

## **FUNDY CIVIC CENTRE**

### **Case Statement for Major Fund-Raising Campaign**

#### **Realizing a Vision for the Health and Wellness of Kings County**

A delightful town in the heart of picturesque Kings County, Sussex is nestled on the Kennebecasis River, the main highway of the Loyalists who arrived in this part of New Brunswick in 1784. Offering a pleasant climate and a warm and welcoming ambiance, Sussex is known as the Dairy Capital of the Maritimes, has been recognized by Life Magazine as “one of the top 10 drives in Canada”, and also been named as “one of the top 10 places to live in Canada” by Chatelaine Magazine.

One of the reasons for this distinction is most certainly the wonderful variety of outdoor leisure and recreational opportunities to be enjoyed in a beautiful natural setting — from hunting and fishing, to hiking and biking, golf, skiing, skating, hockey and curling. For close to 25 years, however, **residents of the region have had their sights set on the establishment of an indoor aquatic facility**. One of the only few readily accessible and supervised public swimming options in the immediate area is an outdoor pool open solely from June through August. In fact, the nearest major indoor pools are to be found some 73 and 80 kilometres away in Saint John and Moncton respectively.

Fuelled by an ever-growing drive and determination to enjoy the benefits of year-round swimming, a firm of experts was commissioned to conduct a feasibility study to poll the local population and reaffirm the level of interest and support for such an initiative. According to the study’s findings, not only did residents indicate that there was a clear demand for indoor swimming and fitness opportunities not being currently met in Kings County, the vast majority of those surveyed confirmed that they would be regular users of a new complex were it to be available.

Based on that appraisal, a concerted effort was launched to translate this vision into reality. After forging a strategic partnership with Bethany Bible College and gaining the backing of the neighbouring villages of Norton and Sussex Corner and a number of local service districts, these efforts finally culminated with major pledges of support from both the provincial and federal governments to fund a portion of the cost of constructing a new aquatic and fitness facility — to be known as the **Fundy Civic Centre**.

## **The Need Is Singular...**

During half a century or so, thanks to the generosity and initiative of the local Kiwanis Club, the residents of Sussex and neighbouring communities have enjoyed the use of an outdoor swimming pool located along the Town's Main Street. Although only in operation for a brief three months out of 12, over the years, this pool has certainly served as a much-appreciated refuge from the summer heat and as a place where both young and old could enjoy and develop their skills at a favourite pastime. Today, however, the Kiwanis Sussex Pool is definitely showing the signs of its age and is seriously lacking structural integrity — so much so, in fact, that its days are definitely numbered.

Were there to be no swimming facility for the area's young people to make use of, the many residents who insist on their children having access to water activities and instruction would simply have no choice but to make the long commute to Saint John or Moncton — an option not very desirable or necessarily viable for many.

**The time has come for the residents and local communities of Kings County to realize their dream with the creation of the modern new aquatic and fitness complex — the Fundy Civic Centre!**

## **The Benefits Are Many...**

Thanks to its modern facilities, varied programming and valuable educational opportunities, the new Fundy Civic Centre will offer a broad range of benefits to present and future generations of all ages, levels of physical and athletic ability, and financial means.

### **Impact on Health and Wellness**

Countless studies have shown that regular physical activity can not only help people maintain a healthy body weight, but also reduce the risk of critical conditions such as heart disease, high blood pressure, diabetes and numerous others. Through its exercise, recreation and lifestyle education programs, the Fundy Civic Centre will play a vital role in encouraging and enabling users to take responsibility for sustaining their health and well-being.

The end result will be increased awareness of wellness issues, longer life expectancy for individuals, and improved quality of life for both young and old.

### **Economic Impact**

In today's world more than ever, businesses and their employees rank recreational and quality of life considerations at the top of their list when choosing places to make their home. Through its various offerings, the Fundy Civic Centre will undoubtedly contribute to attracting new business and industry to the area, as well as in helping to retain existing companies and citizens. In parallel, the aquatic and fitness complex will foster long-term development by drawing young families and professional residents to the area who seek such amenities.

From an equally important perspective, local companies will stand to benefit from reduced disease risk factors and employee absenteeism. Similarly, thanks to an improved sense of well-being among their workers, businesses would see enhanced productivity levels and have an easier time of retaining existing and recruiting new personnel.

Finally, the activities to be organized at the new Fundy Civic Centre, such as swim meets and collegiate events, are likely to draw significant numbers of visitors and tourists into the region, whose spending in local businesses will give an added boost to the area's economy.

### **Social Impact**

The new Fundy Civic Centre will be designed to be readily accessible to individuals of all ages, as well as those with special needs like the disabled and physically challenged. It will be a tremendous source of support for parents of young children. In addition, it will provide a positive recreational alternative for area youth, while offering a warm and welcoming environment for seniors. In so doing, the Centre will serve as a gratifying gathering place promoting a cohesive spirit of community and unifying sense of civic pride.

### **Building On a Solid Foundation of Partnership**

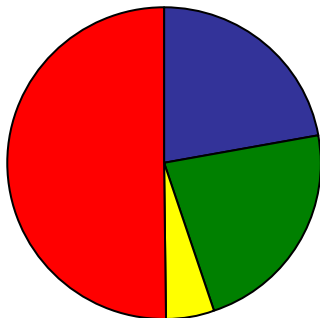
The total cost of establishing the proposed Fundy Civic Centre is estimated to be in the order of **\$6 million**, including construction and engineering, consulting fees, equipment, and site preparation and servicing. The new Civic Centre is to be centrally located off Main Street on a site generously donated by Bethany Bible College to the Fundy Civic Centre Board.

To date, through the Canada-New Brunswick Municipal Rural Infrastructure Fund, **the federal and provincial governments have each pledged \$1,333,333 in support of the project.** As well, the Province of New Brunswick's **Regional Development Corporation has offered an additional gift of \$300,000,** and various other contributions have already been made totalling **\$33,334.**

In order to cover the balance of the costs to build the new complex, the Fundy Civic Centre project steering committee has decided to embark on **a major fund-raising campaign, whose target is set at \$3 million.** Leading the way in assuring the success of the campaign, **the Town of Sussex has taken the first step with a donation of \$500,000.**

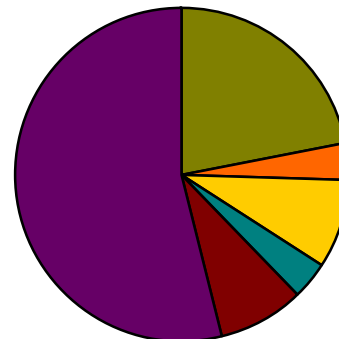
### Funding Breakdown

- \$1.33 million Federal
- \$1.33 million Provincial
- \$300 thousand Provincial Grant
- \$3 million Major Fund-raising campaign



### Operating Expenditures

- \$92 Thousand Hydro
- \$35,000-Property Taxes
- \$36,000-Custodial
- \$15 Thousand Insurance
- \$15,000-Pool Supplies
- \$225,000- Administration



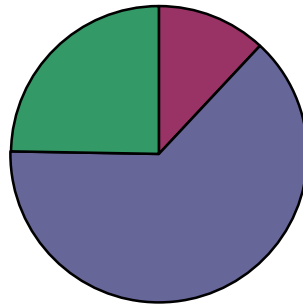
From an operational perspective, the cost of administering and running the new Fundy Civic Centre is expected to be \$418,000 annually, including staffing, utilities, maintenance and related expenditures. Thanks to the solid partnership forged between the Town of Sussex, the villages of Norton and Sussex Corner, five neighbouring service districts, and the local College, the proposed Civic Centre will enjoy a sound base for its operational sustainability.

For example, Bethany Bible College has guaranteed that its student population of approximately 300 will be annual paying members of the new Centre. Those memberships will generate an annual revenue stream in the range of \$50,000. Moreover, based on the preliminary feasibility study, the Civic Centre can expect to earn another \$265,000 annually in the form of public memberships and general user fees. Finally, fuelled by a collective spirit of partnership, the Town of Sussex, the two neighbouring villages of Norton and Sussex Corner and five

local service districts have all agreed to the implementation of a modest property tax assessment to cover any potential operating deficit, thus securing the financial health and viability of the facility well into the foreseeable future.

### Operating Revenues

■ \$50,000-BBC Memberships   ■ \$265,000-Public Memberships   ■ \$103,000-Tax Assessment



## The Fundy Civic Centre: Redefining Health, Wellness and Quality of Life in Kings County

The new Fundy Civic Centre will be a modern, year-round, multi-use wellness facility that will have a tremendous impact on the lives of residents and the quality of life throughout all of Kings County. The new complex will house an indoor aquatic facility and swirl pool, a fitness centre, and a walking/jogging track.

### Indoor Aquatic Facility

The primary component of the new Fundy Civic Centre will be a six-lane, 25-metre swimming pool that will be designed to meet all the standards and criteria to host competitions. To be used by all local area schools, the modern new aquatic facility will offer a wide range of swimming and lifesaving instruction and provide the perfect venue to host swim meets for students from grade school through college. In addition, the pool will be ideally suited to pursue a range of different aquatic sports and activities like water polo and aqua exercise, and it will offer citizens an opportunity to enjoy the social and physical benefits of open recreational swimming, as well as to hold various special events. Finally, the aquatic facility will feature a separate shallow and warmer swirl pool where infants and toddlers can become accustomed to the water and seniors can enjoy a relaxing dip. Of course, the facility will also offer bright and spacious change facilities for men, women and families.

### Fitness Facility

In addition to the pool, the new Fundy Civic Centre will house a fitness centre offering the latest in exercise equipment and machines, along with a full

complement of free weights. Here, users will be able to participate in a number of low-impact exercise programs that could include yoga, Pilates and aerobics, among others. The facility will also offer users the opportunity to improve their cardiovascular fitness with its selection of machines, including treadmills, exercise bicycles, ellipticals and steppers. And for those more inclined to pursue muscle maintenance and strength training, the facility will offer a variety of resistance machines and weights.

### **Walking/Jogging Track**

The third principal component of the new Fundy Civic Centre will be a fully enclosed, cushioned, multi-lane walking/jogging track. With over 90% of the respondents consulted in the original feasibility study having indicated a keen interest in being able to walk/jog year-round, this track will most certainly get a great deal of use and will serve as a highly beneficial component as part of a physical rehabilitation regimen for anyone recovering from certain medical or surgical interventions.

### **A Word from the Mayor**

For close to 25 years, the residents of Sussex and its neighbouring communities have had their hearts set on the creation of an indoor aquatic facility where both young and old could enjoy the many benefits of year-round swimming. And today, that dream is finally on its way to being realized.

In actual fact, the proposed new Fundy Civic Centre will offer much more than a place to go swimming. With the excellent fitness centre and walking/jogging track, and through its varied recreational, instructional and lifestyle awareness programs, the Fundy Civic Centre will indeed serve as a total wellness centre, promoting not only physical fitness and well-being in the short-term, but helping to secure the health and quality of life of Kings County citizens and communities for generations to come. As such, it is a project worthy of all our collective support.

His Worship

Mayor Ralph Carr