



## Facility/Event Opportunity Information Sheet

Please complete the following work sheet with key information concerning the Facility/Event opportunity and the assumptions that will be used to frame the evaluation.

Contact Name: Kelly McCrae

Company Name: Barrie Trojan Swim Club

Mailing Address: [REDACTED]

Phone Number: [REDACTED]

E-mail: [REDACTED]

Facility Name: proposed Hewitts recreation centre

Address: N/A

Provide a description of the facility/event opportunity under evaluation, whether this is a new or existing facility/event opportunity, provide a **snapshot** of the assumptions you are using in the evaluation (example: what and why).

**The BTSC has engaged Isaac Sports Group (ISG) to assist in a comprehensive study and business analysis towards a proposed 50m pool/aquatic facility. It is our intent to present this study to influence the development of the proposed Hewitt’s recreation centre to include a 50m aquatic tank. As a vibrant waterfront community, our team feels this would enhance Barrie’s appeal and sport tourism for visitors, provide increased aquatic programming and services to meet the demand of Barrie residents, and establish Barrie as a center for aquatic excellence. This initiative links directly to the City of Barrie strategic plan to build Barrie, engage our community, and create a 50m aquatic facility as a public space without rival in our region.**

Is funding needed or already acquired? Please describe:

**The BTSC has independently funded and contracted services from ISG, however, funding for the larger project has yet to be acquired. Based on information provided to the BTSC from Mayor Lehman and City of Barrie (COB) staff, there are plans for a new recreation centre (date TBD) in the Hewitt’s area, with adequate land to accommodate a 50m facility. Per COB staff, current planning has provided for a 10 lane, 25m competition pool within this proposed centre.**

Population serviced (Neighbourhood Community City-wide, Regional):

**Barrie community at large (city-wide), Huronia region and north (please refer to previously provided information detailing location of 50m facilities in Ontario .**

**It is the Intent of the BTSC to broadly share the results of the ISG study and business case with City of Barrie staff, committees and stakeholders.**

Number and types of spaces; size (sq. feet), anticipated participants and/or attendees

**Barrie residents (aquatic programming of all types), aquatic sport user groups, competitive aquatic sport groups (diving, synchro, competitive swimming), other competitive swim clubs in the area; there is a substantial market for “long course” (50m) training time and/or training camps with competitive**

For City Use:

Assigned Division: \_\_\_\_\_ Contact: \_\_\_\_\_

Committee Follow-up by: \_\_\_\_\_



**swim clubs in our immediate region as well as opportunity to host provincial and championship level competitions.**

Date(s) anticipated for the facility/event (if applicable):

N/A

Description of current/future use and user groups (types of community groups, overall idea of usage including number of participants and attendees):

**As above:**

**BTSC Competitive swim club**

**Other competitive swim teams (both training opportunities as well as potential to host long course competitions)**

**Competitive aquatic sport teams (diving, synchro, triathlon)**

**Community aquatic user groups (fitness and rehabilitative swim participants, scuba, canoe/kayak clubs, etc)**

For City Use:

Assigned Division: \_\_\_\_\_

Contact: \_\_\_\_\_

Committee Follow-up by: \_\_\_\_\_



**SWIMMING**

**BARRIE TROJAN SWIM CLUB**

BE PART OF OUR SUCCESS

Inspired? Email: [Marketing@barrieswimming.ca](mailto:Marketing@barrieswimming.ca)



 Follow us: [aquaticcentre.barrieswimming.ca](https://twitter.com/aquaticcentre.barrieswimming.ca)

50M **AQUATIC CENTRE** PROPOSAL




50M AQUATIC CENTRE:  
**SIZE MATTERS**



**SWIMMING**

**BARRIE TROJAN SWIM CLUB**

SETTING THE STANDARD FOR  
EXCELLENCE IN COMMUNITY  
RECREATION AND SPORT.

 Follow us: [aquaticcentre.barrieswimming.ca](https://twitter.com/aquaticcentre.barrieswimming.ca)





vision



**CITY OF BARRIE VISION**

The City of Barrie will be progressive, diverse and prosperous with opportunities for all citizens to build a healthy and vibrant community.

**BARRIE AQUATIC CENTRE COMMITTEE VISION**

The Barrie Aquatic Centre will build a culture of aquatic sports promoting health and well-being, community accessible and inclusive for all citizens and offer competitive opportunities.

50M **AQUATIC CENTRE** PROPOSAL



priorities



**CITY OF BARRIE PRIORITIES**

- Economic Development
- Manage Growth and Protect the Environment
- Strengthen Barrie's Financial Condition
- Create a vibrant and healthy City centre
- Improve and expand community involvement and city interactions
- Provide a great public space







### ECONOMIC DEVELOPMENT

- Integrate a 50M aquatic centre into the next Recreation Centre
  - AFC study (2007) suggested that Ontario's weakness is in providing opportunities for sport training and event hosting as therapeutic uses, which requires deep water pools with lengths over 50m
- Increased sport tourism
  - Water Polo, diving and synchronized swimming are specialized competitive activities that remain popular among aquatic sports and are not offered in Barrie
- Enhance Barrie as a place people want to live
  - The most successful indoor aquatic centres normally include a variety of features that are designed to accommodate all ages and abilities with increasing emphasis on the need for aging population

### 50M AQUATIC CENTRE PROPOSAL

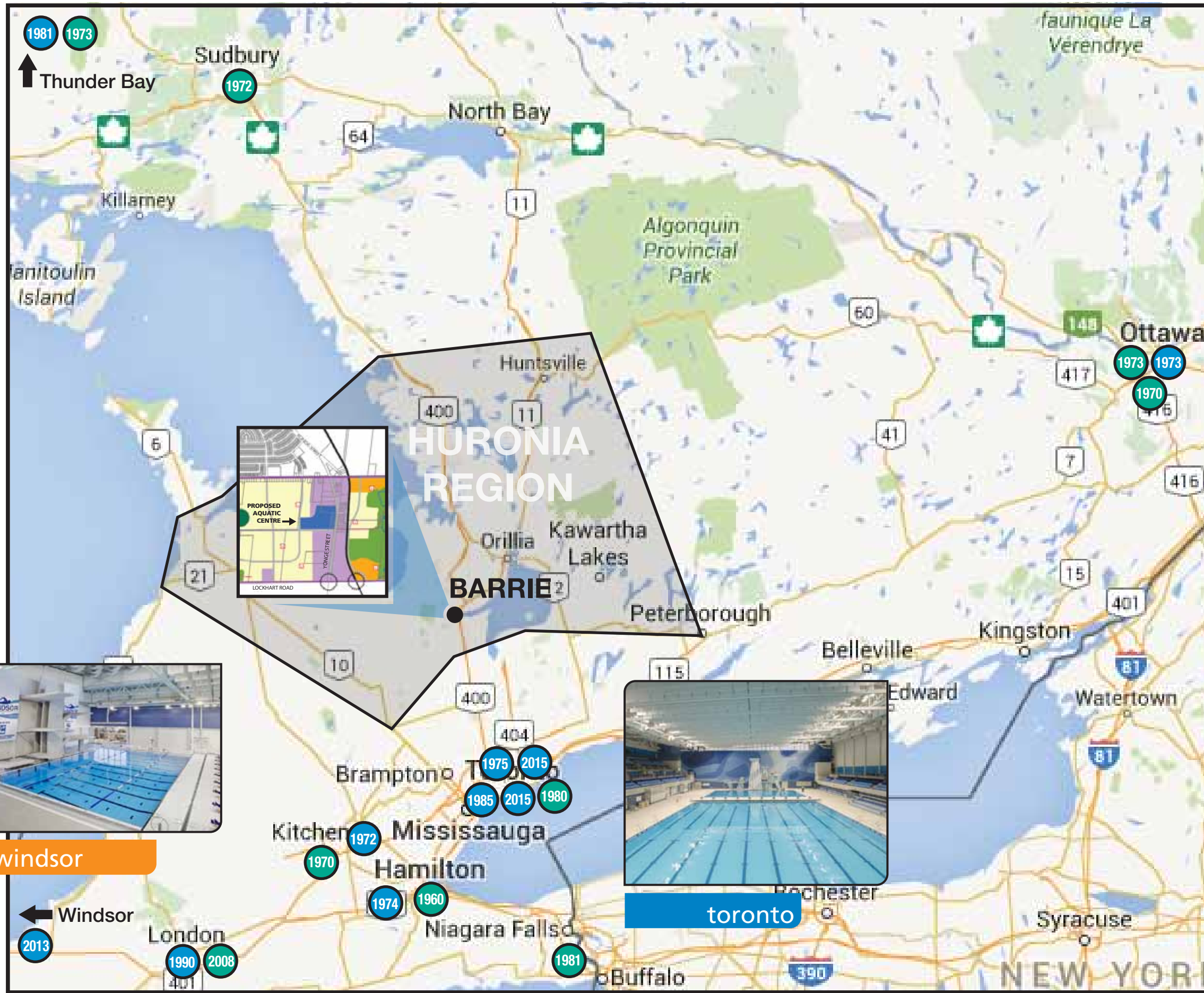


**CREATE A VIBRANT AND HEALTHY CITY**

- Community wellness and infrastructure to support plan
- Accessibility to water safety training
- Increased sense of community pride
- Aquatics as a catalyst to enhance community wellness
- Diversity of programs offered to be inclusive of all ages and abilities







### 50M AQUATIC POOL HOSTED EVENTS

- Pool
- Event

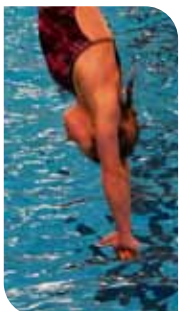
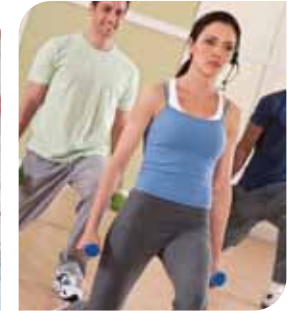
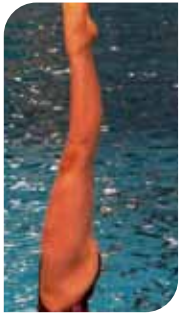


LEGEND	
	50M Municipal Pool with established date
	50M University Pool with established date





50M **AQUATIC CENTRE** PROPOSAL



**IMPROVE AND EXPAND COMMUNITY INVOLVEMENT AND CITY INTERACTIONS**

- Barrie would become the Aquatic Centre of Excellence for the Huronia Region and beyond, developing World Class athletes at home
- An enhanced centre would improve and establish a culture of excellence with all aspect of water sports (wellness swimming, diving, therapeutic treatment, water polo, kayak...etc)
- Opportunity to develop collaboration of facilities and health care providers in offering inclusive recreational water activities that do not currently exist (ie. LTCH engagement, RVH and Health Service providers)



excellence



development



active

### 50M AQUATIC CENTRE PROPOSAL



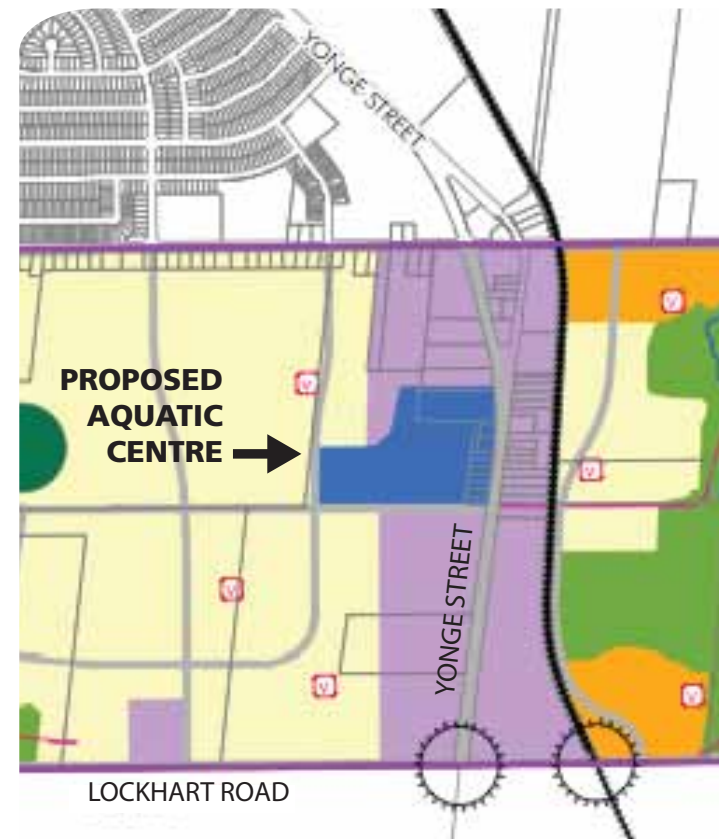
inspire



inclusive



vibrant



## 50M AQUATIC CENTRE

## THE NEXT BEST THING in BARRIE

Providing Great Public Spaces