



**Subject:** Aquatic Facility Feasibility Study

**Prepared by:** Lisa Warth, Manager, Recreation

**Department:** Community Services

**Date:** July 16, 2019

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**In accordance with the Procedure By-law, any Member of Council may request that this Information Report be placed on an upcoming General Committee or Council meeting agenda for discussion.**

## **Executive Summary**

This report provides a status update on the Aquatics Facility Feasibility Study, currently underway by Stuart Isaac of Isaac Sports Group.

This report includes:

- An overview of the study goals and objectives
- Progress to date includes several meetings and research
- Initial findings show opportunities would be available with a new facility

## **Background**

The 2016 Parks and Recreation master plan update proposed some options for a future aquatics facility in Aurora. The options need to be analyzed to ensure Council is provided with a clear picture of what is needed to best serve the community and the associated costs, as it relates to future aquatics facilities. To this end, the Town of Aurora has engaged Isaac Sports Group as a consultant to undertake an aquatics feasibility study.

## **Analysis**

### **An overview of the study goals and objectives**

The goals and objectives of the study include a variety of deliverables using the following methodology:

- Analysis of existing Aurora facilities, programs and operating costs
- Identification of community needs and opportunities
- Market analysis
- User group and community engagement

The deliverables include an overview of the following areas:

- Program development which includes:
  - Community programs and resident use
  - Expanded, enhanced and new programs
  - Aquatic partners and user group needs and opportunities
  - Event opportunities
  - Impact and integration with existing Aquatic aquatic facilities
- Design Options:
  - Will look at a variety of options length of pool, number of lanes and other features
- Site Options will look at:
  - A stand-alone facility
  - Expansion or link to existing facilities
- A Financial operating analysis will look at:
  - Operating costs for each site option
  - Revenue streams and opportunities for each option
  - Opportunities for reducing costs and increasing revenue
  - Long term capital maintenance and replacement
  - Economic impact/sport tourism
  - Management and staffing review
- A Final report will include:
  - The report and back up documents and research
  - Community education materials and presentations on study and options

**Progress to date includes several meetings and research**

Progress to date includes initial market research including meetings with the National and Provincial sport organizations, conversations with key Aurora user groups, stakeholders, staff, members of Council and potential user groups outside of Aurora, a review of surrounding community aquatic centres including programs, operations and fees and a review of relevant Town documents including the Parks and Recreation Master Plan, budget documents, etc.

**Initial findings show opportunities would be available with a new facility**

Initial findings show there is a need for more programming and untapped opportunities in aquatics in Aurora. Conversations also revealed there may be an increased quality of life, enhanced programming, regional opportunities, event opportunities and a positive impact on operating revenue and economic impact with respect to new aquatic facilities in Aurora.

**Advisory Committee Review**

Stuart Isaac, president of Isaac Sports Group attended the June 20 meeting of the Community Advisory Committee to introduce the study to the group and go over the methodology and study goals and objectives. The Committee was supportive of this project and staff committed to report back to the committee with final results.

**Legal Considerations**

None

**Financial Implications**

None

**Communications Considerations**

None

### Link to Strategic Plan

The aquatics facility feasibility study supports the Strategic Plan goal of **Supporting an exceptional quality of life for all** in its accomplishment in satisfying requirements in the following key objectives within these goal statements:

**Encourage and active and healthy lifestyle**

### Alternative(s) to the Recommendation

Not applicable

### Conclusions

This study is progressing and will provide a good picture of what the future of aquatic facilities could look like in Aurora. Staff will report back with a final report in early Fall, 2019.

### Attachments

None

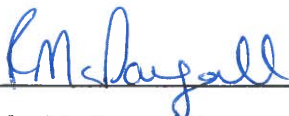
### Previous Reports

None

### Pre-submission Review

Agenda Management Team review on June 28, 2019

### Departmental Approval



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**Robin McDougall**  
**Director**  
**Community Services**

### Approved for Agenda



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**FOR Doug Nadorozny**  
**Chief Administrative Officer**