

CITY OF AIRDRIE

RESEARCH AND ENGAGEMENT SUMMARY REPORT

COMMUNITY FACILITIES NEEDS ASSESSMENT
DECEMBER 2024



Photo: facebook.com/CityofAirdrie/photos_by/

Territorial Acknowledgement

The City of Airdrie is located on Treaty 7 territory. We acknowledge this land as the traditional home of the Blackfoot Confederacy, including the Siksika, Piikani, and Kainai, the Tsuut'ina Nation and Stoney-Nakoda Nations, including the Goodstoney, Chiniki, and Bearspaw, and the People of Métis Nation of Alberta, District 4.



Photo: facebook.com/CityofAirdrie/
photos_by/



Summary of Key Findings and Highlights

Summarized as follows are key findings from the research and engagement contained in this background report document. These key findings reflect significant considerations and potential impacts that the Community Facilities Needs Assessment will need to further review and integrate into the identification of potential move forward options (the Community Facilities Needs Assessment is being developed under separate cover).

Key Finding Statement	Supporting Research and Engagement (data contained in this report that supports the key findings statement)	Potential Impacts and Considerations for the Community Facilities Needs Assessment
Utilization of the Town and Country Centre and Museum over the last several years reflects a broader need for flexible and affordable multi-purpose community space in Airdrie.	• In 2021 and 2022, Alberta Health Services accounted for between 22-41% of Town and Country Centre space bookings. However, over the last two years private bookings have trended back towards community events and private bookings. • In 2023, the Curling Club lounge was booked for 1,246 hours during the non-curling season. • 64 different groups / organizations use the Museum. Notably, these groups reflect a wide array of faith, youth, public sector, and private sector organization types. Affordability of this space appears to be a key driver of demand and use.	The new library and multi-use facility will add approximately 73,000 sq. ft. of new community space inventory, including a mix of program rooms. The longer-term build-out of the SW Recreation Centre will additionally add incremental multi-use space in Airdrie. Space planning and options prioritization will need to differentiate community needs for general multi-use program space and event/social gathering space.
Market analysis and benchmarking suggests that Airdrie is likely deficient in large span social gathering / event venues relative to comparably sized communities.	• The majority of comparably sized communities in Alberta provide a social gathering / event / conference capable facility with a capacity >500. • The Town and Country Centre currently provides approximately 11,740 square feet of hall (and hall type) space. This level of hall space provision is lower than most comparably sized communities when looking at venues with a capacity of 150+ people (average of 22,141 square feet among the comparators). • While numerous social and event hosting venues exist in the Calgary region, areas north of Calgary (with Airdrie as a centre-point) are less well served with these venues.	The identification of options will need to further explore opportunities and options to enhance the existing Town and Country Centre vs a potential new build (and the viability of the various options).

Key Finding Statement	Supporting Research and Engagement (data contained in this report that supports the key findings statement)	Potential Impacts and Considerations for the Community Facilities Needs Assessment
The community engagement validated that residents and groups value heritage, social, event, and activity spaces – however demand exists in the community for a multitude of recreation, culture, and leisure spaces and priorities need to be set.	• 92% of Resident Survey respondents agreed (strongly or somewhat) that it is important that there are facilities in Airdrie that can be used to hold social gatherings and events. • 86% of Resident Survey respondents agreed (strongly or somewhat) that it is important that people are able to learn about Airdrie's history. • Museum visitation has rebounded to near pre-pandemic levels. • Group representatives engaged through discussion sessions frequently alluded to the perception that community services infrastructure has not kept pace with population growth. • Approximately two thirds (66%) of Resident Survey respondents believe that enhancements are needed for Indoor Leisure, Social Gathering and Cultural and Heritage Facilities (15% do not believe enhancements are needed and 19% were unsure).	Previous studies undertaken by the City, including the Indoor and Outdoor Recreation Needs Assessment study (2021), identify numerous needs and demands for recreation and related infrastructure. Future City planning will be required to prioritize the amenities included within the scope of the Community Facilities Needs Assessment (social, gathering, cultural, heritage, and related spaces) with these broader community demands.
Community demand for social, gathering and event space is likely to increase in lockstep with population growth.	• City staff track bookings that can't be fulfilled at the Town and Country Centre; on average there are 25 bookings per month that can't be fulfilled due to lack of availability (existing bookings) and facility size / amenities. • Over the past 10 years Airdrie has grown by approximately 30,000 residents (equivalent to the size of a city like Okotoks or Cochrane) with additional growth of 30,000 – 40,000 residents anticipated over the next decade. • Trends suggest an increased demand for aesthetically appealing and accessible large span event and gathering space that can accommodate a variety of private and public functions. • Resident Survey respondents identified a Community Hall as the highest priority amongst the in-scope amenity types.	Without incremental supply (enhanced or new space) it is probable that resident frustration with a lack of social, gathering and event space will increase. The identification and analysis of potential options in the final Community Facilities Needs Assessment will need to use the research and engagement in this document to further explore the cost-benefit equation of various options.

Key Finding Statement	Supporting Research and Engagement (data contained in this report that supports the key findings statement)	Potential Impacts and Considerations for the Community Facilities Needs Assessment
The ability and desire of the market (private sector and not for profit groups) to invest in event and social gathering infrastructure in Airdrie is uncertain.	- The majority of current hotels in Airdrie do not have large conference or event hosting spaces and future provision in new hotels or other private sector developments is unknown. - Groups and organizations engaged in discussion sessions cited affordability of space as both a current challenge and important move forward need (and a key driver of current use of spaces like those at the Museum).	The identification and analysis of options will need to strongly consider accessibility and affordability. Potential financial impacts on the City and its ratepayers (e.g. ability of different venue types to recover expenditures) will also need to be analyzed as options are explored.
Trends and demand for heritage, leisure, and social gathering opportunities (and their associated spaces) are dynamic and continually evolving.	- Trends in museum and related heritage space provision / services reflects the importance of providing accessible and visually pleasing spaces that advance place-making in the community and appeal to a wide array of ages and interests. - Older adults activity preferences are evolving, with a shift towards more multi-generational and physically active pursuits among many younger cohorts of seniors.	The identification and further analysis of short, medium, and long-term options for renewing or replacing the Museum will need to identify how to best position the space as a key hub for celebrating Airdrie's history and place-making, while also providing the flexibility to adapt in the future as interests change. Likewise, the future social and leisure needs of older adults in Airdrie will need to explore options for both dedicated and integrated spaces/facilities with the ability to adapt over time.



Table of Contents

1. INTRODUCTION	1
1.1. Study Purpose and Overview	1
1.2. Report Purpose and Study Inputs	2
2. PLANNING INFLUENCES	3
3. COMMUNITY OVERVIEW	5
3.1. Overview	5
3.2. Population and Demographics	6
3.3. Prizm Profiles	10
3.4. Spatial Overview of the Community	12
4. COMMUNITY FACILITY CONTEXT AND USE	18
4.1. Spatial Overview of Facilities	19
4.2. Town and Country Centre Overview	21
4.3. Nose Creek Valley Museum Overview	31
4.4. Facility Assessments Summary and Observations	37
5. ENGAGEMENT SUMMARY	43
5.1. Open House	44
5.2. Resident Survey	45
5.3. Group Survey	72
5.4. Community Group Meetings	84

6. MARKET AREA AND SERVICE LEVEL ANALYSIS	87
6.1. Social Gathering Space	88
6.2. Museum Spaces and Context	92
6.3. Older Adult Focused Program Space	93
6.4. Additional Space Considerations & Factors Influencing Need	94
7. TRENDS AND BEST PRACTICES	96
7.1. The Importance of Trends	96
7.2. Older Adult Activity and Participation Trends	97
7.3. Trends in Museum and Heritage Space Demands and Activities	102
7.4. Infrastructure Planning Trends and Considerations	104
7.5. Data Driven Decision Making and Planning	108
APPENDICES	109
Appendix A: Prizm Profiles	110
Appendix B: Background Document Review	116
Appendix C: Groups Engaged	119
References	120

1. INTRODUCTION

1.1. Study Purpose and Overview

The City of Airdrie offers a range of leisure, social gathering, and cultural and heritage facilities. These spaces facilitate the strengthening of social and community bonds and help ground people in their own history and heritage. Two of these key facilities owned by the City are the Town and Country Centre and the Nose Creek Valley Museum.

Over the decades of its existence, the Town and Country Centre has accommodated a wide variety of community and family events in its halls. The Airdrie Over 50 Club and Airdrie Curling Club located in the Town and Country Centre have also ran and delivered a variety of programs and events in this City-owned facility. The Nose Creek Valley Museum, operated by the not for profit Nose Creek Valley Society, has been telling the story of the Airdrie area since the facility opened in 1988.

While the facilities mentioned above are highly valued, they are also aging and require capital investment to sustain functionality and meet resident and visitor needs. Over the past 7 years (2017-2024) the City has invested approximately \$25,000 in the Museum and approximately \$363,000 in the Town and Country Centre amenities to undertake required repairs and preventative maintenance. However, more significant repairs, building system replacements, and other capital works will be required to sustain these facilities for the long-term. Additionally, since the development of these facilities many decades ago, the population of Airdrie and the surrounding region has grown significantly.

The Community Facilities Needs Assessment presents an opportunity to explore the best approaches for providing social gathering, cultural, heritage, older adult activity, and similar types of spaces. The options identified through the study will support future decision making and associated resource allocation (e.g. capital reinvestment into existing facilities or new development) and ultimately help the City balance financial realities with providing optimal spaces for these types of activities.



1.2. Report Purpose and Study Inputs

This Phase 1 Summary Report document contains findings from the research and engagement and will serve as a background report to the Community Facilities Needs Assessment. The graphic below illustrates the project process.

RESEARCH & ENGAGEMENT

Exploring activity preferences & needs, trends, market area characteristics demand for space, etc.

*THIS REPORT DOCUMENT

RESEARCH & ENGAGEMENT SUMMARY REPORT

Compiling & analyzing the research & engagement.

POTENTIAL OPTIONS & APPROACHES

Translating the research & engagement into potential options and approach that would be considered.

*FINAL STUDY TO BE DEVELOPED UNDER SEPARATE COVER

NEEDS ASSESSMENT

Recommend options / approaches & next steps.

2.

PLANNING INFLUENCES

Various policy and planning documents were reviewed at the municipal, provincial, and national level. These documents contain important strategic objectives, directions and insights that may inform the Needs Assessment and speak to the provisions of community facilities. The following summary statements can be made related to recreation and culture planning in Airdrie. A more detailed review of the documents can be found in the Appendix B.

Areas of Focus in Municipal Policies and Plans

- The City recognizes the importance of community facilities which contribute to a high quality of life. The City shall consider the availability and capacity of community infrastructure in its growth management and development approval processes.
- The City recognizes the need for and importance of intermunicipal planning.
- The City recognizes that there needs to be a focus on the social well being of residents.
- The City recognizes and understands that it is important for residents to have the ability to provide their voice in the planning process.
- The City is committed to engaging youth in decisions that impact them.
- The City has identified high level needs for a new SW recreation centre and amenities that could be provided separately.

Photo: facebook.com/CityofAirdrie/
photos_by/



Areas of Focus in Provincial and National Policies and Frameworks

- Provides rationale for investment in recreation including fostering active lifestyles, fostering inclusion and accessibility in recreation, connecting people to nature, and building capacity in the sector.
- Outlines the provincial approach to supporting sport, recreation, and cultural sector organizations.
- Educates about Indigenous sport history and the importance of fostering reconciliation and decolonization in the delivery of recreation and cultural services (including advancing Calls to Action identified by the Truth and Reconciliation Commission of Canada).
- Reiterates the importance of increasing physical activity and to reducing sedentary behaviours among all Canadians across their lifetime.
- Understanding that creating inclusive opportunities for newcomers and providing solutions and opportunities to improve the barriers is important when considering planning and development.
- Identifies how creating and renewing quality and accessible infrastructure can increase access and encourage participation.

3.

COMMUNITY OVERVIEW

3.1. Overview

Airdrie is the fifth largest city in Alberta and is among the top 25 fastest growing cities in Canada. The city is located in central Alberta, on Treaty 7 territory, which is the traditional home of the Blackfoot Confederacy, the Tsuut'ina Nation, the Stoney – Nakoda Nation and the Metis Nation of Alberta, District 4.

The following section provides an overview of the key characteristics of the population. As the community has experienced and is expected to continue to experience tremendous growth, it can be expected that this information will be continually evolving as the new residents are attracted to the community.

Photo: facebook.
com/CityofAirdrie/
photos_by/



3.2. Population and Demographics

The City completes a municipal census annually that is used to assist in planning for the needs of the community and is helpful information in tracking growth year over year. For the purpose of this report, municipal census data is used instead of Stats Canadas’s Census of the population. Airdrie has seen exceptional growth over the last 20 years; the table (Table-1) below highlights the growth over the last10 years. Since 2016 the population has increased by 46%.

Table-1 Airdrie Municipal Census Results 2015 - 2014

2015	2016	2017	2018	2019	2023	2024
58,690	61,842	64,922	68,091	70,564	80,649	85,805

**Due to COVID-19, a municipal census was not completed between 2020 – 2022.*

The following table (Table-2) from the Airdrie Municipal Census 2024 illustrates the population by age range. Children and youth ages 0 – 19 account for approximately 29% of the population, adults ages 20 -39 account for 25%, 40-59 account for 26% and seniors ages 60- 80+ account for 15%. Compared to the Stats Canada Census Profile for the province as a whole, Airdrie has a higher proportion of children and generally similar proportions of teens and working age adults. Airdrie has a lower proportion.

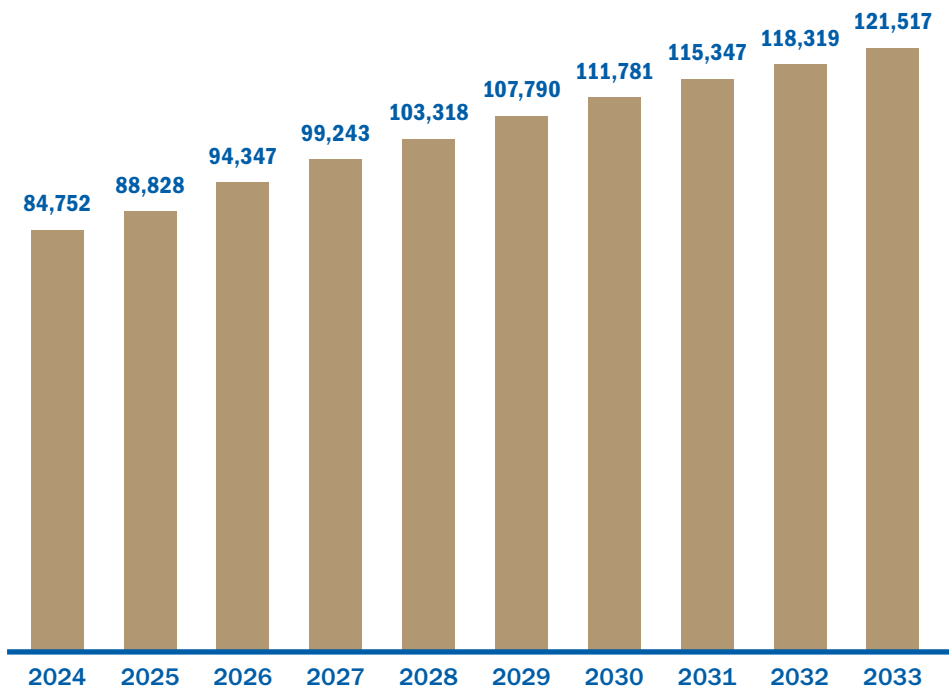
Table-2 Airdrie Municipal Census Results 2015 - 2014

Age Range	Airdrie Municipal Census 2024	Airdrie Census Profile Statistics Canada 2021	Alberta Census Profile Statistics Canada
0-14 years	22%	21%	19%
15-19 years	7%	5%	6%
20-29 years	9%	9%	12%
30-39 years	16%	16%	16%
40-49 years	16%	14%	14%
50-64 years	14%	13%	19%
65+ years	10%	7%	13%
85+ years	1%	1%	2%
Average Age	-	34.8	39
Prefer Not to Answer	3%	N/A	N/A
Average Household Size	2.87	3.1	3



Photo: Olivia-Bauso unsplash.com

Airdrie Population Growth Projections



According to Airdrie’s Growth Report: Tracking Development and Change 2023, the City is projected to grow by 43% between 2024 and 2033 with an average population growth of 4.3% per year.

Source: Airdrie’s Growth Report: Tracking Development and Change 2023
*This forecast is a simplified representation of the April 2023 forecast, and it has since been adjusted.

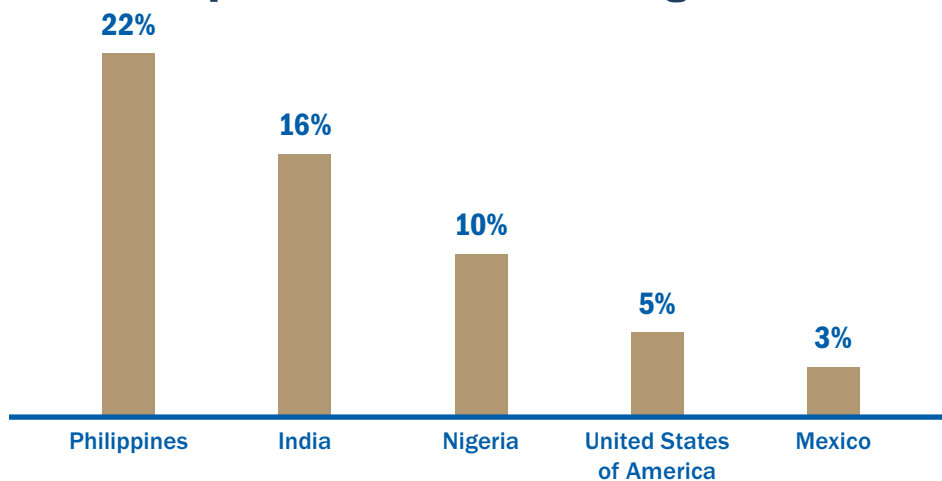


Photo: Rosalind Chang unsplash.com

Immigration

17% of Airdrie residents identified as immigrants on the 2021 Statistics Canada Census of the Population. Of the population recent immigration (immigrated between 2016 – 2021), 21% of those residents came from the Philippines, 16% came from India and 10% came from Nigeria.

Top 5 Places of Recent Immigration



Source: Statistics Canada, 2021 Census of Population.

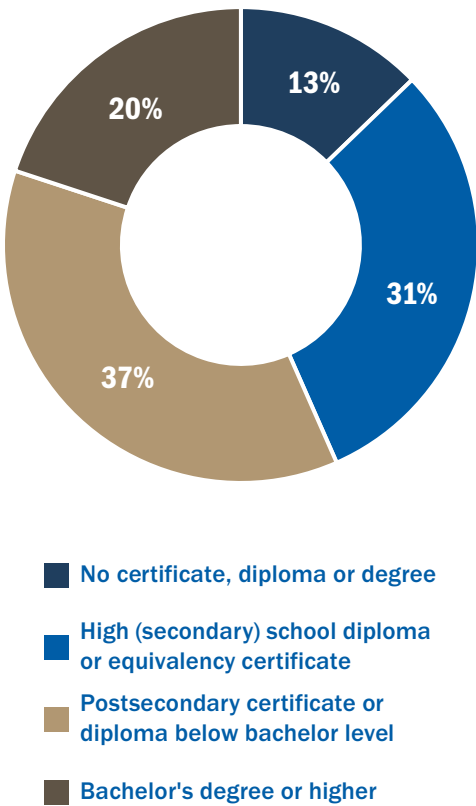
Approximately 20% of Airdrie residents identified as a visible minority during the 2021 Census of Population. Note that just because a resident is an immigrant does not mean that they also identify as a visible minority and vice versa.

Education, Occupation and Income

The following bullets provide some key facts regarding the education, occupation and income levels of Airdrie residents.

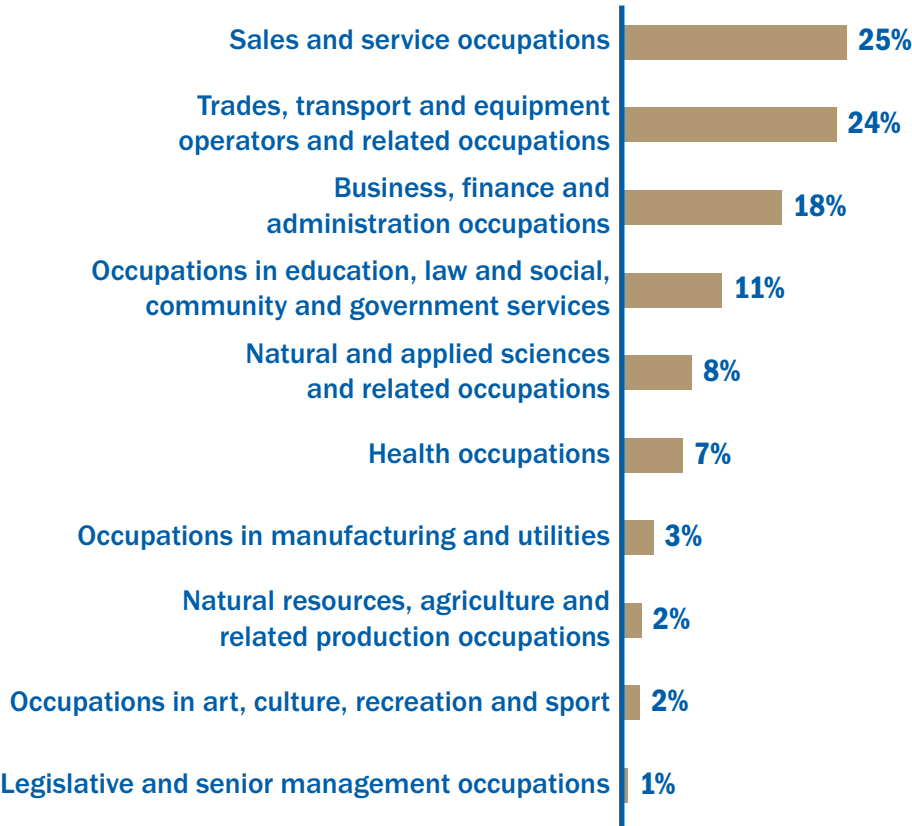
- Over half of Airdrie residents have some level of post secondary education (57%)
- The average household income in Airdrie is \$122,700. The prevalence of Low Income After-Tax is 2.5% compared to the province of Alberta which is 4.6%.
- The most prevalent occupations in Airdrie sales and service occupations (25%), trades, transport, equipment operators and related occupations (24%), and business, finance and administration occupations (18%).

Education of Residents Aged 15 +



Source: Statistics Canada, 2021 Census of Population.

Occupations of Residents (2021)



Source: Statistics Canada, 2021 Census of Population.

3.3. Prizm Profiles

Market demand for recreation services is strongly influenced by the life stage of resident households as well as a variety of other demographic indicators and characteristics. The emergence of analytics tools and resources can help providers of many services and products (including recreation) better understand the dynamics of their community and how they translate into needs and wants for programming, facilities and events.

Environics Analytics PRIZM is a segmentation system that classifies Canada's neighbourhoods into 67 unique lifestyle types and incorporates data from over a dozen demographic, marketing, and media sources to analyze and understand consumers, customers, and markets. The following bullets below describe the three most prevalent PRIZM segments in Airdrie. Full descriptions for the segments can be found in Appendix A. Additionally the key findings reflect some key interest areas that may impact their desire/willingness to visit leisure and cultural facilities in Airdrie and beyond.

All- Terrain Families (41.1%)

- This demographic mainly consists of working-class suburban families that are younger and middle-aged households. Many of the households in this demographic moved into the area in the last five year and typically reside in a mix of single detached, semi detached and row houses.
- These families have higher rates of participating in team sports like hockey baseball and curling and value a healthy diet and regular exercise.
- This demographic have created a child-centred lifestyle and spend their weekends heading to kid friendly destinations like amusement parks, zoo and aquariums.

Family Mode (11.8%)

- This demographic mainly consists of large suburban families living in recently built houses. They straddle two worlds; close enough to downtown for their work but far enough away to enjoy the outdoors.
- Sports are an important to the lifestyle of this demographic. They spend their weekends playing basketball, baseball and volleyball. They also make an effort toward health, often working out at fitness clubs and enrolling their kids in high energy activities.
- Their idea of a vacation is packing up the RV to hit the road to a park, relaxing on a beach or ski resort or taking a cruise.

Modern Suburbia (8.7%)

- This demographic consists of younger and middle-aged diverse families with young children. Many of these families contain first and second generation Canadians from Asia and South Asia.
- They enjoy an active lifestyle and participate in many sports such as basketball and hockey. For a spurge they head to kid friendly venues such as amusement parks, zoos and aquariums.
- This demographic enjoys technology and fills their homes with child friendly video games, internet enabled appliances and fitness bands to manage their daily routine.

Photo: facebook.
com/CityofAirdrie/
photos_by/



Spatial Overview of the Top 5 Prizm Segments

The following map illustrates the top 5 most prominent Prizm segments in Airdrie (as per the description on the previous page). As the map illustrates, the All-Terrain Families subsegment is the most prevalent and appears to encompass many of the new neighbourhoods in the city.

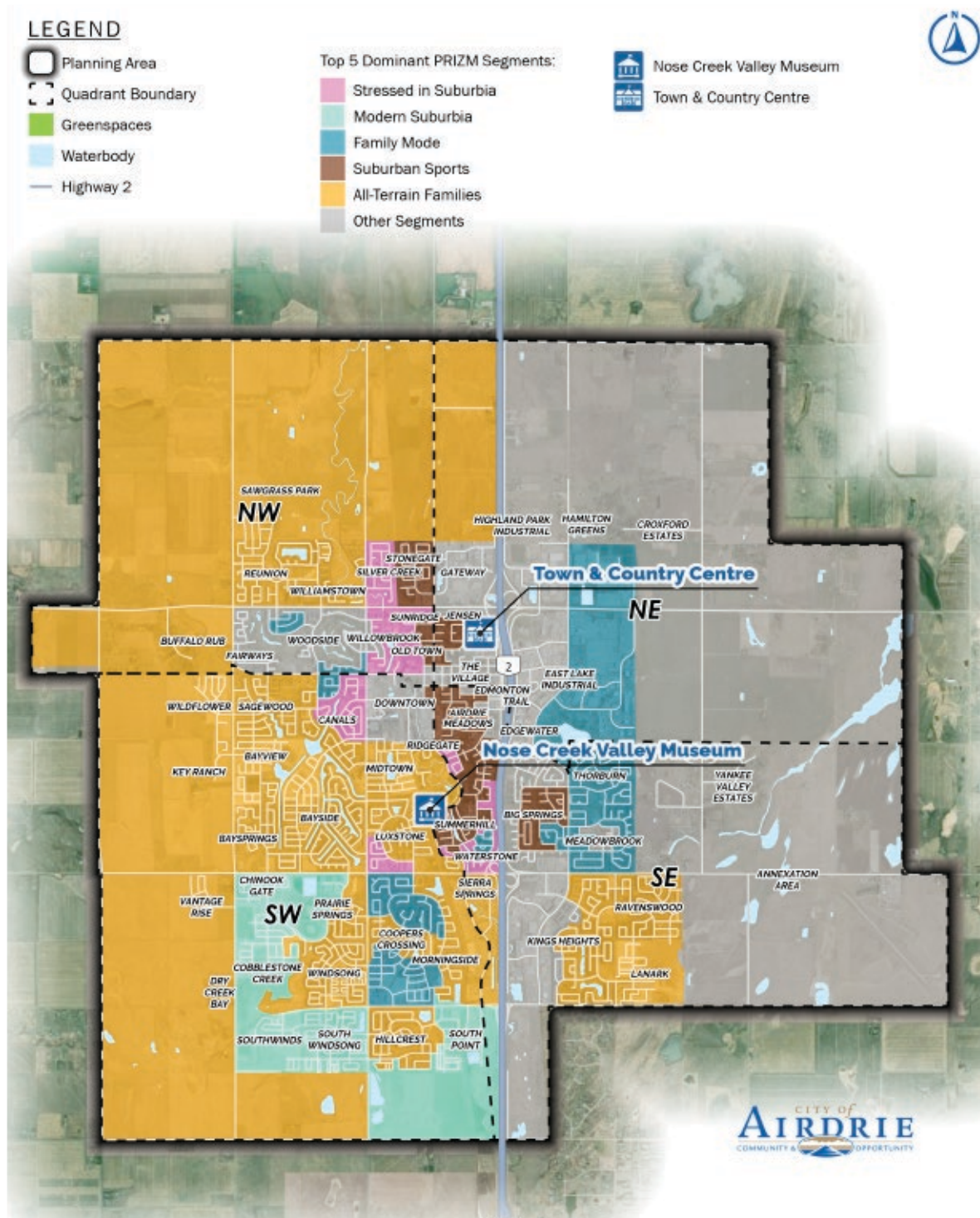




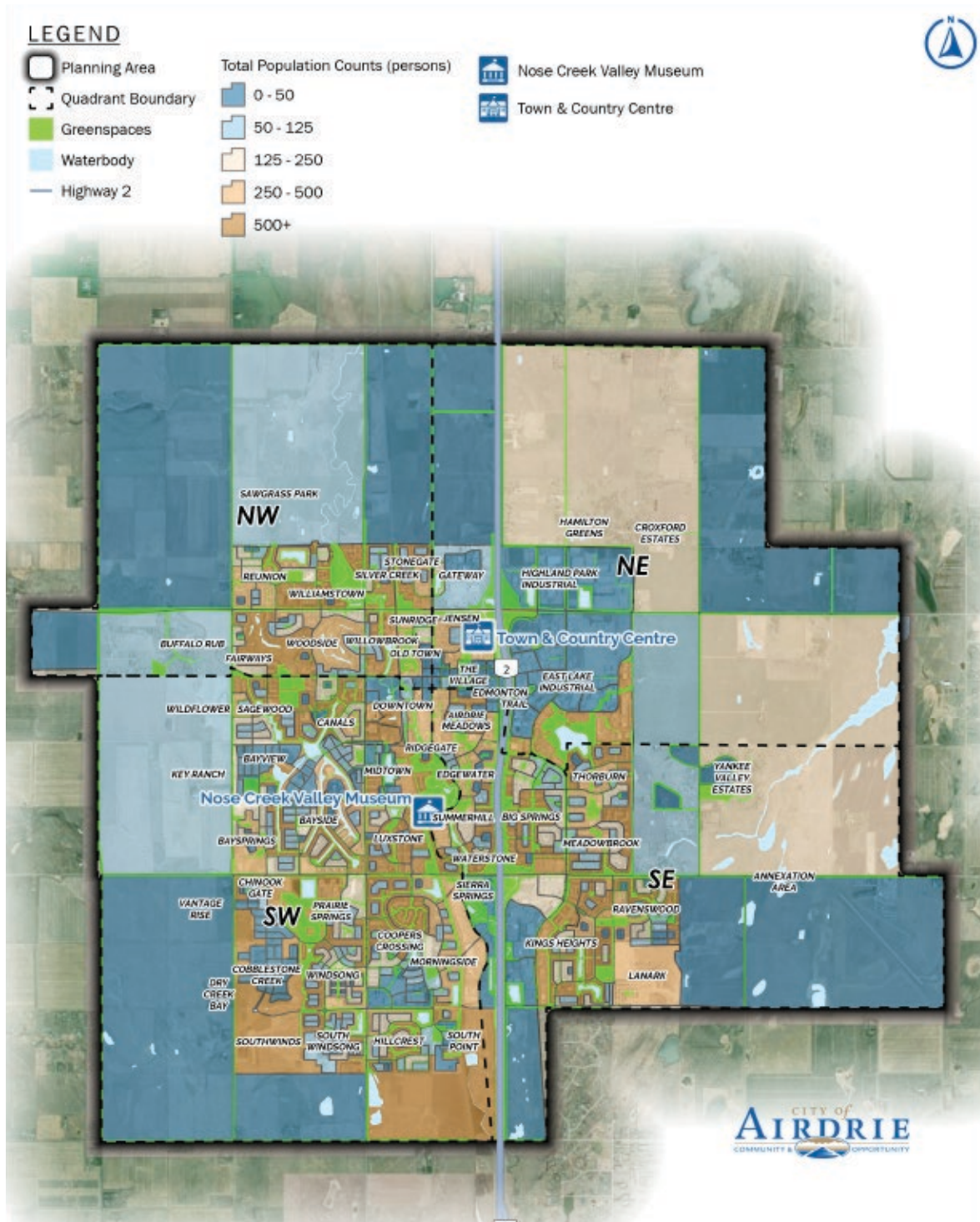
Photo: Leah Newhouse <https://www.pexels.com/photo/group-of-people-enjoying-music-concert-325521/>

3.4. Spatial Overview of the Community

The City of Airdrie has five defined sectors, and 55 neighbourhood areas. The following sections will illustrate spatially how the population in Airdrie is distributed by sector and neighbourhoods within the city.

The Planning Area and Population Counts

The following map illustrates the planning area with the total population counts per dissemination block. A dissemination block is an area bounded on all sides by roads and/or boundaries of standard geographic areas (Statistics Canada, 2024). The facilities of focus for this study are shown as well.



The Canadian Index of Multiple Deprivation

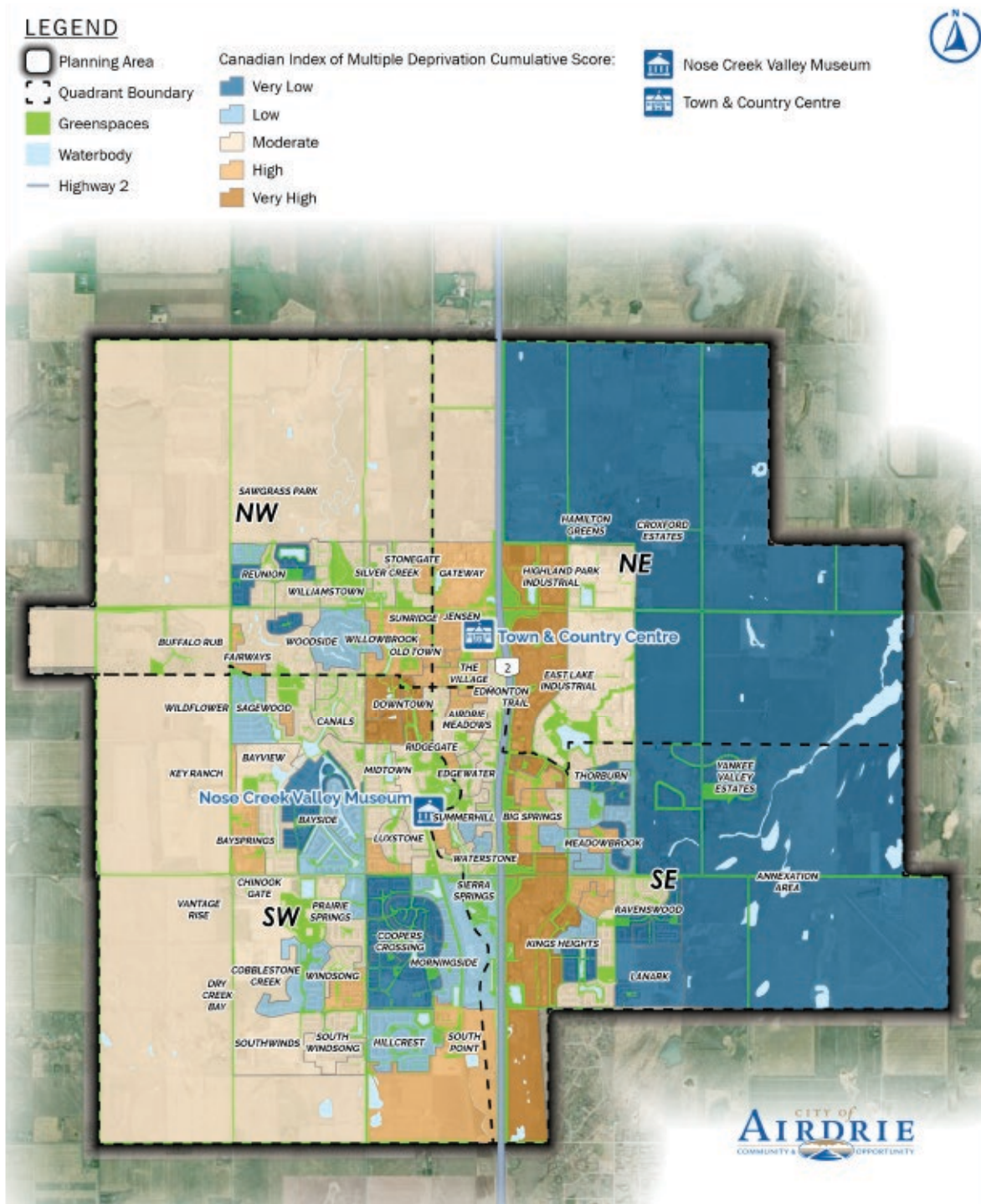
The map on the following page was created using The Canadian Index of Multiple Deprivation (CIMD). The CIMD utilizes various measures of social well-being, including health, education and justice to help understand inequalities. It is created using microdata from the 2021 Census of Population to derive indicators at the Dissemination Area (DA) level. A dissemination area is a small area composed of one or more neighbouring dissemination blocks (Statistics Canada, 2024). The CIMD considers four dimensions of deprivation; ethno-cultural composition, situational vulnerability, economic dependency and residential instability, characterized by 22 indicators. The following figure outlines the dimensions and their corresponding indicators.

THE FOUR DIMENSIONS OF MULTIPLE DEPRIVATION AND THEIR CORRESPONDING INDICATORS, PRAIRIE REGION, 2021

ETHNOCULTURAL COMPOSITION	RESIDENTIAL INSTABILITY	SITUATIONAL VULNERABILITY	ECONOMIC DEPENDENCY
Proportion of population that is foreign-born	Proportion of persons living alone	Proportion of the population identified as indigenous	Proportion of population participating in the labour force (aged 15 and older) ¹
Proportion of the population self-identified as visible minority	Proportion of dwellings that are apartment buildings	Proportion of single parent families	Ratio of employment to population ¹
Proportion of population with no knowledge of either official language (linguistic isolation)	Median 2021 household income ¹	Proportion of homes needing major repairs	Dependency ratio (population aged 0-12 and population aged 65 and older divided by population aged 15-64)
Proportion of the population which are recent immigrants	Proportion of movers within the past 5 years	Proportion of the population aged 25-64 without a high-school diploma	
Proportion of population with no religious affiliation	Proportion of population receiving government transfer payments	Proportion of children younger than age 6	
		Median dollar value of dwelling ¹	

1. This indicator was reverse-coded, meaning it was coded opposite of the measure. For example, proportion of the population that is married or common-law becomes proportion of population that is single, divorced, separated or widowed.
Note: The Prairie region includes the provinces of Manitoba, Saskatchewan and Alberta. The dimensions are ordered such that the dimension on the left explains the highest percentage of the variance of the data and the dimension on the right explains the lowest percentage.
Source: Canadian Index of Multiple Deprivation 2021, based on the 2021 Census of Population Long-Form.

The CIMD Map of Airdrie



Key Findings:

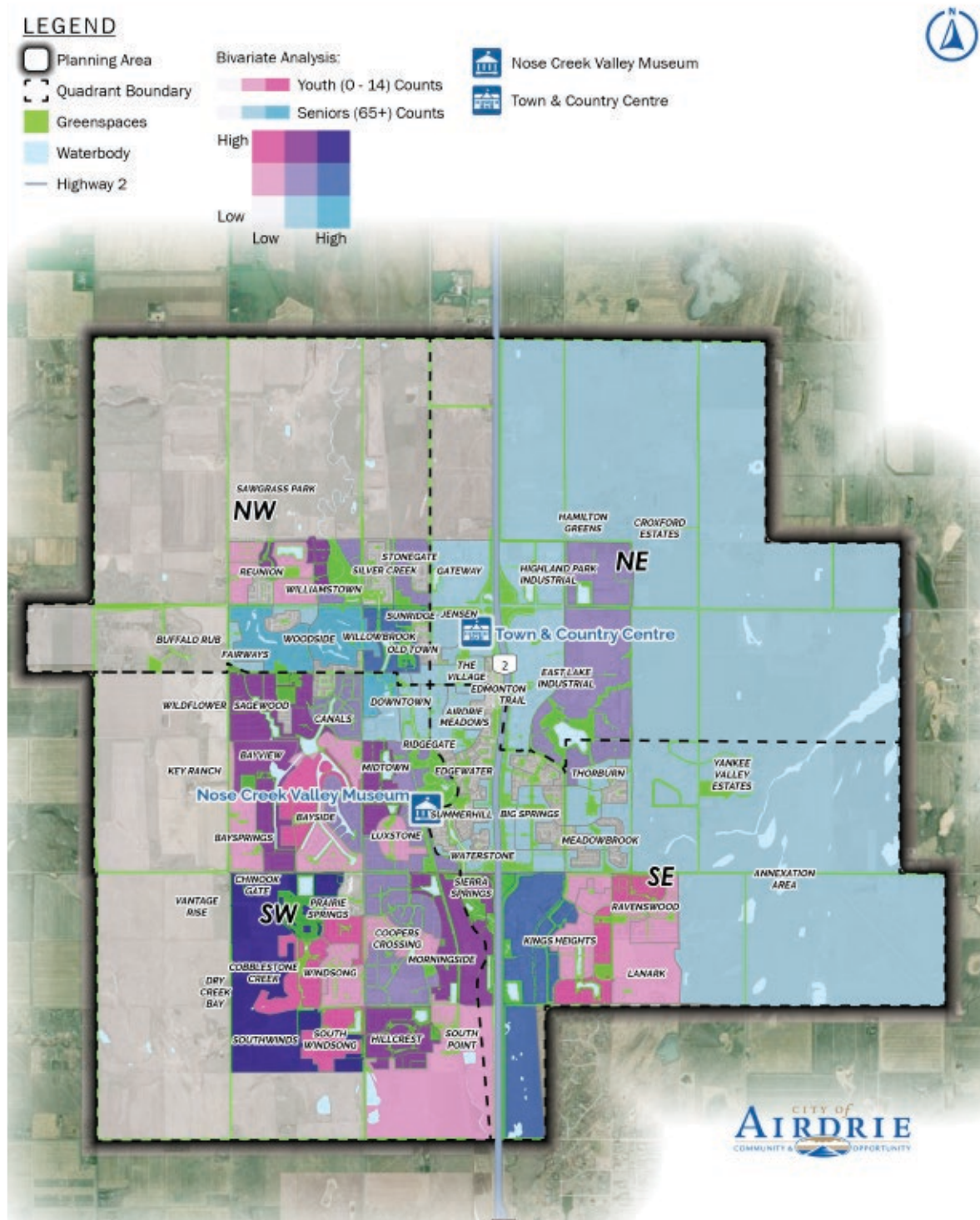
The scale of very low to very high is used to categorize how DAs were scored. Very High indicates that there is a high prevalence of deprivation, and very low indicates that there is low prevalence of deprivation based on the indicators presented on the previous page.

- Most of Airdrie is considered moderate or low/very low on the deprivation index.
- Downtown and other neighbourhoods directly east of Highway 2 are considered Very High on the deprivation index relative to other areas of the city.

Seniors and Youth Bivariate Analysis

This map helps reflect areas of the city with a lower proportion of children/ youth and higher proportion of older adults, lower proportion of older adults and higher proportion of children / youth, and areas that have relatively low or high proportions of both age cohorts.

The SW sector of Airdrie has a higher proportion of both age cohorts. Chinook Gate, Cobblestone Creek and Southwinds in particular are neighbourhood with a high concentration of both age cohorts. Bayside, Windsong, South Windsong, Prairie Springs, Ravenswood, and Kings are areas with a higher proportion of youth. Woodside, and Fairways have a higher proportion of seniors.



Key Finding from the Community Overview

- Airdrie's population has grown significantly in recent decades and is expected to continue to grow over the next 10 + years with a 43% increase projected in Airdrie's Growth Report: Tracking Development and Change 2023. It is highly probable that demands for a variety of social, wellness, cultural, and heritage spaces will continue to increase accordingly.
- While Airdrie's population is generally younger than provincial averages, it will be important to plan for population evolution (e.g. aging in place) as well as anticipated growth demographics (continued influx of younger families). It is reasonable to assume that in the future Airdrie will have diverse community space and program needs across a variety of age cohorts.
- Age demographics vary geographically across the city. As may be logically expected, newer areas in the southwest of the city have higher proportions of younger residents.
- Available demographics profiling data (Prizm Segmentation Reports) suggests that there is high proportion of residents with families seeking attractions, entertainment, and active living opportunities.

4.

COMMUNITY FACILITY CONTEXT AND USE

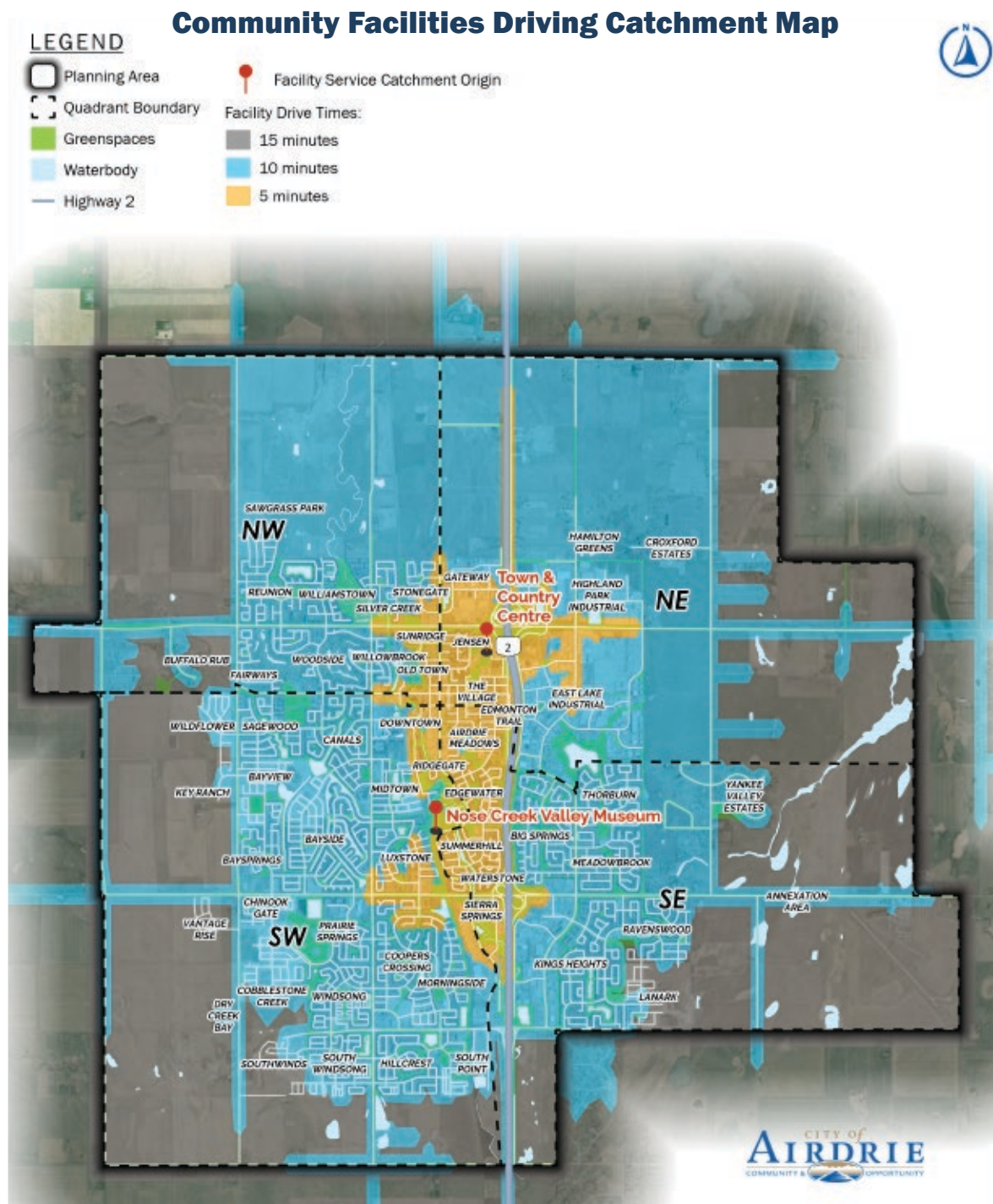
The following section provides an overview and summary of facility use, capacity, condition, and other key characteristics of the Town and Country Centre and Nose Creek Valley Museum.

Photo: facebook.com/CityofAirdrie/photos_by/



4.1. Spatial Overview of Facilities

The following two maps provide an illustration on the access to the Nose Creek Valley Museum and the Town and County Centre by driving and walking.

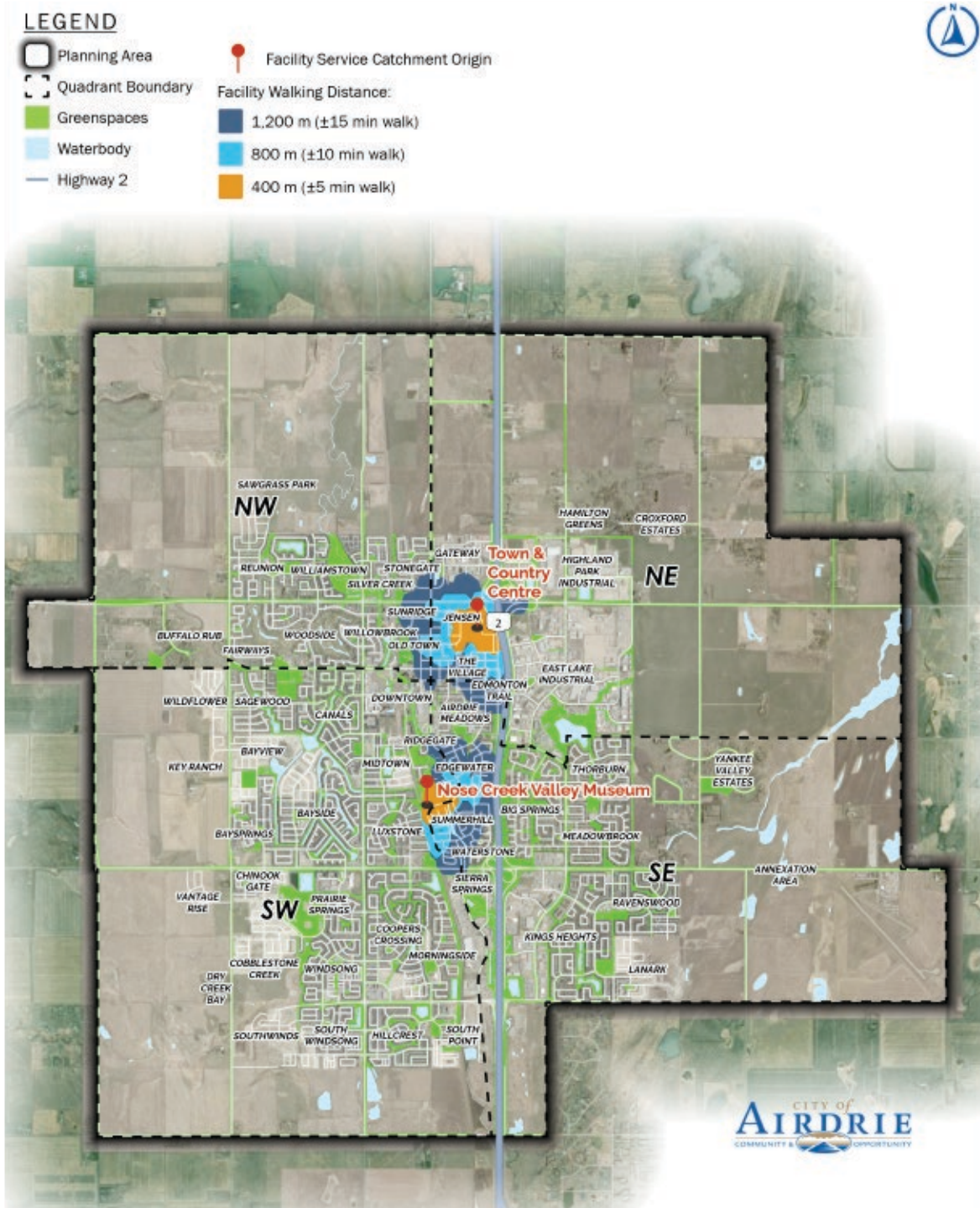


Key Findings:

Both facilities have good access by driving.

- 20% of Airdrie residents can access the Nose Creek Valley Museum within a 5-minute drive, and 99-100% can access the museum within a 10 – 15 minute drive.
- 17% of Airdrie residents can access the Town and Country Centre within a 5-minute drive and 93-100% of residents can access the centre within a 10- 15 minute drive.

Community Facilities Walking Catchment Map



Key Findings:

Only a small proportion of Airdrie residents are located within a reasonable walking distance of the Town and Country Centre and Nose Creek Valley Museum, reflecting that these facilities are primarily drive-to destinations.

- Only 3% of residents can walk to the Nose Creek Valley Museum from their home within 15 minutes.
- 4% of residents can walk to the Town and Country Centre within 15 minutes.

Note: This exercise did not account for residents who may walk to the facility from other nearby amenities. For example, the Town and Country Centre is next to two schools and the Nose Creek Valley Museum is located next to the Nose Creek Regional Park.

4.2. Town and Country Centre Overview

This multi-use facility consists of two halls, a commercial kitchen and the Airdrie Curling Club (8 sheets of ice), curling club lounge and kitchen, and the Airdrie Over 50 club built in 1977. An assessment of these spaces is provided in section 4.4. Facility Assessments Summary and Observations.

Table-3 Town and Country Centre Facility Overview

Space	Seated Capacity	Description
Small Hall	70 banquet style 90 theatre style	• Ideal for small receptions and meetings • Small dance floor and bar area • Large screen TV, wireless microphone, podium and sound system available
Large Hall	350 banquet style 425 theatre style	• Ideal for wedding receptions, large meetings and trade shows • Stage, dance floor and bar area • Easy access to commercial kitchen • Projector, wireless microphone(s), podium and sound system available
Commercial Kitchen	N/A	• Gas range with 12 burners • Three gas ovens • Two convection ovens • Small flat top grill • Dish washing station with sanitizer • Three large, deep square sinks • Two commercial refrigerators • Dinner and side plates, bowls and cutlery for up to 350 guests
Over 50 Club Main Gathering Space	~225	• Shares restroom facilities with the curling lounge • Kitchen (non commercial)
Senior's Meeting Room	~20 banquet style	• Small meeting room
Curling Rink	N/A	• 8 sheets of ice
Curling lounge	180 banquet style	• Lounge space that includes a bar and commercial kitchen.

Large and Small Hall Use

The large and small halls are available for bookings from 6:00 am – 2:00 am (20 hours per day), seven days a week. However, the nature of hall spaces is such that the majority of time is concentrated into some peak times. The following tables (from Table-4 to Table-7) reflect two scenarios for both the large and small hall spaces at the Town and Country Centre.

- 10 hours per day of practical “in-demand” time with a 10% reduction in capacity to account for holidays, maintenance, changeover between events/programming, etc.
- 5 hours per day of peak “in-demand” time with a 10% reduction in capacity to account for holidays, maintenance, changeover between events/programming, etc.

As suggested by the tables, the hall spaces are generally moderately to well utilized but not at capacity. Notably, use of both hall spaces has trended upwards in recent years.

Table-4 Large Hall Booked Hours (Assuming 10 Hours of “In-Demand” Time Per Day)

Large Hall Bookings	2018	2019	2020	2021	2022	2023	Trend Line
Hours Booked	857	1,212	576	1,396	1,532	1,228	
In Demand Hours	3,285	3,285	3,285	3,285	3,285	3,285	
% Booked of Demand Hours	26%	37%	18%	42%	47%	37%	

Table-5 Large Hall Booked Hours (Assuming 5 Hours of “In-Demand” Time Per Day)

Large Hall Bookings	2018	2019	2020	2021	2022	2023	Trend Line
Hours Booked	857	1,212	576	1,396	1,532	1,228	
In Demand Hours	1,643	1,643	1,643	1,643	1,643	1,643	
% Booked of Demand Hours	52%	74%	35%	85%	93%	75%	

Table-6 Small Hall Booked Hours (Assuming 10 Hours of “In-Demand” Time Per Day)

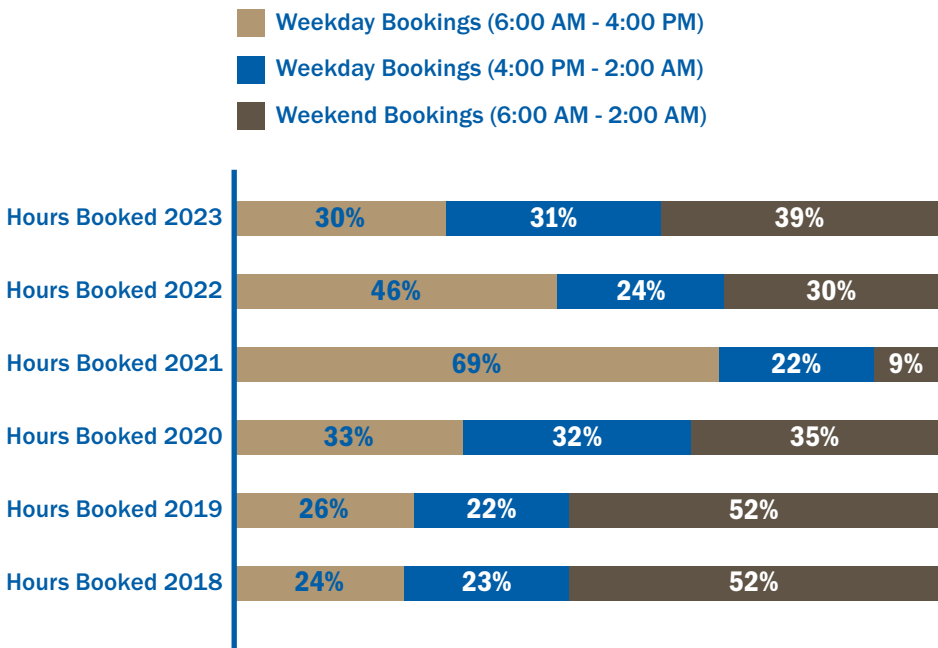
Small Hall Bookings	2018	2019	2020	2021	2022	2023	Trend Line
Hours Booked	1,034	1,120	423	717	826	1,140	
In Demand Hours	3,285	3,285	3,285	3,285	3,285	3,285	
% Booked of Demand Hours	31%	34%	13%	22%	25%	35%	

Table-7 Small Hall Booked Hours (Assuming 5 Hours of “In-Demand” Time Per Day)

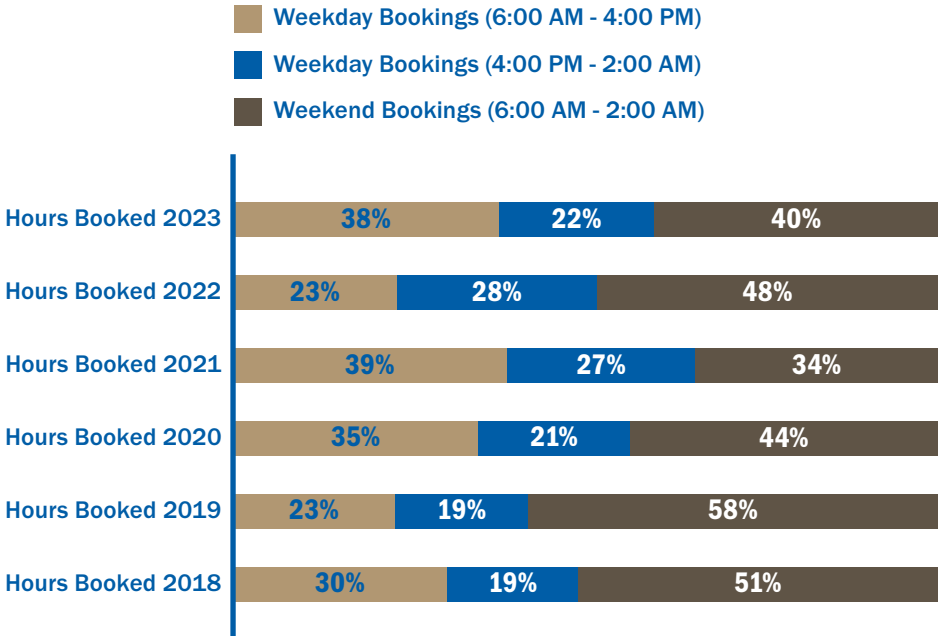
Small Hall Bookings	2018	2019	2020	2021	2022	2023	Trend Line
Hours Booked	1,034	1,120	423	717	826	1,140	
In Demand Hours	1,643	1,643	1,643	1,643	1,643	1,643	
% Booked of Demand Hours	63%	68%	26%	44%	50%	69%	

The following graphs contrast booking by time of day. Prior to 2020 and the COVID-19 pandemic, both the large and small halls were booked the most often on weekends, after 2020, they were booked the most often during the week. This finding reflects increased use of the spaces for non-event purposes (e.g. public health) during the pandemic and subsequent years, which a bounce back in weekend bookings in 2023.

Timeframe of Bookings for the Large Hall

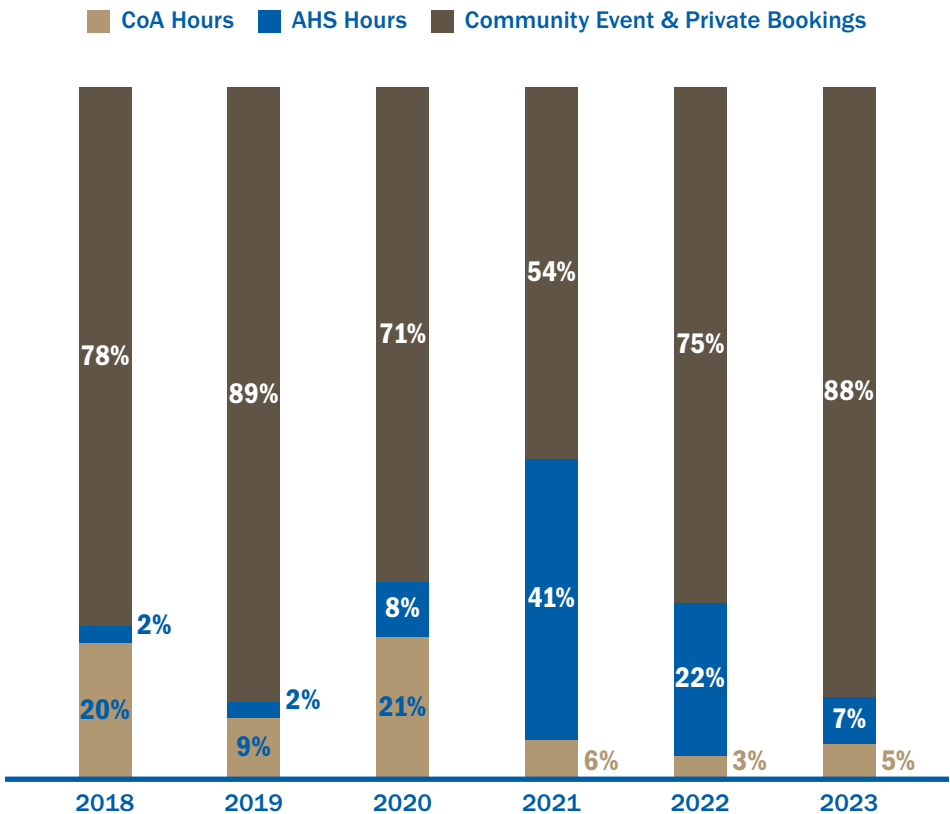


Timeframe of Bookings for the Small Hall



The following graph illustrates the types of facility use in the two halls from 2018 – 2023. Alberta Health Services (AHS) uses the facility for vaccine clinics, while the City use of the halls includes City events, programs, and maintenance. These findings reflect a shift back towards private bookings and social events after pandemic restrictions and alternate use in 2021/22.

Types of Hall Use 2018 - 2023



Commercial Kitchen Use

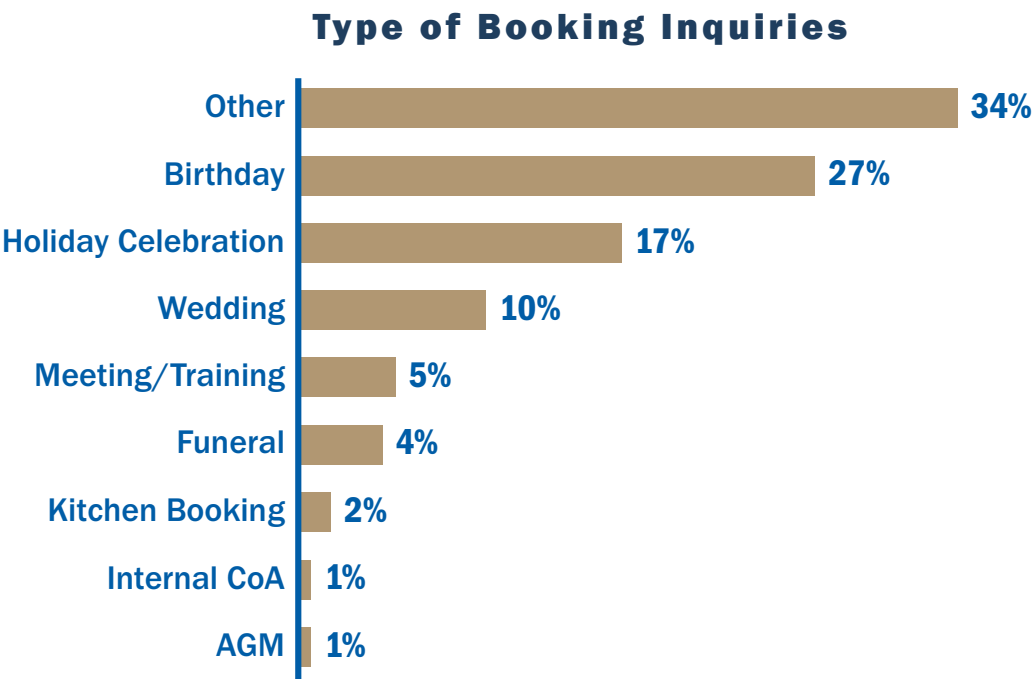
The commercial kitchen is also a bookable amenity at the facility. Identified as follows are notable characteristics from the kitchen bookings data.

- While hall bookings fluctuated from 2018 – 2023, kitchen bookings have remained fairly similar at an average of 589 hours per year.
- The kitchen is booked approximately 40% of the time that the large hall is booked. While some kitchen bookings occur independently of the large hall, most are part of the same booking / function.
- The commercial kitchen is booked most often on weekends.

Unmet Rental Requests

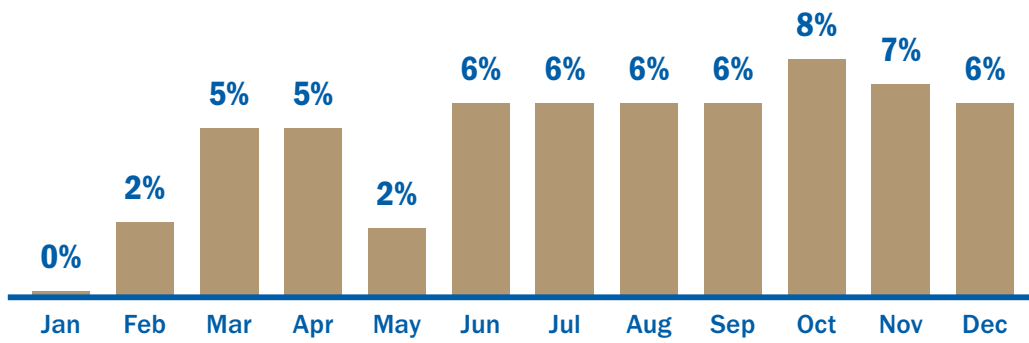
The City of Airdrie tracked the rental requests received for the Town and Country Centre that they were not able to fulfill because the space had already been booked. The following bullets summarize the key findings from the review of these unmet requests in 2023.

- In total, there were 297 unmet requests to book spaces within the Town and Country Centre. The City received an average of 25 requests per month.
- The top three types of events requested were events categorized as ‘other’ (34%), birthday parties (27%), and holiday celebrations (17%).
- The most inquiries occurred in January (16%), August (13%), May (10%), and September (10%). While the actual requested booking dates were fairly evenly distributed with October (8%) and November (7%) being the most popular months and January (0%), February (2%), and May (2%) being the least popular months.

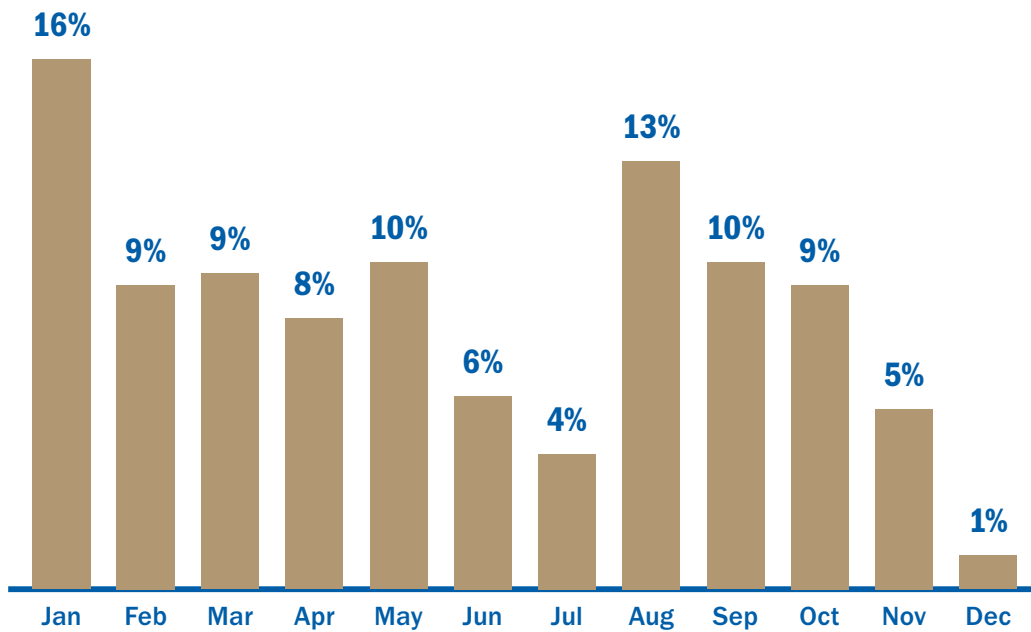


***Other” bookings reflect an assortment of booking types and organizations that do not fit into the other typical categories.*

Unmet Rental Requests

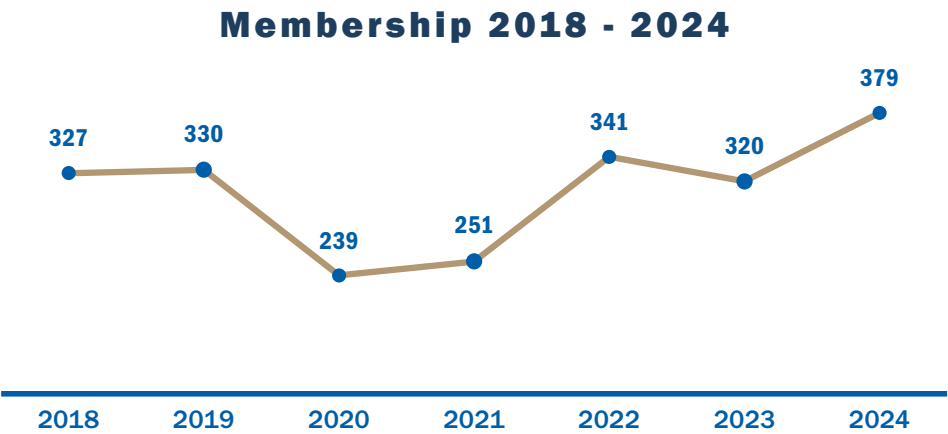


When Inquiries Occured



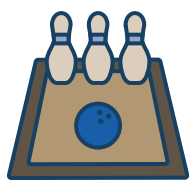
The Airdrie Over 50 Club Use

The Airdrie Over 50 Club has existed since 1968, was officially incorporated in 1976, and found a home with the opening of the Town and Country Centre in 1977. What started with just 33 members has now averaged around 315 members. The following graph illustrate the trend in membership between 2018 and 2024. Membership has remained fairly stable, with a small decrease due the COVID- 19 pandemic in 2020 & 2021. The membership is currently at a 5 year high with 379 members.



The club has offered its members s a wide range of activities and programs to participate in over the last 47 years. Today, the club offers over 23 activities/ programs and has seen an average of 12,357 annual participants (excluding 2020 and 2021). This adds up to almost 3,500 hours of programming within their space in the facility.

THE TOP MOST BOOKED ACTIVITIES IN THE CLUB INCLUDE



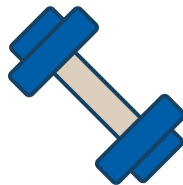
CARPET
BOWLING



SHUFFLEBOARD



TABLE
TENNIS



FITNESS



FLOOR
CURLING



Airdrie Curling Club

The Airdrie Curling Club operates the curling ice and the lounge space. The curling season is from September to March. During the curling season, the lounge is open for curlers and spectators during and after on ice activities from 12:00 pm – 12:00 am daily. The lounge and rink are not open to the public outside of the curling season except for booked rentals.

The following table (Table-8) indicate the hours booked during the curling season in the lounge space. The hours available was calculated by taking the average daily operating hours (12 hours) and applying time 3% buffer for any maintenance or holiday closures. The majority of bookings took place during the evenings and weekends.

Table-8 Booked Use of the Curling Lounge During the Curling Season (September – March)

Curling Club Lounge Booked Use During the Curling Season (Sept - March)	2018	2019	2020	2021	2022	2023	Trend Line
Hours Booked	1,477	1,694	389	1,918	1,940	2,039	
In Demand Hours	2,479	2,479	2,479	2,479	2,479	2,479	
% Booked of Demand Hours	60%	68%	16%	77%	78%	82%	

The next table (Table-9) includes the hours booked in the lounge space during spring/ summer months (April – August) when the curling rink is not in use. The same hours of operation were applied to this season of use as during the curling season.

The 2023 season saw a rise in use in the off-ice season due to a booking from Elections Canada. The majority of bookings took place before 4:00 pm in 2022 and 2023.

Table-9 Booked Use of the Curling Lounge During the Spring/ Summer Season (April – August)

Curling Club Lounge Booked Use During the Curling Season (Sept - March)	2018	2019	2020	2021	2022	2023	Trend Line
Hours Booked	0	310	90	287	535	1,246	
In Demand Hours	1,781	1,781	1,781	1,781	1,781	1,781	
% Booked of Demand Hours	0%	17%	5%	16%	30%	70%	

Town and Country Centre Use Key Findings

- Bookings in hall spaces and the curling lounge have surpassed pre-pandemic levels and are trending upwards.
- The Town and Country Centre hall spaces are moderately to well-utilized depending on how capacity is calculated, but capacity exists for more bookings.
- Tracked unmet demand to book the Town and Country Centre suggests that at peak times staff are not able to accommodate all booking requests.
- After increased use of the space for public health purposes during and immediately after the pandemic, private bookings and event based bookings have gradually shifted back to a primary use of the facility.
- Commercial kitchen use has remained relatively consistent in recent years. The kitchen is booked approximately 40% of the time relative to the large hall space.
- The Airdrie Over 50 Club membership is now higher than pre-pandemic levels and continues to trend upwards. Notably, the proportion of seniors in Airdrie is lower than that of the province which suggests that the Club has been successful at providing highly desirable programming.
- Review of Over 50 Club programming suggests that the top activities for seniors are more physically active activities, aligning with broader activity trends and preferences for older adults provincially and nationally.
- The use of the Curling Lounge has increased over the last few years in the off season due to some more regular user groups such as Elections Canada and summer camp use.



4.3. Nose Creek Valley Museum Overview

Overview

Established in 1987 as a permanent, public, non-profit institution, the Nose Creek Valley Museum collects significant historical artifacts from the Nose Creek Valley and Airdrie area, spanning from 1780 to the present.

Museum opens

1987

Today the museum houses more than 20,000 items

2024

1993

The museum had outgrown its original size, and an extension was added.

The Mission:

To collect, preserve, exhibit, and interpret objects of a cultural, historical, or socially significant nature to the Nose Creek Valley area. We invite the public to share these objects through education and discovery.

The Vision:

To be the stewards and leaders in protecting, preserving, and sharing Nose Creek Valley heritage and culture.

The museum embodies their mission and vision through their diverse range of programming, and collection management. Additionally, the museum provides space for the community to gather outside of education and discovery for a wide range of activities including religious services, non-profit meetings, arts and culture events, youth programs, and business meetings.

Table-10 Museum Facility Overview

Space	Seated Capacity	Description
Yankee Valley Meeting Room	50 theatre style 30 banquet style (tables and chairs)	Meeting room ideal for board meetings, training courses
Symons Valley Meeting Room	90 theatre style 65 banquet style (tables and chairs)	Large meeting room ideal for Annual General Meetings, baby shows, small church services, etc.
Exhibit Space	N/A	Exhibit space

Photo: <https://nosecreekvalleymuseum.com/>

Programming

The museum has six key in-house program offerings, an outreach program (The Travelling Trunk), and takes part in community events such as Airdrie Pride Festival, Airdrie Children's Festival, Art of the Harvest, Mighty Machines, and Airdrie Fest.

In-house programs include the following:

- **Guided museum tours**
- **Guided museum tours with specific focus on visitor subject choice**
Often booked by school; tours will focus on key curriculum based on the grade.
- **Museum Immersion tour**
School classes spend five days in the museum, using the exhibits for all their classes, Social Studies, Science, Language Arts/English, Math, Art, Gym, Drama.
- **Senior's tour and lunch**
Senior groups can book a museum tour and use one of the meeting rooms to have lunch or tea before or after their tour.
- **Evening tours**
Often booked by the Rocky View Adult Education/SCALS for ESL learners to practice listening and asking questions in English.
- **Junior Curator's program**
Offers youth an opportunity to learn about the operation of a museum, with emphasis on exhibitions, artefacts, and collection management.

The Travelling Trunk program has 5 trunks of curated items that groups can rent out. School groups and seniors homes are the most frequent users of this tool.

The Travelling Trunks are booked approximately 36 times per year. These trunks are booked almost weekly during the school year.



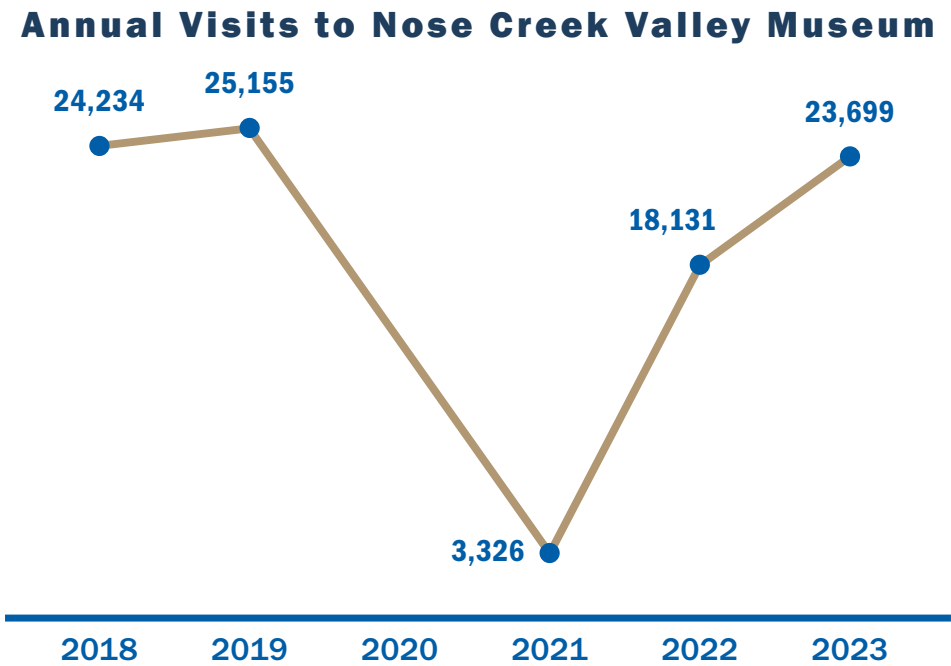
Collections & Research

The museum’s collection is always growing, as they believe in collecting not just for the past but for the future. On average, over the last 5 – 6 years the museum has collected 365 objects annually (growing approx. 2% per year) of varying size and condition. They continue to respond to public inquiries and have completed research at the request of the public. They receive 2 – 3 research submission request per month.

The museum also offers mentorship to practicums students three times a year through the University of Calgary and St. Mary’s University.

Visits to the Museum

The museum’s had an average of 2,805 visits annually from 2018 - 2023 (excluding 2020 and 2021).

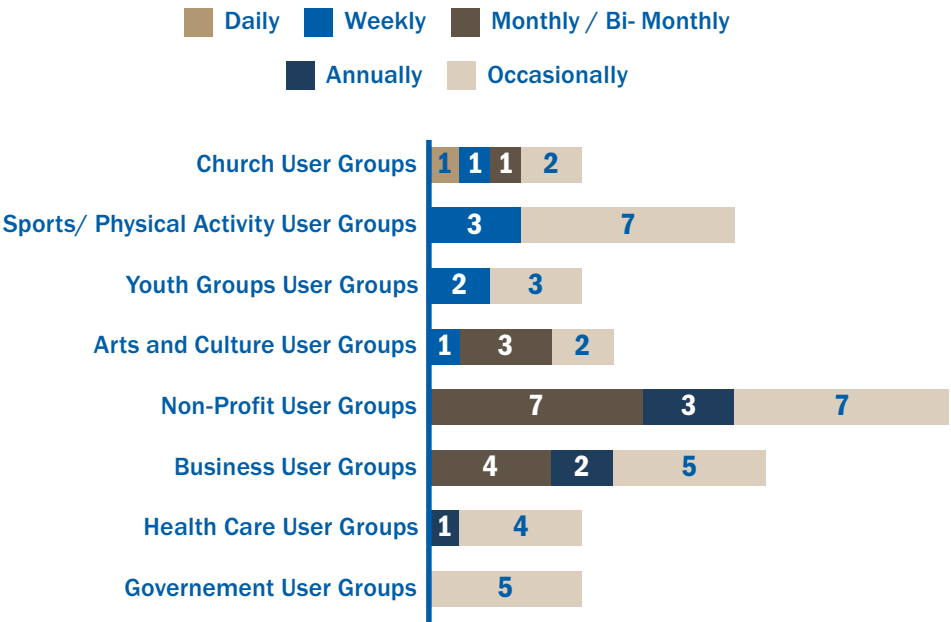


*The museum was closed in 2020 and for 8 months of 2021 due to the COVID-19 pandemic.

Rentals / Community Use of the Museum

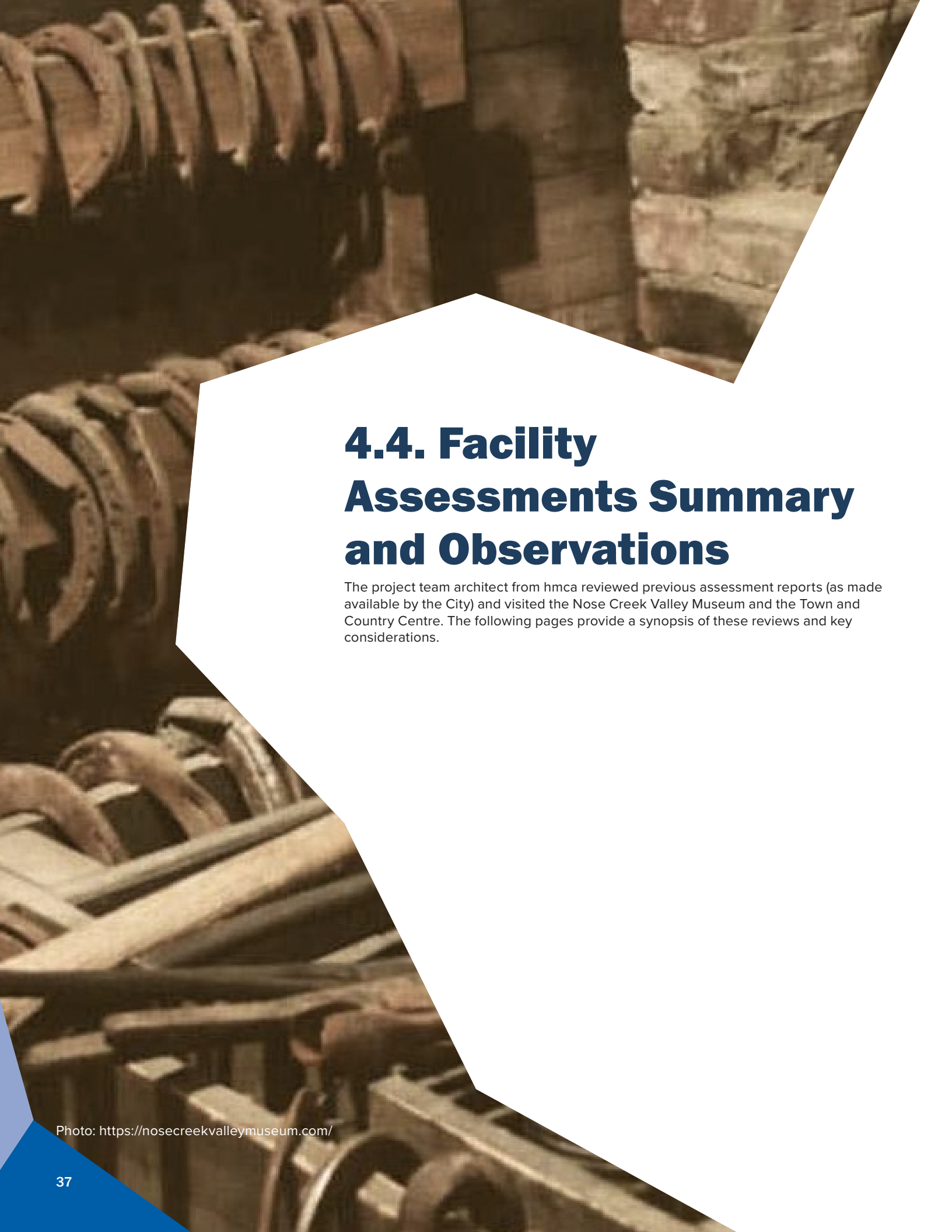
The museum rents out their space for private functions (e.g. bridal showers, weddings, art classes, line dancing, etc.) 8 – 10 times per month. They also rent to different groups on a daily, weekly, monthly/ bimonthly, annual and occasional basis. There are 64 different groups that use the space. The following graph illustrates the type of use group and how often they book the space by the previously noted categories. There are 2 church groups that use the space for their religious practices on a daily of weekly basis, some regular sport/ physical activity use, youth group use and arts and culture group use.

Number of User Groups and Frequency of Use



Nose Creek Valley Museum Use Key Findings:

- The museum's collection is continually growing and evolving (on average growing 3% per year). Storage and exhibit space needs may increase alongside the growth of the collection.
- Annual visits to the museum are increasing towards pre-pandemic levels.
- The museum provides space to over 64 community groups on both a regular and occasional basis. A usage report prepared by the staff at the museum indicated that if more space was regularly available, there would be groups ready to use it. Notably, many groups that book the space are not necessarily heritage or cultural program / activity providers. This finding reflects that the Museum is meeting broader community gaps for affordable multi-use space.
- The museum works with schools regularly and provides curated tours when requested.
- The museum raises awareness of their programming through attending events, and through outreach programs to share educational information.



4.4. Facility Assessments Summary and Observations

The project team architect from hmca reviewed previous assessment reports (as made available by the City) and visited the Nose Creek Valley Museum and the Town and Country Centre. The following pages provide a synopsis of these reviews and key considerations.

Photo: <https://nosecreekvalleymuseum.com/>

Nose Creek Valley Museum

Facility Age: Approximately 37 years old (1987)

Recent Work and Condition Context

A recent assessment of the facility was not available, however it was noted during the visit that leaks in the roof have recently been repaired.

The facility operator also provided a document at the start of the facility tour outlining the current state of the building, with the desired repairs or upgrades to the existing building, or in a new facility.

Observations & Functional Assessment

The Museum consists of two rentable meeting rooms, ticketing, a main exhibit space, an annex exhibit space that was part of a museum expansion, and support staff & museum storage spaces.

1. Some moisture buildup on the interior for roof leaks was observed, however the operators noted that these leaks have been patched and repaired. These repairs were noted to be completed ~8 years ago and longevity of repairs is unknown at this time but no visible leaks currently. Recommend further exploration be completed by an envelope engineer to determine if these repairs are at end of life, along with the full roof assembly.
2. Washroom facilities were observed to be dated, however appears to have received upgrades to maintain accessible clearances and accessories. No door actuators have been provided at the washroom entries, which would be a recommended upgrade to enhance accessibility.
3. Life safety and environmental monitoring was observed to be post installed in local locations in exhibit spaces, as well storage. This included smoke detectors and RH sensors. Additionally, no localized ventilation and humidity control was provided in the exhibit space, or storage. Recommend further investigation be completed by a life safety/fire engineering consultant to determine the extent of modernizations required for the facility.
4. No LED lighting throughout the facility, recommend an electrical engineer review the requirements to modernize the lighting for the facility.
5. Flooring was noted by operators to be asbestos containing material, and would require abatement prior to proceeding with other changes to the facility. Recommend a hazardous materials report be conducted to determine if any further hazardous materials exist in the facility.
6. Storage spaces were observed to be exceeding capacity. Recommend exploring potentials for expanded storage in the museum.
7. The ventilation system was observed to be dated, with local controls for heating/cooling and humidity. Given the museum exhibits and stores antiques and artifacts, recommend a mechanical engineer investigate the necessary upgrades required to modernize the museum.



Photo: <https://www.airdrie.cityview.com/coronavirus-covid-19-local-news/reimagined-nose-creek-valley-museum-preparing-to-reopen-2454766>

Overall Town and Country Centre

Facility Age: Approximately 47 years old (1977)

Previous Facility Assessments and Findings

The Town & Country Center has undergone multiple facility assessments and recommendations detailed below, but not limited to:

1. Hazardous Materials Report completed by WSP, providing an inventory of the materials containing asbestos, lead, PCBs, as well as other hazardous materials to be abated at a future date.
2. Roof Condition Assessment was completed by WSP, outlining major roof assembly replacements to be completed to the overall facility. Leakage was noted in multiple locations, understood these have been partially addressed.
3. Facility assessment completed in 2019 by AECOM, with mechanical and electrical design upgrades proposed in 2020. Understanding these recommendations have not proceeded.
4. Quoting was provided by Convergent in 2020 to replace miscellaneous mechanical equipment, including various roof top units, as well as quoting provided by Caon for the replacement of the Lennox RTU's. Understanding is the work related to these quotes has not proceeded.
5. While not documented in any assessment reports, the Curling Club did receive an upgrade to its CO2 refrigeration system, with existing mechanical and electrical tie-ins being upgraded as well.



Photo: Map data ©2024 Imagrey ©2024 Airbus, Maxar Technologies, S. Alberta MD€31s and Countries, Map data ©2024

Hall Spaces

Observations & Functional Assessment

1. Limitations in integrated life safety systems were observed - recommend further investigation be completed by a lifesafety/fire engineering consultant to determine the extent of modernizations required for the facility.
2. The Small Hall has two entry and exit points, which were observed to no longer meet the code requirements for accessibility at doorways. Recommend further design studies to determine the changes required to meet current code requirements.
3. The Large Hall room is used for various functions, including by AHS for vaccine/flu clinics. The operator noted that this can sometimes affect storage space when these types of events happen, affecting other storage space. Further planning studies should be undertaken to determine if additional storage facilities could be created.
4. Loading space into the Large and Small Halls are limited, and the operator noted that renters will use the emergency exits that are directly adjacent to the street, rather than the designated rear loading area. This poses safety concerns that has required special fire safety plans to be coordinated with the Fire Department to ensure these doors are not being used. Further review of loading access and entry is recommended, or reviewed with the city to determine an alternate road route to accommodate a new loading zone.
5. The City has an agreement with the Air Cadets to rent out the space adjacent to the loading zone near the Large Hall. This presents some challenges to locate the loading zone.
6. Washroom facilities appear to have been renovated, with required accessible clearances and fixtures being met for designated accessible stalls and lavatories.



Photo: <https://www.airdriecityview.com/community/airdrie-ready-to-shimmy-at-afb-fundraiser-2134873>

Over 50 Club

Observations & Functional Assessment

1. The storage spaces appeared to be at capacity, with additional tables, chairs, and games being stored on the perimeter of the main space, indicating a lack of overall storage for the user group. Recommend further planning studies be addressed to determine if additional storage spaces can be created.
2. The Club currently shares washroom facilities with the Curling Club, which limits capacities between both tenants. Recommend further exploration to determine if additional washrooms can be added to the facility. Washroom and changing facilities also do not appear to conform to the latest code requirements for accessibility. Recommend updating the fixtures and accessories in these spaces to meet current code requirements.
3. The kitchen in the Club is only residential grade, which does not serve the typical capacities they will see for their programming for both cooking and cleaning. Desire from the user group to have commercial grade appliances would help this issue. Recommend further investigation into the feasibility of upgrading the kitchen to commercial grade, or if they can share use with the other two commercial kitchens on-site.
4. It was observed that there were dips/sloping in the slab on grade along the entrance wall (west elevation) which could indicate inconsistent settlement of the slab over its lifespan. Further investigation/assessment should be completed by an structural engineer to determine if the slab on grade condition requires remediation. Additionally, flooring treatments and transitions were observed, which appear to be greater than the current code allowances and should be assessed further to determine if they are exceeding code requirements and require replacement. Given the presence of mobility aids and types of activities, these transitions should be flush to minimize potential tripping hazards.
5. It was noted by the user group that new spotting had appeared on the ceiling this year, which may indicate further leaks in the roof past the ones already reported in the WSP assessment



Photo: <https://www.airdriecityview.com/community/over-50-club-uplifting-airdrie-with-decorative-stone-art-5853597>

Curling Club

Observations & Functional Assessment

1. The existing loading door is only a single door, which limits the amount and size of items that can be brought in. The club occasionally hosts trade shows, which sometimes require large items that cannot be brought through the loading area. Recommend exploring expansion to a double door to increase loading capacity through the doors.
2. The existing lounge area was noted to be adequately serving the community, however was desired by the operator to expand potential seating capacity, either through a viewing area in/above the lounge, or adjacent to the curling sheets. The facility host various curling events, but is limited in its ability to host larger, provincial/professional events in its current state. Recommend further exploration to determine if expansion is possible.
3. Current access to the curling ice sheets from the lounge is not barrier-free. Planning explorations should be conducted to determine what space is required to provide barrier free access.
4. The bar area of the lounge has been recently been updated, and the commercial kitchen appears to be adequately serving its function, no further recommendations for these areas.
5. The changing facilities and washrooms were observed to have direct visibility into main corridors, posing a privacy concern. Given these spaces are also shared with the Over 50 Club, further exploration is recommended to determine if additional changing and washroom facilities can be added to the building.
6. The acoustics between the lounge, Over 50 Club, and Halls were noted to be quite poor, which limits overlaps between events in each space. Recommend further explorations be completed to determine the acoustic separations upgrades that are required to facilitate event overlap between the three spaces.



Photo: www.facebook.com/AirdrieCurlingClub/photos_by

5.

ENGAGEMENT SUMMARY

Engaging with the community is an important aspect of the project research. It is important to note that the City completed an Indoor and Outdoor Recreation Needs Assessment study in 2021 that looked broadly at recreation space needs in Airdrie. As such, the engagement program conducted for this project focused specifically on generating key insights into how residents use social gathering, heritage, cultural, and seniors spaces as well as perceived gaps, trends, and future needs regarding these spaces.

Several engagement tactics were used to ensure perspectives were gathered from a wide cross-section of residents, user groups, and facility partners. A summary of key findings from the engagement is provided as follows in this section.



**OPEN HOUSES:
20 ATTENDEES
(COMBINED OVER
TWO OPEN HOUSES)**



**CODED
HOUSEHOLD SURVEY:
1,138 RESPONSES**



**OPEN
HOUSEHOLD SURVEY:
145 RESPONSES**



**GROUP SURVEY:
13 RESPONSES**



**COMMUNITY
GROUP MEETINGS:
11 MEETINGS
WITH 12 GROUPS**

5.1. Open House

Two open house events were held at the Town and Country Centre to inform the public about the Community Facility Needs Assessment, to provide an opportunity for individuals to provide top of mind thoughts regarding the facilities and to learn about future engagement opportunities. Panels were set up around the room with information and some key questions to help generate ideas. Key themes from the comments are presented below:

What are the benefits of having places in Airdrie like the Town and Country Centre and Nose Creek Valley Museum?

Community connections

- There is a need for places for people to act as a community, gather, learn, laugh and celebrate the community.
- Gathering places are essential for community connectivity.
- Rentable hall space in the City with a kitchen is huge to the community.

Value of these spaces

- The value of the museum cannot be quantified.

History preservation

- It is important to preserve the history of the Nose Creek Valley.
- Museums are integral to the cultural identity of a community.
- The museum is home to a large amount artifact that are exhibited.

Information sharing

- The museum is a community staple and is a first point on contact for many visitors in Airdrie.

What is your favourite leisure, social or cultural and heritage place in Airdrie?

Top Responses

- Airdrie Over 50 Club
- Nose Creek Valley Museum
- Town and Country Centre

Other Comments

- There should be consideration for a multi purpose convention centre that would host a variety of multi purpose rooms, a theatre and the museum. This would help enable additional programming and awareness of the cultural and historical context of Airdrie.
- Youth should be consulted as they will be directly impacted in the future.



5.2. Resident Survey

A survey was fielded with households in Airdrie to gather perspectives on the state of the Town and County Centre (including the Airdrie Over 50 Club, Airdrie Curling Club, hall spaces and commercial kitchen) and the Nose Creek Valley Museum. The survey was available for completion for approximately one month during October 2024.

A coded postcard was distributed to household's in Airdrie using Canada Post Neighbourhood Mail. Each postcard contained a unique access code with instructions on how to complete the survey (web and paper copy options were provided). This methodology was used to provide a statistically representative sample. The 1,138 responses to the coded version of the survey provides a margin of error of +/- 2.9% (19 times out of 20).

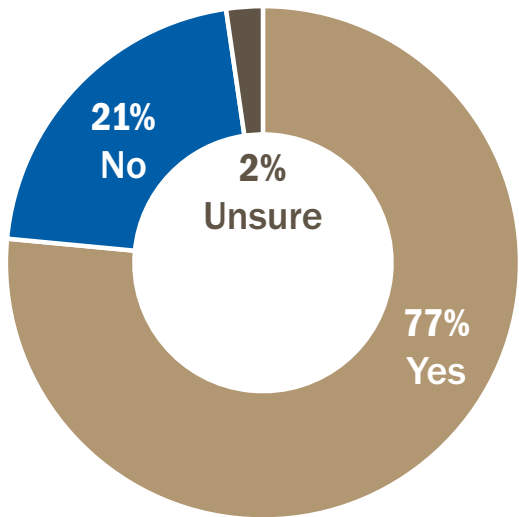
A non-coded version of the survey was also made available for residents that lost their postcard or had multiple household members that wished to provide separate responses.

Provided as follows are findings from both versions of the survey - the graphs and tables reflect findings from the coded version with call-out boxes identifying notable findings from the non-coded version. Subsegment analysis is also provided for select questions (comparison of how different cohorts responded to different questions).

Awareness and Use of the Town and Country Centre: Community Halls

To begin the survey, respondents were asked if their household was aware that the Community Centre is owned and operated by the City. As illustrated in the accompanying graph, approximately three quarters (77%) of respondents indicated they are aware, while approximately one-quarter (21%) are unaware.

Are you aware that the Town and Country Centre is a City Owned and Operated Facility?



Open Access Survey

Prior to this survey, were you or your household members aware that Community Centre is a City of Airdrie owned and operated facility?

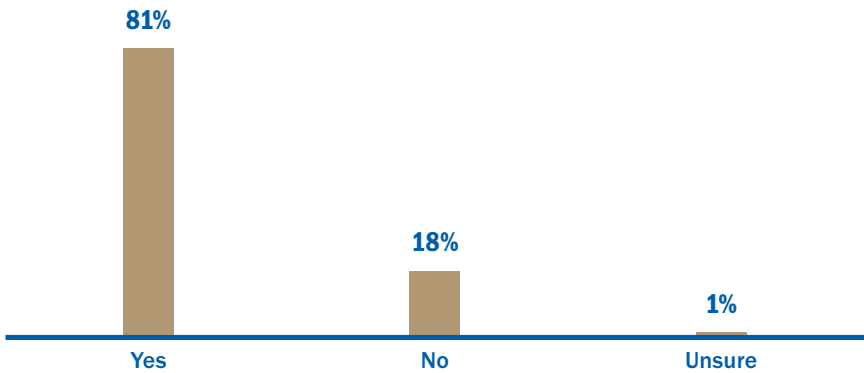
Yes (83%)

No (15%)

Unsure (2%)

Next, respondents were asked if they have ever used or visited the Community Centre Halls. The vast majority of respondents (81%) indicated they have used or visited the Community Centre Halls, while 18% indicated they have not used or visited the space.

Have You or a Household Member Used or Visited the Community Centre Halls?



Open Access Survey

Have You or a Household Member Used or Visited the Community Centre?

Yes (89%)

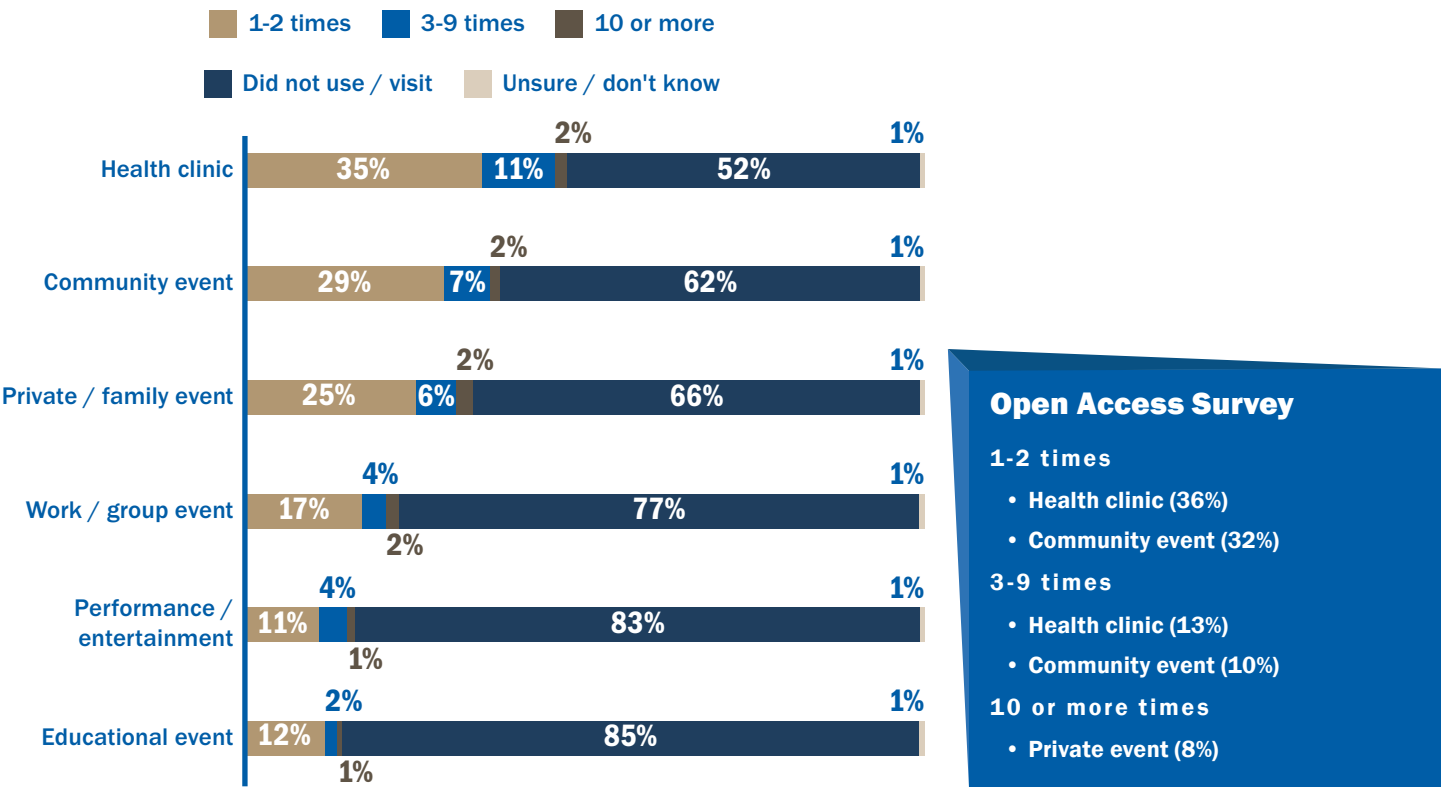
No (11%)

Subsegment Analysis

- Those who have lived in Airdrie for over 10 years are more likely to say they have visited or used the Community Centre (94%) than those who have lived in Airdrie for up to five (5) years (53%).

Those who said they have used or visited the Community Centre Halls were presented with a list of reasons to visit or use the facility and were asked to indicate how frequently they visited or used the space for a specific reason(s). As illustrated in the accompanying graph, approximately half (47%) indicated they used or visited the space for a health clinic. Of the 47% that used the space, approximately three-quarters (74%) used the space 1-2 times over the past year (35% of the 47% that use the space). Approximately one-third of respondents indicated they have also used or visited the Community Centre Hall space for community events (38%) or a private or family events (33%).

Frequency and Reason of Use - Community Centre Halls

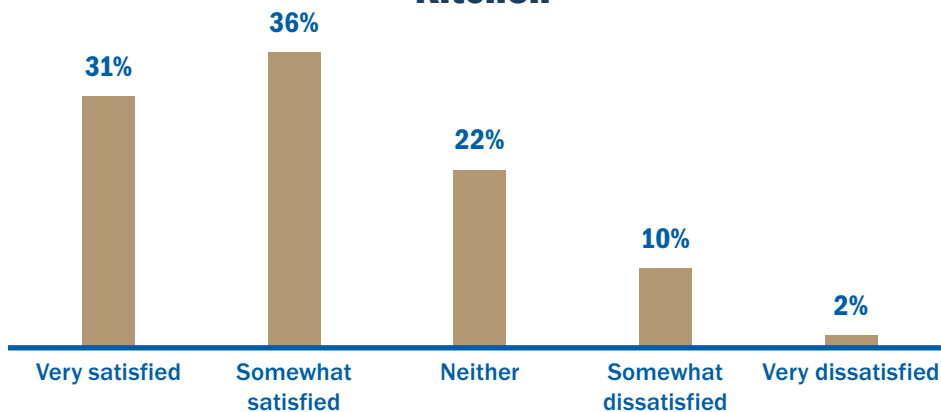


Respondents were able to share any other events or activities that they have attended at the Community Centre Halls, the responses are presented according to some themes:

- **To attend markets** such as various seasonal markets, including Christmas and farmers markets.
- **To vote:** the hall spaces are used often for polling stations during elections.
- To attend specific **community events** such as craft fairs and fundraisers.

Those who said they have used or visited the Community Centre Halls were asked to indicate their satisfaction levels with the facility. Two thirds of respondents (67%) indicated they are satisfied (very satisfied and somewhat satisfied) with the Community Centre.

Satisfaction with the Community Centre Halls and Kitchen



Open Access Survey

Level of Satisfaction with the Community Centre

Very Satisfied (29%)

Somewhat Satisfied (46%)

Neither (14%)

Somewhat Dissatisfied (10%)

Very Dissatisfied (2%)

Subsegment Analysis

- Those who live in the Northeast quadrant (43%) of the City are more likely to say they are very satisfied with the Community Centre Halls and Kitchen than those who live in the Southwest quadrant of the City (23%)

Respondents were asked to explain their level of satisfaction. A synopsis of the explanations are presented below:

Satisfied Response Themes:

- Accessibility and Layout:** there is general satisfaction with parking, accessibility and cleanliness.
- Functionality:** the facility is regarded as useful and well maintained, especially for blood drives, markets and social gatherings.
- Basic:** the facility meets the basic needs and requirements of users.

Dissatisfied Response Themes:

- Age and Aesthetic Appeal:** there is a sentiment that the facility is dated and needs a facelift. Specific comments include, old, worn and dingy.
- Space Constraints:** there was frequent mention of insufficient space for the growing population and limited options for large events.
- Accessibility and Layout:** there was mention that the hallways are cramped, the entry points are awkward and there is poor ventilation.
- Cost Concerns:** facility rental costs have increased since City ownership which makes it less accessible for groups and individuals to rent the space. There is concern that with major upgrades the cost of renting the space will continue to increase.

Respondents who indicated they have used or visited the Community Centre Halls were asked to indicate barriers that have impacted their use or visitation of facility. Approximately one-third (34%) indicated they are unaware of the events or activities held in the Halls. In lower proportions, 20% of respondents indicated they are not interested in the programs or events. Notably, over half (54%) indicated that nothing limits their ability to use the Community Centre Halls.

Barriers to Visiting or Using the Community Centre Halls



Open Access Survey

Barrier to Visiting or Using the Community Centre

Nothing limits our ability to use or visit the halls (47%)

Unaware of the events / activities being held at the Centre (33%)

Programs / events we are interested in are not held at the Centre (28%)

Subsegment Analysis

- Those who have lived in Airdrie for up to 5 years (56%) and between 6 to 10 years (46%) are more likely to say they are unaware of opportunities than those who have lived in Airdrie for over 10 years (25%).
- Those who live in the Southeast (37%), Southwest (38%) and northwest (28%) quadrants are more likely to say that they are unaware of opportunities than those who live in the Northeast (16%) quadrant of the City.
- Those who are dissatisfied with the availability of indoor leisure, social gathering and cultural and heritage activities (35%) in Airdrie are more likely to say that the condition and appearance of the facility is a factor impacting their use than those that are satisfied (10%).
- Those who are satisfied with the availability of indoor leisure, social gathering and cultural and heritage activities are more likely to say that nothing limits their ability to use or visit the halls (65%) than those who are dissatisfied (26%).

Respondents were able to share some explanation of the factors that are impacting their use of the Community Centre Halls. The responses are presented below according to some themes:

- **Access:** the facility is challenging to access via public transportation.
- **Facility Constraints:** groups and events are forced to find alternative venues due to old technology and restrictions of building codes.
- **Lack of interest:** not interested in attending events or programs that are being held in the facility.

Additionally, respondents were able to share some insight into what should be done to the Community Centre Halls so their household would use or visit the space more often. A synopsis of responses is presented below:

- Increase awareness of the events / programs that are held at the Community Centre.
- Investment into the Community Centre is needed and that may increase the demand for groups and organization to use the space for their programs and events.
- Improved parking and access to the facility via public transportation would increase utilization.
- The cost of renting the space is a barrier, specifically for nonprofits and individuals.
- There is demand for more programs and events to be held for younger people in the City.

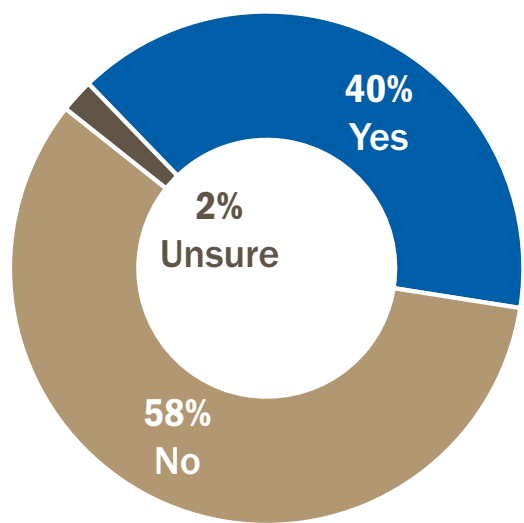


Photo: facebook.com/
CityofAirdrie/photos_by/

Awareness and Use of the Airdrie Over 50 Club

Considering the Airdrie Over 50 Club space, respondents were asked if they were aware that this part of the Town and County Centre is a City owned facility, but privately operated. As illustrated in the accompanying graph, 40% are aware, however over half (58%) were unaware.

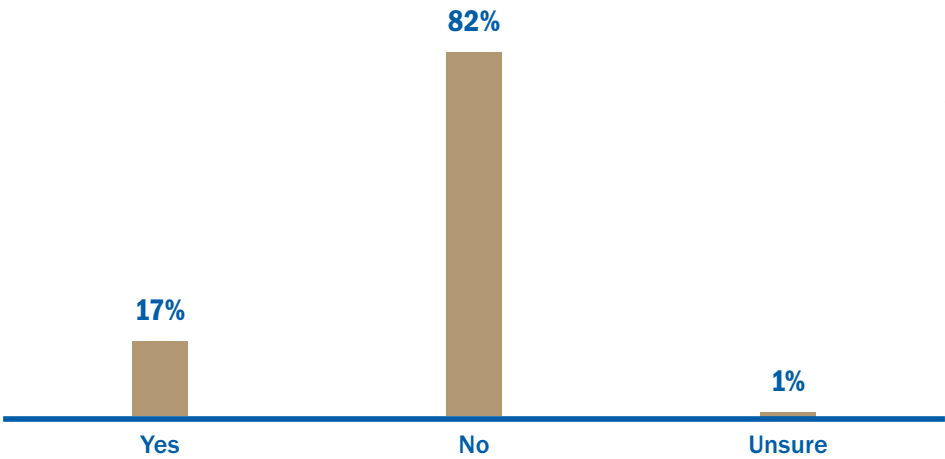
Are you aware that the Over 50 Club Operates in a City Owned Facility?



Open Access Survey
Are You Aware that the Over 50 Club Operates in a City Owned Facility?
Yes (57%)
No (42%)
Unsure (1%)

When asked if household members have used or visited the Airdrie Over 50 Club, the vast majority indicated they have not (82%).

Have You Used or Visited the Airdrie Over 50 Club?



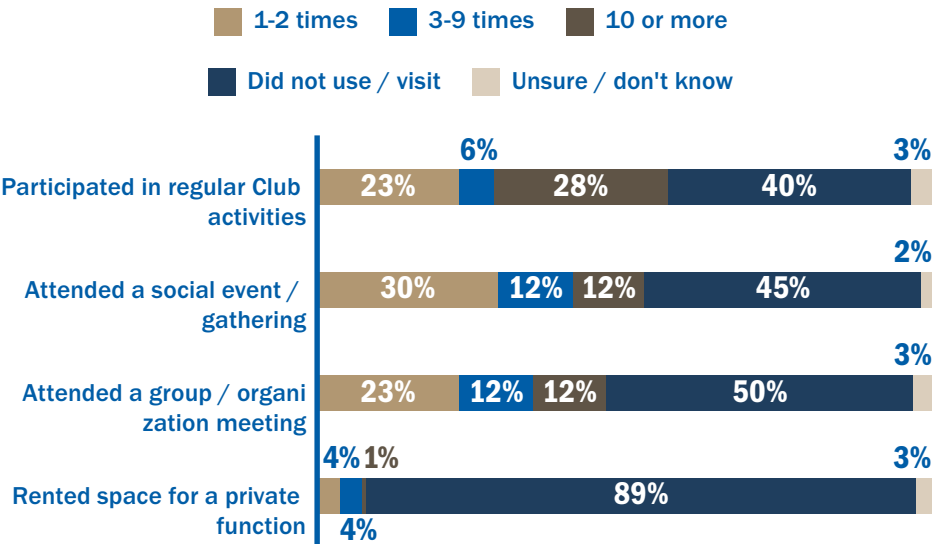
Open Access Survey
Have You Used or Visited the Airdrie Over 50 Club?
Yes (36%)
No (63%)
Unsure (1%)

Subsegment Analysis

- Those who live in the Northeast quadrant (40%) of the City are more likely to say they have visited the Over 50 Club than those who live in the Northwest (25%), southwest (10%) and Southwest quadrants of the City (16%).

Respondents who said that they have used or visited the Over 50 Club were asked to identify how often they visited for the reasons presented in the graph below. Over half (57%) of respondents indicated they have used or visited the Airdrie Over 50 Club. Of those that use or visit the Over 50 Club, approximately half (49%) participated in regular club activities 10 or more times in the previous year (28% of 57%). In similar proportions, 54% of respondents visit to attend social gathering events.

Frequency and Reason of Use - Over 50 Club



Open Access Survey

Frequency and Reason of Use - Over 50 Club

1-2 times

- Attended a social event or gathering (22%)
- Rented the space for a private function (21%)
- Attended a group/organization meeting (21%)

3-9 times

- Attended a social event / gathering (29%)
- Attended a group / organization meeting (24%)

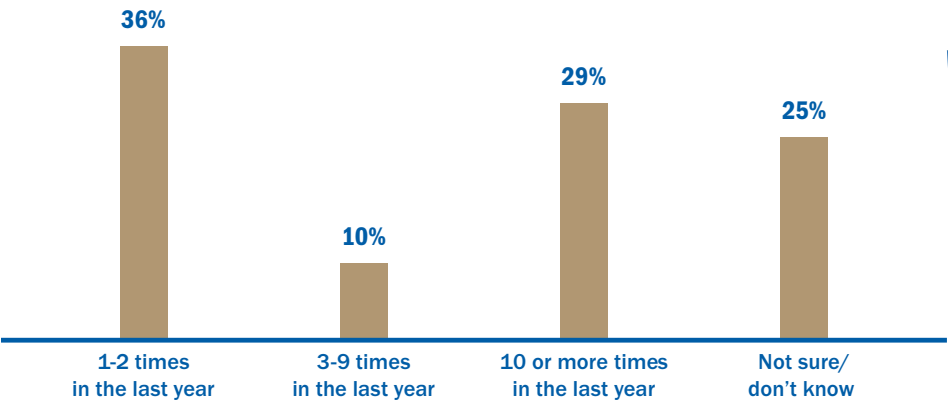
10 or more times

- Participated in regular club activities (64%)

Additional reasons respondents visit the Over 50 Club include bingo, card games and fitness classes.

Those who indicated they use or visit the club were asked to indicate how frequently they use or visit the space. Approximately one-third (36%) indicated they visited the facility 1-2 times in the previous year. In lower but similar proportions, 29% indicated they used or visited the facility 10 or more times in the previous year.

Frequency of Use - Over 50 Club



Open Access Survey

Frequency of Use - Over 50 Club

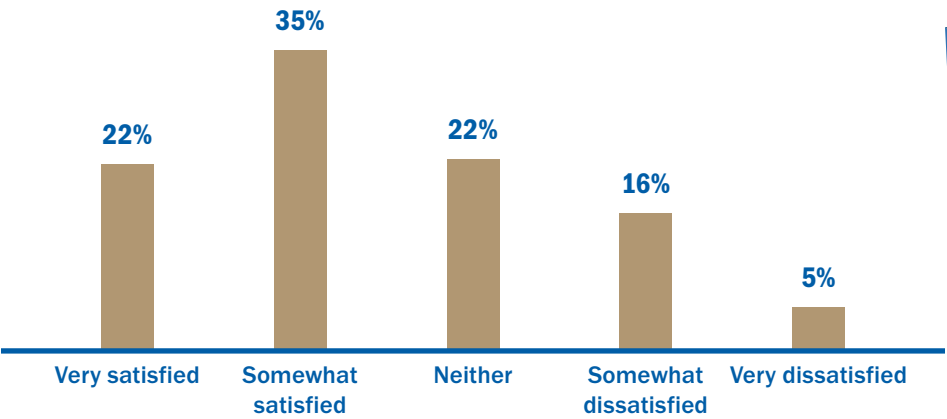
- 1-2 times in the last year (18%)
- 3-9 times in the last year (11%)
- 10 or more times in the last year (67%)
- Not sure / don't know (4%)

Subsegment Analysis

- Those who are dissatisfied with the availability of indoor leisure, social gathering and cultural and heritage activities are more likely to say that they have visited the Over 50 Club 10 or more times (38%) in the past year than those who are satisfied (26%).

Considering satisfaction, approximately half (57%) of those who indicated they use or visit the club are satisfied (very satisfied and somewhat satisfied) with the clubs condition and layout. Approximately one-quarter (21%) are dissatisfied (very dissatisfied and somewhat dissatisfied).

Satisfaction with the Over 50 Club Facility



Open Access Survey
Satisfaction with the Over 50 Club Facility
Very Satisfied (25%)
Somewhat Satisfied (43%)
Neither (7%)
Somewhat Dissatisfied (23%)
Very Dissatisfied (2%)

Subsegment Analysis

- Those who have lived in Airdrie for 6-10 years are more likely to say they are very satisfied with the Over 50 Club (33%) than those who have lived in Airdrie for up to 5 years (19%)

Respondents were able to explain their answers. The responses are presented according to some themes:

- Space Limitations:** there is concern that the facility is too small for the growing membership and the variety of activities that are offered.
- Upgrades:** the facility is outdated and needs renovations including paint, kitchen upgrades and storage upgrades. A new air handling unit is also needed.
- Cleanliness:** the facility is clean and accessible.
- Welcoming:** the facility and members are welcoming and create a friendly and social environment.
- Varied Programming:** adding additional programming to accommodate various ages would increase participation.

Next, those who indicated they have used or visited the Over 50 Club were asked to identify barriers that have impacted household members ability to use or visit the Club. Approximately one-third (38%) indicated they are unaware of the Clubs events and activities while approximately half (47%) indicated that nothing limits their ability to use or visit the club.

Barriers to Visiting the Over 50 Club



Open Access Survey

Barriers to Visiting the Over 50 Club

Nothing limits our ability to use or visit the Over 50 Club - (47%)

Unaware of the Clubs events / activities - (32%)

Subsegment Analysis

- Those who live in the Southwest (44%), Southeast (37%) and Northwest (32%) quadrants of the City are more likely to say they are unaware of opportunities than those who live in the Northeast quadrants (13%).
- Those who are satisfied with the availability of indoor leisure, social gathering and cultural and heritage activities are more likely to say that nothing limits their ability to use or visit the Over 50 Club (54%) than those who are dissatisfied (34%).

Respondents were able to provide an explanation of the factors impacting their use of the over 50 Club. The responses are presented below according to some themes:

- Age Limitations:** individuals in the household do not meet the age criteria and therefore do not or cannot participate. Additionally, the programs and events cater to those aged 80 years and older, which feels exclusionary for those aged 50-70.
- Limited Offerings:** There is some sentiment that the clubs programming is outdated and lacks appeal to some. Lawn bowling was mentioned as an activity that could attract a broader audience.
- Health Concerns:** concerns about health conditions may limit the ability to mingle and be social.
- Social Environment:** being uncomfortable attending alone was mentioned as a barrier. Additionally, there was some sentiment that the club feels unwelcoming and cliquish for newcomers.

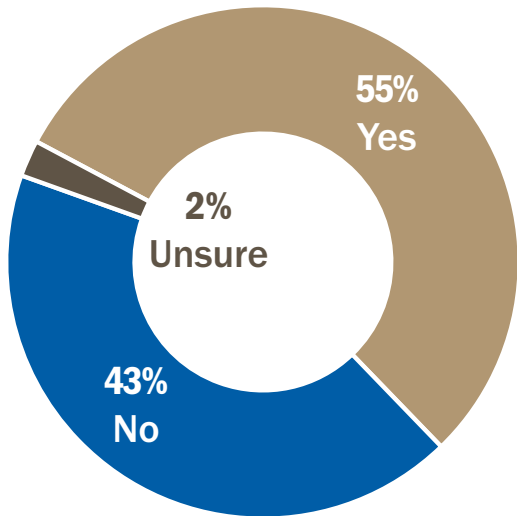
When asked what should be done to the Airdrie Over 50 Club so that household members would visit more frequently, respondents said:

- Awareness and Advertising:** there were calls for increased advertising and a calendar of events about upcoming events and programs to keep members and the public informed.
- Facility and Accessibility Improvements:** The facility is outdated and is in need of renovations to that could increase the number of activities and participants.
- Programming:** There is a desire for more programs such as arts and crafts and movie nights. Additionally, some expressed the need for programs and events to appeal to the younger demographic which could increase participation and utilization of the space.
- Community Engagement:** the facility should be made available for other community groups or programming.
- Cost and Membership:** it is important that the Over 50 Club keeps costs low so programs and events are accessible.

Awareness and Use of the Airdrie Curling Facility

The next portion of the survey focuses on the Airdrie Curling Facility. Respondents were asked if they were aware that the Airdrie Curling Club operates out of the Town and Country Centre (a city owned facility). Approximately half (55%) indicated they were aware, while in lower but similar proportions, 43% indicated they were not aware.

Are You Aware that the Airdrie Curling Club Operates out of a City Owned Facility



Open Access Survey

Are You Aware that the Airdrie Curling Club Operates out of a City Owned Facility?

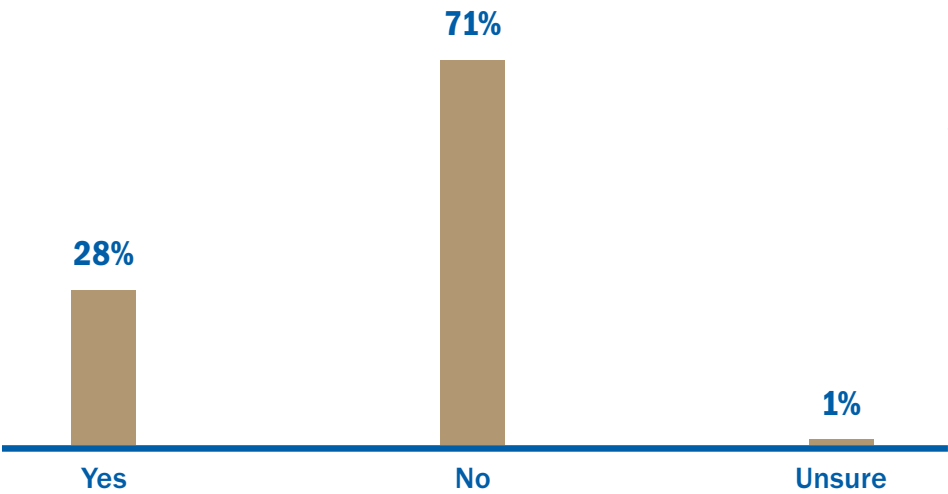
Yes (56%)
No (40%)
Unsure (4%)

Subsegment Analysis

- Those who have lived in Airdrie for over 10 years (68%) are more likely to say that they were aware that the Curling Club is a city owned but privately operated facility than those who have lived in Airdrie for up to 5 years (28%).

Next, respondents were asked if they have participated or attended an event at the Airdrie Curling Club in the lounge area. Approximately one-third (28%) of respondents have attended or participated in an event at the Curling Club, while approximately three-quarters (71%) have not.

Have You Participated in or Attended an Event at the Airdrie Curling Club (lounge area)



Open Access Survey

Open Access Survey – Have You Participated in or Attended an Event at the Airdrie Curling Club (lounge area)?

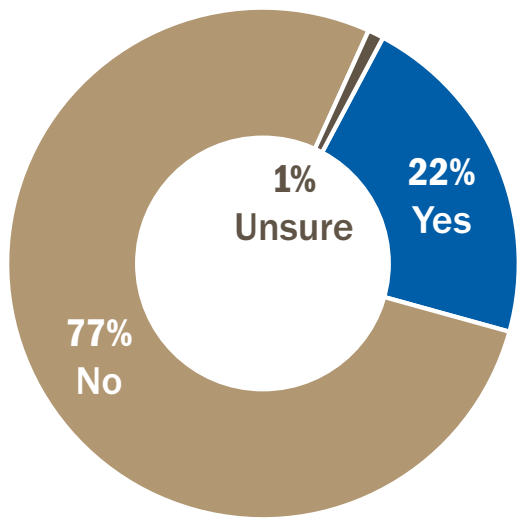
Yes (28%)
No (71%)
Unsure (2%)

Subsegment Analysis

- Those who have lived in Airdrie for over 10 years are more likely to say they have participated or attended an event at the Airdrie Curling Club lounge (36%) than those who have lived in Airdrie for up to 5 years (15%) and 6-10 years (14%).

Approximately one-quarter (22%) of respondents indicated they are an Airdrie Curling Club member.

Are you a Member of the Airdrie Curling Club?



Open Access Survey

Member of the Airdrie Curling Club?

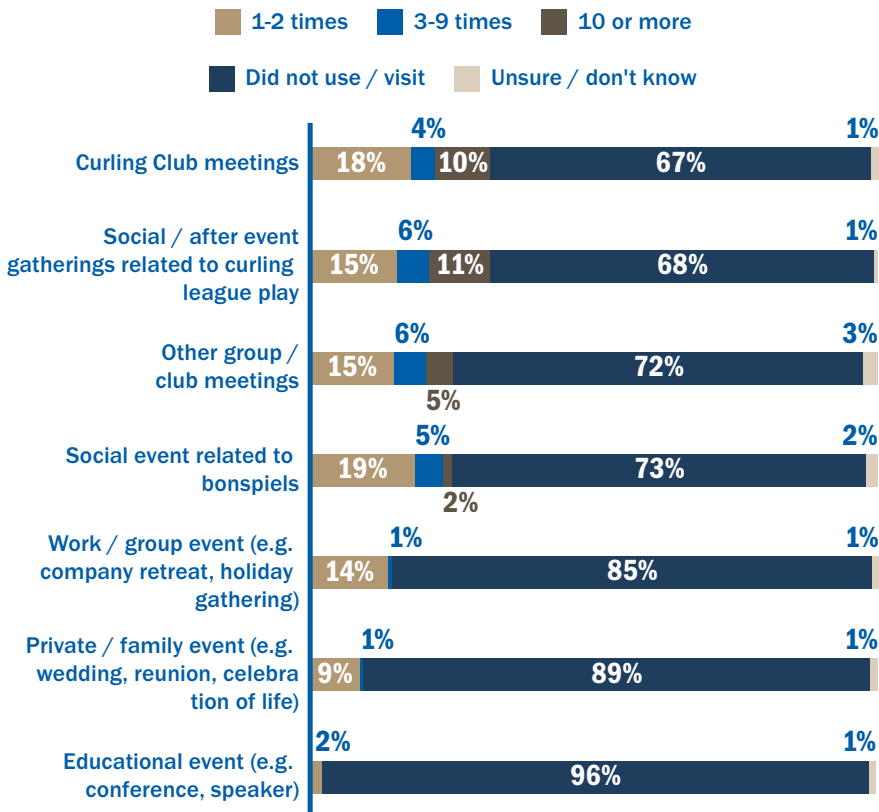
Yes (44%)

No (53%)

Unsure (3%)

Those who indicated that they have participated in an event or attended an event at the Airdrie Curling Club (lounge area) were presented with a list of functions and were asked to indicate how frequently they visited the lounge area for the specific function. Approximately one third indicated that they use or visit the Airdrie Curling Club lounge for curling club meetings (32%) and for social events after curling league play (31%) **during the curling season.**

Frequency and Reason for Visiting the Airdrie Curling Club (During Curling Season)



Open Access Survey

Frequency and Reason for Visiting the Airdrie Curling Club during curling season?

1-2 times

- Social event related to bonspiels (37%)
- Other group / club meetings (31%)
- Curling club meetings (21%)

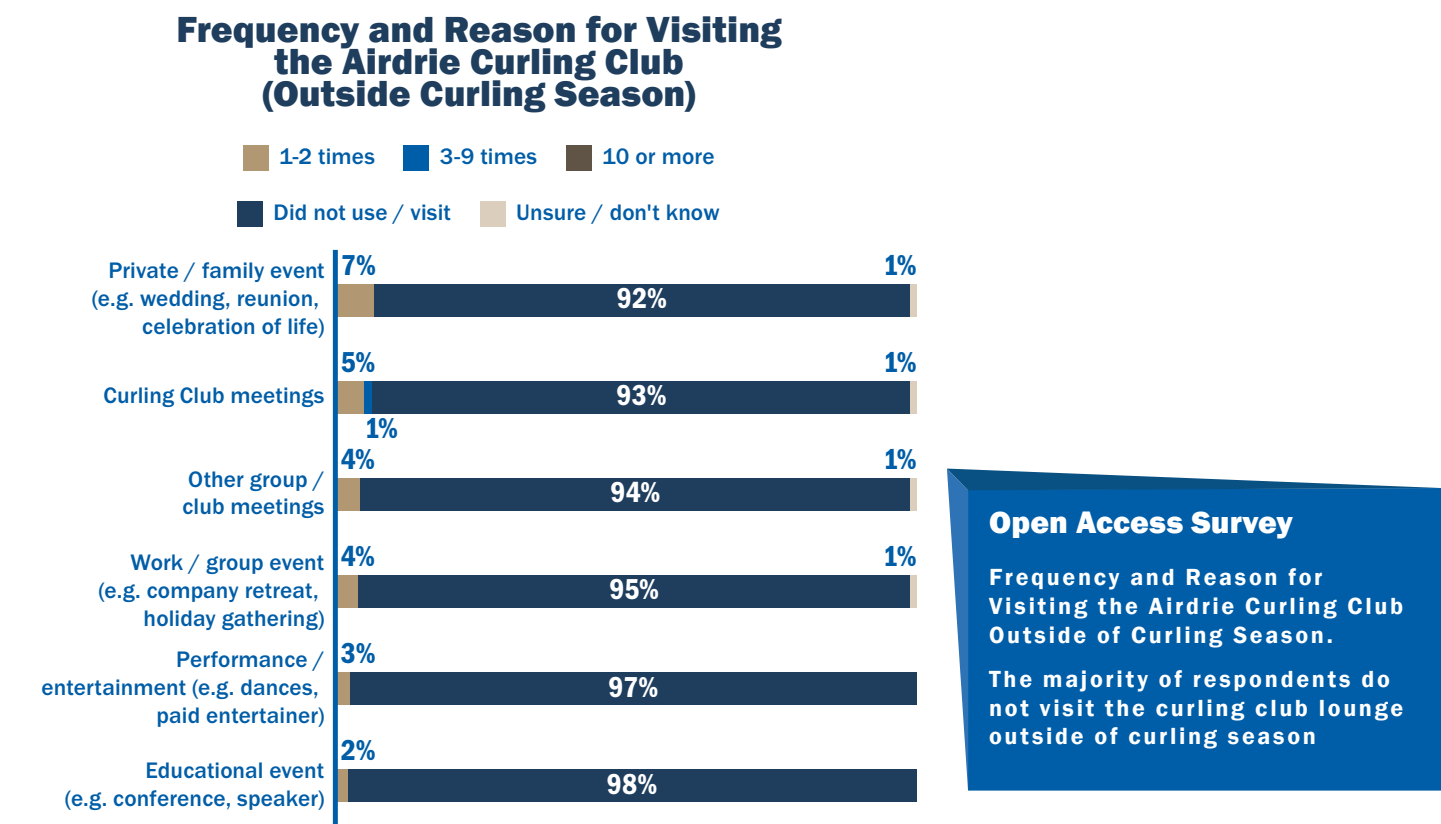
3-9 times

- Social / after event gatherings related to curling league play (17%)
- Curling club meetings (10%)

10 or more times

- Social / after event gatherings related to curling league play (14%)

Regarding frequency of use **outside of curling season**, the majority of respondents do not visit the Curling Club Lounge Area.

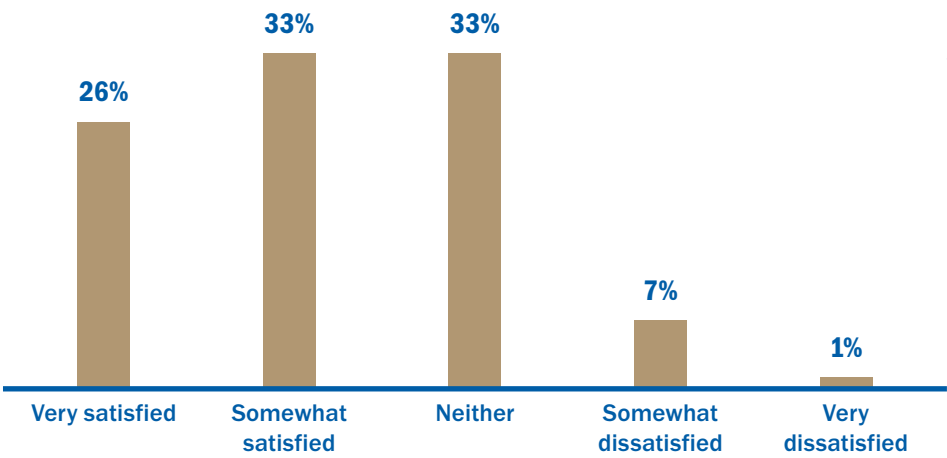


Other reasons respondents visit the Curling Club Lounge Area include:

- To watch family members' curl.
- To have a causal meal with family and friends.
- To attend or host a wedding, social function, high school reunion and community gatherings.
- To attend a blood donation drive, to vote and to attend a meeting.

Those who indicated they have used the Curling Club lounge area were asked to indicate their level of satisfaction with the space. Over half (59%) of respondents indicated they are satisfied (very satisfied and somewhat satisfied) with the lounge.

Satisfaction with the Curling Club Lounge



Open Access Survey
Satisfaction with the Curling Club Lounge
Very Satisfied (16%)
Somewhat Satisfied (44%)
Neither (31%)
Somewhat Dissatisfied (9%)
Very Dissatisfied (0%)

Subsegment Analysis

- Those who live in the Northeast quadrants of the City are more likely to say they are very satisfied with the curling club (50%) than those who live in the Northwest (21%), Southwest (23%) and Southeast (23%) quadrants.

Respondents were able to explain their level of satisfaction. The responses are presented according themes:

Satisfied Response Themes:

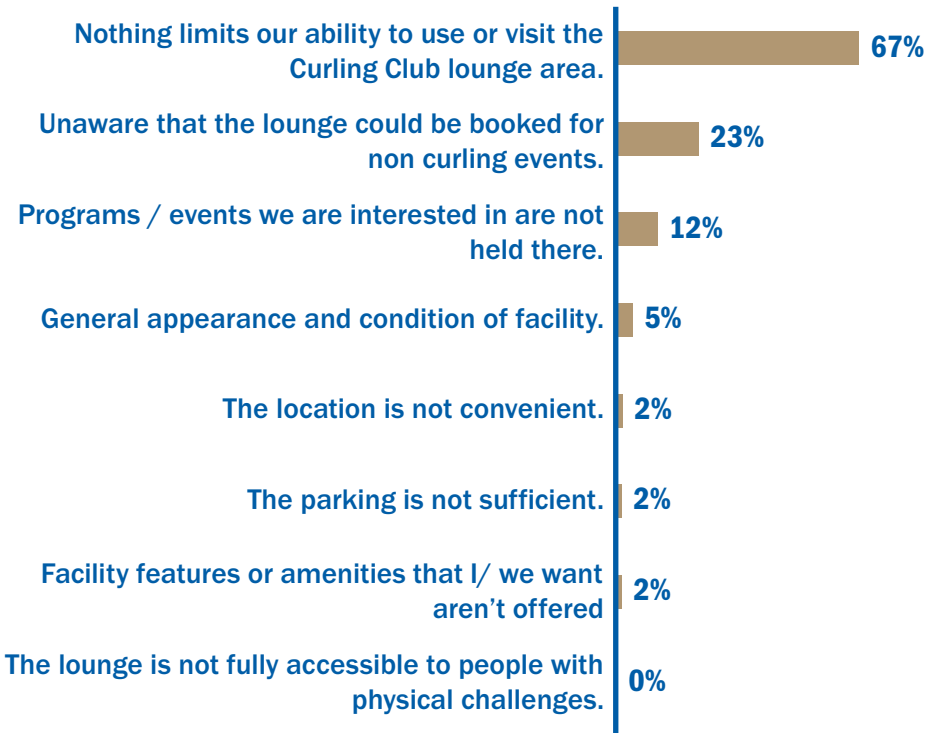
- Cleanliness:** the facility is generally clean and tidy. There was specific mention that the bathrooms are well maintained and that it is nice to have a clean bar area to socialize.
- Functionality:** the lounge meets the needs of organizations and served its purpose.
- Layout:** the lounge area is a good size which is great for larger events. The space is also great for viewing the rink.
- Staff:** the staff are always friendly and easy to work with.

Dissatisfied Response Theme:

- Upgrades:** there is a need for the space to be modernized, including new flooring, lighting and furniture.
- Layout:** the bathrooms are on the opposite end of the facility, which can be challenging for events and bonspiels. An upstairs lounge area would be ideal.
- Event Rentals:** we do not rent the space because it is dated.

Next, those who indicated they have used the Curling Club lounge were asked to identify barriers that have impacted their use or visitation of the space. Approximately one-quarter (23%) indicated that they are unaware they could book the lounge space for events. Notably, two-thirds (67%) indicated that nothing limits their ability to use the curling club lounge.

Barriers to Visiting or Using the Curling Club Lounge



Open Access Survey

Barriers to Visiting or Using the Curling Club Lounge

Nothing limits our ability to use or visit the curling club lounge (56%)

Unaware that the lounge could be booked for non-curling events (28%)

Subsegment Analysis

- Those who have lived in Airdrie for up to 5 years (31%) and 6-10 years (34%) are more likely to say they are unaware that the lounge could be booked for non curling events than those who have lived in Airdrie for over 10 years (17%).
- Those who are satisfied with the availability of indoor leisure, social gathering and cultural and heritage activities are more likely to say that nothing limits their ability to visit or use the curling club (73%) than those who are dissatisfied (51%).

Additional barriers or factors impacting households' use of the Curling Club Lounge include:

- **Parking:** congestion during large events at the Town and Country club poses a barrier and safety concern.
- **Facility condition:** the facility is dated which deters households from visiting or renting the facility.
- **Health concerns:** there is a sentiment of being concerned about being in large and crowded spaces.
- **Scheduling:** the current schedule does not align with households' schedules.
- **Limited programming:** there is a feeling that the space can be used for more than just curling.

Next, respondents were asked what could be done to the Curling Club so household members would visit more frequently. Responses according to some themes are presented:

- **Renovations and Upgrades:** many respondents expressed a desire for more modernization to the facility to make it more welcoming and inviting. Improvements to the lounge were suggested, including improved seating and converting the restaurant into a pub atmosphere.
- **Increase Promotion:** A common theme was the need for better advertising of the curling club and its amenities. Suggestions included using more social media, local advertising and community outreach to raise awareness of events and programs.
- **Diverse Programming:** there were calls for more diverse programming beyond curling, including pickleball, food events and other recreational opportunities to attract a broader audience.
- **Accessibility:** suggestions were made to improve access such as better parking solutions, ensuring the public knows the facility is open and considering transit options for ease of access.

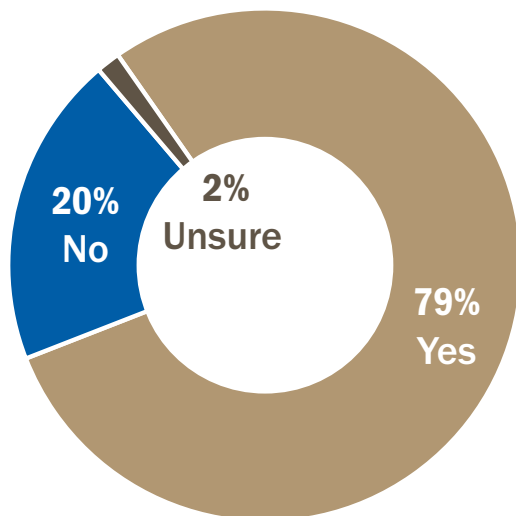


Photo: <https://nosecreekvalleymuseum.com/>

Awareness and Use of the Nose Creek Valley Museum

Shifting gears to the Nose Creek Valley Museum, respondents were asked if they were aware prior to the survey that the Museum is a City owned facility. Over three quarters (79%) of respondents indicated that they were aware, while 20% indicated they were unaware.

Awareness that the Nose Creek Valley Museum is a City owned Facility



Open Access Survey

Awareness that the Nose Creek Valley Museum is a City owned Facility

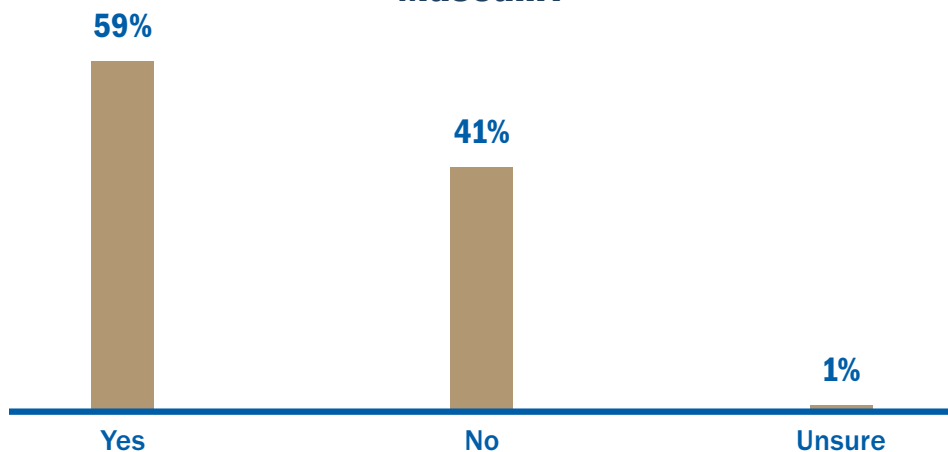
Yes (77%)

No (18%)

Unsure (4%)

Respondents were then asked if their household has ever used or visited the Nose Creek Valley Museum. Approximately two thirds (59%) indicated they have used or visited the Museum, while 41% indicated they have not.

Have You Visited or Used the Nose Creek Valley Museum?



Open Access Survey

Have You Visted or Used the Nose Creek Valley Museum?

Yes (59%)

No (39%)

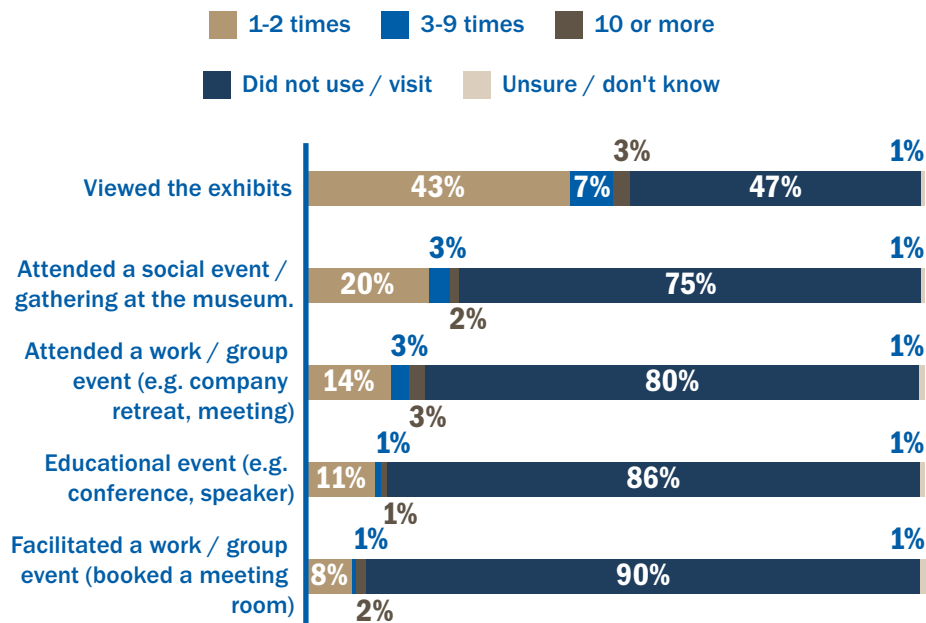
Unsure (3%)

Subsegment Analysis

- Those who have lived in Airdrie for over 10 years are more likely to say that they have visited the Nose Creek Valley Museum (73%) than those who have lived in Airdrie for up to 5 years (29%) and between 6-10 years (45%).

Considering the reasons that respondents visit or use the museum, over half (53%) indicated they visit to view the exhibits. In lower proportions, one-quarter (25%) of respondents indicate they attend the museum for a social event or gathering.

Frequency and Reason for Visiting the Nose Valley Museum



Open Access Survey

Frequency and Reason for Visiting the Nose Valley Museum

1-2 times

- Viewed the exhibits (57%)
- Attended a social event / gathering at the museum (25%)
- Educational event (25%)

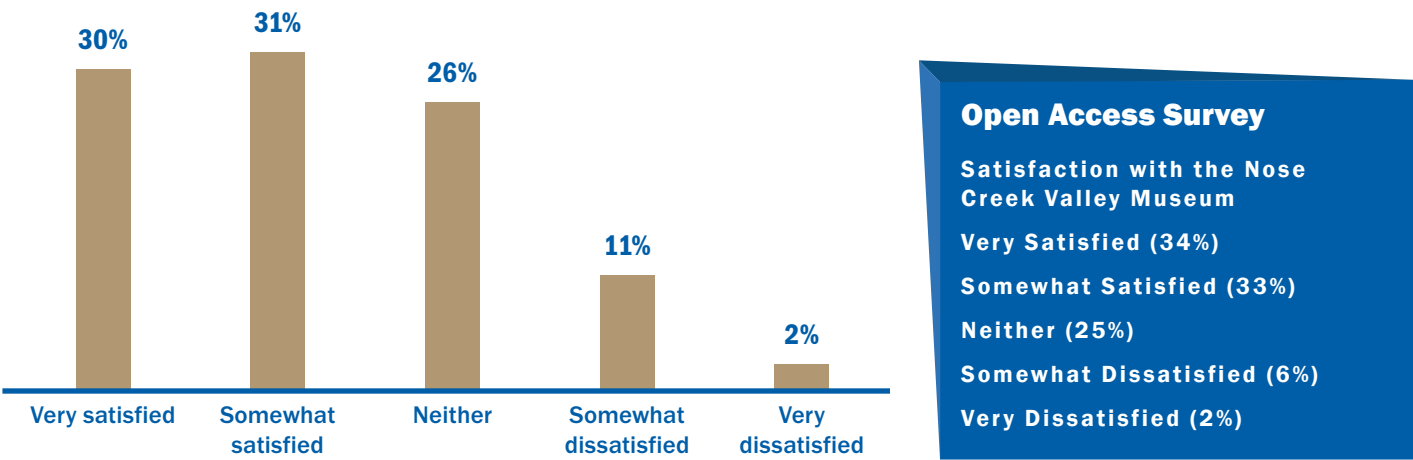
The majority of respondents have only visited the museum 1-2 times.

Other reasons why households visit the museum include:

- **Local History:** respondents indicated they visit the museum to learn about the local history and heritage of Airdrie and are interested in engaging with local history in a meaningful way.
- **Convenient Location:** the museum is located in Nose Creek Park which is a highly used park in the City.
- **Personal Connections:** respondents indicated they bring family or friends to the museum when they are visiting Airdrie.
- **Volunteering:** respondents volunteer at the museum which enhances their connection to the museum.
- **Outdoor Activities and Events:** many suggested they visit the museum when other events or community gatherings are occurring.

Those who said they have visited or used the museum were asked to indicate their satisfaction level with the condition, layout and accessibility of the Museum. Approximately two thirds (61%) said they were satisfied (very satisfied and somewhat satisfied) with the noted aspects of the Nose Creek Valley Museum.

Satisfaction with the Nose Creek Valley Museum



Respondents were able to explain their level of satisfaction with the Nose Creek Valley Museum. The responses are presented according to themes:

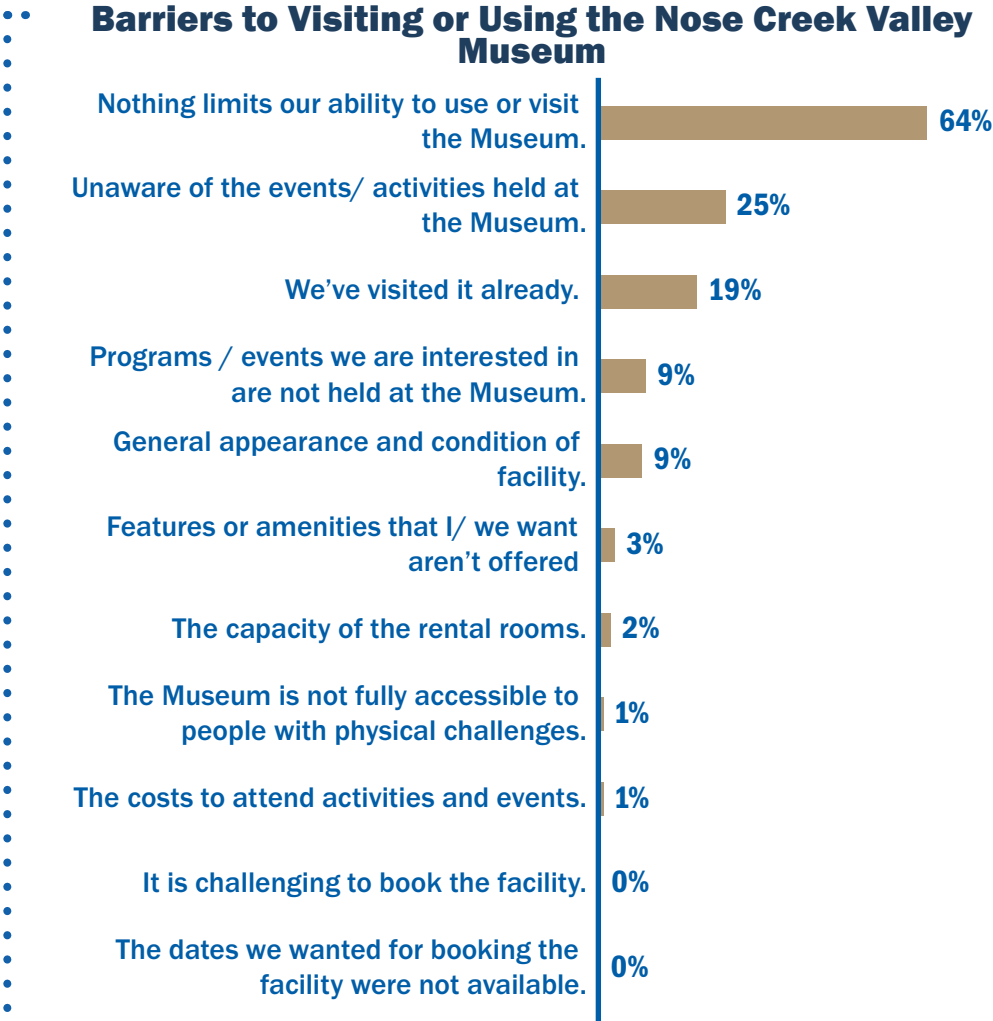
Satisfied Response Themes:

- **Acknowledgement of Efforts:** there was sentiment that staff and volunteers at the Museum are doing the best they can with the resources they have such as providing programs and spaces for the community.
- **Facility Condition:** the meeting rooms are a good size and can be rented at a reasonable cost. The facility is also clean and well maintained.
- **Museum Praise:** the museum is a great place for residents and visitors to learn about the history of Airdrie.
- **Staff:** the staff are very knowledgeable, thoughtful and engaging.
- **Importance:** the importance of the museum and the value it holds in the community was re-iterated.

Dissatisfied Response Themes:

- **Facility Condition:** there was mention that the museum is old and in need of upgrades such as lighting and unpleasant odors.
- **Size Limitations:** the museum is too small and congested, making it difficult for visitors to move around comfortably.
- **Exhibit Quality:** there was indication that the exhibits are outdated and lack variety, therefore respondents felt there is little reason to return more than once.
- **Modern Displays:** there were calls for more interactive displays to help engage younger audiences.
- **Awareness:** Increased awareness of the museum was mentioned.

Considering barriers that have impacted the use or visitation of the Nose Creek Valley Museum, respondents indicated that they are unaware of the events and activities (25%) and that they have already visited the museum (19%).



Open Access Survey

Barriers to Visiting or Using the Nose Creek Valley Museum

Nothing limits our ability to use or visit the Museum (56%)

Unaware of the events / activities held at the Museum (25%)

We visited it already (19%)

Subsegment Analysis

- Those who have lived in Airdrie for up to 5 years (35%) and between 6-10 years (36%) are more likely to say that being unaware of events and activities held at the museum is a factor that impact the use or visitation of the museum than those who have lived in Airdrie for over 10 years (19%).
- Those who are dissatisfied with the availability of indoor leisure, social gathering and cultural and heritage activities (35%) are more likely to say that being unaware of events and activities held at the museum has impacted the use of the museum than those who sat satisfied (20%).
- Those who are dissatisfied with the availability of indoor leisure, social gathering and cultural and heritage activities are more likely to say that the appearance of the museum is a factor that impacts the use or visitation of the museum (22%) than those who are satisfied (5%).
- Those who are satisfied with the availability of indoor leisure, social gathering and cultural and heritage activities are more likely to say that nothing limits their ability to use or visit the museum (72%) than those who are dissatisfied (45%).

Respondents were able to share additional barriers that have impacted the use of the museum. The responses are presented according to some themes:

- **Awareness:** respondents indicated they are unaware of the museums existence, events or exhibits. Additionally, there was some indication that the museum is closed when they attempt to visit.
- **Limited interest:** there was some indication that respondents do not have an interest in the history of Airdrie.
- **Facility:** the facility was described as outdated and small.
- **Programming:** there was mention that there is a lack of programming and activities do not capture respondents attention.

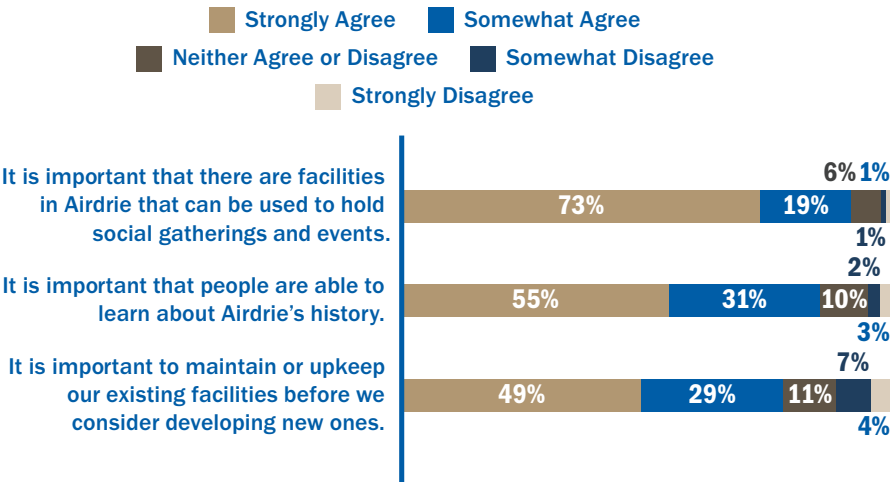
Next, respondents were asked what could be done to the Nose Creek Valley Museum so household members would visit more frequently. Responses according to some themes are presented:

- **Need for improvements and upgrades:** respondents expressed the need for significant upgrades to the museum including, modernizing exhibits, improving lighting and updating the aesthetic of the building.
- **Increased awareness and marketing:** there was a strong call for better advertising and public awareness of museum events, exhibits and rental spaces. Advertising suggestions included, social media, flyers and community newsletters.
- **Expansion of programming and exhibits:** respondents suggested interactive displays and exhibits that appeal to families and young children. Additionally, more programming was suggested including workshops, special events and collaborations with schools and local organizations to attract a wider audience.
- **Accessibility and hours of operation:** there were concerns expressed about the operating hours and extending them to better accommodate working families and individuals.
- **Repurposing and relocating:** there were calls to relocate the museum to a new place where it can be a more multipurpose experience. There were also some calls to close the museum if it cannot be revitalized.

Value Statements

Next, respondents were presented with several statements regarding the provision of community social gathering spaces in Airdrie. For each statement they were asked to identify the extent to which they agree. Almost all respondents agree that it is important that facilities in Airdrie can hold social gatherings and events (92%) and that it is important that people are able to learn about Airdries history (86%). In lower proportions, approximately three – quarters (78%) agree that it is important to upkeep existing facilities before considering developing new ones. At least 78% of respondents agree with all statements.

Values and Considerations



Open Access Survey

Open Access Survey – Value Statements

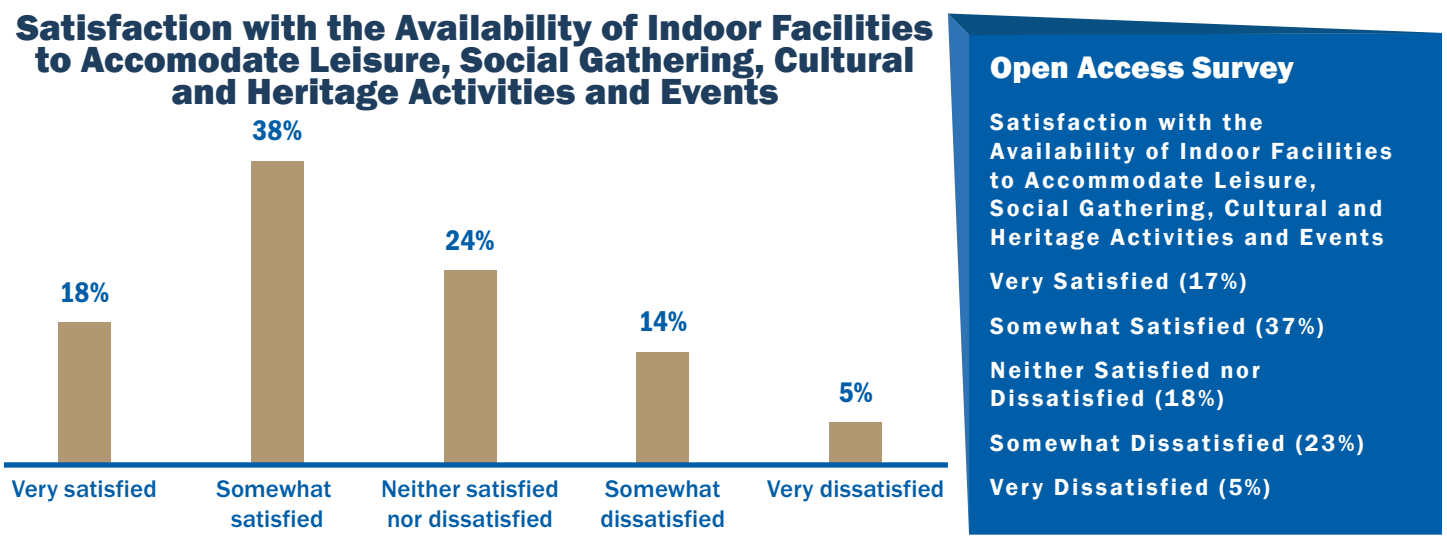
Agree

- It is important that there are facilities in Airdrie that can be sued to hold social gatherings and events (94%)
- It is important that people are able to learn about Airdries History (87%)
- It is important to maintain or upkeep existing facilities before we consider developing new ones (74%)

NOSE CREEK VALLEY
MUSEUM

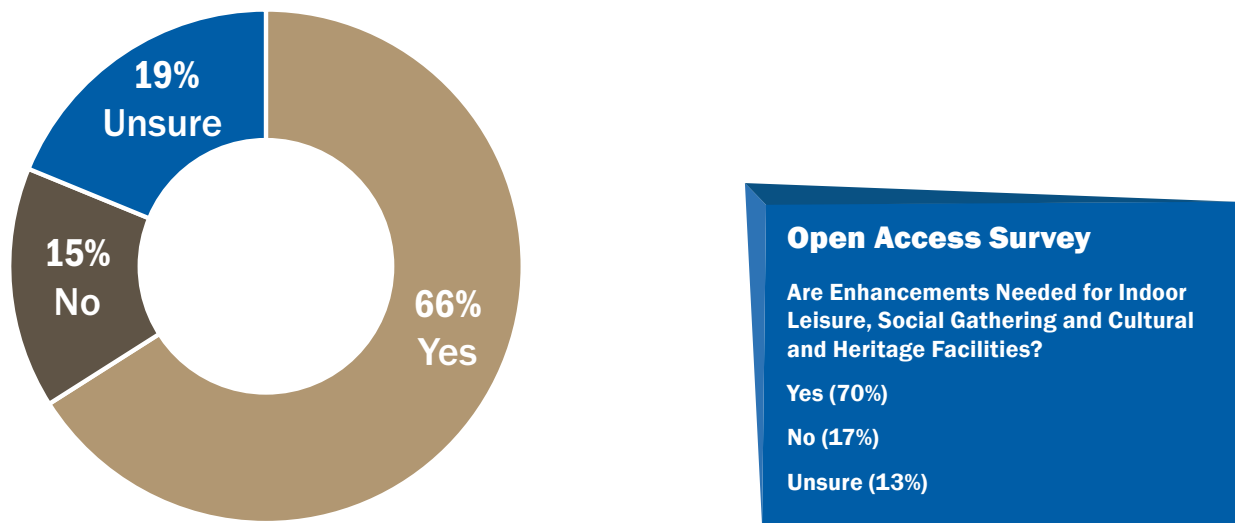
Leisure, Social Gathering, and Cultural Heritage Facility Assessment

As illustrated in the graph below, over half (56%) are satisfied (very satisfied and somewhat satisfied) with the availability of indoor facilities in Airdrie to accommodate leisure, social gathering, cultural and heritage activities and events.



Considering enhancements to indoor leisure, social gathering and cultural and heritage facilities, two thirds (66%) of respondents indicated enhancements are needed.

Are Enhancements Needed for Indoor Leisure, Social Gathering and Cultural and Heritage Facilities?



Respondents were able to share the enhancements needed regarding indoor leisure, social gathering and cultural and heritage facilities in Airdrie.

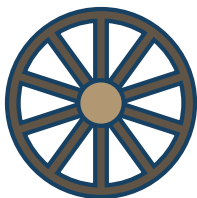
- **Large multi-purpose facilities:** there is a demand for a large facility for community events and gatherings that is suitable for weddings, conferences and local markets.
- **Upgrades and modernization:** the existing community facilities require cosmetic and structural upgrades and improvements.
- **Facilities for seniors and families:** there is demand for seniors focused spaces, that includes a kitchen for social gatherings. Additionally, there was mention of family friend specific areas in community facilities.
- **Improved accessibility:** enhancements such as wheelchair access, ramps and facilities were mentioned as essential considerations when developing or investing in facilities.
- **Proactive development:** there was a strong sentiment that the planning for future facilities must keep pace with Airdrie's growth.

Perspectives on Future Priorities

Respondents were asked to rank the four overall amenity types for future investment priority. The survey tool's ranking system assigns points based on the ranking of each response (4 pts - #1 rank, 3 pts - #2 rank, 2 pts - #3 rank, 1 pt - #4 rank). As reflected in the graphic below, investment in Community Hall spaces garnered the most ranking points with the other three amenities all relatively similar.



**1. COMMUNITY
HALL**
(35% OF ALL AWARDED
RANKING POINTS)



**2. NOSE CREEK
VALLEY
MUSEUM**
(22% OF ALL AWARDED
RANKING POINTS)



**T3. CURLING
FACILITY**
(21% OF ALL AWARDED
RANKING POINTS)

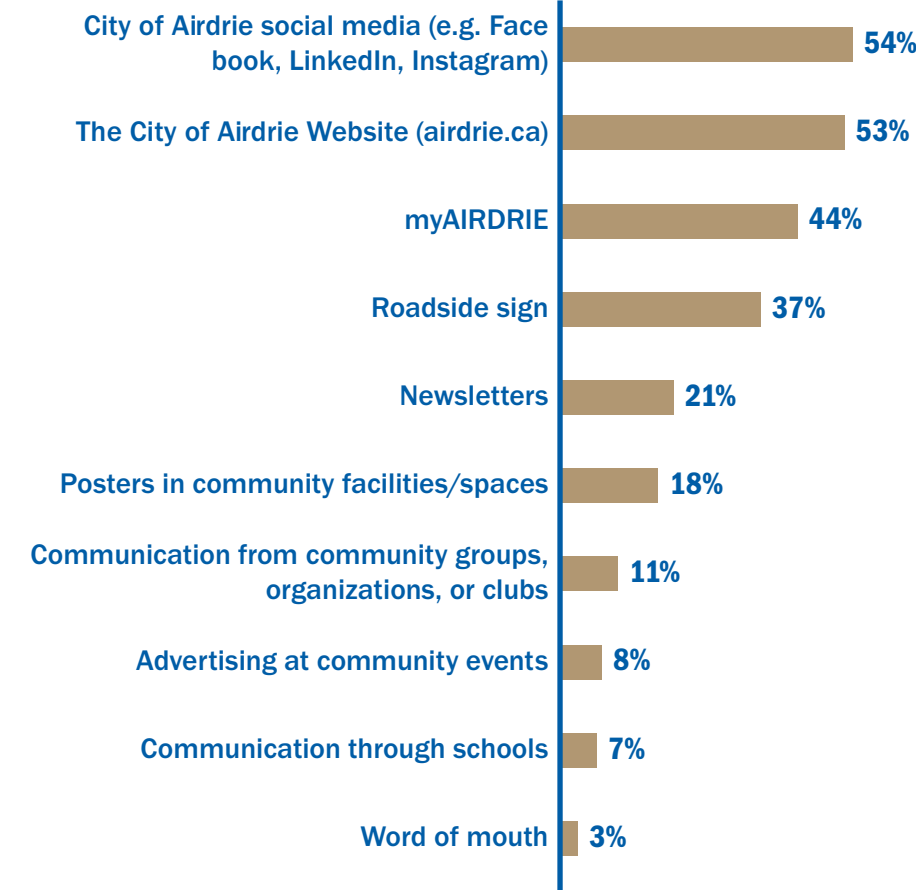


**T3. OVER 50
CLUB SPACE**
(21% OF ALL AWARDED
RANKING POINTS)

Communications

In terms of communication channels, respondents were presented with a list and asked to identify their top three preferences. As illustrated in the accompanying graph, approximately half of respondents prefer to learn about opportunities through the City’s social media (54%), the City of Airdrie Website (53%) and myAIRDRIE (44%).

Communication Preferences



Open Access Survey
Communication Preferences
City of Airdrie social media (62%)
The City of Airdrie Website (49%)
myAIRDRIE (39%)
Roadside sign (32%)

Communications

Finally, respondents were able to share any additional comments or thoughts they had regarding community facilities and gathering spaces in Airdrie. The responses are presented according to some themes:

- **Facility and Infrastructure Needs:** there were calls for accessible community gathering spaces that can accommodate various activities suggesting that there needs to be upgrades to current facilities and investment into new community gathering spaces. Additionally, there were calls for more cultural and heritage spaces which could include updating the museum to enhance its relevance.
- **Affordability:** respondents expressed concerns about high rental costs for community facilities. Affordable options for seniors and non profit organizations should be considered.
- **Awareness:** A common theme is lack of awareness about local events and the current community gathering spaces. Improved marketing including the use of social media, local newspapers and roadside signs to help increase awareness of these spaces in Airdrie.
- **Taxes and Spending:** respondents expressed concern over rising taxes and emphasized the importance of fiscal responsibility.
- **Desire for Sense of Community:** there were calls for more social events and gatherings to strengthen community ties.
- **Preservation of Heritage and Community Identity:** respondents expressed concerns about preserving Airdrie's heritage and history and suggested there should be more of a focus on investment into these facilities and programs.

Photo: facebook.com/
CityofAirdrie/photos_by/



Household Profile

The information in the table (Table-11) describes the households of survey respondents. **The percentages identified in parenthesis for the age cohorts are from the 2024 Municipal Census to reflect alignment between actual age composition and the survey respondents.*

Table-11 Household Profiles

Location of Residence	
City of Airdrie	99%
Rocky View County	1%
In Which Quadrant of Airdrie?	
Northwest	20%
Northeast	5%
Southwest	46%
Southeast	29%
Household Composition	
Couple with children	41%
Couple without children	32%
Lone parent family	3%
One person household	12%
Multigenerational household	3%
Two or more adults not a couple	4%
Prefer not to answer	5%
Tenure in Airdrie	
Up to one year	2%
1-5 years	20%
6-10 years	16%
More than 10 years	62%
Household Composition by Age	
0-4 years	5% (6%)
5-9 years	8% (8%)
10-19 years	14% (15%)
20-29 years	7% (9%)
30-39 years	13% (16%)
40-49 years	16% (16%)
50-59 years	14% (10%)
60-69 years	12% (8%)
70-79 years	10% (5%)
80 years and older	2% (2%)



Photo: facebook.com/CityofAirdrie/photos_by/

5.3. Group Survey

Overview

Community organizations, groups and service providers that use the Town and Country Centre (Halls, Over 50 Club and Curling Club), the Nose Creek Valley Museum and other leisure, social gathering and cultural and heritage facilities to deliver their programs or host activities were asked to participate in a survey to better understand their perspectives on these types of facilities in Airdrie.

An email introducing the project and inviting participation in the survey was sent to a representative of each organization. Attached to the email was a hard copy of the survey along with a hyperlink to an online version. Each group was asked to provide one response.

The survey was available for approximately 3 weeks from mid-October to early November. In total, 13 groups provided responses. Not all groups answered each question; the responses shown represent the number of groups who answered each question.

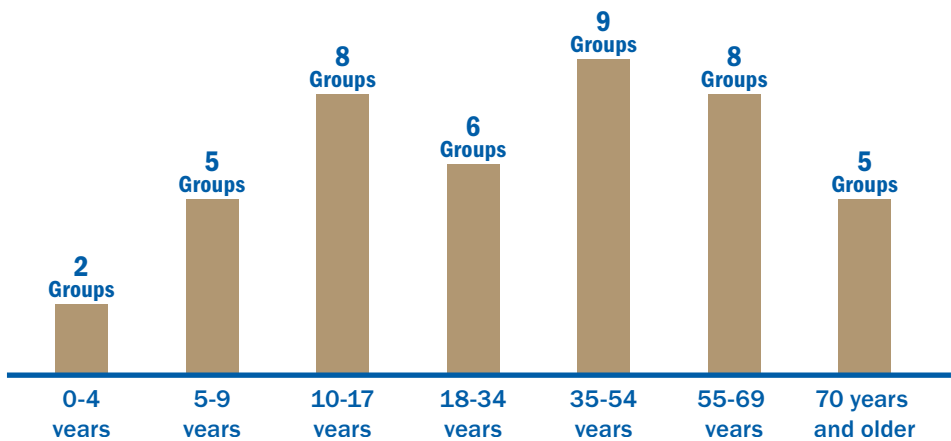
About Your Organization

The survey began by gathering information about the organizations. Survey respondents represent a variety of organizations and users including sport groups, businesses, service clubs, arts ad culture organizations, heritage organizations and others who use leisure, social gathering and cultural and heritage facilities in the City.

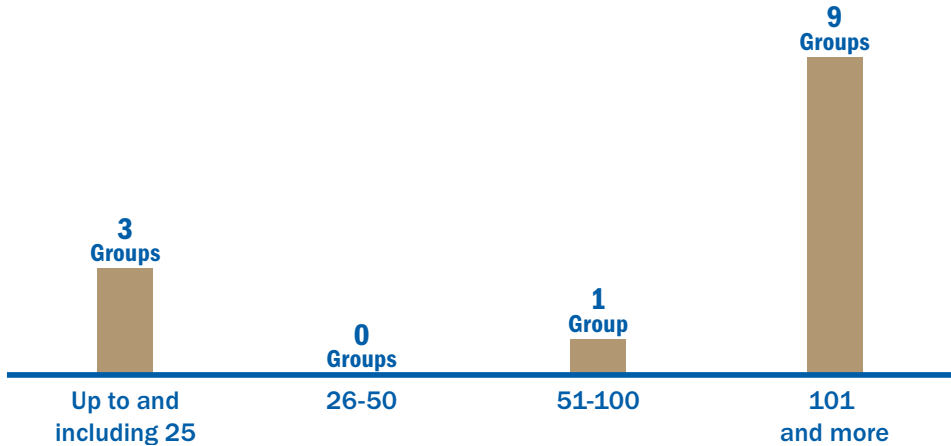
Next, groups were asked to identify which age group(s) best describe their primary participants or members. As illustrated in the accompanying graph, groups provide programs and services to a variety of ages with the most age groups serviced being aged 35-54 years (9 of 13 groups), youth aged 10-17 (8 of 13 groups) and adults aged 55-69 (8 of 13 groups).

Considering participation figures, respondents were asked to identify how many participants or members belong to their organization. Approximately two-thirds (9 of 13 groups) indicated that their organization has 101 or more members or participants.

Primary Participants / Member Age



Participant Figures



Next, respondents were asked to identify the trend they are seeing in their participation levels. Approximately two-thirds (9 of 12) indicated they are expecting an increase in participation.

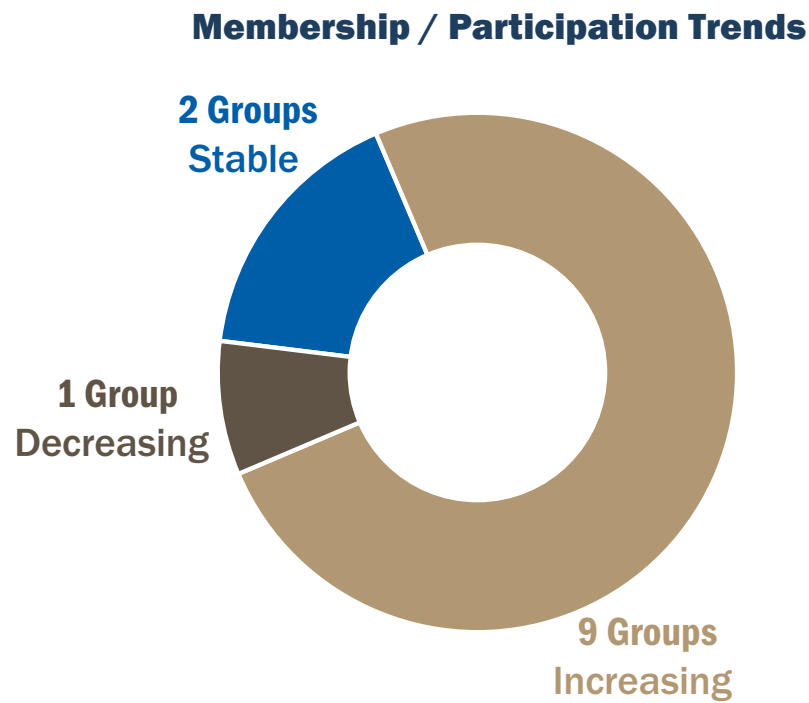


Photo: facebook.com/CityofAldrie/photos_by/

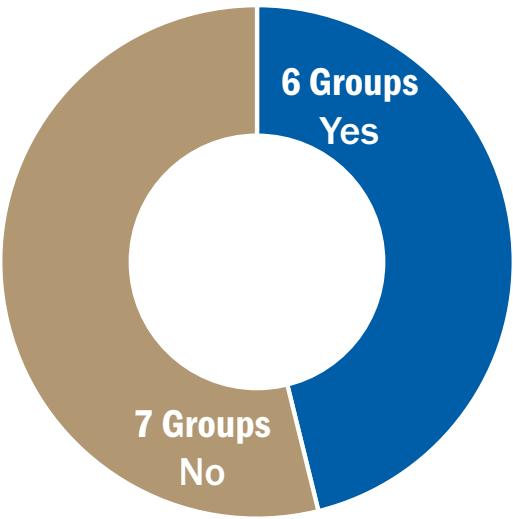
Utilization

The following sections aim to understand the usage of the Town and Country Centre Halls, the Over 50 Club, the Airdrie Curling Club and the Nose Valley Creek Museum.

Community Centre

Respondents were asked to indicate if their organization has used the Town and Country Centre Halls and Kitchen. Approximately half (6 of 13 groups) indicated they have used these spaces in the past two years.

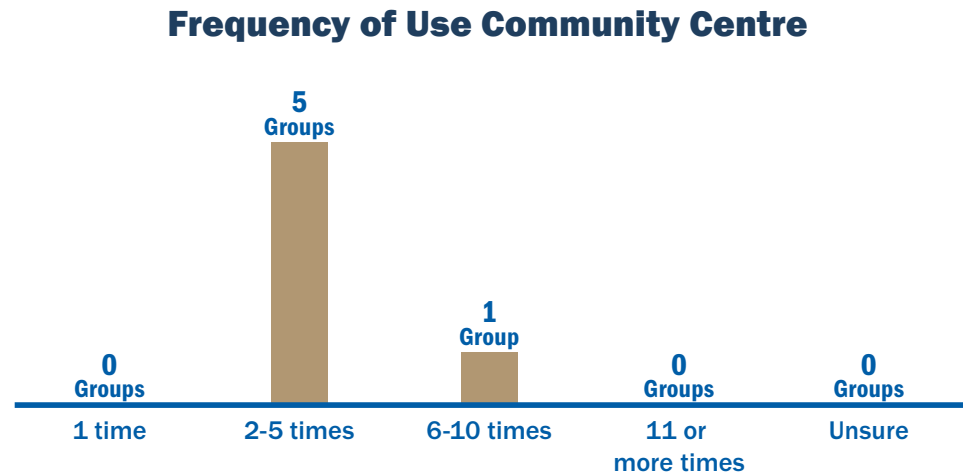
Has Your Organization Used the Town and Country Centre Halls and Kitchen?



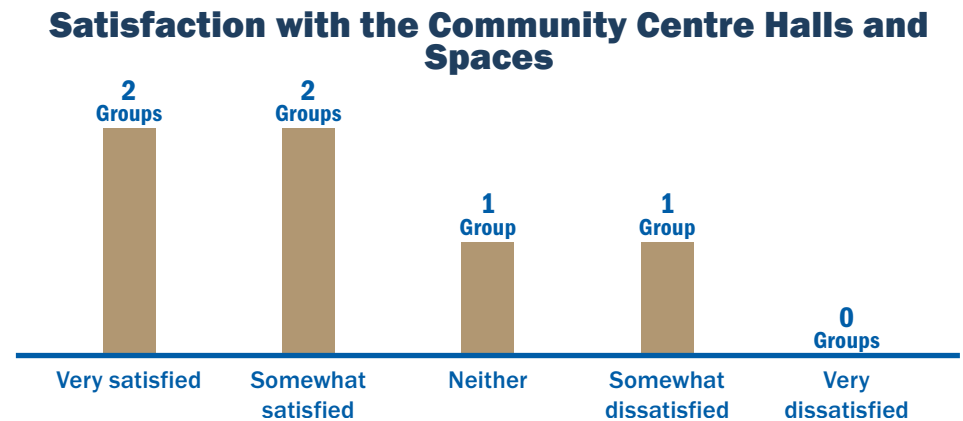
Those who indicated they have not used the Town and Country Halls and Kitchen said they do not used the space because of:

- The rental fee is too high.
- Activities are currently held at the Over 50 Club.
- As a new group in the City, they haven't had a chance to use this space.
- They do not have a current need for this space.
- They used the building over two years ago, but not recently.

Those who indicated (6 groups) they have used the Town and Country Halls and Kitchen were asked to indicate how frequently they have used the space in the last two years. Almost all groups indicated they have used the halls and kitchen 2-5 times over the last two years. One group indicated they have used these spaces 6-10 times.



Regarding satisfaction, those who indicated they have used these spaces over the previous two years were asked to indicate their level of satisfaction with the halls and kitchen spaces in the Town and Country Centre. The groups were asked to consider the facilities layout, condition and accessibility. Two thirds (4 of 6 groups) indicated they are satisfied (very satisfied and somewhat satisfied) with the Town and Country Centre Halls and Kitchen.



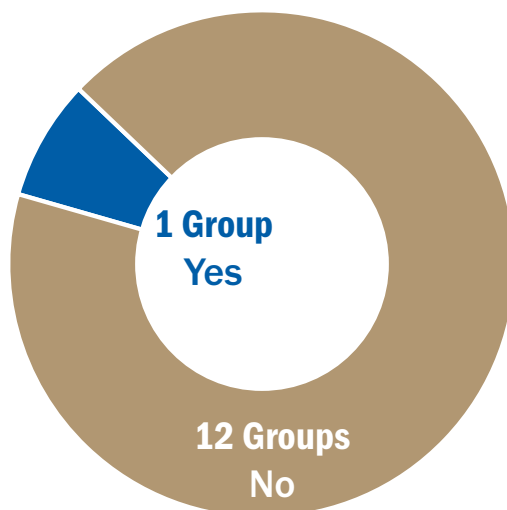
Respondents were able to explain their answers:

- The facility is quite expensive.
- It feels too small and outdated.
- The kitchen at the Town and Country Centre has successfully been used for past curling events.
- The banquet space met our needs.

Airdrie Over 50 Club

Shifting gears to the Airdrie Over 50 Club, the majority of groups do not use this space.

Has Your Organization Used the Over 50 Club?



Those who indicated they do not use the Over 50 Club said they do not use this space because:

- Their organization does not currently need to use this space.
- Their primary activity is curling.
- Their organization is unfamiliar with the interior layout of the facility.
- They haven't yet had an opportunity to use the facility.
- They're unsure of the booking process for this facility.
- It appears to be a membership-only facility.

The one group that does use the Over 50 Club indicated the following:

- They have used the Over 50 Club 11 or more times over the previous two years.
- They are somewhat satisfied with the Over 50 Club space.

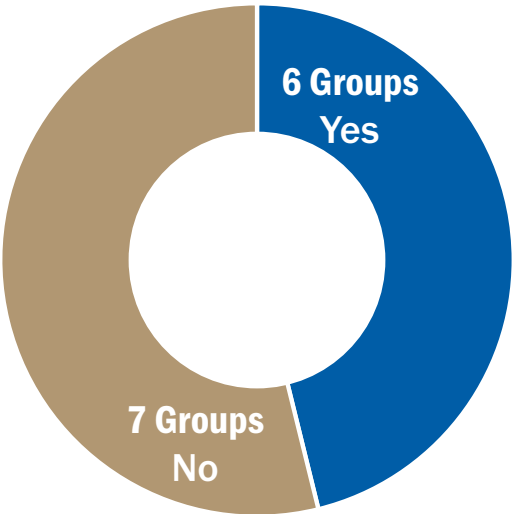
When asked to explain their level of satisfaction the following comments were provided:

- The facility needs some paint and TLC.
- The space is good, however there are challenges with the floor plan.

Airdrie Curling Club

Next, organizations were asked if they have used the Airdrie Curling Club lounge over the past two years. Approximately half (6 of 13 groups) indicated they have used the space.

Has Your Organization Used the Curling Club Lounge in the Previous Two Years?

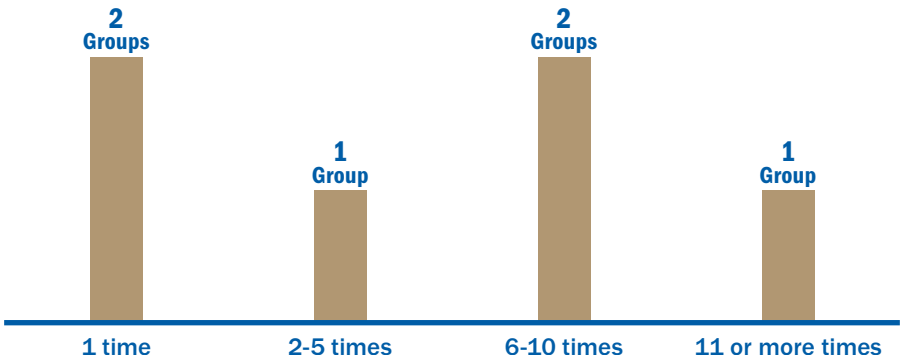


Those who indicated they have not used the Curling Club lounge were asked to explain why:

- The space feels outdated.
- They haven't yet had the opportunity to use the facility.
- Although they have used the space in the past, they haven't needed to recently.

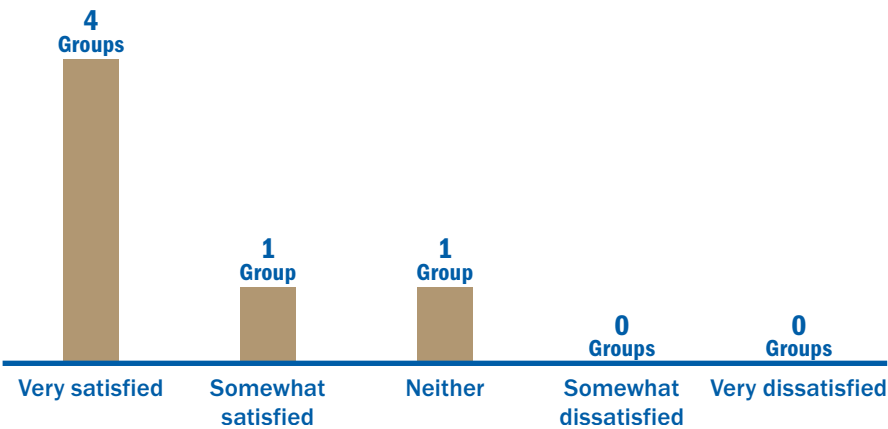
Of those that have used the lounge, one-third (2 of 6 groups) have used the space 6 to 10 times over the past two years. In the same proportions, 2 of 6 groups have used the space just once during the same period.

Frequency of Use Curling Club Lounge



Considering satisfaction, approximately two-thirds (4 of 6 groups) indicated they are very satisfied with the Curling Club lounge space.

Satisfaction with the Curling Club Lounge Space



Respondents were able to explain their level of satisfaction.

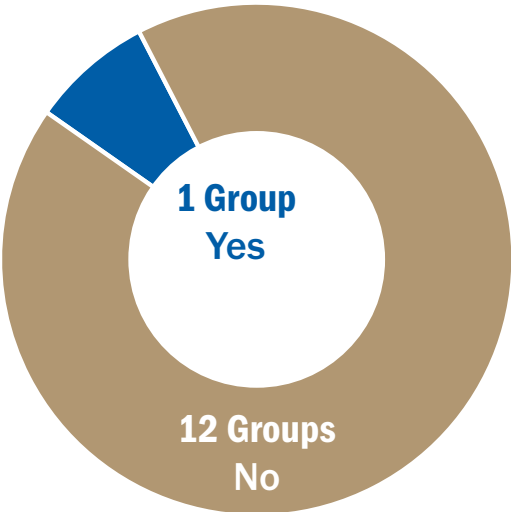
- While the lounge is outdated, it meets their needs.
- Events we have hosted at the Airdrie Curling Club have been highly successful.
- The Curling Club is well managed.
- They have used the space for their Annual General Meeting only (difficult to comment on overall functionality).
- Noise transfer throughout the entire Town and Country Club can be a challenge and may disrupt other users (ex. the Over 50 Club or Hall users) during events.



Nose Creek Valley Museum

Next, respondents were asked if their organization has used the Nose Creek Valley Museum building or spaces over the past two years. The majority of respondents indicated they have not used this facility.

Has Your Organization Used the Nose Creek Valley Museum Building and Spaces in the Past Two Years?



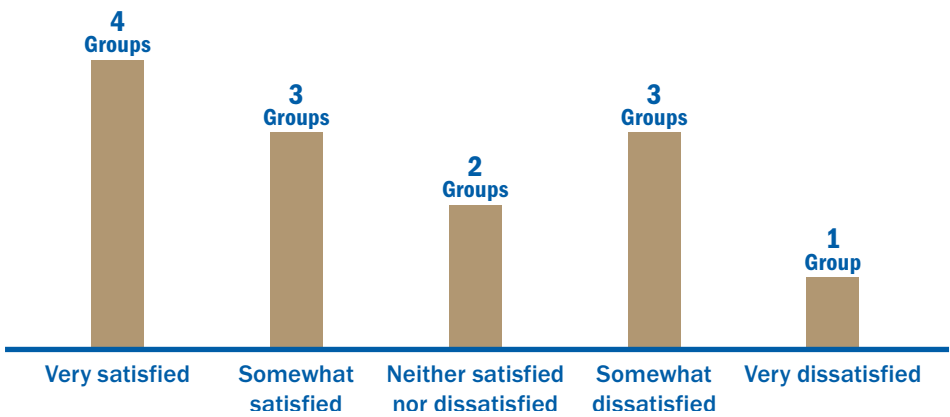
Space was provided for groups to comment on why they had/hadn't used the space. The group that indicated use of the facility expressed that they are satisfied with the building and space. A few groups that did not use the space noted that it is too small or not suitable for their type of program/ activity.



Leisure, Social Gathering and Cultural and Heritage Facility Assessment

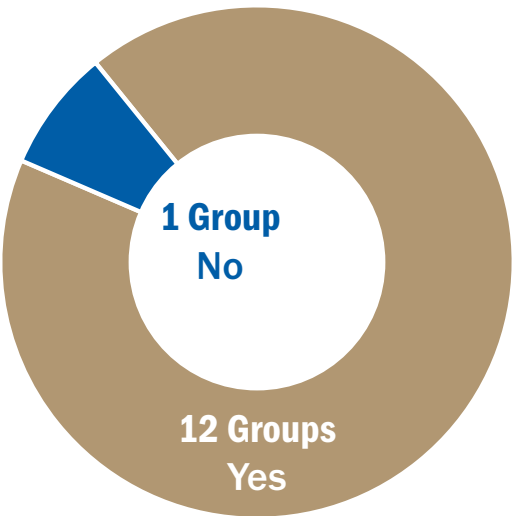
Responding groups were then asked to indicate their level of satisfaction with the availability of indoor leisure, social gathering and cultural and heritage facilities to accommodate their programs and activities. Approximately half of groups (7 of 13 groups) indicated they are satisfied (very satisfied and somewhat satisfied) with the availability of spaces in Airdrie to accommodate their programs and activities. In lower proportions, approximately one-third of groups (4 of 13 groups) are dissatisfied (very dissatisfied and somewhat dissatisfied).

Satisfaction with the Availability of Indoor Leisure, Social Gathering and Cultural and Heritage Facilities in Airdrie



Next, respondents were asked to indicate if there is a need for enhancements to indoor leisure, social gathering and cultural and heritage facilities. Almost all respondent’s indicated enhancements are needed.

Is there a Need for Enhancements to Indoor Leisure, Social Gathering and Cultural and Heritage Facilities?



Enhancements identified include:

Facility Modernization and Expansion

- The curling club needs modernization and updates.
- Airdrie has outgrown Genesis Place and urgently requires a larger community center, an arena with greater seating capacity, and additional rental spaces of various sizes for community and business events.
- There is also a need for a convention space and a theatre not affiliated with schools to accommodate weekday bookings with better rental options and streamlined logistics.

Accessibility and Inclusion

- Seniors play a vital role in the community and need accessible, designated spaces for socializing.
- Mobility challenges should be addressed to ensure everyone can access facilities freely and comfortably.

Space Availability and Booking Process

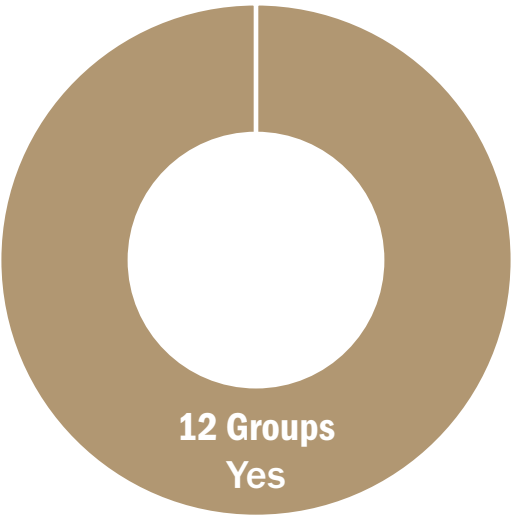
- Sufficient, affordable hall or meeting room spaces for regular use are limited, and booking requires months of advance planning.
- The booking process is cumbersome and costly, with confusion over who to contact for different facilities. Additionally, there is concern about Airdrie groups not receiving priority over external groups.

Need for Medium-Scale Arena

- A medium-sized arena is essential for hosting larger events, such as Provincials and Grand Slams, which require ample seating and dedicated ice space for an extended period. Current facilities are either too small or too heavily booked to support these events.

Respondents were asked whether their organizations would be open to partnering with the City of Airdrie in providing or operating leisure, social gathering, and culture and heritage spaces. All organizations expressed willingness to collaborate with the City on future initiatives related to these spaces.

Is Your Organization Willing to Partner with the City in the Provision or Operation of Leisure, Social Gathering and Culture and Heritage Spaces?



Respondents were able to explain their answer. The responses are presented according to some themes:

Event Hosting and Space Limitations

- Airdrie has proven to be an excellent host for provincial events, and there is a desire to hold more in the city if sufficient space and cost-effective options become available.

Focus on Seniors and Heritage Spaces

- Creating accessible, social spaces for seniors to meet and engage, recognizing their valuable contributions to the community is important.
- We are willing to work with the City to provide and deliver quality heritage spaces for citizens and visitors.

Past Successes and Future Potential

- Positive past collaborations with the City, including a recent curling arena upgrade, have benefited the club and the broader community of facility users.
- Organizations are open to cooperative efforts that enhance the quality and accessibility of spaces for all residents.

Other Comments

Responding groups were able to share additional comments they have regarding leisure, social gathering and heritage and cultural spaces in Airdrie. The comments are presented below:

Future Planning and Development

- Airdrie's growth has consistently outpaced its facilities.
- Long-term planning is urgently needed, as current engagement processes and surveys have been delayed by decades.

Event and Tourism Potential

- Airdrie has untapped potential to host significant events and capitalize on tourism.
- Curling Alberta would consider holding major events in Airdrie if a 1,000-seat arena were available.
- A dedicated theatre and convention venue at the Nose Creek Museum site, preserving museum elements, or through Town and Country revitalization, could provide spaces for up to 400 people and attract tourism revenue due to Airdrie's proximity to the airport and affordable accommodation.

Importance of Social Spaces

- Providing community spaces for social interaction is essential for mental health and community well-being.
- Accessible social spaces are particularly vital for seniors.

Specific Facility Needs and Occasional Use

- The Airdrie Curling Club (ACC) requires additional facilities, including locker space and proper changing rooms. The ladies' restroom doubling as a small locker room that can only accommodate about 15 people. The men's change room is also insufficient. Demand for lockers is high, given the club's 750 members but limited locker capacity of only 100.
- Occasional user of these spaces, appreciate having access to them when needed for larger events.

5.4. Community Group Meetings

As part of the program of engagement for the Community Facility Needs Assessment, a series of meetings was convened with a range of organizations in Airdrie. These organizations are users of the Town and Country Centre and the Nose Creek Valley Museum. Through the discussions, participants talked about their use of the facilities and amenities, their importance, potential enhancements, and offered other thoughts as it relates to community facilities in Airdrie.

The meetings were convened in September and October 2024. The majority of the meetings were held in-person however virtual meetings were offered as well. In total 12 organizations participated. Refer to the Appendix C for the list of participants.

A synopsis of all the meetings is presented below. The synopsis represents the key points that arose in the meetings. The key points were not necessarily mentioned by all participants, they reflect the consultants' analysis of the meetings as important considerations for the Needs Assessment.

Photo: facebook.com/CityofAirdrie/photos_by/



Key Themes and Points of Interest

Presented as follows are key themes from the meetings.

Overall Community Need

- There is a need for a large social gathering and event space in Airdrie. Organizations looking to host these larger events should not have to leave the city to do so.
- While the Genesis Centre is capable of hosting larger functions than can the Town & Country Centre, the space itself and its location in a recreation facility does not often align fully with the atmosphere desired with the events.
- An large outdoor event space is desired in Airdrie as is outdoor space to complement any indoor social / event space.

Town & Country Centre

- The directional signage in Airdrie to the Town & Country Centre is not adequate. It can be challenging for users to find the facility when relying on this signage. As well, the limits with signage impacts its promotional value about the facility itself.
- The signage on the Town & Country Centre needs improvement. While it is all similar, this similarity makes it difficult for some users to differentiate between the different users / tenants of the facility.
- The facility is looking “tired”. Its appearance is dated and is in need of refreshment.
- Unless there are multiple activities happening in the Centre, the parking is sufficient.

Community Centre

- The facility is not of sufficient size to hold larger events. The Genesis Centre can accommodate some larger events but is not always suitable or desirable.
- The set up and flow in the facility can pose difficulties when hosting the events. Due to fire regulations, the wide entry hall / foyer is not available to use as part of the program space. While the smaller room is available to support the larger space, the use of both does break up the event impacting the overall event flow and atmosphere.
- Due to its position on the side of the building fronting a roadway, the loading door is not useable. Bringing in materials from the back parking lot is challenging as well. Enhancements are needed to ease the loading and unloading of equipment and materials.
- Additional, smaller “breakout” or meeting rooms would enhance the functionality of the Community Centre as a location for conference type events.
- While the audio visual elements of the Centre have seen some improvement, these systems, along with lighting and power, need to be fully modernized.
- The facility is showing its age. As a rental space, its appearance is not a draw for renters.
- The stage does not include a backstage area nor wings. As such its ability to function fully as a performance venue is limited.

Curling Club

- The lounge area is quite large but its configuration makes it difficult to host an event in which all attendees feel part of a collective.
- The players locker rooms are very small and in need of a makeover. Their functionality is limited.
- There is a lack of smaller meeting rooms or offices that could be used by the curling leagues, officials, and event management / organization.

Over 50 Club

- The one large room limits the ability of the Club to deliver multiple programs simultaneously, particularly when the events or even one of the events is more active and noisy.
- There is a lack of administrative space in the Club's area.
- There are no dedicated bathrooms. Patrons must leave the Club space and use the bathrooms provided by the Curling Club. The men's is in the Curling Club foyer, the women's is in a back hallway near the women's locker room. Dedicated washrooms that are part of the Club's space is desirable.

Nosehill Creek Valley Museum

- To ensure the Museum's collection is housed appropriately, climate and light controlled storage (in particular) and collection space is needed.
- There is a general need for additional storage as well. This includes elements of the collection but also storage for related to the administration / staff.
- Additional space for the operation of the Museum is important. The current space is serving as storage and is crowded due to this and the number of staff using the spaces.
- The washrooms at the front of the building (and used by those booking / using the meeting rooms) are in need of refreshing and enlarging.
- Additional rental and program rooms would enable the Museum to enhance its programming and to rent to community groups.
- The outdoor space and entry is in need of improvement. Its appearance is somewhat run down and is not attractive and enticing. This includes from the parking lot up to the front walk and entryway.

Other

- The Town and Country Centre can be costly to rent. This presents a barrier for some groups that have limited resources to host events and may impact the overall use / benefit of the facility.
- Opportunities exist to improve how the facility functions for event planners and organizers, with increased flexibility for set-up and take-down outside of event hours for tenured bookers.



6. ■ **MARKET AREA AND SERVICE LEVEL ANALYSIS**

The following section provides an overview of the social gatherings spaces, community event venues, and heritage spaces in the region. This section is intended to provide broader context on spaces available regionally and other key characteristics and considerations (e.g. typical size and scale, relationship to event hosting opportunities, etc.).

6.1. Social Gathering Space

Classes / Typologies of Social Gathering and Event Spaces

The table below outlines a hierarchy of event space types / levels along with their associated uses, benefits, and scale attributes.

Table-12 Types of Event Space for Consideration

Type of Event Space	Seated Capacity Range for Banquet Space	Economic Activity	Attendee Scope (International/ Local)	Examples of Event Spaces
A. (e.g. international conferences, conventions, tradeshows, fairs, exhibitions, festivals)	>1,000 (>11,000 sq. ft.)	Medium/ High	International / National/ Provincial	<u>Calgary Stampede: BMO Centre</u> <u>Calgary Telus Convention Centre</u> <u>Medicine Hat Exhibition & Stampede</u> <u>Westerner Park</u> <u>Agri-Food Hub & Trade Centre</u>
B. (e.g. national/ provincial conferences, large weddings)	500 - 999 (5,500 – 10,989 sq. ft.)	Medium/ Low	Provincial/ Regional/ Signature Local Event	<u>Telus Spark Science Centre in Calgary</u>
C. (e.g. regional conferences, weddings, banquets, award ceremonies)	150 – 500 (1,650 -5,489 sq. ft.)	Low	Regional /Local	<u>Winsport in Calgary</u> <u>Drumheller Badlands Community Facility</u> <u>Medalta in Medicine Hat</u>
D. (e.g. small weddings, staff meetings, training)	0 – 300 (~ 3,300 sq. ft.)	Low	Local	Community Halls

Aside from the actual event space (sq. ft. / room capacities), there are a number of other considerations for these spaces included in the table (Table-13) below. The table lists amenities/ considerations and provides a check mark if they would be required/ recommended for the type of event space.

Table-13 Event Space Amenity Considerations

Amenities	Type A	Type B	Type C	Type D
Commercial Kitchen	✓	✓		
Enhanced AV Technology (e.g. integrated AV, specialized lighting, presentation equipment)	✓	✓		
Basic Audio/ Visual Technology (e.g. wifi, appropriate electrical supply, basic lighting)			✓	✓/Optional
Divisible Hall Spaces	✓	✓	✓/Optional	
Support spaces (e.g. meeting rooms, board rooms, etc.)	✓	✓	✓/Optional	✓/Optional
Kitchen (not commercial)			✓	✓/Optional
Lobby / Transition Space	✓	✓	✓	
Nearby Guest Accommodations	✓	✓	✓	
Staff Resources (e.g. on site amenity hosts/ coordinators)	✓	✓	✓/Optional	

Regional Gathering Spaces Overview

There are several community hall/ gatherings spaces in smaller communities around Airdrie, however only one other hall outside of Calgary has the seating capacity to host a significantly larger scale event than the Town and Country Centre (Crossfield and District Community Hall). The majority of these facilities are Community Halls in neighbouring smaller communities.

Table-14 Neighbouring Community Halls / Indoor Gathering Spaces

Facility	Community	Maximum Seating Capacity (Banquet Style)	Type of Event Space
Crossfield & District Community Hall	Crossfield	500	C/D
Irricana Lions Community Hall	Irricana	200	D
Madden Community Centre	Madden (Rocky View County)	300	D
Golden Rod Community Association	Rocky View County	110	D
Balzac Community Hall	Balzac (Rocky View County)	225	D
Beiseker Community Centre	Beiseker	300	D
Town and Country Centre	Airdrie	350	C/D

Calgary Gathering Spaces

Recognizing that the City of Calgary is in close proximity to Airdrie, the following bullets describe the community context in the City surrounding gathering spaces and their proximity to Airdrie.

- There are 107 Community Centres in Calgary with varying capacities for programming and events. 93 of those facilities are within a 30-minute drive and 14 are within a 45-minute drive of Airdrie.
- Calgarians do not rely on those community centres for major event hosting. There are private facilities available for hosting weddings and corporate events and several key facilities available for major events such as conferences, and conventions. See table (Table-13). Event Space Amenity Considerations for some examples of these spaces.
- The hotel occupancy rate for Calgary Airport was 88.9% and all of Calgary was 84%, while Airdrie's hotel occupancy rate was also 84% in August of 2024 (Government of Alberta, 2024).

Photo: Calgary Convention Centre, CC0,
via Wikimedia Commons



Community Social and Event Space Comparison

Research was undertaken to compare the provision of event space in Airdrie to similar sized municipalities. The following table shows the number of small – medium (150+) and larger (500+) facilities and individual hall spaces with. The approximate total square footage for each of these spaces is also shown. As reflected by the table (Table-15), Airdrie is below the total average of the comparator communities for both square footage and number of facilities. **Red Deer and Lethbridge were excluded from the comparison as their event space provision exceeds 100,000 sq. ft. (Westerner Park in Red Deer and Agri-Food Hub & Trade Centre in Lethbridge) and would thus skew the figures.*

Table-15 Community Event Spaces

Municipality	Population	# of Facilities	# of Individual Hall Spaces/ Rooms that Seat 150+	# of Individual Halls/ Rooms that Seat 500+	Total Sq. Ft. of Social and Event Space
Medicine Hat	63,271	1	5	2	49,000 sq. ft.
Grande Prairie	64,141	2	2	2	23,000 sq. ft.
Okotoks	30,405	1	3	1	9,000 sq. ft.
St. Albert	68,589	3	3	1	21,600 sq. ft.
Strathcona County (Sherwood Park)	75,575*	2	2	1	8,111 sq. ft.**
Average	67,737	2	3	1	22, 142 sq. ft.
Airdrie	74,100	1	3	0	11,740 sq. ft.

*Municipal Census of Sherwood Park

**Approximate (one room was not provided in sq.ft. seats 500, thus an estimation of 5,000 sq. ft. was added)

Photo: facebook.com/CityofAirdrie/
photos_by/



6.2. Museum Spaces and Context

The Nose Creek Valley Museum is a designated member of the Central Alberta Regional Museums Network (CARMN), the Alberta Museums Association (AMA), the Western Museums Association (WMA) and the Canadian Museums Association (CMA). These associations and networks work to ensure that recognized member museums:

- Are upholding best practice standards in public trust, service and sustainability
- Are non-profit making
- Are permanent institutions
- Are open to the public
- Have a tangible collection

There are no standard recommendations or guidelines for space requirements for museums. The space required is reflective of the size and nature of the collection, the projected increase to the collection size over the next few decades, and what the exhibitions plan is for the institution (this would include permanent and temporary exhibition space, programming space, etc.).

- There are **16** museums in the Calgary Area that are part of the AMA area / zone that that Nose Creek Valley Museum resides within. In addition to the Nose Creek Valley Museum, 13 of these museums are within Calgary, one is in each of High River and Irricana.

Benchmarking was also undertaken for museum and heritages facilities. Recognizing that service levels for museums are hard to quantify and largely based on a community or region's heritage and cultural context, this analysis was conducted looking at the total number of heritage focused facilities. As reflected in the table below, the majority of comparator communities had 2 or more dedicated heritage facilities.

Table-16 Museum and Heritage Spaces

Municipality	Population	# of Museum and Heritage Interpretive Facilities	Provision Per Population
Medicine Hat	63,271	2	1:31,636
Grande Prairie	64,141	3	1:21,380
Okotoks	30,405	2	1:15,203
St. Albert	68,589	1	1:68,589
Strathcona County (Sherwood Park)	75,575*	1	1:75,575
Average	60,396	2	1:42,476
Airdrie	74,100	1	1:74,100

*Municipal Census of Sherwood Park

6.3. Older Adult Focused Program Space

The provision of older adult focused space can be hard to measure from a purely quantitative perspective as approaches to meeting need vary. While many communities continue to support dedicated spaces, others have taken more integrated approaches.

The following table (Table-17) compares the number of dedicated seniors facilities and the provision of these space per capita.

Table-17 Dedicated Seniors Spaces

Municipality	Population	# of Facilities	Provision Per Population
Medicine Hat	63,271	2	1:31,636
Grande Prairie	64,141	1	1:64,141
Okotoks	30,405	1	1:30,405
St. Albert	68,589	1	1:68,589
Strathcona County (Sherwood Park)	75,575*	1	1:75,575
Average	60,396	1.2	1:54,069
Airdrie	74,100	1	1:74,100

*Municipal Census of Sherwood Park

Trends in older adult activity preferences are also dynamic and increasingly integrated into broader fitness, cultural and other programming opportunities. As such, program spaces for older adults should be measured in terms beyond dedicated facilities.

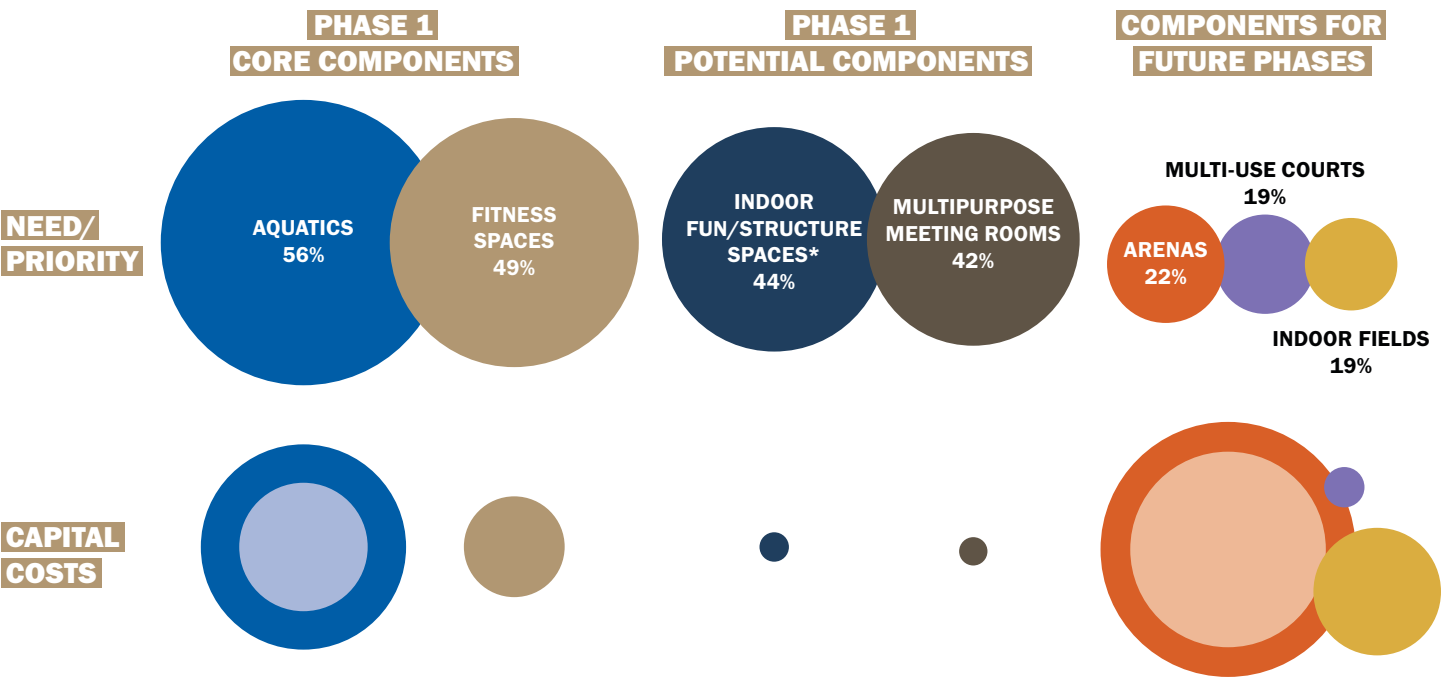
Photo: facebook.com/CityofAirdrie/photos_by/

6.4. Additional Space Considerations & Factors Influencing Need

Community needs for multi-use programming, meeting, and event space is impacted by a number of factors, including the mix of civic and recreational spaces provided in the community. Identified as follows are additional indicators that may be impacting space demands in Airdrie.

- There is currently 10,494 sq. ft. of library space. National and provincial benchmarks vary with 0.5 sq. ft. per capita (or an equivalent metric) often cited in library strategic planning. Airdrie is currently well below this provision level which has likely impacted resident and suer group’s ability to access meeting and program space. The opening of the new multi-use facility and library will add over 60,000 square feet of incremental community space (total building size of 73,000 square feet). In addition to library collection space, the facility will include several program rooms and flexible spaces.
- The long-term plan to develop the new SW Airdrie Recreation Centre will further add to the availability of community space. While the facility program components are still being refined, planning conducted for the facility has identified the need to include multi-purpose rooms and large span dry-floor recreation space as potential Phase 2 component. **The graphic below illustrates space needs, priorities, and their relationship to cost impacts as identified by the South West Recreation Facility: Phased Approach to Development of Facility Components and Amenities Summary Report (2023).**

CURRENT CRITICAL RECREATION SYSTEM PRESSURES



Note: Percentages shown within Need/Priority diagrams are developed from Airdrie household priorities and use of amenities.
*Fun Zone areas with play structures and climbing/bouldering walls.

Key Findings from Market Area and Regional Context

- North of Calgary (within the Airdrie area), there are not many event venues that can host more than 500 guests. The Town and Country Centre can host up to 490 but doesn't have the type of amenities that residents / event hosts may desire when hosting a larger event such as enhanced AC equipment, lobby space, etc.
- The broader central and southern Alberta region is well served for major Type A event venues; Calgary, Red Deer, Lethbridge and Medicine Hat have the appropriate spaces for the types of events attracted to this venue type.
- The Nose Creek Valley Museum is an established member of a number of museum networks both locally and nationally. There are no standard service level recommendations for museums; however quality of experience and support spaces and amenities that are flexible and able to evolve are key when planning for future museum space.
- Benchmarking and available service level metrics support that Airdrie is deficient in the provision of large social gathering space and larger span multi-use.



7.

TRENDS AND BEST PRACTICES

7.1. The Importance of Trends

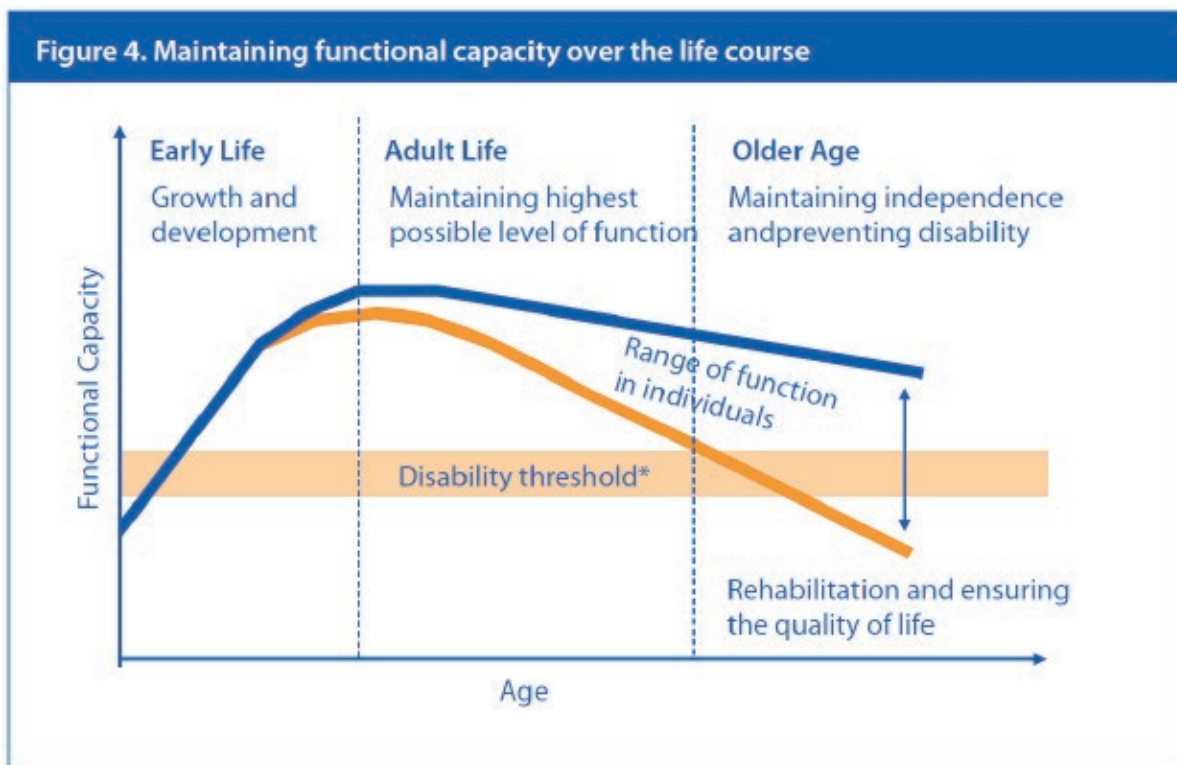
Trends in leisure, culture and recreation preferences and service delivery are continually evolving. Considering trends and best practices in the public sector provision of space can help ensure future facility planning takes into account current and anticipated needs and changes.

Summarized as follows are key trends and best practices that are likely to have some impact on future needs for social, event, heritage, cultural, and multi-purpose leisure space in Airdrie.

7.2. Older Adult Activity and Participation Trends

Active Aging

The World Health Organization's (WHO) approach to defining older adulthood is by defining older adulthood as general stage of life rather than by specific delineated age groups (CIHRD Institute of Aging, 2023). The concept of active aging has been around for a while and suggests that as the older population is diverse (ability, income, culture, etc.), diverse services and programs should be offered. Active aging promotes the idea that all individuals should be engaged in all dimensions of wellness (e.g. emotional, environmental, intellectual, physical, etc.) (International Council on Active Aging, n.d.). The chart below is from the Global Age-friendly Cities: A Guide created by WHO, it illustrates changes functional capacity over the life course. The speed or rate of decline is determined by factors such as lifestyle, social, environmental and economic factors (i.e. dimensions of wellness) (World Health Organization, 2007).

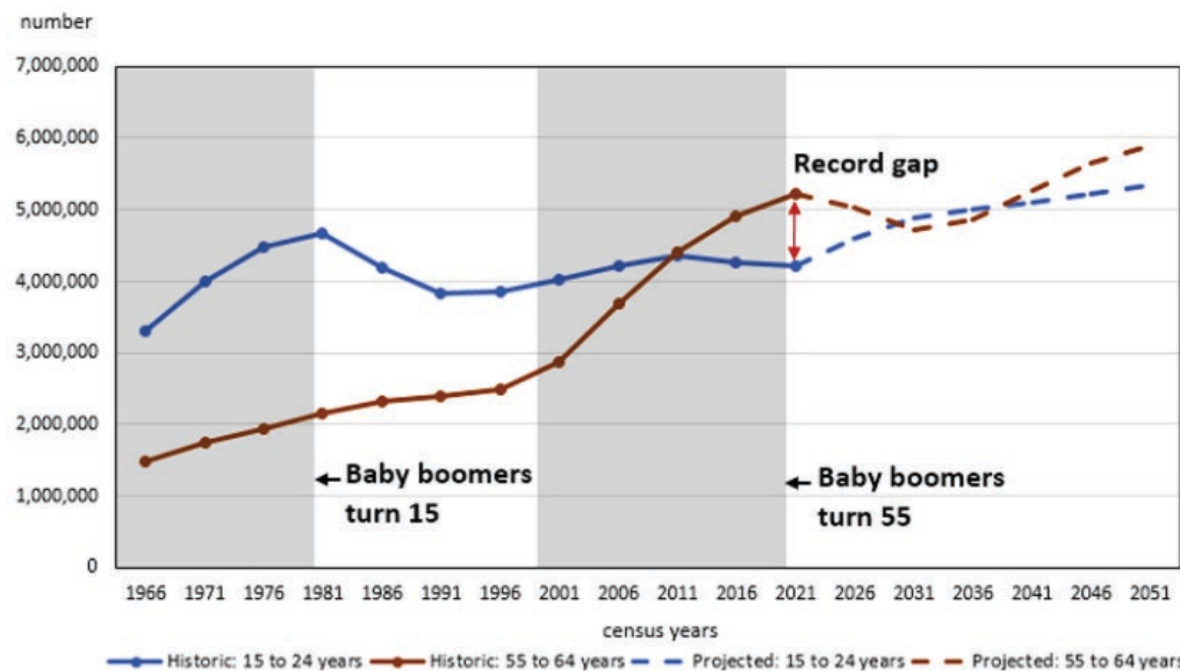


Source: Kalache & Kickbusch (12).

Trends in Older Adult Recreation and Leisure Participation

There is an increase in the aging population who are retiring and thus, we are seeing longer periods of retirement. The chart below, People Nearing Retirement Outnumber People Old Enough to Enter the Labour Market (Statistics Canada, 2022), illustrates that increase. The many “traditional” activities such as swimming, fitness classes and low-impact activities are still very popular amongst the older adult population. However, there has been an increase in demand for moderately vigorous forms of physical activity and multi-generational programs. The emergence of pickleball and adapted fitness classes are examples of activities whose popularity is driven by older adult populations. The following trends highlight some specific activities and trends that have gained popularity with older adults in recent years.

Table-18 People Nearing Retirement Outnumber People Old Enough to Enter the Labour Market



Note(s): Data for 2026 to 2051 are population projections from the M1 medium-growth scenario and are based on the 2016 Census. For reasons of comparability, the census net undercoverage has been removed from the projected populations presented in this chart.
Source(s): Census of Population, 1966 to 2021 (3901). The custom population projections are based on the *Population Projections for Canada, Provinces and Territories, 2018 to 2068* (91-520-X).

Spontaneous Recreation

There is growing demand for more flexibility in timing and activity for leisure pursuits. People are now seeking individualized informal pursuits that can be done alone or in small groups, at flexible times, often near or at home. This trend does not eliminate the need for structured activities but suggests that planning for the general population is as important as planning for more traditional structured-use environments. Spontaneous recreation is broadly characterized as physical activities in which the activities, nature of participation and timing of participation are freely chosen and do not require registration for programs or leagues.

Physical Literacy and Skill Development as Program Drivers

The ability and confidence of an individual is a strong indicator on whether or not that individual will participate in an activity, especially in older adults. Research has shown that individuals who do not feel comfortable, competent, or confident while participating with others will withdraw from physical activity (Sport For Life, 2019). Programs that address gaps in an individual's ability and confidence are becoming more prevalent for sports and activities that have gained popularity for older adults. Sports like pickleball have seen success in gaining popularity by offering learn to play programming and clinics to increase skill and attract new players to the sport. Programs that are led by older adults have been especially successful at attracting new participants of that same demographic.



Photo: <https://sportforlife.ca/blog/physical-literacy-for-older-adults/>

Pickleball

Pickleball is quickly becoming one of the most popular outdoor recreation activities in North America. Membership in Pickleball Canada has grown from 5,000 to 22,000 players in just five years, and a pre-pandemic Ipsos poll put the number of Canadians playing pickleball at 350,000. The sport seems to be growing so much that many people are migrating from tennis to pickleball. While pickleball still provides a way for people to stay active and enjoy the competitive nature of racket sports, it's not as intense as tennis. Pickleball is also relatively easy to pick up, the underhand serve is less technical than tennis and the smaller court makes it less strenuous.

Many players also comment on the very open and inclusive community that is known for being very welcoming to new players. While people do play at a very competitive level with national tournaments, brand sponsors and prize money- you can easily join a local league or club and pick up the game in a very casual atmosphere. Pickleball is also a great way to stay active with several health benefits and fewer injuries than some other sports.

Gardening and Aging Adults

Gardening can be a form of moderate to high intensity physical activity for older adults, gardens require continuous and regular care and thus provide an opportunity for ongoing physical activity (Scott, Masser, & Pachana , 2020). There are numerous benefits of gardening that leisure gardeners enjoy beyond the physical activity it provides, such as the confidence that it can provide participants and sense of accomplishment, increased access to green spaces and time spent outdoors, sense of purpose that participants garner, and its contribution to healthy eating habits if fresh produce is grown.

In 2020 a study was conducted in Australia that examined the relationship between home and community gardening in older adults. Participants in the study self-reported better psychosocial and physical well-being, attitudes to aging relative to gardening activities and benefits of membership to a gardening group. The study found that participants all identified physical and restorative benefits, and members of the gardening groups, reported more social and physical benefits than the non members. The study also concluded that regardless of doing the actual gardening or simply being in the garden, having contact with nature allowed participants to attain positive therapeutic benefits (Scott, Masser, & Pachana , 2020). As private garden space may be limited for some older adults, community gardens provide an opportunity for more people to participate in gardening and provide a social opportunity for the participants.

Tai Chi and Yoga

Both Tai Chi and Yoga are low-impact exercise and have both been popular activity choices for older and younger adults. Tai Chi is a slow and mindful exercise from traditional Chinese medicine, involving gentle movements and coordinated breathing (Yang, Deai, Esfahani, Sokolovskaya, & Bartlett, 2021). Yoga also has a spiritual element and originates from India, breathing, meditation and holding physical postures are important components of the practice (Calvert, 2023). Both of these activities have been gaining popularity among older adults in recent years and both activities can be modified for any skill level and participant. These activities are beneficial for older adults because they have been shown to reduce stress, increase flexibility and improve balance, strength and coordination (Alizadeh, 2021).

Group Fitness Classes

Many older adults are able to fully participate in group fitness classes designed for adults 15 – 64, while others still enjoy the high energy and atmosphere that the classes offer but with a slower pace and or a different program time. Fitness class providers are creating modified classes based on the evolving needs of some of their core participants (often the baby boomer generation). The popular dance fitness class provider Zumba, has developed a Zumba Gold Class which is intended for older adults who want the same moves but at a lower intensity. Even, CrossFit gyms are tailoring programming to the older adults, offering lighter options for weights with fewer reps but the same movements.



Photo: facebook.com/CityofAirdrie/
photos_by/

Intergenerational Programming

Intergenerational programming is programming that provides opportunities for older and younger generations to participate together in shared activities. There are a few models of practice for this type of programming that Families Canada outlines in their Intergenerational Planning Guide (Families Canada, n.d.) as follows:

- Older adults mentoring young people or young children. Example: school-based reading programs.
- Young people, including children, providing assistance to older adults. Example: teaching computer skills.
- The two age groups coming together for a shared purpose. Example: community arts or local history projects.
- Common locations which bring together young and older populations. Example: family support centres, community hubs, pre-school daycares, and geriatric care facilities.

The results of current studies on the benefits of intergenerational programs for both children and seniors show that there are cognitive, health and quality of life benefits from programming. In addition, some research points out that the programming can be an important means for changing perceptions of the elderly (Girardeau & Bailey, 2019). Families Canada suggest that intergenerational programming provides opportunities for older adults to pass on their skills, feel a sense of belonging, and remain active, and for young people to develop social and emotional skills, learn about the aging process and enjoy one on one attention.

Lifelong Learning and Healthy Aging

Healthy aging includes staying mentally stimulated and continuing to learn new things (Fraser Health, n.d.). Learning new skills and finding new ways of thinking and methods to express yourself are ways that individuals can improve mental alertness and memory. There are numerous studies that connect the positive effects of continuous participation in lifelong learning on psychological wellbeing. Resources for seniors and older adults to thrive as lifelong learners are available locally and regionally. Most seniors' centres are important programming spaces for continuing education and can be important connections for other resource providers and the older adult population.

7.3. Trends in Museum and Heritage Space Demands and Activities

Key Findings from The What We Heard Report from the Museums for Me Project

The What We Heard Report for the Museums for Me project captures insights from Canadians on the current and future roles of museums in society (Alberta Museums Associations, 2021). Here are some key findings from the report:

Current Perceptions and Use:

- Museums are widely valued as spaces for learning, inspiration, and cultural preservation, with high levels of public trust. They are frequented by diverse groups but tend to appeal more to middle-class, educated demographics.
- Canadians appreciate museums for educating about history, fostering community ties, and encouraging personal enjoyment.

Barriers and Challenges:

- Museums face challenges related to funding structures that are often collections-focused, a reliance on volunteers, and limited sustainability initiatives.
- Admission costs and perceived elitism present barriers for some Canadians, particularly in underserved communities.
- Desires for Inclusivity and Social Relevance:
 - Canadians desire more inclusive representations within museums, including stronger Indigenous and LGBTQ2+ narratives and involvement in governance.
 - Many respondents want museums to reflect contemporary social issues, such as reconciliation, climate change, and diversity, with a mix of virtual and physical experiences to increase accessibility.

Future Vision:

- Respondents envision future museums as “places of life,” fostering reflection, understanding, and social engagement. Recommendations include creating more dynamic spaces, embracing digital options, and using museums as community hubs that go beyond collections to offer interactive, immersive experiences.
- There is a call for museums to balance neutrality with advocacy, with younger audiences favoring museums as platforms for social activism and progressive education.

This report highlights Canadians' high regard for museums but underscores a need for evolution in inclusivity, accessibility, and relevance to foster deeper community connections.



Reconsidering Museums

Reconsidering Museums was a three- year national project that set out to understand what museum mean to Canadians. The project sought to redefine the value of museums and refresh the sector's image, equipping museums with the tools and language needed to enhance their connection and service to communities. This, in turn, strengthens their relationship and relevance to the Canadian public (Alberta Museums Association, 2023). The report also recommended three major themes of recommendations for museums.

1. **Access:** Museums should work to remove physical, financial, cultural, and intellectual barriers. The “Nothing About Us Without Us” principle encourages museums to involve communities in developing accessible spaces.
2. **Authority:** Museums are urged to share authority, integrating community knowledge with traditional expertise to reflect multiple truths and enhance trust.
3. **Activism:** Many Canadians want museums to be proactive on social issues, moving beyond neutrality to act as advocates and leaders on topics such as reconciliation, social justice, and environmental concerns.

A tool kit is provided to incorporate the data collected and messaging developed by Reconsidering Museums into the work of museum volunteers, staff, and supporters.

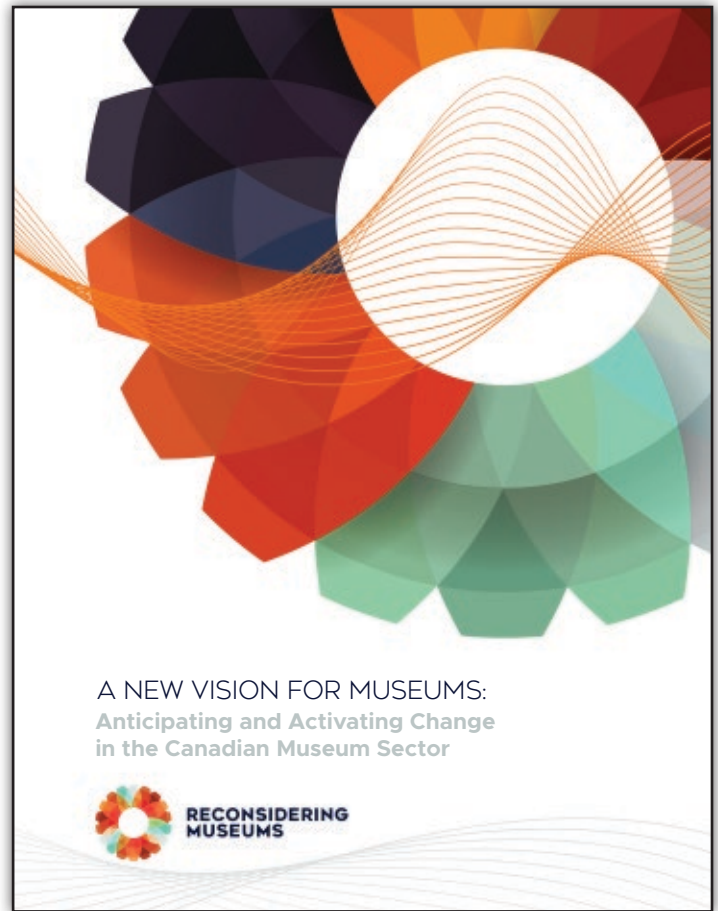


Photo: [facebook.com/CityofAirdrie/photos_by/](https://www.facebook.com/CityofAirdrie/photos_by/)



7.4. Infrastructure Planning Trends and Considerations

The Importance of Asset Management Planning

Asset management for recreation and culture facilities is essential for ensuring these facilities operate efficiently, remain in good condition and continue to provide high levels of service to the community. Effective asset management involves tracking, maintaining and upgrading assets in a strategic manner over their life cycle to optimize costs and extend longevity of the facilities.

The Canadian Infrastructure Report Card assess the state of public infrastructure across Canada. The following themes are presented in the report in relation to recreation infrastructure in Canada.

Aging Infrastructure

- Recreation infrastructure in Canada is aging, with many facilities being past their expected lifespan. Aging facilities may face challenges such as inefficient cooling/heating, outdated accessibility standards and structural deterioration.

Investment Needs

- The report card emphasizes the need for substantial investment into maintenance and upgrades of facilities.
- Municipalities are challenged with deferred maintenance which can lead to higher costs and reduced facility lifespans. Proactive planning and funding will help mitigate these challenges.

Sustainable and Resilient Upgrades

- Retrofitting lighting, heating and cooling systems and improving water use efficiency or incorporating renewable energy sources are upgrades and things that can be integrated into new construction to be more sustainable.

Strategic Asset Management

- Municipalities should adopt strong asset management practices such as regular inspections, maintaining assets and implementing preventative maintenance schedules to help with long term planning.

Re-Investment

- The Canadian Infrastructure Report Card recommends that municipalities reinvest between 1.7% and 2.5% of a facility's capital value each year. The average is currently around 1.3%.



Accessibility

To ensure that public spaces and facilities are accessible for all, communities are now developing and adopting holistic design guidelines. The City of Edmonton has created a design guide, called the Access Design Guide, that is referenced during planning, design, and construction stages of infrastructure development. This Guide helps to clearly identify important accessibility features and is helpful in having all design consideration noted in one place.

Accessibility is an ongoing concern for service providers within the sector. Ensuring accessibility in recreation and culture facilities is essential for promoting equity, enhancing health and well-being, fostering community connections, and comply with standards. It creates an inclusive environment where all individuals can enjoy the benefits of recreation, leading to healthier and more connected communities.

Air Pollution and Major Weather Events

Climate change is altering the way that people access and utilize the outdoors. Increased temperatures mean people are more likely to recreate in the early or late hours of the day outside of peak temperature hours. Furthermore, air pollution due to wildfire smoke is increasingly inhibiting people's ability to safely recreate outdoors. Due to increasingly poor air quality, municipalities and sport organisations are having to restrict access to outdoor recreation spaces. Furthermore, more extreme weather means that people will seek out climate-controlled environments more often. This can result in increasing demand for indoor recreation facilities so that people can continue their outdoor activities indoors. This has implications for the design and capacity of indoor recreation facilities as they face pressure to accommodate a wider range of activities, sports and community events.

Photo: facebook.com/
CityofAirdrie/photos_by/



Emerging Trends in Indoor Facility Design

Now more than ever, a potential facility users experience is centred when planning and designing facilities. Spaces like convention centres or event spaces are shifting to evolve; meeting rooms are moving away from sterile rooms to more dynamic and unconventional spaces such as open-air venues, spaces that can facilitate enhanced collaboration with the latest technology, and a sense of place within a facility. (Waldman, 2023).

Emerging trends in indoor facility design include:

- **Creating strategic spaces dedicated to sponsorship and revenue generation.**
Created opportunities for revenue generation could look like branded lounges, venue naming rights, retail space, etc.
- **Increasing the availability of natural light.** Including atrium spaces and incorporating lots of windows in the design can go along way in creating in enhancing guest experience.
- **Creating spaces that are encourage socialization and strengthen the sense of community.** This could include welcoming lobby spaces that include ample space for informal interaction, seating spaces, free Wi-Fi, etc.
- **Incorporating public art.** Art pieces can be swapped in and out to create a more dynamic space and celebrate local culture.
- **Indoor outdoor connections.** Integrating indoor and outdoor environments can be as simple as ensuring interiors have good opportunities to view or directly access the outdoors, creating a sense of freshness and connection with nature.

Event and social gathering spaces such as halls and convention facilities are also increasingly focused on flexibility. Building facilities with larger spans, portable walls, flexible back of house areas, and multiple ingress and egress points can help ensure that the venue is adaptable for a range of events and more easily retrofitted in the future if significant shifts occur in demand and types use.



Redmund Senior and Community Centre / Johnston Architects

Source: Arch Daily

Photographer: Lara Swimmer Photography

Adaptation in Built Infrastructure and Open Spaces

Leveraging technology and smart design can significantly reduce the energy use and environmental impacts of recreation facilities. Utilizing green building design standards for indoor recreation facilities (e.g., LEED) and incorporating leading edge technologies to reduce energy consumption, prevent heat loss, and lower water consumption can help to offset a facility's overall environmental impact. Renewable energy generation technologies can also be incorporated to generate electricity.

Municipalities are also grappling with shifting economic landscapes and ongoing impacts of the COVID-19 pandemic that have challenged revenues and placed expenditures under greater scrutiny. Integrating sustainable building technologies can help to reduce the ongoing operating costs of community facilities. Regularly reviewing user fees can also help to balance the importance of affordable, accessible services with revenues needed to maintain high service standards.



7.5. Data Driven Decision Making and Planning

The Importance of Data Collection

Parks and recreation departments are increasingly utilizing data to understand user behaviors, needs, preferences, and desires. According to the National Parks and Recreation Associations Survey NRPA survey of parks and recreation professionals, more than 90% of respondents (in leadership roles) identified data collection and analysis as important or very important for activities such as master planning, capital investments, programming, and support staff. However, not every municipality is collecting data and no two municipalities collect data using the same methods. Respondents identified facility usage data, program utilization data, demographic trends, crime data, and school enrolment as important data sources for decision-making.

Methods and Uses

In terms of methods for collecting data, surveying residents and users continues to be employed as an approach to better understand satisfaction levels, reasons / motivators for using programs and facilities, and perspectives on needs. However other approaches are being used to collect more quantitative and less subjective data.

These include:

- Use of mobility data to track site visitation characteristics, spending, and demographics attributes.
- Predictive modelling based on demographics, consumer data, and other inputs.
- GIS based analysis that spatially identifies key community characteristics (e.g. access via active, vehicular, and public modes of transportation; Census data at DA level, etc.).

Having good data can help ensure long-term capital planning and ongoing management decisions are based on a sound understanding of actual need with bias mitigated.

APPENDICES

Photo: [facebook.com/CityofAirdrie/photos_by/](https://www.facebook.com/CityofAirdrie/photos_by/)

Appendix A: Prizm Profiles



Younger and middle-aged suburban families

Who They Are

The lure of good jobs in the mining, oil and gas industries fueled the rise of All-Terrain Families, a working-class suburban lifestyle found mostly in Alberta's large and midsize cities like Airdrie, Grand Prairie, Edmonton and Calgary. These younger and middle-aged households are among the nation's most mobile, with 60 percent having moved in the last five years. Nearly two-thirds of the maintainers are under 45 years old, and more than 70 percent of children in these households are under the age of 15. Originally attracted to Alberta's oil boom during the early 2000s, residents have turned moderate educations into well-paying blue- and grey-collar jobs and upper-middle incomes. With three-quarters of the housing built since 2006, residents own a mix of single-detached, semi-detached and row houses valued around \$400,000. In their free time, these family households have high rates for participating in team sports like hockey, baseball and curling. Their idea of weekend entertainment is going to a sports bar, rock concert or food and wine show. Given their high-energy approach to life, it's not surprising they value a healthy diet and regular exercise (*Effort Toward Health*).

The suburban families of All-Terrain Families have created a child-centred lifestyle. They enroll their kids in lots of sports programs, typically shuttling them around in intermediate SUVs and large trucks. On weekends, they head to kid-friendly destinations like amusement parks, zoos and aquariums, making regular stops at burger joints and coffee shops. For parents, it's a daily challenge to carve out me-time to do crafts, take a yoga class or enjoy a dinner date at a favourite steakhouse. Living close to rugged country, these households often own campers, boats and fishing and hunting equipment. As a result they have little interest in most media, too busy to read a newspaper or magazine other than *The Hockey News* or *Live Better* and mostly limiting their TV viewing to sports, reality shows and DIY programs. But their mobile phones keep them connected to the digital world, where they often access news sites, book travel tickets, search maps and shop for essentials. On the road, these families pay attention to billboard ads.

How They Think

Members of All-Terrain Families are hard-working Canadians who believe people get what they deserve, for good or bad, based on the choices they make (*Just Deserts*). They tend to follow the golden rule and believe a person needs to work hard to get ahead (*Work Ethic*). With their jobs in primary industries, they accept today's environmental problems as necessary for job creation and economic advancement (*Ecological Fatalism*). Financially secure and hopeful about the future, they use reason rather than emotion when making decisions (*Financial Security*, *Personal Optimism*, *Emotional Control*), but they also believe people need to take risks to succeed (*Pendant for Risk*). Occasionally, isolation and economic downturns lead this group to feelings of alienation (*Anomie-Aimlessness*), and the overwhelming stresses of their busy lives cause many to feel the *Need for Escape*. Status-conscious, they seek to gain the respect of others through their image and dress (*Concern for Appearance*). Indeed, they describe themselves as enthusiastic consumers who enjoy the thrill of the purchase (*Joy of Consumption*) and don't spend time researching products beforehand (*Buying on Impulse*).

Population:

422,039
(1.11% of Canada)

Households:

147,716
(0.99% of Canada)

**Average Household
Income:**
\$135,600

**Average Household
Net Worth:**
\$334,508

House Tenure:
Own

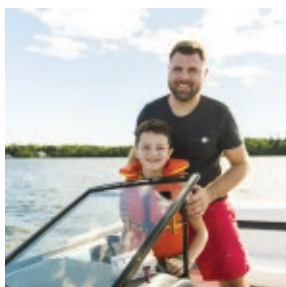
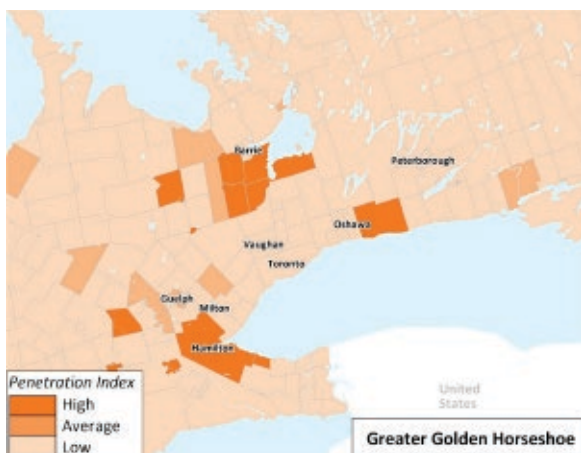
Education:
College/Trade
School/High School

Occupation:
Blue Collar/Service
Sector

**Cultural Diversity
Index:**
Low

Sample Social Value:
Ecological Fatalism

Where They Live



How They Live



LEISURE

power boating
hockey
dancing/nightclubs
travel by RV/camper



TRADITIONAL MEDIA

TV reality shows
TSN
modern rock radio
Outdoor Canada



FOOD/DRINK

frozen peas, corn, cut green beans
sports energy drinks
burger restaurants
taco restaurants



AUTOMOTIVE

large pickup trucks
compact SUVs
domestic vehicles
2010-2016 model years



MOBILE

access news on phone
play games on phone
listen to radio on tablet
sports apps



SHOPPING

Walmart
Sport Chek
big-box/warehouse stores
gas station rewards programs



INTERNET

home improvement sites
download music online
subscription-based video
purchase toys/games online



FINANCIAL

stocks/bonds
mobile banking
term life insurance
overdraft protection



SOCIAL

Twitter
Snapchat
LinkedIn
social media on mobile phone



HEALTH

Are physically active

ATTITUDES

"It is important to me that people admire the things I own"

"It is acceptable that an industrial society such as ours produces a certain level of pollution"

"Premium-priced brands are generally worth the extra money"

"I am open to receiving relevant marketing messages on my mobile device"



Suburban, upscale middle-aged families

Who They Are

Comprising more than a million people, Family Mode is one of the largest segments—and growing. Home to large, suburban families living in recently built houses, this lifestyle is rooted in midsize cities surrounding large metro areas. Its neighbourhoods are filled with maintainers between 35 and 54, and children over the age of 10. These middle-aged adults have used their mostly high school and college educations to land a variety of decent-paying jobs—from blue-collar to management level—in industries like retail, public administration, education and health. Thanks to dual-income households, their upper-middle incomes allow them to purchase single-detached houses valued at nearly \$450,000—close to the national average. As in other suburban family segments, sports are central to the Family Mode lifestyle, with many garages filled with skiing, golfing and hockey equipment as well as motorcycles, boats and camping trailers. Family Mode members make an *Effort Toward Health*, often working out at fitness clubs and enrolling their kids in soccer, swimming and ice skating clubs.

The members of Family Mode straddle two worlds: close enough to downtown for their work but far enough away to enjoy outdoorsy activities. These families like golfing, gardening, canoeing and power boating. Many residents belong to sports teams and spend their weekends playing basketball, baseball and volleyball. Their idea of a vacation is to pack up the RV or camper and hit the road to one of Canada's parks, relax at a beach or ski resort, or take a cruise. The adults are both financially savvy and philanthropic, supporting various charitable organizations. Many appear too busy for a lot of media. They're only average consumers of traditional media, enjoying the HGTV and Food Network channels on TV, new and traditional country music on the radio, and magazines like *Today's Parent* and *Style at Home*. And digital media for them is all about shopping, especially for books, groceries, travel deals and theatre tickets. A tough market for advertisers, Family Mode residents have modest rates for responding to direct mail, and they barely notice out-of-home messages or digital screens except on their commutes.

How They Think

Family Mode residents have worked hard to achieve their upscale status, and they're sticking with the straightforward principles that got them there. They're content to live with a certain amount of chaos in their lives and have an optimistic view of the future (*Rejection of Orderliness, Personal Optimism*). These mostly third-generation Canadians are open to diversity, even within their own families, and think that interacting with people from different backgrounds enriches their lives while satisfying their interest in exploration and discovery (*Racial Fusion, Social Learning*). They're more likely to define families based on the emotional commitment between people rather than any legal formalities (*Flexible Families*). Many have a strong sense of *Duty*, putting their obligations to others ahead of their personal interests and striving to leave a *Legacy* behind for future generations. Occasionally, those impulses leave them weary and yearning to find relief from the stresses of daily life (*Need for Escape*). Strong on *Concern for Appearance*, they are image driven and like to demonstrate their individuality with personal touches and unique flourishes (*Pursuit of Originality*).

Population:

1,034,278
(2.72% of Canada)

Households:

337,797
(2.26% of Canada)

Average Household

Income:
\$141,436

Average Household

Net Worth:
\$572,677

House Tenure:

Own

Education:

College/High School

Occupation:

Mixed

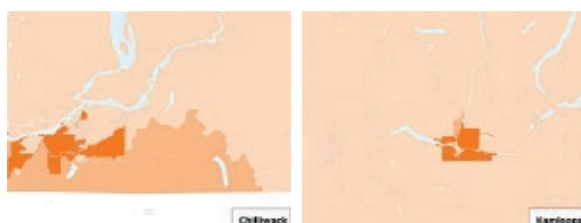
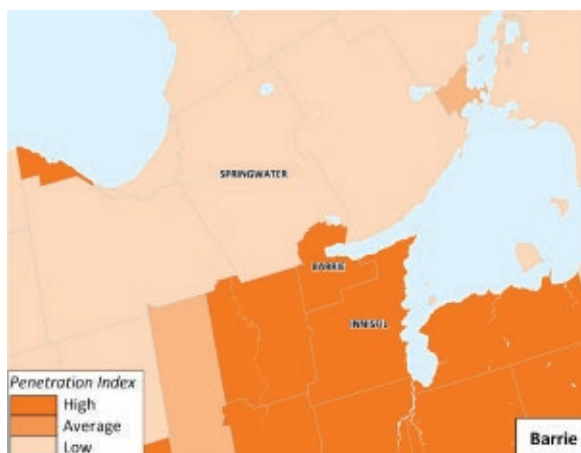
Cultural Diversity

Index:
Low

Sample Social Value:

Need for Escape

Where They Live



How They Live



LEISURE

swimming
baseball
amusement parks
travel by RV/camper



TRADITIONAL MEDIA

Family Channel
top 40 radio
The Hockey News
Today's Parent



FOOD/DRINK

tortilla wraps
granola bars
Pizza Hut
casual family restaurants



AUTOMOTIVE

intermediate SUVs
Ford/Lincoln
\$30,000-\$49,999 spent on vehicle
2013-2015 model years



MOBILE

research products/services on phone
access reviews on tablet
subscription-based video on tablet



SHOPPING

Winners
Old Navy
Mastermind
Home Depot



INTERNET

listen to Internet-only music
service online
discount coupons on computer
research pets online
purchase theatre tickets online



FINANCIAL

mutual funds
RESPs
group life insurance
spent \$5,000+/month on credit cards



SOCIAL

Pinterest
LinkedIn
Twitter
Reddit



HEALTH

Used topical pain relief 3-5 times in past month

ATTITUDES

"It is important that the country should hold a strong position in the world"

"I need to escape the stress and responsibilities of everyday life"

"I have made plans for those I love after I die"

"I am open to receiving relevant marketing messages on my mobile device"



Population:

1,000,904
(2.64% of Canada)

Households:

317,626
(2.12% of Canada)

Average Household

Income:
\$137,614

Average Household

Net Worth:
\$479,204

House Tenure:

Own

Education:

University/College

Occupation:

Mixed

Cultural Diversity

Index:
High

Sample Social Value:

*Importance of
Aesthetics*

Multi-ethnic younger and middle-aged suburbanites

Who They Are

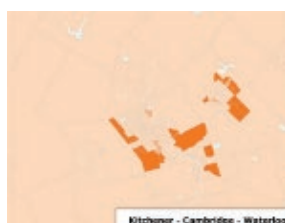
With one of the highest percentages of suburban households, Modern Suburbia is a magnet for younger and middle-aged, diverse families with young children. Many of these acculturated households contain first- and second-generation Canadians from Asia and South Asia who arrived in their 20s and 30s and have recently moved to new suburbs near large cities like Toronto, Edmonton, Calgary, Ottawa and Vancouver. More than half the population identify as visible minorities: More than twice the national average identify as Asian, and more than three times the average identify as South Asian. With their university and college educations, they earn upper-middle-class incomes from a wide range of jobs that afford them new single-family, semi-detached or row houses. And few segments are more mobile: the number of residents who have moved in the last five years is nearly 70 percent above average. Modern Suburbia members have crafted active lifestyles for their relatively large families and participate in many team sports, including basketball and hockey. For a splurge, they head to kid-friendly venues such as amusement parks, zoos and aquariums, admitting that *Attraction for Crowds* is among their strongest values.

Children are the centre of the Modern Suburbia world. Parents enroll kids in a number of sports, and vacations typically involve package deals to beaches and other family-friendly destinations; more than half travelled outside of Canada last year. A big treat is a family outing to a pizza, burger or taco restaurant. In Modern Suburbia, homes are filled with child-friendly tech products—like tablets and video gaming systems—as well as smart watches, Internet-enabled appliances and fitness bands to help manage their daily routine. Eclectic in their media tastes, these immigrant families have high rates for watching nearly every sport on TV—including cricket and rugby—and reading varied magazines on parenting, technology, business and health. But mostly these connected families like to use their mobile phones to access media and perform various tasks, like banking, streaming music, posting to social networks and downloading coupons; they buy almost every retail category online at high rates. Stating they like to be the first to own new technology, they're receptive to many forms of mobile advertising, including coupons based on their demographics.

How They Think

The immigrant families of Modern Suburbia are comfortable in their adopted country and feel optimistic about their future (*Personal Optimism*). They've demonstrated their *Penchant for Risk* in their decision to uproot their family, and they fervently believe that anyone can make it if they work hard enough (*North American Dream*). While these younger families sometimes feel overwhelmed (*Time Stress*), they accept both the good and the bad outcomes of the decisions they've made (*Just Deserts*). They support diverse communities and their desire to preserve their distinctive cultures (*Multiculturalism*), and they seek to incorporate those cultural influences in their lives (*Culture Sampling*). In their neighbourhoods, they demonstrate their social status through their well-maintained homes decorated with objects that convey affluence (*Status via Home, Ostentatious Consumption*). They're eager to discover new products and integrate them into their daily life, but they're also drawn to items simply for their aesthetics rather than their functionality (*Pursuit of Novelty, Importance of Aesthetics*). These consumers especially like to make purchases in their areas of interest (*Consumptivity*), if only to exercise their role as influencer among their peer group (*Consumption Evangelism*).

Where They Live



How They Live



LEISURE

camping
bowling
amusement parks
beach/resort package tours



TRADITIONAL MEDIA

TV rugby
top-40 radio
parenting/babies magazines
newspaper sports sections



FOOD/DRINK

gluten-free products
herbal tea
Sobeys
sub/sandwich restaurants



AUTOMOTIVE

intermediate SUVs
Honda
\$30,000-\$49,999 spent on vehicle
2017-2019 model years



MOBILE

mobile wallet
four or more phones
beauty/fashion sites on tablet
collect loyalty points on phone



SHOPPING

Joe Fresh
Home Depot
Sport Chek
compare products/prices while shopping



INTERNET

access food/recipes content
download video content
sports sites
purchase clothing/footwear online



FINANCIAL

online trading GICs
RESPs
universal life insurance
spent \$5,000+/month on credit cards



SOCIAL

Twitter
Snapchat
WhatsApp
Reddit



HEALTH

Use home teeth-whitening products

ATTITUDES

"It is important to me that people admire the things I own"

"I like being in a large crowd"

"The Internet improves the relationships I have with other people"

"I often buy things just because they are beautiful, whether or not they are practical"

Appendix B: Background Document Review

Municipal Policy / Planning		
Document	Year	Synopsis
Airdrie Public Library & Mixed-Use Partner Space - Draft	2024	This report summarizes the finding from the public and targeted stakeholder engagement, presents detailed library functional program and explains the rationale for conceptual design test fit.
Social Well-Being Survey	2023	The City's first Social Well-Being Survey was conducted in March 2023, to help understand the baseline level of social well-being in Airdrie. These results can help with long-term planning and allow a better understating to serve residents as growth occurs.
Citizen Survey	2023	The primary reason for the citizen survey was to understand residents' satisfaction levels with all facets of the City services and identify possible areas for improvement. The availability of services, facilities and amenities (20%) was a top factor contributing to the quality of life of respondents while the rapid growth/City growing too fast/ too crowded was a top reason for a decrease in the quality of life of residents (20%). More recreation facilities were in the top 3 priorities for City Council.
City Council's Strategic Focus Areas	2023	The City Council's Strategic Focus Areas (2023 - 2026) outline six key areas and the strategic steps planned for each over the next four years. The following focus areas help guide the Council's decision-making, direct City Administration in prioritizing efforts and resources, and keep the community informed about the Council's goals and initiatives on their behalf. • Advocacy • Caring community • Economic prosperity • Environmental protection • Informed and engaged community • Leisure, recreation and culture The key objectives of the Leisure, recreation and culture focus area (most pertinent to this study) are: 4-season opportunities for recreation and social connection and community facilities and amenities meet the needs as Airdrie grows.
Indoor and Outdoor Recreation Needs Assessment Study	2022	This study gathered public input about the needs and preferences for future recreation facilities and engaged key stakeholders to understand their specific needs. It also provided recommendations on the scale and mix of components to establish the scope of future preliminary design of a new multi-purpose recreation facility based on an assessment of community needs and future priorities for the use of the new facility. A table was presented with considerations for a new indoor multi-purpose recreation facility in southwest Airdrie based on the high-level expressions of need identified in the study. A banquet hall was identified a missing from the list and was noted as being more viable at another location. Additionally, when compared to other communities, banquet/hall/ rooms amenities were provided in a lower provision than comparators.
The Growth Plan	2022	The Growth Plan, developed by the Metropolitan Regional Board, offers planning direction and guidance on key regional areas related to population and employment growth, land use, infrastructure, and services. All statutory plans adopted or amended by member municipalities must align with the Growth Plan. Policy Section 3.5.4. Recreation focuses on the role parks, natural areas, and public spaces in the context of regional growth and development, as well as recreation services delivered by government organizations for the benefit of individuals and communities.
Youth Needs Assessment and Engagement Strategy Framework	2016	In 2016, the City of Airdrie engaged with local youth (ages 12-24) to learn what they felt was needed to become active members of their community. This feedback led to the creation of the Youth Needs Assessment, which laid the groundwork for the City's Youth Engagement Strategy Framework. This framework provides a coordinated approach to ensure that youth are involved in the community, actively participate, and have a say in decisions that impact them.

Municipal Policy / Planning

Document	Year	Synopsis
Community Needs Assessment	2014	In 2014, the City of Airdrie carried out a Community Needs Assessment to highlight the City's strengths and pinpoint key areas requiring improvement. Recreation facilities that were identified in the Needs Assessment as having higher than average usage but lower than average effectiveness were noted as being considered primary areas of improvement. The Town and Country Community Hall was among those identified.
Municipal Development Plan (Airdrie City Plan)	2014	The Airdrie City Plan, adopted in 2014 as the City's Municipal Development Plan (MDP), establishes policy guidance for managing the city's growth. It covers areas such as growth management, environmental and fiscal sustainability, economic prosperity, community design and development, sustainable transportation, parks, pathways and municipal reserves, educational facilities, infrastructure services, community and recreational facilities, and implementation strategies.
AirdrieONE: Sustainability Plan	2012	The AirdrieONE Plan outlines the community's vision for a sustainable future, setting forth goals, objectives, targets, and strategies to make that vision a reality. It offers specific objectives and strategies to guide practical actions that support Airdrie's long-term prosperity. The plan is implemented through various existing City mechanisms, including budgets, planning processes, regulations, policies, and programs. As part of the planning for arts, culture, and recreation the following bullets outline the goals for success: • There are many year-round opportunities for community members of all ages to participate in arts, culture and heritage activities • The historic relationship between the city centre, Nose Creek, farming, and the railway is well articulated through interpretive measures and city planning • Airdrie's distinct identity as a young, vibrant and welcoming city of opportunity is maintained. Airdrie is a destination for sports and recreational activities.

Provincial Documents and Policy

Document	Year	Synopsis
Going the Distance- The Alberta Sport Plan	2014-2024	This plan highlights the roles of Municipal governments as it relates to the Sport Plan, some roles include: • Ensure availability, affordability, and accessibility of a broad range of sport, recreation, and physical activity opportunities. • Facilitate local development through municipal policy and program design. • Support provincial sport organizations and local sport delivery bodies in the provision of sport, recreation, and physical activity opportunities. • Facility operation and maintenance. Understanding these roles outlined by the Province will assist in developing the Need Assessment, ensuring the work of the Municipality is meeting the expected responsibilities.
Active Alberta Policy	2011-2021	The policy outlines the GoA's priorities related to recreation, active living, and sport, which are important to highlight when applying for funding. The document also outlines the provinces' role in recreation and sport as well as the role of Municipalities. Coordination is an important element of collaboration, and the Active Alberta policy provides direct support to partners involved in recreation to work more closely together.

National Documents and Policy		
Document	Year	Synopsis
Framework for Recreation in Canada	2024	The framework aims to bolster the case for provincial and federal investments in recreation. Goals include supporting active living, inclusion, and access, connecting people with nature, creating supportive environments, and building sector capacity.
Building Safe Sport in Canada	2023	The Future of Sport in Canada Commission aims to make improvements to the sport system in Canada to increase safety through a human rights approach. The parks and recreation sector can play a role in ensuring policies, the design of facilities and utilization of facilities aligns with safe sport in Canada.
Canada at a Glance	2023	A document that highlights the demographic changes in the country along with accessibility and inclusivity insights. Highlights relevant to recreation include: • Canadian domestic travel surpassed the pre COVID-19 levels in 2023. • In 2022, 27% of Canadians or 8 million people aged 15 years and older had at least one disability.
Canadian Sport for Life Long Term Development (2021)	2021	Canadian Sport for Life (CS4L) promotes quality sport and physical activity by focusing on Long-Term Athlete Development and Physical Literacy in Canadian communities.
Truth and Reconciliation Commission of Canada Final Report	2015	To redress the legacy of the residential school system in Canada, the Truth, and Reconciliation Commission (TRC) developed 94 Calls to Action to support reconciliation in Canada. What unifies all the TRCs calls to action is the critical role of collaboration – between Indigenous communities, non-Indigenous communities, all levels of government, service providers, and so forth – as a driver of reconciliation. Calls to Action 87-91 highlight actions for increased support of Indigenous athletes, participation, and policies related to the equity of sport participation. • A municipal commitment to the Calls to Action is an important step toward reconciliation and decolonization.

Appendix C: Groups Engaged

Community Group	Survey	Discussion Session
Airdrie Over 50 Club	✓	✓
Airdrie Arts and Culture Council	✓	
Airdrie BMX Association	✓	
Airdrie Curling Club	✓	✓
Airdrie Farmers Market		✓
Airdrie Food Bank		✓
Airdrie Health Foundation		✓
Airdrie Rotary Club	✓	✓
Airdrie Regional Chamber of Commerce	✓	✓
Airdrie Scots Pipes and Drums	✓	✓
Airdrie Skating Club	✓	
Calgary Youth Curling Association	✓	
City of Airdrie Economic Development	✓	
Creekside Yarn Festival		✓
Curling Alberta	✓	
Nose Creek Players		✓
Nose Creek Swim Association	✓	
Nose Creek Valley Museum Society	✓	✓
Pathfinders		✓
Total Groups Engaged		19

References

- Alberta Museums Association. (2023). Reconsidering Museums: Anticipating and Activating Change in the Canadian Museum Sector. Alberta Museums Association. Retrieved from <https://reconsideringmuseums.ca/>
- Alberta Museums Associations. (2021). Alberta Museums Association. Museums for Me: Engaging Canadians on the Future of Museums - What We Heard Report. Prepared by Hill+Knowlton Strategies Canada. Alberta Museums Association . Retrieved November 5, 2024, from <https://reconsideringmuseums.ca/>
- Alizadeh, D. R. (2021). Tai Chi or Yoga: Which Workout Should You Try? . Retrieved from Lifeclinics.us: <https://www.lifeclinics.us/blog/tai-chi-or-yoga-which-workout-should-you-try/>
- Calvert, L. (2023). Yoga, Pilates, and Tai Chi: What's Best for Seniors? Retrieved from Healthnew.com : <https://healthnews.com/fitness/yoga/yoga-pilates-and-tai-chi-whats-best-for-seniors/>
- CIHRD Institute of Aging. (2023). Strategic Plan 2023-2028 Reframing Aging - Empowering Older Adults. Retrieved 2024, from <https://cihr-irsc.gc.ca/e/53416.html>
- Families Canada. (n.d.). Bringing Together Seniors and Children: Intergenerational Activities Programming. Retrieved from Familiescanada.ca : <https://familiescanada.ca/intergenerational-programming/#:~:text=Studies%20show%20that%20bringing%20together,achievement%2C%20and%20ob>
- Fraser Health. (n.d.). Lifelong Learning and Healthy Aging. . Retrieved from fraserhealth.ca: <https://www.fraserhealth.ca/health-topics-a-to-z/seniors/lifelong-learning-and-healthy-aging>
- Giraudeau, C., & Bailey, N. (2019, January 28). Intergenerational programs: What can school-age children and older people expect from them? A systematic review. Eur J Ageing. doi:10.1007/s10433-018-00497-4
- Government of Alberta. (2024, November 08). Accommodation occupancy rate. Retrieved from economicdashboard.alberta.ca : <https://economicdashboard.alberta.ca/dashboard/accommodation-occupancy-rate/#section4>
- International Council on Active Aging. (n.d.). Active Aging and Wellness. Retrieved November 15, 2024, from International Council on Active Aging: <https://www.icaa.cc/activeagingandwellness.htm>
- Scott, T. L., Masser, B. M., & Pachana, N. A. (2020). . Positive aging benefits of home and community gardening activities: Older adults report enhanced self-esteem, productive endeavours, social engagement and exercise. SAGE Open Med. SAGE Open Med. doi:doi:10.1177/2050312120901732
- Sport For Life. (2019). Developing Physical Literacy: Building a New Normal for all Canadians. Retrieved from <https://physicalliteracy.ca/>
- Statistics Canada. (2021). Census Profile. Retrieved from 2021 Census of Population: <https://www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/index.cfm?Lang=E> (accessed November 1, 2024).
- Statistics Canada. (2022, 04). Census of Population, 1966 to 2021 (3901). The custom population projections are based on the Population Projections for Canada, Provinces and Territories, 2018 to 2068 (91-520-X). Retrieved November 15, 2024, from Statistics Canada: <https://www150.statcan.gc.ca/n1/daily-quotidien/220427/g-a001-eng.htm>
- Statistics Canada. (2024, November 6). Dissemination Area Boundary Files. Retrieved from Statistics Canada : <https://www150.statcan.gc.ca/n1/en/catalogue/92-169-X>
- Statistics Canada. (2024, November 6). Dissimination Block Boundary Files. Retrieved from Statistics Canada: <https://www150.statcan.gc.ca/n1/en/catalogue/92-163-X>
- Waldman, E. (2023, 12 22). Evolving Trends in Convention Center Design: Embracing Innovation for Enhanced Experiences. Retrieved from AIPC Excellence in Convention Centre Management: <https://aipc.org/title-evolving-trends-in-convention-center-design-embracing-innovation-for-enhanced-experiences/>
- World Health Organization. (2007). Global Age-Friendly Cities: A Guide. Retrieved November 15, 2024, from <https://iris.who.int/handle/10665/43755>
- Yang, F. C., Deai, A. B., Esfahani, P., Sokolovskaya, T. V., & Bartlett, D. (2021). Effectiveness of Tai Chi for Health Promotion of Older Adults: A Scoping Review of Meta-Analyses. Am J Lifestyle Med, 700-716. doi:10.1177/15598276211001291



