



**TRAIN**



**COMPETE**



**PLAY**

# 2011

## Annual Report

**TALISMAN**  
CENTRE

Train • Compete • Play

## Our Mission

Talisman Centre is a dynamic organization dedicated to providing people of different ages and abilities inspiring, developmental sport and wellness experiences, assisting them to achieve their goals.

## Our Mandate

To provide training and competition facilities and services for the development of Calgary's high performance athletes in their respective dryland and aquatic sports.

To provide facilities, programs and services for the wellness and recreational sporting needs of the citizens of Calgary.

## 2011 Management Team

Jeff Booke	Chief Operating Officer
Garth Glover	Finance Manager
Jenn Ireland	Human Resources Manager
Aimee Johnston	Dryland Manager
Carol Kinley	Facility Manager
Jenny Konopaki	Aquatic Manager
Lorissa Dong	Sales & Marketing Manager



Train ▪ Compete ▪ Play

2225 Macleod Trail South, Calgary, Alberta, Canada T2G 5B6  
403.233.8393 ▪ info@talismancentre.com

[talismancentre.com](http://talismancentre.com)

## Lindsay Park Sports Society



Lindsay Park Sports Society expertly manages Talisman Centre on behalf of the people of Calgary. A non-profit society,

the LPSS Board of Governors is composed of volunteer members representing sport disciplines, health and wellness, neighbouring communities, public and separate school boards, The City of Calgary, and the LPSS Past Chairs' Advisory Committee.

## 2011-2012 Board of Governors

Terry Baustad	Calgary Board of Education
Mike Billinton	Calgary Separate School District
Jeff Boeckx	Rhythmic Gymnastics
Carolyn Bosch	Field Hockey
Greg Bratton	Volleyball
Don Buchignani	Past Chair Advisory Committee
Jim Dixon	Fencing
Richard Downey	Basketball
Ian Gordon	Athletics
Troy Hahn*	Diving (Sport Profile)
Joan Hollihan*	Synchronized Swimming (Nomination & Governance)
Colin Innes*	Soccer (Secretary/Board Restructuring)
Rob McAuley*	The City of Calgary
Anette Mikkelsen	Special Member
Alec Milne*	Past Chair
Neil Muir	Water Polo
Paul Snodgrass	Competitive Swimming
Steve Sproule*	Competitive Swimming (Vice Chair)
Jon Truswell*	Board Chair
Nick Walker	Health & Wellness
Jon Walters*	Erlton Community Association (Treasurer)

\*denotes Executive Committee Member

# Annual Report

---

# 2011

---

Message from the Chair.....	5
Message from the COO.....	7
2011 Snapshot.....	8
Facility Management.....	11
Dryland.....	13
Aquatics.....	15
Facility Bookings.....	17
Human Resources.....	19
Fund Development.....	21
Sales & Marketing.....	23
Auditors' Report.....	25
Financial Statements.....	27





# Message from the Chair

2011 was a very successful year for the Lindsay Park Sports Society and Talisman Centre. The roof replacement project was completed in early January 2011 and thanks, in large part, to the efforts of dedicated Talisman Centre staff, we re-opened the tented structure on January 17, 2011.

Our loyal members and Sport Partners returned to a new and improved facility. Several improvements were made to Talisman Centre in 2011, which were designed to enhance the experience of our members and support the needs of our Sport Partners. We added more than \$250,000 in high-performance aquatic equipment, including new competition start blocks, anti-wave lane ropes, score clocks, timing clocks and underwater cameras. An additional \$250,000 was spent adding new equipment to the Fitness Centre, including cardio-theatres on treadmills and ellipticals, new treadmills, Espresso bikes, Jacob's Ladder, adaptive equipment and an Olympic lift platform. We greatly appreciate the support of our members and Sport Partners which helped us return to, and then exceed, pre-construction membership levels.

We continue to work collaboratively with our key stakeholders to strengthen our relationships. We are grateful to The City of Calgary, Talisman Energy Inc., The Calgary Foundation, PepsiCo Beverages Canada and Parks Foundation Calgary for their continued strong support of Talisman Centre.

In 2011, Talisman Centre hosted 43 competitions, including three national events: Synchronized Swimming; U18 Water Polo; and Taekwondo.

Also in 2011, an important goal of the Lindsay Park Sports Society's strategic plan was completed through the adoption of new by-laws which are expected to improve the functioning of our Board of Governors by reducing the size of our board, allowing us to attract the necessary skills to our board and improve our communication with our stakeholders. We thank the members of the Lindsay Park Sports Society for their support of this initiative and our board members for their dedication and efforts in the board restructuring.

Looking ahead to 2012, we continue to move forward with the execution of our strategic plan and positioning of Talisman Centre as the premier facility of its kind in the city of Calgary and in Canada. Talisman Centre is hosting a number of local, provincial and national competitions and championships including Canadian Age Group Championships in July.

Finally, on behalf of the Board of Governors, I wish to offer a sincere thank you to Jeff Booke, our Chief Operating Officer, the senior management team at Talisman Centre and our staff. Your dedication to Talisman Centre and commitment to legendary service is greatly appreciated.

**Jon C. Truswell,**  
**Chair, Lindsay Park Sports Society**



## LPSS 2011

### JANUARY

Meeting of the LPSS Board of Governors

### FEBRUARY

Meeting of the LPSS Board of Governors

### MARCH

Meeting of the LPSS Board of Governors

### APRIL

LPSS Annual General Meeting  
Meeting of the LPSS Board of Governors

### MAY

New Board Orientation  
Meeting of the LPSS Board of Governors

### JUNE

Meeting of the LPSS Board of Governors

### JULY/AUGUST

Board is in recess

### SEPTEMBER

Meeting of the LPSS Board of Governors  
Key Stakeholder Forum

### NOVEMBER

Special General Meeting  
Meeting of the LPSS Board of Governors

### DECEMBER

Board is in recess





# Message from the COO

2011 was truly a year unlike any other. In many ways, it was the "year of the comeback" for Talisman Centre. But perhaps more importantly, it was also a year of new beginnings.

In January, the facility made its major comeback after a year-long partial shutdown for a roof replacement and Facility Enhancement Project. With this new cover, a quarter-million dollars in new equipment and a new look, our staff set about staging a few more comebacks. We brought back some 2500 members lost during construction, all while strengthening relationships with Sport Partners, balancing the budget and advancing the organization's strategic plan.

There is no question the Facility alone attracts people. In fact, with more than 300,000 square feet of recreation space, 700 pieces of equipment and a beautiful downtown park setting, it should come as no surprise that fitness enthusiasts and serious athletes look to Train, Compete and Play at Talisman Centre first. What we didn't foresee was that members, guests and Sport Partners would come back so quickly, and in the numbers they did.

The staff and Board also advanced Talisman Centre's five-year strategic plan. This plan, set in motion in 2010, identifies seven goals that fit into four strategies; market focus, facility focus, financial focus and governance focus. Achieving

the seven goals will, with certainty, ensure that Talisman Centre remains a world-class training and competition facility. I'm pleased to say we are well on our way to doing so.

In terms of new beginnings, we proved that Talisman Centre is not simply a great facility – it's a great culture. Even in the face of adversity, this team pulled together like never before and it was personally gratifying to watch this sense of shared purpose. It heralded not only Talisman Centre's renewal, but the emergence of a new, deeper and more unified team spirit; a culture and character evolution that will deliver immeasurable value going forward.

In closing, I would like to thank the LPSS Board of Governors, Talisman Centre staff and all the other stakeholders that contribute to Talisman Centre's success. 2011 was a year that will not soon be forgotten and one that we can all take great pride in.

**Jeff Booke,**  
**Chief Operating Officer**

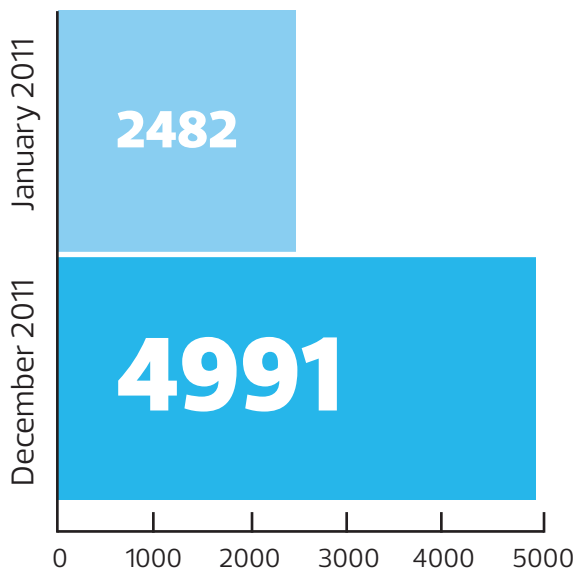


## 2010–2015 Strategic Goals

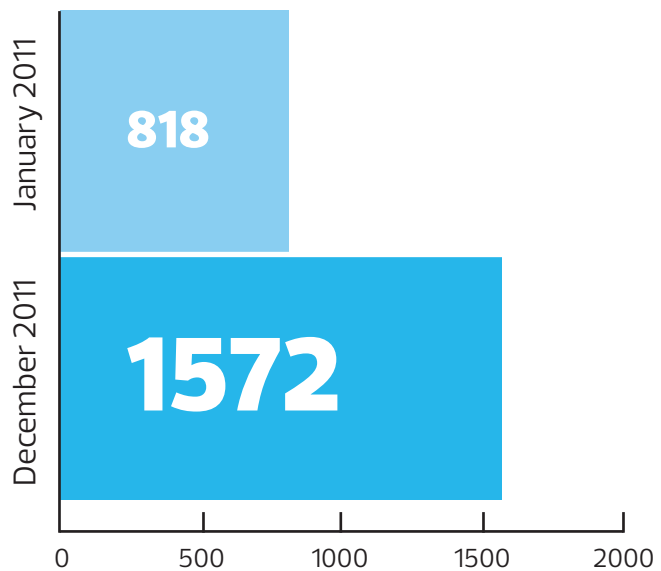
1. To support the development of a national profile for Talisman Centre in at least one sport (training and competition).
2. To become the incubator for one-up-and-coming sport to develop a provincial profile at the minimum.
3. To enhance Talisman Centre's reputation so it is known as the place for serious competition, training and fitness.
4. To operate the Facility and deliver service to a high standard of quality.
5. To configure Talisman Centre to support core customers.
6. To complement the core customer focus with tenants and other stakeholders.
7. To enhance sustainable financial health to allow for growth.

# 2011 Snapshot

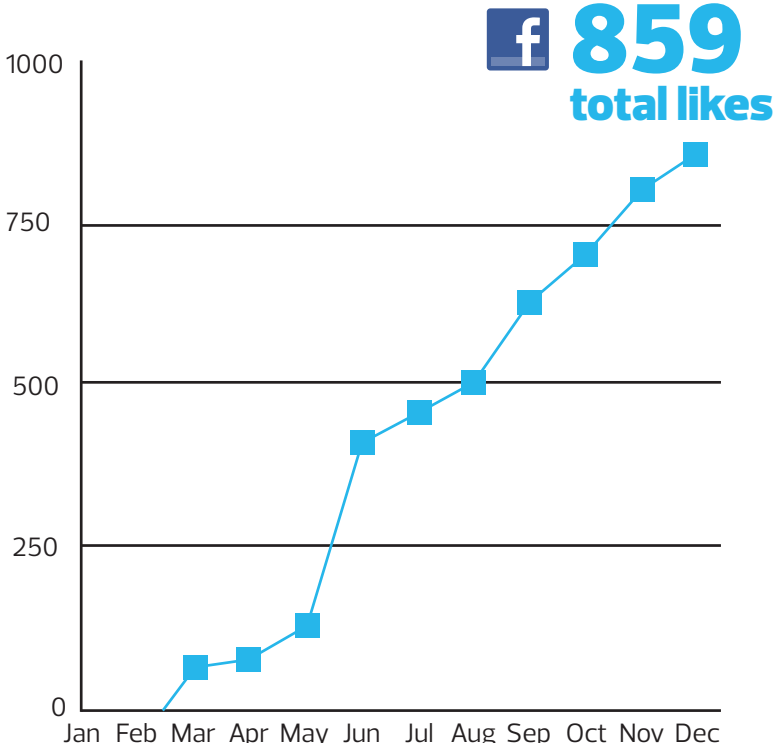
## Annual Memberships



## Corporate Memberships



## Facebook Likes



**2316** YouTube

**Views on YouTube**  
January - December 2011

**68** Twitter followers  
as of December 31, 2011

## Celebrity Sightings!

Lance Armstrong, Brett Hart, Catriona Le May Doan, George Strait, Rob Schneider, Michelle Cameron-Coulter, Nik Lewis, Jon Montgomery, NKOTB, and Backstreet Boys



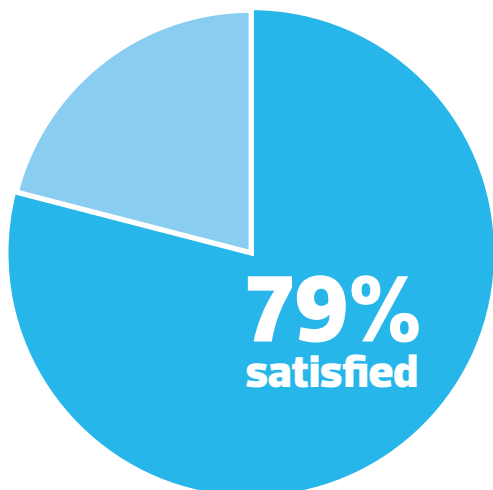
# 232 memberships sold in 1 day!

on September 17 for Sports Day in Canada

## Customer Satisfaction



## Employee Satisfaction



## January

- 11 Legendary Service training launches
- Tented portion of the facility reopens
- 17 Good Earth & Jugo Juice open  
New logo is unveiled
- 31 Get RIPPED! returns  
Child Care Centre re-opens



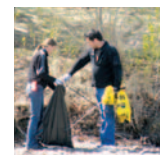
## February

- 1 Aquatic Enhancement Project begins
- 11 Facebook page launched
- 23 Grand Re-opening  
Ribbon Cutting Ceremony



## March

- 1 New 9.3 ft x 16.6 ft Daktronics score clock/video display board installed on Competition pool deck



## May

- 1 Pathway and River Cleanup
- 2 Legendary Rewards program launches

## June

- 11 FITNESSPALOOZA event with proceeds donated to CANFund
- 18 All Sport One Day



## July

- 13 Stampede Breakfast with Talisman Energy, Cardiac Wellness Institute of Calgary, and LifeMark Health
- 31 Partner with Ironman 70.3 Calgary to become the Official Training Centre

## September

- 8 Run for Water (Gold Sponsor)
- 12 Train, Compete, Play tagline launched  
New website launches  
Preschool for Active Living (PAL) returns
- 17 Sport Day in Canada  
Power Cycle Studio opens  
Triathlon Club Studio opens
- 23 eNewsletter launches





From the Olympic pools to the five full-size gyms, inside and out, we have been there to maintain, repair, improve or just totally rebuild whatever needs it.

# Facility Management

Whether it's upkeep or upgrading, Facility Management is responsible for it, and 2011 was a year with lots of responsibility. From the Olympic pools to the five full-size gyms, inside and out, we have been there to maintain, repair, improve or just totally rebuild whatever needs it. Here are the highlights:

## Dryland Enhancements

- A new dedicated Power Cycle Studio was created. New doors, fresh paint, wall artwork, sound system, lighting and fans enriched this high-energy class.
- Our 2010 investment in new Gym floors was continued with a second screen and coat protection.
- A fresh coat of branded paint colours in the Fitness Centre, Power Cycle Studio and Triathlon Club areas, strongly contributed to the customer and facility brand experience.

## Aquatic Enhancements

- Aquatics invested in new equipment this year including spring boards, special event equipment, and a new Daktronics video messaging scoreboard. The addition of extra Ares Sport Timing modules enhanced swimming, water polo, synchro and diving

events by allowing us to display competition results instantaneously. A big and very welcome improvement.

## Facility Enhancements

- The Customer Service Desk received a new back gate to support Sport Partner and special events access. Raised counters were also built to improve face-to-face communication with our members.
- IT infrastructure enhancements included upgrades to our security camera and video recording systems, as well as the expansion of our storage area network.
- Project management and evaluation were performed on the building's new HVAC system to improve and adjust temperatures according to seasonal changes.
- In an environmentally conscious move, we changed our night-cleaning contract to Eco-Friendly resulting in cost savings while boosting our cleaning effectiveness.

Not a bad year's work. Of course, in our line, it never ends. But then the indispensable work never should. We're just happy we were there to make a difference this year.

## 2011 Highlights

### MARCH

- Daktronics Score/ Visual Display board installed

### JULY

- Gyms 1-3 floors screened and coated
- Painting of brand colours throughout the facility

### SEPTEMBER

- Power Cycle Studio renovation





This year saw demand for Dryland to meet and then break through every expectation.

# Dryland

Dryland covers everything from personal training, Triathlon Club and court sports, to Summer Camps, Group Fitness and the Fitness Centre. This year saw demand for Dryland to meet and then break through every expectation. We saw substantial increases in demand for weekly Group Fitness classes jumping to 71 from 26 – exceeding even our 2009 peak demand of 65 classes. New to 2011:

- Zumba®
- Dedicated mind/body programs and cycling spaces.
- Added night classes from 6:30pm on – a first!
- Power Cycle went from five participants per class to 23!
- Get RIPPED! continues to draw between 60 and 80 participants.

In 2011, Triathlon added a tech expert and Team Leader and the Triathlon Club was rebranded with a new logo, new marketing materials, coaching bios, socials and team-building events and activities. Bottom line impact – thanks to returning athletes, superior coaches and an unprecedented jump in interest, we exceeded our budgeted revenue with more people than ever signing up for Triathlon Club.

Here are a few more accomplishments:

- Triathlon Club is currently full!
- Our SpeedTheory partnership means additional Tacx Trainers, more class spaces, and a new audience.
- As the Official Training Centre for the Ironman 70.3 Calgary, Talisman Centre experts developed specific Ironman 70.3 athlete sessions to support race techniques and race preparation.

Turning to the courts, we managed to balance evening classes and expand drop-in opportunities by removing registered gym classes and adding early evening gym times. We now have dedicated badminton and basketball times to help members get into a routine. Plus new priority badminton booking for members has proven to be a big help in that regard. And our new, dedicated Sport Training Zone has also improved our specialized training offerings.

These changes and additions mean that Talisman Centre is able to give serious and high performance athletes a place to train in almost any Dryland sport, all under one roof. You might even say Dryland is on a run – one we look to accelerate in 2012.

## 2011 Highlights

### JANUARY

- New Fitness Centre equipment including: Jacobs Ladder, Olympic Press, Cardio Theatre Treadmills, and Elliptical Cardio Theatre upgrades
- Dedicated Group Fitness storage area built behind Gym 1
- New Group Fitness equipment including mats, steppers, and weights

### APRIL

- New Triathlon Club logo and branding

### SEPTEMBER

- 12 new Keiser bikes purchased for Power Cycle Studio

### DECEMBER

- Triathlon Club fills to max capacity







With the return to full operations, we welcomed back all of our Aquatic Sport Partners – perfect timing for those athletes preparing for Olympic trials.

# Aquatics

This year, you could say we blew Aquatics right out of the water!

Aquatics exploded, starting with our staff. We took a team of ten Lifeguards in 2010 and got to work training, developing skills, mentoring, coaching, educating where we could, hiring where we had to. The result – Talisman Centre now boasts a 60-member professional National Lifeguard team. No mean feat, especially given some of the hurdles we faced post-construction.

Our relationship with the Lifesaving Society has continued to grow and strengthen. Both Talisman Centre and our lifeguards have benefited from the Society's expert training in performing spinal injury management and rescue scenarios.

We've also strengthened Aquatics programming – particularly our Junior Masters and Masters programs. The quality of both was significantly enhanced by our successful bid to hire a European coach and athlete. In addition, we partnered with Aquabatics to deliver Stand-Up Paddle Boarding and Kayaking for 2012. Our

signature program, SEARS I Can Swim, was revamped and upgraded providing the best programs that we've seen to date.

With the return to full operations, we welcomed back all of our Aquatic Sport Partners – perfect timing for those athletes preparing for Olympic trials. And they were happy to return to a facility with improved competition space, new gear and of course, our dedicated Lifeguards.

Here's a quick rundown on some of our new equipment:

- 24 FINA-approved Swiss OMEGA starting blocks
- 2 larger pace clocks and 8 shot clocks
- Wall bars, ballet bar, and underwater mirrors
- 50m ropes and 6in anti wave lane ropes
- Sony HD camcorder equipment
- New training dive tower (to be installed in 2012)

## 2011 Highlights

### MARCH

- New 25m lane ropes arrive

### SEPTEMBER

- Junior Masters and Masters programs begin

### OCTOBER

- New pace clocks installed

### NOVEMBER

- Swiss OMEGA starting blocks installed
- New spring boards installed

### DECEMBER

- New 50m lane ropes arrive





Talisman Centre's 2011 event season was a resounding success. We hosted more than 43 events, competitions, and championships.

## Facility Bookings

Talisman Centre's 2011 event season was a resounding success. We hosted more than 43 events, competitions, and championships including 2 corporate events, 7 local team events and fundraisers, 21 invitational events, 7 provincial level events, 3 national championships, and 3 international competitions. A huge list and a huge accomplishment.

Without a doubt, the climax of the year was the prestigious 2011 Taekwondo National Championships Tournament. Hosted by Berjaya Taekwondo, the three-day event saw 350 CTFI affiliated schools and athletes from across Canada take part. Competitors ranged in age from 6 to 35 and drew over 350 spectators and visitors.

We also held national championships for two of our Sport Partners – Calgary Aquabelles Synchronized Swimming Nationals on April 26–May 1, and the Canadian U18 Water Polo Nationals on May 5–8.

For sheer numbers, we hosted over 1000 participants for the High School Dive and Swim Meet, over 750 for the Alberta Open Water Polo event, and over 500 for the Alberta Volleyball tournament.

Looking onto 2012, we have several high-level competitions and events planned. By far the most high-profile will be the Canadian Age Group Championships, July 22–30. We can't wait to see everyone there!

### 2011 Key Events

- Alberta Age Group Provincials (Swimming)
- Alberta Open (Water Polo)
- Highschool Dive & Swim Meet
- Junior Circuit (Swim)
- Calgary Aquabelles National (Synchro)
- Canadian Water Polo Nationals U18
- Corral City Classic Swim Meet
- CSI 2011 (Swim)
- Calgary Tritons Invitational (Swim)
- Region E Championships (Swim)
- ASSA Provincials 2011
- Calgary Corporate Challenge
- Cascade Speed Meet International (Swim)
- Alberta Age Group Challenge (Swim)
- Taekwondo National Championships





2011 was undoubtedly one of our busiest years...adding over 150 employees in facility positions, athletic programming and every service.

# Human Resources

2011 was undoubtedly one of the busiest years Human Resources has ever had. Fluctuating service offerings meant a Talisman Centre team that was "on the move" all year, but it was our re-opening that really put us into high-gear. In fact, we went flat out, adding over 150 employees in facility positions, athletic programming and every service.

Service in particular was our focus as we launched Legendary Service – our new employee training program. Legendary Service emphasizes customer loyalty through great customer experiences. The idea is that great service creates positive connections and a sense of excitement about doing business with Talisman Centre. Team cohesion and an improved work environment are the incremental benefits, to say nothing of Talisman Centre's overall success.

We also launched our revamped employee recognition program – Legendary Rewards. The program encourages and rewards exemplary service and has proven to be a big hit.

Of course, Human Resources isn't just about hiring and training. We like to have fun too. Our new Social Committee is charged with creating employee events that not only get us all together, but pull us together as well. The Committee's most notable successes so far include Summer Sport Activity Day, our Pumpkin Carving Contest and of course, the "best holiday gala ever!".

Looking ahead, Human Resources plans to continue to develop and deepen our employee complement and our culture. After all, Talisman Centre's most valuable asset is its people and the passion they have for sport and our members.

## 2011 Highlights

### JANUARY

- New uniforms
- Legendary Service launches with 220 employees taking part in training

### APRIL

- Employee monthly newsletter, TC Talks, launches

### MAY

## Legendary Rewards!

- Legendary Rewards launches
- Social Committee established





Our relationships, and how we build and foster them not only secure funding, they entrench us in the community.

# Fund Development

Fundraising and community development – it's a protracted and somewhat clinical way to describe something that is vital to Talisman Centre and fundamental to our operations – Relationship Building. In fact it's one of the most important things we do. Our relationships, and how we build and foster them not only secure funding, they entrench us in the community. We are a hub, a resource, a meeting place and a destination for athletic education and development.

Construction on the Facility, partial closure and our subsequent re-opening tested us and our relationships in ways we'd never seen. Ironically, it also made 2011 especially gratifying. In fact, looking at Talisman Centre's fundraising and community development activities through 2011, you'd never guess there'd been a closure or interruption of any kind. We were busy – very much so – boosting participation, deepening partnerships, and sometimes just having fun.

## Funded Projects

The first revision of the SEARS I Can Swim teacher manuals to incorporate the Long Term Athlete Development (LTAD) framework,

was funded by Canadian Sport for Life (through Sport Canada and the Alberta Sport, Recreation, Parks and Wildlife Foundation), SEARS and Talisman Centre.

Sport equipment for children and youth programs was replenished and funded in part by Alberta Sport, Recreation, Parks and Wildlife Foundation, Development Initiatives Program.

Arguably our biggest initiative in 2011, the Aquatic Enhancement Project will establish Talisman Centre as a leading aquatic training and competition centre in Canada. We cannot overstate the significance of the support from the funders of this project. With an Amateur Sport grant from Parks Foundation Calgary, and funding support from our aquatic Sport Partners, we managed to secure \$250,000 to purchase high performance aquatic equipment and technology, and erect a training dive tower.

This equipment not only improved our facility, but actually elevated it. We've always been on the sports-map, but this really makes Talisman Centre's mark indelible and bodes very well as we proceed further into 2012.

## Aquatic Enhancement Project

### SPORT PARTNER CONTRIBUTORS

- Alberta Water Polo Association
- Bow River Swim Association
- Calgary Aquabelles Synchronized Swim Club
- Calgary Masters Swim Club
- Calgary Patriots Swim Club
- Calgary Renegades & Calgary Torpedoes Water Polo Clubs
- Canadian Amateur Swimming Association, Southern Region (Alberta Section)
- Cascade Swim Club
- Dive Calgary Sports Society
- Swim Alberta
- Water Polo Canada





2011 was this department's dream come true – a profound challenge, and a serious success.

# Sales & Marketing

2011 was one for the history books. We re-opened our facility January 17th after a year of renovations, welcomed back our membership, and went on to exceed our membership units in all previous years.

Talisman Centre's comeback wasn't just something to talk about; it was worth celebrating in-house, on the street and especially in the minds of our customers, former customers, and customers yet to be. So that's where we directed our efforts. A new logo, new tagline, new website and Sport Partner celebrations, even a flashmob – we did it all. The best part – it worked. Here's the breakdown, quarter by quarter:

Q1 was dedicated to marketing campaigns, sales promotions, and a comprehensive media campaign to get lapsed members back, prospects stoked, and grow our overall membership base.

Q2 was dedicated to building Talisman Centre's brand as the best place to train for excellence, compete with champions, and play hard all under one roof.

Q3 focused on acquisition. Diverse media and punchy advertising really delivered.

Q4 was all about building partnerships, recognizing athlete accomplishments and positioning Talisman Centre's brand tagline within high frequency mediums. This was demonstrated in securing strategic partnerships with Calgary Ironman 70.3, SpeedTheory and Kool 101.5. Furthermore, a strong focus on providing value to our members and understanding their needs was at the forefront. To this end, we launched a member newsletter to better inform, communicate, provide a value add from Talisman Centre or our Partners and ultimately increase our members' emotional connection with us.

All in all then, it was a great year for Sales and Marketing. We really got a chance to get our hands dirty in various media, and with a gutsy new marketing approach managed to push the limits and get creative.

In short, 2011 was this department's dream come true – a profound challenge, and a serious success.

## 2011 Highlights

### JANUARY

- New logo

### FEBRUARY

- Ribbon Cutting Ceremony

### JUNE

- Gain a Trainer Facebook contest

### SEPTEMBER

- TRAIN, COMPETE, PLAY tagline
- Our new website launches to record hits and user engagement that hasn't let up yet
- Get into Group Fitness contest
- Stephen Avenue flashmob
- Sports Day in Canada membership drive with CBC, ParticipACTION, and True Sport

### DECEMBER

- Swipe & Win member contest







April 26, 2012

## **Auditors' Report**

### **To the Members of Lindsay Park Sports Society**

We have audited the accompanying financial statements of Lindsay Park Sports Society, which comprise the statement of financial position as at December 31, 2011 and the statement of operations and changes in net assets and cash flows for the year then ended, and the related notes including a summary of significant accounting policies.

#### **Management's responsibility for the financial statements**

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian generally accepted accounting principles, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

#### **Auditor's responsibility**

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

---

*PricewaterhouseCoopers LLP, Chartered Accountants  
111 5 Avenue SW, Suite 3100, Calgary, Alberta, Canada T2P 5L3  
T: +1 403 509 7500, F: +1 403 781 1825*

"PwC" refers to PricewaterhouseCoopers LLP, an Ontario limited liability partnership.



We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

**Opinion**

In our opinion, the financial statements present fairly, in all material respects, the financial position of Lindsay Park Sports Society as at December 31, 2011 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.



**Chartered Accountants**



# Financial Statements

---

2011 was a banner year for Talisman Centre. On the financial front, membership purchases, facility rentals and general admission sales were all favorable to budget. Operating expenses were controlled and resulted in a year-end positive variance to budget.

In the audited financial statements that follow, take note of Talisman Centre's net excess for the year of \$607,535. This is quite an accomplishment given Talisman Centre reopened from construction in 2011 and went from running a planned deficit in 2010 to a surplus budget in 2011.

The organization is well positioned to rebuild reserve funds and to make future investments in capital replacements and capital enhancements thus ensuring Talisman Centre is here to meet the needs of high performance athletes and the citizens of Calgary for years to come.

# Lindsay Park Sports Society

## Statement of Financial Position

As at December 31, 2011

---

	2011 \$	2010 \$
<b>Assets</b>		
<b>Current assets</b>		
Cash and cash equivalents	1,976,254	3,352,120
Accounts receivable	944,223	922,529
Inventory	11,435	7,300
Prepaid expenses	29,600	1,052
	<hr/>	<hr/>
	2,961,512	4,283,001
<b>Capital Assets</b> (note 3)	792,308	414,931
<b>Investments</b> (note 4)	3,221,082	2,655,338
<b>Donations on Deposit with Parks Foundation, Calgary</b> (note 10)	119,385	51,822
	<hr/>	<hr/>
	7,094,287	7,405,092
<b>Liabilities</b>		
<b>Current Liabilities</b>		
Accounts payable and accrued liabilities	888,302	2,097,931
Deferred revenue and grants	940,398	729,431
Deferred sponsorship – Talisman Energy	500,000	100,000
Current portion of long-term debt (note 5)	268,883	259,678
	<hr/>	<hr/>
	2,597,583	3,187,040
<b>Deposits from Tenants</b>	19,640	29,640
<b>Deferred contributions</b> (note 6)	618,767	668,767
<b>Long-term debt</b> (note 5)	2,344,953	2,613,836
	<hr/>	<hr/>
	5,580,943	6,499,283
<b>Net assets</b>		
Net assets restricted for athletic bursaries (note 7)	249,316	249,316
Unrestricted net assets	1,264,028	656,493
	<hr/>	<hr/>
	1,513,344	905,809
	<hr/>	<hr/>
	7,094,287	7,405,092
<b>Commitments</b> (note 10)		

Approved by the Board of Governors

# Lindsay Park Sports Society

## Statement of Operations and Changes in Net Assets

For the year ended December 31, 2011

	2011 \$	2010 \$
<b>Facility revenues</b>		
Admissions, memberships and programs	5,065,945	2,723,681
Operating contribution from City of Calgary	1,717,358	1,199,493
Facility bookings and rental income	2,124,479	1,141,607
Other	14,694	43,741
	<u>8,922,476</u>	<u>5,108,522</u>
<b>Facility expenses</b>		
Facility operations (note 8)	3,527,475	2,522,300
Human resources and administration	1,676,606	1,830,409
Experience providers	2,294,554	1,058,143
Sales and marketing	1,064,828	959,812
Other	-	68,113
	<u>8,563,463</u>	<u>6,438,777</u>
<b>Excess (deficiency) for the year before the following</b>	<u>359,013</u>	<u>(1,330,255)</u>
<b>Other revenue</b>		
Naming rights and other sponsorships	682,884	686,192
Investment income	165,433	155,949
Gain (loss) on disposal of capital assets	2,309	(6,535)
	<u>850,626</u>	<u>835,606</u>
<b>Other expenses</b>		
Amortization	278,898	262,822
Sponsorship – Swim Educators of Lindsay Park	40,000	40,000
	<u>318,898</u>	<u>302,822</u>
<b>Excess (deficiency) for the year before the following</b>	<u>890,741</u>	<u>(797,471)</u>
<b>Capital contributions</b> – Capital contribution from City of Calgary	366,067	517,064
<b>Other contributions</b>	795,298	543,642
<b>Capital expenses</b> – Building improvements and capital expenditures	(1,444,571)	(2,433,898)
	<u>(283,206)</u>	<u>(1,373,192)</u>
<b>Net excess (deficiency) for the year</b>	607,535	(2,170,663)
<b>Net assets – Beginning of year</b>	<u>905,809</u>	<u>3,076,472</u>
<b>Net assets – End of year</b>	<u>1,513,344</u>	<u>905,809</u>



# Lindsay Park Sports Society

## Statement of Cash Flows

For the year ended December 31, 2011

---

	2011 \$	2010 \$
<b>Cash provided by (used in)</b>		
<b>Operating activities</b>		
Net excess (deficiency) for the year	607,535	(2,170,663)
Items not affecting cash		
Amortization of capital assets	278,898	262,822
Amortization of deferred contribution	(50,000)	(50,000)
(Gain) loss on sale of capital assets	(2,309)	6,535
	<hr/>	<hr/>
	834,124	(1,951,306)
Net change in non-cash working capital items	(912,718)	2,742,155
	<hr/>	<hr/>
	(78,594)	790,849
<b>Investing activities</b>		
Additions to capital assets	(667,000)	(136,380)
Proceeds on sale of capital assets	13,035	18,534
Net (increase) decrease in investments	(565,744)	232,237
Net decrease in donations on deposit with Parks Foundation, Calgary	(67,563)	66,756
Deposits from tenants	(10,000)	-
	<hr/>	<hr/>
	(1,297,272)	181,147
<b>(Decrease) increase in cash and cash equivalents</b>	<hr/>	<hr/>
	(1,375,866)	971,996
<b>Cash and cash equivalents – Beginning of year</b>	<hr/>	<hr/>
	3,352,120	2,380,124
<b>Cash and cash equivalents – End of year</b>	<hr/>	<hr/>
	1,976,254	3,352,120

## Lifetime Members

### Olympic, Paralympic and World Championship Medallists

Sarah Alexander	Karin Larsen
Sharon Boyreko	Curtis Myden
Eryn Bulmer Barrett	Shayna Nackoney
Michelle Cameron Coulter	Kendra Ohama
Cora Campbell	Janis Pardy
Erin Chan	Tom Ponting
Karen Clark Le Poole	Lori Radke
Cari Din	Romel Raffin
Karen Fonteyne	Jessica Sloan
Duff Gibson	Michelle Stillwell
Andrew Haley	Reidun Tatham
Blythe Hartley	Mark Tewksbury
Carol Huynh	Carolyn Waldo
Joanne Kelly	Kristin Zernicke
Kelly Kryczka-Irwin	Brooke Zimmerman

### Past Chairs of Lindsay Park Sports Society

Bob Bratton, 1983–1984	Peter McKenzie, 1997–1998
Dennis Harley, 1984–1985	Ron Desrochers, 1998–1999
Arlene McGinn, 1985–1986	David Burgess, 1999–2000
David Ardell, 1986–1987	Ken Fowler, 2000–2001
Michael Welch, 1987–1988	Wayne Arvidson, 2001–2002
Ken Johnston, 1988–1989	John Townley, 2002–2003
Don Buchignani, 1989–1990	Annette Gillis, 2003–2004
Giles Parker, 1990–1991	Doug Bird, 2001–2005
Lorna Read, 1991–1992	David Macaulay, 2005–2006
Jim Dale, 1992–1993	Verla Wong, 2006–2008
Bill Eshom, 1993–1994	Dwight Jack, 2008–2009
Chris Hampshire, 1994–1995	Rob Davis, 2009–2010
David Madsen, 1995–1996	Alec Milne, 2010–2011
Ben Meulenbeld, 1996–1997	

### Outstanding Contributions from Staff and Volunteers

Bernie Asbell, General Manager, 1993–2005
Brenda Clarke, General Manager, 1984–1990
Charlie Clemente, Staff Member, 1990–2010
Mike Gavan, Board Member, 1994–2005
Eldon Godfrey, Builder of LPSS, 2002
Rick Grafton, Building Healthier Futures Fundraising, 2001–2004
Karen Iwanski, Staff Member, 1988–2010
Siro Khem, Staff Member, 1990–2010
Sharon Koop, Staff Member, 1990–2007
Vicki Lines, Executive Assistant, 1987–2006
Mike Mears, Building Healthier Futures Fundraising, 2001–2004
Catherine Nielsen, Staff Member, 1990–2005
Bill Porter, Long-time Volunteer
Eric Rieger, Parks & Recreation, 1983–1992
Sue Scott, Staff Member, 1983–2002
Peter VanderPyl, General Manager, 1990–1993

## Thank you to our Sponsors / Partners

A special thanks to our sponsors and partners who continue to make Talisman Centre one of the most inspiring and leading-edge sport training facilities in Calgary.

**TALISMAN**  
ENERGY

Talisman Energy is our naming sponsor for 2002–2022. We appreciate their substantial investment in our initiatives to enable people of all ages and abilities to achieve and celebrate their healthy lifestyle aspirations.



Talisman Centre is one of The City of Calgary's assets and civic partners. Their extensive support ensures the facility will continue to serve Calgarians well into the future.



Pepsi is the beverage company of choice at Talisman Centre and a valued sponsor.



The Calgary Foundation is a naming sponsor of The Calgary Foundation Aquaplex and a valued community supporter.



Talisman Centre is a proud partner with Canadian Tire Jumpstart®, helping kids in financial need participate in organized sport and recreation.

