

# Servus Place Monthly Report



**December 2009**

**City of St. Albert  
Servus Credit Union Place  
Income Statement of Revenue and Expenditures  
For the Period Ended December 31, 2009**

	<b>2009 December Actual</b>	<b>2009 December Budget</b>	<b>Variance</b>	<b>2009 YE Actual</b>	<b>2009 YE Budget</b>	<b>Variance</b>
Memberships	\$ 207,633	\$ 191,404	\$ 16,229	\$2,357,662	\$2,365,600	\$ (7,938)
Admission Fees	76,718	66,200	10,518	968,841	753,600	215,241
Lesson Fees	36,301	36,250	51	616,462	588,000	28,462
Rentals - Facility	131,112	140,800	(9,688)	1,392,151	1,408,600	(16,449)
Advertising/Sponsorship	47,229	50,414	(3,185)	545,279	559,700	(14,421)
Sale of Goods (Commission & Vending)	9,567	7,400	2,167	79,162	83,900	(4,738)
Miscellaneous Revenue	50,408	50,000	408	79,739	64,500	15,239
<b>Total Revenue</b>	<b>\$ 558,968</b>	<b>\$ 542,468</b>	<b>\$ 16,500</b>	<b>\$6,039,296</b>	<b>\$5,823,900</b>	<b>\$ 215,396</b>
Personnel Costs	\$ 312,526	\$ 302,800	\$ 9,726	\$3,660,519	\$3,731,300	\$ (70,781)
Contracted & General Services	113,354	50,688	62,666	749,867	743,100	6,767
Utilities	89,637	101,400	(11,763)	821,081	958,200	(137,119)
Materials, Goods & Supplies	89,685	35,650	54,035	453,187	446,400	6,787
Internal Debt Payments	18,000	18,000	-	215,200	215,200	-
Transfer to Operations - Aquatics	73,706	61,300	12,406	706,857	768,400	(61,543)
Transfer to Operations - Public Works	90,909	56,500	34,409	690,868	702,000	(11,132)
<b>Total Expenditure</b>	<b>\$ 787,817</b>	<b>\$ 626,338</b>	<b>\$161,479</b>	<b>\$7,297,579</b>	<b>\$7,564,600</b>	<b>\$(267,021)</b>
<b>Net Surplus (Deficit)</b>	<b>\$(228,849)</b>	<b>\$ (83,870)</b>	<b>\$(144,979)</b>	<b>\$(1,258,283)</b>	<b>\$(1,740,700)</b>	<b>\$ 482,417</b>
Recovery Rate	71%	87%		83%	77%	

## Servus Place Monthly Report December 2009

The Servus Place deficit for December is \$228,849 (\$80,295 for November), bringing the year to date deficit to \$1,258,283, for an average of \$104,854 per month. The recovery rate for December is 71% (88% for November). The YE recovery rate is 83%.

The 2009 year end actuals are within \$19,283 (-1.5%) of the 2000 year end forecast. This is a direct reflection of the hard work and diligence of the Servus Place staff in accurately forecasting and monitoring revenue and expense variances within the facility.

### Revenue Analysis

Total revenue for December is \$558,968 (\$568,529 for November), for an average per month of \$503,277. Total revenue variance for December is \$16,500 above budget projections (\$34,982 above budget for November).

- Memberships are above budget projections by \$16,229 (8.5%).
- Admission Fees are above budget projections by \$10,518 (15.9%).
- Lesson Fees are above budget projections by \$51 (0.1%).
- Rentals - Facility are below budget projections by \$9,688 (-6.9%).
- Advertising/Sponsorship is below budget projections by \$3,185 (-6.3%).
- Sale of Goods (Commission & Vending) is above budget projections by \$2,167 (29.3%).
- Miscellaneous Revenue is above budget projections by \$408 (0.8%).

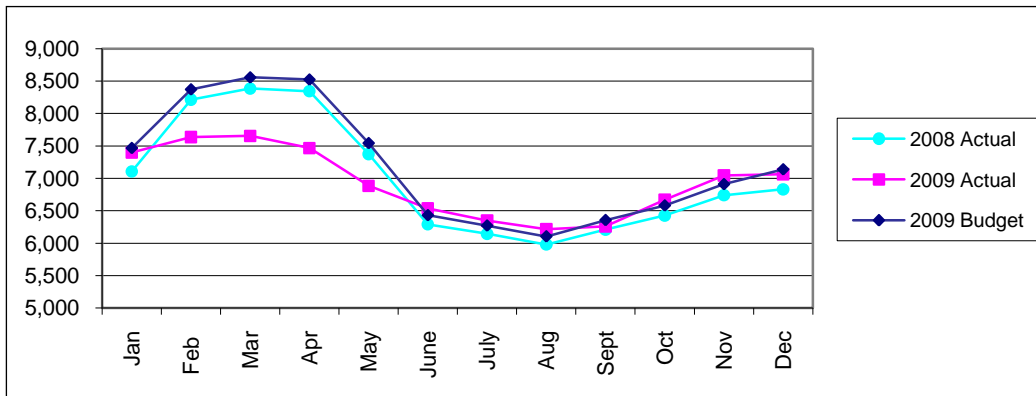
### Membership

Memberships	Dec '08 Actual	Dec '09 Actual	Dec '09 Budget	Dec '09 Variance	2009 YE Actual	2009 YE Budget	2009 YE Variance
Adult	2,843	2,945	2,982	-37	2,877	3,002	-125
Child	802	542	802	-260	657	983	-326
Family	1,758	2,050	1,927	123	1,915	1,777	138
Senior	590	713	590	123	620	559	61
Student	415	461	415	46	465	378	88
Youth	423	353	423	-70	399	490	-91
<b>Total Members</b>	<b>6,831</b>	<b>7,064</b>	<b>7,139</b>	<b>-75</b>	<b>6,932</b>	<b>7,188</b>	<b>-256</b>
Adult	2,843	2,945	2,982	-37	2,877	3,002	-125
Child	802	542	802	-260	654	983	-328
Family	373	434	410	24	405	378	27
Senior	590	713	590	123	611	559	52
Student	415	461	415	46	465	378	88
Youth	423	353	423	-70	399	490	-91
<b>Total Paid Membership Units</b>	<b>5,446</b>	<b>5,448</b>	<b>5,622</b>	<b>-174</b>	<b>5,411</b>	<b>5,790</b>	<b>-378</b>
Total Discounted Memberships	1,691	1,943			1,886		
<b>Net Membership Revenue</b>	<b>\$ 203,933</b>	<b>\$ 207,633</b>	<b>\$ 191,404</b>	<b>\$ 16,229</b>	<b>\$2,357,662</b>	<b>\$2,365,600</b>	<b>\$ (7,938)</b>

December membership revenue is \$207,633 which is 8.5% above budget and 1.8% over December 2008. The YE membership revenue of \$2,357,662 is 0.3% under budget and 7.8% over 2008. For 2009, membership revenue has tracked on budget.

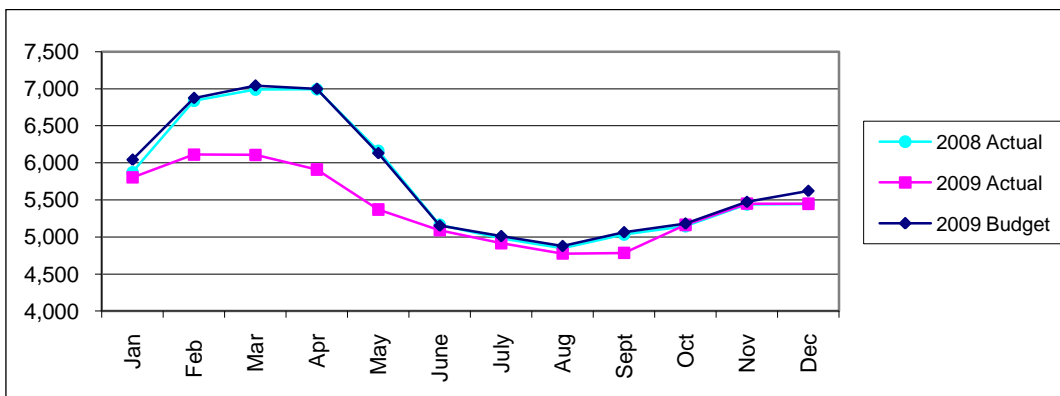
Members are the number of people who have paid for access to the facility and Membership Units are the paid number of Memberships. Overall for 2009, one family unit represents 4.7 individual members.

### Total Members

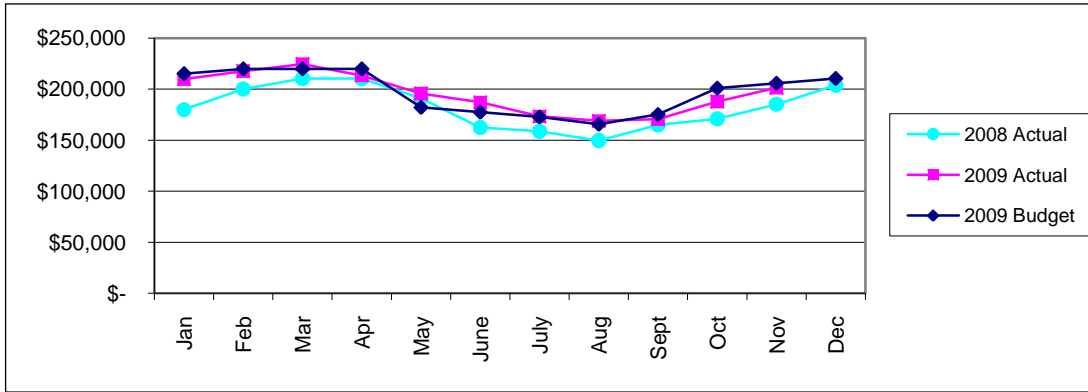


December 2009 members were 7,064 which is 1.1% below budget and 3.4% above December 2008. The 2009 YE average members are 6,932, which is 3.6% under budget and 1.0% under 2008.

### Membership Units

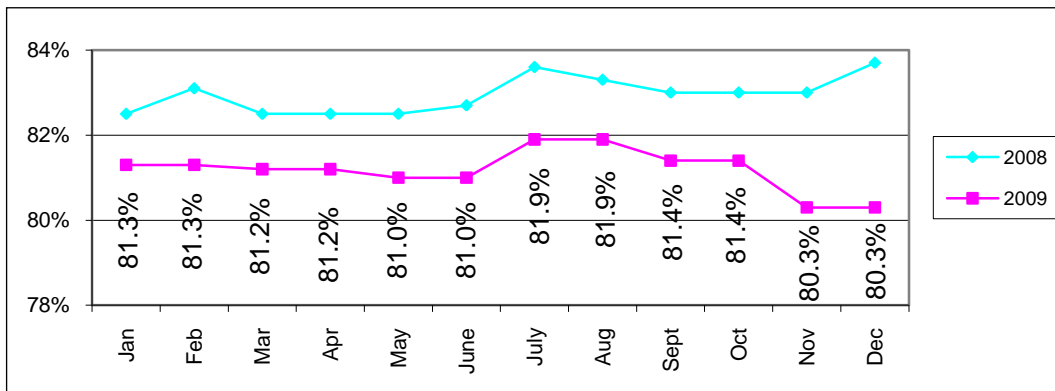


### Membership Revenue



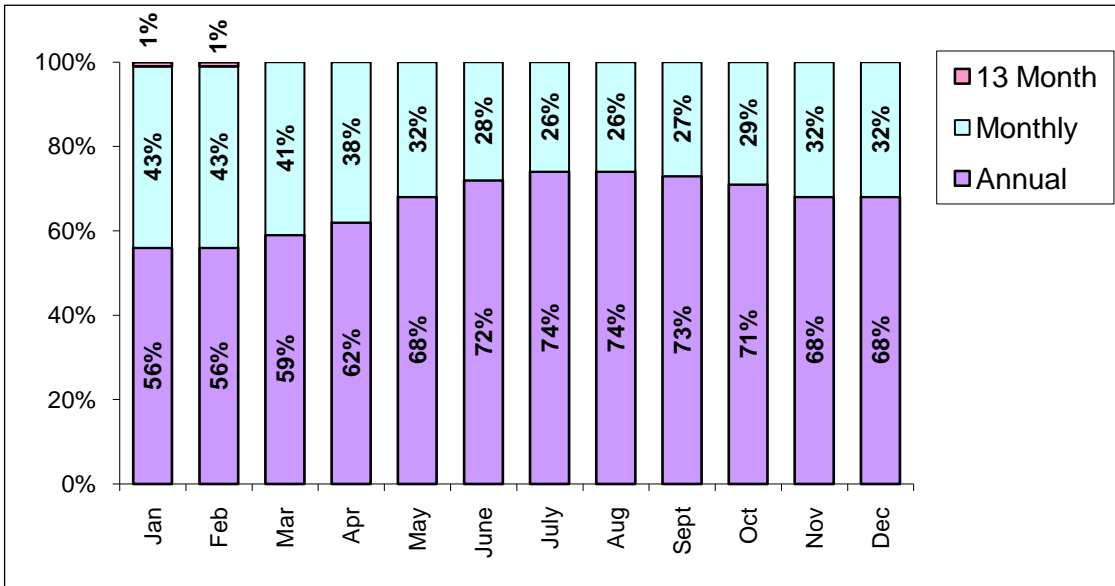
The 2009 budget is based on a blended rate of \$34.05. The actual blended rate for December 2009 is \$38.11. The YE blended rate is \$36.29.

### Percentage of Members who are St. Albert Residents



The percentage totals for the first and second quarters of 2009 were estimates and have since been confirmed and clarified to reflect the actual percentage of St Albert residents who are members of Servus Place. The 2009 average number of members who are St. Albert residents is 81.3%.

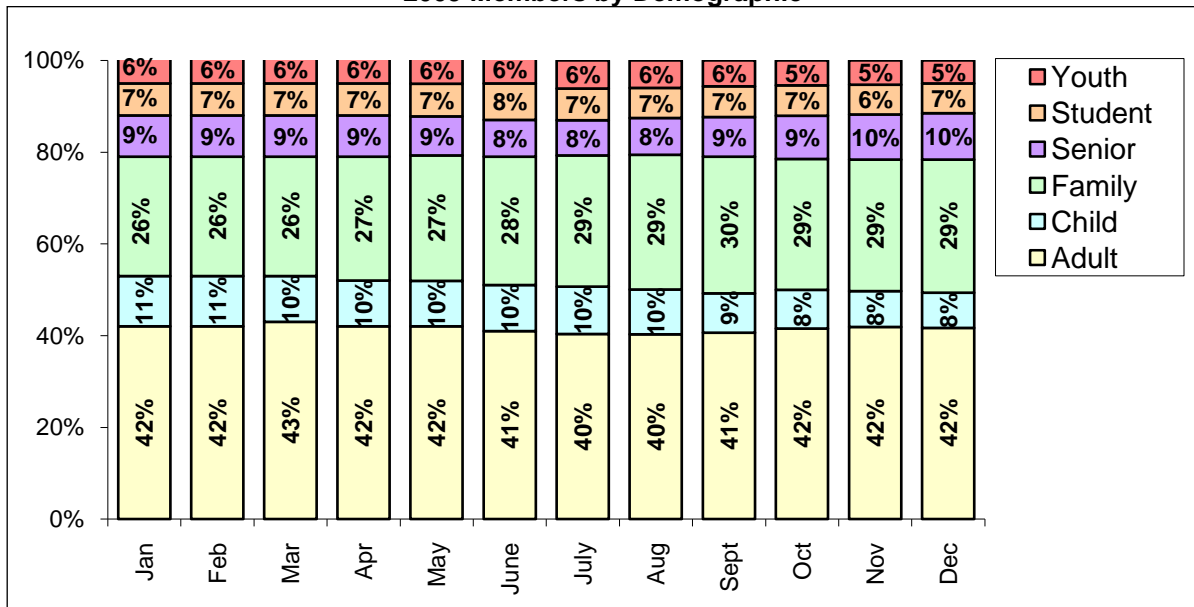
### 2009 Members by Type



There were 1,943 corporate members in December, which is a 14.9% increase over December 2008. December 2009 corporate members make up 27.5% of the total members.

In 2009, annual memberships accounted for 68% of the total memberships, an 11% increase over December 2008. This change in membership type, from monthly to annual, has resulted in fewer members but continuous revenue through all months of the year.

### 2009 Members by Demographic



Over the course of the year family memberships have increased 3% and child memberships have decreased 3%. All other membership categories remain relatively consistent.

## Day Admissions

Day Admission Revenue	Dec '08 Actual	Dec '09 Actual	Dec '09 Budget	Dec '09 Variance	2009 YE Actual	2009 YE Budget	2009 YE Variance
Adult	3,070	3,285	3,070	215	41,155	33,534	7,621
Child	3,564	3,798	3,564	234	52,142	43,050	9,092
Family	801	927	801	126	12,163	10,020	2,143
Senior	341	385	341	44	4,131	3,117	1,014
Youth	1,029	1,259	1,060	199	14,148	10,419	3,729
<b>Total Paid Passes</b>	<b>8,805</b>	<b>9,654</b>	<b>8,836</b>	<b>818</b>	<b>123,739</b>	<b>100,140</b>	<b>23,599</b>
Total Membership Swipes	27,230	28,618			348,792		
<b>Total Day Uses</b>	<b>36,035</b>	<b>38,272</b>			<b>472,531</b>		
Group Adult	0	0			0		
Group Child	40	0			326		
Group Youth	0	0			245		
<b>*Total Discounted Passes</b>	<b>40</b>	<b>0</b>			<b>571</b>		
Comp Adult	522	430			4,237		
Comp Child	149	112			1,268		
Comp Family	52	51			592		
Comp Senior	48	80			547		
Comp Youth	62	0			364		
<b>Total Complimentary Passes</b>	<b>833</b>	<b>673</b>			<b>7,008</b>		
<b>Net Day Admissions Revenue</b>	<b>\$ 69,275</b>	<b>\$ 75,010</b>	<b>\$ 63,800</b>	<b>\$ 11,210</b>	<b>\$ 931,310</b>	<b>\$ 720,000</b>	<b>\$ 211,310</b>
<b>Net Childminding Revenue</b>	<b>\$ 2,366</b>	<b>\$ 1,708</b>	<b>\$ 2,400</b>	<b>\$ (692)</b>	<b>\$ 37,531</b>	<b>\$ 33,600</b>	<b>\$ 3,931</b>
<b>Net Revenue</b>	<b>\$ 71,641</b>	<b>\$ 76,718</b>	<b>\$ 66,200</b>	<b>\$ 10,518</b>	<b>\$ 968,841</b>	<b>\$ 753,600</b>	<b>\$ 215,241</b>

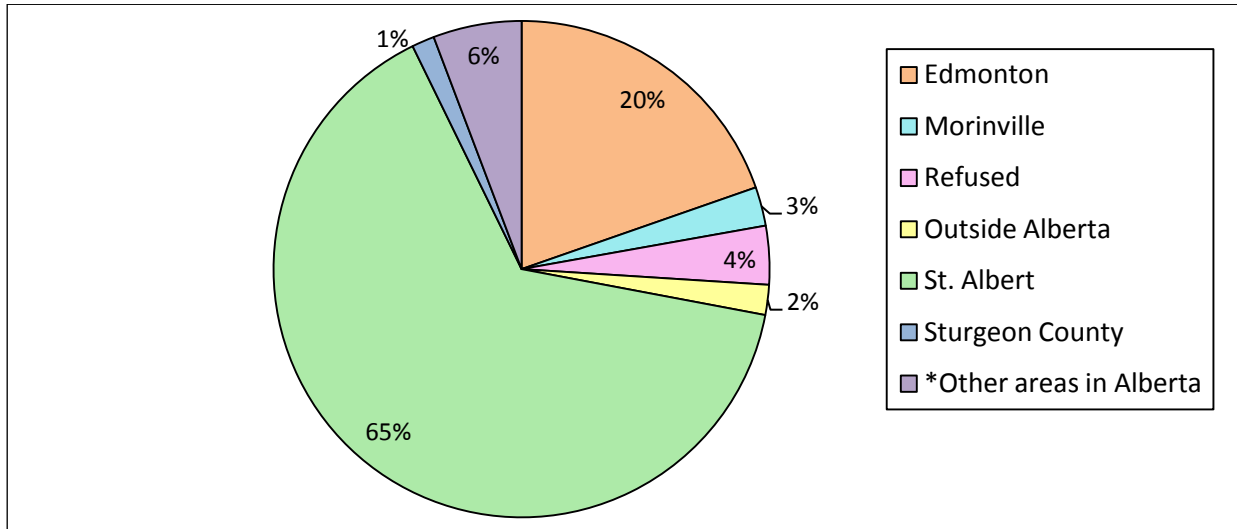
\* As of July 2009, discounted rate offered to St. Albert school groups of 50% child and 40% youth no longer applies as per the Servus Place Review recommendation. St. Albert Schools now received the large group discount of 10%.

In December 2009 total day uses, which include paid passes and membership swipes, are 38,272 which is 6.2% higher than December 2008. The YE day uses are 472,531 which is 17.4% over 2008.

The 2009 admission highlights were:

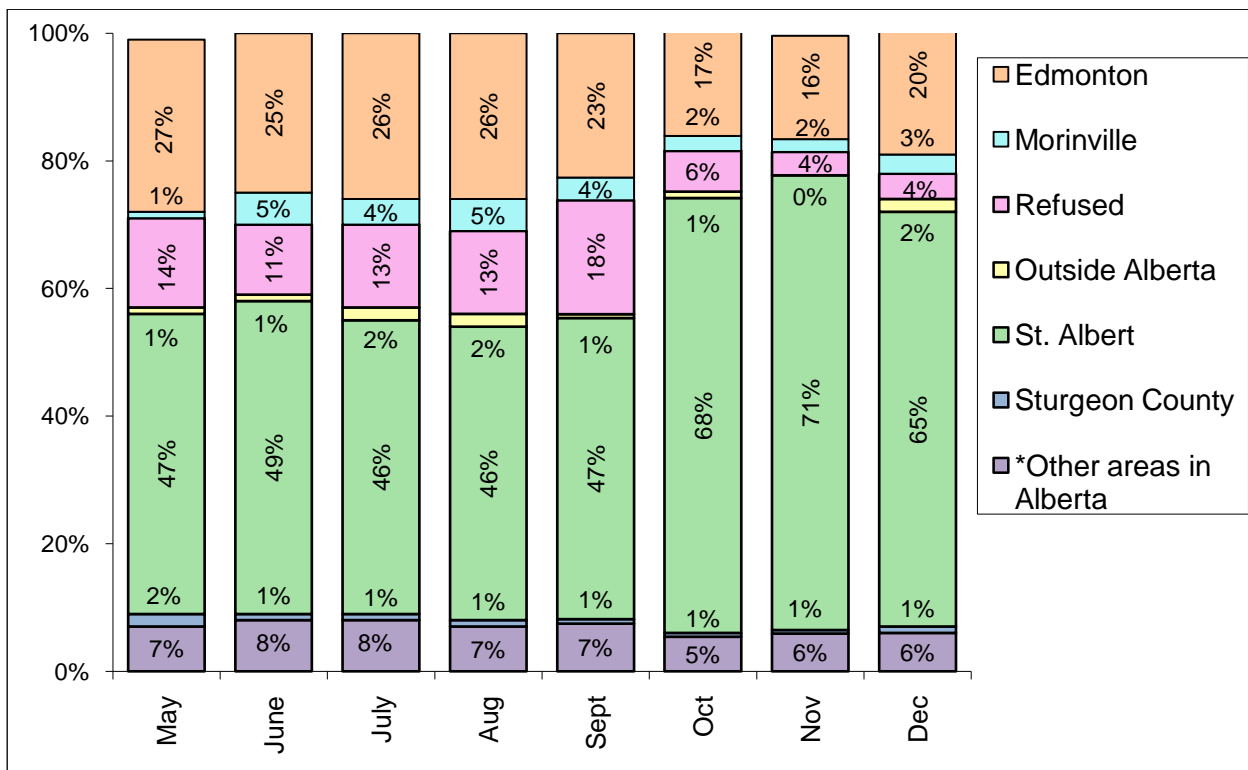
- January 2 - 2,161 admissions
- February 16 Family Day - 2,444 admissions
- Spring Break March 30 to April 2 - a total of 8,770 admissions over four days
- October 23 the day of the Halloween Haunt - 2,119 admissions

### December 2009 Servus Place Day Admissions - Postal Code Breakdown



\* Other areas of Alberta includes Stony Plain, Fort Saskatchewan, Sherwood Park, Spruce Grove and various locations around Alberta.

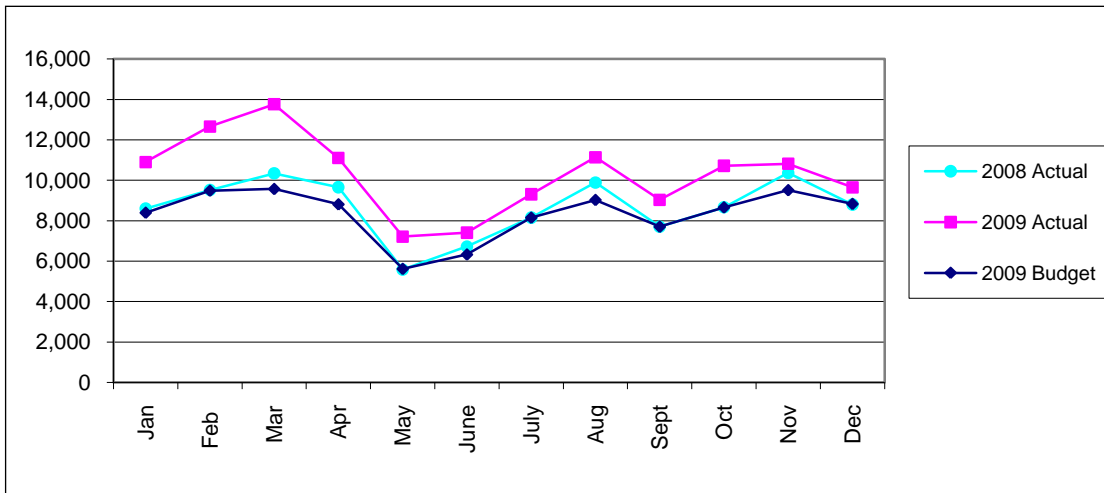
### 2009 Servus Place Day Admissions – Postal Code Breakdown



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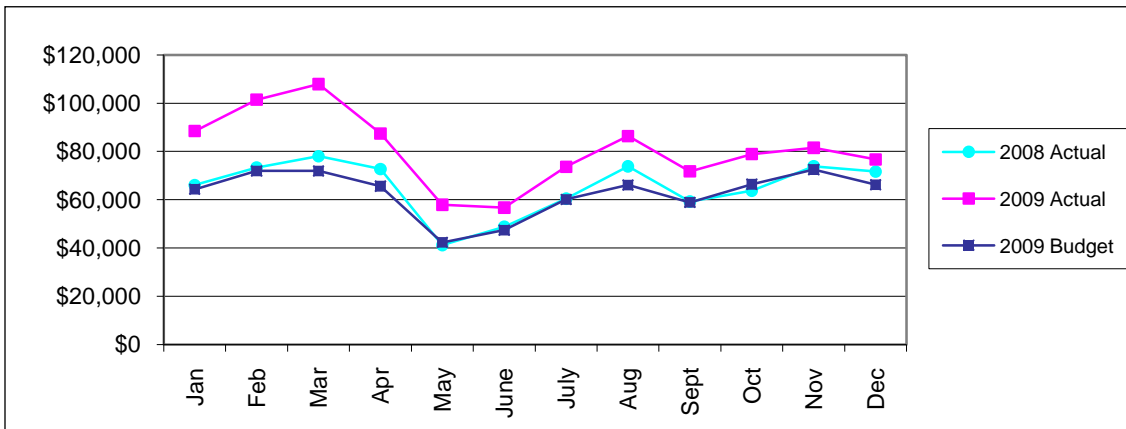
In December, almost three quarters of the paid day admissions accessing Servus Place are from St. Albert (65%). This significant increase in St. Albert residents since the summer months could be attributed in part to the increase in the number of day passes sold and a decrease in the number of individuals who refused to provide postal code. The Edmonton area accounts for 20% of paid day admissions, Sturgeon County for 1% and Morinville for 3%.

### Paid Day Passes



In December 2009 total paid passes are 9,654 which is 9.3% over budget and 9.6% over December 2008. Total paid passes for the year are 123,739 which is 23.6% over budget and 19.0% over 2008.

### Day Admission Revenue



In December 2009 day admission revenue is \$76,718 which is over budget by 15.9% and 7.1% over December 2008. The YE day admission revenue is \$968,841, which is 28.6% over budget and 23.8% over 2008.

# Water Play Park

Water Play Centre Use	Dec '08 Actual	Dec '09 Actual	Dec '09 Variance	2009 YTD Avg	2009 YTD Total
Hours open	399	408	9	418	5,012
<b>Water Play Centre Users</b>	<b>19,936</b>	<b>15,825</b>	<b>-4,111</b>	<b>19,878</b>	<b>238,536</b>
Daily Average Per Hour	50	39	-11	48	570
Play Pass Swipes - FPRC	1,135	1,055	-80	1,741	20,894
Play Pass Swipes - Grosvenor	0	0	0	114	1,366
<b>Total</b>	<b>1,135</b>	<b>1,055</b>	<b>-80</b>	<b>1,855</b>	<b>22,260</b>

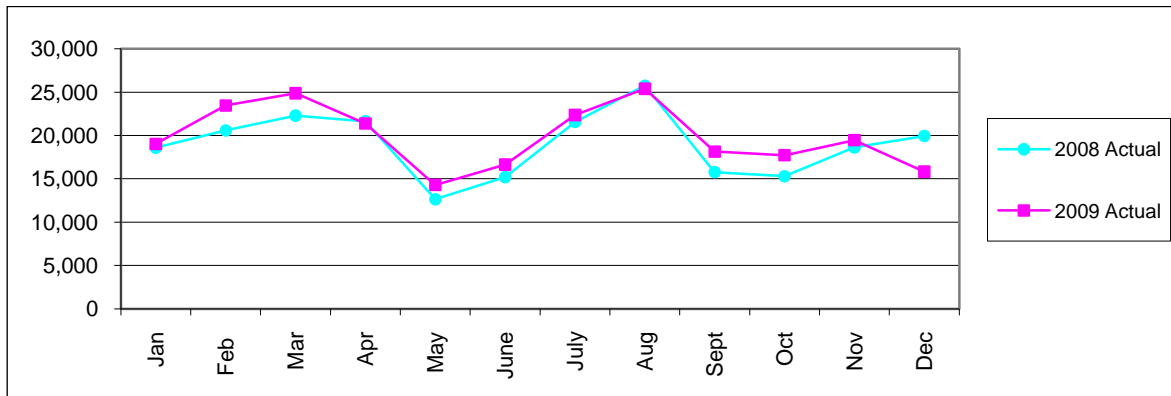
In December 2009, there were 15,825 users of the Water Play Centre, a decrease of 20.6% from December 2008. The YE Water Play Park users were 238,536 which is 4.7% higher than 2008.

The Landrex Water Play Centre had strong attendance during the Christmas holidays. High attendance days were December 29 and 30 with 1,264 and 1,453 patrons respectively, which may be due to the fact that Fountain Park was closed for their annual spruce up.

One of the benefits of an annual membership at Servus Place is access to all other City affiliate venues (Fountain Park Recreation Centre, Grosvenor Pool, and Akinsdale and Kinex Arenas). In December, member uses were recorded at 1,055 at Fountain Park Recreation Centre. Grosvenor Pool has been closed for the season.

In 2009, there were a total of 22,260 play pass swipes at Fountain Park Recreation Centre and Grosvenor Pool which is a 20.2% decrease from 2008. This may be due to the fact that in 2008 monthly and annual members had access to City affiliate venues, whereas in 2009 only annual members have this benefit.

**Water Play Park Users**



## Lesson Fees

Lesson Fees	Dec '08 Actual	Dec '09 Actual	Dec '09 Budget	Dec '09 Variance	2009 YTD Actual	2009 YTD Budget	2009 YTD Variance
Fitness	\$ 34,450	\$ 31,259	\$ 34,450	\$ (3,191)	\$ 431,397	\$ 361,900	\$ 69,497
Recreation	\$ 1,800	\$ 5,042	\$ 1,800	\$ 3,242	\$ 185,065	\$ 226,100	\$ (41,035)
<b>Net Revenue</b>	<b>\$ 36,250</b>	<b>\$ 36,301</b>	<b>\$ 36,250</b>	<b>\$ 51</b>	<b>\$ 616,462</b>	<b>\$ 588,000</b>	<b>\$ 28,462</b>

### Fitness

The variance in fitness program revenue is due to budget trending. The year end fitness revenue is due to higher than anticipated personal training and registration in fitness programs.

Fitness Centre statistics remain quite strong with 24,441 users for December 2009, an average of 779 people per day. In 2009, the Fitness Centre saw 304,248, an increase of 16.2% over 2008, for an average of 843 participants per day.

Fitness services continue to be strong providing 259 individual sessions in December 2009, and a total of 2,722 were sold in 2009, which is a 14.5% increase over 2008.

Popular drop-in fitness programs in December were the Christmas drop-in schedule including programs like "Candy Cane Combat", "Sugarplum Spin" and "Stockin' Up Strength for Seniors".

Popular registered fitness programs in December include the morning Bootcamp, Smart Start Yoga and Pilates and Bigger Loser.

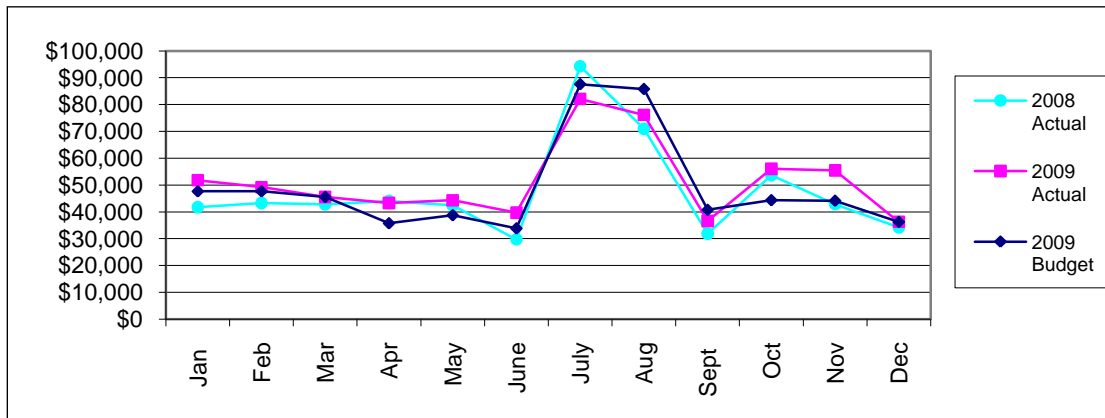
### Recreation

Recreation revenue is over budget due to higher than anticipated enrolment in December programs as well as the addition of the December break Holiday Howler programs which ran at 100% capacity. The year end recreation revenue is under budget due to unexpected fluctuations in program registrations throughout the year. Through consultations with participants and strategic planning, adjustments are being made to program content for the 2010 programming year.

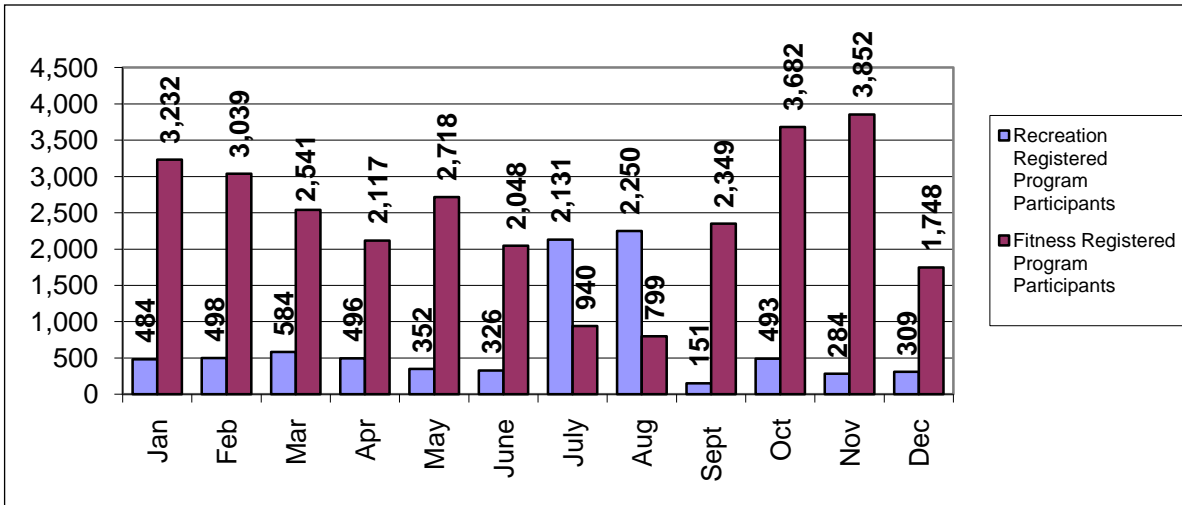
Popular drop-in recreation programs in December include Parents and Tots, Public Skating, Adult Shiny and drop-in badminton and floor hockey. December Senior's Day had 85 participants.

Popular registered recreation programs in December include the Holiday Howler programs and Christmas day camps.

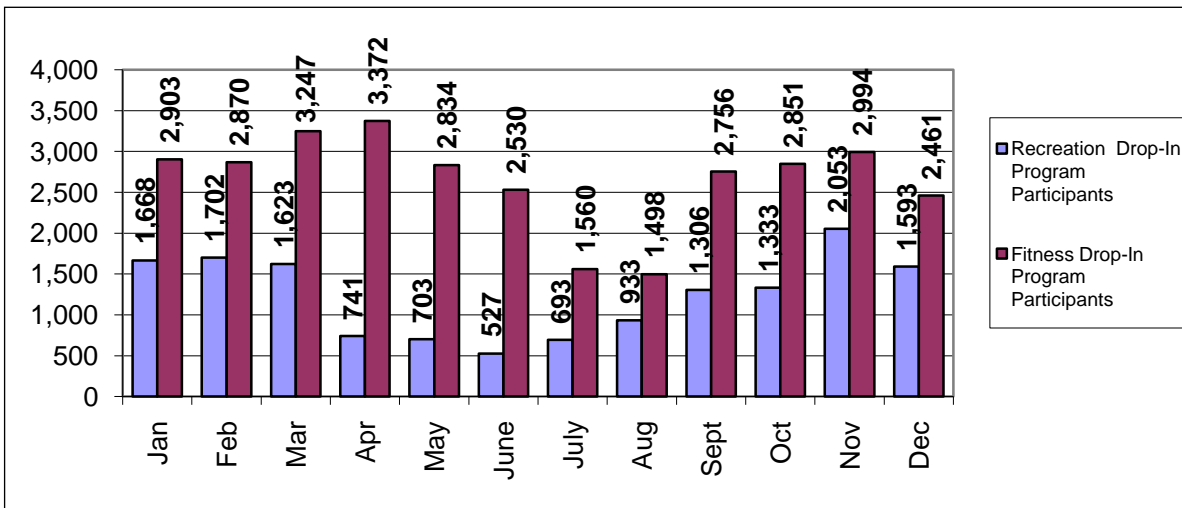
### Lesson Fees Revenue



### 2009 Participants in Registered Programs



### 2009 Participants in Drop-In Programs



## Rentals

Rental Revenue	Dec '08 Actual	Dec '09 Actual	Dec '09 Budget	Dec '09 Variance	2009 YTD Actual	2009 YTD Budget	2009 YTD Variance
Arenas	\$ 79,417	\$ 85,780	\$ 80,000	\$ 5,780	\$ 869,943	\$ 820,500	\$ 49,443
Fieldhouses	\$ 25,920	\$ 28,212	\$ 35,000	\$ (6,788)	\$ 260,348	\$ 297,000	\$ (36,652)
Gyms	\$ 3,463	\$ 2,965	\$ 4,000	\$ (1,035)	\$ 29,744	\$ 50,500	\$ (20,756)
Meeting rooms	\$ 3,042	\$ 156	\$ 4,500	\$ (4,344)	\$ 45,974	\$ 45,150	\$ 824
Leaseholders	\$ 10,158	\$ 10,773	\$ 13,300	\$ (2,527)	\$ 151,777	\$ 159,600	\$ (7,823)
Parties	\$ 3,139	\$ 3,225	\$ 4,000	\$ (775)	\$ 34,364	\$ 35,850	\$ (1,486)
<b>Total</b>	<b>\$ 125,138</b>	<b>\$ 131,112</b>	<b>\$ 140,800</b>	<b>\$ (9,688)</b>	<b>\$1,392,151</b>	<b>\$1,408,600</b>	<b>\$ (16,449)</b>

December overall rental revenue is under budget due to limited demand for space through the holiday season. The 2009 year end rental revenue is on budget.

### December Event Highlights

- CCA Continental Cup of Curling Media Conference – December 2
- Steel Home Games – December 4, 6, 11, 13, 20, 22
- Michael Currione Foundation – December 19
- Servus Place Membership Event – December 13
- SAMHA Christmas Tournament December 27-29
- North Pointe Church Fun night – December 30

Rentals are tracked by prime and non-prime hours. Total hours are all hours that a facility can be booked.

Effective September 1, 2009 prime time hours for all applicable facilities was changed to end at 11:00pm on weekdays and weekends as opposed to 12:00am midnight. Evaluation over the 2008-2009 season did not see demand for use past 11:00pm at a level to warrant a prime time rate up to midnight. The belief is that a non prime time rate after 11:00pm would also attract potential new users, and is more consistent with other regional facility prime time/non prime time hours.

Prime time hours effective September 1, 2009 are explained in the chart below:

	Prime Time		Non Prime Times	
Days of the week	Monday, Tuesday, Wednesday, Thursday, Friday	Saturday, Sunday	Monday, Tuesday, Wednesday, Thursday, Friday	Saturday, Sunday
Times	4:30pm – 11:00pm	7:00am – 11:00pm	11:01am – 4:29pm	11:01am – 6:59am

Prime time hours effective September 1, 2008 are explained in the chart below:

	Prime Time		Non Prime Times	
Days of the week	Monday, Tuesday, Wednesday, Thursday, Friday	Saturday, Sunday	Monday, Tuesday, Wednesday, Thursday, Friday	Saturday, Sunday
Times	4:30pm – midnight	7:00am – midnight	12:01am – 4:29pm	12:01am – 6:59am

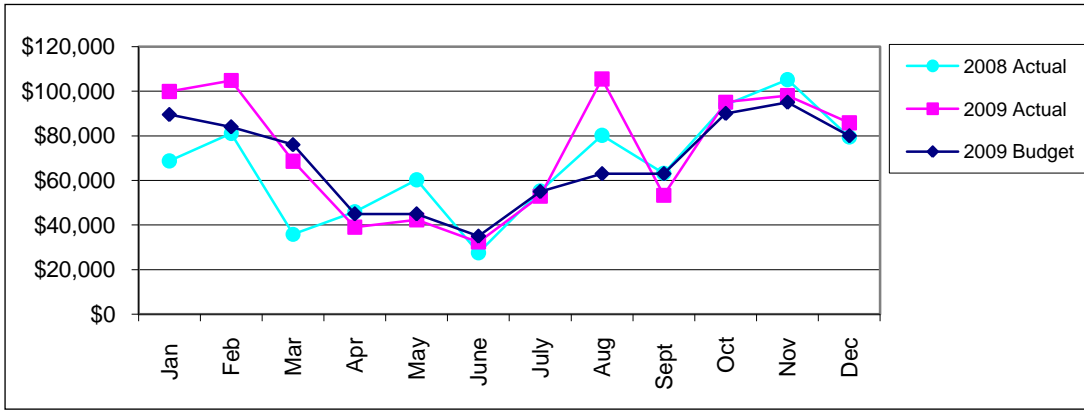
## Arena

Arena Rental Revenue	Dec '08 Actual	Dec '09 Actual	Dec '09 Budget	Dec '09 Variance	2009 YTD Actual	2009 YTD Budget	2009 YTD Variance
Hours rented	723	991	924	67	8,535	8,241	294
Hours programmed	72	146	75	71	2,076	715	1,361
<b>Total hours used</b>	<b>795</b>	<b>1,137</b>	<b>999</b>	<b>138</b>	<b>10,611</b>	<b>8,956</b>	<b>1,655</b>
Total hours available	1,718	1,716	1,716	0	19,132	19,132	0
<b>% Utilized Total</b>	<b>46%</b>	<b>66%</b>	<b>58%</b>	<b>8%</b>	<b>55%</b>	<b>47%</b>	<b>8%</b>
Prime time hours rented	518	771	719	52	6,660	6,521	139
Prime time hours programmed	20	14	20	-6	1,033	245	788
<b>Prime time hours used</b>	<b>538</b>	<b>785</b>	<b>739</b>	<b>46</b>	<b>7,693</b>	<b>6,766</b>	<b>927</b>
Prime time hours available	833	867	867	0	10,679	10,679	0
<b>% Utilized Prime Time</b>	<b>65%</b>	<b>91%</b>	<b>85%</b>	<b>5%</b>	<b>72%</b>	<b>63%</b>	<b>9%</b>
<b>Revenue</b>	<b>\$ 79,417</b>	<b>\$ 85,780</b>	<b>\$ 80,000</b>	<b>\$ 5,780</b>	<b>\$ 869,943</b>	<b>\$ 820,500</b>	<b>\$ 49,443</b>

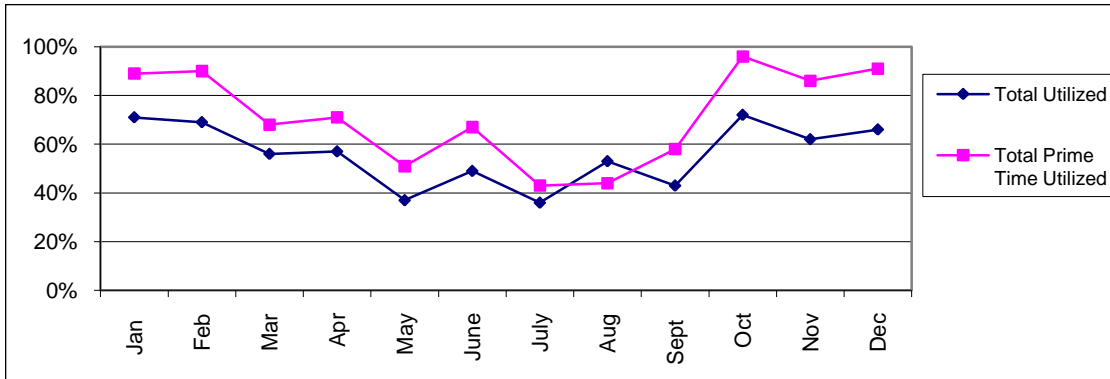
Arena rental revenue is slightly over budget due to a tournament operating on weekdays during Christmas break which used more non prime time hours as well as an increase in new evening adult hockey rentals.

The 2009 year end arena revenue is over budget. August proved to be the main contributor to the above projection revenue with a significant increase in use at Spring/ Summer rates.

### Arena Rental Revenue



### Arena Total & Primetime Utilization



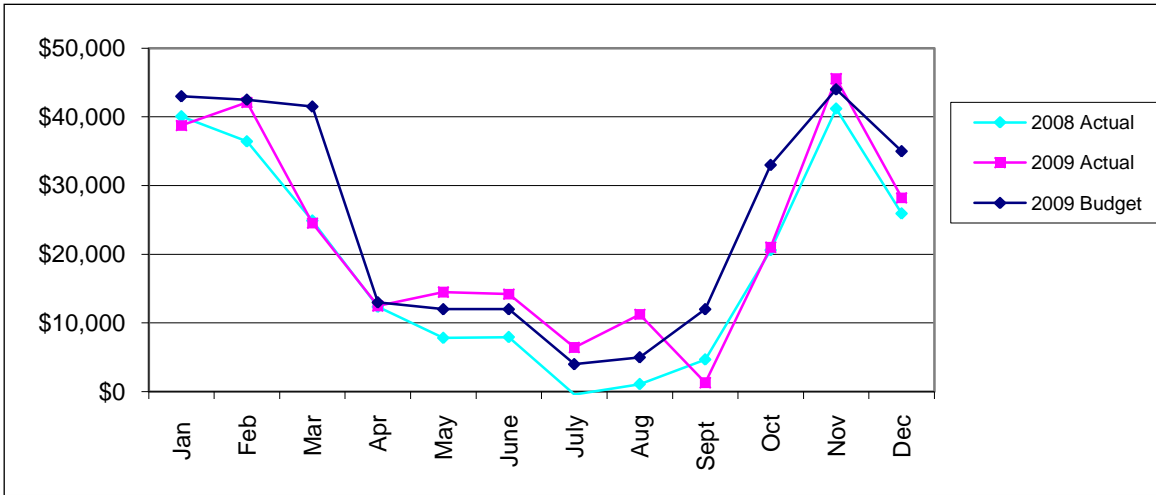
## Fieldhouses

FH Rental Revenue	Dec '08 Actual	Dec '09 Actual	Dec '09 Budget	Dec '09 Variance	2009 YTD Actual	2009 YTD Budget	2009 YTD Variance
Hours rented	277	301	373	-72	3,577	3,863	-286
Hours programmed	87	109	90	19	1,824	1,475	349
<b>Total hours used</b>	<b>364</b>	<b>410</b>	<b>463</b>	<b>-53</b>	<b>5,401</b>	<b>5,338</b>	<b>63</b>
Total hours available	1,030	1,101	1,101	0	12,202	12,202	0
<b>% Utilized Total</b>	<b>35%</b>	<b>37%</b>	<b>42%</b>	<b>-5%</b>	<b>44%</b>	<b>44%</b>	<b>1%</b>
Prime time hours rented	247	271	336	-65	2,848	3,210	-362
Prime time hours programmed	43	32	40	-8	848	532	316
<b>Total Prime time hours used</b>	<b>290</b>	<b>303</b>	<b>376</b>	<b>-73</b>	<b>3,696</b>	<b>3,742</b>	<b>-46</b>
Prime time hours available	540	568	568	0	6,549	6,549	0
<b>% Utilized Prime Time</b>	<b>54%</b>	<b>53%</b>	<b>66%</b>	<b>-13%</b>	<b>56%</b>	<b>57%</b>	<b>-1%</b>
<b>Revenue</b>	<b>\$ 25,920</b>	<b>\$ 28,212</b>	<b>\$ 35,000</b>	<b>\$ (6,788)</b>	<b>\$ 260,348</b>	<b>\$ 297,000</b>	<b>\$ (36,652)</b>

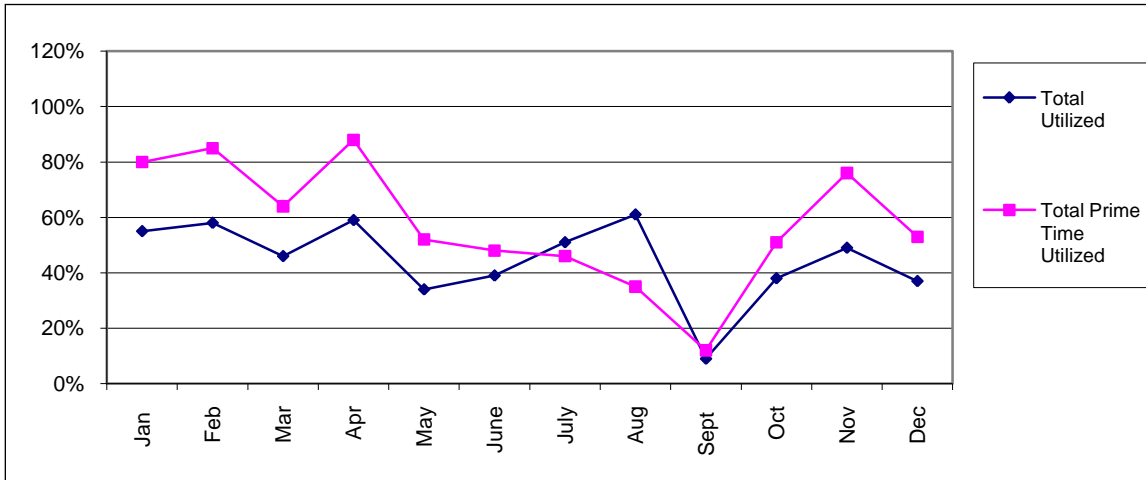
Fieldhouse rental revenue is under budget for December due to a low number of bookings during the holiday season.

Year end fieldhouse revenue is significantly under budget due to unreliable fieldhouse use patterns which have been somewhat less consistent each year compared to arenas.

### Fieldhouse Rental Revenue



### 2009 Fieldhouse Total & Primetime Utilization



## Gyms

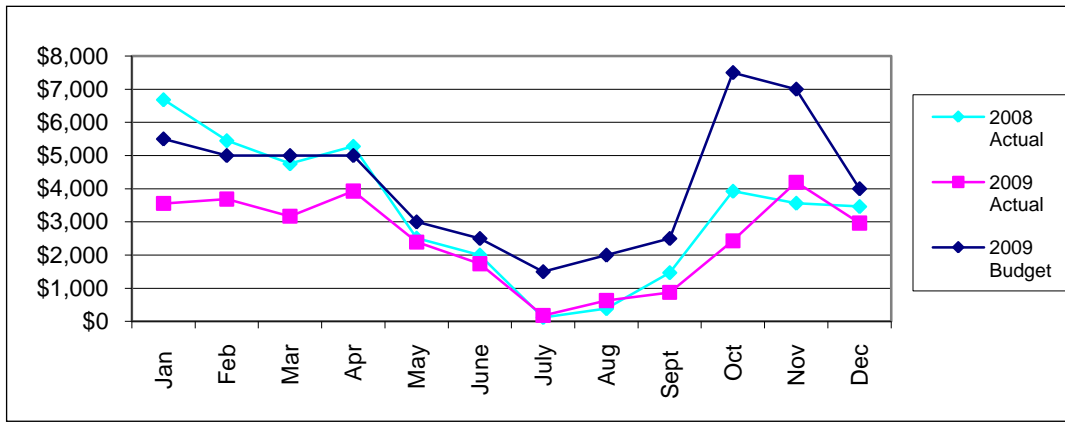
Gym Rental Revenue	Dec '08 Actual	Dec '09 Actual	Dec '09 Budget	Dec '09 Variance	2009 YTD Actual	2009 YTD Budget	2009 YTD Variance
Hours rented	74	74	100	-26	787	1,332	-545
Hours programmed	205	291	205	86	3,890	2,960	930
Hours of spontaneous use	833	519	833	-314	6,423	8,963	-2,540
<b>Total hours used</b>	<b>1,112</b>	<b>884</b>	<b>1,138</b>	<b>-254</b>	<b>11,100</b>	<b>13,254</b>	<b>-2,155</b>
Total hours available	1,557	1,557	1,557	0	17,884	17,884	0
<b>% Utilized Total</b>	<b>71%</b>	<b>57%</b>	<b>73%</b>	<b>-16%</b>	<b>62%</b>	<b>74%</b>	<b>-12%</b>
Prime time hours rented	68	55	39	16	655	477	178
Prime time hours programmed	119	162	120	42	2,076	1,345	731
Prime time hours of spontaneous use	421	270	419	-149	3,605	5,075	-1,470
<b>Total Prime time hours used</b>	<b>608</b>	<b>487</b>	<b>578</b>	<b>-91</b>	<b>6,336</b>	<b>6,897</b>	<b>-561</b>
Prime time hours available	810	809	809	0	9,630	9,630	0
<b>% Utilized Prime Time</b>	<b>75%</b>	<b>60%</b>	<b>71%</b>	<b>-11%</b>	<b>66%</b>	<b>72%</b>	<b>-6%</b>
<b>Revenue</b>	<b>\$ 3,463</b>	<b>\$ 2,965</b>	<b>\$ 4,000</b>	<b>\$(1,035)</b>	<b>\$ 29,744</b>	<b>\$ 50,500</b>	<b>\$(20,756)</b>

Gymnasium rental revenue is limited due to the availability of only one court for booking and limited demand from groups.

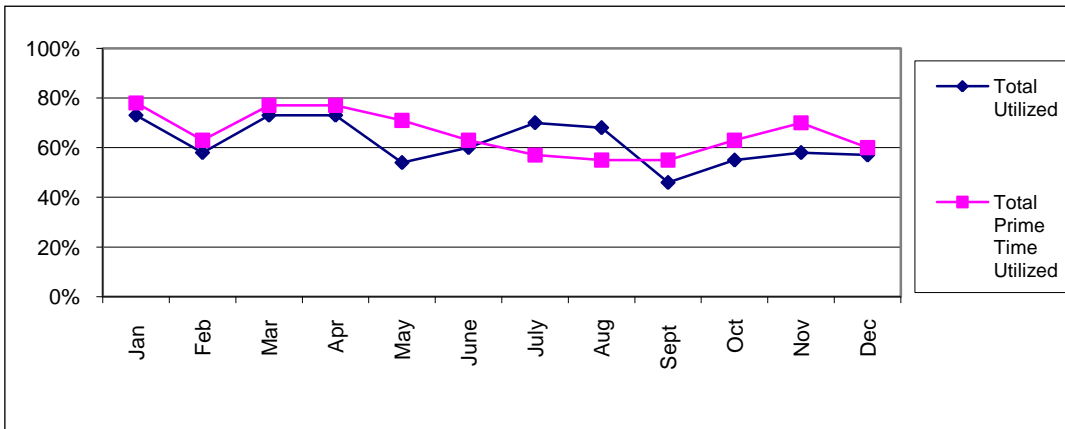
Year end gymnasium rental revenue is significantly under budget due to limited availability of one court for booking as well as increased programming and spontaneous use on the courts.

As membership and day admissions grow, there is increased use of the gymnasiums for drop-in and spontaneous activities. At times use of all three courts is required for spontaneous use.

### Gymnasium Rental Revenue



### 2009 Gyms Total & Primetime Utilization



## Advertising, Fundraising and Sponsorship

Advertising Fundraising and Sponsorship Inventory	Dec '08 Actual	Dec '09 Actual	Dec '09 Budget	Dec '09 Variance	2009 YTD Average	2009 YTD Budget	2009 YTD Variance
<b>Total Space Sold</b>	<b>132</b>	<b>134</b>	<b>153</b>	<b>19</b>	<b>133</b>	<b>146</b>	<b>-13</b>
Total Space Available	197	197	197	0	197	197	0
Remaining Inventory	65	63	44	-19	64	51	13
<b>% of Space Sold</b>	<b>67%</b>	<b>68%</b>	<b>78%</b>	<b>10%</b>	<b>68%</b>	<b>74%</b>	<b>-6%</b>

The past year was a competitive year in the advertising industry as many businesses tightened their advertising budgets. The common theme among businesses is that they want a strong “return on investment”. While supporting the community is important, during tougher economic times they want to ensure their advertising dollars are being spent as strategically and effectively as possible.

The following is the advertising activity summary for 2009:

- Nine new advertisers
- One advertiser increased the value of their ad buy
- Two advertisers decreased the value of their ad buy
- Nine advertisers cancelled their ad buy with Servus Place (one stayed in the building and now advertises with the St. Albert Steel)

Advertising Space at Servus Place	Performance Arena	Mark Messier Arena	Troy Murray Arena	Sarasota fieldhouse	Pizza 73 fieldhouse	Community Gym	Information Boards	Akinsdale Arena	Total
Spaces available	56	29	29	22	22	4	6	29	197
Spaces sold	38	25	20	15	12	4	0	20	134
Percentage of Spaces Sold	68%	86%	69%	68%	55%	100%	0%	69%	68%

The charts above represent the number of advertisements, of all value, sold in December.

Advertising Fundraising and Sponsorship Revenue	Dec '08 Actual	Dec '09 Actual	Dec '09 Budget	Dec '09 Variance	2009 YTD Actual	2009 YTD Budget	2009 YTD Variance
Advertising Revenue	\$ 20,921	\$ 15,529	\$ 18,713	\$ (3,185)	\$ 160,579	\$ 180,000	\$ (19,421)
Fundraising/Sponsorship	\$ 32,680	\$ 31,700	\$ 31,700	\$ -	\$ 384,700	\$ 379,700	\$ 5,000
<b>Total Revenue</b>	<b>\$ 53,601</b>	<b>\$ 47,229</b>	<b>\$ 50,414</b>	<b>\$ (3,185)</b>	<b>\$ 545,279</b>	<b>\$ 559,700</b>	<b>\$ (14,421)</b>

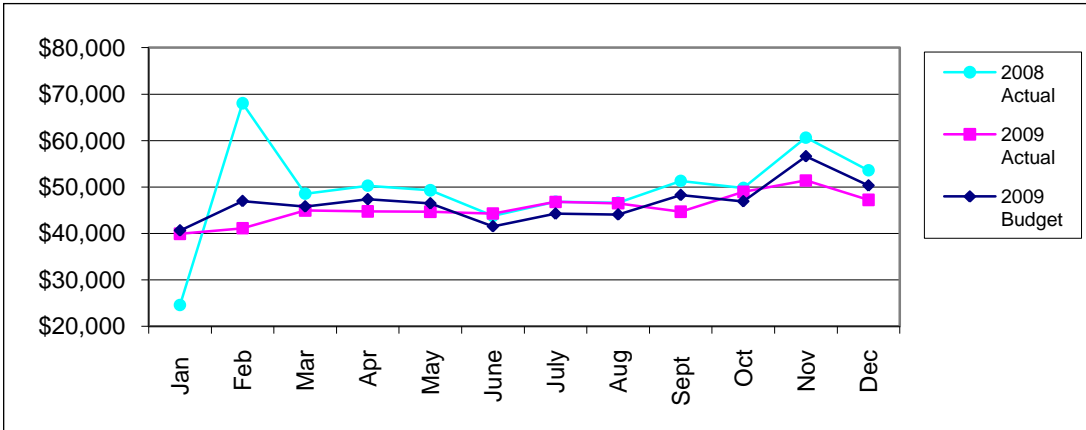
December sponsorship revenue is under budget due to one advertiser being lost in November and no new advertisers acquired. Year end advertising and sponsorship revenue is on budget.

The chart above recognizes the revenue generated for all advertisements in a given month. Revenue for ads posted after the fifteenth of the month are recognized on a pro-rated basis.

Member and sponsor holiday party held in restaurant space combined with hosting St. Albert Steel game on December 13. Skybox Grill prepared chilli for our guests while Tim Horton's provided free coffee and hot chocolate to approximately 210 adults and 150 children who attended the event.

Launched member acquisition campaign, running through end of January where any new annual member is entered to win a trip to Disneyland.

**Advertising and Sponsorship**

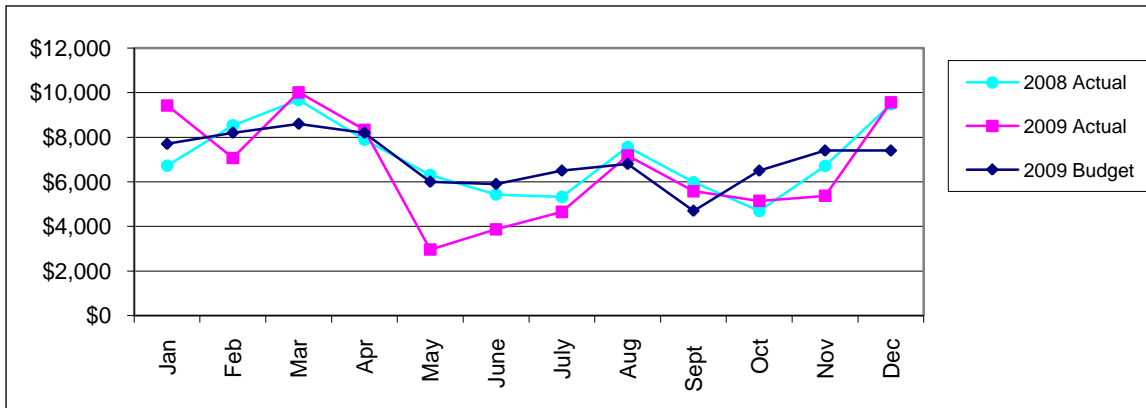


## Commissions & Vending

Commissions and Vending	Dec '08 Actual	Dec '09 Actual	Dec '09 Budget	Dec '09 Variance	2009 YTD Actual	2009 YTD Budget	2009 YTD Variance
Vending Commission	\$ 4,027	\$ 6,950	\$ 4,700	\$ 2,250	\$ 53,149	\$ 53,400	\$ (251)
Locker Total Revenue	\$ 1,983	\$ 1,410	\$ 2,700	\$ (1,290)	\$ 20,940	\$ 30,500	\$ (9,560)
Guest Services	\$ 3,469	\$ 1,207	\$ -	\$ 1,207	\$ 5,073	\$ -	\$ 5,073
<b>Total Revenue</b>	<b>\$ 9,479</b>	<b>\$ 9,567</b>	<b>\$ 7,400</b>	<b>\$ 2,167</b>	<b>\$ 79,162</b>	<b>\$ 83,900</b>	<b>\$ (4,738)</b>

December commissions and vending revenue is over budget due to higher than anticipated vending commissions. The 2009 year end revenue is on budget.

### Commissions & Vending Revenue



## Expense Analysis

Total expenses for December are \$787,817 (\$648,824 for November), for an average per month \$608,131. Total expense variance for December was \$161,479 above budget projections (\$20,728 below budget for November).

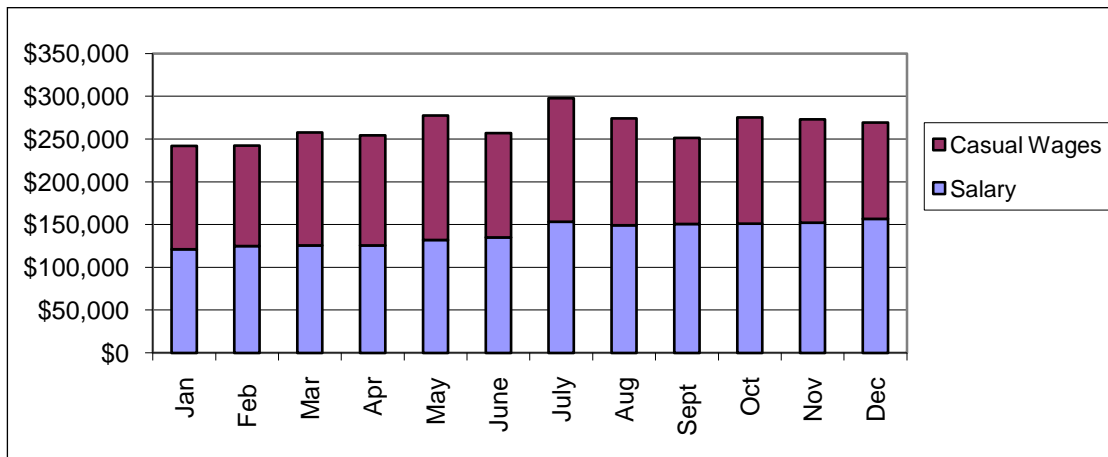
- \* Personnel Costs are above budget projections by \$9,726 (3.2%).
- \* Contracted & General Services are above budget projections by \$62,666 (123.6%).
- \* Utilities are below budget projections by \$11,763 (-11.6%).
- \* Materials, Goods & Supplies are above budget projections by \$54,035 (151.6%).
- \* Internal Debt Payments are equal to budget.
- \* Transfer to Operations - Aquatics is above budget projections by \$12,406 (20.2%).
- \* Transfer to Operations - Public Works is above budget projections by \$34,409 (60.9%).

## Personnel Costs

Personnel Costs	Dec '08 Actual	Dec '09 Actual	Dec '09 Budget	Dec '09 Variance	2009 YTD Actual	2009 YTD Budget	2009 YTD Variance
<b>Salary</b>	\$ 123,234	\$ 156,815	\$ 150,900	\$ 5,915	\$1,678,953	\$1,809,500	\$ (130,547)
<b>Casual Wages</b>	\$ 95,465	\$ 112,669	\$ 110,400	\$ 2,269	\$1,492,861	\$1,412,400	\$ 80,461
Total Salary and Casual Wages	\$ 218,699	\$ 269,484	\$ 261,300	\$ 8,184	\$3,171,814	\$3,221,900	\$ (50,086)
Benefits	\$ 34,746	\$ 43,042	\$ 41,500	\$ 1,542	\$ 488,707	\$ 509,400	\$ (20,693)
<b>Total Revenue</b>	<b>\$ 253,445</b>	<b>\$ 312,526</b>	<b>\$ 302,800</b>	<b>\$ 9,726</b>	<b>\$3,660,519</b>	<b>\$3,731,300</b>	<b>\$ (70,781)</b>

As of June, all vacant salary positions were filled. This attributed to the year end variance in personnel costs.

2009 Total Salaries & Casual Wages



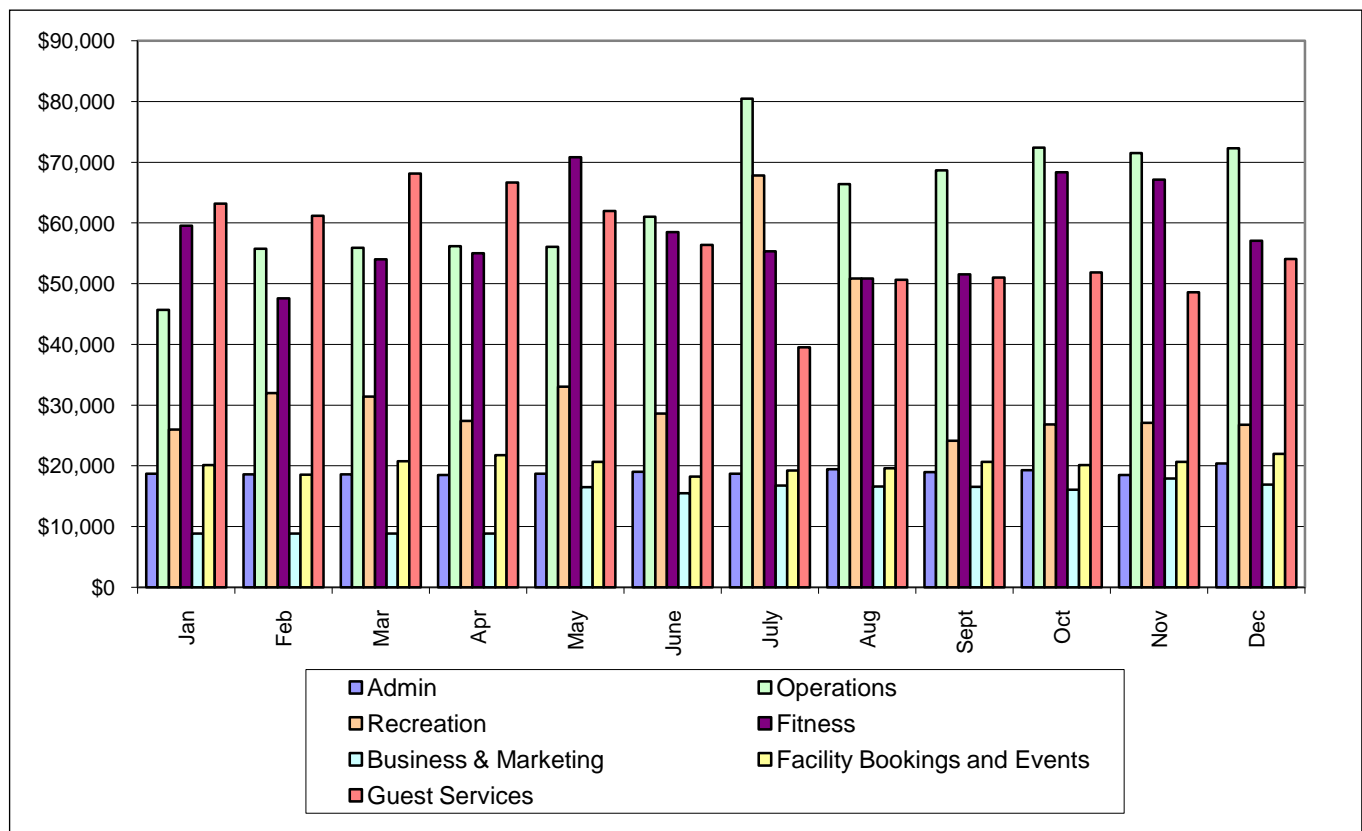
Personnel by Cost Centre	Dec '08 Actual	Dec '09 Actual	Dec '09 Budget	Dec '09 Variance	2009 YTD Actual	2009 YTD Budget	2009 YTD Variance
Administration	\$ 17,094	\$ 20,398	\$ 19,900	\$ 498	\$ 227,471	\$ 239,400	\$ (11,929)
Operations	\$ 43,853	\$ 72,291	\$ 61,800	\$ 10,491	\$ 762,316	\$ 715,500	\$ 46,816
Recreation*	\$ 75,773	\$ 26,777	\$ 22,200	\$ 4,577	\$ 401,909	\$ 410,900	\$ (8,991)
Fitness*	\$ -	\$ 57,051	\$ 64,600	\$ (7,549)	\$ 695,840	\$ 768,500	\$ (72,660)
Marketing**	\$ 27,162	\$ 16,931	\$ 9,300	\$ 7,631	\$ 168,730	\$ 110,600	\$ 58,130
Facility Bookings and Events**	\$ -	\$ 21,989	\$ 19,900	\$ 2,089	\$ 242,355	\$ 239,400	\$ 2,955
Guest Services	\$ 54,817	\$ 54,047	\$ 63,600	\$ (9,553)	\$ 673,193	\$ 737,600	\$ (64,407)
<b>Subtotal</b>	<b>\$218,699</b>	<b>\$269,484</b>	<b>\$261,300</b>	<b>\$ 8,184</b>	<b>\$3,171,814</b>	<b>\$3,221,900</b>	<b>\$ (50,086)</b>
Benefits	\$ 34,746	\$ 43,042	\$ 41,500	\$ 1,542	\$ 488,707	\$ 509,400	\$ (20,693)
<b>Total Personnel Costs</b>	<b>\$253,445</b>	<b>\$312,526</b>	<b>\$302,800</b>	<b>\$ 9,726</b>	<b>\$3,660,519</b>	<b>\$3,731,300</b>	<b>\$ (70,781)</b>

\* In 2008, Recreation and Fitness were included together in the Athletic, Fitness and Wellness cost centre. In 2009, they are broken out individually.

\*\* In 2008, Marketing and Facility Bookings and Events were included together in the Marketing cost centre. In 2009, they are broken out individually.

Based on the organizational structure and best practices, adjustments have been made to the allocation of various positions between cost centres, resulting in some variance. Overall personnel costs are slightly under budget projections for the year.

### 2009 Total Salary and Casual Wages Costs by Cost Centre

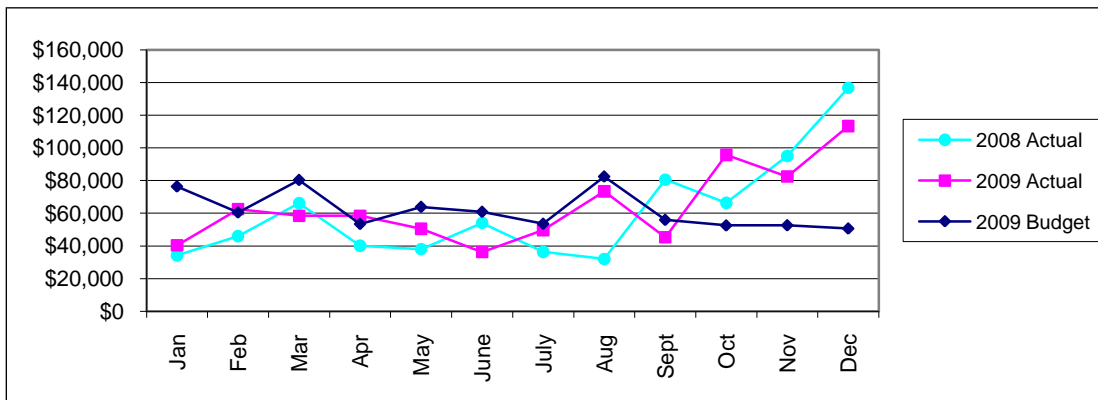


## Contracted & General Services

Contracted & General Services	Dec '08 Actual	Dec '09 Actual	Dec '09 Budget	Dec '09 Variance	2009 YTD Actual	2009 YTD Budget	2009 YTD Variance
	\$ 136,814	\$ 113,354	\$ 50,688	\$ 62,666	\$ 749,867	\$ 743,100	\$ 6,767

The December variance in contracted and general services is due to catch up on initiatives from earlier in the year as well as an unanticipated ice plant repair. Contracted and general services for 2009 ended the year on budget.

### Contracted & General Services Expenses



## Utilities

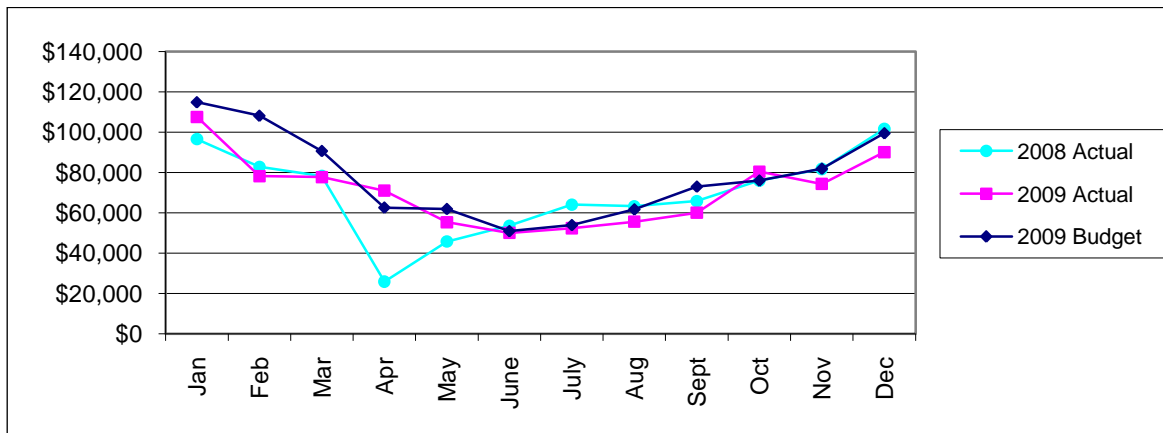
	Dec '08 Actual	Dec '09 Actual	Dec '09 Budget	Dec '09 Variance	2009 YTD Actual	2009 YTD Budget	2009 YTD Variance
Gas	\$ 40,482	\$ 40,482	\$ 43,700	\$ 3,218)	\$ 320,672	\$ 326,500	\$ 5,828)
Water	\$ 6,792	\$ 6,792	\$ 7,800	\$ (1,008)	\$ 68,404	\$ 91,600	\$(23,196)
Electricity	\$ 42,812	\$ 42,812	\$ 48,000	\$ (5,188)	\$ 507,923	\$ 517,100	\$ (9,177)
<b>Total</b>	<b>\$ 90,086</b>	<b>\$ 90,086</b>	<b>\$ 99,500</b>	<b>\$ (9,414)</b>	<b>\$ 896,999</b>	<b>\$ 935,200</b>	<b>\$(38,201)</b>

The majority of the YE utilities variance is due to lower than budgeted utility rates. The price of natural gas has dropped significantly since the budget was set.

The 2008 utilities indicated above are based on the actual consumption each month. Estimates are used for 2009 because there is always a delay between receiving the utility bills and the monthly reporting, therefore, these numbers will not match the Utility information in the Statement of Revenue and Expenditures. The graph and chart are updated based on the most current information.

The table does not include cable, waste disposal or telephone, which is reflected in the Utilities line of the Statement of Revenue and Expenditures.

**Utilities Expenses (Gas, Water and Electricity)**

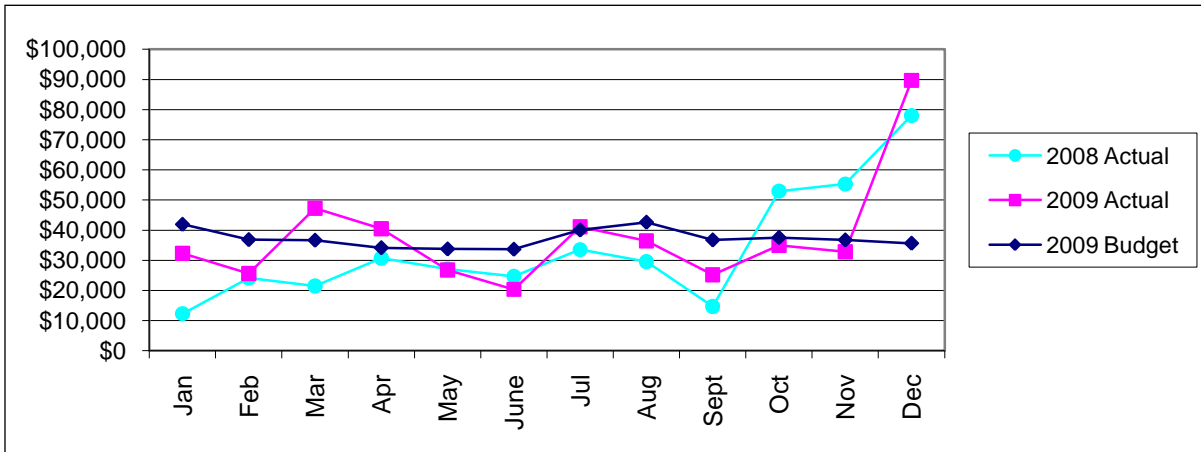


# Materials, Goods & Supplies

Materials, Goods & Supplies	Dec '08 Actual	Dec '09 Actual	Dec '09 Budget	Dec '09 Variance	2009 YTD Actual	2009 YTD Budget	2009 YTD Variance
	\$ 78,026	\$ 89,685	\$ 35,650	\$ 54,035	\$ 453,187	\$ 446,400	\$ 6,787

Materials, goods and supplies are slightly under budget for December due to allowance for doubtful accounts. Throughout the year there were savings mainly in bank charges, uniforms and program supplies resulting in a year end variance slightly over budget.

**Materials, Good & Supplies Expenses**



## Transfer to Aquatics, Public Works & Corporate Services

Internal Contracts	Dec '08 Actual	Dec '09 Actual	Dec '09 Budget	Dec '09 Variance	2009 YTD Actual	2009 YTD Budget	2009 YTD Variance
Aquatics Internal Contracts	\$ 92,689	\$ 73,706	\$ 61,300	\$ 12,406	\$ 706,857	\$ 768,400	\$ (61,543)
Public Works Internal Contracts	\$ 90,444	\$ 90,909	\$ 56,500	\$ 34,409	\$ 690,868	\$ 702,000	\$ (11,132)
<b>Total Internal Contracts</b>	<b>\$204,261</b>	<b>\$164,615</b>	<b>\$117,800</b>	<b>\$ 46,815</b>	<b>\$1,397,725</b>	<b>\$1,470,400</b>	<b>\$ (72,675)</b>

Aquatics internal contracts December variance is due to budget trending. The year end aquatics internal contracts is under budget due to some expenses that were budgeted for being covered under the life cycle plan as well as decreased staff compliment required. In 2010 the budget has been trended using historical attendance record to determine staffing compliment required.

The December variance in public works internal contracts is due to a reduction in manpower requirements earlier in the year. The 2009 year end public works internal contacts are on budget.

**2009 Internal Contracts**

