

# Town of Bassano Recreation & Leisure



## THRIVE FITNESS CENTER – VIABILITY SURVEY 1 - 2022

**Public Engagement – January 5, 2022**

The Town approved a Recreation & Leisure Master Plan in 2021. The Master Plan states our philosophy and is a guide to ensure that Bassano meets the needs of all of a diverse community. That we top all of the healthy living lists and are looked at as an example of “excellence” in recreation and leisure. That recreation and leisure is seen as an essential department in the community and that we have an orientation to the future.

To deliver on this mission, a thorough analysis of recreation facilities must be completed to assess affordability, overall usage, and facility/program viability. In 2022, directed by council, a business case will be completed for the Thrive Fitness Centre. The facility is currently subsidized through taxation with a deficit (loss) of over \$10,000 per annum. Membership is low and this may be attributed to various factors such as, facility size and location, equipment, cost, or demand.

With your input, council will determine if the facility should remain status quo, be relocated to a larger building, transitioned to a private entity, or closed. Help us understand your view on the matter by completing this survey and returning it to the Town Office by **January 20, 2022 at 12:00 p.m.**

Please complete only one survey per person. Surveys are available in print or online ([www.bassano.ca](http://www.bassano.ca) or [facebook.com/townofbassano](https://facebook.com/townofbassano)).

*This is a starting point – no decisions have been made – it is anticipated that council will make a decision in May regarding next steps.*

**Time to complete: 10 minutes (11 questions).**

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## Survey Questions

### Understanding Thrive Fitness Centre Users

**Q1. Select your current residency status (check one).**

<input type="checkbox"/>	I live in Bassano
<input type="checkbox"/>	I live in the County of Newell (Division 6)
<input type="checkbox"/>	I live in the County of Newell outside Division 6
<input type="checkbox"/>	I do not live in Bassano or the County of Newell

**Q2. Select your current residency status part two based on your response to Q1 (check one).**

<input type="checkbox"/>	Lived in my location for less than 1-year
<input type="checkbox"/>	Lived in my location for 1-5 years
<input type="checkbox"/>	Lived in my location for 6-10 years
<input type="checkbox"/>	Lived in my location for more than 10-years

**Q3. Select your demographic (check one).**

<input type="checkbox"/>	Under 12 years of age
<input type="checkbox"/>	13-15 years of age
<input type="checkbox"/>	16-25 years of age
<input type="checkbox"/>	26-45 years of age
<input type="checkbox"/>	46-55 years of age
<input type="checkbox"/>	56-65 years of age
<input type="checkbox"/>	66-75 years of age
<input type="checkbox"/>	75+ years of age

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**Q4. Select the description that applies to your current use of Thrive Fitness Centre (check one).**

<input type="checkbox"/>	I am an active Thrive member and regularly renew my membership.
<input type="checkbox"/>	I am an active Thrive member and do not plan to renew my membership.
<input type="checkbox"/>	I am considering the purchase of a Thrive membership.
<input type="checkbox"/>	I was a Thrive member at one point and have found other forms of recreation.
<input type="checkbox"/>	I do not use the Thrive facility.
Comments	

**Q5. Select the description that applies to your view on the subsidization of Thrive Fitness Centre through municipal taxation (check one).**

<input type="checkbox"/>	I agree that Thrive should be subsidized through taxation to ensure the service is available to residents.
<input type="checkbox"/>	I agree that Thrive should be partially subsidized through taxation to operate if the facility is well utilized.
<input type="checkbox"/>	I believe that that Thrive should be fully subsidized and offered as a community service at no charge.
<input type="checkbox"/>	I do not agree with the subsidization of recreation services. In my opinion, recreation should only be offered if it is at cost recovery or profitable.
<input type="checkbox"/>	No opinion
Comments	

**Q6. Select the description that applies to your usage of Thrive Fitness Centre (check all that apply).**

<input type="checkbox"/>	I use Thrive for personal health and well-being.
<input type="checkbox"/>	I use Thrive for rehabilitation and/or injury prevention.
<input type="checkbox"/>	I use Thrive to improve my athletics for sport and fitness.
<input type="checkbox"/>	I use Thrive to meet new people.
<input type="checkbox"/>	I use Thrive to be part of the fitness community.
<input type="checkbox"/>	I do not use Thrive but would like to try it.
<input type="checkbox"/>	I do not use Thrive and have not interest in the fitness facility.
Other (explain)	

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**Q7. Select the description that applies to your usage of Thrive Fitness Centre (check all that apply).**

<input type="checkbox"/>	I use Thrive for personal health and well-being.
<input type="checkbox"/>	I use Thrive for rehabilitation and/or injury prevention.
<input type="checkbox"/>	I use Thrive to improve my athletics for sport and fitness.
<input type="checkbox"/>	I use Thrive to meet new people.
<input type="checkbox"/>	I use Thrive to be a part of the fitness community.
<input type="checkbox"/>	I would use Thrive if the facility was larger.
<input type="checkbox"/>	I would use Thrive if it had different equipment. The equipment available does not fit my exercise needs.
<input type="checkbox"/>	I would use Thrive if there were programs offered by an instructor.
<input type="checkbox"/>	I would use Thrive if there were childcare options.
Other/Comments (explain):	

**Q8. Select the description that best fits your view on the matter of the Thrive Fitness Centre (check all that apply).**

<input type="checkbox"/>	I am happy with the location and services offered at Thrive. The facility is affordable and aligns with my fitness goals.
<input type="checkbox"/>	I believe that Thrive should be relocated to a larger facility with the same equipment.
<input type="checkbox"/>	I believe that Thrive should be relocated to a larger facility with more equipment.
<input type="checkbox"/>	I believe Thrive should be a private service and not the responsibility of the Town.
<input type="checkbox"/>	I would be upset if Thrive were to close.
<input type="checkbox"/>	No opinion
Other/Comments(explain)	

**Q9. Select your preferences and type of equipment that you do/would use at a fitness centre (check all that apply).**

<input type="checkbox"/>	Cardio equipment
<input type="checkbox"/>	Light weights (free weights, bands)
<input type="checkbox"/>	Heavy weights (plates, racks)
<input type="checkbox"/>	Low impact equipment (balls, rollers, bands, steps)
<input type="checkbox"/>	Climbing equipment
<input type="checkbox"/>	Crossfit/Parkour equipment
<input type="checkbox"/>	Agility and balance equipment
<input type="checkbox"/>	Stretching area
Other	

