



October 25, 2016

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Office of the Elected Officials
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Letter of Request: Council Priority Funds, Salto Gymnastics New Facility and Equipment on Podium Project

Salto intends to continue delivering on our mission of the last 36 years, but wants to respond to market demands, expand the size of its programs, and increase the opportunities for participants throughout Strathcona County. Salto is limited in its ability to expand due primarily to constraints imposed by our current facility. Salto is one of the largest gymnastics clubs in the Capital Region with 3154 members, operating in the smallest facility of the Region.

Although our current facility continues to serve its members, it has overall physical constraints, security issues, extremely limited viewing area and inadequate administration area. During peak class times, available parking is questionable. These issues have been motivating the search for a new facility for the last five years.

Salto has located, a new facility that is centrally located to the majority of our users and is in a position of high exposure. Salto Gymnastics plans to operate the Recreational classes and Competitive groups in the new facility as well as host our own competitions and events. The Preschool, Parkour and Cheerleading (new programming) would continue to operate in our current facility.

In order to prepare the new building, Salto will need to do the leasehold improvements and purchase new gymnastics equipment. We have hired a local Project Manager to construct the build out of our future location. Staff and membership will also be involved in the construction, and Salto plans to hire and purchase locally whenever possible. The new facility will allow Salto to grow its programming and staff dramatically.

With over 3000 participants in its programs and over 1000 on waitlists annually, more than 3% of Strathcona County's population, Salto Gymnastics provides programming to a market size of participants that rivals other population sports like soccer and hockey. Most of Salto's participants come from multi-sport families who live in the vibrant community of Sherwood Park. Many participants begin their life in sport through Salto's licensed Preschool at the age of three, then continue their lifelong involvement in sport through recreational gymnastics, competitive gymnastics and often become Certified Coaches remaining in Salto as employees.



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Science, research and decades of experience all point to the same thing: kids and adults will get active, stay active, and even reach the greatest heights of sport achievement if they do the right things at the right times. This is the logic behind the Long-Term Athlete Development model (LTAD). Salto Gymnastics' programming follows the LTAD model. By involving more youth in physical activity and service to our community, we are providing more positive lifestyle choices and alternatives to self-destructive behavior. Indirectly, Salto Gymnastics is also providing preventative health service while reducing the high cost of vandalism and criminal activity.

Salto's Gymnastics New Facility and Equipment on Podium Project will create more programs for our community, and thus more jobs. This new facility, with the gymnastics equipment all on podium, will be the first of its kind in Canada! Podium training is an officially scheduled practice time and practice session before the start of a large gymnastics competition, when gymnasts get a chance to do their routines on the competition equipment and in the competition arena. At most large and important international meets, the gymnastics competition equipment is raised off the floor on platforms called podiums.

Podium training comes from the concept that to help the spectators see the competition better, the equipment was elevated onto a "podium" about one meter off the ground. Even with the same brand and model of gymnastics equipment, competing on equipment on a podium is different than competing and training on equipment on a concrete or another hard floor. To have our equipment on a podium gives Salto Gymnastics athletes, and the Club itself an incredible advantage.

Our project will allow Salto Gymnastics to host more community events, such as Alberta Northern Zones, Provincials, Western Canadians and even Nationals for Artistic Gymnastics. Salto Gymnastics has more than 60 staff and more than 100 volunteers for special events. Our Strathcona Gym Challenge (annual gymnastics competition) had over 3000 attendees who stayed in Sherwood Park hotels, ate in Sherwood Park restaurants and shopped in Sherwood Park retail stores. Many local businesses sponsored the event with products or services. It was an opportunity for the whole community to shine, and shine it did! It was so successful, Alberta Gymnastics Federation approached us to host the Northern Zones, Trials to Provincials this year. Sherwood Park is more than ready for a world-class gymnastics facility.

Salto Gymnastics has been a self-sustained, non-profit community organization for over 36 years. It is, in fact, Sherwood Park's only gymnastics club. People rely on Salto to provide quality programming from nationally certified coaches.

Salto's New Facility and Equipment on Podium Project timeline is in place with an expected move in date of January 1st, 2017 and project completion by December 31st, 2017.



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Our total budget for this New Facility and Equipment on Podium Project is \$525,047.71. Should our application to Strathcona County's Council Priority Funds be successful, we plan to apply the \$10,000.00 grant towards the New Building build out portion of our budget.

Salto has saved almost \$250,000.00 over the last five years specifically for this project. Help from Strathcona County, will push Salto over the last obstacle in allowing us to move in to our new "digs". We will apply our expected earnings this year as well as all fundraising dollars towards the remaining costs in this project.

Salto Gymnastics New Facility and Equipment on Podium Project

New Building - build out	\$ 345,000.00
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Add Gymnastics Equipment Components

Climbing Ropes	\$ 809.75
New Equipment	\$ 85,795.00
Podium build	\$ 40,000.00

Add Lunchroom Appliances

kitchen appliances	\$ 4,629.00
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contingencies	5%	\$ 23,811.69
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GST	5%	\$ 25,002.27
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Total New Facility and Equipment on Podium Cost	\$ 525,047.71
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At this point, there are no other funders confirmed, however Salto will be exploring other potential grants in the future.



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This project's success will best be measured by Salto growing our programming to include all the current athletes on a waitlist. Our absolute priority with this project is to meet that demand and create classes for those 1000 athletes we have been unable to accommodate in our current facility. These athletes range in age from 18 months old to 18 years old and live here in Strathcona County.

The ripple effects this grant can generate is astounding in a gymnastics club with our many areas of expertise. By growing our programming to include all the current waitlisted athletes, we will be creating more job opportunities for coaches at Salto Gymnastics as well. 1000 more athletes in classes at an athlete to coach ratio of 10:1, means 100 new classes in a year. If we assume that we are spreading those new classes over the six sessions Salto has per year, we are talking about an addition of 17 classes per session and at least 8 new coaches. This will have a significant impact on our strained economy which has already been affected by the tragic fire in Fort McMurray.

Our current 3154 athletes will benefit through the use of a larger, newer modern facility. The Podium and new equipment will directly impact the quality of training for every member. We are very curious to measure our success rate of our Competitive Athletes, after having trained on Podium for a year. Our expectation is that they will achieve more podium place finishes in larger events simply from feeling comfortable using the competition equipment and training on Podium.

Salto Gymnastics has been a self-sustaining non-profit society for 36 years. We haven't achieved this by making hasty financial decisions. We have a group ready to lease our current space from us to cover our current lease costs. We anticipate incurring expenses of 51% of our current income because of moving to the New Facility. This tells us that we can make it work even if there are no increases in programming or number of athletes. Where we need help, is with the initial expense in The New Facility and Equipment on Podium Project.

The New Facility with our new programming and additional athletes will generate more revenue which will support the additional costs. That is exactly how a grant should work – it should provide the support needed for the organization to become self-sustaining. Salto Gymnastics is already completely self-sustaining, but is asking for Strathcona County's help in the initial costs to prepare the new facility. The impact directly on our 3154 participants and our 1000 waitlisted athletes will be immediate and tremendous. Strathcona County will also assist in creating a minimum of 8 new positions within Salto Gymnastics for new employees. Lastly, the impact to the economy of County of Strathcona through Salto hosting more events and competitions will bring a minimum of at least 3000 visitors annually to Sherwood Park. Those visitors eat, shop and stay in Sherwood Park. That is a big impact!

Sincerely,

Kelly Dick
 Operations Manager