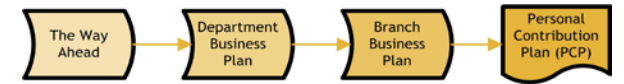


Community and Recreation Facilities - Business Plan 2014 - 2016



Branch Vision	Branch Mission	Branch Values
Creating Vibrant Places	We develop, manage, animate & preserve recreation facilities	We Value.... Staff and Volunteers, Service, Well-being, Safety and Security, Respect, Inclusiveness, Intergrity, The Environment, Innovation, Stewardship, Accountability



Rob Smyth, Manager
Community and Recreation
Facilities Branch

I am pleased to present the Community & Recreation Facilities Branch Business Plan for 2014-2016. This Plan offers a high level snapshot of our business, our future goals and our success. Branch services are diverse, inclusive and responsive by offering services that are readily accessible to individuals and families regardless of their social or economic status or level of ability. Our facilities are planned, managed and delivered in a way that truly reflects community priorities. The branch manages and animates over 60 community facilities, operates and programs river valley parks and trails, and supports many community organizations to deliver important festivals and events throughout the City. In 2014 we are looking forward to the opening and full operation of two new landmark facilities, Clareview and The Meadows Community Recreation Centres, and the new Entry Plaza and Wander Trail at the Edmonton Valley Zoo. The City will also play an important role in hosting the Tour of Alberta, the International Triathlon Union (ITU) Grand Final and FIFA Women's World Cup Soccer in 2014 and 2015. None of this would be possible without a dedicated and talented team.

Program Areas		
Facility Operations	River Valley Operations	Civic Events and Partnerships
<ul style="list-style-type: none"> • 5 Outdoor Pools • Kinsmen Sports Centre • The Meadows CRC • 3 Golf Courses • Muttart Conservatory • Edmonton Valley Zoo • City Archives • John Janzen Nature Centre • John Walter Museum • City Arts Centre 	<ul style="list-style-type: none"> • 13 Leisure Centres • Terwillegar CRC • Clareview CRC • 20 Arenas • 8 Cemeteries • City Artifacts Centre • Jasper Place Annex • Commonwealth CRC • Commonwealth Stadium • Heritage Amphitheatre 	<ul style="list-style-type: none"> • 22 Parks maintenance • 160 km of trails • 14 off leash parks • 8 tobaggan hills • 3 outdoor ice skating surfaces • 5 boat/canoe launches • 13 km jogging loop • 28.4 km x-country ski trails
		<ul style="list-style-type: none"> • Work with over 400 local festival and events • Provide sponsorship and support to over 40 events annually

Community and Recreation Facilities

Business Development	Programs and Events & Kinsmen Sports Centre	Commonwealth Community Recreation Centre, Commonwealth Stadium and Arenas	Terwillegar, Clareview, and The Meadows Community Recreation Centres	Leisure Centres	Edmonton Valley Zoo and Specialty Facilities	River Valley and Horticulture & Muttart Conservatory	Civic Events and Partnerships
<ul style="list-style-type: none"> • Admissions and Customer Service • Facility Bookings and Rentals • Marketing and Sales • Business Analysis 	<ul style="list-style-type: none"> • Physical Activity and Leisure Experiences • Art, Nature and History Experiences • Kinsmen Sports Centre and John Walter Museum Operations 	<ul style="list-style-type: none"> • Commonwealth CRC Operations • Commonwealth Stadium Major Events and Operations • Arena Operations • Emergency Preparedness 	<ul style="list-style-type: none"> • Terwillegar CRC Operations • Clareview CRC Operations • The Meadows CRC Operations 	<ul style="list-style-type: none"> • Leisure Centres Operations • Branch-wide Aquatic Experiences and Public Education • Aquatic Strategies 	<ul style="list-style-type: none"> • Edmonton Valley Zoo and John Janzen Nature Centre Operations • City Archivist and Heritage Facility Operations • Senior's Centres 	<ul style="list-style-type: none"> • Muttart Conservatory • Golf Course Operations • River Valley Operations • Cemetery Operations • Environmental Management 	<ul style="list-style-type: none"> • Festival and Events Liaison • Partner Liasion

