



REQUEST FOR DECISION

Meeting: November 24th, 2025

Claresholm Aquatic Centre-Prescription to Get Active Program

DESCRIPTION:

Administration is seeking Council support for the Claresholm Aquatic Centre to participate with the Prescription to Get Active (RxTGA) program. RxTGA is a provincial, evidence-based initiative supporting inactive individuals aged 5 years and older in becoming physically active through a prescription issued by healthcare professionals. Participating recreation facilities help residents begin their activity journey by offering introductory free access.

Under the proposed model, the Claresholm Aquatic Centre would provide five free guest passes (adult value: \$6.50 per visit; \$32.50 total value per person) to individuals presenting an RxTGA prescription.

Based on community size and comparisons with similar municipalities, Claresholm is expected to receive approximately 5 prescriptions per month, or ~60 annually. Of those, only a select number will visit the aquatic centre, due to other recreation options in our area.

BACKGROUND:

In Alberta there are 220 Facility sites that are partnered with the Prescription to get active Program. Okotoks Recreation Centre is one of the closest communities participating. <https://www.prescriptiontogetactive.com/individuals/facilities>

DISCUSSION/OPTIONS:

Operational Impact

- In-kind annual contribution: approximately \$1,950 (based on 60 prescriptions × \$32.50 adult value).
- Existing facility capacity and staffing levels can accommodate the increased usage with minimal incremental cost.
- Visits are expected to occur across varied hours, including underutilized times, contributing to improved facility usage rates.
- Staff will track the number of RxTGA prescriptions redeemed for quarterly reporting purposes.
- The quarterly report is brief and is estimated to take approximately 15 minutes to complete.
- Implementation is simple and requires only minor adjustments to front desk procedures.

Financial Considerations

Despite providing the initial access free of charge, RxTGA is expected to generate new, ongoing revenue:

- Typical 20–25% conversion rate from trial participant to paying user
- Expected annual conversions: 12–15 individuals
- Minimum purchase: 10-visit punch pass (Aquafit Inclusive Pass example: \$58.50)
- Minimum estimated annual new revenue: \$702–\$877.50

Additional revenue may arise from:

- Memberships and renewals
- Family pass upgrades
- Program/class registrations

The initiative also functions as a low-cost, targeted marketing channel, leveraging healthcare referrals to bring new residents into the facility without advertising expenditures.

Community and Public Value

Participants who become regularly active generate \$2,069 in annual healthcare and productivity-related savings. If 12–15 individuals become active through RxTGA participation: Estimated annual community benefit: \$24,828–\$31,035

Additional Public Benefits include:

- Improved utilization of municipal recreation assets
- Increased satisfaction among residents and taxpayers
- Enhanced inclusion for individuals facing cost or motivational barriers
- Stronger ties between recreation services and community wellness

Alignment With Town of Claresholm Priorities

Participation in RxTGA directly supports the Town of Claresholm’s 2022–2026 Strategic Plan priorities:

- **Livable Community for a Vibrant, Healthy Quality of Life** – by expanding access to physical activity for residents aged 5+, promoting health, and enhancing recreation participation opportunities.
- **Improve and Expand Partnerships, Collaborations, Relationships** – through strengthened relationships with healthcare providers, community partners, and wellness advocates.
- **Economic and Community Development to Revitalize Claresholm** – by increasing facility usage, demonstrating the value of public recreation infrastructure, and contributing to community vitality.
- **Sound, Responsible Governance and Strengthen Internal Operations** – by implementing a data-informed, evidence-based program with minimal administrative burden and clear reporting requirements.

If Council is in favour of this initiative, administration would like a motion to approve the Claresholm Aquatic Centre’s participation in the Prescription to Get Active Program.

Proposed Motion:

MOVED by Councillor _____ to approve the Claresholm Aquatic Centre’s participation in the Prescription to Get Active Program as presented.

If Council is not in favour, then no motion is required.

PREPARED BY: Denise Spencer, Recreation Manager

APPROVED BY: Abe Tinney – CAO

DATE: November 19, 2025
