



CANADIAN HEALTH AND FITNESS INSTITUTE

INSTITUT CANADIEN DE LA SANTÉ ET DE L'ACTIVITÉ PHYSIQUE



ACTIVATING CANADIANS

A Case for completing a Feasibility Study for an Adventure and Innovation Campus (Phase 2 of CHFI Plan)

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**FVRD Presentation
The Phase 2 Feasibility Study**

Slides 2-18

**Phase 1
Work Done to Date**

Slide 20

**Phase 3
Adventure Campus**

Slides 21-28



We're Happier
in Nature, "Off
Leash"

PUBLIC HEALTH IMPLICATIONS OF PROMOTING PHYSICAL ACTIVITY

Increasing physical activity reduces the incidence and severity of cardiovascular disease, diabetes, and mental illness. Despite all efforts and investments to date, the following circumstances have intensified over decades and now represent a genuine threat to the resilience of Canadians:

- 90% of Canadian children and 87% of adults are not active enough every day
- 1 in 3 Canadian children is overweight or obese, twice the rate of a generation ago
- Anxiety, depression, addictions, and mental illness are all on the rise
- Canadians have become increasingly disconnected from nature



ECONOMIC IMPLICATIONS OF PROMOTING PHYSICAL ACTIVITY

Evidence* extrapolated from American sources suggests that the outdoor recreation industry in Canada may represent between 1.2% and 10% of our national GDP, or between \$84 billion and \$170 billion (CDN) annually and has been growing in recent years at a faster rate than the GDP growth generally. Promoting physical activity promotes the economy, not just our people's physical, mental, and spiritual health.

* Source: [Outdoor Recreation Satellite Account, U.S. and Prototype for States, 2017](#) (Released September 20, 2019)

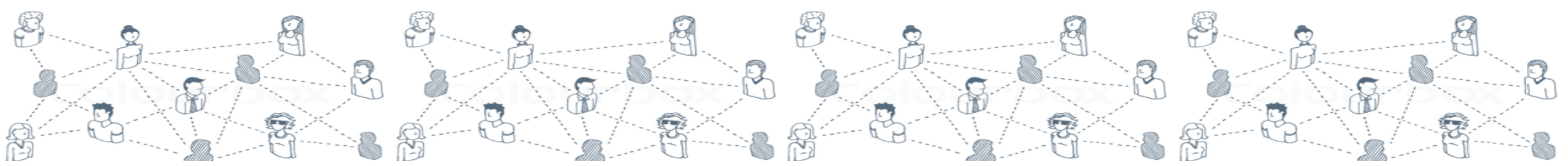


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CHFI: A QUICK BACKGROUND

Feb 2010	Olympic and Paralympic Games in MP John Weston's riding
Dec 2014	<i>National Health and Fitness Day Act</i> passed (Over 500 cities have proclaimed to date)
Summer 2018	CHFI Founded as "NHFI", Ottawa
Feb 2019	Phone Conference for founding Directors, Advisors
June 2019	Workshop to confirm key principles; Jai Bawa's Concept Video released
Sept 2019	Institute's public launch
June 2020	Completion of Business Plan, Budget, Concept Deck
July 1, 2020	Institute rebranded as "CHFI"
Aug 2020	Board expands to 35
Sept 17, 2020	Briefing to FVRD
Oct 15, 2020	Virtual Celebrity Fundraiser Gala



Our **VISION**

To inspire active citizenship to enhance the physical, mental, and spiritual health of all Canadians and to Make Canada the Fittest Nation on Earth by December 31, 2030.

Our **MISSION**

To be a world-leading, evidence-based, sustainable innovation engine that enables the transformation of Canada into the healthiest and fittest nation on earth.

For CHFI definitions of “Health” and “Fitness”, please visit our website at www.chfi.fit



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ACCOMPLISHED LEADERSHIP; NATIONAL RECOGNITION

We have attracted an array of impressive leaders from across Canada to sit on our Board of Directors and Board of Advisors. A full list of our leaders can be found on our [website](#).

Her Excellency the Governor General of Canada, Madame Julie Payette is the Institute's Viceregal Patron.



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Main Presenter



JOHN WESTON

Founder of the Canadian Health and Fitness Institute, John has experience in law, politics, business, diplomacy, land development, and health and fitness. He has spent much of his life promoting the value of physical activity as core to a healthy personal and community life.

John served as M.P. for the riding that hosted the 2010 Olympic and Paralympic Games. With CHFI Advisors Pierre Lafontaine and Phil Marsh, he created the Parliamentary Fitness Initiative. With then-Senator Nancy Greene Raine, he quarterbacked the *National Health and Fitness Day Act*. 500 local governments have already proclaimed National Health and Fitness Day, the first Saturday in June each year.



Other Presenters

- [Jai Bawa](#) (Ottawa, Ontario) - jaiveer.bawa@architecture49.com
A49 Architect; Visionary; Design Professional; Design Manager
- [Glen Cowper](#) (St. Albert, Alberta) - qayaqski@gmail.com
Sport, Recreation and Physical Activity Policy and Infrastructure Analyst; and experienced outdoorsman
- [Monica Jako](#) (Toronto, Ontario) - jako.monica@gmail.com
Social Enterprise Incubator and Youth Educator
- [Rob Stewart](#) (New Westminster, British Columbia) - robstewart@icloud.com
Project Manager; Sports Medicine Event Planner; Athlete
- [Sam Waddington](#) (Chilliwack, British Columbia) - sam@mtwaddingtons.com
Entrepreneur; Adventurer; Wilderness and Trails Advocate; Founder, Fraser Valley Trails Alliance; and Former Chilliwack City Councillor
- [Donna Weston](#) (Vancouver, British Columbia) - dj.weston@shaw.ca
Business Executive; Strategist; Personal Trainer



The Five-Phase CHFI VISION – and Where the Study Fits

✓
Done

PHASE 1: SETTING THE FRAMEWORK: PRE-FEASIBILITY ANALYSIS	2009 - 20	\$500,000+	✓
PHASE 2: INVESTMENT READINESS AND FEASIBILITY STUDY	2020 - 21	\$490,000	
PHASE 3: NATIONAL ADVENTURE AND INNOVATION CENTRE and ACTIVITY INNOVATION NETWORK	2021 - 25	\$3.97 million	
PHASE 4: PROTOTYPE HUT-TO-HUT TRAIL SYSTEM	2021 - 25	\$34.5 million	
PHASE 5: CANADIAN ACTIVITY CENTRE OF EXCELLENCE	2023 - 27	\$600 million	



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Three Key Things to Take Away from Today:

- The Opportunity
- The Timing
- How FVRD Can Assist



THE OPPORTUNITY: WHY FVRD?

In its pre-feasibility analysis (our Phase 1), CHFI determined that the project aligns well with the FVRD's publicly stated priorities:

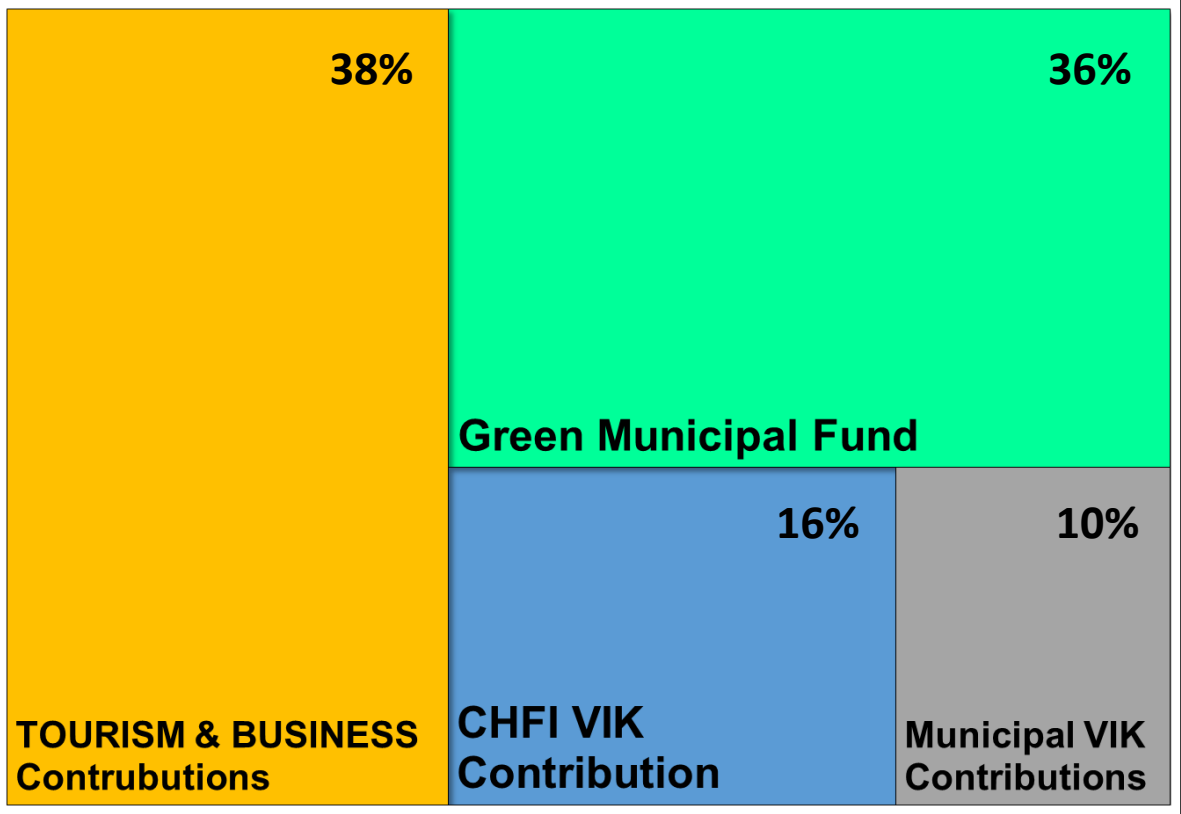
- outdoor recreation,
- active living,
- tourism,
- economic development, and
- net-zero construction practices.

By investing 10% of the Study's budgeted cost, FVRD can trigger a valuable study worth an estimated \$490,000 and other benefits. Furthermore, the FVRD's contribution can be all or in part by value-in-kind.

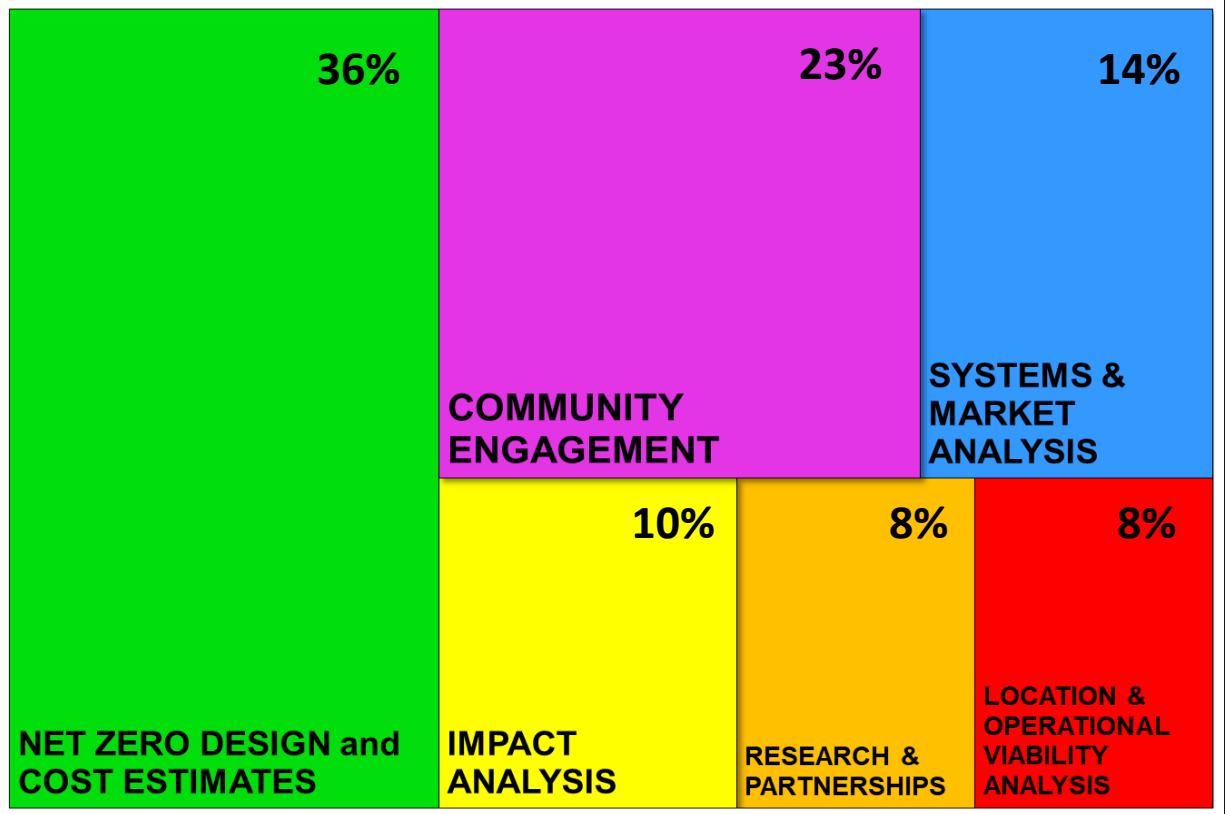


THE OPPORTUNITY: LEVERAGING VIK

Estimated Revenues/Contributions (\$490,000):



Estimated Expenses (\$490,000):



THE OPPORTUNITY COST: WHAT IS CHFI REQUESTING?

- Resolution required by Federation of Canadian Municipalities Green Municipal Fund
- Letter of support
- Value-in-Kind contribution* = \$49,000 (10% of overall cost of the Study)

*VIK contributions from FVRD and any independent municipality within FVRD are eligible to leverage for grant funding applications.

- Encourage Member Municipalities – a bonus but a potential distraction

WHAT IS CHFI NOT REQUESTING?

- We are not requesting grant dollars.
- We are not requesting endorsement or commitment of any resources to the project phases beyond the Feasibility Study. After the Study, the FVRD would exercise its usual independent due diligence in assessing the viability of actual project outlined in Phase 3.



THE OPPORTUNITY: WHAT IS THE STUDY SCOPE?

The following categories are proposed sections of the specific Study, all of which may fall within existing FVRD budget and program priority areas:

- Public and stakeholder engagement
- Data, mapping, land planning, access, and other technical services
- Outdoor Recreation Business and Partnership Analysis (public, not-for-profit, and private)
- Climate Change, Environmental, Water and Sustainability Analysis, including pre-design process, schematics and specifications for Net-Zero prototype modular buildings in an off-the-grid (serviced) site.
- Social, Economic and Environmental Impact Analysis



**Target Date:
October 1, 2020**

THE OPPORTUNITY: WHERE DO WE FIND FVRD-ALIGNED PRIORITIES?

The CHFI's analysis suggests there is positive alignment between the Feasibility Study and objectives laid out in key documents crafted by the FVRD and other regional entities:

- [FVRD - Regional Growth Strategy](#) (2014, update in-progress)
- [City of Chilliwack 2040 Community Plan](#)
- [City of Abbotsford 2019-2022 Strategic Plan](#) and [Community Resilience and Recovery Strategy \(2020-2022\)](#)
- [District of Mission Strategic Plan 2018-2022](#)
- FVRD Outdoor Recreation Development Report (2018-2020, report pending)
- [Experience The Fraser](#) and the Canyon To Coast Trail
- First Nations (supportive discussions underway)
- Tourism: [Fraser Valley Destination Development Strategy](#) and [Destination BC Goals](#)

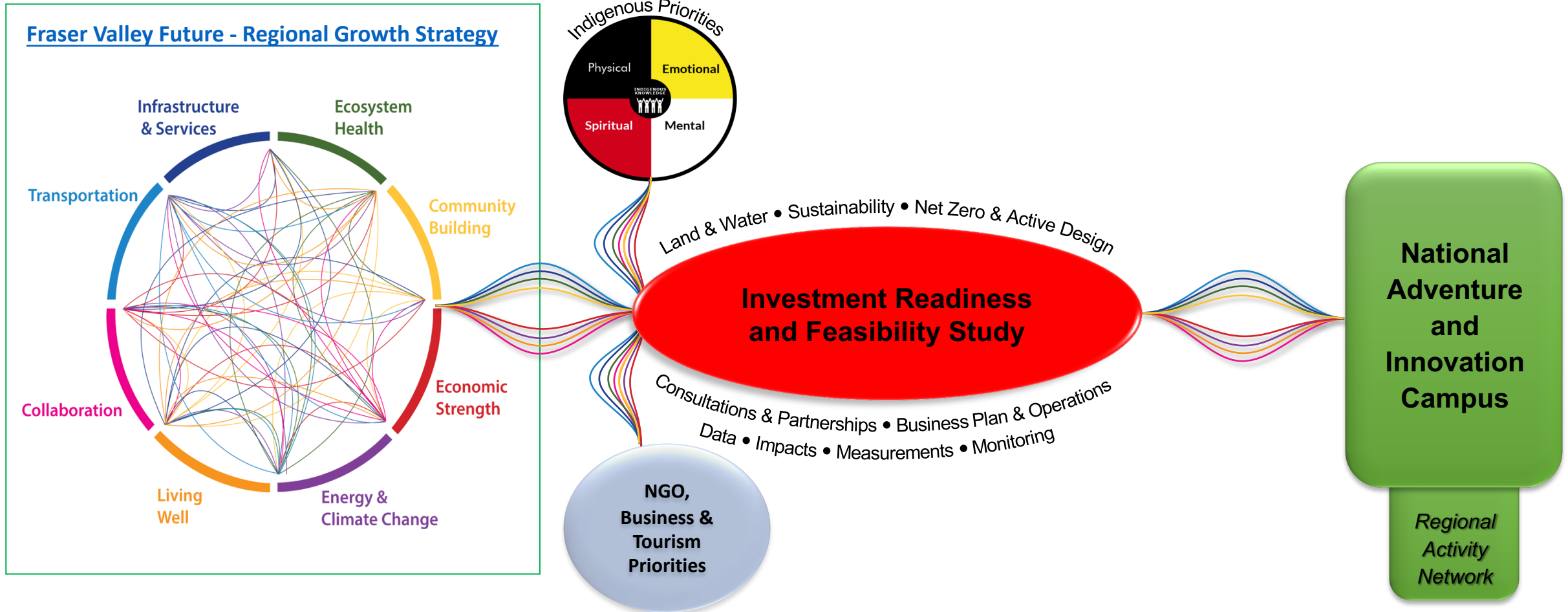


THE OPPORTUNITY: WHAT ARE OTHER BENEFITS TO FVRD?

- Leverage FVRD \$49,000 VIK investment to attract up to \$440,000 in cash and other VIK towards the \$489,000 total cost of the proposed **Feasibility Study**.
- Leverage financial and human resources to further engage regional First Nations; community and conservation stakeholders; and businesses in a project that could benefit all involved.
- Capture further social, economic and environmental impact data and analysis for the Fraser Valley Regional District in the **Impact Report** portion of the **Feasibility Study**.
- Capture valuable technical data and integrated design ideas from an off-the-grid, net-zero, facility analysis, specifically in terms of construction and sustainable energy and water utilization.
- Leverage significant investment to date by CHFI volunteers (over 5,000 hours).
- Promote physical activity to enhance physical, mental, and spiritual health of all residents and visitors.
- Build on the priorities of FVRD and regional Municipality while creating valuable evidence for future national and International tourism, infrastructure, business and economic development.



THE OPPORTUNITY: HOW WILL THE STUDY PROMOTE FV'S REGIONAL GROWTH STRATEGY?



What is the Timing?

- GMF has worked with CHFI for 18 months
- Increasingly expressed support as the project ideas developed
- Only last month indicated a soft deadline of Oct 1st



Wrapping Up: Three Key Things to Take Away

- **The Opportunity:** a study that brings to life much of the data and work performed by the FVRD in recent years plus a prospective project that would benefit residents in many priority FVRD areas, including health, fitness, water and energy management, and environmentally friendly architectural design.
- **The Timing:** GMF has signaled strong support for the CHFI project, particularly if we are able to submit an application for feasibility report funding now.
- **How FVRD Can Assist:** Resolution / Letter / Legwork (VIK)
- And a fourth: THANK YOU for listening!

Want more info? www.chfi.fit or contact us at info@chfi.fit; 604 329 6146 for more information.



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