

## Frequently Asked Questions

### Sustainability Study Results for ADAS Planned Project



#### 1) What study are you referring to?

*Last year the Airdrie and District Agricultural Society (ADAS) determined it needed to undertake a study of the sustainability of the agricultural facilities planned for its land West of the City of Airdrie. The ADAS found contractors who were suited to undertaking a sustainability study based on the Master Site Development Plan for the project. Recently, we received the final report from this study.*

#### 2) What did the report say?

*Overall, the report found the project **in its current form**, would not be economically sustainable if we moved forward with the plan today.*

#### 3) Why is it not sustainable?

*The study was based on the entire project, as laid out in the Master Site Plan, not just one specific area. The balance between the estimated capital costs and revenue generated indicate it is unlikely to provide a positive net over time.*

#### 4) Why don't you scale the project back then?

*Because the scope of the project included interdependent elements (site infrastructure, revenue generating features, and general use components), it was important to see if the project as a whole would be sustainable.*

*We do expect to evaluate many scenarios in the near term, including the scale and phasing of the facilities to determine if it has a significant positive influence on the bottom line.*

#### 5) Can the public see the report?

*The report was commissioned and financed by the ADAS and therefore will not be made available publicly. We will use it as a base as we evaluate the status of the project in a structured way.*

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#### 6) How did the consultants come up with these findings?

*Using their expertise in this area, the consultants we commissioned to create the report did so using a number of steps:*

- *a selected group of like facilities were surveyed to establish the current market rates;*
- *Forty-four of approximately 65 possible user groups, including groups from the beef industry, recreational horse community and others, were interviewed using a standard questionnaire to determine what, when, and how much of the facility they might use; and*
- *Construction and operation cost estimates previously used for the initial business plan and economic impact study were revisited, revised, and used as the basis for the economic modelling.*

#### 7) Is the project done then? What is going to happen now? And will you sell the land?

*The project in its current form will not proceed. The ADAS is going to evaluate, in a structured way, the future of the project and the land.*

#### 8) What about my donation?

*We could not have developed a vision for the land, or determined the overall viability of the Master Site Development Plan, without the generous contributions of numerous individuals, governments and groups. We appreciate the investment of time and funds that we've received over the years.*

*If you have ideas, we'd like to hear them! Simply email [info@airdrieagsociety.com](mailto:info@airdrieagsociety.com) or become a member to take part in the discussions that will be held regarding the future of the project going forward.*

#### 9) Why did you not know the project would not be sustainable from the start?

*We needed to develop a concept of the park (the Master Site Development Plan) before we could assess the sustainability of the project. We undertook the study at this time to fully assess the project's economics before moving forward with development of the land.*

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#### 10) Why didn't you do the sustainability study sooner?

*Again, in order to assess the sustainability of the project, we needed to develop a concept of the park which was done by completing the Master Site Development Plan. We undertook the study at this time to fully assess the project's economics before moving forward with development of the land.*

#### 11) How long will it be before you decide what will happen with the project?

*The ADAS will be taking a deliberate and structured approach to determining how we proceed. At this time, we have not put a timeline on this process.*

#### 12) What is this structured evaluation process you are taking?

*The ADAS members and directors will identify potential scenarios, define and prioritize them and decide which may be most attractive. These will be further explored, defined and evaluated using the same economic model used to evaluate current plan. Recommendations will then be made to the Board of Directors.*

*We do welcome any input from other stakeholders and invite them to become members of the ADAS to take part in this process. We would also like to remind all interested parties that we will be regularly updating our website ([airdrieagsociety.com](http://airdrieagsociety.com)) regarding all ADAS business.*

#### 13) I'm still interested in the project; how can I help?

*You can let us know your thoughts and continue to visit our website on a regular basis to find out more information.*

*You may also join the ADAS.*

#### 14) I have a great idea – who can I tell?

*Email or call us anytime at 403-948-2290 [info@airdrieagsociety.com](mailto:info@airdrieagsociety.com).*

#### 15) Where can I find out more information?

*We will be updating our website on a regular basis. Please visit [airdrieagsociety.com](http://airdrieagsociety.com) over the coming months for more information.*