

THE CORPORATION OF THE
CITY OF WHITE ROCK
CORPORATE REPORT



DATE: December 11, 2023

TO: Mayor and Council

FROM: John Woolgar, Director, Recreation and Culture

SUBJECT: White Rock Community Centre Renovation

RECOMMENDATION

THAT Council receive for information, the report dated December 11, 2023, from the Director of Recreation and Culture, titled “White Rock Community Centre Renovation,” for consideration of the 2024 capital plan.

EXECUTIVE SUMMARY

The proposed expansion of the fitness centre at the White Rock Community Centre (WRCC) will respond to the City’s growing community health and wellness needs. Staff are proposing to increase the size of the fitness centre from 560 square feet to 2,500 square feet and add fitness equipment to better serve older adults and the general population which will result in increased visitation to the WRCC.

INTRODUCTION/BACKGROUND

Background

The WRCC opened on October 18, 2008, as part of the Community Amenity Contribution from the Bosa Development at Miramar Village. The WRCC currently receives approximately 4300 program visits per year. Primary programs include fitness classes such as Zumba, Group Strength Training, Yoga, and Tai Chi, dance activities such as Ballet, Hip-Hop and Jazz, music lessons such as Guitar and Violin, art instruction such as Painting as well as a wide variety of general interest programs.

In addition to the many programs offered, the WRCC is also a well used facility for community groups that include such diverse organizations as the Seniors Roundtable, Fraser Health, local stratas and various church groups. In addition, the White Rock Community Centre hosts city events, such as town halls, staff meetings and special events, council meetings, elections, community engagement session, etc.

The following table outlines all the current program spaces in the Centre.

Room	Square Footage	Capacity	Flooring
Gallery	1040	70	Carpet
Hall A	980	70	Resilient Flooring
Hall B	1220	80	Resilient Flooring
Hall C	1170	70	Resilient Flooring
Fitness Studio	1260	30	Resilient Flooring
Fitness Centre	560	25	Resilient Flooring

The Fitness Centre has a small footprint that contains nine pieces of individual fitness equipment and a small free weight area. The current daily visits to this space range from 8-12.

Proposed Space Re-configuration

Staff propose to expand the current fitness centre by removing the adjoining walls to the Gallery Room, staff kitchen and adjacent hallways. This will create a 2500 square foot fitness centre space that staff estimate will result in 60-120 visits per day.

The new space will consist of 25 pieces of individual fitness equipment including cardio, selectorized strength, free weights as well as functional training and stretching space. This expansion will assist in serving an increased quantity and broader spectrum of residents that will help meet their specific health and fitness requirements. Please see Appendix A for a proforma layout of the fitness equipment, and Appendix B for a WRCC floor plan.

Primary Service Market

The primary service market for the proposed WRCC fitness centre is defined as a 3km radius from the WRCC. There are approximately 52,000 people within this area. Please see Appendix C for a map of the primary service market.

83% of the 800 unique individuals that participate in programs at the WRCC each year are over the age of 55. This includes individuals new/returning to fitness or those that require modifications to their exercise regime. The expanded fitness centre would continue to focus on this age demographic but will also cater to the general population to ensure the entire community is served and the WRCC will see increased visitation.

It should also be noted that uptown White Rock has seen population growth over the last several years and the addition of new commercial tenants in Miramar Plaza is expected to draw additional traffic into the White Rock Community Centre.

Benefits

1 - Location

The WRCC is the newest recreation centre with free parking and a central location within walking distance of many Uptown residents. An expanded fitness centre will help to support active living, increase the walkability of the neighborhood and will contribute to an increased vibrancy in the area with the extended opening hours of the WRCC.

2 - Health

An expanded community fitness centre will offer numerous physical health benefits to White Rock residents. Exercising regularly promotes a sense of well-being, alleviates stress, strengthens the cardiovascular system, lowers blood pressure, improves flexibility and joint mobility, enhances bone density, and promotes healthy weight management.

3 - Increased Operating Hours

With an expanded fitness centre, the proposed new operating hours for the White Rock Community Centre would be 7:00 a.m. -9:00 p.m., seven (7) days a week. There will be no additional net operating costs for the extended hours as the additional revenue for the fitness centre will offset new expenses. This will allow the WRCC to be open an additional 36 hours per week resulting in additional benefits of increased programming and rentals in the remainder of the facility.

4 - Facility Diversity

White Rock Recreation facilities currently have a large supply of multi-purpose rooms but are underserved with other traditional municipal recreation spaces including gymnasiums and fitness facilities. The proposed fitness centre expansion would result in the loss of the programming/meeting space in the Gallery, that can be accommodated within other rooms in the White Rock Community Centre or spaces at Centennial Park Leisure Centre, the Kent Street Activity Centre, or the Horst and Emmy Warner Centre for Active Living. This renovation will also include the loss of the staff kitchen, however, the commercial kitchen in the facility is underutilized and can be used by the staff for meal preparation, storage, etc.

FINANCIAL IMPLICATIONS

Capital Costs

The one-time capital costs to expand the fitness centre at the WRCC are estimated to be \$355,000. The renovation and design costs include removal of walls, relocation of utilities/electrical and new finishes including flooring. Fitness equipment estimates include 25 pieces of equipment, free weights, stretching apparatus and functional training equipment. Please see table below for a summary of the capital costs.

Item	2024 Capital Budget
Renovation costs to create 2,5000 square foot fitness centre	\$155,000
Fitness Equipment	\$200,000
Total	\$355,000

Operating Budget 2025

If capital funding is approved, it is expected that the expanded Fitness Centre will not be completed until the fourth quarter of 2024 or first quarter of 2025. Staff will submit increased revenues and operating costs for the 2025 budget, however, it is anticipated that there will be no net increase in operating costs.

Additional expenses required in 2025 to increase the operating hours of the Centre and operate the expanded fitness centre are included in the table below.

Item	Increased Annual Operating Costs
Staffing	\$50,200
Maintenance and Supplies	\$ 2,800
Total	\$53,000

The increased revenue from the expanded fitness centre is expected to cover the increased operating costs. Please see table that follows for low, medium and high estimates for attendance/revenue that will offset the additional expenses.

2025 Budget Forecasts	Low	Medium	High
Daily Participants	60	90	120
Gross Revenue	\$80,100	\$121,500	\$162,000
Operating Costs	\$53,000	\$53,000	\$53,000
Equipment Replacement Reserve	\$12,000	\$12,000	\$12,000
Net Revenue	\$15,100	\$56,500	\$97,000

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS

Engineering & Municipal Operations will assist with supervising the renovations required to create the larger fitness centre.

Planning and Development Services will review the renovation plans and drawings and issue the building permits.

The Communications Department will deliver messaging related to the renovation and new/expanded community service during the progression of the project where necessary.

ALIGNMENT WITH STRATEGIC PRIORITIES

The White Rock Community Centre Renovation is aligned with the Council Strategic Priority to “Complete a Recreation Services Strategy to increase participation and revenue”.

OPTIONS / RISKS / ALTERNATIVES

There are no identified risks.

CONCLUSION

The expanded fitness centre at the WRCC will increase participation and promote a healthier and more active community. The extended operating hours will result in increased service levels to White Rock residents with additional opportunities for recreation and culture programs as well as facility rentals. The additional revenue generated will offset the increase to operating costs.

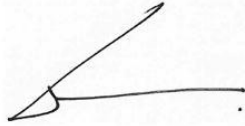
Respectfully submitted,



John Stech
Manager of Community Recreation

Comments from the Chief Administrative Officer

This report is submitted for Council's in consideration and direction in contemplation of the 2024 Capital Plan.

A handwritten signature in black ink, consisting of a stylized 'G' followed by a horizontal line and a small dot at the end.

Guillermo Ferrero
Chief Administrative Officer

Appendix A: Proforma Layout of the Fitness Equipment
Appendix B: White Rock Community Centre Floor Plan
Appendix C: Map of the Primary Service Market