



GENESIS

CENTRE

An Inspired Community

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

2021

Annual Report





GENESIS

CENTRE

An Inspired Community

#10, 7555 Falconridge Blvd. NE, Calgary, AB T3J 0C9
403.590.2833 • www.genesis-centre.ca



Mission

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

Vision

An inspired community.

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2021 NECCS

Board of Directors

SHARON EVENS
President & Soccer Rep

MANROOP DHARIWAL
Director At Large

TIFFANY NOVOTNY
Vice President

STAN SANDHU
Director At Large

THOMAS HANSEN
Treasurer

KIMBERLY KARPENKO
Director At Large

YUVRAJ SINGH
Secretary

RANIA KABALAN
Director At Large

SYED HUSSAIN
Director At Large

WESLEY HYND
Martindale Comm. Rep

GREG STEINER
Director At Large

VACANT
Taradale Comm. Rep

SUKHVINDER MALHOTRA
Saddle Ridge Comm. Rep

BILL FRASER
Advisor

HARMEET SANDU
Director At Large

GREGORY STEINRATHS
Manager East Region, Recreation





Celebrating 10 Years

The Genesis Centre officially turned 10 this January!

You know it as a multi-purpose recreational facility in northeast Calgary, and hub for the community, but the facility has actually experienced quite a compelling story arc over the years. Prior to opening in January 2012, the Genesis Centre story began as a dream amongst a small group of dedicated community members with a collective vision to bring recreation to northeast Calgary.

Initial planning took place as far back as the mid-1990s before the city ultimately approved the plan to move forward in 2007. The facility itself is a 225,000 square foot \$125M complex, fundraised jointly from the City of Calgary, the Province of Alberta, and through grassroots community fundraising efforts. It's dedicated group of community members formed the association, Northeast Centre of Community Society ("Genesis Centre"), validating it as a City of Calgary-recognized

ABOVE: You can often catch youth hanging out dancing in the commons. We love the life they breath into the facility.

non-profit organization. With this status, it became possible to seek monetary support from all three levels of government and more credibility in terms of fundraising efforts. ▶





The years following 2007 were characterized by much crowdfunding across Calgary, directly from immediate community residents and grassroots organization as well as negotiations and discussions with government officials to find the money in order to make the Genesis Centre dream a reality and build the complex.

On January 3rd, 2012, Genesis Centre opened its doors to the public for the first time. To celebrate the opening, a community celebration was held inside the Commons (main foyer of the facility), with dignitaries

and NECCS board members to mark the beginning of the Genesis Centre era.

Fast forward ten years later, and here we are. The Genesis Centre as a facility as well as an organization has grown substantially over the last ten years – not only in terms of infrastructure and facility utilization, but also in community spirit and togetherness. The community has rallied behind the Genesis Centre, to the point where it has become a recognizable community hub in the heart of northeast Calgary, now with more than 2 million annual users. 🌸

ABOVE: Genesis Centre is a popular venue for concerts due to its high capacity and high-quality audio-visual infrastructure in the Feature Gymnasium & Event Centre.

RIGHT, TOP TO BOTTOM: Dignitaries at the annual Genesis Centre Stampede Breakfast (July 2019); High School Provincial Wrestling Championships (December 2015); RBC Training Ground athletes take the stage at Genesis Centre, September 2019.





BY THE NUMBERS

\$2,758,908
in Operating Revenue

\$780,419
in Rentals' Revenue

\$34,161 / \$85,324
in Membership & Drop-In Revenue

309
Total Members

1.51M
Annual Foot Traffic

100%
Staff Retention Rate

188,616
Annual Web Visitors

10,401
Social Media Followers



8,072



1,336



993



Staff Spotlight

Rosa Sandoval, Guest Services Representative

Rosa has been with the Genesis Centre since December 2016. As a Guest Services Representative, Rosa is the first face that a client, or member, sees upon entrance to the Genesis Centre. In this capacity, she is front-facing and provides customer support in a friendly and helpful manner. Rosa has supported the Genesis team in a variety of capacities, including Custodian, Facility Attendant, and Guest Services Shift Lead.

Originally from Ciudad Juarez Mexico (Chihuahua region), Rosa moved to Calgary in 2006 originally as a tourist, but after developing a deep appreciation for Canada she decided to immigrate here permanently. Prior to working in recreation, Rosa worked as a support unit for early childhood development.

In addition to serving the Genesis Centre, Rosa is currently pursuing a career in the health industry as a Health Care Aide, having graduated with a Health Care Aide Certificate in May 2020 from Bow Valley College. At home, Rosa is a proud mother to an active 13-year-old, and in her spare time enjoys reading and hiking the Rockies with her family.

“Genesis gave me the opportunity to grow in my personal and professional life; here I have the opportunity to be in touch with many different cultures. These experiences have helped to enrich my life in many different ways, ultimately giving me a better understanding of the cultural diversity

that forms the backbone of this country. I personally think I make impact in communities surrounding the Genesis Centre by connecting clients with helpful resources across the city. Being able to help new residents to start their new life here is very rewarding.” 🌸



Rosa in guest services went above and beyond in helping me today - checking for a lost wallet when I called to ask if one was turned in. She not only offered to check the area that the wallet may have been lost but went out of her way in reaching me to let me know she had it.

★★★★★ (Aug. 2021)

Google



Board President's Message

Lessons learnt though COVID will not be forgotten

Sharon Evens

PRESIDENT, GENESIS CENTRE BOARD OF DIRECTORS

As a board, we work on a five year strategic plan. Nothing, over the past two years, was in our plans. The staff had to work, in the moment, with the information they had received from governments and health boards. They were constantly implementing policy from a variety of levels of government. The staff had to look for ways to make cuts to our budget as we decreased our revenue. There were changes in everything the staff did from cleaning, set up of room and greeting at the doors. We have discovered as an organization, we have a depth of resiliency that we had never tapped on before.

Our mission remains as: A hub for the community – bridging people in shared celebration, learning and play. The surrounding communities are physically the same as they were two years ago. The population has increased but generally we are servicing the same area. We still believe that people come to Genesis for physical activity, social events and learning.

Over the past two years, the Genesis staff and board have learnt that there are new or uncovered needs in the community to be addressed. The past two years has sharpened our priorities and our search

for services and programs that serve the community. We physically have change with the addition of the artificial grass turf. Other amenities will be coming soon. We plan to do some moving of tenants over the next few months and the addition of some new services within the building. 🌸



Sharon Evens

President, Genesis Centre Board of Directors



LEFT: The Genesis Centre, in 2019, saw nearly 2 million visitors.



Executive Director's Message

Sherry King

EXECUTIVE DIRECTOR, GENESIS CENTRE

Ten years ago, our community was gifted with an amazing multi-purpose community hub that changed our world, broke down barriers and brought essential elements to the NE quadrant of Calgary. As our world continued to change and evolve, so did the Genesis Centre.

What started out as a simple “community hall” for three founding communities, turned into a two hundred and twenty-five thousand square foot one hundred- and twenty-five-million-dollar hub smack dab in the heart of one of the most diverse and unique communities in Canada.

All dreams start somewhere. The Genesis Centre dream started around the kitchen table where community leaders gathered, dreaming of a better tomorrow. The first vision was all about completing the dream together. It took many conversations, partnerships, open houses, door knocks, golf tournaments, donations, asks, learnings, setbacks and perseverance to get it done. Resilience has always been a strong pillar of the Genesis Centre.

In January 2012, all that hard work and determination paid off as the first guests walked through those glass sliding doors and into the heart of the facility, in fact over eight hundred thousand guests walked through the door that year. Some simply coming to swim in the pool at the YMCA, others to check

out the latest books, play sports, enroll in a program, searching for community culture and social events, and some just needing supports. Whatever brought guests through the doors, the Genesis Centre was ready to service the needs.

As those needs continued to evolve, we continued to step forward. Two years into operation, the Genesis Centre’s footprint expanded to include an additional thirty thousand square feet of multi-use space we call the Feature Gym and Event Centre. This expansion was the direct result of community need. Originally earmarked for a third boarded indoor field house, we quickly learned that our community needed a home to accommodate all the pillars of wellness. Meaning we needed more space for those sporting, social, cultural and community events.

Within the last ten years we’ve grown to service roughly two million guests a year and have expanded our offerings to include an outdoor artificial turf field and a natural turf field. Soon we will be adding a playground and additional community outdoor gathering spaces in addition to a multi sport court to further enhance the footprint of the centre.

Our original vision was completing the dream together, this evolved into building a strong community and now our vision is an inspired community. We are inspired



We are inspired by our amazing community who are truly the heart and soul of the Genesis Centre.

by our amazing community who are truly the heart and soul of the Genesis Centre. Without doubt the next ten years will bring an even greater community impact and more exciting changes. Thank you all for the last amazing ten years, we look forward to continued growth, challenges and learnings together. 🌸

Sherry King

Executive Director, Genesis Centre



10 Years of History

Pre-2012 and 2012

- January 3rd, 2012; the Genesis Centre officially opens its door the public for the first time, celebrating its grand opening with the community on January 14th.
- In its first year of operations, it receives around 800,000 visits – an unprecedented accomplishment. 4 Corners Stampede event, All Sport One Day, Community Pancake Breakfast and Halloween Howler encompass some of the events held in 2012, fostering relationships with new and existing stakeholders and engaging thousands of community residents. ➤



RIGHT: The Genesis Centre construction phase.



2013

- Consultations take place regarding the development of a new high school being planned immediately adjacent to the facility.
- As facility usership expands consistently over the years, it becomes evident that there is a need for more community space. Extensive community consultations take place to determine what the next evolution of the Genesis Centre will look like. It's determined that social gathering space is essential in the immediate community, and the Feature Gymnasium & Event Centre is built on the south side of the facility, encompassing 30,000 square feet of event space along with more than \$250,000 worth of audio-visual features embedded in the infrastructure to accommodate a plethora of special event requests.
- Celebrations for the first annual AB Culture Days at Genesis Centre take place. More than 20 community artists, 40 performance groups, two family movies in the field house events, along with 10,000 square feet of kids' entertainment fun zone, 30 global market vendors and cultural pavilions and six health and wellness workshops are featured at the event.

2014

- Genesis Centre continues to experience unparalleled growth. More than 200 youth engaged in summer camps.
- Phase 2 construction of the Feature Gym and Event Centre are completed and on September 25th, 2014, the doors to Calgary's Northeast premier destination for both sporting events and cultural occasions are opened for the first time. The new home for everything from Olympic quality sporting tournaments to the hottest social events of the year.

2015

- Nigerian Canadian Association of Calgary (NCAC) hosts their annual Gala in the Feature Gym and Event Centre for the first time, a major fundraising event that supports initiatives including scholarships for students in grades 7-12, with support from the Red Cross, Calgary Women's Emergency Shelter and Albert Cancer Foundation, plus more. In addition, the Gujarati festival and AB Culture Days celebrations also take place. ➤



ABOVE: AB Culture Days.

LEFT: Nelson Mandela High School.

RIGHT: NCAC's annual Gala in the Genesis Centre's Feature Gym and Event Centre







MAIN:

The “King of Bhangra”,
Jazzy B, headlines
Genesis Centre’s 2017
Canada Day event.

**2016**

- A partnership with the DIL Walk Foundation is formed to provide 500+ residents with simultaneous free CPR training, with each participant receiving a free CPR Anytime Kit including an inflatable mannequin, teaching DVD, and the booklet *CPR in 20 Minutes*.

2017

- The Genesis Centre is given a sizable grant from the Government of Canada’s Department of Canadian Heritage to act as a signature site for Canada’s sesquicentennial year (150th year since confederation), providing annual programming under the Canada 150 umbrella, including a large outdoor festival on July 1.
- In tandem with the organization’s 5th anniversary, the Genesis Centre caps its Canada 150 year by hosting Calgary’s single largest Citizenship Ceremony on Sunday October 15th, 2017. Precisely 150 permanent residents become official Canadian citizens.

Canada 150

- Due to its status as a community hub in an extremely culturally diverse region within Calgary, Genesis Centre is selected to be a signature site for Canada 150 celebration programming. As such, funding goes towards small-scale monthly celebrations in line with existing observances and holidays (i.e., Black History Month in February, Asian Heritage Month in May, etc.).
- On July 1st, 2017, Genesis Centre hosts the single largest event ever held at its facility, Canada Day 2017, a large-scale cultural celebration showcasing a myriad of different cultures on a large stage outdoors headlined by “King of Bhangra” Jazzy B, alongside a global pavilion area with more than 100 cultural vendors and global food market.

LEFT: The Genesis Centre was selected as a signature site for Canada 150 celebration programming.

RIGHT: A member of the RCMP presents citizenship documents to one of 150 permanent residents who became Canadian citizens on October 15, 2017.



2018

- The Genesis Centre is designated as an official City of Calgary Community Hub, along with four other locations across Calgary. The Community Hubs network works with community, to build community, through creating inclusive space, engaging residents, providing access to services, and providing platforms to spark grassroots economic development.
- Genesis Centre was proud to host thousands who attended the largest annual Ahmadiyya Muslim Convention in Western Canada August 24th – 26th 2018. In addition to these other major celebrations, more than 2,500 people joined hands and broke Bannock at the 13th annual Miskanawah Round Dance.

2019

- The Genesis Centre introduces a skatepark near its main south entrance, notably becoming the first Phase 1 skateboard park in Northeast Calgary.
- At this time, the Genesis Centre also reimagines its strategic plan, as the needs of the community have changed over time. It develops a new mission, vision, and values. Its current mission is “a hub for the community – bridging people in shared celebration, learning, and play.”
- On June 27th, 2019, the Genesis Centre hosted a large-scale outdoor Multiculturalism Day Festival with more than 5,000 people enjoying the cultural pavilions, ethnic food vendors, kids’ play zone and a culturally diverse line up of live performances including headlining act, Raghav.

2020

- Adapting to a new service model and program type during a global pandemic that resulted in the facility being completely closed to the public for more than 100 days. During this time, strong partnerships are formed with essential community services bringing support for food security, back to school supplies, emergency hampers and hot meals for residents in need.
- The Genesis Centre is the recipient of the Calgary Chamber of Commerce TD Inclusion and Diversity Award.

2021

- Genesis Centre partners with its naming sponsor, Genesis Land Development Corp., to host a large-scale movie drive-in event during the COVID-19 pandemic.
- The Genesis Centre receives both the Alberta Chamber of Commerce Award for Diversity & Inclusion, as well as the Canadian Business Award in the same category.
- The Genesis Centre begins construction on two new outdoor fields directly adjacent to the facility – one with natural grass and the other with artificial turf (the first class-A designated outdoor turf field in northeast Calgary), eventually opening in September 2021.



TOP TO BOTTOM: Jonah Ardiel - Business Development Manager and Sherry King - Executive Director accept the Calgary Chamber of Commerce TD Inclusion and Diversity Award on behalf of the Genesis Centre; The Genesis Centre is home to the first Phase 1 skateboard park in northeast Calgary





COVID-19 Mass Vaccination Clinic

- Following news of COVID-19 vaccines becoming available to Canadians, Genesis Centre is approached by Calgary Emergency Management Agency (CEMA) as a recognized community hub and central location with appropriate infrastructure to coordinate and host the distribution of mass vaccination.
- Alberta Health Services operates out of the Genesis Centre for six months and averages approximately 3,000 immunizations per day at the site. In the first four months, more than 80,000 vaccination doses are given at the Genesis Centre. 🌿

A big thanks to our community partners, the City of Calgary and the Genesis Centre, who have been instrumental in establishing this important public health service. We would also like to thank the tens of thousands of residents in and around northeast Calgary who have protected themselves and their loved ones by getting immunized as soon as possible.

NICK THAIN
Senior Operating Officer, Community, Rural, and Continuing Care, AHS.



TOP TO BOTTOM: Alberta Health Services distributed approximately 3,000 immunizations per day at the Genesis Centre to combat the spread of COVID-19 in Calgary; The Genesis Centre Class-A outdoor turf field opened in the fall of 2021.



Statement of Financial Position

(Audited) as at December 31, 2021

Auditor's Report

I have audited the Statement of Financial Position of the NE Centre of Community Society (NECCS) as at December 31, 2021 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, 2021.

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, 2021 and the results of its operations and cash flows for the year ended December 31, 2021 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 21, 2022



2021 **2020**

ASSETS		
CURRENT ASSETS		
Cash & Cash Equivalents (unrestricted)	\$246,562	\$478,934
Investment (internally restricted)	2,093,582	1,476,638
Accounts Receivable (unrestricted)	1,527,926	469,866
GST Receivable	43,506	22,888
Prepaid Expense	28,551	26,103
	\$3,940,127	\$2,474,429
Externally Restricted Assets		
Common Area Operating Reserve	104,536	3,421
Long Term Investments	5,569,581	5,673,935
Property & Equipment	4,219,369	3,722,988
	20,325,294	21,347,977
	\$34,158,907	\$33,222,750
LIABILITIES & NET ASSETS		
CURRENT LIABILITIES		
Accounts Payable & Accrued Liabilities	\$1,215,622	\$120,044
Deferred Cash Contributions	104,536	3,420
Deferred Revenue	28,803	-
	1,348,961	123,464
DEFERRED CAPITAL CONTRIBUTIONS	\$15,648,807	\$16,607,470
NET ASSETS		
Unrestricted	602,120	877,748
Common Area Operating Reserve	5,569,581	5,673,935
Internally Restricted	6,312,951	5,199,626
Invested in Property and Equipment	4,676,487	4,740,507
	17,161,139	16,491,816
	\$34,158,907	\$33,222,750

Statement of Operations

(Audited) for the year ended December 31, 2021

	2021	2020
REVENUE		
Donations & Government Grants	\$1,024,769	\$1,149,578
Facility Rental	780,419	545,255
Commons Area	402,759	315,946
Leases	336,589	243,709
Admission & Passes	119,485	127,691
Programs & Supplies	66,391	52,373
Casino Contributions	28,496	113,007
Commission & Sponsorship	-	68,593
	\$2,758,908	\$2,616,152
EXPENSES		
Wages, Salaries & Benefits	\$1,462,563	\$1,424,527
Common Area	551,193	587,199
Security Breach*	500,000	-
Administration	321,062	286,238
Building Operations	185,647	205,747
Programs & Supplies	44,627	35,666
Marketing	38,023	54,208
	\$3,103,115	\$2,593,585
DEFICIENCY OF REVENUE OVER EXPENSES FROM OPERATIONS		
Common Operating Reserve Fund Including Partners	-\$375,000	-\$125,000
Investment Income	728,065	595,925
Depreciation Expense	-1,064,114	-1,076,100
Amortization of Deferred Capital Contributions	958,663	958,663
	-\$96,593	\$376,055
EXCESS OF REVENUE (DEFICIENCY) AFTER AMORTIZATION, INVESTMENT INCOME & BEFORE UNREALIZED GAIN		
Unrealized Gain	765,916	276,720
EXCESS OF REVENUE OVER EXPENSES AFTER AMORTIZATION & UNREALIZED GAIN/(LOSS)		
	\$669,323	\$652,775

*Security Breach

A security breach of unauthorized access to the email account of a staff member by a very sophisticated group of scammers occurred in early 2021.

Genesis Centre is taking all measures to mitigate the financial impact of this breach and putting additional measures in place to reduce the risk of such events in the future. 🌸



Community Testimonials

The Genesis Centre is appreciative to routinely receive reviews from its users and clients, both online and in-person. Please see below for what some of our community members had to say about their experiences with us last year.

GOOGLE REVIEW

The service at the Genesis Centre was exceptional! There was absolutely no issue that was not addressed timely and with satisfactory results. We were particularly impressed with how the staff anticipated our needs, periodically coming by the Meeting Room to check with us. Numerous attendees commented on the quality of the service and overall positive attitude towards the Event Venue. Particular noteworthy is the longevity of the staff and that sense of investment in the success of every event. I usually offer suggestions for improvements, but there is absolutely nothing that could be improved – you have set the bar very high.

GOOGLE REVIEW

The membership here is affordable, the courts are very nice and it's generally not too packed. The membership is around \$25 per month and cheaper for families. If you love playing basketball or badminton and are looking for a place to be able to play either sport on a regular basis then this is the right place for you.

GOOGLE REVIEW

Really cool facility. Very modern design and extremely accessible. I like how it seems tailor made to provide access and services to the community. The library in particular is a wonderful resource. If I lived anywhere near it, I'd likely spend more time here!

GOOGLE REVIEW

We held one of our general membership meetings here and found the Centre to be absolutely perfect. The staff were very helpful and the meeting room setup exactly to suit our needs. I would highly recommend them. We are planning to hold more meetings there in the future.

GOOGLE REVIEW

I have used this Event Venue for a work event! It was very easy to book their Meeting Room and the staff were so friendly and so helpful with set up and take down! During the event if we had an issue the staff were there to assist immediately so there was no disruption to the event! I would book an event here again in the future!

CLIENT TESTIMONIAL

The Genesis Centre was the perfect venue for holding our free dental screening for children event. The staff was very helpful, the event was shown on the Genesis calendar, the venue was set up perfectly, the Commons area was bright and airy, there was lots of foot traffic, access and parking was easy. All of our volunteers that participated in the event were very impressed with the venue.

CLIENT TESTIMONIAL

This is my first but not my last time booking an event here! I had such a great experience with the staff who were very friendly and professional. I had a few parents ask about the booking and they had commented on how reasonable it was! I completely agree! All attendees had a fabulous time... especially the Birthday boy! Thank you for making his 9th Birthday fantastic!





Looking Ahead: 1000 Voices

Since Genesis Centre opening ten years ago, 1000 Voices has represented a community wing of the facility dedicated to offering programming and services focused on newcomer support, immigration resources, language services, and resident-driven community activations and events.

The space spans 10,000 square feet and includes opportunities for all residents to access services and resources. Until this year, 2022, the space has been managed by Trellis (the recent amalgamation of Boys & Girls Clubs of Calgary with Aspen Family), however the management of this aspect of the facility is now being transferred to Genesis Centre, marking the start to a new operational model into the future.

New opportunities

The intention is to preserve and protect existing program and service providers operating out of the former 1000 Voices space who are offering support in the human and social services sector, including, but not limited to: settlement, economic incubation, resident support, and community-driven activities/events. The space will also function as general meeting and activation space for private bookings, as well as general public space for members of the community to recreate and socialize in.

We encourage program and service providers across Calgary who are seeking space in the northeast to conduct business to reach out to Genesis Centre's bookings department at bookings@genesis-centre.ca to inquire about opportunities to utilize these spaces. 🌸

ABOVE: The Community Wing of the Genesis Centre offers residents access to services and resources.

TRELLIS SOCIETY'S REDESIGN

As the operational transition takes place, Trellis will continue to be engaging with residents by providing supports, referrals and connections to agency and community partners. Trellis will be providing on site and outreach community development to the North of McKnight communities. Trellis will work closely with the Genesis Centre teams to ensure that residents are able to get the supports they require during this time of transition.





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