



Our honoured responsibility as leaders of this amazing facility begins and ends with our Mission: Passionate about sport – and people. We hope that with every visit you make, we envelope you in this most powerful truth.

One of the most amazing things about our business, is that you get to connect with fellow kindred spirits every day. You see the staff, members, athletes and customers that bring you daily inspiration, warmth and smiles. We all know that special feeling that rises in us as we walk through the doors and anticipate our work out. We immediately feel the music pumping at our feet, the basketballs hitting the gym floor, we see the track athletes race by, we hear the sounds of laughter, and splashes in the pool. And last but not least – that wave of energy that fully captures all of your senses – we call this the Vibe! This Vibe is totally unique to us and changes as the morning turns to night. This Vibe keeps us real, keeps us sharp and the best part is – it gets reflected back in the glow of everyone else around us, who are thrilled to have found a gym that gets them.

To further build on our core brand, under our first full year as Repsol Sport Centre, we launched many fun creative platforms, like #TGMondays, #RSCPlankOff, #RSCYogaCycle30, #ThePUSH2017 and #GiveandGetSole. These socially engaging and energizing campaigns along with our six motivational media ambassadors continue to intensify, strengthen and position our brand as the ultimate facility to build your body, your health and your mind.

The strength of our members and customers keep the love – or sweat – glowing under our tent.

repsol sport centre
.com

2017

Annual Report

A challenging year with impressive results.

As you scan through the images and messages within the Annual Report, consider this: Repsol Sport Centre's vision is to inspire individuals and teams to achieve their goals and dreams through innovation, expertise and passion in life and sport.

The results are impressive. In 2017 Repsol Sport Centre:

- ▶ Hosted more than 50 events and competitions
- ▶ Supported 35 sport partner teams
- ▶ Welcomed over 5000 members, tens of thousands of drop-in users, upwards of 8000 athletes
- ▶ Ran hundreds of classes every week in group exercise, aquatics and fitness
- ▶ Invested \$2M+ in the building and equipment
- ▶ Expanded summer and seasonal camp programming
- ▶ Advanced plans to expand and further modernize the facility

Not bad for tough economic times!

As we move into 2018, The Lindsay Park Sports Society Board of Governors and Repsol Sport Centre employees will continue to focus on investment in the Centre, programs and services, equipment and people to ensure the world class standard we have set for our facility continues to be realized.

We hope Repsol Sport Centre played a role in inspiring you to achieve your goals and dreams and we hope you will continue to call the Centre your home away from home.

Spencer Coupland
Board Chair, LPSS

Jeff Booke
CEO, Repsol Sport Centre



2017-2018 Board of Governors

OFFICERS // Spencer Coupland, Chair / Scott MacDonald, Vice Chair / Andrew Wallace, Vice Chair / Michael Devonshire, Treasurer / John Donovan, Deputy Treasurer / Anette Mikkelsen, Secretary / Darryl Bourne, Past Chair
GOVERNORS // Darryl Bourne / Spencer Coupland / Anette Mikkelsen / Kari Becker / Michael Devonshire / Scott MacDonald / Bradley Squibb / Greg Steinraths / Alexis Teasdale / Andrew Wallace / John Donovan / Cari Din / Georgette McGrath-Jukic



January 11 NEW! Rowing classes for a low impact and high calorie burn.

January 10 NEW! Boxing bags and Boxing Bootcamp classes that challenge all fitness levels.

January 28-29 Calgary Patriots Pugsley's Plunge Swim Meet [500+ athletes]

February 10-12 National Stream Provincials & Aquabelles Challenge Event

February 17-19 Winter National Diving Championship

March 5th 10 Mile Tri Presented by Centaur Subaru

▶ **171** Participants

▶ **39** ATA Juniors

▶ **30** Volunteers

▶ **6** Partners

Fastest Finish ▶ **41:05.9** Lauren Zandee, 18-23 Female

March 15th - April 30th

30 DAY YOGA & CYCLE CHALLENGE

45% INCREASE IN AVERAGE MONTHLY SALES

314 30 DAY CARDS SOLD

147 PARTICIPANTS **61** COMPLETED

March 27th-31st

SPORT Camps

NEW FOR 2017 Our first Spring Break Camp with

59 kids registered

April 20-23 2017 Speedo Western National Championships

YOUTH WEEK: May 1st-7th 220 Youth & Child admissions sold at **50% OFF**

May 22 Family FUN Day

ALL TIME HIGHS

60 Days of Summer Pass Sale **MAY 15th - JULY 31st**

709/159 passes sold / member upgrades

June 6th-15th

500M FASTEST ROW CHALLENGE

FASTEST GUY: 1:20 minutes

FASTEST GIRL: 1:35 minutes

July 13th Healthy Stampede Breakfast

1300+ Total Guests

July 13th Healthy Stampede Breakfast

16 amateur athletes [Aged 12-36 years]

July 10th [Intelli Launch]

Repsol Sport Centre launches new database software:

- [10] staff members on project team
- [4] month project timeframe
- [200,000] member accounts evaluated
- [41,000] active accounts transferred

July 4th - September 1st SPORT Camps

859 kids registered

15% increase from 2016

September

EVERY MONDAY IN SEPTEMBER

\$99 10 Pass Card

65% INCREASE IN AVERAGE MONTHLY SALES

550 CARDS SOLD

BUY A MEMBERSHIP & Spin to Win!

219 MEMBERSHIPS SOLD

SEPTEMBER 15th NEW LED LIGHTS!

95 LIGHTS installed across the catwalk

October 21 University of Calgary Swim Club Fall Start Up Swim Meet [650 athletes]

#RSCPlankOff Challenge

552 WEB VIEWS

235 YOUTUBE VIEWS

3415 TWITTER IMPRESSIONS

359 INSTAGRAM LIKES

19,014 FACEBOOK IMPRESSIONS

October Healthy Workplace Month

37% OF MEMBERSHIPS ARE CORPORATE

96 CORPORATE MEMBERSHIPS SOLD

#GiveandGetSole

OCTOBER 10th - NOVEMBER 10th

412 **62%** pairs

of running shoes donated to Calgary Drop In Centre

October 30th - November 5th Member Appreciation Week

A full week of giveaways & contests!

October 13th Sales

LUCKY FRIDAY THE 13th

212 Drop In Admissions

October 27-29 Cascade Rocky Mountain Cup & Speed Meet

November 17-19 Killarney Short Course Invitational [500 athletes]

October 26th SERVICE AWARDS LUNCHEON

32 staff recognized for employment milestones

277 employees **in** **515** positions

83% work satisfaction & commitment

800 cups of coffee

658 granola bars

980 pieces of fruit

130 Halloween pumpkins

1050 cups of Iced Tea

34 3 point shootout contest participants

252 discounted reward redemptions

605 entries for Group Fitness party

PLUS - Member Bring a Friend all week, hidden prize cards, & free partner demo sessions!

November 14th - December 24th 12 Days of Fitness Pass

Happy 1st Anniversary! NOVEMBER 17th

500 cupcakes to celebrate one year as Repsol Sport Centre

1171 total passes sold

34% increase from 2017

By the Numbers

Memberships

14% 30 Day Members

55% Annual Members

31% 10 Day Members

8476 total active memberships

42% 25-34 years old

13% 35-44 years old

31% 34-44 years old

8% INCREASE FROM 2016 10 PASS CARD SALES

14% INCREASE FROM 2016 30 DAY CARD SALES

38% INCREASE FROM 2016 WORKOUT WEDNESDAY DROP INS

MEMBER NEWSLETTERS **39,133/41%** AVERAGE OPEN RATE

4968 total likes as of Dec 31

1714 total followers as of Dec 31

1098 total followers as of Dec 31

39,551 lifetime video views

550,638 website visits **52%** increase

1,566,709 website page views **88%** increase

55% accept a friend request

71% mobile users

3311 child care bookings

32,548 classes booked

593,540 total check-ins

6,019,780 loyalty points earned

79% satisfaction

Digital APP & MEMBER PORTAL

1075 COURSES OFFERED

8797 PERSONAL TRAINING SESSIONS

3387 AQUATIC PROGRAM PARTICIPANTS

92,583 GROUP FITNESS PARTICIPANTS

127 MEMBERSHIPS

45 CUSTOMIZED COACHING REGISTRANTS

20 YOUTH SQUAD REGISTRANTS

50+ TOP 3 FINISHES FOR 'AGE GROUP' CATEGORY

3433 Memberships

Member Survey

WHY CUSTOMERS CHOOSE US:

- 55%** LOCATION
- 48%** POOLS
- 44%** FREE PARKING
- 42%** FITNESS CENTRE
- 40%** PRICING

86% RECOMMEND US

81% FIND OUR STAFF APPROACHABLE

TOP 5 MEMBER BENEFITS:

- 1** FREE 3 HOUR PARKING
- 2** UNLIMITED GROUP FITNESS
- 3** REGISTRATION DISCOUNTS
- 4** MEMBER LOYALTY REWARDS
- 5** GUEST PASSES

repsol sport centre
.com

MISSION

PASSIONATE ABOUT SPORT - AND PEOPLE.

VISION

Repsol Sport 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

SAFETY
LEGENDARY SERVICE
EXCELLENCE
INNOVATION

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.



My favorite workout facility. Everything I need and want, plus a very mixed spectrum of other users. From people working rehabilitation on serious brain injury, to olympic class athletes. Plus everyone in between. This is the best energy to motivate me.

▶ Jeff Woodgate, GOOGLE REVIEW

Always a great spectrum of skill set, abilities, people, equipment and really knowledgeable staff. Add that huge dome with that just right humidity, it's a pleasant place to be. Once I walk in I get more motivate by the step.

Far and wide, the best play ground in the city and they keep it very affordable on their monthly rates.

Absolutely great customer service. The trainers are very welcoming and knowledgeable to specific needs.

If you have children the day care is fantastic and in great shape.

Overall it is a great facility and great staff, if you are one with health in mind I highly recommend Repsol Sports Centre.

Super friendly staff and a massive facility for most activities, featuring gorgeous full sized courts, olympic sized swimming pools, weight gym and more.

▶ Austin Lupul, GOOGLE REVIEW

See you there!

▶ Jordan Taylor, GOOGLE REVIEW

▶ Michael Michael, FACEBOOK REVIEW

