



CELEBRATING  
**30**  
YEARS  
1983 - 2013

**TALISMAN**  
CENTRE

Train | Compete | Play

**2013**  
**ANNUAL REPORT**

““ As a new Calgarian, I was pleased to find this fitness facility for my workouts. It has amazing gyms, amazing pools, tracks, great classes and so on. I take the family for swim lessons and I use the place almost every day. Excellent pricing for memberships. Highly recommend this place.

—Kathryn W., posted on Trip Advisor

““ This facility is absolutely spectacular, has great swimming pools, weight lifting equipment and nice music to listen too if you forgot to bring your iPod. Talisman Centre is the only place you'll find me other than my house or work. Well deserved 5/5 and would recommend to the community.

—Bradley T., posted on Facebook

““ Simply a fantastic experience every time at Talisman Centre, great equipment and fantastic classes with excellent instructors.

—Mike D., posted on Google Reviews

““ @TalismanCentre Thanks for the top notch customer service this morning! Your team rocks!

—@JenniferWillowS 8, posted on Twitter

““ There really isn't anything that I can complain about but feel that Talisman Centre should keep on their toes and work to get even better. How about more space in the executive locker room? Sure, let's go with that.

This is a GREAT fitness facility and all of the classes are included with your membership (unlike many other gyms that will remain unnamed). The instructors are top notch and the facilities themselves fantastic. Even on the busiest day or night you can get a locker and into the class of your choice. I'm a big fan and will be a long term member for sure.

—Jon K., posted on Yelp

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Content

# 2013 ANNUAL REPORT

# Mission

**Passionate about sport – and people.**

# Vision

Talisman Centre is a world class sport and fitness facility that inspires individuals and teams to achieve their goals and dreams through innovation, expertise and passion.

# Values

- 1. Safety** – Creating a safe environment is our number one priority. It is beyond compromise and we are responsible to ensure everyone is protected.
- 2. Legendary Service** – The strength of our team, and respect we show for each other, empowers Talisman Centre employees to continually exceed expectations of our customers and create meaningful and unique experiences, setting us apart from the competition.
- 3. Excellence** – A journey of fulfillment of the organization's strategic goals, continually raising the bar in all aspects of our business operations to forever create new competitive advantages.
- 4. Innovation** – Bold thinking that challenges, changes and enhances the organization.

## 2013 Director Team

Jeff Booke	Chief Executive Officer
Rick Schmidt	Finance Director
Cindi Ziobrowski	Human Resources Director
Aimee Johnston	Sport Director
Katy Burrows	Programs & Services Director
Lorissa Dong	Sales & Marketing Director

## Lindsay Park Sports Society



Established in 1983, Lindsay Park Sports Society (LPSS), a non-profit society, expertly manages Talisman Centre on behalf

of the people of Calgary. The Chairs of the LPSS Board of Governors are recognized for their visionary leadership, dedication to sport and fitness, and commitment to the sport community. Through their foresight and strategic actions, Talisman Centre has become a world class training and competition facility for recreational individuals and high performance athletes.

## 2013–2014 Board of Governors

### Officers

Steve Sproule	Chair
Nick Walker	Vice Chair
Dave Newby	Treasurer
Colin Innes	Secretary
Jeff Booke	Chief Executive Officer

### Governors

Terry Baustad	Rob McAuley
Kari Becker	Anette Mikkelsen
Darryl Bourne	Scott MacDonald
Spencer Coupland	Dave Newby
Joan Hollihan	

# Welcome

2013 was a year that will forever be remembered however, for many, there are parts one would like to forget.

The Lindsay Park Sports Society (LPSS) and Talisman Centre began the year with tremendous momentum. Our strong financial performance in 2012 combined with high levels of stakeholder satisfaction positioned the Centre to focus on opportunities while addressing challenges – and that’s exactly what we did. Board meetings focused on capital investments that would improve the facility for sport partners and public alike. Staff meetings were strategic and forward thinking. It was an exciting time!

All of this changed however on June 20th, at approximately 4:00pm when the Centre was fully evacuated as the banks of the Bow and Elbow Rivers were breached and flood waters threatened the facility. By the morning of Saturday, June 22nd, Talisman Centre’s 150,000 square foot basement was filled with 5 feet of water. Nearly 75% of the facility’s mechanical and electrical systems were lost. The momentum from the first half of the year came to a screeching halt as we took stock and evaluated our options.

For all of the hardships that came with the Flood of a Century, so too came silver linings. Through this devastating natural disaster we quickly learned the power of relationships. Countless people came to help. The City of Calgary, our members, sport partners, construction companies, trades people, surrounding communities (who were dealing with their own homes) and of course our staff were all there to roll up their sleeves and lend a hand. And so began our flood recovery.

We are indebted to everyone that came to our aid, allowing Talisman Centre to partially open the facility in less than one month. We wish to also thank the many other Calgary facilities that opened their doors to our members during our recovery. Over the next eight months, with tireless effort, we were fortunate to return more of the programs and services the Centre has built its 30 year reputation on.

We are pleased to say the facility is back on track and again we are focusing on exciting opportunities. Most recently, an ad-hoc committee of the Board of Governors, fittingly called the Legacy Committee, was formed to look at future investments that will continue to position Talisman Centre as a world class facility.

In closing, we wish to thank you for supporting the Lindsay Park Sports Society and Talisman Centre, both in good and in challenging times. Together we are unstoppable and better prepared for the next 30 years.

**Jeff Booke**  
Chief Executive Officer  
Talisman Centre

**Steve Sproule**  
Chair 2013-2014  
Lindsay Park Sports Society





1983



2010

# A 30 Year Journey

The stage was set 30 years ago as the doors first opened to what was then known as Lindsay Park Sports Centre. A place built to host the Western Canada Summer Games and then to live on as a place that would serve fitness-minded Calgarians and athletes serious about sport. It has led us to where we are today, a place passionate about sport – and people.

There isn't a place like this anywhere else. There's an energy you feel from first walking through the door that keeps you coming back and the people create that energy. There's inspiration in the committed athletes training for their next big competition, the everyday Calgarians striving to reach their fitness goals and the many experts devoted to helping their clients, whether they are here to TRAIN, COMPETE or PLAY.

2013 was a year about honouring a 30 year journey under our iconic tent. It was about celebrating the past in the present with many 30th Anniversary activities including events, promotions and contests. More importantly it was a year set out to celebrate our members, customers, sport partners, stakeholders, partners, and employees.

Everything changed suddenly when one of the worst natural disasters in Alberta's history hit on June 20th and



2013

## 1983

Lindsay Park Sports Centre opens in July to host the Western Canada Summer Games. The facility officially opens its doors to the public in September.

## 1989

The 4,500 square foot weight training area in Lindsay Park Sports Centre opens to the public.

## 2002

Lindsay Park Sports Centre is officially renamed Talisman Centre when Talisman Energy becomes the naming sponsor with a contribution of \$10 million over 20 years.

## 2004

Talisman Centre celebrates the completion of the \$24 million expansion. The new Fitness Centre is named Dr. Neville Lindsay Sport Wellness Centre, to commemorate and honour Calgary's first doctor and legendary pioneer who owned the land upon which the facility sits. The new Aquatic Centre is named The Calgary Foundation Aquaplex to recognize and celebrate the contributions of The Calgary Foundation through a major gift from an anonymous donor.

## 2010

In March, the tented portion of the facility is closed for the replacement of its iconic roof and many facility upgrades. The \$44.5 million project was a joint initiative between The City of Calgary, The Government of Canada and Talisman Energy.

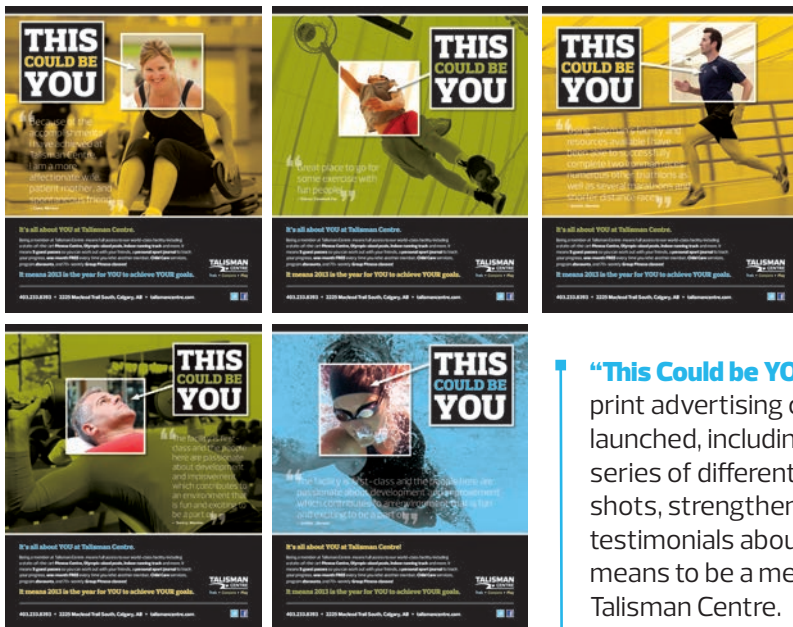
## 2011

After almost one-year under construction, Talisman Centre re-opens its doors to the public and celebrates with an official ribbon cutting ceremony including Mayor Naheed Nenshi.

# 2013 ▶

affected so many communities and devastated so many families including some of our very own staff. Talisman Centre was among the many businesses that were forced to evacuate and then to quickly switch gears to recovery mode. The weeks and months that followed were spent assessing the damage and then working to restore Talisman Centre to its former status.

Read on for our reflection of the events and accomplishments of the past year from celebration through adversity and then recovery to bring us back to where we started – a world class facility.



“This Could be YOU” print advertising campaign launched, including a series of different close up shots, strengthened with testimonials about what it means to be a member at Talisman Centre.

# 172

**new Corporate Memberships** sold during a special promotion and contest that ran the month of January. There were two overall winners who received one year of free massages from Lifemark Health.

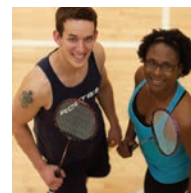
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**Total Annual Members**

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**A jam-packed new Group Fitness schedule launches** with 99 classes each week! Our biggest schedule to date.



**Member Bring a Friend Days!** All Annual Members could bring a friend to work out with them for FREE every Friday.

### Hosted 2 Member Seminars

“Exercise Myths and Mistakes” with David Woods, Personal Trainer, and “Running Right: A Look at Gait Mechanics and Common Injuries” with Kimber Thorton, Personal Trainer.

“ I fell in love with Talisman Centre in 2003 – my first fitness centre membership. The wonderful child care initially got me hooked. The wonderful facilities, plus the many and varied fitness class options sealed the deal and then...I discovered yoga – SWOON. A love story... :-). ”

– Nicola, posted on Facebook





## UANA Water Polo World Qualification Tournament

January 28–February 3

Talisman Centre was proud to host this international competition for both the men's and women's water polo teams. Teams from Argentina, Brazil, Canada, USA and Venezuela participated with the top two teams from each gender qualifying to represent the Americas at the **2013 FINA World Aquatic Championships in Barcelona, Spain in July 2013.**

It was a proud moment on Sunday to see both the Canadian Men's and Women's Water Polo teams complete perfect runs and **win a double gold** at the tournament. This is the first time the Canadian Men have beat team USA in a major competition.

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## Pugsley's Plunge [International Event] January 26–27

This was the 8th year Talisman Centre held this meet which is directed at younger swimmers.

Calgary Patriots Swim Club hosted this event and there were approximately 500 participants competing ranging in age from 9–17 years old.



“ Thank you to Mallory for inviting me, then coaxing me and selling me on my very first Boot Camp. You made the class challenging and fun. I haven't sweated like that in a long time! I look forward to attending again.

Thank you to Tyler at the customer service desk for consistent, attentive, professional and friendly service. It's awesome people like you and your good service that makes Talisman Centre world class and keeps me coming back.

-Joseph, posted on Facebook



**17U Men & 18U Women Premier #1 Volleyball Tournament**  
February 16-17

The first premier tournament in the Provincial Series for Alberta Volleyball with 12 teams and 150 athletes competing. With spectators added to the mix, there were over 400 people in the facility over the weekend.

**February 1-28:**

The Child Care Centre's 30th Anniversary Contest launches with great prizes including a 30-Hour Child Care card!

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The **Heart & Stroke Foundation** and **Cardiac Wellness Institute of Calgary** teamed up again at Talisman Centre in support of **February's Heart Month**. Customers could have their blood pressure checked, get information about the **Know Your Numbers Campaign** and check out interesting articles on heart health.

**Date Night at Talisman Centre**

All Annual Members were invited to bring a friend to work out with them for FREE on Valentines Day.

**TRIATHLON LECTURE SERIES**  
**Feb 26th 6-9pm**  
**TOPIC: Establishing Your Training Plan with Jack VanDyk**  
**FREE!** for Talisman Centre members, Ironman 70.3 Calgary competitors, and Joe's Team participants.  
**\$25** for anyone else  
Take advantage of your final training weeks - sign up today! Call 403.233.8393 or visit the Customer Service desk

**TRIATHLON LECTURE SERIES**  
**April 4th 6-9pm**  
**TOPIC: Running form with Llew Edwards**  
**FREE!** for Talisman Centre members, Ironman 70.3 Calgary competitors, and Joe's Team participants.  
**\$25** for anyone else  
Take advantage of your final training weeks - sign up today! Call 403.233.8393 or visit the Customer Service desk

**TRIATHLON LECTURE SERIES**  
**May 2nd 6-9pm**  
**TOPIC: Nutrition with Kelly Drager**  
**FREE!** for Talisman Centre members, Ironman 70.3 Calgary competitors, and Joe's Team participants.  
**\$25** for anyone else  
Take advantage of your final training weeks - sign up today! Call 403.233.8393 or visit the Customer Service desk

**Triathlon Lecture Series kicks off!**

Free for all Talisman Centre members, Ironman 70.3 Calgary competitors and Joe's Team participants, the Lecture Series brought in experts to discuss training plans, running form and nutrition.

**Cindy Ziobrowski joins Talisman Centre as Human Resources Director**

with over 10 years of human resources and business operations experience including the last seven years with a national chartered accounting and business advisory firm.

**Member Seminar**

"Planning for Success - Creating a Plan to Ensure you reach your Health Goals" with Lachlan Mitchell, Personal Trainer.

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Talisman Centre and Jari Love, international fitness guru and creator of 'Get RIPPED!', teamed up with The Alex for our 3rd **RIPPED-A-THON Fundraising event**. 220 participants, 3 back to back Get RIPPED! classes. All proceeds were donated to The Alex to help homeless families in Calgary.



Nutrition Month at Talisman Centre kicks off with our **30th Anniversary Nutrition contest** – a month long contest to bring awareness about myths in nutrition. Our in-house Dietician, Kelly Drager provided weekly challenges for a chance to win weekly prizes and qualify for the Grand Prize of a \$150 Grocery Shopping Spree with Kelly.



### Water Polo Alberta Open March 14-17

This was the 27th Annual Alberta Open. One of the largest indoor tournaments in North America, 42 teams attended with athletes 10-18 years old. Teams traveled from Manitoba, Saskatchewan, Alberta, British Columbia and California. This competition was unique in that 3 games were played every hour in 3 pools. By the end of the event 110 games were played.



### Employee Town Hall

A roll-out of the organization's mission, vision and values, a summary of the annual Customer Survey and a celebration of recent Talisman Centre success stories.

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### 2013 Speedo Alberta Age Group Provincials March 1-3

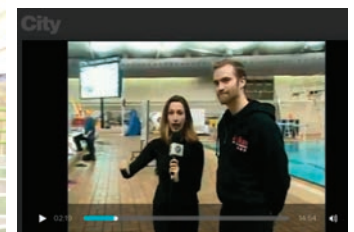
Hosted by Cascade Swim Club, 500 of the best 14 and under girls and 15 and under boys from across the province competed in this swim meet.



### 18U Women Premier #2 Volleyball Tournament March 9-10

Approximately 24 teams in total participated in this Alberta Volleyball tournament series leading to provincials.

Jill Belland and Breakfast Television Calgary spent the morning with our Triathlon Club partner **Joe's Team** at Talisman Centre. Katie Mclean, Melissa Pockar, Lauren Capozzi, Louise Wilson and John Osler represented Joe's Team to discuss their upcoming event in support of a great cause. Talisman Centre's Sport Development Manager, Jon Bird shared information on how to properly train for a sprint triathlon.





PHOTOS: Synchro Canada

## 2013 Synchronized Swimming National Qualifiers

March 19-24

The Calgary Aquabelles were pleased to have been chosen to host Synchro Canada's Qualifier Canadian Championships. **This was the first time this event has ever been run and was the largest Synchronized Swim meet ever held within Canada.**

There were close to 450 athletes in attendance at this event. With teams travelling from all over Canada representing every province.

**The athletes who participated were "white-hatted" during the Opening Ceremonies.** The White Hat Ceremony is a long-standing tradition in Calgary from Tourism Calgary and The Mayor's Office to welcome dignitaries visiting the city.

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### Employee Easter Lunch

The Social Committee organized a fantastic catered lunch and dinner free for all staff. There was a great turn out, with great food, treats and decorations.

### 1983 Prices & Member Bring a Friend Day in celebration of our 30th Anniversary!

Drop-in admission was dropped to 1983 pricing and all Annual Members could bring a friend to work out with them for FREE. This was the first of many throughout the year.



Floatables with **200** attendees



## 30 KM SWIM CHALLENGE

[ April 1st to 30th – ASK US FOR AN ENTRY FORM TODAY! ]

Put on your swim cap and take part! Track your progress and every time you reach 30km (1200 lengths) of swimming you can

### ENTER TO WIN!

Full details at [talismancentre.com](http://talismancentre.com)



## 30km Swim Challenge Contest

Members and customers were challenged to swim 30km (1200 lengths) within the month of April in honour of our 30th Anniversary. This event was a splashing success and our winning participants were happy to win 30th Anniversary Prize Packs!

“ This is by far my favourite workout facility so far. It is spacious and clean. The 200m track is great. The whole family can work out doing different things (swim, run, weight lift or take a class) which is a big bonus.

-Theresa, posted on Trip Advisor



## 2nd Annual Wheelchair Rugby Tournament

April 6-7

There were approximately 50 athletes and 5 teams in total participating in this tournament. Teams traveled from Vancouver, Kelowna, Calgary, Edmonton, Saskatoon and Regina.

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**127** participants in our 5th Aquathlon event. A new registration record!



## 16U Women Premier #3 Volleyball Tournament

April 13-14

The third Premier tournament leading to rankings for provincials. This was a well-attended event with many spectators in the facility cheering for their favourite team.

## BURSARY RECIPIENTS

Morgan Bird	Swimming	Cascade Swim Club
Kyra Christmas	Water Polo	Calgary Renegades Water Polo Club
John Conway	Water Polo	Water Polo Canada
Constantine Kudaba	Water Polo	Water Polo Canada
Anthony Lyons	Swimming	Cascade Swim Club
Caeli McKay	Diving	Dive Calgary
Iveta Milciute	Rhythmic Gymnastics	Chinook Rhythmique Gymnastics Club
Kindred Paul	Water Polo	Calgary Renegades Water Polo Club
Halle Pratt	Synchronized Swimming	Calgary Aquabelles Synchronized Swim Club
Taryn Pratt	Swimming	Cascade Swim Club
Kali Sayers	Fencing/ Modern Pentathlon	Priori Epee Fencing Club/Calgary Patriots Swim Club/Ares Pentathlon
Kali Rae Briana Wong	Synchronized Swimming	Calgary Aquabelles Synchronized Swim Club



### LPSS Amateur Athlete Bursary Awards

Twelve amateur athletes were awarded bursaries from The John Currie Amateur Sports Legacy Fund which totaled \$10,000. The ceremony and reception was attended by athletes, parents, coaches, and the Lindsay Park Sports Society Board of Governors.

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### Sport Partner Week – Inspiring High Performance April 22–26

An inspiring week-long program dedicated to Sport Partner teams, athletes and coaches that provided a series of free seminars presented by experts which focused on athlete-centered issues. Dr. Samuel Charles presented a seminar on Sleep Recovery which was well-attended by members of the National Water Polo team. Other seminar topics included Prevention & Recovery and Talent ID, which was presented by CSC Calgary.

### 18U National Club Water Polo Championships April 18–21

This event had a total of 400 attendees, representing every province.



### Chinook Invitational 2013 April 26–28

This long course swim meet attracted 450 athletes, ages 9–18 with all abilities competing. Teams travelled from Edmonton, Strathmore, Calgary, Regina, Kelowna, Vernon and Penticton.





**April 28–May 12**

18 Talisman Centre Triathlon Club members and 2 Coaches travel to

# Mallorca, Spain

for a two week triathlon camp. The camp culminated in a 70.3km Ironman race on the island.

**Pathway & River Clean-up**

An annual city-wide event that saw over 100 volunteers remove litter along the Elbow Riverbank and pathway. In partnership with community associations surrounding Talisman Centre, volunteer efforts were rewarded with live entertainment, refreshments and a free barbeque sponsored by Talisman Energy, Good Earth, and Spolumbos.

**Synchro Age Group Invitational May 10–12**

This was the inaugural year for this invitational event which is striving to become a future international event. There were 225 provincial and national stream athletes, ranging in age from 8–17 years old who travelled from all over British Columbia and Alberta.

On Sunday, May 12, Talisman Centre welcomed **Premier Allison Redford** to present the awards to the winners.



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Calgary Aquamum's played host to 100 swimmers and coaches with athletes travelling from north, central and southern Alberta for **Synchro Alberta 2013 Masters Provincials**.



**May 5–10**

10 Talisman Centre Triathlon Club members and 2 Coaches travelled to **Vernon, British Columbia** for a 6 day cycling camp.



**Rhythmic Gymnastics Provincial Championships May 10–11**

Gymnasts ranging in age from 7–24 years old took part in this provincial championship for both national and provincial level athletes with a total of 90 competitors.



# SWIM WITH SIMON



Register Today!  
Course # 37298

**\$25**  
COMBINED SPORT LEGACY FUND

simonwhitfield.com

Swim alongside Olympic Triathlon Champion of Canada Simon Whitfield

Get up close and personal to the man that won **10 consecutive Canadian Triathlon Championships titles**. Learn new tips and tricks from the pro with an **after-swim Q & A**. Your registration fee will go directly to support amateur athletes with 100% of proceeds going to **The John Currie Amateur Sport Legacy Fund**.

**MAY 24<sup>th</sup> // 9:30am - 10:30am**  
To register go to [talismancentre.com](http://talismancentre.com), visit our Customer Service Desk or call **403.233.8393**.



# MAY 2013



## Swim with Simon

Simon Whitfield came to Talisman Centre to share his tips and swim with fellow triathletes and fans. It was a sold-out event with 40 registered participants whose fees raised \$1000 for The John Currie Amateur Sport Legacy Fund.

## Corral City Classic May 24-26

An annual swim meet hosted by Nose Creek Swim Association for all ages of competitive swimming, 9 teams attended with approximately 350 swimmers.



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Talisman Centre hosted another well-attended **'Pumped Up Holiday'** offering Floatables in the pool.

## CSI 2013 May 30-June 2

An annual invitational swim meet that had athletes travelling across Canada as well as from Germany to compete. There were approximately 500 athletes and 15 teams.

## Underwater Hockey Canadian Nationals May 17-19

Athletes used this highly competitive tournament to tune up for international competitions such as Worlds in Hungary. Athletes travelled from Vancouver, Victoria, Ontario, Montreal, Red Deer and Edmonton to compete.



We were visited by an Astronaut! Hal Friesen, also known as **Astro Hal**, spent days travelling the country in an astronaut suit doing community outreach and collecting votes for the Axe Apollo contest to win a trip to space.



## Lights, Camera, Action!

Staff and members became the stars of the newest video story about Talisman Centre. Produced by Regan Productions, the video captured imagery that spelled out drama, action and emotion – plus interview clips with our very own Jon Bird and Mallory Love.



**Talisman Centre is honoured to receive the 'Most Inclusive Organization' Award from Between Friends!**

*"Talisman Centre has embraced and empowered the Recreation Inclusion Coordinator position with a vision stating, 'we are here, first and foremost, to make sure everyone is having fun in a safe, inclusive and active environment,' stated the speaker, Joanne Brownlee.*

**We did it again! Talisman Centre wins 'Best Place to Work Out' for the 15th time from Fast Forward Weekly (FFWD).**

Our new **Facility Operations Manager, Doug Robson** joins Talisman Centre. He brought a wealth of experience, including over 12 years as Manager of Building Operations with the Collicutt Centre in Red Deer and for the Town of Okotoks. **Little did he know what deep water he was jumping into...**

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16



## Wasa Lake Triathlon

A big day for our Triathlon Club! Our very own Triathlon Club coaches **Jon Bird and Simon Schraez** took 1st and 2nd place finishes and **Talisman Centre's Triathlon Club took 1st place in Overall Club Score** with an average time of 2:28:08! This was the first time Talisman Centre's Triathlon Club was able to participate in the "club challenge".



## Alberta Age Group Invitational June 14-16

A provincial level meet for swimmers aged 15 and under. Approximately 450 swimmers attended this meet with up to 40 teams.

## ALL SPORT ONE DAY

The 5th annual All Sport One Day hosted by Sport Calgary in partnership with 40 sport organizations and 10 facilities around the city. Talisman Centre hosted diving, fencing, karate, orienteering, rhythmic gymnastics, Special Olympics, synchronized swimming, volleyball and wheelchair basketball.

**June 20, 2013:** One of the most devastating natural disasters in Alberta's history, the June Flood, hits Calgary.



Erlton Community including Talisman Centre has been added to the mandatory evacuation list from The City of Calgary. **Talisman Centre closes its doors at 3:15pm.**

Talisman Centre gains first access to the facility since the evacuation to assess flood damage. What they found was **5 feet of water filling the entire 150,000 sq. ft. basement and nearly 75% of the facility's mechanical and electrical systems were lost.**

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**Customer Alert (posted 7:48am):**

Mandatory Evacuation order still in effect – as such Talisman Centre will remain closed until further notice. We don't anticipate opening today.



Our most popular flood-related Facebook post was a photo taken by our Graphic & Media Specialist of her own TV as the Global News helicopter flew over Talisman Centre. **This was posted to Facebook on June 21 and reached 5,058 users including 52 likes, 77 comments and 61 shares.**



**YMCA and the Jewish Community Centre** welcome Talisman Centre members to their facilities at no charge. We sincerely thank our industry friends for their support!

June 2013



# \$6 – \$10 million

Initial estimated costs for flood damaged capital repairs and replacement. 100% of these costs to be covered by insurance.



Talisman Centre still closed. Crews were on site cleaning and fixing flood damage. Thanks to our wonderful restoration and electrical crews and our supportive staff for all lending a helping hand in the clean up.

Pools estimated to remain closed for a few months due to extensive damage to their mechanical equipment. Aquatic, Child Care and Summer Camp staff were temporarily laid off.

All Summer Camps were cancelled until further notice.

2013 Flood Re-Opening

## Info Package

Wanting you and/or your family to get back into our facility on Track Compete and Play? We've got you covered. Here's how to get back into our facility and an exclusive website youback on.

July 16th to our Dryland Facility Areas

We're excited to announce that we've been fully re-opened. Included in this package are all Membership options as well as a complimentary PEG to help answer any questions you may have.

TALISMAN talismancentre.com

Flood Re-opening Info Package was released with details on Membership options and phased opening of the facility. All Memberships were extended by one month.

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With phone and email down, **Social Media played a crucial role in our ability to disseminate information to staff, customers and stakeholders** regarding the facility's status. The month following the flood, our Facebook and Twitter followers spiked as many customers began to rely on these channels as forms of direct and instant communication with us.

**June 20–July 20:**

**226**

NEW Facebook Likes

**111%**

INCREASE in website traffic

**167**

NEW Twitter Followers

**74%**

INCREASE in unique website visitors



Flood damage and restoration efforts at Talisman Centre made the news. CEO, Jeff Booke was interviewed by several media outlets, including **CTV News, CBC Calgary Eyeopener Radio and 660 News Radio**. Print reports were done by the **Calgary Herald, Metro Calgary and CBC.ca News**. Local radio stations provided complimentary on-air promotion about our partial re-opening.

## Good things come in small packages



We may have lost some square footage, but we haven't lost heart!

We miss you and we know you're as anxious as we are to get back into our facility to Train, Compete and Play! We've been on a mission to get back in tip top shape for you and are excited to welcome you back on

**JULY 16th to our DRYLAND Facility Areas**

We will endeavor to open more areas as they become fully restored. For more information on membership options, please visit [talismancentre.com](http://talismancentre.com).



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

## Dryland Opens!

After **26 days of full closure**, Talisman Centre announced a phased re-opening and was able to open the dryland activity areas of the facility. All Aquatic areas and Child Care remained closed, hot water and elevator access still not available.

# 4368

**total man hours worked for flood recovery efforts June 22 – July 16**

The boilers were fixed and hot water in the facility is restored. No more cold showers at Talisman Centre! PLUS – Rhythmic Gymnastics and Badminton Summer Camps got the go ahead to run in August.

17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

**Let's MOVE!** May 28<sup>th</sup> to July 30<sup>th</sup> WIN PRIZES!

**Group Fitness Challenge**

Whether you enjoy busting out your best dance move in Zumba®, sweating it out in Power Cycle, pumping some iron in Group Power or freeing your mind with a downward dog in Yoga, this is the challenge for you. Even if you've never tried a Group Fitness class – why not get moving in one of our weekly classes? For even more motivation and to continue with our 30th Anniversary celebrations we are giving away some great prizes every 3 weeks ending with a Grand Prize of an Annual Membership.

**Everytime you complete 10 classes you can ENTER TO WIN!**

Pick up ballots from Customer Service or your Group Fitness Instructor. For full details, visit our 30th Anniversary page on [talismancentre.com](http://talismancentre.com)



Congratulations to our Triathlon Club coaches on their outstanding performances at **Calgary Ironman 70.3!** Grant Burwash came in 5th, Jon Bird came in 11th and Simon Schaez came in 15th! Triathlon Club members were there to cheer them on as a water station for all racers.

### 30th Anniversary 'Let's Move Group Fitness Challenge' ends May 28–July 30

Each time a customer completed 10 classes they were entered for a chance to win 3 prizes of a 30th Anniversary Prize Pack or the Grand Prize of an Annual Membership, 1 LifeMark Health massage, plus swag bag prize pack. Even with the facility flood closure, this contest remained popular with a lot of participation.





The Child Care Centre re-opens after 46 days of flood closure.

**Jackie Cooney joins Talisman Centre as Fitness Centre & Training Manager.**

Jackie came to us with more than 13 years of experience, including Fitness & Health Manager, Personal Trainer and Group Fitness Instructor. She has worked with notable organizations such as The City of Calgary, the Jewish Community Centre, Alberta Bobsleigh and the Genesis Centre.

“So glad to hear you guys are up & running again (minus the pools)! Hope to see you soon! :) #damnflood

– @JenniferWillowS, posted on Twitter



Welcome back to Cardiac Wellness post-flood.



Welcome back to Good Earth! Coffees are served again at Talisman Centre.

“Summer snacks sneak up on unsuspecting families” article by Meghan Jessiman of the Calgary Herald including interview with our very own nutritionist, Kelly Drager.

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With the Dive Tank still closed due to mechanical flood damage, we took the opportunity to begin the **Dive Tower upgrade project** earlier. Our main Dive Towers got a facelift and we added an additional 3m tower to the west side of the tank as part of the Aquatic Enhancement Project.

**Due to aquatic closures, we had to cancel two major events in August:**

- Junior Nationals for Diving (August 1-4): A high-level dive competition that would have brought about 250 athletes.
- ASSA Region E Championship (August 10-11): An annual summer swim meet that brings in around 400 athletes.

**In total Talisman Centre cancelled 13 events due to the June Flood.**

Pool closures directly affected drop-in customers.

# 54%

decrease in drop-ins compared to August 2012.



As of August 29 all laid off staff with the exception of Summer Camp staff were recalled and we are pleased to report we were able to retain nearly everyone.



### The Training Pool opens!

After 71 days of closure, we were able to open one pool allowing us to bring back Aquatic Sport Partners and Public Swim times. However, with limited space of only one pool, 4 events were still cancelled that could not be rescheduled.

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A staff BBQ was held over an extended lunch hour to celebrate Talisman Centre's recent awards of "Best Fitness Facility" (FFWD) and "Most Inclusive Facility" (Between Friends). This BBQ also marked the kick-off of our participation in Calgary Corporate Challenge and served as a Thank You to all staff that helped with the Centre's flood recovery.

# 4,776

**Annual Members – The flood had a huge impact on our Membership counts. One of our lowest numbers since November 2011.**

Jugo Juice re-opens at Talisman Centre.



# AUGUST 2013

# BACK IN ACTION!

Summer is over, the kids are back at school and that means it's time to get Back in Action!

It's a time of year filled with anticipation and excitement to re-establish routines and get back into a fresh start. For many, this includes getting back on track to reaching your fitness goals. Whether that means hitting weights, running or out to a class, applying the track or water steps to that goal - we can help, with our special limited time offers.

**FREE GIFT with new Annual Membership**

7 Day Trial for new Annual Membership and receive a FREE 30/30 Padlock (while supplies last)

SEPTEMBER 2nd - OCTOBER 20th

TALISMAN 403.233.8393 • 2225 Macleod Trail South, Calgary, AB • talismancentre.com

# BACK IN ACTION!

Summer is over, the kids are back at school and that means it's time to get Back in Action!

It's a time of year filled with anticipation and excitement to re-establish routines and get back into a fresh start. For many, this includes getting back on track to reaching your fitness goals. Whether that means hitting weights, running or out to a class, applying the track or water steps to that goal - we can help, with our special limited time offers.

**\$99 Ten Card**

Flexible  
No Enquiry & No Contract  
Price valid on Adult 10 - Pass Card  
Valid one location per participant per month  
Limit of two passes per customer

SEPTEMBER 2nd - OCTOBER 20th

TALISMAN 403.233.8393 • 2225 Macleod Trail South, Calgary, AB • talismancentre.com

**'Back in Action' Campaign**  
Our September sales promotion kicked off with a Gift with Purchase for New Annual Members and a special price of \$99 Adult 10-Pass Card.



### Tour of Alberta

Our CEO, Jeff Booke, was selected as the Chair of the Local Organizing Committee for the Tour of Alberta. Talisman Centre attended the event and put people to the test with the Cycle Watt Challenge.



**Olympic Bronze Medalist Richard Weingberger** visits Talisman Centre for a special Q & A presentation with Cascade Swim Club.

**Lisa Montgomery** joins Talisman Centre as Manager of Group Fitness & Programs.

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### 20-Person Hot Tub re-opens.

CBC News does a follow up interview with CEO, Jeff Booke, to get an update on flood repairs. Operators at this time are hopeful that all activity areas will be fully open by the end of the month.



### Calgary Corporate Challenge

Talisman Centre was a Hosting Sponsor for the Badminton event and participated in the following events:

- 8 -Ball
- 10km Run
- Badminton
- Basketball
- Bocce
- Crib
- Darts
- Foosball
- Horseshoes
- Mountain Bike
- Scavenger Hunt
- Softball
- Table Tennis
- Trivia
- Truck Pull
- Laser Tag





# September 2013



Two of our Triathlon Coaches were recognized by the Alberta Triathlon Association! **Grant Burwash** was named **Elite Male Athlete of the Year**, while **Simon Schraez** was recognized as **Age Group 40 & Under Male Athlete of the Year**.

Talisman Centre's Sport Services Department hosted their **Annual Sport Partner Meeting**.



## DOYYC

This two-day city-wide event granted the public access to 35 premier sites for exclusive tours, events and insider information sessions. Talisman Centre took part with a free Open House on September 28th and free historical tours on September 29th.

## Employee Town Hall

A post-flood update and an insight into future investments.

17 18 19 20 21 22 23 24 25 26 27 28 29 30



## 3rd Annual Free Open House

This annual event was open to the public with a number of free activities throughout the day to showcase our experts and demonstrate why Talisman Centre is the best place to TRAIN, COMPETE & PLAY! Activities included our signature giant Floatables, Group Fitness classes, all day drop-in basketball and badminton, Fitness Centre demonstrations, challenges, special promotions, contests and facility tours.

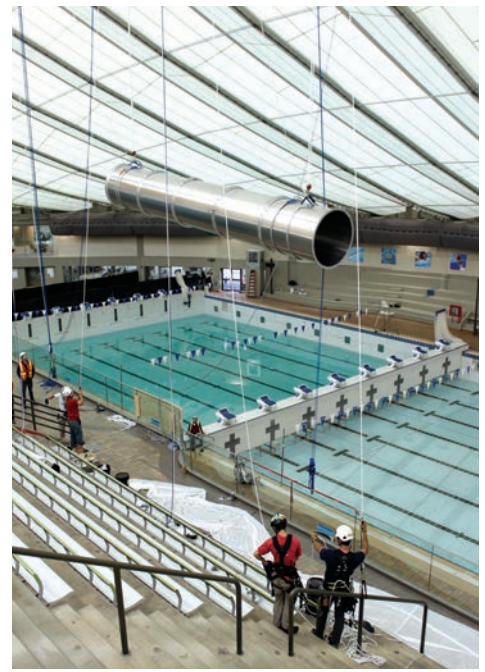
**Tanya Calver is promoted to Customer Service Manager.**



# 154

**Triathlon Club members at the start of the Fall season. Our largest group yet, and up 37 members from 2012.**

Media Advisory is released and **CTV News** interviews CEO, Jeff Booke and Operations Manager, Doug Robson on ongoing flood repairs and hopes of being fully open by mid-October.



**National Seniors Day October 1**  
**Journée 1<sup>er</sup> octobre nationale des aînés**

With a commitment to remain active and demonstrate to Canadians of all ages what it means to age well let's celebrate the Seniors in our lives.

We're celebrating **NATIONAL SENIORS DAY** with **FREE admission for Seniors** all day on October 1st.

Ready to become a Member? Take advantage of one of our special limited time offers valid until October 20th.

Purchase an Annual Membership and receive a **FREE SPORT BAG**

OR

Buy a Senior 10-Pass Card for just **\$64** — a savings of 15%.

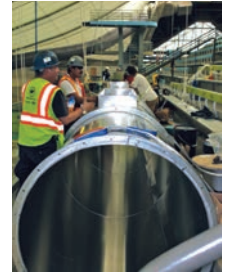
**TALISMAN CENTRE**  
 Train • Compete • Play

www.seniors.gc.ca www.aines.gc.ca

### National Senior's Day!

Free admission for all seniors, gift with purchase offer for an Annual Membership and 15% off 10-Pass cards for seniors.

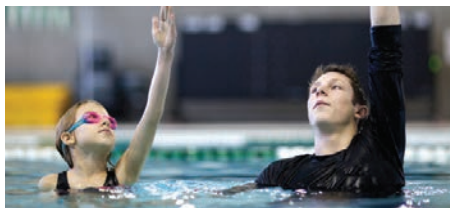
The first piece of our new HVAC Air Ducts goes up without a hitch



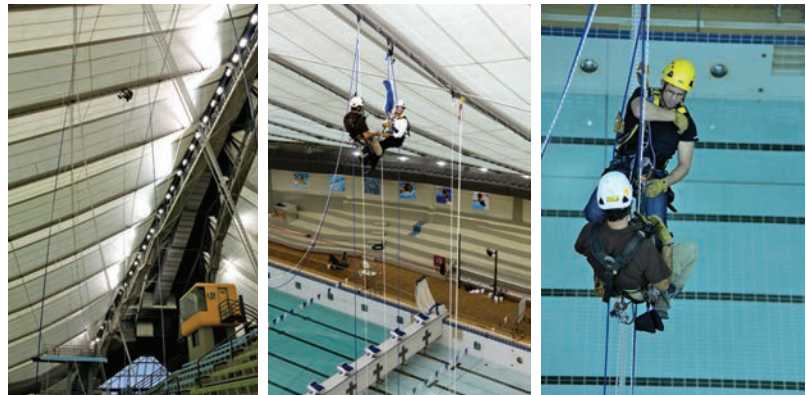
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### Coporate Membership Awareness Contest

To leverage Canadian Healthy Workplace Month, Talisman Centre promoted Corporate Memberships during the month of October for a chance to win a year of LifeMark massages.



Aquatic Registered Programs return since the flood. However, due to the limited pool space only Talisman Centre Masters, Junior Masters and Aquatic private lessons are offered.



During the flood, the two underground ducts were infected by flood waters to a point where remediation was impossible. Thus the old ducting was abandoned, and concrete was poured into them. **Quantum Rope Access** – an expertly trained high ropes crew **began the install of new air ducts hung from cable wires attached to the roof of the tent.** A series of ropes were hung and pulley systems were set in place, in preparation for installation of the hardware to hang the ducting.

The following day, CEO Jeff Booke and Operations Manager, Doug Robson took to the ropes to see how the crew got things done!

# October 2013



## Member Appreciation Week October 21-November 1

This was a very special week where Talisman Centre recognized and gave back to our loyal and valued members with a week full of prizes, special activities, promotions and giveaways. It was also a chance to create a community atmosphere for our 30th Anniversary. Plus, we were only a few months removed from the flood that devastated our city, facility, staff and members so it was important to show the people that stuck with Talisman Centre that we were well aware of their loyalty and are extremely grateful for it.

- Over 1000 branded earbuds/headphones were given away!
- Over 300 branded gel packs were distributed to those who participated in demonstrations!
- Over 160 participants filled the gyms for two Group Core sneak peak classes and free sweat towels!
- 300 30th Anniversary cupcakes were delivered to lucky members!
- 150 free cups of coffee were given away to members all week during our morning rush from 7:00am-11:00am!
- 7 daily Swipe & Win contest winners received all kinds of prizes from our partners!



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Basement flood repairs continue with the complete replacement of our Air Handling System.



After 123 days of flood closure, the Competition Pool finally opens. The Teach Pool opens the following day.



Dive Tank and Dive Towers re-open.



Happy Halloween!

Free **Canadian Sport for Life** seminar on Physical Literacy with Lea Norris.

**Physical Literacy**  
**Canadian Sport for Life Stages**

Join us for our FREE presentation and increase your understanding of sport in Canada.

**Date:** Tuesday, October 29<sup>th</sup>  
**Time:** 5:30pm - 6:30pm  
**Location:** Talisman Centre, Riverview Room

With Guest Speaker  
**Lea Norris**

Register at Customer Service or 403.233.8383 with Code #37483  
While the are welcome if space is available.





### Talisman Centre Service Awards

7 Talisman Centre employees celebrated either a 5, 10 or 15 year anniversary and were recognized at a luncheon held at Murrieta's Restaurant. Senior leadership attended and spoke about each employee's commitment and accomplishments. The employees were presented with a gift on behalf of the organization.

### Barrier Free Public Washroom Renovation Project

With funding support from Community Facility Enhancement Program, Alberta Culture, the washrooms on the main concourse were gutted and prepared for a complete facelift including new floors, counters, sinks, plus being entirely hands free.



### Speed Meet/Rocky Mountain Cup November 1-3

Our first big event after the flood with more than 600 attendees.

### Jeff Booke, CEO, met with a delegation of sport managers visiting from São Paulo, Brazil.

The group was interested in seeing some of the City's top facilities and observing activities in these facilities. The visit included a tour of Talisman Centre and a discussion on managing diverse user groups.

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- **Press Release:** Talisman Centre Fully Re-Opens After Months of Flood Recovery Work.



### “Feel Our Energy” video launches

Showcasing the amazing energy you feel from the moment you step inside our amazing facility and the incredible people that make up that energy. This video launched with a fun contest for our customers to find hidden branded items throughout the video and share the video for a chance to win great prizes.

# 2234

**views during contest period (November 1-30). 2500 total views by end of 2013.**



### Changing the Face of Sport Sponsorship Event

Hosted by The Canadian Dream Team, Talisman Centre, IMPACT Magazine and The Main Dish, this presentation provided information on how athletes can tap into funding and become powerful additions to any company's marketing strategy. It was a well received event, exceeding our anticipated 40 spots, with over 35 athletes and 25 corporate clients.

give the gift  
of fitness  
to someone on your list

**12 Days of Fitness Pass**  
FOR THE PRICE OF 10!\*

PLUS HOLIDAY EDITION  
Gift Certificates available now!

On the twelfth day of Fitness, my new pass gave to me...

- Twelve ripped muscles. Eleven treadmill kilometres.
- Ten metre diving. Nine yoga poses. Eight fitness classes.
- Seven lessons a-swimming. Six pack emerging. Five golden gyms.
- Four training sessions. Three sets of presses. Two tracks for running and a quiet relaxing steam!

TALISMAN CENTRE  
Member of the RBC Group

\*For full details visit talismancentre.com

12 Days of Fitness  
Pass goes on sale  
**960**  
passes sold  
November 18–December 24



Swimco was on site shooting new creative for their upcoming ad campaign.



### Talisman Centre Holiday Party

The Annual Holiday Party was attended by nearly 160 staff and guests. Organized by the Social Committee, the party was held at The Carriage House Inn. Gift Cards were distributed to staff as a thank you for a great year of service!

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“Talisman Centre is a wonderful fitness facility dedicated to the inner city's population. Situated on the river, just across from Stampede Park, it has lots of parking and is easily accessed from Macleod Trail South. It has a large selection of workout stations for just about any discipline you enjoy, at reasonable rates. I love working out in a place where I can see outside while I exercise. Especially in winter when the sky is still blue and the sun is shining off of the snow.

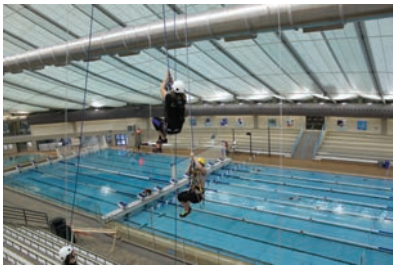
– EGMorton, posted on Trip Advisor



### Sports Day in Canada

Supporting our ParticipACTION relationship, Talisman Centre took part in Sports Day with 1983 drop-in rates and Member Bring a Friend, plus a full day of activities including a Water Polo NDPL event, Group Fitness classes, basketball, badminton and public swimming.





**Quantam Rope Access** invited staff to learn the ropes. It was an exciting day as 15 employees took turns ascending and descending and getting a bird's eye view of the facility.



**Age Group Challenge  
December 13-15**

This was a large open invitational swim meet that brought 650 swimmers from across Western Canada. There were a total of 20 teams that attended and travelled from British Columbia, Alberta and Saskatchewan.



**High School Swim & Dive Meet  
December 12**

With over 500 participants, this is one of our largest annual competitions. This event was rescheduled from December 3 due to weather conditions. It ended up being one of the most successful meets due to the commitment of our event staff and significant changes to access for athletes.

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## Aquatic Enhancement Project

**Our Aquatic Enhancement Project comes to a close with the install of the new 3m dive tower. Thank you to the following groups for their funding support:**

- The Amateur Sport Grant – a joint community partnership of the Calgary Flames Hockey Club, The Saddledome Foundation and Parks Foundation Calgary
- 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
- Talisman Centre/Lindsay Park Sports Society
- Water Polo Canada

“Great gym! Great having fitness classes (spin, yoga etc) included in fees. Huge facility with tons of machines so you never have to wait. Also they are constantly getting new top of the line equipment. There is so much to do here!”

–Christopher D., posted on Yelp

# December 2013



PHOTO: Jeff Booke, CEO, Talisman Centre; Sarah MacKenzie, Nareesa Karmali, and Nad Kilani of The Mayor's Youth Council



We were proud to receive the honour of being a **"Youth-Endorsed City Space" by The Mayor's Youth Council**. The Mayor's Youth Council, a program of Youth Central, spent time at Talisman Centre in 2013 to evaluate the Centre's "youth-friendliness" as part of the Youth-Endorsed City Space initiative. The initiative is a long-running project of the Mayor's Youth Council that seeks to evaluate and endorse various facilities around Calgary on the ways they cater to youth (ages 13 through 18). Talisman Centre was evaluated based on factors such as accessibility, safety, youth friendliness and Social Media use.



A little Elf helped us spread some holiday cheer! From December 17-24, gifts were hidden in our Member Lounge for customers to find and keep.

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As a thank you to our Members for sticking with us through a tough year, Talisman Centre announced there will be no increase to our Annual Membership rates for 2014.

**“**First day as a @TalismanCentre member and I love it so far! Cardio, swim and a hot tub soak and I'm feeling refreshed! #lifeisgood  
 -@AmberCraig, posted on Twitter



**New facility artwork!**  
 The second installation of artwork by local artist **Daniel J. Kirk** creates feelings of inspiration and motivation as Members and Customers enter the activity level.

**4901**  
 Total Annual Members



**2014** promises to be an exciting year as our passion for sport and people continues with new spaces, programs and services.

January will bring the first ever **PUSH Challenge** and equipment will get a major facelift with the introduction of the **Synrgy360**. The launch of an innovative **mobile APP**, the first of its kind for fitness facilities

# A Look Ahead

in Canada, will allow members to check-in and book classes, all while earning valuable reward points. While **flood recovery efforts** will continue in the basement for at least the first half of the year, it will bring opportunity with **amazing new spaces**.

This is just a glimpse of what's in store for 2014 as we strive to continually raise the bar of this world class sport and fitness facility that serves as inspiration to so many.





April 24, 2014

## **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, 2013 and the statements of operations, changes in net assets, and cash flows for the year then ended and the related notes including a summary of significant accounting policies and other explanatory information.

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

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, 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.

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



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, 2013 and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

*PricewaterhouseCoopers LLP*

**Chartered Accountants**

# Lindsay Park Sports Society

## Statement of Financial Position

As at December 31, 2013

	2013 \$	2012 \$
<b>Assets</b>		
<b>Current assets</b>		
Cash and cash equivalents	2,850,892	2,650,865
Short-term investments (note 4)	2,810,963	1,797,465
Accounts receivable	1,257,272	564,616
Inventory	21,405	23,434
Prepaid expenses	92,769	27,623
	<hr/>	<hr/>
	7,033,301	5,064,003
<b>Capital Assets</b> (note 3)	548,429	644,268
<b>Investments</b> (note 4)	2,829,544	3,592,811
<b>Donations on Deposit with Parks Foundation, Calgary</b> (note 10)	222,601	144,340
	<hr/>	<hr/>
	10,633,875	9,445,422
<b>Liabilities</b>		
<b>Current Liabilities</b>		
Accounts payable and accrued liabilities	1,814,764	1,173,615
Deferred revenue and grants	1,234,563	1,520,538
Deferred sponsorship – Talisman Energy	500,000	500,000
Current portion of long-term debt (note 5)	288,284	278,415
	<hr/>	<hr/>
	3,837,611	3,472,568
<b>Deposits from Tenants</b>	27,140	27,140
<b>Deferred contributions</b> (note 6)	518,767	568,767
<b>Long-term debt</b> (note 5)	1,778,254	2,066,538
	<hr/>	<hr/>
	6,161,772	6,135,013
<b>Net assets</b>		
Unrestricted net assets	4,212,787	3,061,093
Internally restricted net assets for athletic bursaries (note 7)	249,316	249,316
Endowments (note 11)	10,000	-
	<hr/>	<hr/>
	4,472,103	3,310,409
	<hr/>	<hr/>
	10,633,875	9,445,422
<b>Commitments</b> (note 10)		

The accompanying notes are an integral part of these financial statements  
**Approved by the Board of Governors**

# Lindsay Park Sports Society

## Statement of Operations

For the year ended December 31, 2013

	2013 \$	2012 \$
<b>Facility revenues</b>		
Admissions, memberships and programs	6,608,599	6,853,405
Operating contribution from City of Calgary	1,206,996	1,195,664
Facility bookings and rental income	2,054,023	2,307,861
	<u>9,869,618</u>	<u>10,356,930</u>
<b>Facility expenses</b>		
Facility operations (note 8)	3,427,125	3,449,798
Human resources and administration (note 5)	1,806,797	1,894,437
Experience providers	2,483,179	2,538,133
Sales and marketing	988,986	939,109
	<u>8,706,087</u>	<u>8,821,477</u>
<b>Excess for the year before the following</b>	<u>1,163,531</u>	<u>1,535,453</u>
<b>Other revenue</b>		
Naming rights and other sponsorships	577,522	597,720
Investment income	238,213	157,681
Loss on disposal of capital assets	(6,130)	(1,149)
	<u>809,605</u>	<u>754,252</u>
<b>Other expenses</b>		
Amortization	249,343	283,813
Sponsorship – Swim Educators of Lindsay Park	26,667	40,000
	<u>276,010</u>	<u>323,813</u>
<b>Excess for the year before the following</b>	<u>1,697,126</u>	<u>1,965,892</u>
<b>Capital contributions</b> – Capital contribution from City of Calgary	479,981	131,000
<b>Other contributions</b>	194,168	34,070
<b>Capital expenses</b> – Building improvements and capital expenditures	(1,219,581)	(333,897)
	<u>(545,432)</u>	<u>(168,827)</u>
<b>Net excess for the year</b>	<u>1,151,694</u>	<u>1,797,065</u>

The accompanying notes are an integral part of these financial statements

# Lindsay Park Sports Society

## Statement of Changes in Net Assets

For the year ended December 31, 2013

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	Unrestricted \$	Internally restricted \$	Endowment \$	Total 2013 \$	Total 2012 \$
<b>Net assets – Beginning of year</b>	3,061,093	249,316	-	3,310,409	1,513,344
Endowment contributions (note 11)	-	-	10,000	10,000	-
Net excess for the year	1,151,694	-	-	1,151,694	1,797,065
<b>Net assets – End of year</b>	<b>4,212,787</b>	<b>249,316</b>	<b>10,000</b>	<b>4,472,103</b>	<b>3,310,409</b>

The accompanying notes are an integral part of these financial statements.

# Lindsay Park Sports Society

## Statement of Cash Flows

For the year ended December 31, 2013

	2013 \$	2012 \$
<b>Cash provided by (used in)</b>		
<b>Operating activities</b>		
Net excess for the year	1,151,694	1,797,065
Items not affecting cash		
Amortization of capital assets	249,343	283,813
Amortization of deferred contribution	(50,000)	(50,000)
Loss on sale of capital assets	6,130	1,149
	<u>1,357,167</u>	<u>2,032,027</u>
Net change in non-cash working capital items	(679,015)	966,154
	<u>678,152</u>	<u>2,998,181</u>
<b>Investing activities</b>		
Additions to capital assets	(167,015)	(136,921)
Proceeds on sale of capital assets	7,381	-
Net increase in investments	(250,230)	(3,044,062)
Net decrease in donations on deposit with Parks Foundation, Calgary	(78,261)	(24,955)
Deposits from tenants	-	7,500
Endowment contributions	10,000	-
	<u>(478,125)</u>	<u>(3,198,438)</u>
<b>Increase (decrease) in cash and cash equivalents</b>	200,027	(200,257)
<b>Cash and cash equivalents – Beginning of year</b>	2,650,865	2,851,122
<b>Cash and cash equivalents – End of year</b>	<u>2,850,892</u>	<u>2,650,865</u>
<b>Cash and cash equivalents consist of</b>		
Cash	1,958,788	1,653,801
Mutual funds	892,104	997,064
	<u>2,850,892</u>	<u>2,650,865</u>

The accompanying notes are an integral part of these financial statements

### 1 Nature and purpose of the Society

Lindsay Park Sports Society (the “Society”) is a not-for-profit, non-taxable organization incorporated under the Societies Act of the Province of Alberta.

The purpose of the Society is to oversee and direct the management and operation of Talisman Centre (“the Centre”) in accordance with its by-laws and a management and operating agreement between the Society and the City of Calgary. As part of this agreement, the City provides the Society with annual operating and capital grants. These grants are for the original building only with the operating and capital requirements of the two expanded buildings being the sole responsibility of the Society. The City of Calgary is the owner of the Centre and the land upon which it is located. It provides training, competition facilities and services for the development of Calgary’s high performance athletes in dryland and aquatic sports in addition to providing facilities, programs and services for the fitness and recreational sporting needs of the citizens of Calgary.

### 2 Significant accounting policies

#### Basis of presentation

The Society’s financial statements have been prepared in accordance with Canadian accounting standards for not-for-profit organizations (“ASNPO”).

#### Capital assets

Moveable capital assets which are purchased by the Society are recorded at cost and movable capital assets which are donated to the Society are recorded at their fair value at the date of contribution. They are amortized on a straight-line basis over their estimated useful lives as follows:

Athletic equipment	–	3 – 20 years
Office furniture and equipment	–	5 – 30 years
Computer equipment	–	3 – 10 years
Cafe furniture and equipment	–	5 years

Immovable capital assets, which do not become the property of the Society, are expensed in the year of acquisition.

#### Cash and cash equivalents

Cash and cash equivalents include cash and highly liquid investments with initial terms to maturity of 90 days or less.

#### Donated services

Volunteers contribute a significant number of hours to assist in the management and operation of the Society. Because of the difficulty of determining the fair value of the services contributed, the value of volunteer services is not recorded in these financial statements.

### **Financial instruments**

The Society initially measures financial assets and financial liabilities at their fair value. It subsequently measures all its financial assets and financial liabilities at amortized cost except for investments which are measured at fair value. The financial assets subsequently measured at amortized cost include cash and cash equivalents and accounts receivable. The financial liabilities measured at amortized cost include accounts payable and accrued liabilities, deposits from tenants and long-term debt.

The Society is not exposed to undue credit risk. Further, the Society is not exposed to foreign currency, price or liquidity risk.

### **Inventory**

Clothing inventory is recorded at the lower of cost and net realizable value.

### **Non-recording of City property**

The original building complex and its major equipment components were provided from the City of Calgary's capital fund and are the property of the City; therefore they are not recorded in these financial statements. All building additions, improvements and immovable capital assets become the property of the City of Calgary and are expensed in the year incurred.

### **Revenue recognition**

The Society follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenue in the year in which related expenses are incurred. Unrestricted contributions are recognized as received or receivable if the amount can be reasonably estimated and collection is reasonably assured. Endowment contributions are recognized as direct increases in net assets when received.

Admissions, memberships and programs fees as well as facility booking fees are recorded as revenue over the period that the services are rendered, with the prepaid portion recorded as deferred revenue.

Sponsorships and grants are recognized as revenue over the periods that they relate to in accordance with the terms of the sponsorship or grant agreement.

Capital contributions used for building expansion and improvements and to acquire immovable capital assets which do not become the property of the Society are recorded as revenue in the same year as the expansion, improvement or acquisition is expensed.

Restricted investment income is reported as deferred revenue and recognized as investment income in the year in which related expenditures are incurred. Unrestricted investment income is recorded as investment income revenue when it is earned.



**Use of estimates**

The preparation of financial statements in conformity with ASNPO requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and the disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the period. By their nature, these estimates are subject to measurement uncertainty. The effect of changes in such estimates on the financial statements in future periods could be significant. Significant estimates include amortization of capital assets, accruals, and allowance for doubtful accounts.

**Expenses**

Experience Provider expenses includes the costs of programs and services conducted by the aquatics, athletics and wellness departments. Human Resources and Administration expenses include the costs of the human resources, finance and administration departments.

**3 Capital assets**

			2013	2012
	Cost \$	Accumulated amortization \$	Net book value \$	Net book value \$
Athletic equipment	2,110,383	1,668,979	441,404	509,073
Office furniture and equipment	437,081	377,260	59,821	92,310
Computer equipment	359,779	312,575	47,204	42,885
Café furniture and equipment	12,388	12,388	-	-
	2,919,631	2,371,202	548,429	644,268

**4 Investments**

Investments consist predominately of guaranteed investment certificates with various institutions. The guaranteed investment certificates are cashable prior to their maturity date, subject to an interest penalty. Investments are carried at fair value with unrealized gains or losses recognized directly in the statement of operations as investment income. Investments with maturity within one year have been classified as short-term investments.

### 5 Long-term debt

	2013 \$	2012 \$
10-year loan from the City of Calgary, bearing fixed rate interest at 3.514%, repayable in semi-annual payments of \$179,196 including principal and interest, with a maturity of June 15, 2020.	2,066,538	2,344,953
Less: Amounts due within a year	(288,284)	(278,415)
	1,778,254	2,066,538

The estimated principal repayments are as follows:

	\$
2014	288,284
2015	298,504
2016	309,085
2017	320,042
Thereafter	850,623

Interest expense recorded in the years was \$85,228 (2012 - \$95,453).

### 6 Deferred contributions

In 2005, the Society received an anonymous contribution of \$1,000,000 in exchange for the right to name the fifty meter pool complex constructed in 2003 “The Calgary Foundation Aquaplex”. The naming rights are for a term of twenty years. The Society has recorded a portion of the contribution \$50,000 (2012 - \$50,000) as revenue for the year and deferred the balance of \$518,767 (2012 - \$568,767) which will be recognized as revenue on a pro-rata basis over the remaining term of the naming rights.

### 7 Internally restricted for Athletic bursaries

The Lindsay Park Development Foundation (“Foundation”) was dissolved on January 1, 2003 and the assets, liabilities and net assets were transferred to the Society. The purpose of the Foundation was to act as a trustee to administer the funds from the Western Canada Summer Games Foundation, together with any other funds received, for the purpose of improving the quality of the services offered at Talisman Centre and assisting the development of athletes training at the Centre.

The Society has agreed to continue the work of the Foundation and accordingly has restricted the net assets received from the Foundation for the purpose of providing bursaries and grants to athletes and Sport Partners training at Talisman Centre.

**8 Facility Operations**

Included in Facility Operations expense are the following utility expenses:

	<b>2013</b>	<b>2012</b>
	<b>\$</b>	<b>\$</b>
Electricity	685,909	880,424
Natural Gas	413,166	453,561
	<hr/>	<hr/>
Total	<b>1,099,075</b>	<b>1,333,985</b>

**9 Disclosure of a significantly influenced entity**

Lindsay Park Sports Society exercises significant influence over Swim Educators of Lindsay Park Inc. (“Swim Educators”) by virtue of its ability to appoint a majority of the board of directors and to manage the affairs of Swim Educators under the terms of a management contract in effect until December 31, 2012 for a base fee of \$85,000 escalating by 5% per annum.

Swim Educators is a not-for-profit corporation pursuant to the Canada Corporations Act. Its objectives are to educate, promote and perpetuate the art, safety and enjoyment of amateur swimming through instruction, training and publication and distribution of teaching and coaching aids and achievement awards.

The Society had advanced \$138,500 to Swim Educators. Effective January 1, 2008 this advance was non-interest bearing and was repayable at the unanimous discretion of the board of directors of Swim Educators. This amount was fully provided for in a prior year.

The Society also had an outstanding account of \$180,510 (2012 – \$208,038) in accounts receivable for operating advances made to Swim Educators. The 2013 amount was fully provided for in the fiscal 2013 financial statements.

Effective August 31, 2013, Swim Educators dissolved its operations. All amounts owing to the Society were fully provided for in the financial statements.

The Society has included the following operating transactions with Swim Educators in its Statement of Operations:

	<b>2013</b>	<b>2012</b>
	<b>\$</b>	<b>\$</b>
Management contract fees earned	68,877	103,315
Swimming activity supplies purchased	1,318	8,031
Contribution to Swim Educators of Lindsay Park	26,667	40,000

### 10 Commitments

#### Access Advantage Endowment Agreement

In 2004, an endowment fund named Access Advantage was established at the Parks Foundation Calgary. The income from the endowment allows the Society to provide subsidies and fee assistance to patrons of limited economic means in order to improve their access to Talisman Centre. In a prior year, the endowment fund received from an anonymous donor a donation of \$1,250,000. The Society has agreed to increase the endowment fund to \$3,000,000 by way of contributing at least 15% of its annual excess of revenues over expenses before internal allocations to the Endowment Fund. The contribution from the Society for 2013 was \$203,056 (2012 – \$317,129) and has been recorded as an accrued liability and Human Resources and Administration expenses at year end.

	\$
Original endowment donation	1,250,000
Society's contribution – 2005	82,236
Society's contribution – 2006	104,001
Society's contribution – 2007	168,494
Society's contribution – 2008	142,616
Society's contribution – 2009	94,352
Society's contribution – 2010	-
Society's contribution – 2011	107,212
Society's contribution – 2012	317,129
Society's contribution – 2013	203,056
	<u>2,469,096</u>

Income related to this endowment amounted to \$102,136 (2012 – \$44,387) and has been included in Donations on Deposit with Parks Foundation, Calgary and was recognized as Naming Rights and Other Sponsorship revenue. Administration fees of \$23,393 (2012 – \$19,696) related to the Endowment Fund were paid to the Parks Foundation, Calgary and were recorded as Human Resources and Administration expenses. The following is a continuity of the Donations on Deposit with the Parks Foundation, Calgary:

	2013 \$	2012 \$
<b>Balance – Beginning of year</b>	144,340	119,385
Contributions	150	105
Interest	373	1,208
Administration charges	(1,005)	(1,049)
Endowment interest	102,136	44,387
Administration charges on Endowment	(23,393)	(19,696)
<b>Balance – End of year</b>	<u>222,601</u>	<u>144,340</u>

### **Energy Contracts**

#### **a) Gas contract**

The Society has a natural gas agreement with Enmax for the period January 1, 2011 to December 31, 2014, to purchase predetermined amounts of gigajoules at predetermined prices.

#### **b) Electrical contract**

The Society has an electrical agreement with Enmax for the period January 1, 2014 to December 31, 2016, to purchase kilowatts at a predetermined price.

### **Sponsorship agreement**

Effective January 1, 2008 the Society entered into a 5 year sponsorship agreement with Swim Educators for \$40,000 per year for a total sponsorship of \$200,000 conditional upon the contract for management services referred to above (note 9).

The Board of Directors extended the term of sponsorship agreement with Swim Educators to August 31, 2013. The agreement was terminated effective August 31, 2013.

## **11 Endowments**

During the year, Talisman Energy Inc. entered into an agreement with the Society whereby Talisman Energy Inc. committed to provide \$50,000 to establish the Talisman Energy Amateur Sport Bursary Award, that will be awarded in conjunction with the John Currie Amateur Sport Legacy Fund that is managed by Parks Foundation Calgary. In 2013, \$10,000 was recorded by the Society as an endowment contribution. Pursuant to this agreement, earned income on this endowment is required to be awarded as a bursary to amateur athletes with financial needs who are training in Calgary.

## **12 Government remittance payable**

As at December 31, 2013, the amount of government remittance payable included in accounts payable and accrue liabilities was \$nil (2012 – \$nil).

**A special thanks for the support of our partners and the tireless efforts of many companies and contractors that helped after the flood. Big or small, without their contributions our path to recovery would not have been as swift.**

- |                              |  |
|------------------------------|--|
| 101.5 Kool FM                | Marlborough Sheet Metal & Design Ltd.                    |
| Alberta Health Services      | Quantum Rope Access                                      |
| Allmar Distributors          | Rocky Cross Construction (South) Limited                 |
| Amre Supply                  | S2 Architecture  |
| Aquanot Aquatics             | Schindler Elevator                                       |
| Avenue Magazine              | Schneider Electric                                       |
| Bird Construction            | Scott Gordon Architect                                   |
| Business in Calgary Magazine | Siemens Canada   |
| Calgaryarea.com              | Specialized Property Evaluation Control Services Limited |
| Calgary's Child Magazine     | ThyssenKrupp Elevator                                    |
| Centaur Products Inc.        | Tourism Calgary  |
| Charles Taylor               | Tri-It Multisport  |
| Chubb Edwards                | Vector Electric & Controls                               |
| The City of Calgary          | Venture Painting Ltd.                                    |
| Daryl Evans Mechanical Ltd.  | Williams Engineering Canada Inc.                         |
| Doctor Electric Ltd.         | Winmar Restoration                                       |
| Faizel Sunderji              | Winwood Construction Ltd.                                |
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| Ironman 70.3 Calgary         |  |
| James Electric               |  |
| Joe's Team Calgary           |  |

**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

E N E R G Y



*Every effort is made to ensure the accuracy of our lists, however mistakes can occur. If your name is misspelled, incorrectly listed or omitted, please accept our apology.*



**Many thanks to the individuals, corporations and foundations who have contributed to The John Currie Amateur Sport Legacy Fund, providing bursaries to amateur athletes with financial need training in Calgary.**

- Annapolis Capital Limited
- Anonymous Donors
- Carolyn Bosch
- Bob Bratton
- Calgary Flames Foundation for Life
- Canadian Pacific
- Stan Carscadden and Eva Friesen
- Centaur Products Inc.
- City Coin Vending Services Ltd.
- Brenda-Jean Currie
- Lauchlan and Karen Currie
- Rob Davis
- DB Perks Group of Companies
- Jim Dixon
- Eco-Friendly Building Services Ltd.
- Lyn and Bill Eshom
- Executive Mat Service Ltd.
- Stephanie and Brian Felesky
- Flesher Marble & Tile 1910 Ltd.
- Rhonda Fulton
- Gallagher Benefit Services (Canada) Group, Inc.
- Game Day Flooring
- Ron Ghitter
- Dick and Lois Haskayne
- Eva and Gordy Hoffman and Family
- Penny Hume
- Investors Group
- Janet and Ron Kuchinka
- Lan Solutions Corp.
- Lindsay Park Sports Society
- Scott and Rachel MacDonald
- Marsh & McLennan Companies Inc.
- Dr. Arlene McGinn
- Rob Peters
- PowerOFFICE Software Systems Inc.
- PricewaterhouseCoopers LLP
- Progress Energy Canada Ltd.
- RBC Foundation
- Beat Schmassman
- Schmidt Family
- Marg and Ron Southern
- Michael and Caron Stewart
- Talisman Centre Promotions
- Talisman Energy Inc.
- The Hearn Family Foundation
- The Royal Trust Company
- Jon and Tonya Truswell
- Paul Valentine and Andrea Gould
- Ted Valentine
- Stanley and Dorota Weber
- Peter and Carol Ann Williams
- W. Brett Wilson
- Marion and Dave Wolff

““ Whatever you are into for exercise this place has it all... I like the cardio area... They have so many machines that I have never have to wait.

–Troy S., posted on Trip Advisor

““ Great for Triathlon training. I found the staff knowledgeable. The courses I took there were very helpful. I loved their 50m pools. The running track is also fun to train on however it is not an official sized running track. I have friends who played basketball there and they seemed to enjoy it.

– 4375sean, posted on Trip Advisor

““ This complex is a great destination for a few hours of fun physical activity. I use a 10 visit pass and make the most of each, usually checking out a class, playing some basketball, using the vast range of gym equipment, swimming a few laps in one of the 2 pools, and finishing up with a relaxing steam session. Lockers are plenty, staff are friendly, the facilities have always been clean.

If you're on a budget, it's worth taking advantage of their cheap rates if entering 1.5 hours or less before closing time. It's quiet and it still gives you plenty of time to use a range of the available facilities.

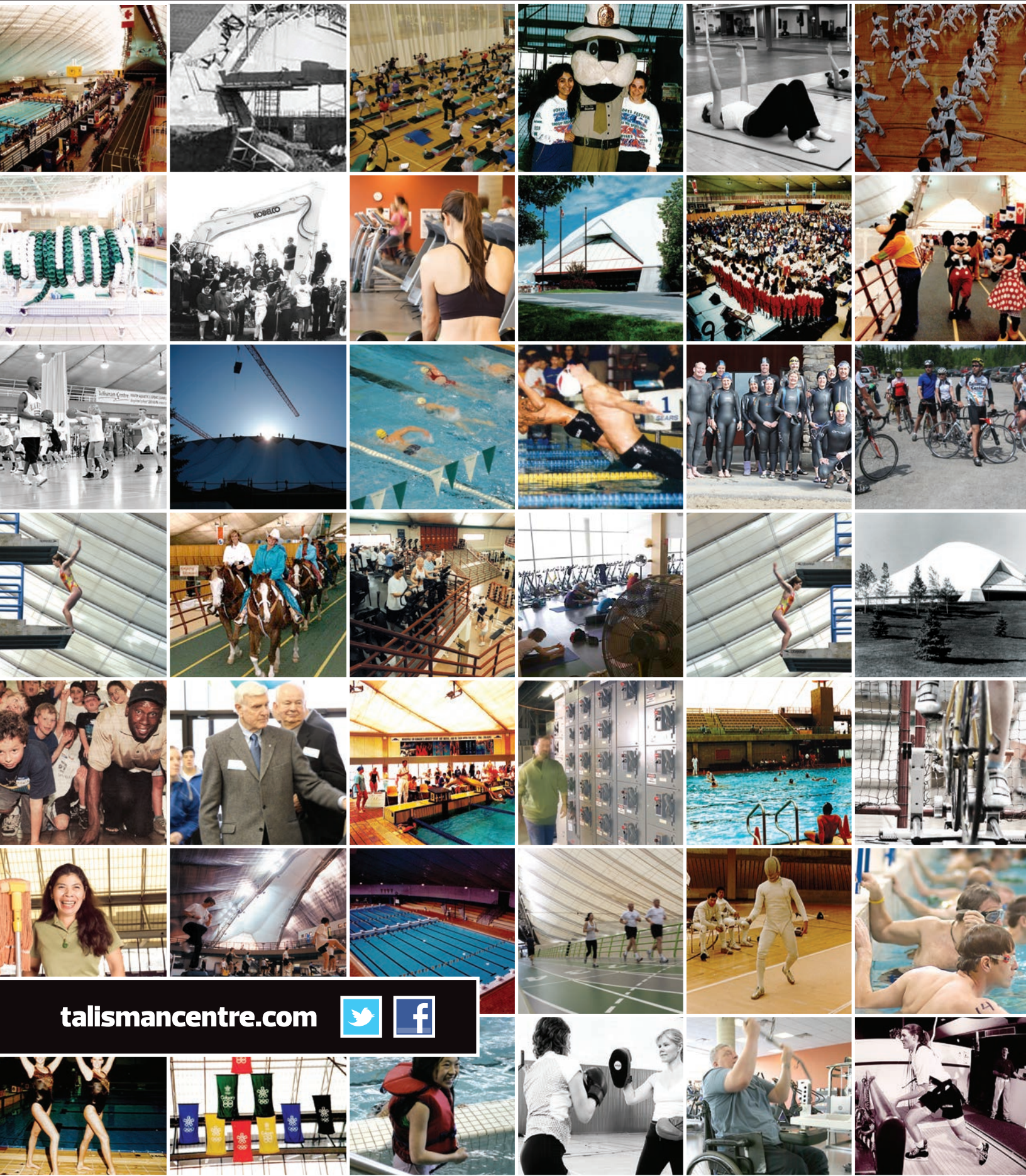
–Alleelea, posted on Trip Advisor

““ A great place to train, play and compete. With 2 Olympic pools, 3 gym floors, tons of equipment, good programs, and friendly folks it's a great place for anyone to train, play or compete. I train there 4 -5 times a week, and love it!

– Moca J., posted on Facebook

““ People of all fitness levels and all walks of life are all able to share a great facility!

–Kevin W., posted on Facebook



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

