



STRATEGIC PLAN 2026–2031



GENESIS
CENTRE
An Inspired Community

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



LAND ACKNOWLEDGEMENT

We acknowledge that the Genesis Centre is located on the traditional lands of the Blackfoot Confederacy — the Siksika, Kainai, and Piikani Nations — as well as the Tsuut’ina Nation and the Stoney Nakoda Nations, which include the Bearspaw, Chiniki, and Goodstoney. This land is also part of Métis Region 3.

We are deeply grateful to gather, learn, and grow together on this land. We honour the original caretakers and knowledge keepers, who have walked here for thousands of years, and we recognize the enduring presence and contributions of Indigenous Peoples in our community today.

At the Genesis Centre, we celebrate the diversity of all who enter our doors. In this shared space, we commit to walking with kindness, respect, and gratitude as we build connections, support one another, and create a place where everyone feels at home.

ABOUT US

Genesis Centre is a 225,000 square foot multi-purpose community complex dedicated to enriching the health, wellness, and unity of Northeast Calgary.

Since opening in January 2012, Genesis Centre has evolved from a recreation facility into a fully integrated community hub — bringing together sport, culture, education, health services, and social support under one roof. Over the past 15 years, its growth has been deliberate and responsive to community needs.

Located in one of Calgary’s fastest growing and most culturally diverse areas, Genesis Centre serves over 2.5 million visits annually and supports more than 106,000 residents in the North of McKnight Community Hub area. With 85% of residents identifying as visible minorities and 57% as landed immigrants, the Centre reflects and celebrates the diversity of the community it serves.

GENESIS CENTRE ENCOMPASSES:

- Two Indoor Fieldhouses
- Two Outdoor Fields
 - Class A - Artificial Turf
 - Natural Grass
- Feature Gymnasium & Event Centre (20,000 sq. ft.)
- Community Gymnasium (10,000 sq. ft.)
- Multi-Purpose Rooms and Boardrooms
- 12+ Classroom-Style Rooms in the Community Wing (10,000 sq ft)
- Community Kitchen and Catering Prep Room

Through recreation, cultural celebration, education, and coordinated social services, Genesis Centre exists as a place where community connects, grows, and thrives.

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A MESSAGE FROM EXECUTIVE DIRECTOR SHERRY KING

For more than a decade, Genesis Centre has grown alongside the community it serves. What began as a recreation facility has become something far more meaningful; a place where celebration, learning, and play intersect to strengthen belonging and opportunity for Northeast Calgary.

This Strategic Plan reflects both who we are today and who we aspire to become. It builds on 15 years of growth, partnership, and community leadership, and sets a clear direction for the next five years. Rooted in our values; Impactful, Inviting, Committed, Visionary, and Resilient; this plan outlines how we will deepen community connections, expand access, strengthen sustainability, and measure our impact with clarity and accountability.

We are proud to serve one of Calgary's fastest-growing and most culturally vibrant communities. With more than 2.5 million visits annually, Genesis Centre is more than a building, it is a shared space where cultures are celebrated, skills are developed, friendships are formed, and wellbeing is nurtured.

The years ahead will require collaboration, adaptability, and thoughtful stewardship. Through strong partnerships, sound governance, and a continued commitment to inclusion and equity, we will ensure Genesis Centre remains a trusted and inspiring hub for generations to come.

To our community members, partners, volunteers, staff, and supporters: thank you for your trust and your belief in what we are building together. The future of Genesis Centre is bright because it is shaped by all of you.

Together, we build belonging.



Sherry King

**EXECUTIVE DIRECTOR
GENESIS CENTRE**

Through partnership, inclusion, and thoughtful stewardship, Genesis Centre will remain a trusted hub for generations to come.





MISSION:

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

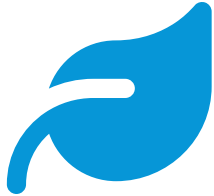
VISION:

An Inspired Community.



OUR VALUES

Our values guide how we operate, how we serve our community, and how we make decisions.



IMPACTFUL

Enrich lives through meaningful experiences.



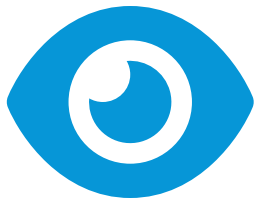
INVITING

Inclusive and welcoming to all.



COMMITTED

Consistent, responsible, and community-focused.



VISIONARY

Forward-thinking and collaborative.



RESILIENT

Adaptive, responsive, and sustainable.

OUR STRATEGIC FRAMEWORK

This Strategic Plan is structured around three interconnected levels:

OUTCOME

Derived from our core values, outcome statements describe the difference we aim to make through celebration, learning, and play.

ACTION

Action statements outline what we will do over the next five years to achieve those outcomes. These actions are grounded in our operational work plans and strategic priorities.

IMPACT

Impact statements define how success will be measured. Progress will be tracked through our Organizational Scorecard, including key performance indicators such as visitor growth, financial sustainability, engagement metrics, partnership activity, and facility performance.

Together, this framework ensures clarity, accountability, and alignment between our values, daily operations, and long-term vision.

IMPACTFUL

IMPACTFUL

Enrich lives through meaningful experiences.

CELEBRATION: We build belonging and connection through shared celebration.

ACTIONS:

- + Deliver inclusive cultural events and celebrations in partnership with community organizations.
- + Strengthening sponsorships and partnerships to expand the scale and accessibility of major community events.

IMPACT:

- + Increased participation across diverse communities.
- + Participant feedback reflects a stronger sense of belonging and connection.

LEARNING: We gain skills and confidence and understanding to support personal growth.

ACTIONS:

- + Expand programs that support skill development, leadership, and community education.
- + Collaborate with partners to deliver workshops and services that respond to identified community needs.

IMPACT:

- + Growth in program participation.
- + Increased reported confidence and skill development among participants.

PLAY: We experience joy and wellbeing through inclusive play.

ACTIONS:

- + Enhance recreational programming and accessible play opportunities.
- + Complete Phase 2 outdoor amenities to increase inclusive access to active spaces.

IMPACT:

- + Increased recreational usage.
- + Improved community satisfaction with recreational access.

INVITING

Inclusive and welcoming to all.

CELEBRATION: We welcome and create opportunities to celebrate.

ACTIONS:

- + Reduce barriers to participation through accessible pricing, inclusive programming, and strong community outreach.
- + Deepen relationships with cultural and grassroots organizations.

IMPACT:

- + Broader demographic participation.
- + Increased community partner engagement.

LEARNING: We value and include every voice.

ACTIONS:

- + Conduct community engagement and needs assessments to inform programming and future planning.
- + Strengthening partnerships within the Community Hubs model and social service ecosystem.

IMPACT:

- + Programs aligned with identified community priorities.
- + Stronger referral pathways and collaborative impact.

PLAY: We create safe spaces where all can belong, participate, and connect.

ACTIONS:

- + Maintain high standards of safety, documentation, and staff training.
- + Strengthen standard operating procedures and partner coordination.

IMPACT:

- + Safe, welcoming environment reflected in incident data and community feedback.
- + Improved operational consistency and clarity.

INVITING

COMMITTED

COMMITTED

Consistent, responsible, and community-focused.

CELEBRATION: We hold space for diverse programs and events.

ACTIONS:

- + Maintain accessible facility booking and community space allocation.
- + Support recurring cultural and community-led events.

IMPACT:

- + Sustained diversity of programming.
- + High facility utilization rates.

LEARNING: We strengthen the organization's capacity for long-term sustainability.

ACTIONS:

- + Diversify revenue through sponsorship, grants, naming rights, and partnerships.
- + Strengthen governance practices and board oversight tools, including a consolidated performance dashboard.

IMPACT:

- + Financial stability and diversified revenue streams.
- + Clear reporting and transparent progress tracking.

PLAY: We ensure community access to recreation.

ACTIONS:

- + Preserve affordable access to sport and recreation.
- + Invest in facility lifecycle management to ensure long-term safety and functionality.

IMPACT:

- + Sustained recreational access.
- + Facility conditions meet safety and operational benchmarks.

VISIONARY

Forward-thinking and collaborative.

CELEBRATION: We anticipate future community needs and plan.

ACTIONS:

- + Conduct feasibility analysis and community consultation regarding capital expansion.
- + Evaluate opportunities for satellite or expanded service models.

IMPACT:

- + Informed decisions on expansion.
- + Clear long-term facility roadmap.

LEARNING: We collaborate to create meaningful opportunities and ensure shared vision.

ACTIONS:

- + Strengthen strategic partnerships with funders, service providers, and community organizations.
- + Integrate cross-sector initiatives such as Planet Youth and community hub collaboration.

IMPACT:

- + Increased collaborative initiatives.
- + Demonstrated community-level outcomes through partnerships.

PLAY: We innovate to expand impact and reach.

ACTIONS:

- + Pilot new programming models aligned with emerging demographic trends.
- + Leverage digital platforms and marketing to broaden reach and awareness.

IMPACT:

- + Increased participation from new audiences.
- + Growth in awareness and engagement metrics.

VISIONARY

RESILIENT

Adaptive, responsive, and sustainable.

CELEBRATION: We adapt to meet needs sustainably.

ACTIONS:

- + Monitor community trends and adjust programming accordingly.
- + Develop operational efficiencies to maximize impact within existing resources.

IMPACT:

- + Program adaptability reflected in participation trends.
- + Improved cost-efficiency metrics.

LEARNING: We embrace challenges as opportunities.

ACTIONS:

- + Use data and community feedback to refine services.
- + Strengthen internal systems and knowledge-sharing practices.

IMPACT:

- + Continuous improvement reflected in annual performance reviews.
- + Increased organizational alignment and clarity.

PLAY: We respond to changes in the community.

ACTIONS:

- + Maintain flexible scheduling and responsive facility use models.
- + Invest in staff training and succession planning.

IMPACT:

- + Stable service delivery despite external pressures.
- + Strong staff retention and operational continuity.

OUR COMMUNITY & OUR IMPACT

COMMUNITY SNAPSHOT



106,000+
residents in surrounding
communities



**3.6 people
per household**
(highest average household size in Calgary)



85%
visible minorities /
racialized population



57%
landed immigrants



46%
speak a non-official
language at home

FACILITY IMPACT



2.5 million
annual visitors



175,000+
sport participants annually



60,000+
passholder / drop-in visits

15 YEARS OF GROWTH & COMMUNITY IMPACT



2026:

Phase 2 Outdoor Amenities

2024:

Indoor Fieldhouse Enhancements

2023:

Health Services Expansion

2022:

Community Wing Integration

2021–2022:

Artificial Turf Field & Patio Expansion

2019:

Outdoor Skateboard Park Opens



2018:

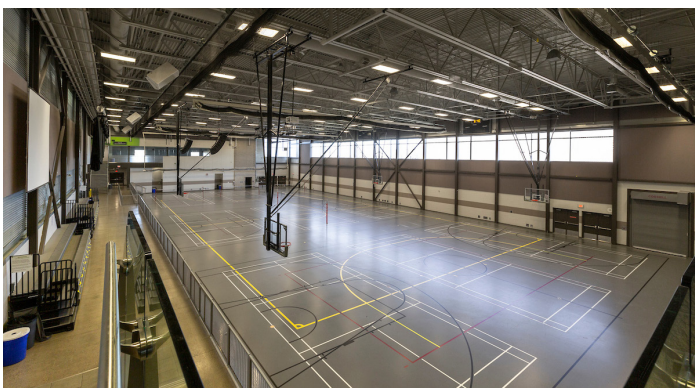
Recognized as an Official Community Hub

2013–2014:

Feature Gymnasium & Event Centre Expansion

2012:

Genesis Centre Opens



Photos (Top to Bottom): Genesis Centre's Indoor Fieldhouse; Artificial Turf Field; Feature Gymnasium.



THANK YOU

Thank you to our community members, partners, staff, volunteers, and supporters who make Genesis Centre possible. Together, we build belonging.

Genesis Centre is committed to fostering an inclusive environment where individuals of all genders, backgrounds, cultures, ethnicities, religions, ages, and abilities are welcomed and respected. As a hub for one of Calgary's most diverse communities, we strive to provide equitable access to programs, services, and opportunities that empower every person to participate fully. Through intentional action, partnerships, and continuous learning, we aim to create a space where diversity is celebrated, barriers are removed, and belonging is at the heart of everything we do.



GENESIS

CENTRE

An Inspired Community

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genesis-centre.ca