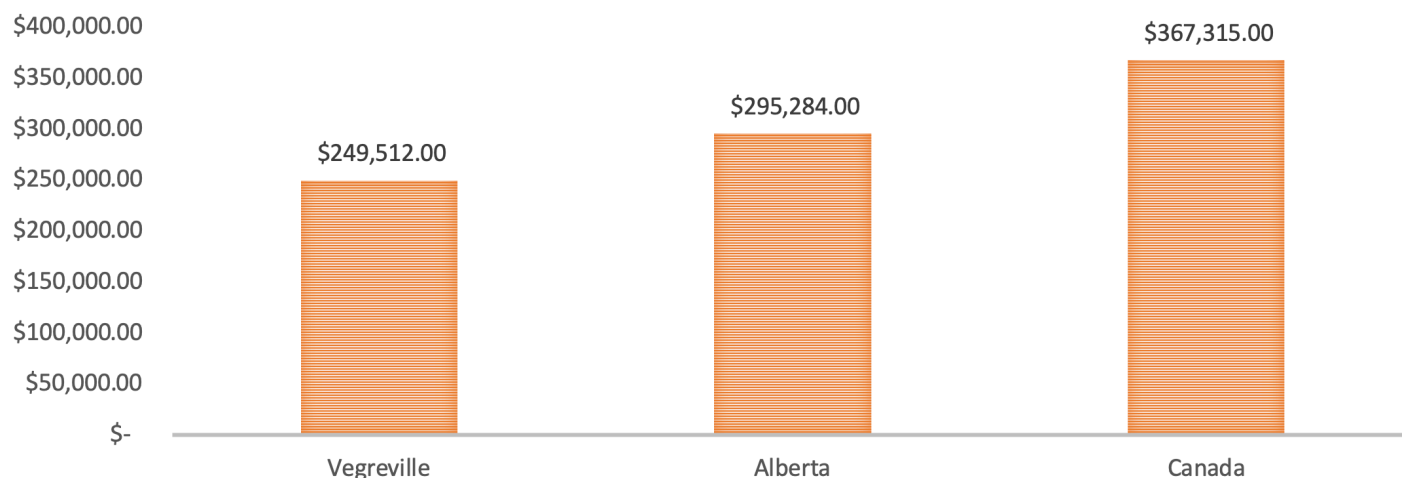
Project	Project Value	Anticipated Start	Gross Domestic Product (GDP) Output	Job Created	Labour Income
Regional Recreation Centre (Vegreville, AB)	\$56,000,000.00	2028	\$26,642,424.24	200.67	\$14,212,121.21

Sport tourism is one of the fastest growing tourism opportunities in Canada and has strong economic impact assessment tools in place that are nationally recognized. In addition to understanding the significant Economic Impact of the Capital Construction Project, the project team conducted a Sport Tourism Economic Impact Assessment projection to assess the opportunities that are available to the Town, the Province, and the Nation when hosting a ten-team tournament at a new regional recreation centre (based on competitive facilities and the ability to host).

For this assessment, the following outcome considers the ability to host a ten-team tournament with two out of ten teams traveling from more than 300 Kms, and the remaining teams travelling to the tournament from less than a 300 Kms. The resulting impact assessment shows the benefit of hosting a 410-participant event within the proposed field house, or future modernized arena, or indoor track space. The impacts are material and highlight the valuable opportunity that sport tourism may offer to the Region in the future when infrastructure is enhanced. This table does highlight the need, should the proposed facility be developed, to focus on sport tourism opportunities. The planned fieldhouse, for example, could offer hosting opportunities in Soccer, Flag Football, Handball, Badminton, Volleyball, Pickleball, Basketball, and Track.

STEAM (10 Team Tournament)	Vegreville	Alberta	Canada
Industry Total Output	\$249,512.00	\$295,284.00	\$367,315.00

### Total Industry Output (Direct, Indirect and Induced) From Hosting a 10 (410 participants) Team Tournament



# 12.5 Risk Assessment

Working with the Steering Committee and Administration, the project team coordinated a list of key project risks that should be considered, monitored, and managed as this project advances in the future. The most significant risks relate to:

- 1. The ability to secure the necessary funding,
- 2. The ability to establish a framework for regional collaboration and investment,
- 3. The rapid escalating costs of construction due to inflation,
- 4. The risks associated with the current age of regional infrastructure, and
- 5. The competing investment needs within each regional government.

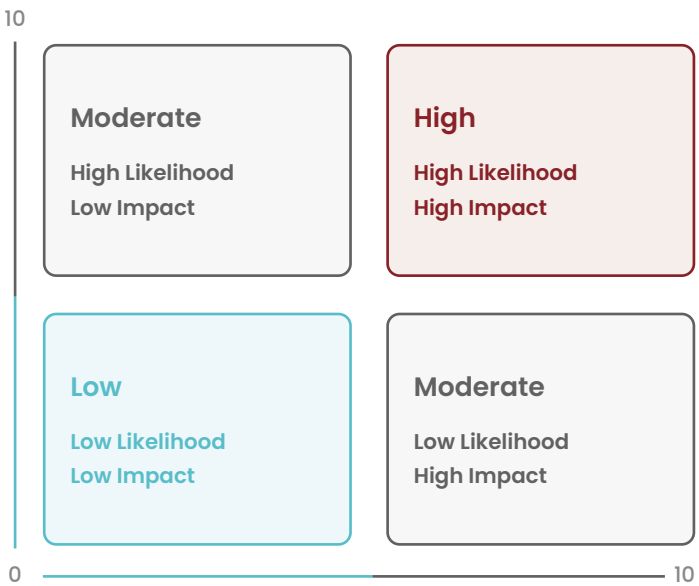
These project risks should be reviewed and monitored as this project advances. As the likelihood or impact of risks change, this should be documented. Management strategies should also be developed for all high-risk concerns.

## Likelihood

- 6. Low likelihood of this risk occurring, unlikely to happen.
- 5. 50% chance of this risk occurring will need to be monitored and a mitigation plan developed.
- 10. Risk will occur and management will need a strategy to manage it.

## Impact

- 1. Low impact if this risk occurs, it will not impact our overall success.
- 5. Moderate impact if this risk occurs, it will take time, energy, and financial resources to manage but will not cause a failure in our plan.
- 10. Risk will derail the plans in place and may impact the sustainability of a successful plan.

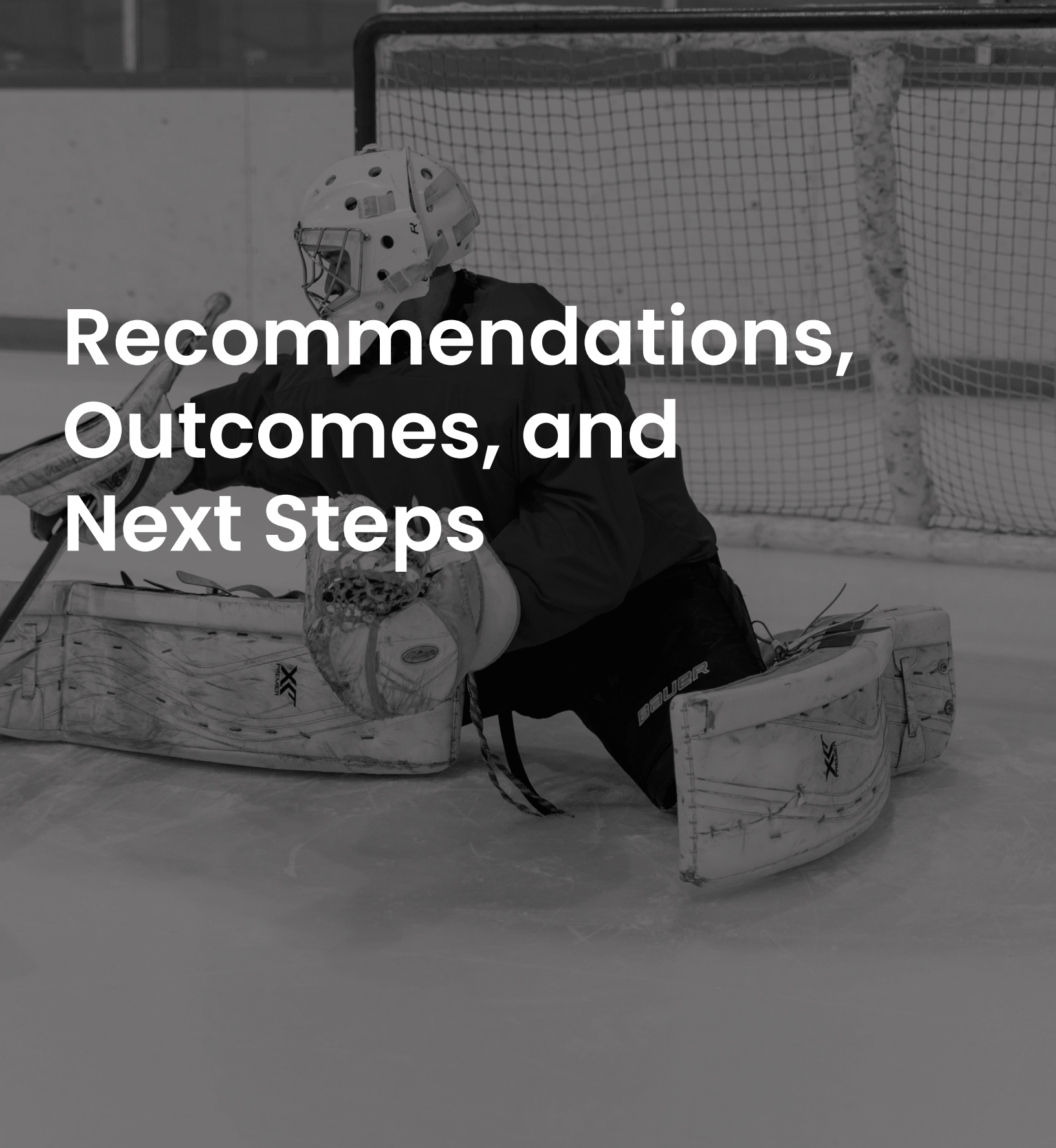


Risk	Likelihood	Impact	Total Score
Inability to secure support from other levels of government	5	10	15
Major failure of existing aquatic infrastructure	7	8	15
Failure to construct a new amenity and frustration from the public	0	4	4
Partnership with other regional governments to support capital investment	8	7	15
Partnership with other regional governments to support operating costs	8	7	15
Inability to secure major naming rights and private sponsors	5	8	13
Public frustration with the proposed investment	4	6	10

Risk	Likelihood	Impact	Total Score
Public willingness to invest more tax dollars	7	7	14
Failure to plan for the future needs of the community within a new model	5	6	11
The realities of the "Wish List" in comparison to the affordability of the region	8	6	14
<b>The rapid cost escalation of construction impacting the financial viability</b>	<b>9</b>	<b>8</b>	<b>17</b>
Changing sport user demographics impacting the selected design	5	6	11
A negative downturn in the economy for a sustained period	4	8	12
Major failure of recreational infrastructure	6	8	14
<b>The age of current recreational infrastructure in the Town</b>	<b>9</b>	<b>6</b>	<b>15</b>
The age of current recreational infrastructure within the region	8	6	14
The inability to successfully launch a private capital campaign to support costs	6	7	13
<b>Competing priorities for other Civic investment needs</b>	<b>8</b>	<b>8</b>	<b>16</b>
Competing priorities for other non-indoor recreational needs in the region	6	6	12



# Recommendations, Outcomes, and Next Steps



To date, the project team has worked closely with the Steering Committee, a strong community engagement process has revealed the desired direction amongst the community, and a meaningful understanding of the current utilization and asset condition has been produced. With the completion of these critical steps, this report builds upon the indoor priorities of the *2019 Regional Recreation and Culture Master Plan* to make the following recommendations:

1. That the Regional Community explore the development of a multi-sport recreation facility on the site with primary access from 55th Avenue and secondary access from 60th Street.
2. That the planned facility be considered in three unique project phases, with the first phase including an Aquatic Centre with leisure aquatics, a multi-sport field house (with a poured floor), a walking track, and a child mind/play facility. This development should occur with site integration to support the field infrastructure today and into the future, as well as promote connectivity with the neighbouring community and educational partners. The phased planning should additionally consider minimizing the disruption to operations as future phases are advanced.
3. That each element within the planned facility be developed to maximize flexibility of space, minimize labour and conversion costs, and be developed with energy efficient and cost-effective solutions.
4. That this final plan be presented to each key Municipal Stakeholder within the Region by the Steering Committee at a future Council meeting.
5. That this final plan be presented to the Regional Community in a series of open houses and that feedback be requested and the results be considered to enhance the final project definition and define current community support.
6. That the Steering Committee begin the process of drafting a Regional Memorandum of Agreement that outlines the regional support and financial commitments to a potential Regional Recreation Facility. Once in place, this commitment should be used to evaluate the funding requirements from other levels of Government, the potential debt requirements, and debt servicing needs.
7. That the Steering Committee explore best practices in Regional Recreation Facility Governance and align on the governance and operating Model for the proposed Regional Recreational Facility.
8. That the Steering Committee begin the process of drafting a Regional Memorandum of Agreement that outlines the regional support for operational funding commitments to support the sustainability of future project operations over the life of the project. This should additionally include a commitment to lifecycle investment and asset management.
9. That, once public support is validated and a regional agreement for capital and operations is achieved, the Steering Committee develop an overview proposal and actively engage (through appropriate channels the Provincial and Federal Government with the purpose of identifying potential grant programs and funding partnership opportunities that may exist. The Steering Committee may wish to formalize a Government Relations partnership to advance this proposed work.
10. That the Steering Committee align support for grant discovery and grant writing to support possible capital funding opportunities for the proposed Regional Recreational Facility.
11. That the Steering Committee establish some projected timelines for advancement of the Capital Plan and construction. If funds are available, it would be advantageous to advance the project into the Schematic Design Phase to enhance budget accuracy and planning. This process will support future cost modeling and goal setting to evaluate project success and support the management of investment in current recreational infrastructure.
12. That the Steering Committee annually or bi-annually conduct a Class D cost estimate on the proposed Regional Recreational Facility to ensure that total project costs remain current and well understood by the Committee, community, and municipal partners.
13. That the Steering Committee and each individual Municipality continue to work in the spirit of regional collaboration in the recreation and culture space. This should include the coordination of current regional recreation offerings, the management of aging regional recreational infrastructure, recreational programming, and scheduling and booking coordination.

## RECOMENDATIONS ROADMAP.

### Site, Scope, Flexibility and Efficiency.

It is recommended that the Steering Committee finalize both the Site and Project Scope. As the project plan develops, it's crucial to maintain a focus on multifunctional flexibility, efficient conversion, and cost-effective design solutions.

### Communication and Feedback.

Given that this project has a regional focus, it is recommended that the Steering Committee formally presents this report to each of the Regional Communities in an appropriate format. Following the presentations to the Councils, the Steering Committee should arrange regional engagement sessions to confirm the proposed program and concept. Collecting feedback during these sessions is vital, as it will significantly influence the final design.

### Funding, Costing, Construction.

With a finalized plan established and a regional collaboration strategy ready, start communicating the proposed plan to other government levels. Investigate grant funding opportunities, set critical project milestones, stay mindful of costs, adopt a regional perspective, and progress with construction. If funding allows, think about moving forward with the schematic design to ensure cost certainty.

### A Regional Agreement Formula.

The Steering Committee is responsible for guiding the development of Regional Capital and Operating Agreements for the proposed facility. Additionally, the Committee should establish a Governance Structure for the Planned Facility.

The project team has developed the following next steps to support the Steering Committee in alignment with the outcome recommendations. The intent of these steps is to support project milestone considerations and continue to advance the work outlined within this report. It should be noted that these timelines are only projections, and there will be an opportunity to advance these timelines in a concurrent process to deliver more expeditious results. Project timelines may also be compressed based on access to funding partnerships and grant acquisition.

#### Regional Recreation Centre Staffing Model (2024) – Independent Operations

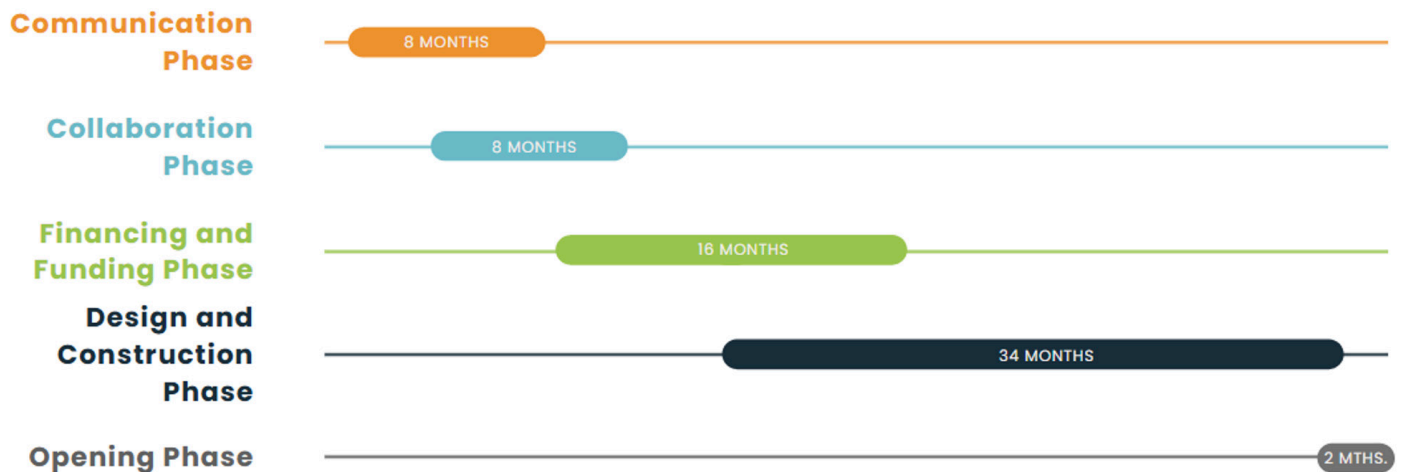
Project Task	Timing (Months)	
Steering Committee Approval and Acceptance of the Report	2	Communication
Stakeholder Communication and Approvals	2	
Community Engagement and Feedback	3	
Project Update and Revision Post Stakeholder and Community Engagement	1	
Regional Collaboration Model Capital Project Agreement	3	Regional Collaboration and Participation Model
Regional Collaboration Model Operational Agreement	2	
Steering Committee Governance Model Agreement	1	
Capital and Operating Financial Model Update	2	

## Regional Recreation Centre Staffing Model (2024) – Independent Operations

Project Task	Timing (Months)	
Government Engagement and Funding Support	6	Financing and Funding
Grant Acquisition	8	
Financing Model and Approval to Proceed	2	
Concept Design and Program Refinement	3	Design and Construction
Detailed Design and Construction Documents	8	
Tender, Contractor Award, Pre-Construction	3	
Construction	20	
Commissioning	2	Opening
<b>Total Project Timeline in Months</b>	<b>68</b>	There is an opportunity for some phases of the project to run concurrently to expedite timeline.
<b>Total Project Timeline in Years</b>	<b>5.7</b>	

## Vegreville Regional Recreational Facility Milestone – Next Steps

Timeline will be based on Steering Committee Direction.





# Appendices



# A 2024 Engagement Results Report



# Regional Recreation Master Plan

## 2024 Public Engagement Results



## Disclaimer

The statements made in this report are based solely on the information obtained to date. Orange Crow Leadership (OCL) has used its professional judgement in assessing the information and formulating its opinions and recommendations. New information may result in a change in these opinions. OCL's mandate is to perform the tasks prescribed by the client with due diligence. No warranty or representation, expressed or implied, as to the accuracy of the information or recommendations is included or intended in this report.

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# 1. Introduction.



As the Town of Vegreville prepares for the next 10–20 years of community development, it recognizes that future planning must be guided by the community’s needs and aspirations.

While honoring its historical legacy, the town must also consider long-term strategies spanning the next 20–50 years to provide high-quality recreational opportunities that attract new residents and businesses.

A **Regional Recreation Master Plan** is essential to align infrastructure investments with community needs while maintaining fiscal responsibility.

The Town of Vegreville commissioned a master plan report to develop a **comprehensive, visionary, and sustainable** recreation plan. This plan will guide the enhancement and development of recreational facilities and programs.

This report explores potential developments and future considerations, providing a strategic approach to short-, medium-, and long-term solutions.

Town Administration and Council recognized the **importance of public and stakeholder engagement** in shaping this plan.

To ensure informed decision-making, a public and stakeholder engagement process was launched to gather community input.

The public engagement initiative was launched on August 26, 2024, and ran until October 31, 2024, allowing residents ample time to share their thoughts.

Orange Crow Leadership (OCL) was engaged to support this process in alignment with the International Association for Public Participation (IAP2) Standards.





## 2. Methodology.



# Engagement Methodology.



Creating a comprehensive community engagement process is crucial to ensuring that a Regional Recreation Feasibility Study reflects the community's needs, priorities, and values. Here is an overview of the process that Orange Crow Leadership led:

## 1. Engagement Objectives

- **Objective:** Gather community input to identify current and future recreational needs, understand preferences, and prioritize investments.
- **Goals:** Inform the community, listen to their needs, encourage active participation, and build a sense of shared ownership in the Master Plan.

## 2. Identify Stakeholders

- **Residents:** Engage all age groups (youth, adults, seniors), families, newcomers, and long-time residents.
- **Community Groups, Organizations and Indigenous:** Engage with the local sports clubs, recreational organizations, arts and cultural groups, and accessibility groups.
- **Key Decision-Makers:** Engage Municipal and Regional officials, elected representatives, planning committees, recreation commissions.

## 3. Select Engagement Methods

Use a mix of in-person, digital, and remote methods to ensure wide reach and accessibility.

- **Online Survey:** Digital survey that can capture quantitative and qualitative data about residents' recreational needs, current usage of facilities, and improvement suggestions.

# Engagement Methodology.



## 3. Select Engagement Methods (cont'd)

- **Open Houses:** Host interactive events where community members can provide input and engage in group discussions.
- **Stakeholder Interviews:** Conduct one-on-one or group interviews with leaders from local organizations, sports leagues, and community groups for more in-depth insights.
- **Social Media Campaigns:** Use the towns website, Facebook, Instagram, and X to engage digitally, sharing updates, collecting comments, and reaching residents who may not attend in-person events.

## 4. Engagement Timeline

### Phase 1: Information Gathering (2–3 months)

- Develop digital survey.
- Develop materials needed for open houses.
- Announce the engagement process via social media, municipal website, flyers and newsletters.
- Go live with survey and social media. Conduct open houses, focus groups, and stakeholder interviews.

### Phase 2: Analysis and Concept Development (1 month)

- Analyze community input to identify key themes and develop initial concepts.
- Discuss preliminary findings with town administration and the Steering Committee.

### Phase 3: Finalization and Approval (1 month)







- Develop the feasibility study with strong consideration for community feedback.
- Share the finalized plan with the public and seek formal approval from municipal leaders.

# Engagement Methodology.



The project team's engagement plan incorporated both online and in-person strategies to enhance accessibility while gathering valuable data to inform future project decisions. It was crucial to create a safe and welcoming environment that encouraged participant contributions.

The project team aimed to actively involve user groups and the public throughout the different phases of the project. They organized in-person meetings with various user groups and stakeholders. Based on the assessment of public interest, participation focused on the Inform and Consult dimensions of the IAP2 Spectrum of Public Participation (see below) to collect feedback on community needs, visions, and aspirations for the future.

Increasing level of participation 					
	 <b>Inform</b>	 <b>Consult</b>	 <b>Involve</b>	 <b>Collaborate</b>	 <b>Empower</b>
<b>Public Participation Goal</b>	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
<b>Promise to the Public</b>	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
<b>Example of Tools</b>	Fact sheets, websites, open houses, mailings, social media	Public comment, focus groups, surveys, public meetings	Workshops, deliberative polling	Stakeholder advisory committees, consensus-building, participatory decision-making	Stakeholder Resident juries, ballots, delegated decisions

# Engagement Methodology.



## Public Engagement Summary

- A focused stakeholder engagement process was established by OCL and the Town of Vegreville Administration.
- The community was consulted about their needs and aspirations for the future of recreation in Vegreville through a comprehensive engagement process that ran from August 26 to October 31, 2024.
- Citizens could participate digitally via a QR code-based survey accessible through on-site marketing, a dedicated webpage, and the town's communication and social media channels. Additionally, they could join one of four in-person open houses held in September 2024. For those who preferred, feedback could also be submitted through a dedicated email address available on the town website or complete a hard copy that was made available at various locations.
- The public was assured that all feedback would be reviewed and considered. This input, along with survey results, would be compiled as data points and shared publicly once the findings were communicated to the decision-makers. The process maintained transparency, and public opinion significantly influenced the outcomes. The views of the community were vital in shaping the town's future decisions and were an essential part of the planning process.
- Responses were monitored to ensure that the community felt their needs and aspirations were adequately captured, addressing any perceived gaps (e.g., if certain feedback was not included as a recommendation, explanations were provided).

# Engagement Methodology.



The Public Engagement process commenced on August 26, 2024, with a press release distributed to all media outlets announcing the initiative. The online survey was managed by OCL.

A baseline target was set at a 95% confidence level, based on a population size of 5,689 individuals, with a 5% margin of error to ensure a statistically significant outcome. This approach required **360** participants to achieve meaningful results.

To promote widespread participation, several strategies were implemented to gather feedback, including targeted meetings with stakeholders and youth, an online survey, a dedicated email address, open houses, and informal conversations during regular meetings and events.

The town marketing team promoted the engagement process across all social media platforms, created a dedicated webpage, and distributed printed materials featuring a QR code for easy access to the online survey, which were strategically placed in town-owned facilities.

Participants in both stakeholder and public engagement sessions were encouraged to complete the online survey. Additionally, they were invited to share their comments on boards provided at the open house events.

The public engagement process was assessed to determine if the team met the target number of participants and effectively informed the community about the current state of recreation in the village. Evaluations also focused on the perceptions of transparency and the overall effectiveness of the engagement process.



PLAY

### 3. Engagement Results.

Kids or Play  
exercise

of

# Online survey participants profiles.



The objective of the Town of Vegreville Public Engagement process was defined with a 95% confidence level, considering a population of 5,689 individuals and a 5% margin of error to ensure a statistically relevant outcome. This methodology required 360 participants and yielded **622** responses from the online survey, along with **140** in-person interactions at the open houses and stakeholder engagements. The total of 762 participants from the sample survey and in-person engagements overwhelmingly supports and exceeds the intended outcome.

The online survey was available from August 26, 2024, until just after midnight on October 31, 2024, achieving an average completion rate of 77% and a completion time of eight minutes. Most survey responses were gathered between August 26 - September 15, 2024.

The online survey revealed a female-to-male ratio of 70:30, with 20% of participants aged between 25-34, with 53% of participants aged between 35-54 years and 23% aged 55+.

Out of the 622 participants, 70% reported residing in the Town of Vegreville, while the other 30% reported to live in the regional area.

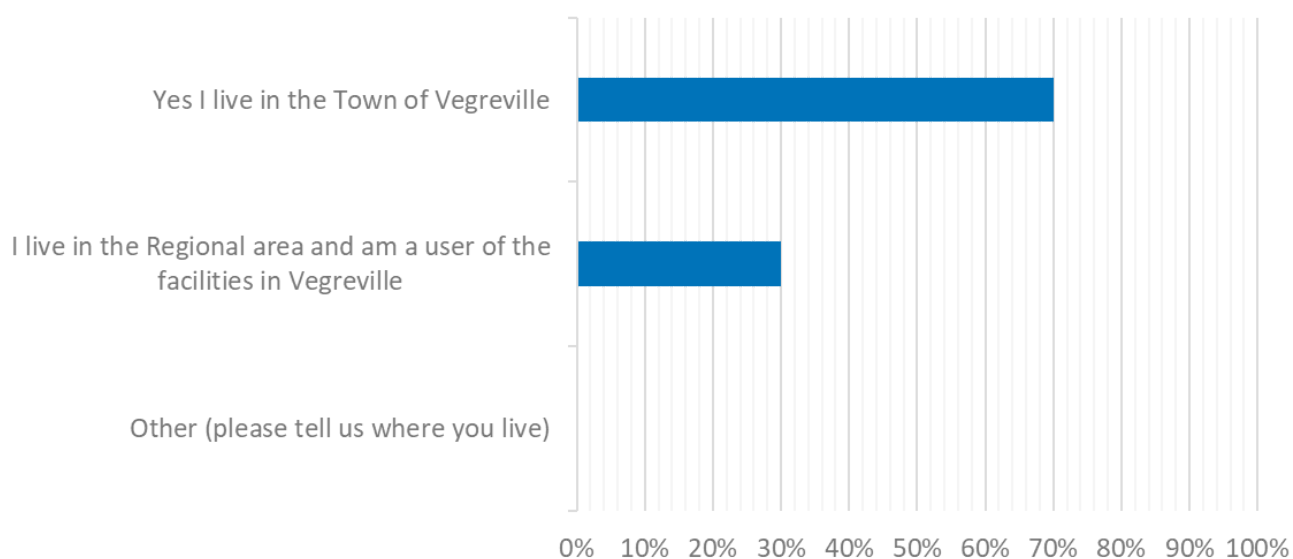
Almost 60% of participants indicated they have lived in the community for over 15 years, with just over 34% residing in households of 2 people, almost 25% reside in households of 4 people and 18% residing in households of 5 or more people.

Participants' annual household income showed a wide range: 19% reported earning \$160,000 or more, 14% earn between \$120,000-\$160,000, 19% between \$90,000-\$120,000, 12% between \$60,000-\$90,000 with 10% earning \$60,000 or less. It is important to note that nearly 26% of respondents chose not to disclose their income information.

When asked how they learned about the survey, over 80% indicated they found out through Facebook.



**Q1: Do you live in the Town of Vegreville or do you live in the surrounding Region?**



**Q2: If you do not live in the Town of Vegreville, please tell us where you do live.**

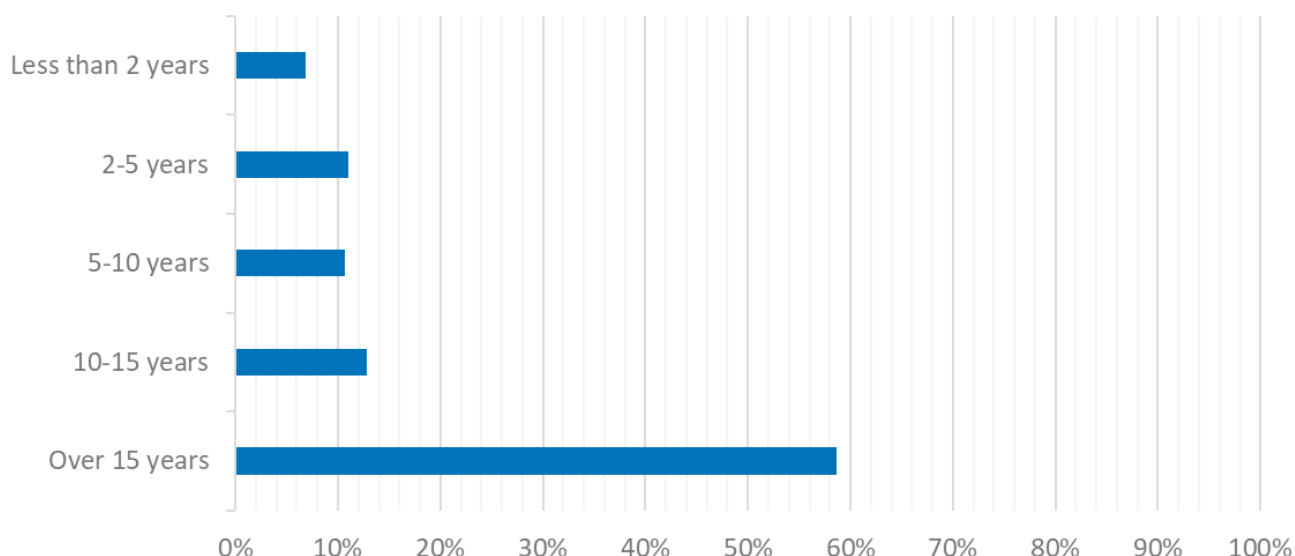
**69 respondents provided location:**

County of Two Hills	21
County of Minburn	13
Rural / Outside Vegreville	10
Willingdon	5
Mundare	4
Holden	3
Lamont	3
Ranfurly	2
Andrew	2
Hilliard	2
Other	4



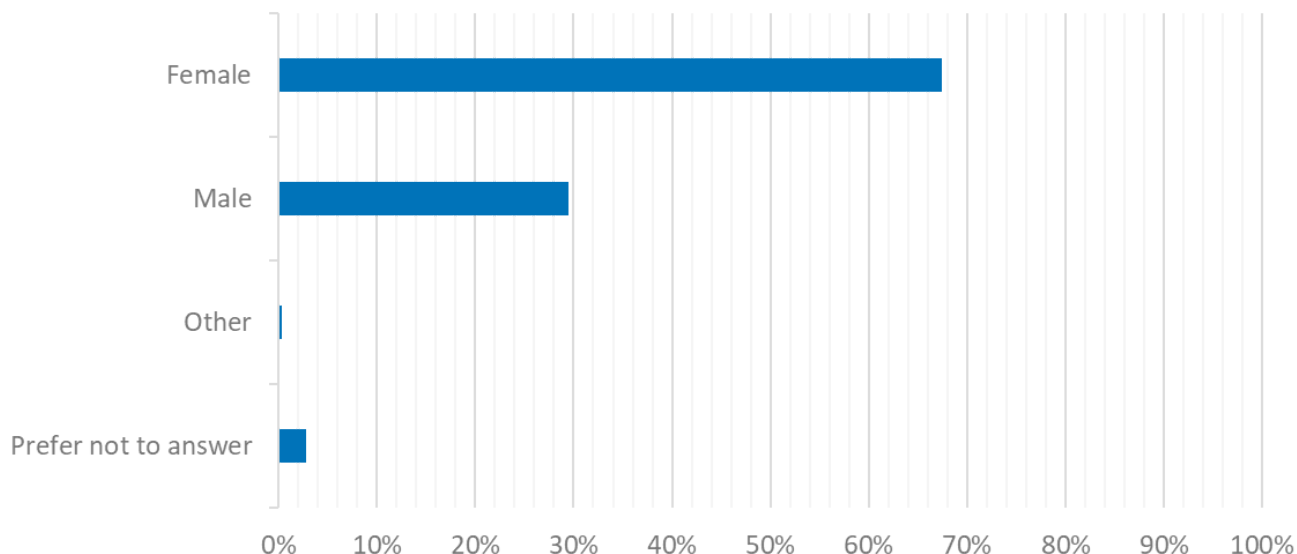
### Q3: How long have you lived in the community?

The vast majority of participants have lived in the community for 15 years or more, this group of participants represented over 58% of total survey engagements. The results of this question highlights the importance of engaging new members of the community in future discussions. The results of this question also suggests that participants have great familiarity with the community and experience in the area.



### Q4: Your gender

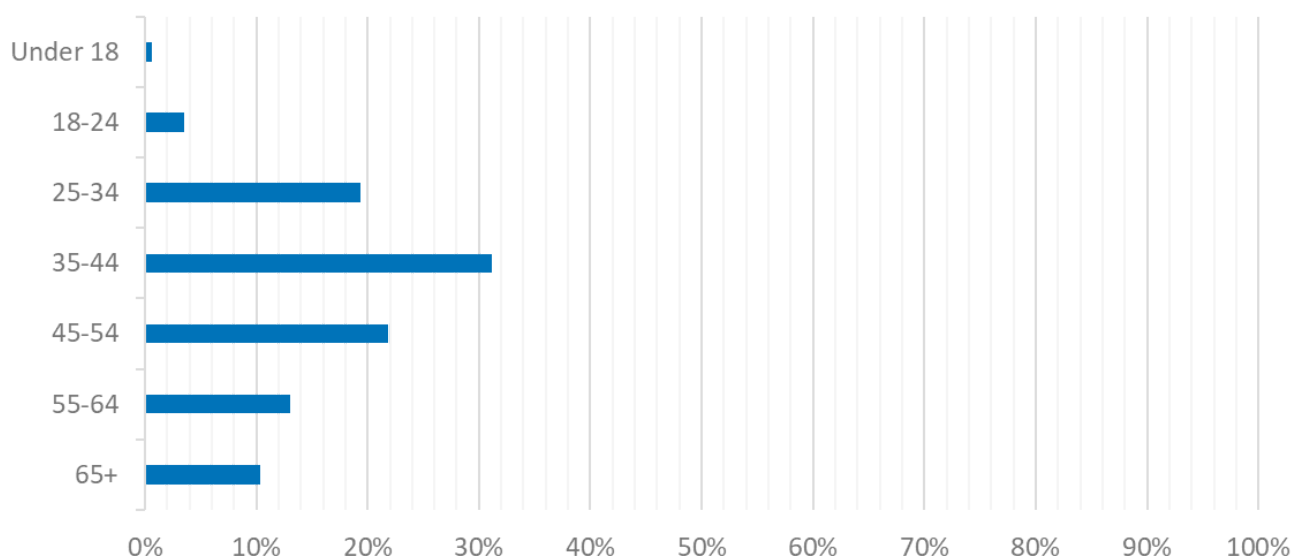
The majority of the participants in the survey, almost 68%, identify as female while just over 29% of participants identified as male.





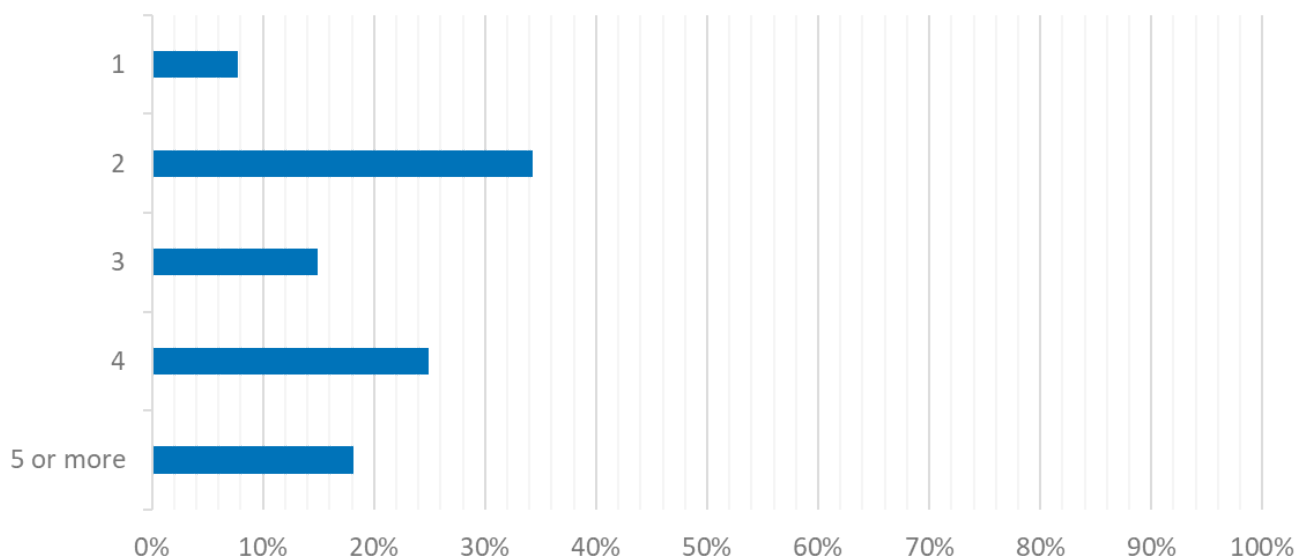
### Q5: Your age?

31% of participants were between 35-44 years of age, with 22% between 45-54, and 19% between 25-34. There was poor participation from youth (u18) at less than 1% and only 4% were aged between 18-24. Those between 55-64 represent 13% of respondents while 10% were 65+. Creative strategies that engage the younger aged community members will be important as this group will be key to any long term plans.



### Q6: How many people currently live in your household?

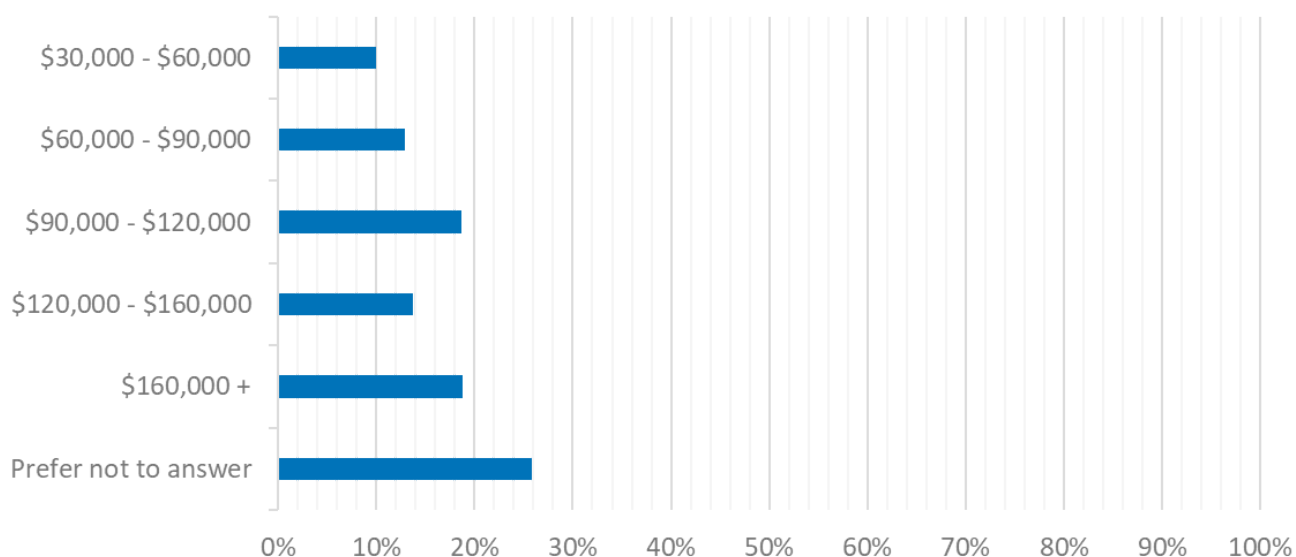
There was diversity in average household size amongst the participation mix with the largest category representing households of 2 or 4 people.





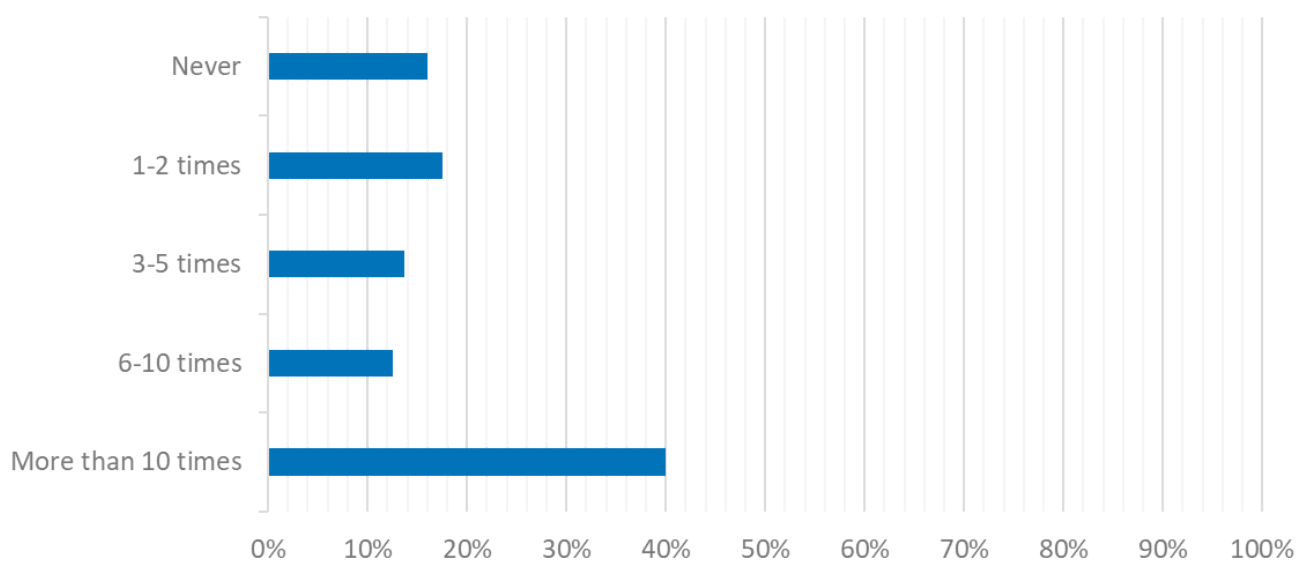
### Q7: What is your current household annual income?

There was strong diversity in average household income amongst the participants but it should be noted that 26% of participants selected 'Prefer not to answer'. It should additionally be noted for consideration that there was low participation from households with annual income below \$60,000 and as such this may impact some results or suggest a barrier to participation.

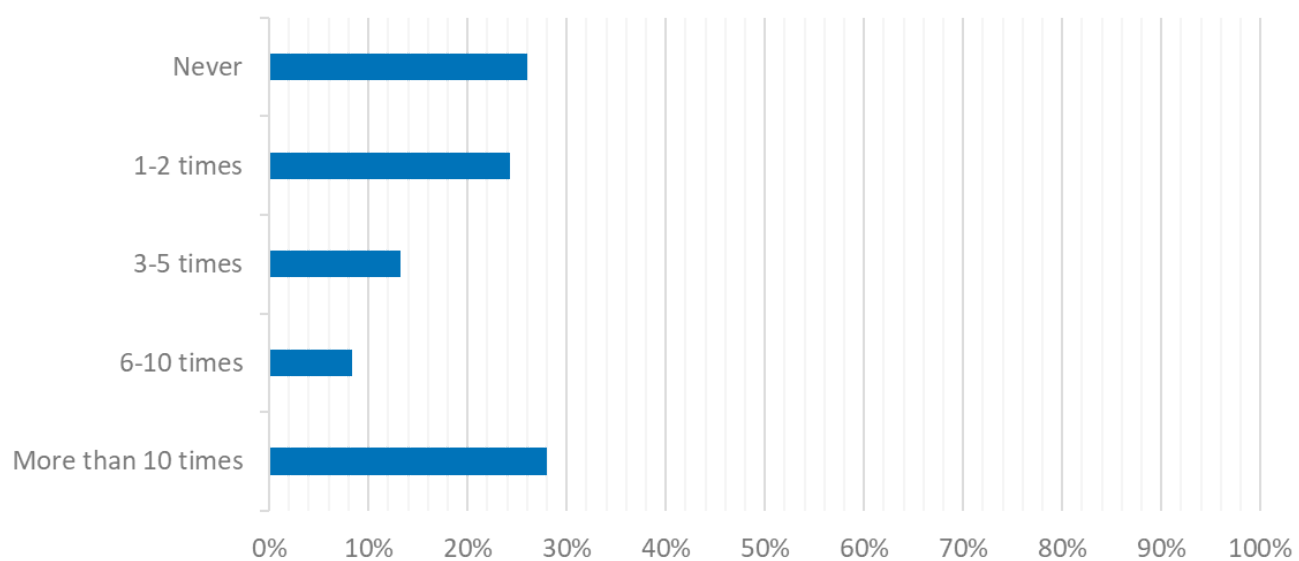




**Q8: How often do you visit Vegreville Aquatic Centre each year?**

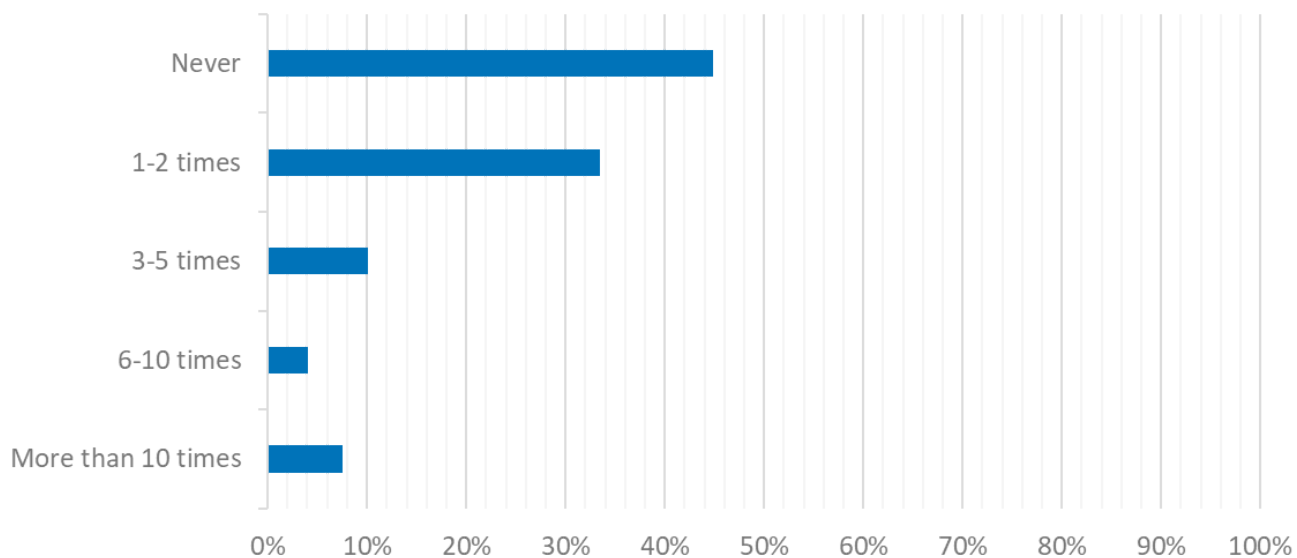


**Q9: How often do you visit the Wally Fedun Arena each year?**

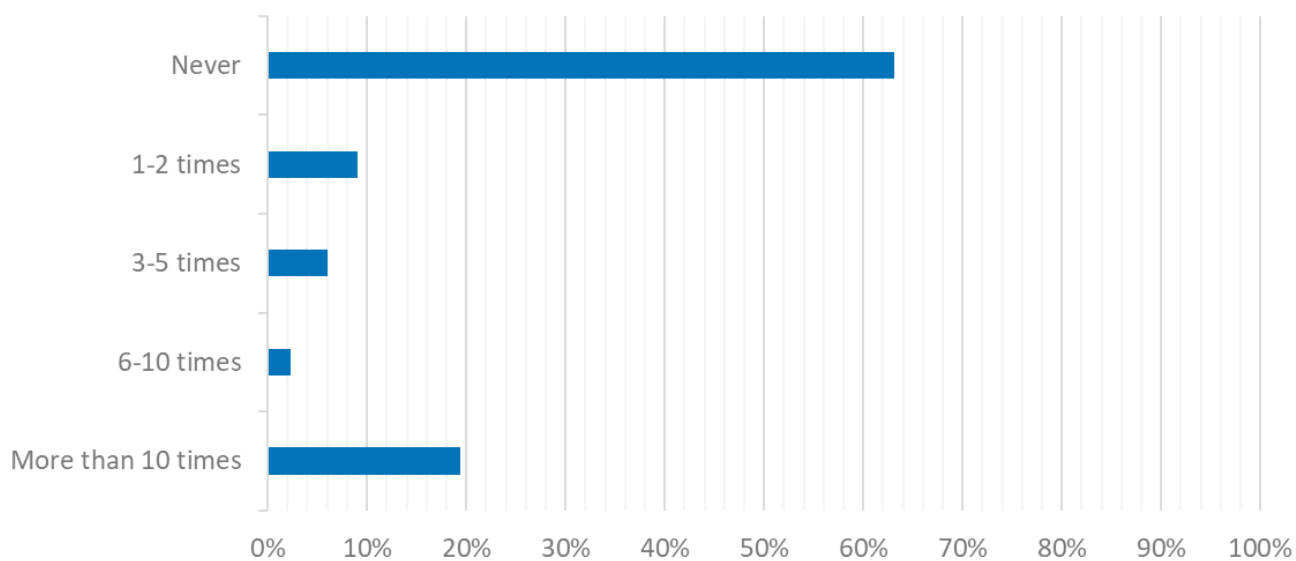




**Q10: How often do you visit the Vegreville Multiplex/Curling Rink each year?**

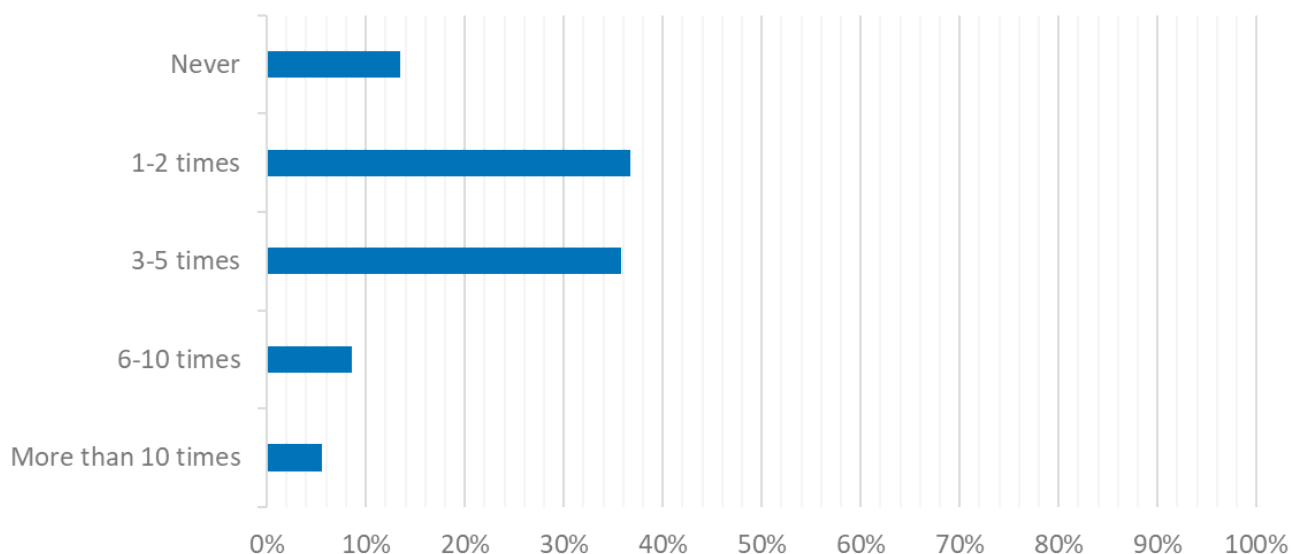


**Q11: How often do you visit the Vegreville Fitness Centre each year?**

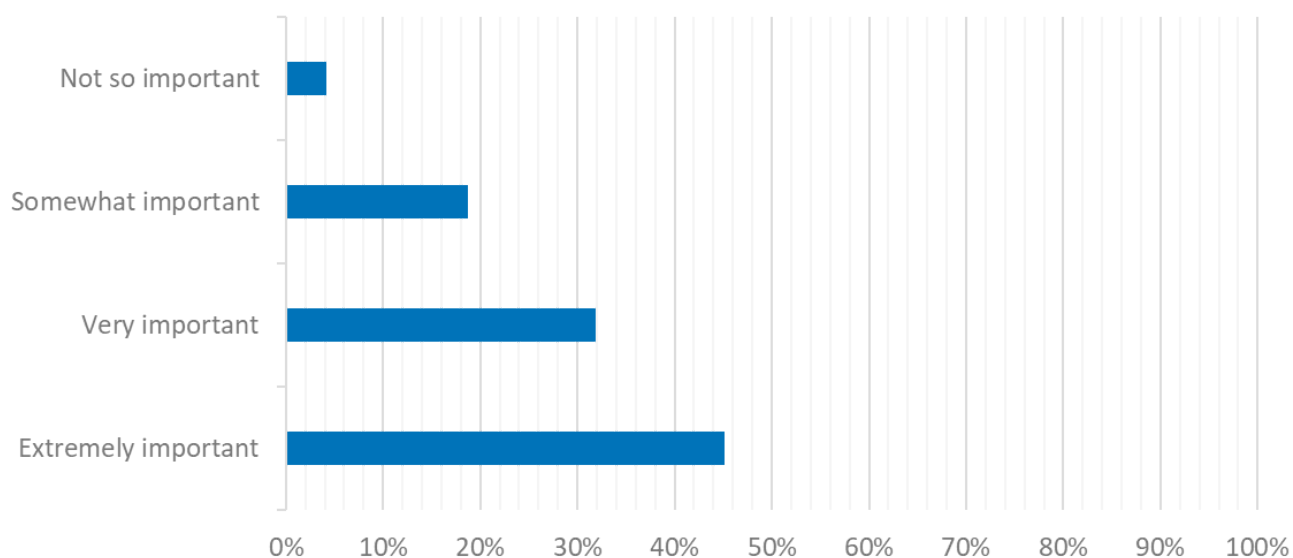




**Q12: How often do you visit the Vegreville Social Centre each year?**

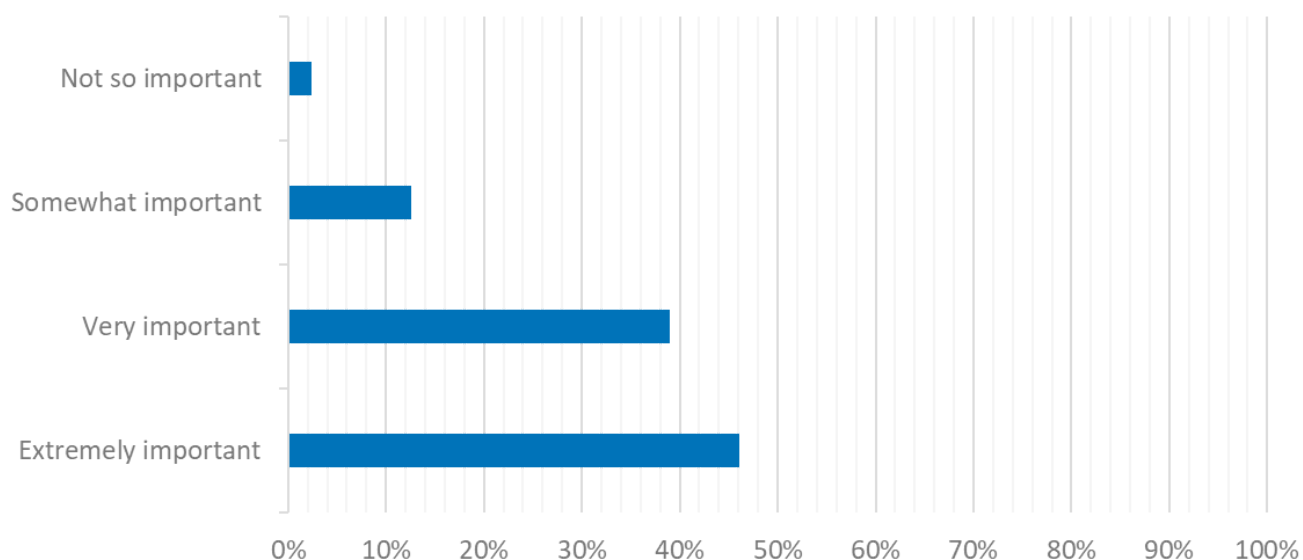


**Q13: How important are the recreational facilities provided by the Town of Vegreville to you personally?**



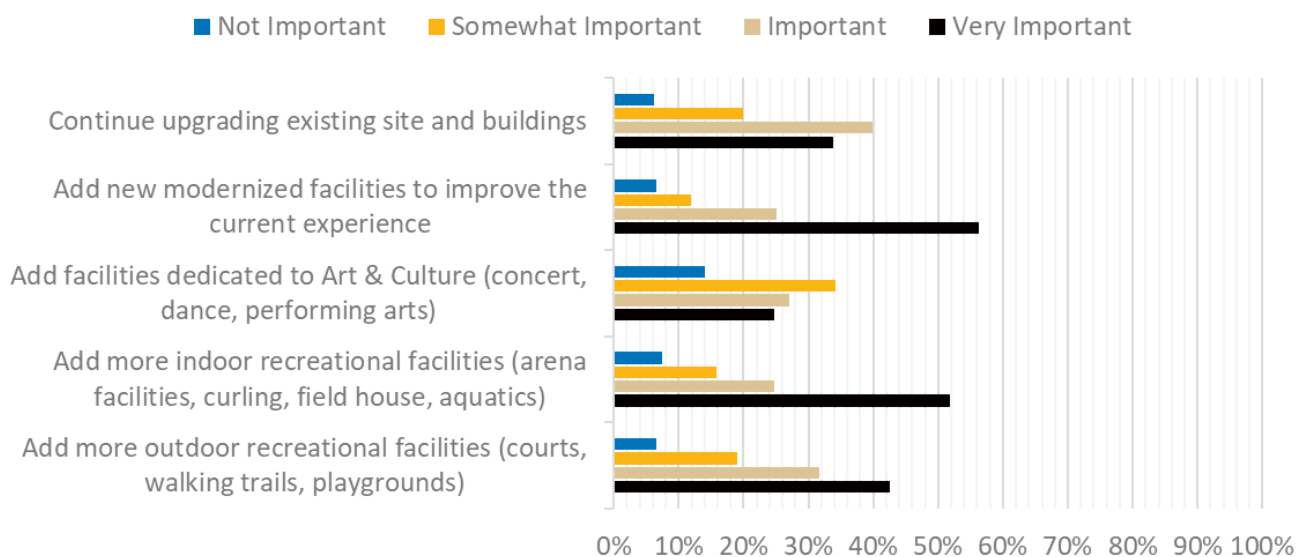


**Q14: How important do you think the recreational facilities provided by the Town of Vegreville are to the surrounding regions?**



**Q15: How important do you think the following options are in future plans for the Town of Vegreville?**

**Future Planning**





**Q15 Comments section. Please note these are the UNEDITED responses received to this question.**

1. I don't use these
2. More winter/year-round outdoor features!
3. I think that there should be more trees on the main drag.
4. To me it's important we have access to more than one arena. It's unfortunate VMHA has to travel out of town to access other arenas as we have limited ice availability.
5. More trees on the main drag.
6. Me and my family/relatives love going on walk through trees in areas unfortunately the town of Vegreville does not have really tree in areas which is disappointing.
7. Cross country ski trails
8. Exercise park
9. Dance and hockey are very big so to have a place to host competitions and games is a great asset to the town
10. There is hardly anywhere to walk in town for green spaces. And the ones we do have are very poorly maintained. Like the field on the south end of town. Lots of people have dogs and kids but no green spaces to take them hardly.
11. Community gardens would be nice
12. More bike/walking trails outdoors AND an indoor walking track
13. Outdoor pickleball courts
14. Add bike trails and bike lanes
15. Groomed x country ski trails
16. Add better baseball Fields, outdoor pool, maybe use the soccer field more then 2 months of the year, add a second indoor arena!
17. Would love to see an indoor walking track
18. I am a firm believer of keeping our youth busy and as an adult have clean safe facilities for myself to use and go to is very important and makes our town more visitor friendly to host sports and artistic events
19. Outdoor rinks THAT ARE MAINTAINED WELL NOT LIKE THE ONE ON 47AVE that are cleaned every so often football fields batting cages open to the public better well maintained baseball fields
20. Upgrade the football field and encourage more football in the community.
21. An outdoor basketball court
22. Walking trails that are usable in winter as well!
23. Walking trails more than anything, expand the wet land walking path at the end of 50th
24. A proper outdoor pickleball court
25. Disc Golf course
26. Indoor soccer fields
27. I don't see anything for handicapped people
28. Pickleball courts
29. I don't necessarily think anything needs major upgrades, but the fact you can only public swim for like 2 hours a day is brutal. This is the only facility I've been to with scheduled public swim times and it definitely is a barrier to people using the aquatic centre more.
30. More upgraded or new facilities
31. Saltwater pool! I would love to swim but the chlorine prevents it.
32. Snow mobile track, cross country skiing track at golf course, snow shoeing trails etc and rentals for all
33. There is not enough walking tails and well treed in trails like in other centers close by.
34. Finish the walking path that goes through the egg park, past the hospital and down golf course road, would be nice if it completely looped the town.
35. Lack walking trails and public skating when people can actually utilize. Public skating during lunch hour does not work for students or working people. Need indoor walking lanes
36. Football.
37. Pickleball courts



**Q15 Comments section. Please note these are the UNEDITED responses received to this question.**

38. Clean up alleys with garbage dumpsters of garbage that lies around them and maintain alleys with gravel and grading to fill ruts that are filled with water and get deeper after every rain. Alleys have become breeding grounds for any disease because they are filthy and used by multiple people who may have germs that when I open the bin I am exposed to or if they don't bother to put the garbage in the bin are scavenged and spread over the alley. Health and safety are surely more important than a place to play. Yes the kids ply around these disease potentials regularly as are old people who walk the alley for exercise
39. Skating trail somewhere would be nice in winter. A swimming pool for specifically lane swimmers would be nice. Bigger gym facilities as well
40. New rink
41. We need more Bike trails and walking paths
42. hockey rink in need of replacement
43. Rodeo grounds
44. OUTDOOR SWIMMING POOL!
45. Walking trails and dog park maintenance and improvement would be exciting. An indoor dog park would be phenomenal for owners that don't have indoor space in the winter.
46. Out door running track would be perfect on the Ag society track
47. Paved walking trails and parks/amenities on south side
48. When adding indoor facilities that require change rooms, please include a family change room that is wheelchair accessible to serve parents with opposite gender children, ability challenged people and people with special needs that come with an opposite gender aid or helper
49. New basketball court for the kids the nets at al.horton and veg comp are in horrible shape. another off leash dog park would be great. Upgrades to the splash pad
50. The little nature area with walking trails on the south end of town-- I would love to see more of this type of trail system available.
51. Expand the current walking trails to encompass the entire town, and have them all connected so it is a continuous trail and not fragmented.
52. Resurface tennis courts and convert to pickleball
53. Indoor walking track. A proper outdoor pickleball court and eventually a proper indoor pickleball court.
54. Look to other communities like the Bold Center in Lac La Biche or Millennial Place for ideas and combinations with High School/ Pools/Community. Many travel to Sherwood Park when we could serve them here.
55. Vegreville does not have a proper venue for concerts and theatre.
- 56
- Would like to see more arts. There are 2 stages, one at the social center and one at the library that are underutilized. There is no live theatre in Vegreville. It could bring in more out of town people if we had a drama society. Also, pottery classes would be great. Closest is Edmonton.
57. Dog Park and walking trails
58. New pickleball courts!!
59. Please consider creating spaces for working and teaching studios. Since the closure of the pottery studio there has been absolutely zero community spaces available for arts. There is also almost no space available for other activities, such as dance classes. The instructors were here and trying, but with absolutely zero support from the town, and full discouragement of anyone attempting to open their own. Supporting sports and recreation is commendable, but there has been absolutely ZERO support of the arts.
60. Would like to have a frisbee golf course
61. Pickle ball courts and fix up. the tennis courts
62. A bigger gym/fitness facility is in order. The gym is too small, somewhat outdated & certainly under equipped
63. This town is in serious need of walking trails. It is about time this town is even looking into considering it. Compared to other towns with the amount of trails they have in central Alberta this town is embarrassingly behind.
64. Walking trails
65. We have enough playgrounds. Period.



**Q15 Comments section. Please note these are the UNEDITED responses received to this question.**

- 66. Expanding the walking paths and adding vegetation to the town would go a long ways.
- 67. Indoor walking track
- 68. And maybe work with the schools to update the outdoor basketball courts
- 69. Young teens recreational Center. Come with pool tables, etc
- 70. Indoor play centre for kids like Viking/blackfalds
- 71. Pickleball, walking track in arena,
- 72. Work with ALHorton to replace playgrounds that are used by the community not just the school kids
- 73. A fully fenced dog park
- 74. Disc golf course

**Key Themes derived from commentary:**

**1. Community and Recreation Spaces**

- Strong Interest in indoor walking tracks and improved gym/fitness facilities.
- Suggestions for multi-purpose complexes and indoor soccer fields.
- Desire for community gardens, exercise parks, and community centers.

**2. Sports Facilities**

- Requests for various sports facilities, including indoor/outdoor pickleball courts, basketball courts, and an upgraded football field.
- Interest in indoor/outdoor facilities that can host competitions and games (e.g., dance, hockey).

**3. Walking and Bike Trails**

- Strong desire for more walking and biking trails.
- Suggestions for expanding existing trails and connecting them to form continuous loops.

**4. Ice Facilities**

- Need for access to more than one arena to meet the community's ice needs.
- Suggestions for a new rink or improvements to existing rinks.
- Importance of maintaining outdoor rinks.

**5. Maintenance and Upgrades**

- Concerns about poorly maintained green spaces and a need for better maintenance.
- Requests for upgrades to existing facilities, including baseball fields, outdoor pools, and splash pads.

**6. Inclusivity and Accessibility**

- Importance of accessible and inclusive design for new or retrofitted facilities.
- Need for more amenities for handicapped individuals.

**7. Winter Activities**

- Interest in winter activities such as cross-country skiing, snowshoeing, and skating trails.
- Suggestions for snowmobile tracks and rentals for winter sports equipment.

**8. Arts and Cultural Activities**

- Calls for more support for arts, including pottery classes, live theatre, and arts studios.
- Interest in using underutilized stages for arts and cultural events.

**9. Dog Parks**

- Requests for well-maintained dog parks and an indoor dog park for winter use.

**10. Special Facilities**

- Suggestions for unique facilities like disc golf courses, outdoor running tracks, and saltwater pools.
- Interest in a proper venue for concerts and theatre.

**11. General Suggestions**

- Comments about the importance of youth engagement and safe, clean facilities.
- Requests for family change rooms that are wheelchair accessible.



**Q16: Which of the following do you think are important to consider in the future plans for the Town of Vegreville?**

**Highest Rated: Very Important/Important:**

**69% Indoor Walking Track**

**66% New Aquatic Centre**

**66% Indoor Sport Courts**

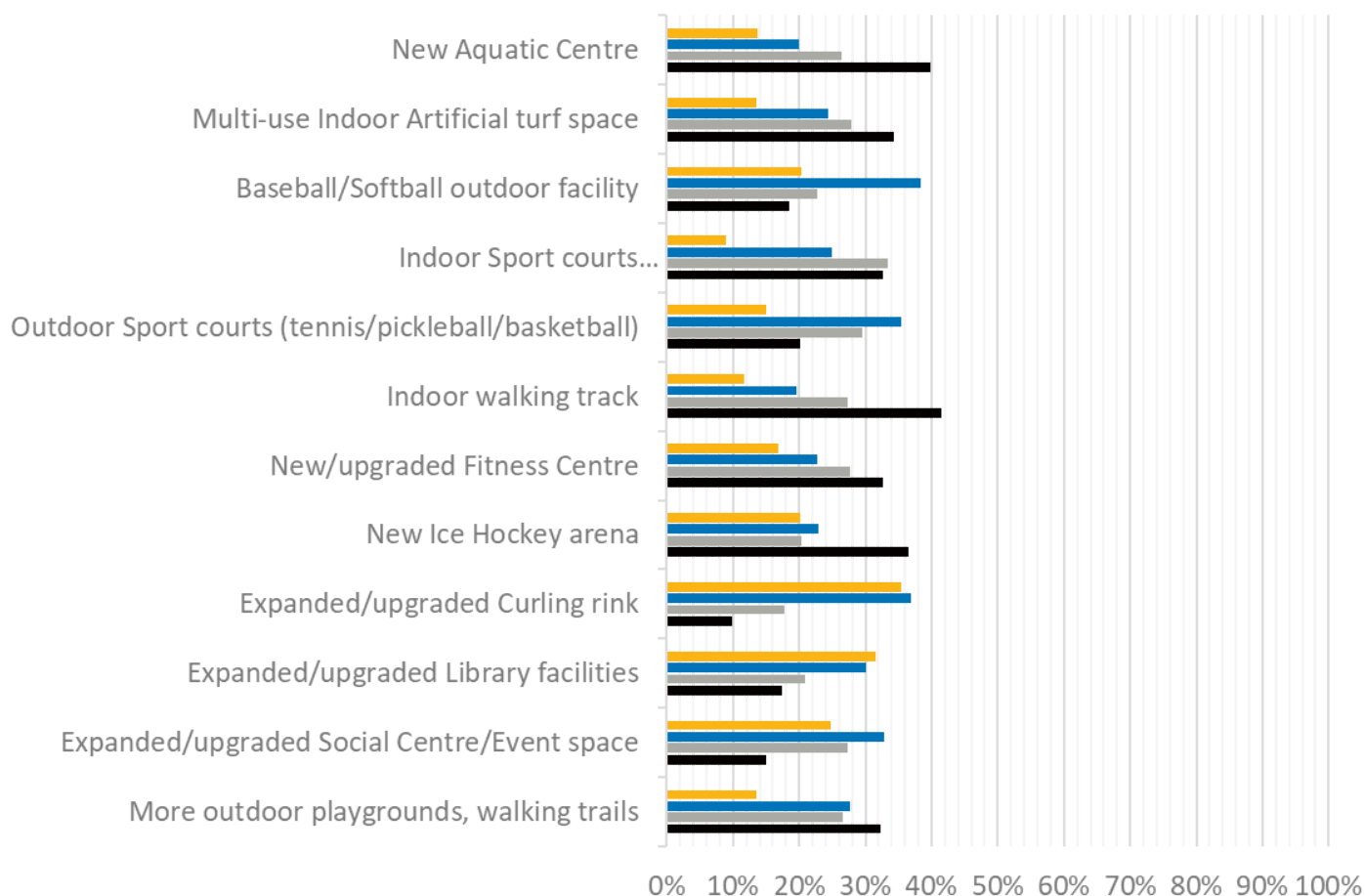
**62% Multi-use Indoor Turf**

**60% New/Upgraded Fitness Centre**

**57% New Ice Hockey Arena**

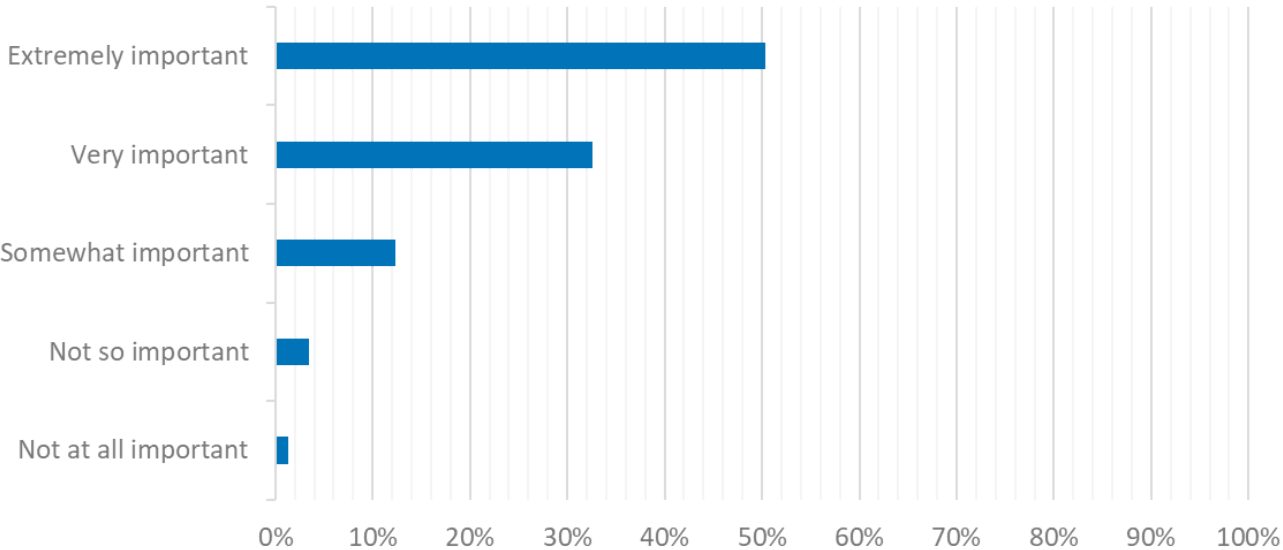
## Future Planning

■ Not Important ■ Somewhat Important ■ Important ■ Very Important





**Q17: In your opinion, how important are expanded or improved recreational amenities in the Town of Vegreville?**



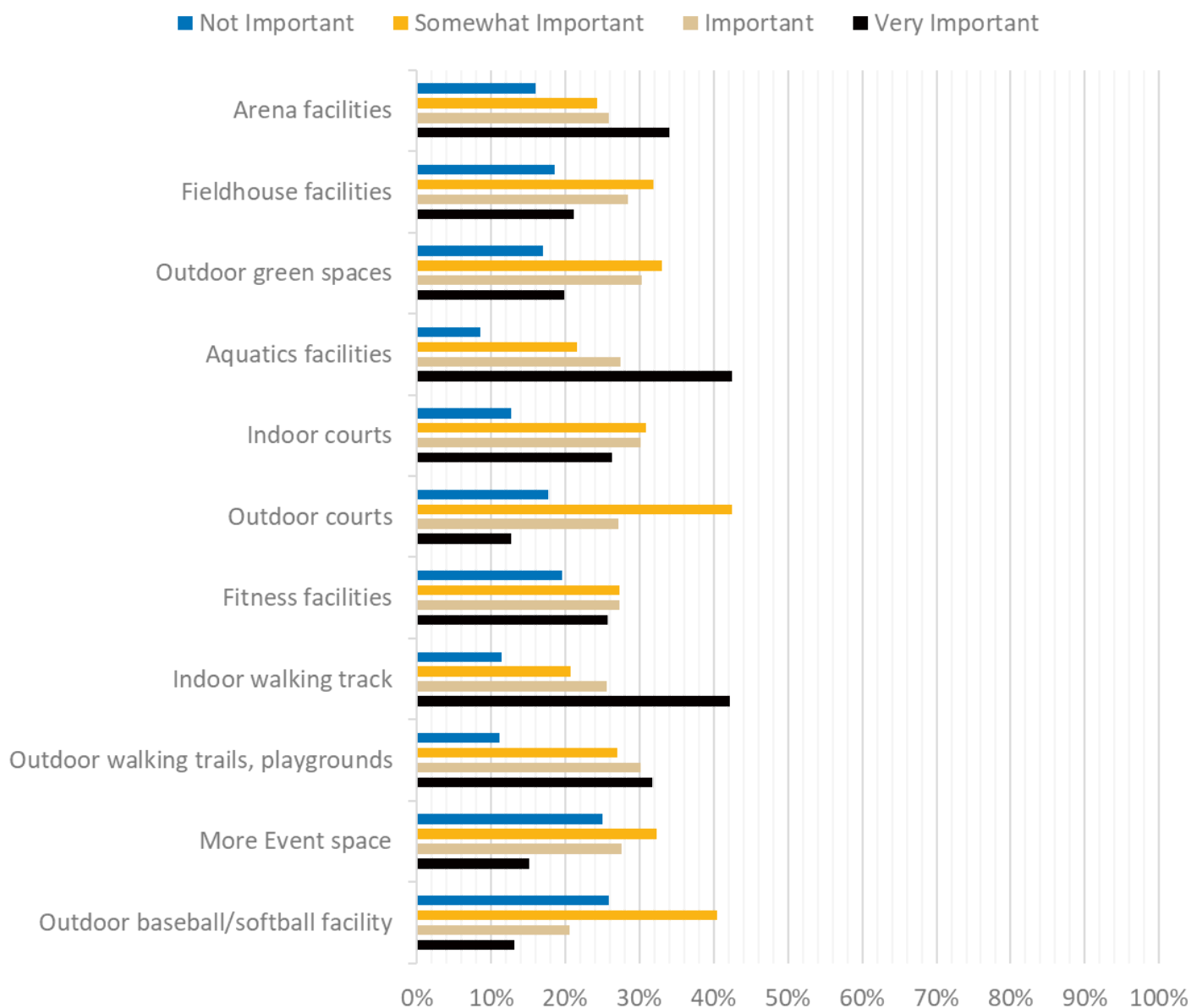


**Q18: If you personally were to consider expanding recreational amenities in the future, what facility needs do you consider the most important?**

**Highest Rated: Very Important/Important:**

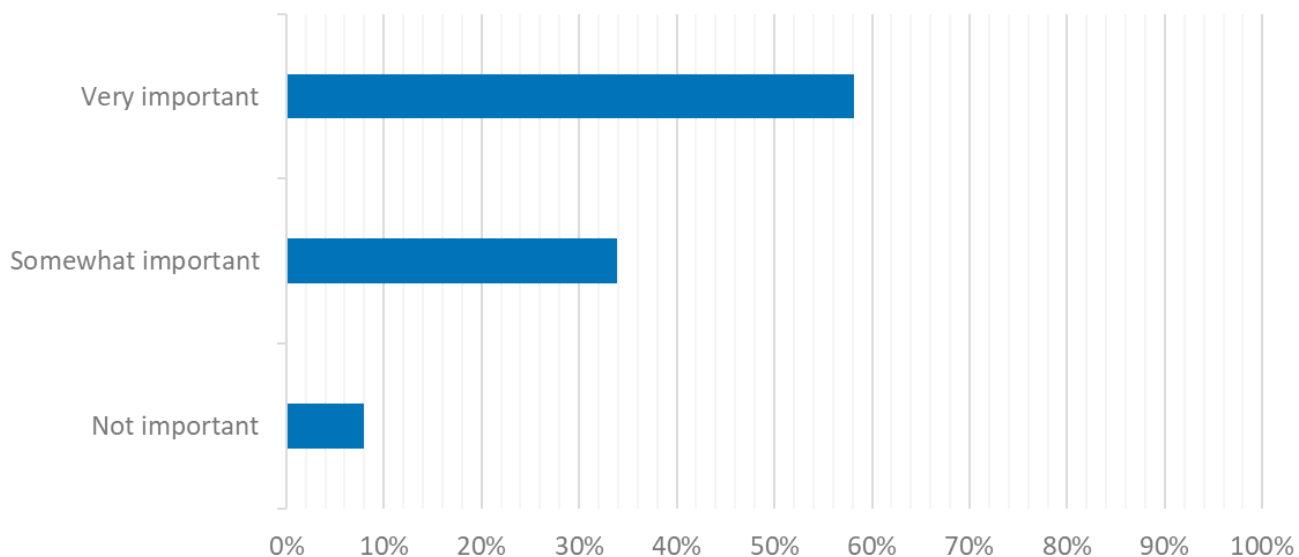
**70% Aquatics Facilities**  
**68% Indoor Walking Track**  
**62% Outdoor trails, playgrounds**  
**56% Indoor Courts**  
**53% Fitness Facilities**  
**50% Fieldhouse facilities**

## Facility Needs

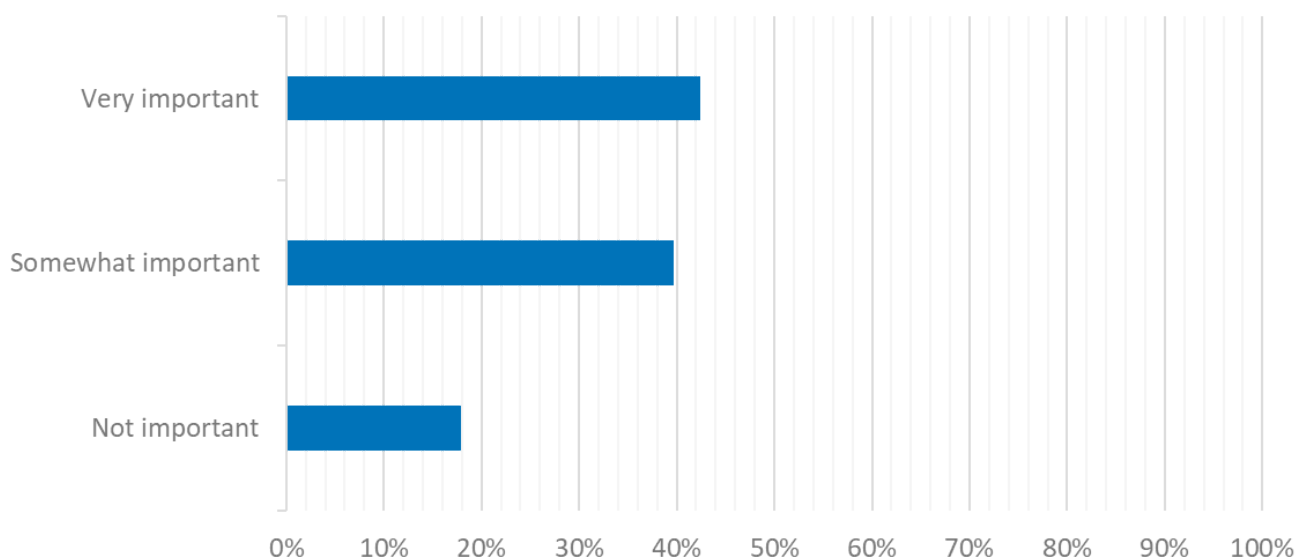




**Q19: In your opinion, how important is improving or modernizing the Aquatics facility?**

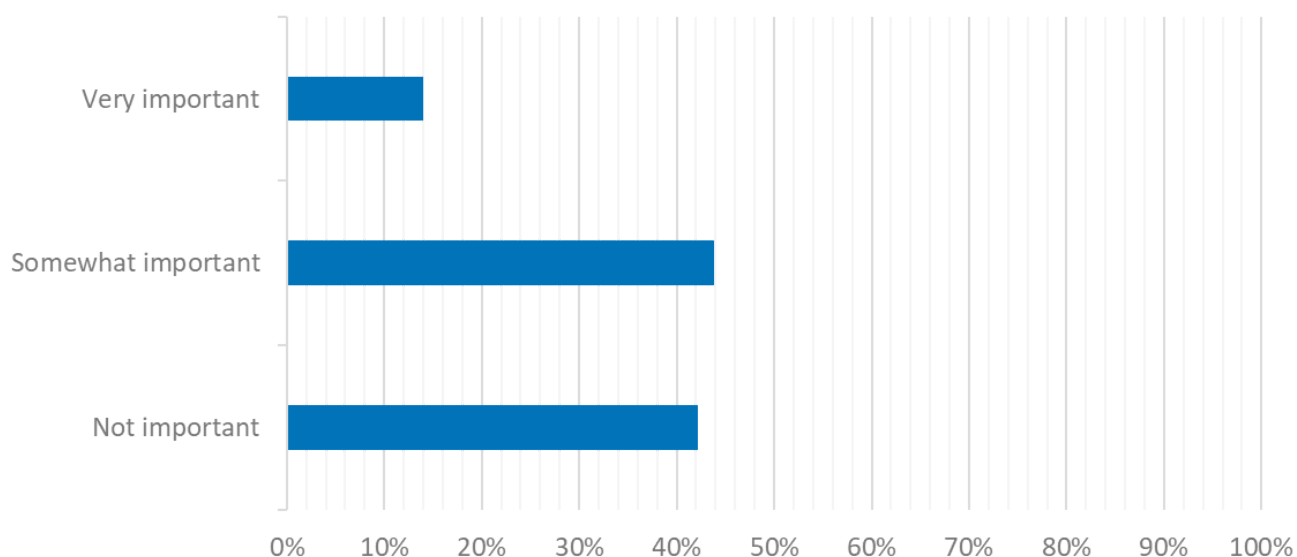


**Q20: In your opinion, how important is improving or modernizing the Wally Fedun Arena facility?**

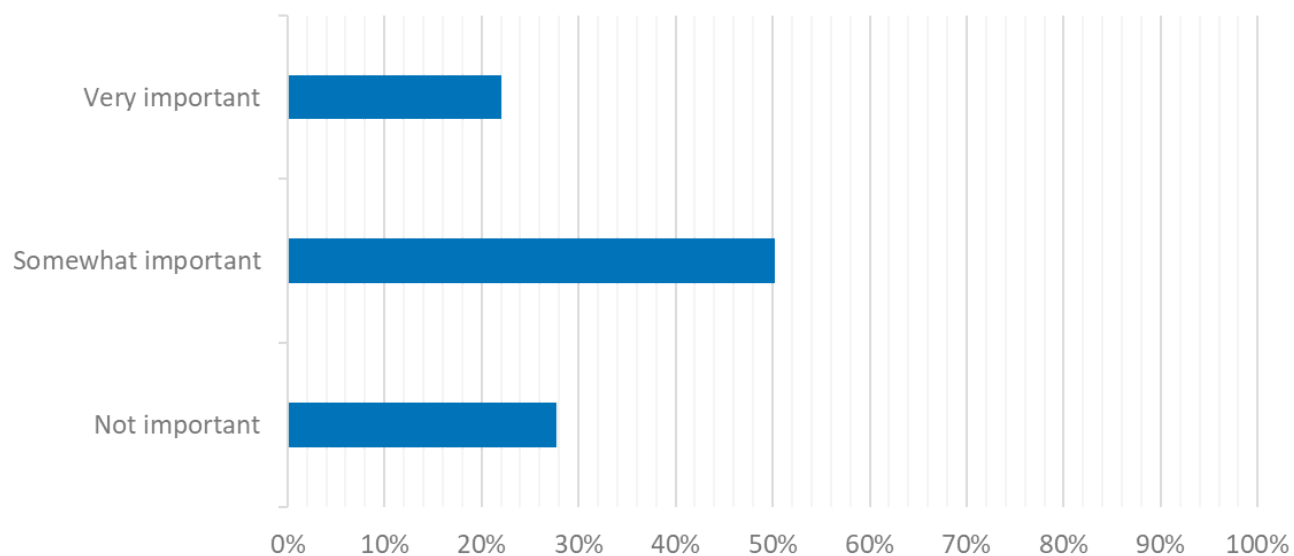




**Q21: In your opinion, how important is improving or modernizing the Multiplex/Curling facility?**

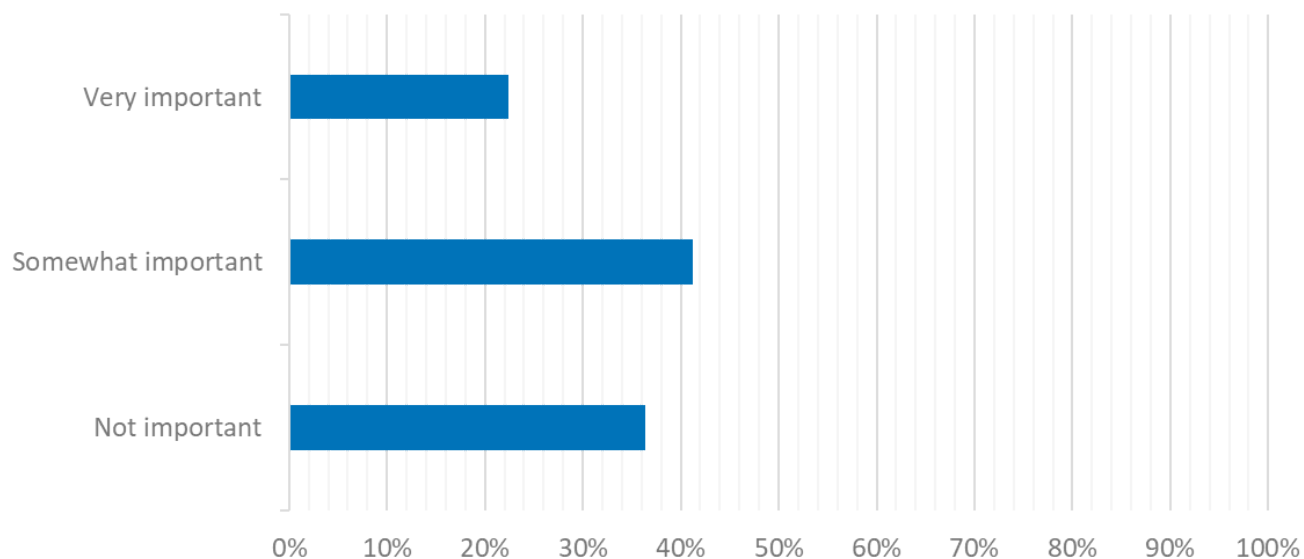


**Q22: In your opinion, how important is improving or modernizing the Social Centre facility?**

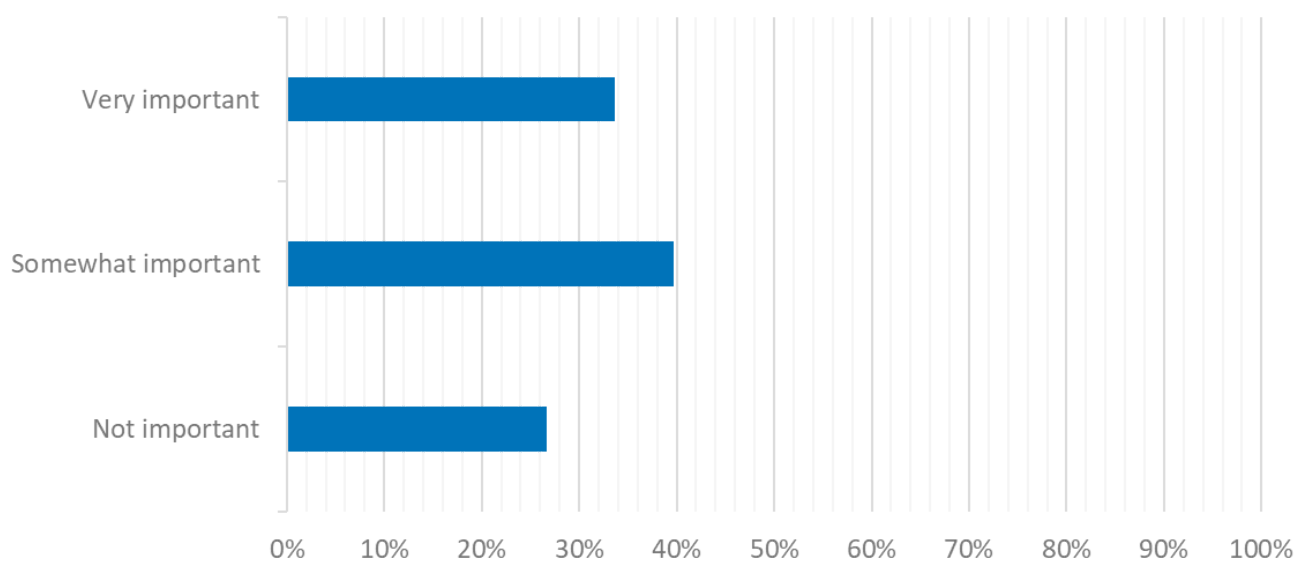




**Q23: In your opinion, how important is improving or modernizing the Library/Gymnasium facility?**

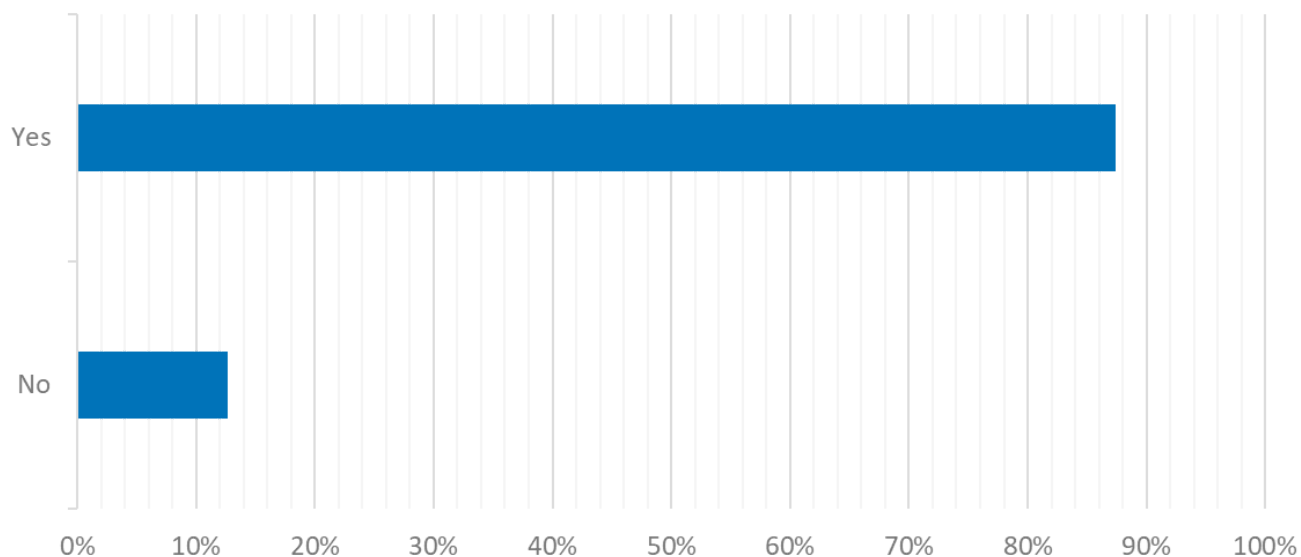


**Q24: In your opinion, how important is improving or modernizing the Fitness Centre facility?**

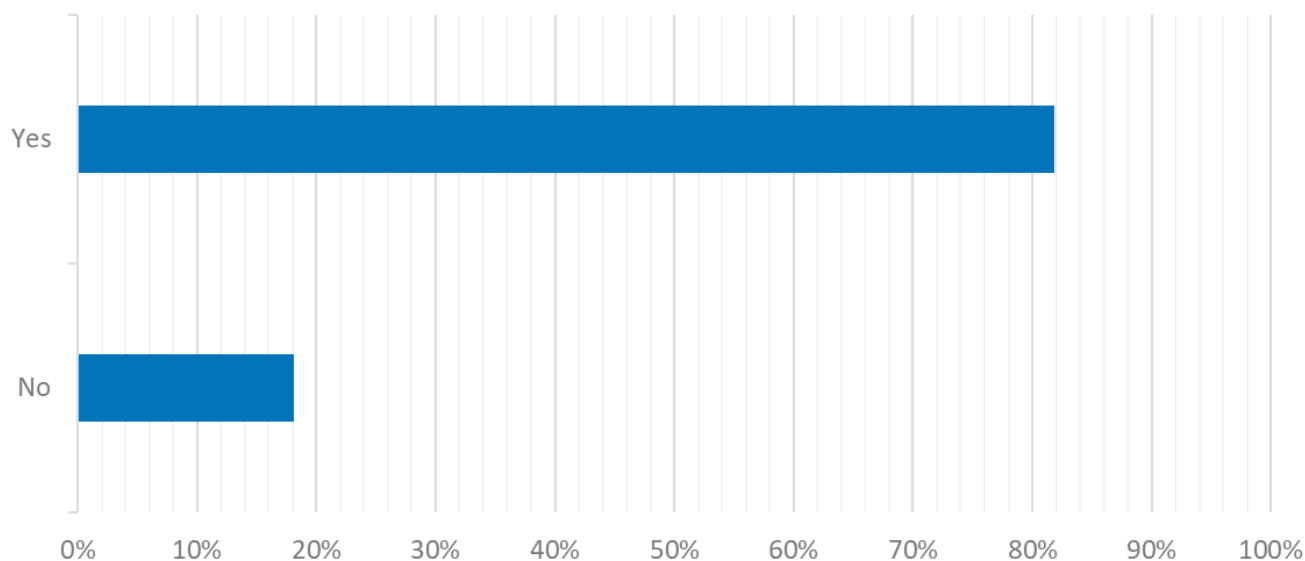




**Q25: Do you think the Regional Community should invest in the capital to complete the required upgrades/new builds?**

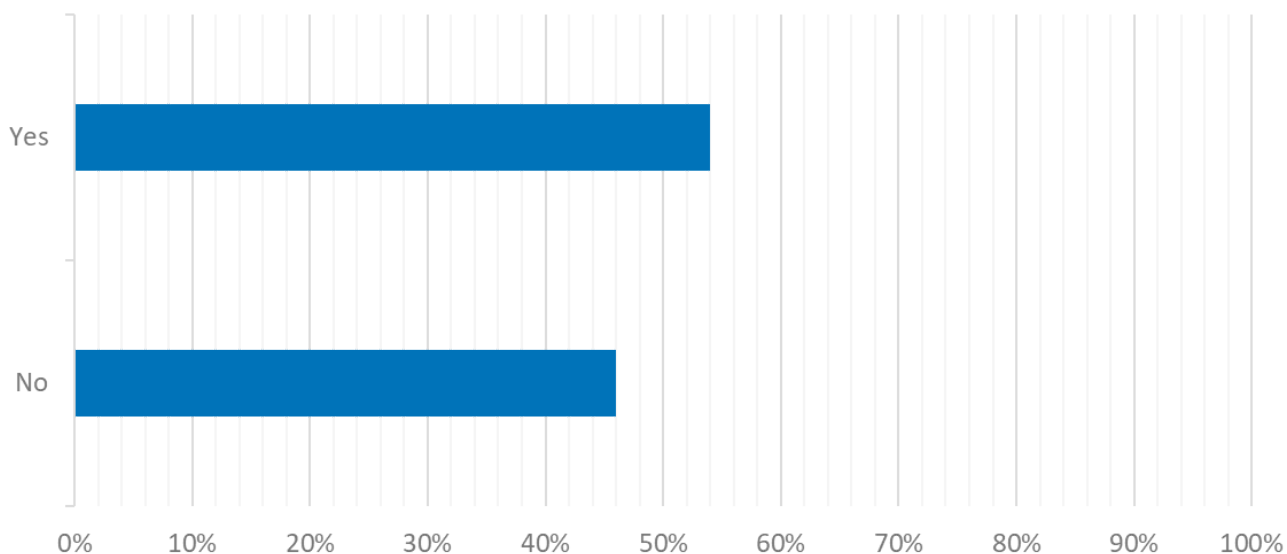


**Q26: Do you think the Regional Community should invest in the operational costs to run a new facility(s)?**

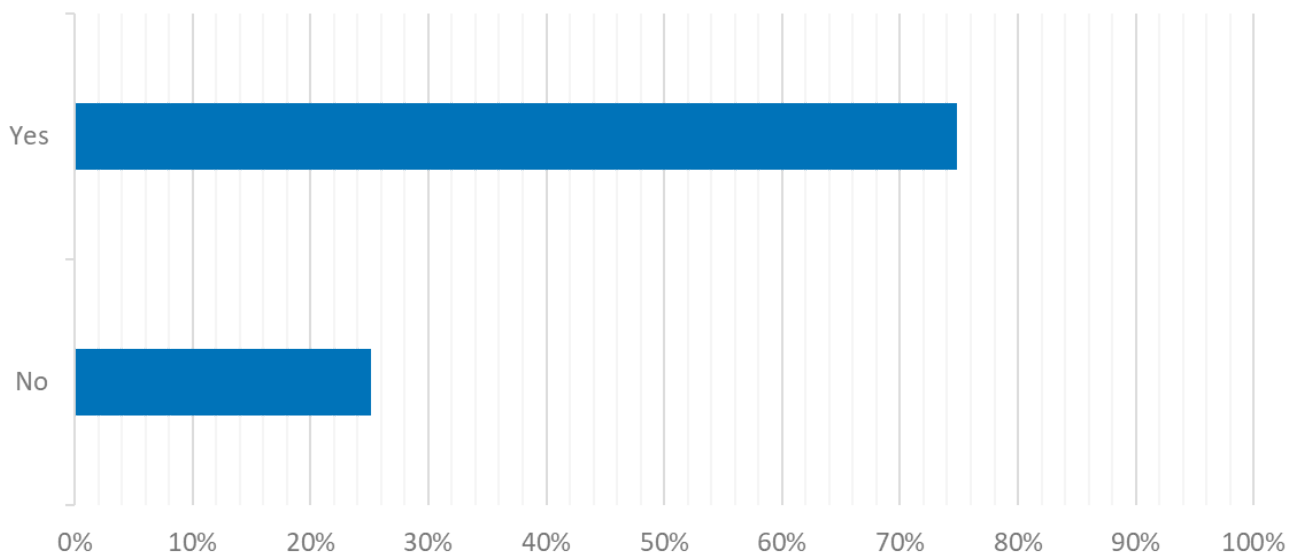




**Q27: As a potential user of the new/upgraded facilities, would you be willing to pay more through taxes to support the capital investment required to build new or upgrade existing facilities?**

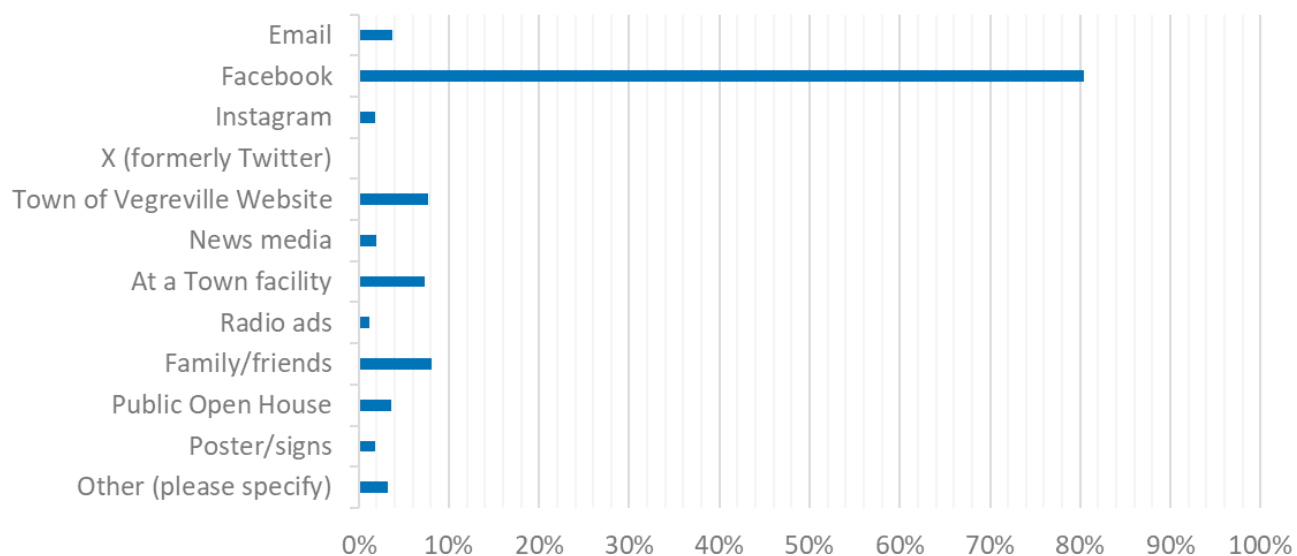


**Q28: As a potential user of new/upgraded facilities, would you be willing to pay more to access those amenities?**





## Q29: How did you hear about this survey?





# 4. Open Houses & Stakeholder Meetings.



# Open Houses & Stakeholder Meetings.



The Public Open House and Stakeholder engagement process invited community members and stakeholders to actively participate in shaping the future of local recreational amenities and programming. This inclusive approach ensured that diverse voices were heard, and that the plans reflect the community's desires and requirements.

During the open house events, residents had the opportunity to provide input, share ideas, and discuss their preferences directly with planners and decision-makers. This collaborative process fostered transparency and trust, while also gathering valuable feedback that can guide the development of well-loved and well-used recreational spaces and programs.

Through presentations, interactive sessions, and feedback opportunities, the Public Open House sessions created a dialogue between the community and planners. The ultimate goal is to design and enhance recreational facilities that promote health, well-being, and a strong sense of community for all residents.



# Open Houses & Stakeholder Meetings.

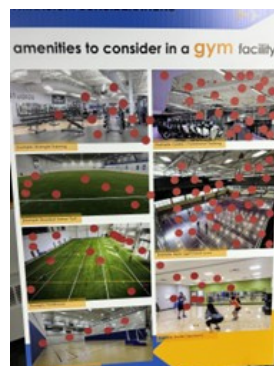


## Public Engagement

The project team ran a series of open houses over the course of two (2) days to allow for a fulsome public participation and consultation. The open house sessions provided an informal setting to share information with the public while also gathering public input. The sessions provided information cafeteria-style, allowing participants to rotate through and interact with a series of information display boards and discuss specific topics of interest with the project team and town administration staff.

This method of engagement was chosen to encourage participation from all community members and user groups. In total, four (4) open houses were hosted between September 5 – 6, 2024 in two different locations. To increase participation, one of the open house sessions coincided with the Town of Vegreville Fall Community Information Night event on September 5, 2024. This event had local sport, recreational and cultural groups in attendance for registrations for upcoming programming.

Orange Crow Leadership and TBD Architecture working with town staff and developed an approach to the engagement of key stakeholder groups. These focused stakeholder meetings took place between September 5 - 6, 2024.



# What We Heard.



The open house and stakeholder feedback offered the team a comprehensive environmental scan for the Town of Vegreville. This helped in identifying strengths, weaknesses, opportunities, and challenges. All the feedback has been compiled into key themes that will guide short-term initiatives aimed at addressing current weaknesses and challenges, as well as future long-term opportunities and priorities.

The summary below highlights the key findings, concerns, and objectives voiced by participants during the public and stakeholder engagement process:

## Key Findings

- **Demand for Outdoor Spaces:** Residents expressed strong support for enhancing outdoor recreational spaces, including parks, treed walking trails, winter trails and sport courts. Many highlighted the importance of having accessible green spaces within walking distance of neighborhoods and connected walking trails.
- **Demand for Indoor Spaces:** Residents expressed strong support for enhancing indoor recreational spaces, including a walking track, new indoor pool, sport courts, ice availability, upgraded/new gym facilities. Many highlighted the importance of having accessible programming in terms of access and timing.
- **Interest in Diverse Programming:** The community showed interest in a broader range of recreational programming, from youth sports to senior wellness activities and family-oriented events.
- **Need for Facility Upgrades:** Many participants pointed out that existing recreational facilities, indoor and outdoor, need modernization and maintenance to meet current standards, especially in terms of accessibility, usefulness and beautification.

# What We Heard.



## Community Concerns

**Accessibility and Inclusivity:** Accessibility was a common theme, with residents calling for improvements to make recreational spaces and facilities programming welcoming and accessible for people of all ages, abilities, and backgrounds.

**Arts and Culture:** Participants stated that the town is lacking in arts, and culture programming stating that current stages are underutilized with no proper venue for concerts and theatre. Lack of crafts teaching classes and dance classes with little to no programming/available space.

**Timing of Programming:** Many community members spoke to inadequate public programming hours being offered for the indoor pool, hockey rink, indoor walking track and the gym. Statements were made that the hours being offered are not suitable for working people.

**Cleanliness & Maintenance:** There was a general sense that facilities and trails should be cleaner and better maintained.

**Budget Constraints and Funding:** Community members raised concerns about the financial feasibility of a new facility and stressed the need for transparent budgeting and potential partnerships to support funding.

# What We Heard.



## Community Goals

The Regional Recreation Feasibility Study is guided by the following community-driven goals, developed in response to the priorities and aspirations identified during the engagement process. These goals reflect our collective vision for fostering vibrant, inclusive, and sustainable recreational opportunities:

### **Build Community Connections**

- Use recreation as a tool to strengthen community ties by providing inclusive spaces and programming that foster a sense of belonging and togetherness.
- Partner with local organizations, businesses, and schools to expand opportunities and resources.
- Offer support to groups that bring events to the community. This can include helping to market the event, staff time and sharing of volunteer resources.

### **Improve, Modernize and Build New**

- Upgrade and maintain existing recreational infrastructure to meet modern standards for safety, functionality, and sustainability.
- Develop new facilities that address current and future community needs. Specifically highlighted was a new indoor pool that offers lane swimming, water slide, leisure pool and lazy river. A new indoor walking track was requested by numerous residents as well as indoor sports courts, child play area and fitness/dance classes area.

### **Build out Sport Tourism Opportunities**

- Sport Tourism attracts thousands of visitors to the host region. In partnership with regional communities, and with a potential new facility, the town should bid for sport tourism events, tournaments and leagues.

### **Expand Outdoor Recreation Opportunities**

- Enhance the availability and quality of parks, trails, outdoor rink and open spaces, ensuring these areas are safe, well-maintained, and accessible year-round.
- Promote active lifestyles by encouraging the use of natural areas for walking, cycling, and other outdoor activities

### **Enhance Accessibility and Inclusivity**

- Ensure all recreational facilities, programs, and spaces are accessible and welcoming to individuals of all ages, abilities, and backgrounds.
- Prioritize removing physical, financial, and social barriers to participation for both indoor and outdoor options.

# What We Heard.



## Community Goals (continued)

### **Promote Health and Wellness**

- Provide diverse recreational opportunities that encourage physical activity, mental well-being, and social connection.
- Support programming that meets the needs of all age groups, from youth to seniors, with a focus on fitness, wellness, and personal development.

### **Build Lasting Connections with Youth**

- Create opportunities for leadership: Invite youth to serve as ambassadors for recreation initiatives, helping to promote programs and events.
- Recognize their contributions: Acknowledge and celebrate youth participation in the planning process through public recognition or small incentives.
- Offer youth-specific programming: Develop programs and activities tailored to their interests, ensuring sustained engagement.
- Develop a recognition and retention incentives program.
- Evaluate and adjust as needs change.

### **Foster Environmental Stewardship**

- Integrate environmentally sustainable practices into the design, construction, and operation of recreational spaces and facilities.
- Protect and enhance natural areas to ensure long-term conservation and biodiversity.

### **Support Financial Sustainability**

- Ensure recreational services are affordable for residents while maintaining financial sustainability for the municipality.
- Explore partnerships, grants, and sponsorships to support facility upgrades and new developments.

### **Celebrate Arts, Culture, and Diversity**

- Incorporate arts and cultural programming into the recreational offerings to celebrate the community's diversity and heritage.
- Create spaces, classes and events that bring people together.

These goals will serve as a foundation for Regional Recreation, guiding future decisions to ensure that recreation continues to enrich the quality of life for all community members.

# Next Steps



**Compile & Share Final Results:** Public feedback will be integrated into the Regional Recreation Master Plan, ensuring community-driven decision-making.

**Strategic Planning & Implementation:** The Steering Committee and Town Council will use the findings to prioritize future recreational developments.

**Ongoing Community Engagement:** Additional engagement activities should be scheduled as the planning process advances.

# Social Media Campaign.

As part of our commitment to inclusive and transparent decision-making, the Town of Vegreville launched a targeted social media campaign to encourage public participation in the Regional Recreation Master Plan engagement process. The goal was to inform residents, stakeholders, and community members throughout the region about opportunities to provide input, ensuring diverse perspectives were considered in shaping the future of this plan.

Through strategic use of Facebook, X, Instagram and LinkedIn, the team aimed to raise awareness, drive engagement, and maximize participation in surveys, meetings, and discussions. The campaign ran from August 26 to October 31, 2024 and featured a mix of informative posts, interactive content, and direct calls to action.

In social media analytics, views, reach, and impressions are key metrics that help measure audience engagement and content performance. While they may seem similar, they each provide distinct insights:

- **Views** – This metric typically applies to video content and represents the number of times a video has been watched. Platforms may have different criteria for what counts as a "view" (e.g., Facebook counts a view after 3 seconds, while YouTube requires at least 30 seconds).
- **Reach** – This refers to the total number of unique users who have seen your content. If one person sees your post multiple times, they are still counted as only one in reach. It measures how many individual people your content has been exposed to.
- **Impressions** – This is the total number of times your content has been displayed on users' screens, regardless of whether they interacted with it. If the same person sees your post three times, it counts as three impressions.



# Social Media Campaign.

## Key Differences:

- **Reach** counts unique users, while impressions count total displays.
- **Views** apply mainly to video content and track actual watching behavior.
- **Impressions** are always equal to or higher than reach since one user can see a post multiple times.

Understanding these metrics helps assess content performance, optimize future campaigns, and improve audience engagement strategies.

The social media campaign, across the various assets, resulted in over 7,000 views on Facebook alone, over 350 impressions and reach of just under 17,000. These insights will help evaluate the effectiveness of outreach efforts and guide future engagement initiatives.



Likes: 3  
Reach: 207  
Impressions: 271  
Engagements: 3



Views: 7,450  
Reach: 16,784  
Likes: 62  
Shares: 17  
Clicks: 1,926  
Comments: 22



Retweets: 0  
Likes: 0



Shares: 0  
Clicks: 3  
Reactions: 2  
Impressions: 89  
Engagement: 5.62%



# Thank you!



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**B**

# **Town of Vegreville Existing Facilities Assessment**



**TOWN OF VEGREVILLE**

# **EXISTING FACILITIES ASSESSMENT**

tbbi



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# EXECUTIVE SUMMARY

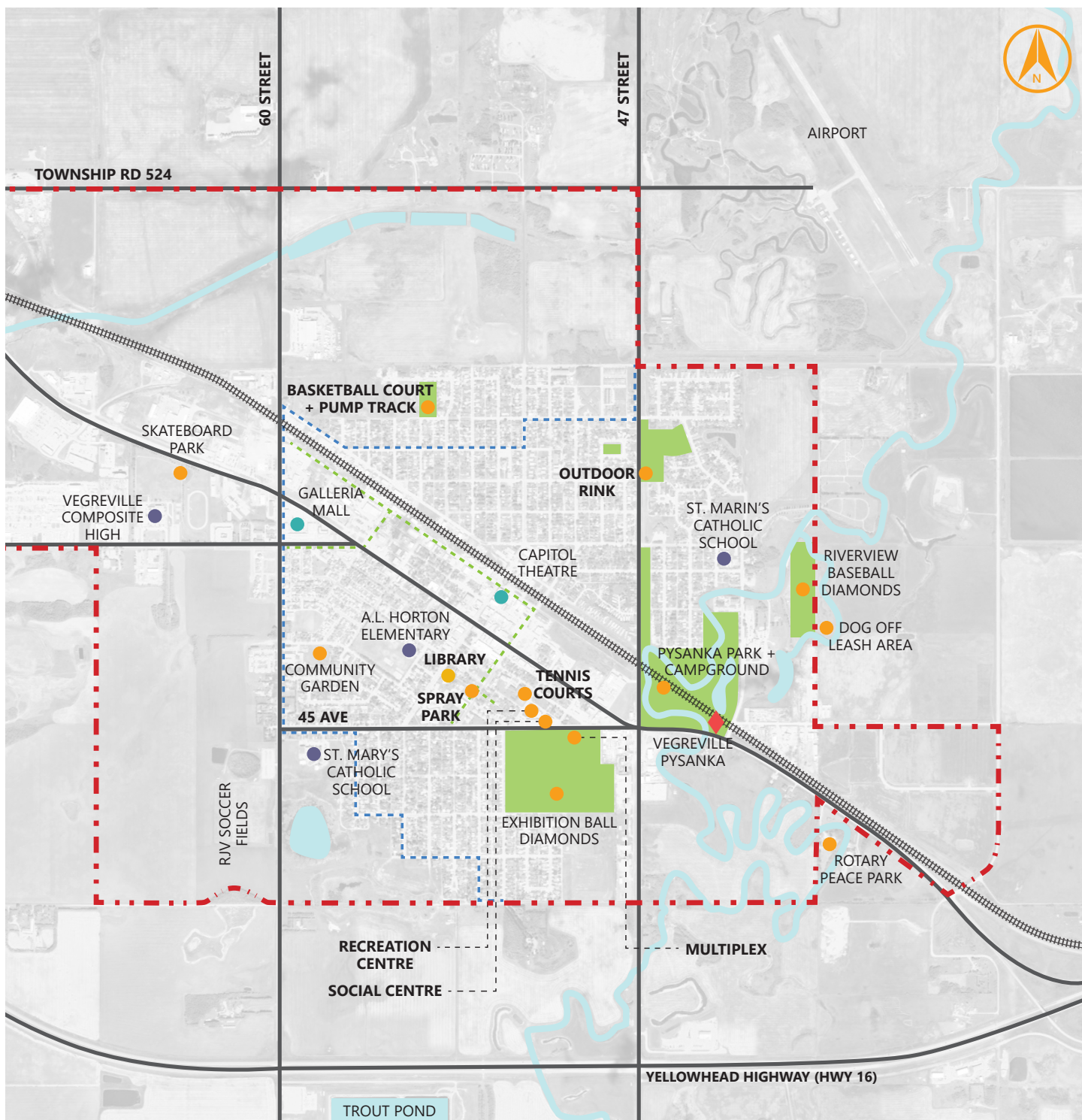
As part of a Recreation Feasibility Study by OCL, TBD Architecture + Urban Planning conducted a Facilities Assessment of municipal facilities and outdoor recreation sites in Vegreville, Alberta. The assessment was conducted via on-site visual and photographic review of the facilities. Site visits were accompanied by a Town Representative to acquire relevant facility history and an understanding of the desired or anticipated operational needs. The purpose of the Facilities Assessment is to review and report on the condition of existing facilities and to outline immediate and ongoing maintenance needs.

This report investigates multiple recreation sites within Vegreville. Chapters 1.0 through 5.0 are each dedicated to an individual facility. Chapter 6.0 provides a condensed list of notable findings from the Recreation Feasibility Study, regarding future projects that should be prioritized.

The Municipal Map on the following page provides a representation of facilities throughout the town of Vegreville. Only the facilities and open space components listed in the table of contents are summarized within this report.

**POINTS OF INTEREST**

- EDUCATIONAL
- ENTERTAINMENT
- LIBRARY
- RECREATION
- ◆ PUBLIC ART
- - - WINTER TRAIL
- - - SUMMER TRAIL

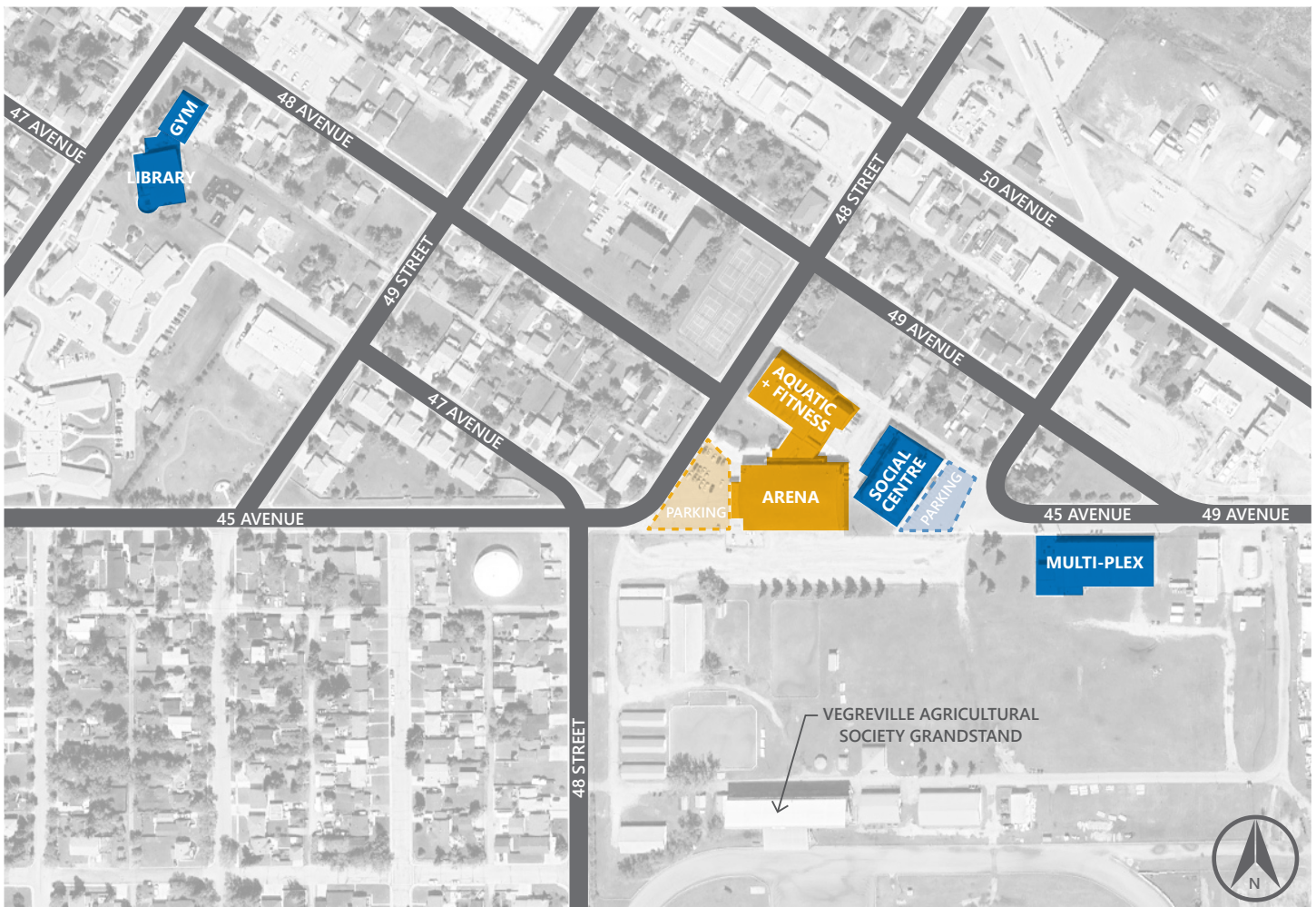




# 1.0

## VEGREVILLE RECREATION CENTRE

(WALLY FEDUN ARENA /  
AQUATICS + FITNESS CENTRE)



# 1.1 WALLY FEDUN ARENA



## 1.1.0 FACILITY HISTORY

The Wally Fedun Arena, built in 1964, is located at 4509-48 Street, in Vegreville. The arena is classified as an A3 Assembly Occupancy and is not sprinklered. The facility has undergone several renovations over the years. Upgrades were made to the roof trusses in the early 2000's. A new ice plant was built in 2008, followed by a new Zamboni room that was built in 2015.

The arena has a single sheet of ice with an ammonia refrigeration system. Amenities within the arena include six change rooms, public washrooms, a skate sharpening area and spectator stands. Back of house spaces include an ice plant and an ice resurfer room. The arena is connected to the town's Aquatic facility and fitness centre. Both structures are adjacent to the agricultural grounds, where many events take place throughout the year.

## 1.1.1 SITE

The parking field for the arena is shared with the aquatics and fitness centre. The parking field for the aquatic and fitness centre is shared with the arena. The parking field is undersized, requiring patrons to park on the adjacent municipal streets. During times of peak use, patrons can walk upwards of a block to get back to the facility entrance; often carrying hockey equipment or pool/gym bags.

## 1.1.2 STRUCTURAL / ENVELOPE ASSESSMENT

MPE Engineering Ltd completed a general assessment of the facility in 2017 which summarized the facility as follows:

The building's structure consists of concrete block walls with steel trusses and beam roof structures. The foundation system is inaccessible and therefore cannot be reviewed; however, the superstructure does not show signs indicating any concerns with the foundation system.

The Arena's existing roof system is a screw on metal roof system. Due to expansion and contraction of the metal, screws used to hold down secured roof panels come loose and cause roof leaks. According to the Town, the Arena is having issues with roof leaks and as a result, the screws need to be tightened. However, the current roof does not have an anchoring system to allow Town employees to safely perform work on the roof. It is recommended that roof anchors be installed on the Arena roof to meet the Occupational Health and Safety Code requirement.

The building's structure is generally in good condition. There was no sign of structural distress noted. Concrete foundations and concrete block walls generally have a minimum life expectancy of 75 to 100 years provided they are properly maintained.

Observations of the facility at the time of this report align with the above noted assessment. No significant deterioration and no additional renovations were observed.

### 1.1.3 MECHANICAL ASSESSMENT

MPE Engineering Ltd completed a general assessment of the facility in 2017 which summarized the facility as follows:

There is a hot water heating system, storage tanks and floor heating with a boiler that were also installed around 2010. The water and sanitary services are close to the end of their life expectancy as they are more than 50 years old. Regular inspection on the existing water and sanitary services is recommended. The furnace was replaced in 2008 and, therefore, should have another 15 to 20 years of service life. No fire suppression system is in place in this building.

Observations of the facility at the time of this report align with the above noted assessment. No significant deterioration and no additional renovations were observed.

### 1.1.4 ELECTRICAL ASSESSMENT

MPE Engineering Ltd completed a general assessment of the facility in 2017 which summarized the facility as follows:

There are two electrical services for the building. One electrical service is a 347/600V 400A Westinghouse service that supplies the ice plant, and the other is an older 347/600V 400A Dominion Electric that serves the remainder of the building. Some of the 120/208V electrical panels are original Dominion Electric panels. These panels are full and have reached the end of their serviceable life. Regular inspection is recommended and failed breakers replaced as required. The lighting has recently been retrofitted to LED throughout the building. The fire alarm is a line voltage fire alarm system, which is extremely antiquated. It is recommended that the system be regularly inspected closely for deficiencies.

Observations of the facility at the time of this report align with the above noted assessment. No significant deterioration and no additional renovations were observed.

### 1.1.5 SPECIALTY SYSTEMS ASSESSMENT

The ice plant in the arena is an ammonia (R717) mechanical refrigeration system that provides chilled calcium chloride brine solution for refrigeration of the ice surface. An assessment of the Ice Plant was completed by Cimco Refrigeration dated August 2024 which summarized the existing system as follows:

- (a) Install missing or outstanding labels and tags in accordance to B52 5.11.3.
- (b) Upgrade ventilation systems to meet required flow rates and confirm with certified test.
- (c) Install ventilation controls as per CSA B52 6.2.5.4.
- (d) Ensure that make-up damper opens when either ventilation fan operates.
- (e) Install an ammonia alarm horn/strobe unit inside the machinery room.
- (f) Label the existing ammonia alarm horn/strobe units to clarify what the alarm means.
- (g) Add recommended door signage as per appendices.
- (h) Post a record drawing for the refrigeration system in the refrigeration machinery room.
- (i) Fire stop all penetrations through the machinery room walls with rated caulking.
- (j) Install fire rated wall at brine mains trench.
- (k) Relocate condenser reliefs to indoors or replace with different model valves.
- (l) Protect condenser reliefs from rain and snow.

Observations of the facility at the time of this report align with the above noted assessment. At the time of this assessment, wall assemblies are not known, however current codes require a one-hour fire separation between service rooms and the remainder of a public building. Any penetrations through walls that are not fire sealed should be addressed and sealed immediately. Any doors and frames that are not fire rated must be replaced to meet the required ratings.

### 1.1.6 FACILITY FUNCTIONALITY

The Wally Fedun Arena is used primarily for ice skating activities but will occasionally host trade shows and concerts. The lobby in the facility is small, offering a limited area for queuing/crush space during events. The only public washrooms in the facility are located on the main floor and are not adequately sized to accommodate the existing arena spectator seating. The shortage of washrooms will be even more pronounced for events such as concerts where additional floor seating is added, or for trade shows.

Dressing rooms for athletes are extremely small and do not meet current standards for sizing to accommodate teams. Dressing rooms do not have dedicated washroom and shower facilities; these amenities are currently shared between pairs of change rooms. Athletes must also share a corridor with spectators to access the ice surface. When separate paths of travel are not provided, conflicts between player and spectator movement can arise. Additionally, this can present a safety hazard to players when they must navigate gravel and other debris that is brought into the corridor on spectator's footwear. Walking on gravel while wearing skates can also damage skate blades.

The referee dressing room does not have washroom and shower amenities. As such, referee's are required to use public amenities which can in some instances lead to conflict with players and/or patrons after games.

Regarding facility operations and maintenance, the melt pit is located at surface level. Shavings are often required to be shoveled and broken up through grating.

### 1.1.7 BARRIER-FREE / INCLUSIVE ACCOMMODATIONS

The current facility does not offer barrier-free seating options in the arena stands. An elevator lift provides a barrier-free path of travel to the second floor viewing area; however, the use of the lift is cumbersome, as it requires assistance from a facility operator.

A current trend in new facilities is to offer change room accommodations for mixed gendered teams. Existing change rooms at the Wally Fedun Arena are not set up to offer this amenity. Additionally, existing washroom and shower facilities in the change rooms do not meet barrier-free standards.

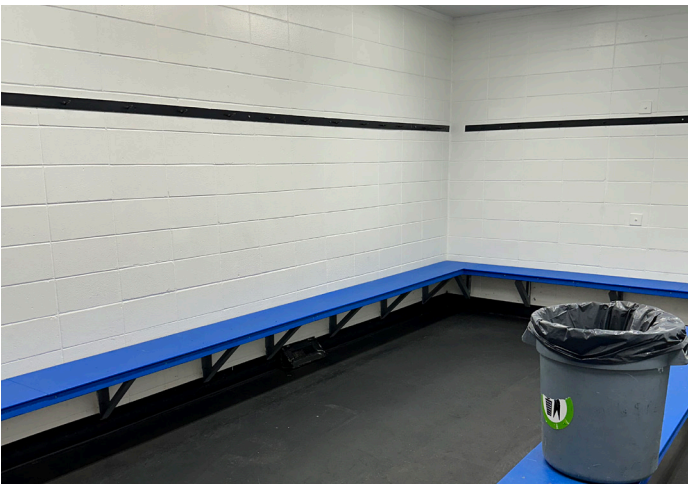
## 1.1.8 BUILDING IMAGES



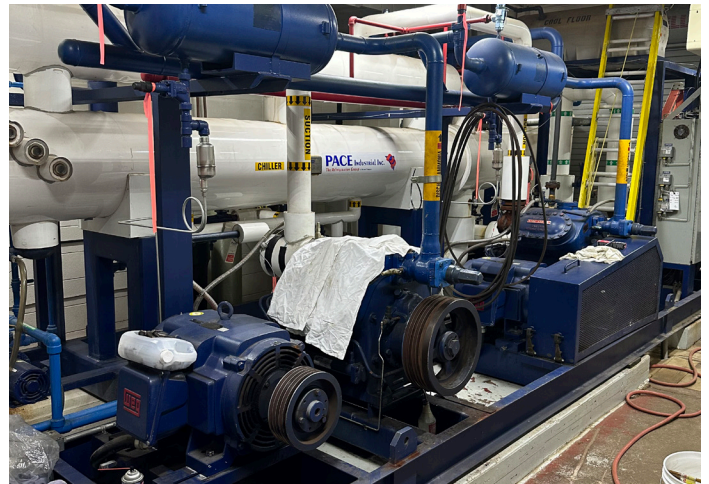
01\_Arena



02\_Spectator Seating



03\_Dressing Rooms



04\_Ice Plant



05\_Second Level Warm Viewing



06\_Barrier-Free Accommodations

## 1.2 AQUATIC AND FITNESS CENTRE



### 1.2.0 FACILITY HISTORY

The Aquatic and Fitness Centre is located at 4509-48 Street, in Vegreville. This A3 Assembly Occupancy building was constructed in 1982. The building is approximately 1,900m<sup>2</sup> and is of non-combustible construction. The building is not sprinklered.

The pool area consists of a leisure area, a six lane lap pool, a hot pool and a water slide. A viewing area looks into the pool facility. Also located on the main floor is a weight room, cardio room, and a squash court. Central male and female change rooms are available for use for all amenities within the facility. Office space is also provided on the main floor for the Department of Recreation & Facilities. This space includes five offices, a meeting room, a garage bay, reception and a coffee break area that is located in the public foyer.

A dance studio is located on the second floor of the facility. This studio has its own washroom facilities and is also used as a multi-purpose room.

The Aquatic and Fitness Center is connected to the town's arena. Both structures are adjacent to the agricultural grounds, where many events take place throughout the year.

### 1.2.1 SITE

The parking field for the aquatic and fitness centre is shared with the arena. The parking field is undersized, requiring patrons to park on the adjacent municipal streets. During times of peak use, patrons can walk upwards of a block to get back to the facility entrance; often carrying hockey equipment or pool/gym bags.

### 1.2.2 STRUCTURAL / ENVELOPE ASSESSMENT

MPE Engineering Ltd completed a general assessment of the facility in 2017 which summarized the facility as follows:

The building consists of a steel roof deck supported by a combination of open web steel joists, steel beams and 200mm thick concrete block walls. The mezzanine floor consists of reinforced concrete slab supported by load bearing concrete block walls. The 35-year-old building is well-maintained and in good condition. Structural components of this building generally have a life expectancy of 75 to 100 years if the components are well-maintained.

Observations of the facility at the time of this report align with the above noted assessment. No significant deterioration and no additional renovations were observed.

### 1.2.3 MECHANICAL ASSESSMENT

MPE Engineering Ltd completed a general assessment of the facility in 2017 which summarized the facility as follows:

The Aquatic Centre is heated and cooled using a combination of furnaces, air handling units, boilers and rooftop units. Most of the larger HVAC equipment is original to the building and is, therefore, approaching its service life. A number of smaller HVAC components have been replaced as they have failed. The building would also be able to operate more efficiently with the addition of a working

building management system. The domestic water heaters are newer and in good condition. Due to the building being built in 1982, the water and sanitary services are likely plastic and should still have 20 years of service life remaining. The building has a Siamese connection and fire hose cabinets.

Observations of the facility at the time of this report align with the above noted assessment. No significant deterioration and no additional renovations were observed.

### 1.2.4 ELECTRICAL ASSESSMENT

MPE Engineering Ltd completed a general assessment of the facility in 2017 which summarized the facility as follows:

The building is served by a 347/600V, 400A service that steps down through a 112 kVA step down transformer and feeds a 400A, 120/208V CDP that then services the smaller distribution panels throughout the building. Most of the electrical panels and switchgear are Westinghouse, and most of the panels are full, with the exception of a recently added panel. Given that most of the panels are originals, these panels, or breakers in the panels, are close to the end-of-life-cycle in the next 5 to 15 years. Regular inspection is recommended. Panels near or around chemical areas should be reviewed to ensure there is no corrosion that may cause premature failure.

The fluorescent and Metal Halide HID lighting should be serviceable for the next 5 to 10 years. The fire alarm panel is a conventional Notifier Series 1000 system and will be at its life expectancy in the next 10 years. Regular inspection is recommended at the time.

Observations of the facility at the time of this report align with the above noted assessment. No significant deterioration and no additional renovations were observed.

### 1.2.5 SPECIALTY SYSTEMS ASSESSMENT

The aquatics mechanical room is extremely constrained; pool filters and pumps are accessed from below the steel grated floor system. The sub-floor section of the room is a confined space that requires a maintenance person to climb down a ladder and navigate through the labyrinth of pumps and valves.

There is no grating to cover the pool's filtration system. Staff have fabricated platforms with dimensional lumber planks and steel brackets to gain access to spaces that require servicing and maintenance access. The system does not have any redundancy built into it in case of any equipment failure. Pool

chemicals are stored in pails and on pallets adjacent to exterior door where deliveries are received. The chlorine room is environmentally separated from the remainder of the building and the only access to the space is through an exterior door. This room was not entered into or reviewed during the tour.

## 1.2.6 FACILITY FUNCTIONALITY

Change rooms in the aquatic centre are shared between the natatorium, the fitness centre and the dance studio. The change rooms are gendered and offer minimal private change stalls within. The facility does not have a family change room.

The natatorium space is dimly lit, with little access to natural daylight. There is no acoustic attenuation installed within the natatorium, which contributes to significant noise levels during peak usage hours. Noise levels can be uncomfortable for patrons and have necessitated the use of radios for communication between lifeguards.

Spectator viewing for the natatorium is located on a mezzanine level and is reached via a stair that is shared by bathers using the waterslide. The presence of the waterslide limits sightlines from the viewing area to the lane pool. The waterslide also restricts the lifeguards' capacity to effectively monitor all the aquatic basins. Use of the lane pool for programmed activities is impeded where the waterslide drops in to the pool. The slide infrastructure protrudes into one of the lanes, reducing the lane pool down to five useable lanes. For a facility to host competitive swim meets, a minimum of six lanes is required.

There was a noticeable lack of storage space within the facility. In particular, on the mezzanine level it was observed that items are being stored in the corridors. This is not permitted in assembly occupancies and constitutes a fire hazard. By current code, storage areas for assembly occupancies are required to be separated from other occupied spaces by a one-hour fire rating.

## 1.2.7 BARRIER-FREE / INCLUSIVE ACCOMMODATIONS

Family change rooms are becoming increasingly more common as a means of providing inclusive accommodations within facilities. The Aquatic Centre currently does not offer a gender neutral or family change room. Within the gendered change spaces, there are minimal private change stalls. The existing washroom and shower facilities do not meet current barrier-free standards. Likewise, washroom facilities in the lobby and mezzanine level do not meet current barrier-free standards.

A convenient barrier-free path of travel is not accommodated from the pool deck to the viewing area. Spectators requiring assistance must use a chair lift that will take them from the lobby up the stairs

where they will then travel through the dance studio and down an exit corridor before finally gaining access to the mezzanine viewing area.

### 1.2.8 FITNESS CENTRE / RACQUETBALL

The facility is well equipped with free weights and machines for resistance training and cardio, however, there is limited space for functional or circuit training and no opportunity for a walking or running track. The location of the fitness area does not offer any access to windows and natural daylight.

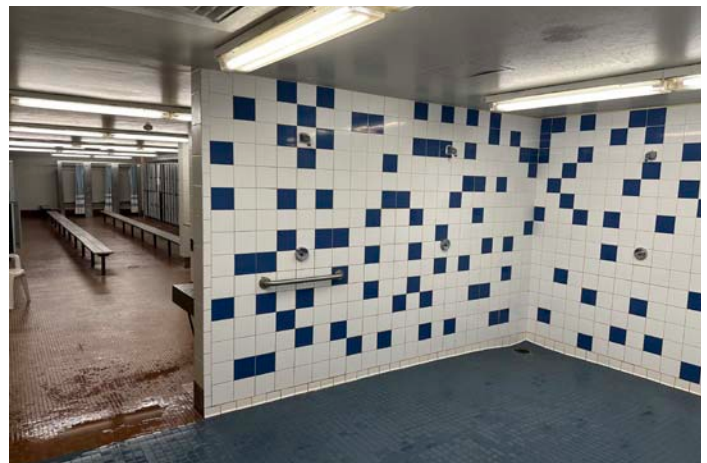
### 1.2.9 DANCE STUDIO

The dance studio is located on the mezzanine level and is used as a multi-purpose room, with many different types of activities occurring in the space. The space has limited storage for programming, making it challenging to turn over quickly to different user groups. Access to the dance studio is somewhat limited; a barrier-free stair/chair lift is provided but no accommodations are in place for instances such as parents with strollers or small children.

### 1.2.10 BUILDING IMAGES



01\_Lobby



02\_Change Rooms



03\_Leisure Pool



04\_Hot Pool



05\_Squash Court



06\_Fitness Area



07\_Mezzanine Viewing Area



08\_Dance Studio, Mezzanine Level



# 2.0

## VEGREVILLE MULTIPLEX



## 2.1 VEGREVILLE MULTIPLEX



### 2.1.0 FACILITY HISTORY

The Vegreville Multiplex is located at 4749-45 Avenue, in Vegreville. The building was constructed in 1993 and is classified as an A3 Assembly Occupancy. The building is sprinklered throughout.

The main volume portion of the building contains five (5) sheets of regulation curling, cooled by an ammonia refrigeration system. The facility has a warm viewing area with table seating on the first floor. The second floor has a lounge and bar area with additional tables seating overlooking the curling rinks. Washrooms are located on both the main and second floor.

The Multi-Plex is in close proximity to the town's arena, the Aquatic and Fitness Centre and the Social Centre. It is also the home of the Vegreville Agricultural Society and is adjacent to the agricultural grounds, where many events take place throughout the year.

## 2.1.1 SITE

The Multiplex does not have a dedicated parking lot. Perpendicular stalls are available directly in front of the building, along the building's entire length. Additional parallel parking is available on the north side of 45th Avenue. No wheel stops or painted lines are present, so an accurate parking count could not be determined. Parking is likely sufficient for day to day use but would not accommodate large functions hosted at the facility.

## 2.1.2 STRUCTURAL / ENVELOPE ASSESSMENT

MPE Engineering Ltd completed a general assessment of the facility in 2017 which summarized the facility as follows:

The building is a pre-engineered steel framed building consisting of rigid frame spanning the short direction and lightweight girts spanning between the rigid frames. The foundation system is inaccessible and, therefore, cannot be reviewed; however, the superstructure does not show signs indicating any concerns with the foundation system. According to the Town, the building is approximately 24 years old. All structural components are in good condition. The building has approximately 51 years of life remaining provided the building is properly maintained.

Observations of the facility at the time of this report align with the above noted assessment. No significant deterioration and no additional renovations were observed.

## 2.1.3 MECHANICAL ASSESSMENT

MPE Engineering Ltd completed a general assessment of the facility in 2017 which summarized the facility as follows:

The building was built in 1993. The boiler, air handling unit and ice plant are original to the building and the chiller component will have another 3 to 5 years of service left. The water heater will have 10 to 15 years of useful service left. The cooling tower was replaced very recently and, therefore, should have 20 to 25 years of life remaining. The building was built in the early 90s, and the water service should also have another 25 years of life remaining. The building is fitted with a fire suppression sprinkler system.

Observations of the facility at the time of this report align with the above noted assessment. No significant deterioration and no additional renovations were observed.

### 2.1.4 ELECTRICAL ASSESSMENT

MPE Engineering Ltd completed a general assessment of the facility in 2017 which summarized the facility as follows:

The main electrical service is a 347/600V 400A service that supplies the curling rink ice plant and the remainder of the spaces and is metered separately. The main switch gear and most of the sub-panels are original Commander Equipment and should be serviceable for the next 15 years. Some of the 120/208V electrical panels are original Dominion Electric panels and are full. These panels will have approximately 1 to 3 years of remaining life. The electrical panels should be regularly inspected and any failed components replaced to ensure continued performance. The lighting in the rink is Metal Halide HID and fluorescent elsewhere and is planned for retrofitting to LED in fall of 2017. The fire alarm system is a conventional Edwards System and should have 5 years of life remaining. Regular inspection of the fire alarm system is recommended to ensure performance; replace as necessary.

Observations of the facility at the time of this report align with the above noted assessment. No significant deterioration and no additional renovations were observed.

### 2.1.5 SPECIALTY SYSTEMS ASSESSMENT

The ice plant in the Vegreville Multiplex is an ammonia (R717) mechanical refrigeration system that provides chilled calcium chloride brine solution for refrigeration of the ice surface. An assessment of the Ice Plant was completed by Cimco Refrigeration dated August 2024 which summarized the existing system as follows:

The Ice plant has exceeded its recommended service lifespan and consideration should be made for replacement. When replacement is considered, the premises requirements of the code edition in force at time of purchase must be considered. This will require upgrades to the machinery room in terms of the following:

- (a) Machinery room envelope, doors, and vestibule
- (b) Ventilation systems
- (c) Ventilation controls
- (d) Relocation of duct passing through machinery room

Observations of the facility at the time of this report align with the above noted assessment.

## 2.1.6 FACILITY FUNCTIONALITY

The Vegreville Multiplex is a single use facility. Although it is well suited to its intended use, the facility sits empty for the majority of the summer months when it is used only occasionally for other functions. Of primary concern is the ice plant, which is in very poor condition and is in need of replacement (refer to the assessment report prepared by Cimco Refrigeration, 2024).

It was noted at the time of the site visit that debris is blowing in to the facility at the location of exterior openings. All exterior doors would benefit from new weatherstripping. The Multi-Plex would also benefit from upgrades to improve barrier-free access and movement throughout the facility.

## 2.1.7 BARRIER-FREE / INCLUSIVE ACCOMMODATIONS

The only available access to the second floor is via stairs. No accommodations are available for persons with impaired mobility. The existing washrooms in the facility do not meet current barrier-free standards.

## 2.1.8 BUILDING IMAGES



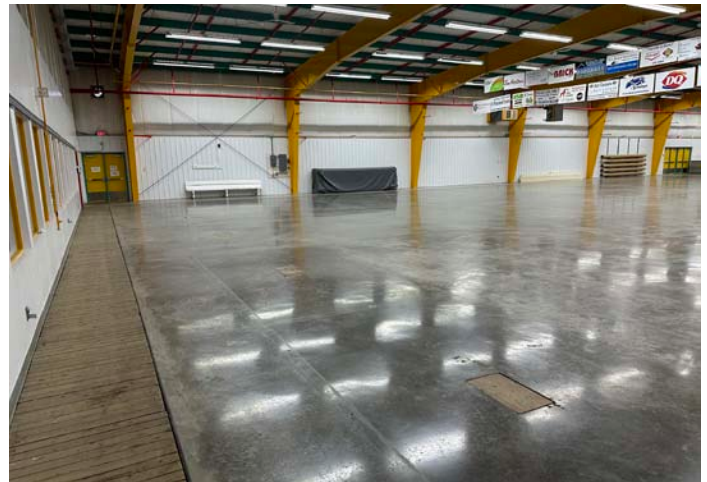
01\_Lobby



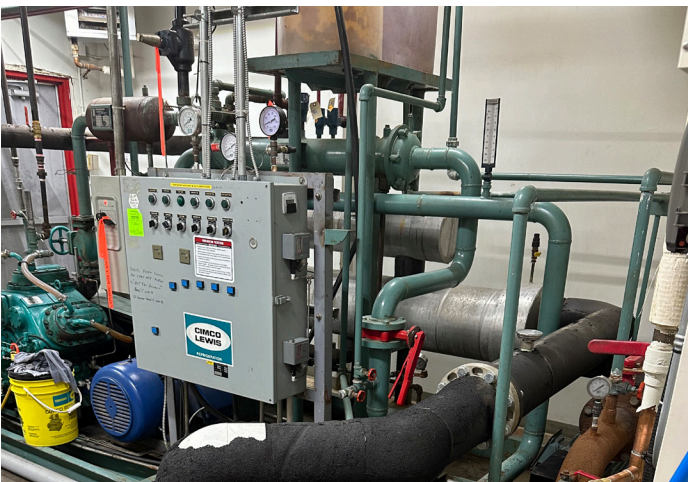
02\_Kitchenette



03\_Curling Rink



04\_Curling Rink



05\_Ice Plant



06\_Main Level Warm Viewing



07\_Second Level Warm Viewing Area



08\_Event Space



# 3.0

## SOCIAL CENTRE



## 3.1 SOCIAL CENTRE



### 3.1.0 FACILITY HISTORY

The Social Centre is located at 4802-47A Street, in Vegreville. The building was built in 1983 and is classified as an A2 Assembly Occupancy. The building is approximately 1,830m<sup>2</sup>, constructed of both combustible and non-combustible construction and is not sprinklered.

The Social Centre provides a multi-purpose gathering space for the residents within Vegreville. The facility is a single-story building. The main lobby includes public washrooms and a coat check area. The main hall has an elevated stage at one end and a kitchen with rolling shutters. The kitchen is a fully equipped commercial kitchen and holds a valid AHS Food Handling Permit.

The Social Centre is directly adjacent to the town's arena and aquatic and fitness centre. It is also adjacent to the agricultural grounds, where many events take place throughout the year.

### 3.1.1 SITE

On site parking is limited, with only 13 painted parking stalls available along the front of the facility. The remainder of the parking field does not have painted lines, but has capacity to accommodate an additional 10-15 vehicles. Facility parking is not adequate for large events and relies heavily on both street parking as well as the use of adjacent facility's parking lots.

The Social Centre shares a back of house area with the adjacent Arena. Staff parking and loading for both facilities is provided here, as well as catering functions for the Social Centre.

### 3.1.2 STRUCTURAL / ENVELOPE ASSESSMENT

MPE Engineering Ltd completed a general assessment of the facility in 2017 which summarized the facility as follows:

The building structure consists of reinforced concrete grade beams and piles. The walls consist of 250 mm thick concrete block walls filled with loose fill insulation, and the roof structure consists of plywood deck on wood joists. The building is approximately 34 years old. The building's structural components are in good condition. The wood framings and concrete block wall have an approximate life expectancy of 75 years if the components are properly maintained.

Observations of the facility at the time of this report align with the above noted assessment. No significant deterioration and no additional renovations were observed.

### 3.1.3 MECHANICAL ASSESSMENT

MPE Engineering Ltd completed a general assessment of the facility in 2017 which summarized the facility as follows:

The building is heated using furnaces and rooftop units. The condition of the rooftop units is unknown; however, the furnaces were installed approximately 1990 and are, therefore, reaching the end of their service life. The water heaters were replaced more recently, likely when the new washrooms were built in 2012. The water service is quite old and the cast iron riser is at the end of its service life and should be regularly inspected. The commercial kitchen hoods are complete with a fire suppression system.

Observations of the facility at the time of this report align with the above noted assessment. No significant deterioration and no additional renovations were observed.

### 3.1.4 ELECTRICAL ASSESSMENT

MPE Engineering Ltd completed a general assessment of the facility in 2017 which summarized the facility as follows:

The main electrical service is a 347/600V 3 phase, 200A service that sub-feeds panels throughout the building through a 112.5 KVA stepdown transformer. The electrical panels are original Square D panels and should be serviceable for the next 5 to 10 years...The existing fire alarm system is a Mircom FA-101T conventional fire alarm system. This system is in reasonable condition, but due to its age, it is closed to its end of life expectancy. It is recommended regular inspection to ensure performance.

Observations of the facility at the time of this report align with the above noted assessment. No significant deterioration and no additional renovations were observed.

### 3.1.5 SPECIALTY SYSTEMS ASSESSMENT

The kitchen and concession equipment within the Social Centre appear to be well maintained and in good working order. Fire suppression systems and exhaust units have maintenance stickers indicating all servicing and certifications are up to date and compliant.

### 3.1.6 FACILITY FUNCTIONALITY

The main event hall is sizeable and can accommodate a variety of different events that occur throughout the year. **In addition to hosting events, the Social Centre is also used for recreation activities such as pickleball.** After discussions with a town representative, it is noted that the stage area is not large enough for some dance troupes or events that would like to use the space. The hall has a panelized moveable wall system that can be used to split the space into two smaller venues if desired. The facility is set up in such a way that both smaller venues have access to the lobby and public washrooms as well as to a server window into the kitchen. The kitchen is adequately sized for the facility; it is a fully equipped commercial kitchen and holds a valid AHS Food Handling Permit.

The facility's mechanical systems maintain a comfortable temperature in the main event space during the better part of the year. It is noted that the air conditioning system will struggle to maintain a comfortable temperature with larger bookings that are hosted during the summer.

At one of the emergency exits, there is a significant step down from the main floor elevation to exterior grade. This condition, on the south side of the facility, presents a potential tripping hazard during an emergency event.

### **3.1.7 BARRIER-FREE / INCLUSIVE ACCOMMODATIONS**

The facility is comprised of a single floor and generally meets requirements for accessible paths of travel throughout all public spaces. One exception is the elevated stage area, which is accessible only by stairs. The public washrooms provided in the green room backstage also do not meet accessibility requirements. Public washrooms provided in the main lobby are accessible, meeting current barrier-free requirements.

### 3.1.8 BUILDING IMAGES



01\_Lobby



02\_Coat Check



03\_Event Space



04\_Panelized Moveable Wall System



05\_Stage



06\_Stage



07\_Concession Windows



08\_Concession Windows



09\_Kitchen

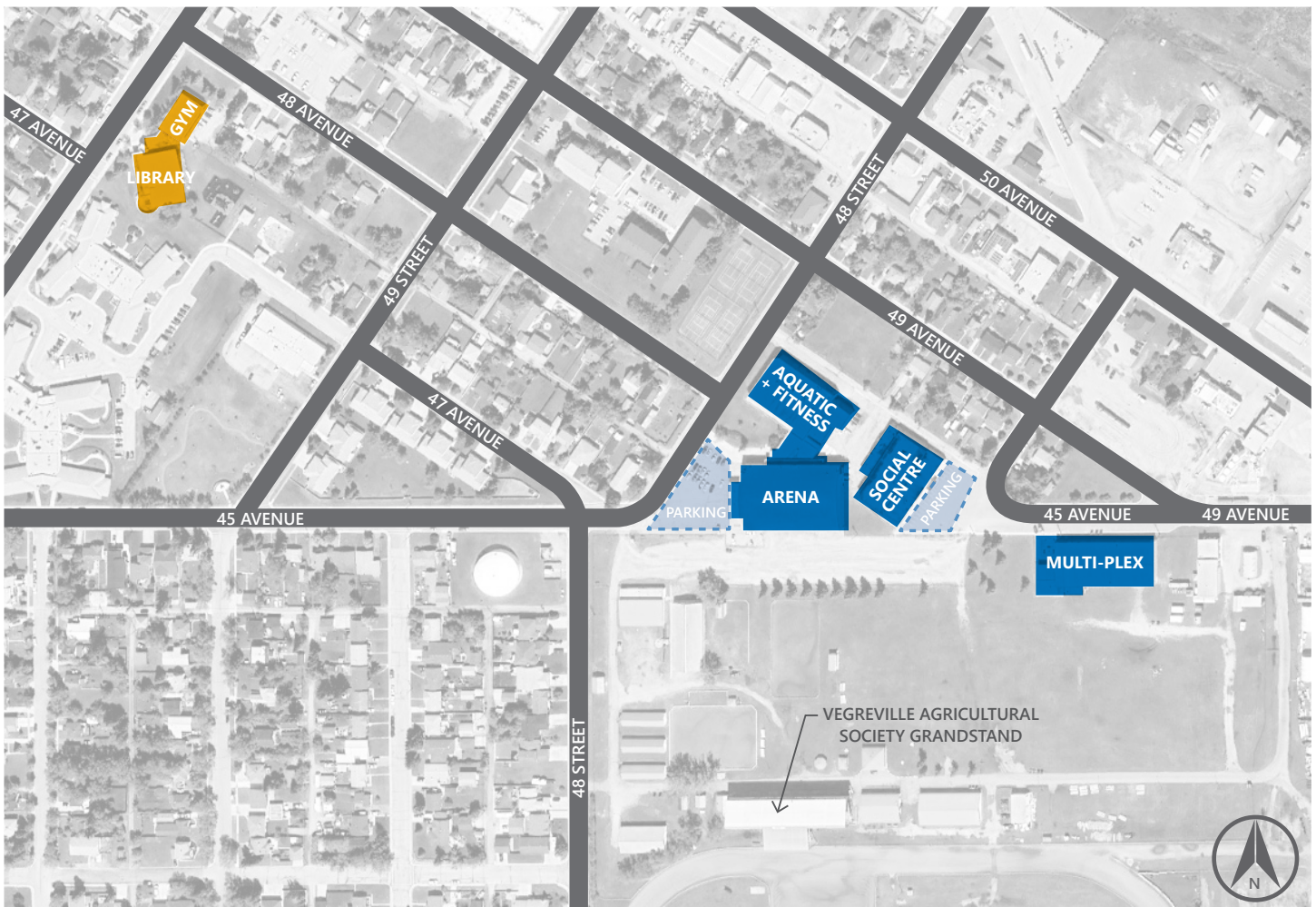


10\_Kitchen



# 4.0

## VEGREVILLE CENTENNIAL LIBRARY + GYMNASIUM



## 4.1 GYMNASIUM



### 4.1.0 FACILITY HISTORY

The Gymnasium is attached to the Vegreville Centennial Library and is located at 4709-50 Street, Vegreville, Alberta. The facility is located on a former school site. A portion of the school was demolished for construction of the library in 2004. The gymnasium of the former school was retained and incorporated into the Centennial Library complex. This building is classified as an A2 Assembly Occupancy and is not sprinklered. It has an area of approximately 1,465m<sup>2</sup> (1,065m<sup>2</sup> belonging to the library and 400m<sup>2</sup> belonging to the gymnasium). This report is focused on the gymnasium portion of this facility.

### 4.1.1 SITE

There is no dedicated parking lot for users of the gymnasium. Public parking is limited to street parking around the facility. A small gravel parking field is located at the rear of the library and gymnasium complex for staff.

### 4.1.2 STRUCTURAL / ENVELOPE ASSESSMENT

MPE Engineering Ltd completed a general assessment of the facility in 2017 which summarized the facility as follows:

The Library's foundation system consists of concrete piles and grade beams, and the building's structure consists of steel beams and steel columns infilled with steel stud walls and curtain walls. The gymnasium's building structure is a rigid steel frame construction complete with steel purlins spanning between the rigid frames.

There is a gap between the existing gymnasium flooring and the wall finish on the northwest wall and the southeast wall. The gap is wider on the northwest wall than the southeast wall. This gap does not occur along the entire length of the wall but is limited to one wall panel between two columns.

According to the Town, it was unknown when this first appeared, but the gap has been around for a while. Based on visual inspection, the wall has been pushed out at the bottom of the wall between the structural steel columns. The structural steel columns do not appear to have been shifted as per the wall. The exterior face of the wall does not show signs of being pushed out; therefore, any damage would have occurred within the exterior wall. It is unknown what caused this, but it does not appear it is a structural concern at this time since the main structural component, the steel columns, do not appear to be affected. It is possible that this was caused by moving equipment inside the gym. This should be monitored and it is recommended to open up the wall to determine the cause, but at this time, it does not appear to have any structural concern.

The new Library addition is approximately 13 years old and is in good condition. The original gymnasium's structure also is in good condition. The overall Library Complex will likely have approximately 65 years of life remaining.

Observations of the facility at the time of this report align with the above noted assessment. No significant deterioration and no additional renovations were observed.

### 4.1.3 MECHANICAL ASSESSMENT

MPE Engineering Ltd completed a general assessment of the facility in 2017 which summarized the facility as follows:

The Library is approximately 12 years old and, therefore, the mechanical systems still have at least 15 to 20 years remaining, and the services should have approximately 40 years. The gym was built earlier than the rest of the building and the HVAC was existing. The Library is ventilated using an air handling unit on the roof and is heated using a boiler and chiller system supplying water to radiant panels and cabinet unit heaters throughout the building. The heating and cooling systems in the Library struggle to keep up with demand. These systems are an integrated design and without a detailed review and proper investigation, MPE was not able to determine the cause of the deficiencies of these systems. This building does not have a fire suppression system.

Observations of the facility at the time of this report align with the above noted assessment. No significant deterioration and no additional renovations were observed.

### 4.1.4 ELECTRICAL ASSESSMENT

MPE Engineering Ltd completed a general assessment of the facility in 2017 which summarized the facility as follows:

The main electrical service is a 120/208V 3 phase, 400A Siemens that is sub-fed through the adjacent CDP to panels throughout the building. The electrical panels are original Siemens panels and should be serviceable for the next 25 to 35 years. The lighting is fluorescent and should be serviceable for the next 15 years.

Observations of the facility at the time of this report align with the above noted assessment. No significant deterioration and no additional renovations were observed.

### 4.1.5 FACILITY FUNCTIONALITY

The gymnasium is a part of the original school building, measuring 70' by 48' in area and has a clear height of 17' up to the bottom of the roof trusses. Both the playing surface area and the overhead clearance do not meet required sizes for some sports, limiting the gymnasium's use for regulation tournaments. Additionally, there are no team dressing rooms or dedicated washroom facilities; patrons must use the washrooms in the corridor that is shared with the library and meeting rooms. As an ancillary space to the library, the gymnasium does not have dedicated staff for supervision, so spontaneous drop in use is not possible. Use is limited to individual group bookings that are pre-arranged.

Storage is limited within the gymnasium which has resulted in equipment being stored around the perimeter of the space. A small stage located at one end of the gymnasium has also been turned in to storage. This is not permitted in assembly occupancies and constitutes a fire hazard. By current code, storage areas for assembly occupancies are required to be separated from other occupied spaces by a one-hour fire rating.

### 4.1.6 BARRIER-FREE / INCLUSIVE ACCOMMODATIONS

Access to the gymnasium is through a corridor shared with the library. The corridor meets current standards for barrier-free paths of travel. Washrooms are also accessible from the shared corridor and meet barrier-free requirements.

## 4.1.7 BUILDING IMAGES



01\_Lobby



02\_Shared Corridor



03\_Gymnasium



04\_Storage Around Gymnasium Perimeter



05\_Storage on Stage



06\_Storage Around Gymnasium Perimeter



07\_Shared Washroom Facilities

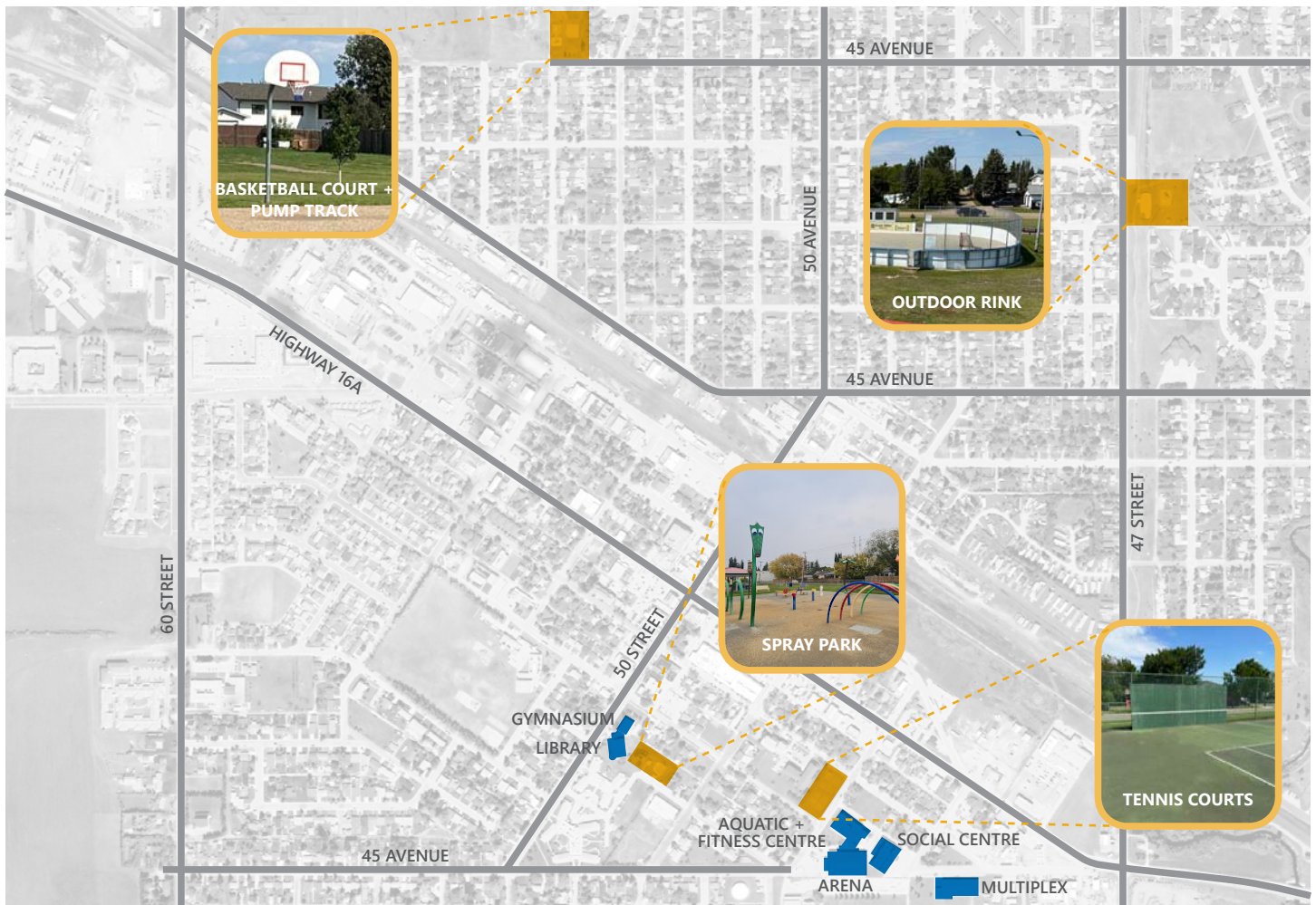


08\_Meeting Room



# 5.0

## OUTDOOR FACILITIES



## 5.1 OUTDOOR SKATING RINK



### 5.1.0 FACILITY HISTORY

The outdoor skating rink is located at 47th Street and 57th Avenue in Vegreville, Alberta. Adjacent to the skating rink is the Kinette Community Playground and the Vegreville Vortex Football field. Patrons of the rink have access to a small, paved parking lot is located off of 47th street.

The outdoor skating rink consists of a concrete pad that is flooded to create natural ice in the winter. The dasher board system is steel framed, with protective chain link fencing. A small structure located directly next to the rink provides a heated space to tie skates in the winter.

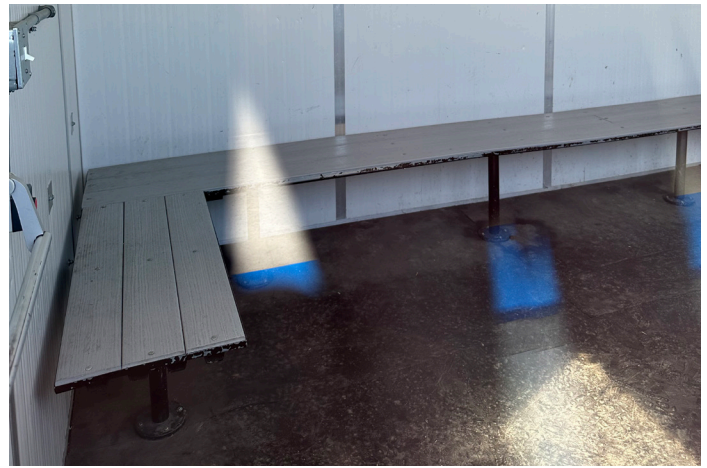
### 5.1.1 FACILITY FUNCTIONALITY

The outdoor skating rink does not have access to any washroom facilities. The dasher boards have sustained some minor damage and repairs are recommended. The concrete pad currently does not have any markings for summer activities. Adding gamelines such as basketball keys could increase the activation of the space during the summer season.

### 5.1.2 IMAGES



01\_Players Bench



02\_Change Room



03\_Playground



04\_Soccer Field

## 5.2 OUTDOOR BASKETBALL COURT + PUMP TRACK



### 5.2.0 FACILITY HISTORY + FUNCTIONALITY

The basketball court and pump track are located at 59th Avenue and 54th Street in Vegreville, Alberta. A playground structure is also present on the site. The playground is a mix of surfaces and play structures for varying ages with a wood chip base ground cover.

The basketball court is a small asphalt pad with two basketball nets. The asphalt court appears to be in good condition. There are no painted markings or gamelines on the court. Two picnic tables are located on the asphalt surface, next to the playing area.

The pump track is a series of rollers and bermed corners, built up with earth. The track appears to be undergoing repairs in a few areas. There is no 'Town' branding present at the site and no posted rules of use.

Overall, the site offers minimal seating opportunities and no shade for visitors. The site also does not have access to any washroom facilities.

### 5.2.1 IMAGES



01\_Pump Track



02\_Pump Track



03\_Playground



04\_Playground

## 5.3 SPRAY PARK



### 5.3.0 FACILITY HISTORY

The outdoor spray park and adjacent 'pirate' park are both well utilized amenities and are in good shape. Both are relatively new facilities with few noted deficiencies.

### 5.3.1 IMAGES



01\_Spray Park

## 5.4 OUTDOOR TENNIS COURTS



### 5.4.0 FACILITY HISTORY + FUNCTIONALITY

The outdoor tennis courts are located at 48th Street and 48th Avenue in Vegreville, Alberta. The four-court layout has been retrofitted to accommodate a combination of both tennis and pickleball courts and nets. The court surface is noticeably weathered, and cracks have started to form. The playing surface is uneven due to the cracking and presents a potential tripping hazard for players.

### 5.4.1 IMAGES



01\_Weathered + Cracked Playing Surface



# 6.0

## SUMMARY OF FINDINGS

### 6.1.0 VEGREVILLE RECREATION CENTRE

#### 6.1.1 WALLY FEDUN ARENA

The ice plant requires moderate investment to maintain operations. The ice slab, dasherboards, and resurfacers are in fair to good condition. The primary constraint of the facility is the area available for spectator seating and athlete spaces. The path of travel conflicts between spectators walking to the stands and athletes moving from the change rooms to the ice surface are not ideal. Cross over between these two user groups presents a potential safety hazard as well as unnecessary wear on players skate blades if debris from outside footwear is left behind in the corridors.

Dressing rooms are undersized based on current facility standards and shower and washroom facilities are being shared between pairs of change rooms. Significant expansion would be required to make improvements to player dressing rooms.

Barrier-free movement throughout the facility is not ideal. Access to the second floor and to the spectator seating area is somewhat constrained, requiring a limited use lift. Improvements to barrier-free provisions will be required to maintain the functionality of the arena.

#### 6.1.2 AQUATIC AND FITNESS CENTRE

The facility's structure and core mechanical and electrical systems have been well maintained. There is remaining life in these systems before significant investment is needed in lifecycle replacement. While the building itself is in good condition, significant upgrades would be required to meet modern standards. The natatorium suffers from poor sight lines across its multiple basins that present a challenge for lifeguards to monitor. Sightlines are further impeded by the visual encumbrance of the waterslide addition/renovation. The facility meets AHS minimum light requirements, however the overall lighting within the natatorium is dim, providing little access to natural daylight. Acoustic attenuation is limited within the natatorium which affects the lifeguard's ability to communicate with one another in the space. Patron experience is also affected as noise levels can reach uncomfortable volumes.

The layout and organization of support spaces such as the change spaces and viewing areas present additional challenges for modernization. A current trend in public facilities is to provide family change rooms for a portion, if not the majority, of the anticipated bather load. The size and location of the existing gendered change rooms within the facility will limit any expansion that is required to accommodate an upgrade to family change rooms. Public viewing is limited to an upper mezzanine where primary access is shared with the waterslide bathers. Similar to the change rooms, options for improving the viewing area (including upgrades to barrier-free access) are limited by spatial constraints. Any renovations to the existing facility will be challenging to accomplish in an economic manner and will result in a significant pool closure likely lasting upwards of a year.

## 6.2.0 VEGREVILLE MULTIPLEX

### 6.2.1 CURLING RINK

Enrollment in curling is limited and the facility is extremely underutilized. The ice plant has exceeded its recommended service lifespan and will require replacement in the near future. The Agricultural Society makes up the majority of the non-curling use of the facility. Any rental or use of the second floor lounge is restricted by the fact that there is no barrier-free path of travel to the second floor.

## 6.3.0 SOCIAL CENTRE

### 6.3.1 SOCIAL CENTRE

The facility's structure and core mechanical and electrical systems have been well maintained. The facility is well suited to its intended function as a multi-purpose gathering space. One noted deficiency is that the size of the stage is not large enough to accommodate some user groups and is not barrier-free accessible. The kitchen and concession equipment are well-maintained, with fire suppression systems compliant and up to date.

## 6.4.0 VEGREVILLE CENTENNIAL LIBRARY + GYMNASIUM

### 6.4.1 GYMNASIUM

The Gymnasium remains in good structural condition and is supported by amenities in the newer library facility. The gymnasium does not have dedicated staff, so spontaneous drop in recreation cannot occur. The gymnasium does not meet clearance heights or court sizes for some sports, and without dedicated team change rooms and washroom facilities, the space is less than ideal for organized sports. The small size of the gymnasium and the lack of storage space for equipment severely limits its use for sport programming.

## 6.5.0 OUTDOOR FACILITIES

### 6.5.1 OUTDOOR SKATING RINK

The outdoor rink appears to be in good shape with minor repairs required to dasher boards that have been damaged in a few distinct locations. The provision of basketball nets and the addition of gameline markings on the concrete slab could encourage increased summer use of the outdoor rink.

### 6.5.2 OUTDOOR BASKETBALL COURT + PUMP TRACK

The asphalt surface of the basketball court is in good condition. The court does not have any line markings for basketball or for any other games. The town should consider the addition of gamelines to the asphalt surface as a means of increasing usage of the existing space.

The Pump Track appeared to be undergoing some repairs at the time of observation. Additional signage or 'park rules' should be considered to demonstrate more ownership of the space.

All spaces would benefit from additional seating and shade structures for daytime use. Pedestrian lighting would be beneficial to create a safe space during the evenings.

### 6.5.3 SPRAY PARK

The outdoor spray park and adjacent 'pirate' park are both well utilized amenities and are in good shape. Both are relatively new facilities with few noted deficiencies.

### 6.5.4 OUTDOOR TENNIS COURTS

The Tennis Courts have been resurfaced once but would benefit from another resurfacing as significant cracks have formed in the paving. While continued maintenance is being conducted on the existing cracks, they will continue to grow and expand over time. Two of the tennis courts have been modified to support pickleball. The Town should continue to monitor participants of the respective sports to review if further court conversions should take place. Additional benches, shade structures, and lighting would be beneficial to further encourage use of the amenity.



# Thank you



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