

Expression of Interest: Lease and Operation of MPF Activity Space by Community Fitness Pincher Creek

Introduction

Community Fitness Pincher Creek (CFPC) is a registered non-profit society (*pending*) committed to improving fitness and wellness in Pincher Creek. Managed by a volunteer board, we offer accessible, high-quality fitness programs for all ages. Our mission prioritizes inclusivity and ensuring community-wide access to fitness.

We seek to lease the entire 2,000 sq. ft. activity space in the Multi-Purpose Facility (MPF) to establish a dedicated fitness center. This would ensure continuity of service, maximize facility use, and align with the Town's goals for a well-utilized community space.

Business Overview

Programs & Membership: CFPC provides inclusive and affordable functional fitness programs, including strength training, kettlebells, and conditioning. As a non-profit, revenue is reinvested into improving equipment and expanding services.

Our flagship Legends program serves seniors (65+) with strength, mobility, and balance training. With 20 regular participants, it demonstrates strong demand. In addition, we serve adult members through functional fitness classes and operate a Youth program (ages 8-15). A long-term dedicated space will allow us to expand programming, including youth and family fitness.

Organizational Strengths: CFPC has been operating as a business for 18 years, providing trusted fitness services to the Pincher Creek community. As CFPC transitions into a volunteer community organization with society status, we will continue to receive support and collaborate with the former business to ensure a seamless continuation of our programs. Our experienced instructors, local governance, and strong reputation ensure effective space management. We have successfully delivered fitness programming, demonstrating our ability to oversee scheduling, equipment, and member engagement. Leasing the MPF activity space would allow us to continue this legacy, ensuring a stable and permanent home for CFPC's programs while maintaining the high-quality service the community has come to expect. Unlike other gyms in town, CFPC's programs require more open space and specialized equipment that existing facilities do not offer. Our focus on functional fitness, strength training, and conditioning involves rig setups, sleds, kettlebells, and large movement areas, which are not adequately accommodated in traditional gym settings. Leasing the MPF activity space would allow us to continue this legacy, ensuring a stable, permanent home for our unique programs while

maintaining the high-quality service the community has come to expect.

Community Benefits

Leasing the MPF activity space to CFPC will yield significant benefits for the Pincher Creek community. As a dedicated fitness facility operator, CFPC can enhance local health and wellness outcomes in ways that a general multi-use space cannot consistently achieve. Below we outline the key community benefits of our proposal:

- **Improved Health and Wellness:** By providing regular fitness classes and programs, CFPC helps members of the Pincher Creek community lead healthier lifestyles. Participants in our programs often report improved strength, mobility, and overall fitness. In particular, our senior members in the Legends program have experienced better balance, increased social interaction, and greater independence through exercise. These kinds of health benefits contribute to reduced strain on healthcare services and a higher quality of life for residents.
- **Inclusive and Engaging Environment:** CFPC is strongly committed to inclusivity and community engagement. Our classes are open to all skill levels and backgrounds – from those who have never exercised before to seasoned athletes. We seek to foster a welcoming, non-intimidating environment where everyone is encouraged to participate at their own pace. This inclusive ethos aligns with the Town's goal of community engagement.
- **Structured Programming and Consistent Use of Space:** Under CFPC's management, the activity space will have a structured schedule of programs and open gym times that maximizes usage. We plan to operate multiple classes each day (morning senior sessions, midday and evening classes for adults, etc.), as well as offer open gym periods for members to use the equipment. This means the 2,000 sq. ft. area will be actively utilized throughout the week on a regular timetable.
- **Community Building and Social Connection:** Beyond physical fitness, CFPC's programs create important social benefits. Our classes naturally bring people together – neighbors meet and form friendships, and participants motivate each other. This social aspect is especially crucial for groups like seniors, who may otherwise be isolated.

In summary, the community will benefit through enhanced health, inclusive access, consistent programming, and stronger social connections if CFPC is given the opportunity to lease and operate the MPF activity space. Our non-profit's values align closely with the Town's recreation and wellness goals, ensuring that this partnership will serve the public interest.

Proposed Lease Terms

CFPC respectfully offers the following lease terms for the MPF activity space, based on our desire for exclusive use of the full area and our capacity as a small non-profit organization:

- **Exclusive Use of the 2,000 sq. ft. Space:** We propose that CFPC be granted exclusive use of the entire activity space. Exclusive use will allow us to station our fitness equipment permanently, customize the layout for safety and functionality, and operate a stable schedule without interruptions. This dedicated control over the space is critical for us to provide high-quality programs and maintain a safe, organized environment for participants.
- **Lease Rate (Rent):** We propose \$1,000/month, reflecting fair market value while keeping our programs affordable.
- **Insurance:** CFPC will maintain \$2M liability coverage, naming the Town as an additional insured. We request the Town retain property insurance for the building.
- **Maintenance and Utilities:** CFPC will handle day-to-day upkeep, while the Town oversees major repairs. Utilities included in rent.
- **Term and Renewal:** We propose a 3-year lease with renewal options or a 1-year pilot if preferred.

Overall, these proposed terms are designed to ensure CFPC can successfully operate the MPF activity space in a sustainable manner, while meeting the Town's requirements for a responsible tenant. We want to underscore our flexibility and willingness to discuss the terms in detail to reach an agreement that satisfies both parties. Our primary goal is to secure a workable arrangement that allows CFPC to focus on delivering excellent community fitness services in the MPF for years to come.

Response to Culture and Recreation Department's Proposal (Shared Space Considerations)

We acknowledge that the Town of Pincher Creek's Culture and Recreation Department has indicated a need for shared access to the MPF activity space for certain municipal purposes. However, a shared-use model presents challenges, including disruptions to programming, scheduling conflicts, and safety concerns.

Counter-Proposal for Shared Use: If Culture & Recreation requires that the space be shared rather than exclusively leased to CFPC, we respectfully propose a modified arrangement to

address the reduced access and added complexity. In the scenario of a shared-use agreement, CFPC would request the following considerations:

1. **Significantly Reduced Rent:** Shared access lowers the overall value of the space as a fitness facility. Without full control, CFPC cannot maximize membership or schedule programs efficiently. A reduced rent reflects our diminished ability to generate revenue and ensures financial sustainability while allowing the Town occasional access for other uses..
2. **Town-Provided Insurance:** If the facility is shared, the Town should cover all insurance, including liability and property coverage. This ensures there are no gaps or disputes over responsibility when non-CFPC activities take place.
3. **Advance Notice and Scheduling Protocol:** To avoid disruptions, we request a formal booking system with several weeks' notice before any Town use. This will allow CFPC to adjust programming and notify members accordingly.
4. **Trial Period for Shared Use:** A test period of 6 months to a maximum of 1 year would assess the impact of shared use, including how often the Town needs access, the effect on CFPC programming, and overall feasibility. After this period, both parties can review and adjust as needed.

While exclusive use remains the best way to provide consistent, high-quality fitness programming, CFPC is willing to explore a mutually beneficial agreement that ensures both fitness programming and Town access are balanced effectively.

Conclusion


Community Fitness Pincher Creek is committed to making the MPF activity space a thriving fitness hub that benefits the entire community. With 18 years of experience, we are well-equipped to provide structured, accessible fitness programming that aligns with the Town's goals of fostering health and engagement.

Granting CFPC a lease ensures the space is actively programmed, well-maintained, and consistently used to serve residents of all ages. Our proposal offers a sustainable partnership—the Town gains a trusted operator, and the community benefits from reliable, high-quality fitness opportunities.

We are flexible and open to negotiation to finalize a lease that works for all parties. Thank you for your time and consideration. We welcome the opportunity to discuss this further.

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Sincerely,

Julia Mitchell

President, CFPC

On behalf of the Board of Directors, CFPC

Business Plan: Community Fitness Pincher Creek (CFPC)

Executive Summary

Community Fitness Pincher Creek (CFPC) is a non-profit fitness society dedicated to enhancing the health and well-being of the Pincher Creek community through accessible, high-quality fitness programs. Our mission is to provide structured fitness programming for individuals of all ages and abilities while fostering an inclusive and supportive environment. By securing a dedicated space in the Multi-Purpose Facility (MPF), CFPC aims to expand its offerings, increase community engagement, and ensure long-term financial sustainability.

This business plan outlines CFPC's operational structure, program offerings, market potential, financial projections, and strategic growth plan. Our goal is to position CFPC as the premier community fitness provider in Pincher Creek, ensuring that residents have access to consistent, professionally managed fitness opportunities.

Organizational Overview

Mission

To create a stronger, healthier community by providing structured, inclusive, and affordable fitness programs that empower individuals to achieve their physical wellness goals.

Vision

To be the leading non-profit fitness provider in Pincher Creek, known for its innovative programs, strong community partnerships, and commitment to making fitness accessible to all.

Legal Structure

CFPC is a registered **non-profit society** governed by a Board of Directors. All revenue generated is reinvested into the organization to improve programs, maintain equipment, and ensure affordability for all members.

Market Analysis

Community Demand

- **Aging Population:** Increasing demand for structured fitness programs for seniors, particularly strength and mobility training.
- **Limited Affordable Options:** Other fitness centers in the region operate as private businesses with higher fees, limiting accessibility.
- **Community Health Trends:** Rising awareness of the benefits of functional fitness and structured exercise programs for overall well-being.

Competitive Advantage

- **Non-Profit Model:** Ensures affordability and reinvestment into community initiatives.
- **Specialized Programming:** Unique offerings such as the Legends Program for seniors.
- **Community Engagement:** Partnerships with local organizations and businesses to promote wellness.

Programs and Services

Core Offerings

1. **Legends Program:** Strength, balance, and mobility training tailored for seniors.
2. **Functional Fitness Classes:** Group-based strength and conditioning workouts for adults.
3. **Youth Fitness Initiatives:** Programs designed to build lifelong fitness habits in younger populations.
4. **Small Group Training:** Specialized fitness sessions including kettlebell training and endurance conditioning.

Expansion Opportunities

- **Personal Training & Coaching:** One-on-one fitness coaching and customized training plans.
- **Outdoor & Community-Based Activities:** Expansion into rucking, hiking, and outdoor fitness.
- **Workshops & Health Education:** Collaboration with local health professionals for wellness seminars and injury prevention clinics.

Facility & Operations Plan

Facility Requirements

Securing a dedicated fitness space in the MPF is crucial to CFPC’s ability to expand programming, optimize equipment use, and serve the community effectively.

Staffing Model

- **Certified Coaches & Trainers:** Lead group classes and specialized fitness programs.
- **Volunteer Board Engagement:** Community members contributing time to support operations, fundraising and event planning.

Facility Operations

- **Scheduled Group Classes:** Set class times to ensure consistency for members.
- **Open Gym Availability:** Designated hours for members to use the space independently.
- **Equipment Maintenance & Safety Standards:** Routine checks to ensure a safe workout environment.

Financial Strategy

Revenue Model

CFPC sustains its operations through membership fees, program tuition, community sponsorships, and grant funding.

Revenue Stream	Pricing Model	Monthly Revenue Estimate
General Memberships	\$100 per month	\$2,210
Legends Program	\$60-\$120 per month	\$2,000
Drop-ins & Specialty Classes	\$20 per class	\$500
Fundraising, Sponsorships & Grants	Variable	
Projected Total Revenue	-	\$4,710

Expense Breakdown

Expense Category	Monthly Cost Estimate
Facility Lease (MPF Proposal)	\$1,000
Insurance	\$200
Staff & Coaching Fees	\$2,500
Software & Administration	\$250
Equipment Maintenance & Purchases	\$300
Internet & Miscellaneous	\$150
Total Projected Expenses	\$4,400

Sustainability Strategy

- **Grow Membership Base:** Target an annual increase of 15% in active members.
- **Secure Local Sponsorships:** Engage businesses in sponsorship or employee wellness partnerships.
- **Apply for Grant Funding:** Seek municipal and provincial funding to support program expansion.
- **Introduce Seasonal Programs:** Host summer fitness camps and winter training workshops to generate additional revenue.

Community Impact

Health & Wellness Benefits

- **Improves Physical Fitness:** Structured programs designed to enhance strength, endurance, and mobility.
- **Supports Mental Health:** Encourages social interaction and reduces stress through group activities.
- **Prevents Chronic Disease:** Regular exercise lowers the risk of lifestyle-related illnesses such as diabetes and heart disease.

Social & Economic Contributions

- **Community Engagement:** CFPC creates a welcoming environment that fosters relationships and a sense of belonging.
- **Local Economic Growth:** Increased foot traffic benefits surrounding businesses, and employment opportunities are created for local coaches and trainers.
- **Youth & Family Participation:** Encouraging a culture of physical activity from a young age builds lifelong healthy habits.

Strategic Growth Plan

Short-Term Goals (0-12 Months)

- Secure lease agreement for the MPF activity space.
- Increase membership by 15% through targeted outreach and referral programs.
- Increase # of coaches by 1-2 to offer additional classes/programming

Mid-Term Goals (1-3 Years)

- Expand Legends Program enrollment by adding additional class offerings.
- Develop youth- and parent- focused fitness programs to engage more families.
- Establish partnerships with local organizations
- Maintain consistent and high quality foundational functional fitness programs

Long-Term Goals (3-5 Years)

- Secure a municipal grant for expanded equipment and maintenance
- Maintain solid and consistent membership base
- Establish CFPC as a model for non-profit community fitness organizations.

Conclusion

CFPC is uniquely positioned to become the premier community fitness provider in Pincher Creek. By securing a dedicated space in the Multi-Purpose Facility, we can provide consistent, structured fitness programming that enhances the health, social well-being, and economic vitality of the community. Our non-profit model ensures affordability, our community-driven approach fosters engagement, and our strategic vision ensures sustainability.

We look forward to working with the Town of Pincher Creek to finalize a lease agreement and create a lasting impact on community fitness and well-being.