



GENESIS

CENTRE

An Inspired Community

ANNUAL REPORT 2019



THE HUB OF THE COMMUNITY



#10, 7555 Falconridge Blvd. NE, Calgary, AB T3J 0C9
Tel: 403-590-2833 www.genesis-centre.ca

The Genesis Centre is a 225,000 square foot multi-purpose complex dedicated to enriching the health, wellness, and unity of northeast Calgary.

MISSION

A hub for the community bridging people in shared celebration, learning and play.

VISION

An inspired community.

CONTENTS:

- INSERT: 2020-2024 Strategic Plan
- Page 1: Message from the President & Executive Director
- Page 2: IMPACTFUL: Canadian Multiculturalism Day
- Page 3: COMMITTED: 2020-2024 Strategic Plan
INVITING: RBC Training Grounds
- Page 4: RESILIENT: Organizational Changes
VISIONARY: NE Community Skatepark
- Page 5: 2019 Audited Financial Statements

2019 NECCS Board of Directors

Sharon Evens
President

Bilal Akhtar
Vice President

Gurvir Johal
Treasurer

Sue Clark
Secretary

Greg Steiner
Director-at-Large

Syed Hussain
Director-at-Large

Vikram Kulkarni
Director-at-Large

Peter Kaul
Director-at-Large

Sukhvinder Malhotra
Director-at-Large

Erika Holter
Director-at-Large

Greg Steinraths
City of Calgary Rep

Message from the President & Executive Director

2019 was another memorable year at the Genesis Centre. We have continued to inspire Community and look for opportunities to bridge from present work to future needs. Our work has allowed us to embed our values deeper into the Community and rise as a true leader and hub servicing people of all abilities, faiths, ages, identities, orientations and backgrounds.

There is truly something for everyone at the Genesis Centre. Inside the walls of the Genesis Centre you will find the second busiest branch of the Calgary Public Library, a full YMCA offering a pool, climbing wall and fitness centre, Aspen Family's 1000 Voices which provides much needed settlement, community, social and human services. And, our portion of the facility known as the Genesis Centre, which encapsulates the NE Centre of Community Society, not-for-profit charity, which hosts a large special event and concert hall, two full-size multipurpose soccer fields, a community gym, multipurpose rooms, other breakout rooms and meeting facilities. Together, the Genesis Centre services over two million people annually and is truly the heart of the northeast. In addition to all of our regular sports, prayers, cultural and community events held in 2019, we also hosted numerous events that impacted the entire city, province and country. To name a few: Stampede Breakfast, FIRST Robotics Tournament, Alberta Volleyball, RBC Gala, the Nigerian Gala, SUPERTRAIN, Twins Triplets and many more markets, concerts, large-scale cultural gatherings, weddings, and birthdays.

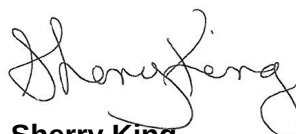
In early 2019 the Genesis Family embarked on a special project together with the Government of Canada to bring a large-scale Multiculturalism Day event to the city. Hosted directly outside the Genesis Centre in June 2019, this event brought thousands of Calgarians together to celebrate our diverse and unique city. The weather didn't cooperate with this event and some of it had to be scaled back which was just another opportunity to practice our value of resiliency. Raghav, the headliner for the event and a Calgary local, was very accommodating and put on a small intimate show inside the fieldhouse showcasing his talent. Looking forward into 2020 we hope to be offering new and exciting programs, events, sporting opportunities and ways to engage and grow community. Our work with the City of Calgary and the Province of Alberta continues as we look forward to providing an outdoor artificial turf field opening Spring 2022. We are still in the preliminary phases and hope to be able to incorporate various amenities to further grow the offerings at the Genesis Centre. Keep an eye out on our website and social media for news and updates as we progress through the process.

We would like to take this opportunity to give special thanks to our amazing team of staff and committed volunteers. We want to sincerely thank our outstanding Board of Directors and acknowledge those stepping down at this time. We would also like to offer a warm welcome to our newest Board members joining our family at the AGM. Our dedicated Board of Directors are an integral part of the Genesis Centre family, they are volunteers who help foster community growth and build on the Genesis Centre foundation. Because of their passion, vision and dedication, we were able to continue to grow and exceed our 2019 goals.

We invite and encourage you to take a look back through the many highlights of another outstanding year. We are always looking for new opportunities to engage and service the Community and would love to hear from you.



Sharon Evens
President



Sherry King
Executive Director

IMPACTFUL

It has always been a fundamental priority of the Genesis Centre to be impactful in every action it takes. With a mission to be a true community hub, being impactful is at the forefront of decision-making. This value is engrained in Genesis Centre's culture. 2019 saw a major nationally celebrated event take place at Genesis Centre— Canadian Multiculturalism Day. Thanks to generous funding from the Government of Canada, through the Department of Canadian Heritage's Celebrate Canada program, the Genesis Centre produced the largest outdoor festival in Calgary as a signature site under the initiative.

The event was attended by 5,000+ people and featured numerous cultural pavilions, ethnic food vendors, an enormous indoor kid's zone, and a line-up of diverse cultural acts—including a traditional indigenous Grand Entry, youth bhangra dancers, polish folk dancers, Japanese drummers, and headliners Folklofolie, and Raghav.



Multiculturalism is at the heart of Canada's heritage and identity. Our openness, diversity and inclusion make us who we are as a country – and as Canadians, we recognize that our differences make us strong, The Genesis Centre is a unique community hub that brings together people of all backgrounds, abilities, languages and cultures, and is truly a fitting place for Calgarians to have gathered on June 27. The Government of Canada is proud to have been partner in this wonderful celebration.

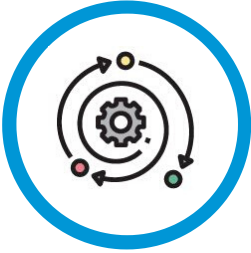
— Honourable Pablo Rodriguez, Minister of Canadian Heritage and Multiculturalism.



COMMITTED

2019 saw an end to Genesis Centre's 2016-2019 Strategic Plan, and the first year of operations under a newly identified set of Mission, Vision, and Values. With this in mind, the Genesis Centre looked ahead to build upon its success. A new 5-year Strategic Plan was developed in consultations with numerous stakeholders including the Board of Directors, staff, and community. A brief snapshot is provided here.

IMPACTFUL



Maximize staff potential through tools, training, and empowerment.

COMMITTED



Balance economically sustainable and community-serving programs and events.

INVITING



Increase awareness of the Genesis Centre and our offerings.

RESILIENT

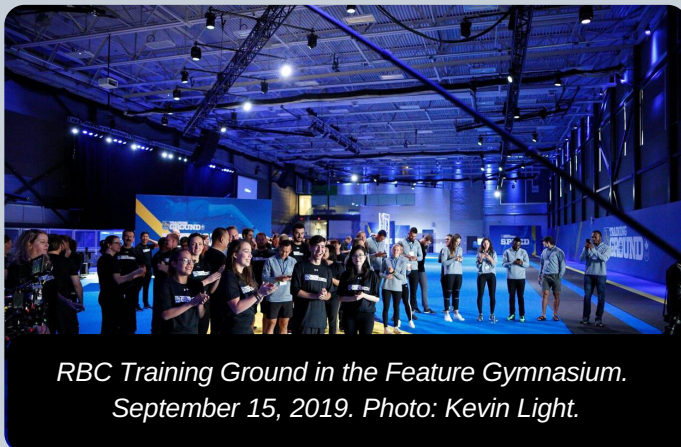


Ensure that our facilities and programs best serve the needs of our community.

VISIONARY



Strengthen connections between communities through shared efforts to create meaningful impacts.



RBC Training Ground in the Feature Gymnasium. September 15, 2019. Photo: Kevin Light.

INVITING

Genesis Centre's mission to be the hub of the community requires adapting with the ever-changing profile of what the community looks like. In 2019, Genesis Centre was able to support several new clients in its multi-functional spaces. One example includes hosting the RBC Training Ground (an event that hosts young athletes at a weekend-long event of performance testing and combines).

In 2019, Genesis Centre was officially recognized as the North of McKnight Community Hub, under the Community Hubs Initiative, a project supported by United Way, the City of Calgary, and the Rotary Club. This distinction brought the facility partners closer together under a shared purpose of supporting residents, wherein several new programs were developed such as newcomer programs, computer literacy, and sport & rec. opportunities.

COMMUNITY HUBS FEATURES:

All Community Hubs share the following distinguishing features



Welcoming and inclusive gathering spaces



Engaging residents in the design and activation



Provide access to supports and services



Provide platforms to spark community economic development

RESILIENT

2019 was a year of significant change, inside and outside the Genesis Centre. A provincial and a federal election took place, Alberta's economy saw a GDP increase of 0.4% (down from the 2.8% average), and Calgary observed a 1.45% increase in population. Another local change saw the construction of 116 housing units being built directly adjacent to the south lot of the Genesis Centre, adding to the vibrancy of the immediate community surrounding the facility and increasing the hub-like feeling of the Centre.

2019 saw many internal changes as well; with some addition of new faces and some of the team leaving for other adventures. We are continually increasing training and growing the strength of the Genesis Centre family to offer more value, to be resilient and impactful with the change of times.



*Genesis Centre full-team.
February 27, 2020.*

VISIONARY

The story of the Genesis Centre is unlike any other. It is a story about a group of dedicated community visionaries with a desire to fulfill a need in the City. It's origins date back to 1994. The period that followed saw \$120M fundraised to build the 225,000 square foot facility. In its first year, nearly one million visitors came to the Genesis Centre. A few years after, it became clear that a new need had arrived, a need for event space, the likes of which that could support tradeshow, concerts, cultural galas, tournaments, and other large community functions. Genesis Centre met this need in 2015 when a capital upgrade took place and the Feature Gymnasium & Event Centre was built.

The Genesis Centre story shows that envisioning success and thinking progressively can lead to meaningful change. These values were lived in 2019 as well, through new innovations taking place in and around the facility. One of which was the official opening of the NE Community Skate Park, an outdoor skate park immediately adjacent to the facility, operated by Genesis Centre management. The skatepark was the culmination of three years of planning and also marked the completion of the eighth out of eight sites developed under the City of Calgary's Skateboard Amenities Strategy.

New territory was also charted inside the facility, wherein a new top of the line turf flooring was added to Field House 2. The new turf is physiologically safer for athletes as it is a softer playing surface and more shock-absorbent.



*Skate park Grand Opening,
September 7, 2019.*

Excerpts from the 2019 Audited Financial Statements

AUDITOR'S REPORT

To the members of: NE Centre of Community Society

I have audited the Statement of Financial Position of the NE Centre of Community Society (NECC) as at December 31, 2019 and the Statements of Operations, Net Assets and Cash Flows and a summary of significant accounting policies and other explanatory notes for the year ended December 31, 2019.

In my opinion, these financial statements present fairly, in all material respects, the financial position of the NE Centre of Community Society as at December 31, 2019 and the results of its operations and cash flows for the year ended December 31, 2019 in accordance with Canadian accounting standards for not-for-profit associations.

For more information on the Society's financial position, results of operations and cash flows and the notes to the financial statements please refer to the complete set of audited financial statements and the auditor's report available by request at info@genesis-centre.ca.



Heidi Brauer
Chartered Professional Accountant

March 25, 2020
Date Signed

NECCS STATEMENT OF OPERATIONS

(Audited) for the year ended December 31, 2019

| REVENUE | 2019 | 2018 |
|---|---------------------|-------------------|
| Facility rentals | \$ 1,701,450 | \$ 1,770,876 |
| Donations & government grants | 787,273 | 501,890 |
| Investment income | 478,008 | 605,671 |
| Commons area | 475,772 | 451,614 |
| Leases | 372,102 | 335,030 |
| Admission and passes | 189,231 | 189,481 |
| Programs and supplies | 136,371 | 159,934 |
| Commission and sponsorship | 101,366 | 120,102 |
| Casino contributions | - | 63,527 |
| | <u>4,196,573</u> | <u>4,198,125</u> |
| EXPENSES | | |
| Wages & benefits | \$ 1,735,479 | \$ 1,595,226 |
| Commons area | 901,127 | 772,990 |
| Programs and supplies | 447,343 | 204,409 |
| Administration | 406,803 | 365,305 |
| Building Operations | 279,372 | 272,016 |
| Marketing | 66,329 | 73,777 |
| | <u>3,836,453</u> | <u>3,283,723</u> |
| Excess of revenue over expenses before amortization and unrealized gain/(loss) | 360,120 | 914,402 |
| Depreciation expense | (1,266,450) | (1,253,750) |
| Amortization of deferred capital contributions | 958,663 | 953,666 |
| | <u>52,333</u> | <u>614,318</u> |
| Excess of revenue over expenses after amortization and before unrealized gain/(loss) | 52,333 | 614,318 |
| Unrealized gain/(loss) | 1,000,454 | (475,986) |
| | <u>1,052,787</u> | <u>\$ 138,332</u> |
| EXCESS OF REVENUE OVER EXPENSES AFTER AMORTIZATION AND UNREALIZED GAIN/(LOSS) | <u>\$ 1,052,787</u> | <u>\$ 138,332</u> |

NECCS STATEMENT OF FINANCIAL POSITION

(Audited) As at December 31, 2019

| | 2019 | 2018 |
|--|---------------|---------------|
| ASSETS | | |
| Current Assets | | |
| Cash and cash equivalents, unrestricted | \$ 172,085 | \$ 624,481 |
| Lifecycle cash, internally restricted | 168,755 | 166,572 |
| Term deposit | 20,802 | 20,801 |
| Investment, internally restricted | 1,287,767 | 1,906,442 |
| Accounts receivable, unrestricted | 1,795,513 | 382,214 |
| GST receivable | 38,802 | 30,375 |
| Prepaid expense | 71,789 | 23,811 |
| | 3,555,513 | 3,154,696 |
| Externally Restricted Assets | 2,072,086 | 1,944 |
| Commons Area Operating Reserve | 5,658,138 | 5,367,900 |
| Long Term Investment | 3,488,342 | 3,100,833 |
| Property and Equipment | 18,879,392 | 19,828,353 |
| | \$ 33,653,471 | \$ 31,453,726 |
| LIABILITIES AND NET ASSETS | | |
| Current Liabilities | | |
| Accounts payable and accrued liabilities | \$ 158,138 | \$ 202,451 |
| Deferred cash contributions | 2,072,086 | 1,944 |
| Deferred revenue | 18,074 | 63,282 |
| | 2,248,298 | 267,677 |
| Deferred Capital Contributions | 15,566,132 | 16,399,795 |
| Net Assets | | |
| Unrestricted | 1,922,779 | 815,949 |
| Commons Areas Operating Reserve | 5,658,138 | 5,367,900 |
| Internally restricted | 4,944,864 | 5,173,847 |
| Invested in property and equipment | 3,313,260 | 3,428,558 |
| | 15,839,471 | 14,786,254 |
| | \$ 33,653,471 | \$ 31,453,726 |

GENESIS CENTRE TEAM MEMBERS BECOME OFFICIAL CANADIANS!

STEPHEN OSONDU



KANWAR PANNU



ROSA SANDOVAL

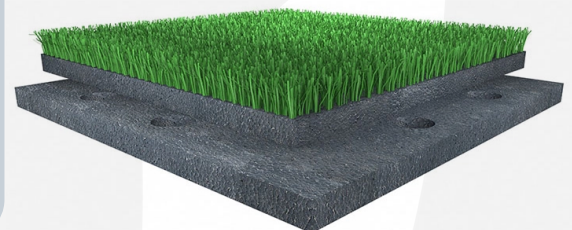


NEW EASYFIELD TURF IN FIELD HOUSE 2

Genesis Centre users enjoying the new turf in Field House 2.



- **Player safety:** 45mm compressed foam pad provides excellent Gmax shock absorption.
- **Simple Assembly:** Extremely lightweight and portable to move, assembled with an easy, secure, interlocking system for a seamless feel.
- **Energy-efficient:** Designed to outlast any portable system under the harshest use.



MISSION
A hub for the community bridging people in shared celebration, learning and play.



VISION
An inspired community.





GENESIS
CENTRE
An Inspired Community

INVITING
We serve people of all abilities, faiths, ages, identities, orientations and backgrounds who will be respected and welcomed.



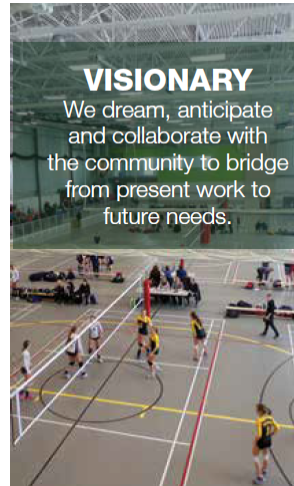
COMMITTED
We dedicate ourselves to operating in an open, consistent, and responsible manner.



IMPACTFUL
We provide an experience that nurtures and enhances the lives of those around us.



VISIONARY
We dream, anticipate and collaborate with the community to bridge from present work to future needs.



RESILIENT
We learn, adapt and focus on community goals and will not be derailed by challenges.

