

September 7, 2021

Report To: Community Services Executive Committee

From: Aaron Bisson, Recreation and Culture Manager

**RE: Land based fitness classes**

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The Memorial Sports Centre is the fitness hub of the community. There are many activities held at the Sports Centre, which houses our Arenas, pool, gym, cardio room, and auditorium.

The Town has offered land-based fitness classes in the past depending on instructor availability and space to hold the classes. Our ability to offer these classes has diminished over the last number of years. The Fall 2021 recreator had 5 activities planned as land-based fitness options, but with the new regulations coming into effect on September 22, 2021, we will not be able to offer these programs. The cancelled classes mean that we will have no land-based fitness class options.

The Management Team at the Memorial Sports Centre has been working on plans to increase our offerings in the land-based fitness area since 2019, but many of these plans require additional dedicated space and equipment which will be realized with a potential expansion to the building. With the newest development the Town has had to speed up some of its plans to ensure that it is meeting its strategic plan. In the plan the Town states one of its objectives as "Maintain/enhance existing levels of service". With the loss of our land-based fitness classes we are significantly reducing the level of service available to the public and our paying members. Many members hold memberships simply to attend classes offered. The Town has been in touch with a couple of potential instructors and could begin offering land-based spin bike classes along with weightlifting classes. The spin bike classes would be an extension of our aquatic version of the spin bike we currently offer which is a popular class.

The Memorial Sports Centre does not currently own spin bikes, or the weights required to provide these classes. Initial research into the cost of the bikes ranges from \$1,500.00 - \$2,000.00 per unit and we would be looking to purchase 21 of these units which would be enough to offer classes and have them available in our cardio room as well. The weights/equipment we need to purchase range from \$5,000.00 - \$10,000.00 for the classes we would be looking at offering. The total expected outlay for this new offering would be no more than \$50,000.00. This is an unbudgeted Capital expenditure for 2021 so would need to be approved. The \$50,000.00 would come from the Vehicle and Equipment Reserves.

Currently there are two grant applications being evaluated which would cover 75% of a proposed and much needed expansion to our Pool and Gym areas at the Memorial Sports Centre. One of the costs that are allowed under one of the grants is equipment. What this means is that if we were to be successful in receiving this grant that the \$50,000.00 for this equipment would be eligible to be covered by the grant.

**Recommendation**

The Community Service Division recommends to Mayor & Council to authorize the unplanned capital purchase for additional equipment at the Memorial Sports Center to allow for land-based fitness classes to be offered.

Respectfully Submitted,

*Aaron Bisson*

Aaron Bisson  
Manager of Recreation and Culture

<p><b>Council approval of this report will agree to the recommendation of the Community Service Division authorize the unplanned capital purchase for additional equipment at the Memorial Sports Centre.</b></p>
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