




GENESIS


GENESIS
CENTRE

An Inspired Community

Genesis Centre

Strategic Plan 2020 – 2024



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The Lotus – Our Symbol

The lotus flower shares significant meaning in many cultures, routinely associated with beauty, purity, and expansiveness of the soul. The Genesis Centre believes this icon of unity can inspire wellness and a brighter tomorrow in our community.

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




Overview

The Genesis Centre has a unique story unlike any other facility in the City of Calgary. It is a story filled with community dedication, volunteerism, and strength in diversity. The Genesis Centre story began with a group of dedicated community visionaries, dating back to 1994, who had a dream to build a multifaceted recreational community centre in the heart of the NE. Opened in January 2012, the Genesis Centre has grown dramatically to the point where it now receives more than two million annual visits.

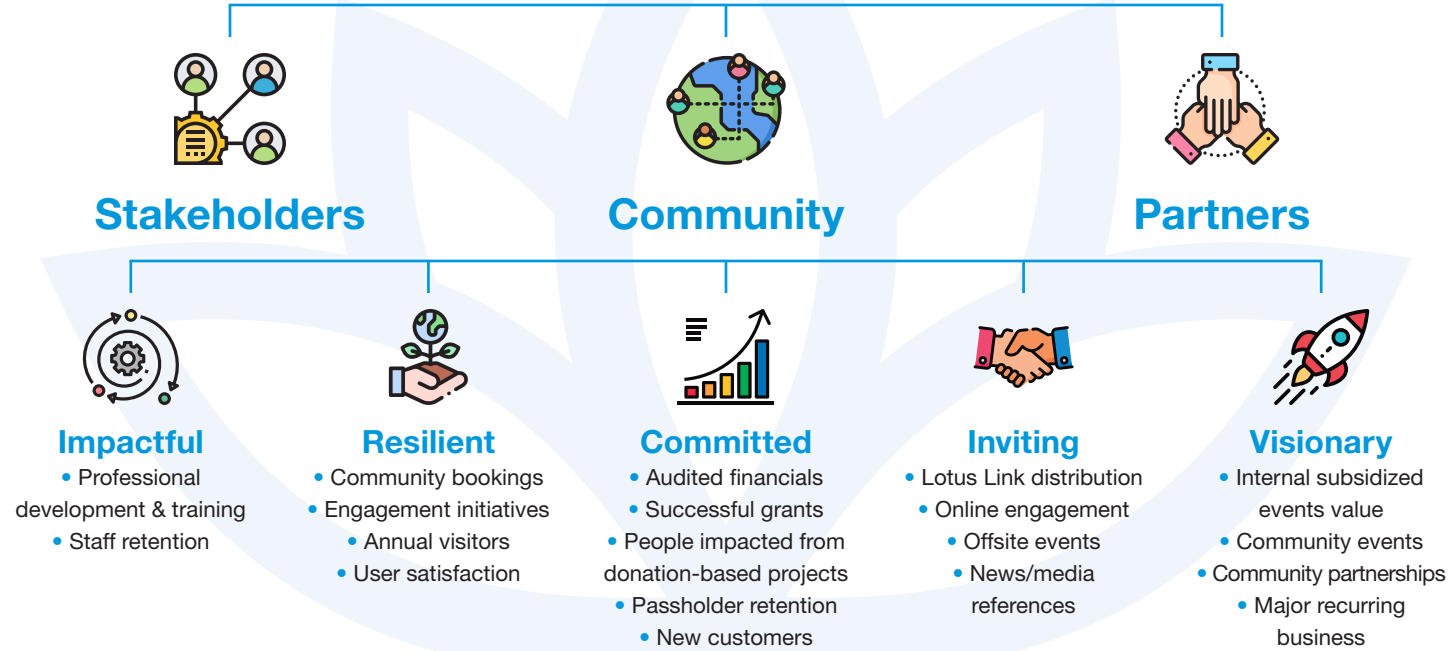
The 2020-2024 Strategic Plan has been developed through extensive consultative efforts engaging numerous stakeholders—Board of Directors and staff, community residents and groups, frequent users, as well as evaluation of success from the 2016-2019 Organizational Scorecard and key outcomes from the redevelopment of its newly envisioned Mission, Vision, and Values in 2018.

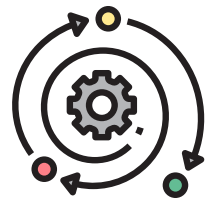
The Genesis Centre has experienced a compelling arc over time. From its adoption phase in 2012 wherein the community initially came to understand its value and begin to use its facilities, to then experiencing significant growth in usage with the expansion of the Feature Gymnasium & Event Centre in 2014, it has grown, along with the community it serves, profoundly. Alongside this growth, its service model has become wider in scope and less

restricted to just “active” pursuits. The Genesis Centre has transitioned from a conventional recreational facility to a bona fide, all-encompassing community hub. Its multifunctional spaces serve functions of all sorts; national-level tournaments, weddings, concerts, corporate events, major tradeshows and exhibitor fairs, end everything in between. Adapting with the ever-changing face of the community, a reidentification of its core mission took place in 2018 wherein it was realized that the Genesis Centre does not exist merely just to serve the community, but to be the community. The Genesis Centre now understands itself as a medium for all people to interact with one another, share, learn and grow from one another’s experiences.

The 2020 – 2024 Strategic Plan will be focused on cultivating its strengths and reaffirming its values to the community. And, like everything the Genesis Centre does, executing upon this plan will be a collaborative venture, shared amongst all stakeholders—from staff to Board of Directors, to passionate community residents and user groups, the collective Genesis Centre community will be championing causes like increasing physical, mental, and social wellness across communities in Calgary. In order to remain disciplined in its approach, performance will be measured against Key Performance Indicators embedded in the Organizational Scorecard. 

Genesis Centre





Impactful

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

Our strength is our people.

GOAL 1: Maximize staff potential through tools, training and empowerment.

By focusing on maximizing staff potential, we will empower our customer-facing team to deliver high quality service to our clientele and our back-end team to become technical experts at their craft, we will also cultivate a workplace culture defined by growth opportunities, learning, and positivity. 🌱



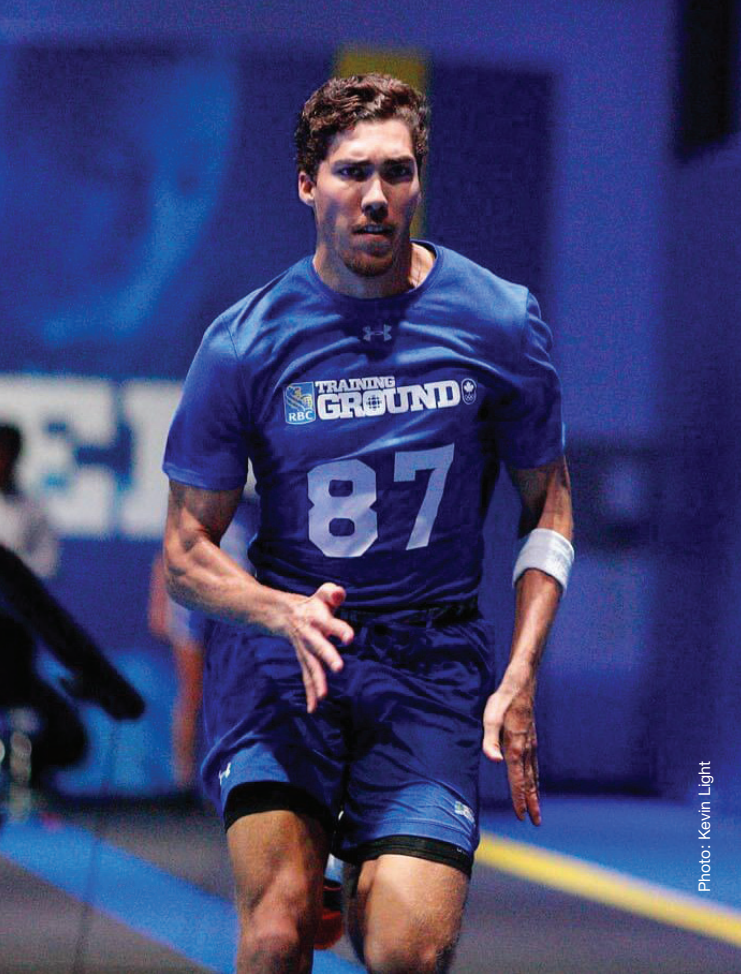


Photo: Kevin Light



Resilient

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

Community is our reason.

GOAL 2: Ensure that our facilities and programs best serve the needs of the community.

As the Genesis Centre community is in a state of constant motion and change, we will remain steadfast in adapting to the changing wants and needs of the community, working to overcome obstacles in our path, and remaining progressive and proactive in our delivery. 🌱



Committed

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

Our model is responsible and sustainable.

GOAL 3: Balance economically sustainable and community-serving programs and events.

Every decision and action that we undertake will be taken under the consideration of acting in a fiscally responsible way that not only helps to remain sustainable as a charitable organization but also directly promotes our mission of promoting community wellness. 🌱





Inviting

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

We are a space for all.

GOAL 4: Increase awareness of the Genesis Centre and our offerings.

We are indiscriminate in our service and hold ourselves to remaining a colourful hub, comprised of people of all backgrounds. Furthermore, we are unyielding in our outreach to new communities and committed to expanding our circle of users to new audiences, and new neighbourhoods. 🌈



Visionary

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

We know we are greatest when we work together.

GOAL 5: Strengthen connections between communities through shared efforts to create meaningful impacts.

We are committed to strengthening our existing partnerships; diving deeper into the realm of our service offering. In addition, we are unafraid to push the envelope and explore new territories no matter what form that may take. We are not confined by conventional standards of what a community centre, or recreational facility, should be, but remain open to new ideas and new potential. 🌈



Organization Scorecard 2020 – 2024

The Genesis Centre recognizes the importance of tracking and reporting results to remain accountable to the community in which we serve. Our targets are set to align our operational business plan with the long-term vision of our Board of Directors and are revisited annually to ensure we can adapt to the needs of our communities and stakeholders.

Key Performance Indicators	2019 Actual	2020 Target	2021 Target	2022 Target	2023 Target	2024 Target	
IMPACTFUL: Maximize staff potential through tools, training and empowerment.							
Annual professional development & training budget	\$10,300	\$14,400	\$16,000	\$16,500	\$17,000	\$17,500	
Number of hours staff attended professional development	80	90	100	115	130	150	
Number of hours staff attended training	443	475	500	525	550	575	
Training & development impact on staff (survey scale)	73.8%	75%	80%	83%	87%	90%	
Retention rate of full-time staff (salaried & waged)	82%	84%	85%	87%	88%	90%	
RESILIENT: Ensure that our facilities and programs best serve the needs of our community.							
Sponsored programs and events	Financial value	\$242,000	\$250,00	\$260,00	\$270,000	\$285,000	\$300,000
	Hour value	3,030	3,100	3,200	3,300	3,400	3,500
	Number	200	220	240	260	280	300
Number of annual facility wide visitors	1.8M	1.9M	2.0M	2.05M	2.1M	2.15M	
User overall satisfaction with the facility (survey scale)	70%	75%	80%	83%	87%	90%	

Key Performance Indicators	2019 Actual	2020 Target	2021 Target	2022 Target	2023 Target	2024 Target	
COMMITTED: Balance economically sustainable and community-serving programs and events.							
Annual audited financial total year-end position	\$52,333	\$40,000	\$50,000	\$60,000	\$70,000	\$80,000	
Number of grants and sponsorships sourced	6	8	10	12	14	16	
Quality of impact of donation-based projects (survey scale)	70%	75%	80%	83%	87%	90%	
Passholder retention rate	42%	50%	56%	62%	68%	75%	
Number of new customers	280	300	330	350	375	400	
INVITING: Increase awareness of the Genesis Centre and our offerings.							
Number of homes the Lotus Link is distributed to	16,500	20,000	24,000	26,000	28,000	30,000	
Web traffic (annual visitors)	209,580	225k	240k	260k	275k	300k	
Number of offsite events representing Genesis Centre	N/A	8	10	12	13	15	
Number of references in news and media	8	19	12	14	15	16	
VISIONARY: Strengthen connections between communities through shared efforts to create meaningful impacts.							
Hosted programs and events	Financial value	\$300,000	\$60k	\$80k	\$100k	\$120k	\$130k
	Hour value	60	80	100	120	130	150
	Number	8	10	12	14	15	16
Number of new community partnerships	6	8	10	12	14	16	
Number of major recurring business (def: single events valued at >\$10,000.00)	30	* To maintain our dual mandate, we are holding the line at 30 of this classification of events to allow for other tournaments, sporting and special events to happen in the facility.					

