

### A new era unfolds.

As we reflect on 2016, the importance of transformation emerges as the defining theme. With the facility's impending name change, unstable market conditions, and rising competitive fitness landscape, we knew that it would be our sound vision that would make the difference. We looked to our staff to create efficiencies, we relied on our well established partnerships, and boosted our service delivery to keep us focused and effective. Even as we weathered the slow market we kept our eye on investing in the kind of long-term facility infrastructure projects that make lasting change in our customer's lives.

One of the biggest transformations can be seen in our corporate brand makeover that started with a new logo – designed to revitalize the inspirational sport legacy built under the folds of our iconic tent. The logo arch design strengthens the significance of the facility's dual mandate in support of Members and Sport Partner Athletes, showcases the exceptional offerings in both dryland and aquatic sport, and pays tribute to the mission: **Passionate about Sport – and People.**

The new corporate brand underscores our continuing journey of sport excellence, driving innovation in training and competition, and building upon our world-class reputation as the best place to **TRAIN** for excellence, **COMPETE** with champions and **PLAY** hard all under one roof.

## 2016 will be remembered for many things.

The Centre and Society made investments in the facility, advanced strategic goals, successfully managed the operations of the facility during more challenging economic times, supported thousands of members and athletes and hosted more than 50 events.

Notwithstanding these significant accomplishments, above all, 2016 will be remembered for the work undertaken to advance the Lindsay Park Sports Society Legacy Expansion Project and the facility rebrand from Talisman Centre to Repsol Sport Centre.

Since opening in 1983, Lindsay Park Sports Centre/Talisman Centre/Repsol Sport Centre has never sat idle. This dynamic facility, and the people that use it, are always evolving. The activity of 2016 is a testament to that.

With your help, we are confident the future of the facility will resemble, and even outpace, the world class standard of the past.

We wish to thank the City of Calgary, Repsol, our 35 Sport Partners, thousands of members, facility users and all of our stakeholders for making 2016 a year to remember.

*Darryl Bourne*

Darryl Bourne  
Board Chair, LPSS

*Jeff Booke*

Jeff Booke  
CEO, Repsol Sport Centre



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In **JANUARY** naming sponsor Talisman Energy becomes Repsol. Talisman Centre proudly takes on the name **Repsol Sport Centre** later that year.



**90 DAY CHALLENGE**  
JANUARY 11th – APRIL 11th

**THE PUSH**

53 Participants  
449 Social Media Tags

February 26-27  
ACAC  
Indoor Track  
Championships

**IN 1 DAY**

Leap into Fitness Sale  
FEBRUARY 29th

90 Drop In Admissions  
103 10 Pass Cards  
82 Annual Memberships  
15 Member Referrals

APPROX. SALES \$60,000

**MARCH** Child Care  
Booking launched on  
APP & Member Portal

March 13th  
**10 Mile Tri**

136 Participants | 30 First-timers | 25 Volunteers

**Fastest Finish** 36:05.8

**30 DAY YOGA & CYCLE CHALLENGE**

49% INCREASE IN AVERAGE MONTHLY SALES

243 30 DAY CARDS SOLD

March 16th – April 30th

April 15-17  
Masters  
Synchro  
Provincials

April 26-May 1  
Canadian  
Open Synchro  
Nationals

**TOP SECRET**

[ April 21st ]  
New name and logo confirmed for **Repsol Sport Centre**. Behind the scenes work begins on new branding and launch day plans.

**YOUTH CENTRAL** Youth Week: April 24-May 1  
Sold 293 Youth & Child admissions at 50% OFF

The John Currie Amateur Sport Legacy Fund

Bursary Awards  
APRIL 28th

\$12,100 awarded to  
**15** amateur athletes

June 10-12  
Rhythmic  
Gymnastics  
Provincials

**"Best Pool"**  
2016 Best of Calgary Awards

**"Best Work Out Facility"**

**ALL TIME SALES HIGHS**

615 passes sold | 119 member upgrades

60 Days of Summer Pass Sale  
MAY 16th – JULY 31st

May 23rd Floatables Day

805 Drop Ins

**PLAY CITY**

July 12th Partnered with PlayCity app to connect people through sport and fitness!

July 14th Healthy Stampede Breakfast

Total Guests: **1700+**

Hosted in partnership with:  
Total Cardiology, Lifemark, Good Earth, Repsol, Jugo Juice

July 25-31  
Canadian Age Group Championships

950 athletes daily

July 4th – September 2nd  
**SPORT Camps**

731 kids got active & discovered a new sport

THROW BACK THURSDAY / 1st MONTH FREE SALES PROMOTION  
September 5th – 30th

822 MEMBERSHIPS SOLD

90s-Inspired Fitness Party  
September 22nd

216 DROP IN ADMISSIONS

90s drop-in pricing every Thursday:  
\$6.25

846 TOTAL ADMISSIONS

255 pairs of running shoes donated to Calgary Drop In Centre

**#TCGivesSole**  
SEPTEMBER 5th – OCTOBER 16th

**VENTURE**  
Alberta's BEST Workplace  
FINALIST 2016  
Category: Benefits, Perks & Incentives  
[ OCTOBER ]

**RIO 2016 Olympic & Paralympic Athlete Celebration**

We are proud to recognize the following athletes for their RIO 2016 achievements

Michelle Stilwell WHEELCHAIR RACING 100M & 400M

Alister McQueen JAVELIN Trains with CALTAF

Jennifer Brown, DISCUS, CALTAF

Morgan Bird, PARA SWIMMING, Cascade Swim Club

Turi Kisti, SWIMMING, Cascade Swim Club

**New Name & Corporate Brand Identity Launch**

November 7th-13th Launch Countdown

November 14th Talisman Centre officially becomes **Repsol Sport Centre**

November 14th New website launched

November 14th-20th Celebration Week

November 28th Newly designed Member Portal & App launched

4600 MEMBER LOUNGE ACTIVATIONS

November 14th – December 24th  
**12 Days of Fitness Pass**

877 total passes sold

November 29 High School Swim & Dive Meet

December 7th **SERVICE AWARDS LUNCHEON**

24 staff recognized for employment milestones

280 employees | 450 positions  
92% are proud to work here

## By the Numbers

**Membership Sales**

Annual = 4668 sold  
30 Day = 1045 sold  
10 Pass = 2447 sold

85% adults (18-64 years old)

37% 63% Annual Members

PLUS 75,594 total Drop Ins

4836 total likes as of Dec 31  
1554 total followers as of Dec 31  
786 total followers as of Dec 31  
34,525 lifetime video views

361,205 website visits  
834,232 website page views

48% increase from previous year  
57% return visitors

TOTAL NEWSLETTERS SENT 23,744  
AVERAGE OPEN RATE 34.3%

6106 total APP users  
28,248 classes booked  
612,687 total check-ins  
5,359,000 loyalty points earned

**Digital**  
APP & MEMBER PORTAL

**Programs**

23% INCREASE FROM 2015  
90,536 participants  
GROUP FITNESS

27% INCREASE FROM 2015  
569 participants  
PERSONAL TRAINING

34% INCREASE FROM 2015  
3,455 participants  
AQUATIC PROGRAMS

61 events hosted with over 12,000 total participants

35 Sport Partners  
5392 athletes & coaches

4193 visits to Child Care  
135 Preschool Students

**Events & Sport**

3433 TOTAL REGISTRANTS

WINTER 294  
SPRING 327  
SUMMER 169  
FALL 288

Our 3433 Triathlon Club was 5th in the World and 1st in North America in its division for Ironman Rankings!

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**A SPECIAL THANKS** to our sponsors and partners who continue to make Repsol Sport Centre one of the most inspiring and leading-edge sport training facilities in Calgary.



Lindsay Park Sports Society is a proud 2016 recipient of RBC Learn to Play grants. Repsol Sport Centre is committed to building the physical literacy of Canada's kids and youth and empowering them to feel confident and motivated in their physical activities and sports. The Centre has aligned its sport programs with the Long Term Athlete Development principles and is also taking a leadership role in building the capacity of sport clubs and parents through education and mentoring activities.

*This facility is a true gem! First class aquatic facility where the entire family swims and plays Waterpolo. It offers an incredible range of fitness classes and the staff is very friendly and helpful!*

Erin Lukie, Facebook Review

*Great people, fantastic facilities!*

Barry Huddleston, Google Review