

SEAROOTS ALLIANCE EASTERN AREA WELLNESS CENTER

*Moving Forward Together for the Physical, Mental and Social Well Being
of Rural Eastern PEI*

Public Information Session



Land acknowledgment

In the spirit of Reconciliation, we acknowledge that the land upon which we gather is unceded Mi'kmaq territory. Epekwitk (Prince Edward Island), Mi'kma'ki, is covered by the historic Treaties of Peace and Friendship. We pay our respects to the Indigenous Mi'kmaq People who have occupied this Island for over 12,000 years; past, present and future.

SeaRoots Alliance Incorporated exists to...

Create a wellness centre that is accessible and inclusive, serving families and individuals of all ages that promotes recreation, learning and community.

Connecting People, Creating Community

The faces behind SeaRoots (Board of Directors)



Kendyle Peters (Souris River)
Keisha Rose (North Lake)
Megan Cheverie (Red Point)

Ashley Sherbanuk (Lower Rollo Bay)
Dennis McNally (Rollo Bay)
Nathan Ching (Black Pond)

Why we established SeaRoots

- Grassroots led community initiative
- Eastern Kings Sportsplex is nearing its end of life
- Lack of wellness investment in our area
- Need for more than a rink - lack of wellness infrastructure

A Wellness Centre based on 3 pillars



AI Generated Image

The journey so far

2023

- Established SeaRoots Alliance Incorporated
- Engaged community
- Developed vision

2025

- Needs Assessment & Business Plan
- Community engagement
- Federal funding commitment

2024

- Concept design
- Strengthened governance
- Identified support

2026

- Working on...
- Final site selection
 - Capital funding
 - Operational funding
 - Fundraising campaign

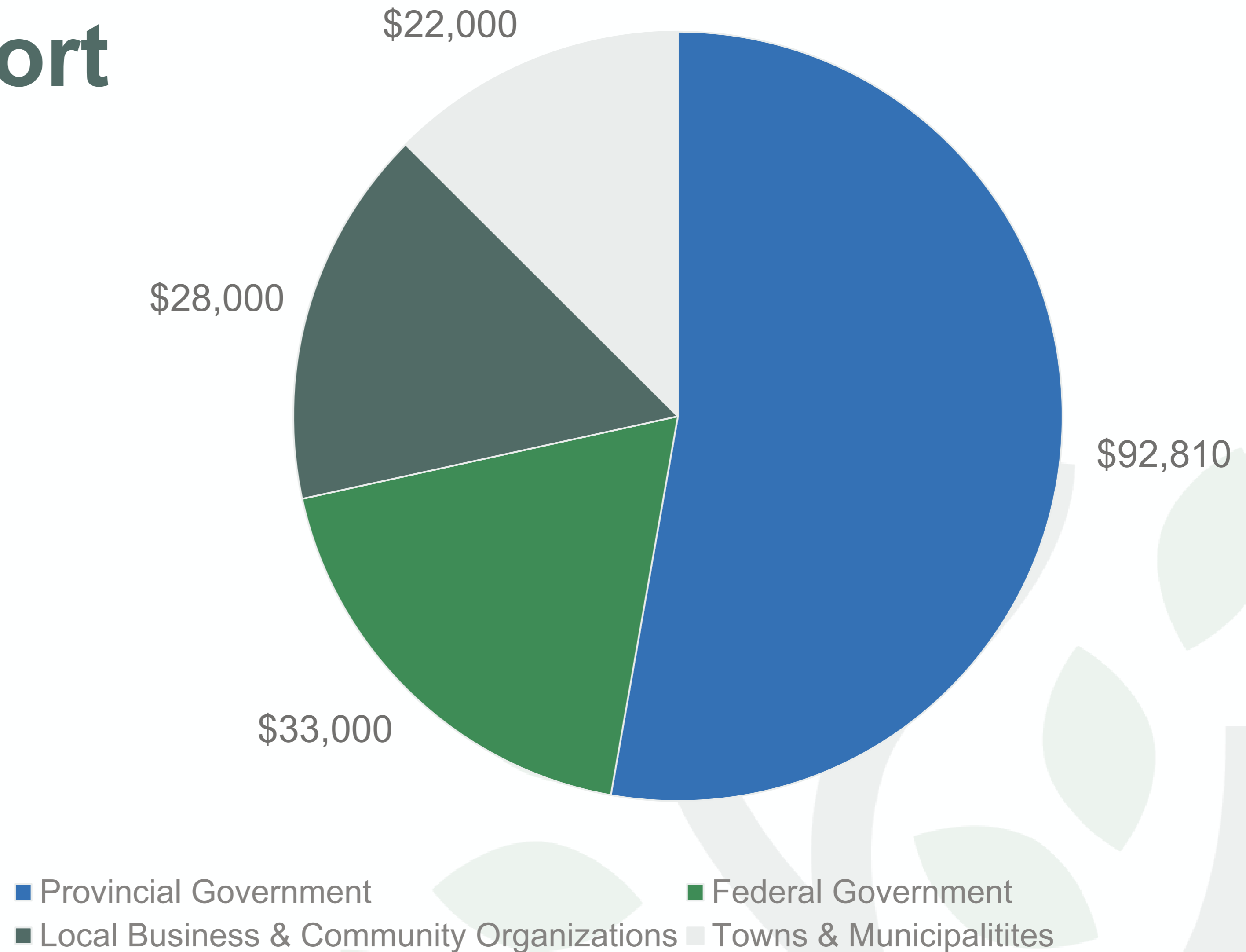
Ongoing commitment to engaging community

- 2023 letters of support from community groups (users) and support in principle from municipalities
- 2024 consultation with stakeholders for original concept design and three pillars
- Summer 2025 public consultation through needs assessment process
- Fall 2025 stakeholder engagement with key community groups
- Fall 2025 established social media presence
- Continual discussions with Town of Souris and surrounding municipalities
- Engagement with federal and provincial governments throughout
- Today's public information session to share progress

Building support

\$175,810 raised from grants and financial support for work to date.

Thank you to our supporters!



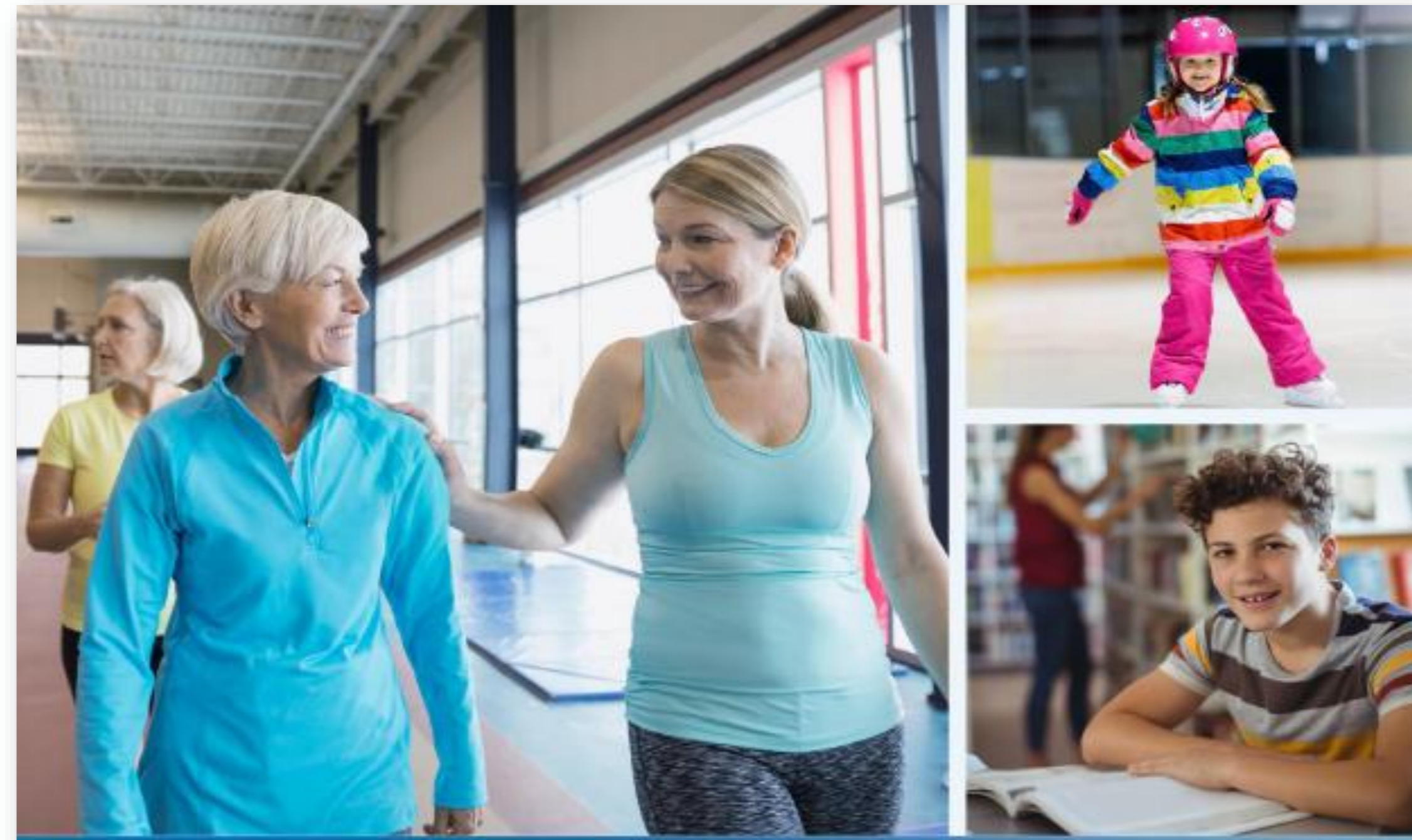
Needs Assessment included

- Market demand analysis
- Analysis of demographics
- Inventory of existing recreation, learning and community infrastructure
- Leading Practices and Lessons Learned from 4 similar facilities
- Public engagement
 - Key stakeholder interviews
 - Public Survey
 - Open Houses
- Recommendation for a selected option
- Business Plan

Understanding the Need

Findings:

- Aging infrastructure, capacity limitations, outdated amenities
- Growing wellness needs of residents, community groups, seniors, youth, and local organizations
- Need for:
 - indoor recreational space for non-hockey sports
 - community meeting, event, and youth programming space
 - improved accessibility in infrastructure
 - emergency-preparedness infrastructure
 - new large space for the Souris Public Library to create a true learning centre



Eastern Area Wellness Centre

Needs Assessment & Business Plan
for Proposed Facility

Why we need a Wellness Centre

- Replace an aging facility without leaving a recreation void
- Serve as the region's central hub for community, recreation, and learning
- Support long-term regional growth and municipal sustainability
- Provide essential amenities that reduce the need for travel to other communities
- Strengthen emergency-response capacity
- Enable the Souris Public Library to meet community literacy and learning demand
- Reduce long-term strain on the provincial health budget through providing community infrastructure to promote social, mental and physical health

Sample of what we heard from the community in the Needs Assessment survey...

"I feel **like this is not just a want but a need for our community**, our community doesn't have much for our youth and adults to do or a place to come together make new and healthy friendships/relationships. Day programs/childcare would also be so helpful to many families as well as we don't really have childcare for kids in the Souris area after the age of 5. This would be so beneficial to all in our community!"

Survey Respondent

"We need to update/upgrade or build a rink. The community should be using it a lot more than it is now. **I think it could generate a lot of money throughout the Summer months (not just Winter)** if we had ball hockey, rollerblading, pickle/Tennis comps, adults/teen dances, bring back the Mr. and Mrs. Clause, there's so many activities/shows/events that could be happening there."

Survey Respondent

"Our family fully supports what Sea Roots is doing. We truly hope that all parties realize **the need for this type of facility in our community**. Our children and future generations deserve equal access."

Survey Respondent

Comparable facilities studied during Needs Assessment



Best Practices Interviews

Four comparable facilities across PEI were chosen for interviews:

1. Cavendish Farms Community Events Centre
2. Eliyahu Wellness Centre
3. Simmons Sports Centre
4. Cavendish Farms Wellness Centre

“Supporting the physical and mental well-being of community members can help reduce stress on already-strained health services. Strengthening learning and development spaces for the children and youth of a region yields long-term benefits, builds spirit, and a sense of identity connected to a place.”

– Page 9, Needs Assessment

Identified Need: More Than Ice

A Facility Designed for Recreation, Community, and Learning

Facility components :

- ✓ Ice surface and associated team rooms
- ✓ Walking track
- ✓ Learning centre/library
- ✓ Multi-use gymnasium and studio space
- ✓ Fitness centre
- ✓ Kitchen
- ✓ Meeting and office space
- ✓ Concessions stand and pro shop
- ✓ Emergency Reception Centre
- ✓ Designed to be Net Zero Ready



Needs Assessment Findings - Capital Funding

“SeaRoots will need to secure a **complete capital funding package** through federal and provincial programs, supplemented by annual community contributions. Together, these sources would provide **\$44,276,400** to fully fund the construction of the Eastern Area Wellness Centre.”

- Page 7, Needs Assessment

While other scenarios were analyzed, this funding model is the only financially and operationally feasible path.

Federal Budget 2025

"Build Communities Strong Fund"

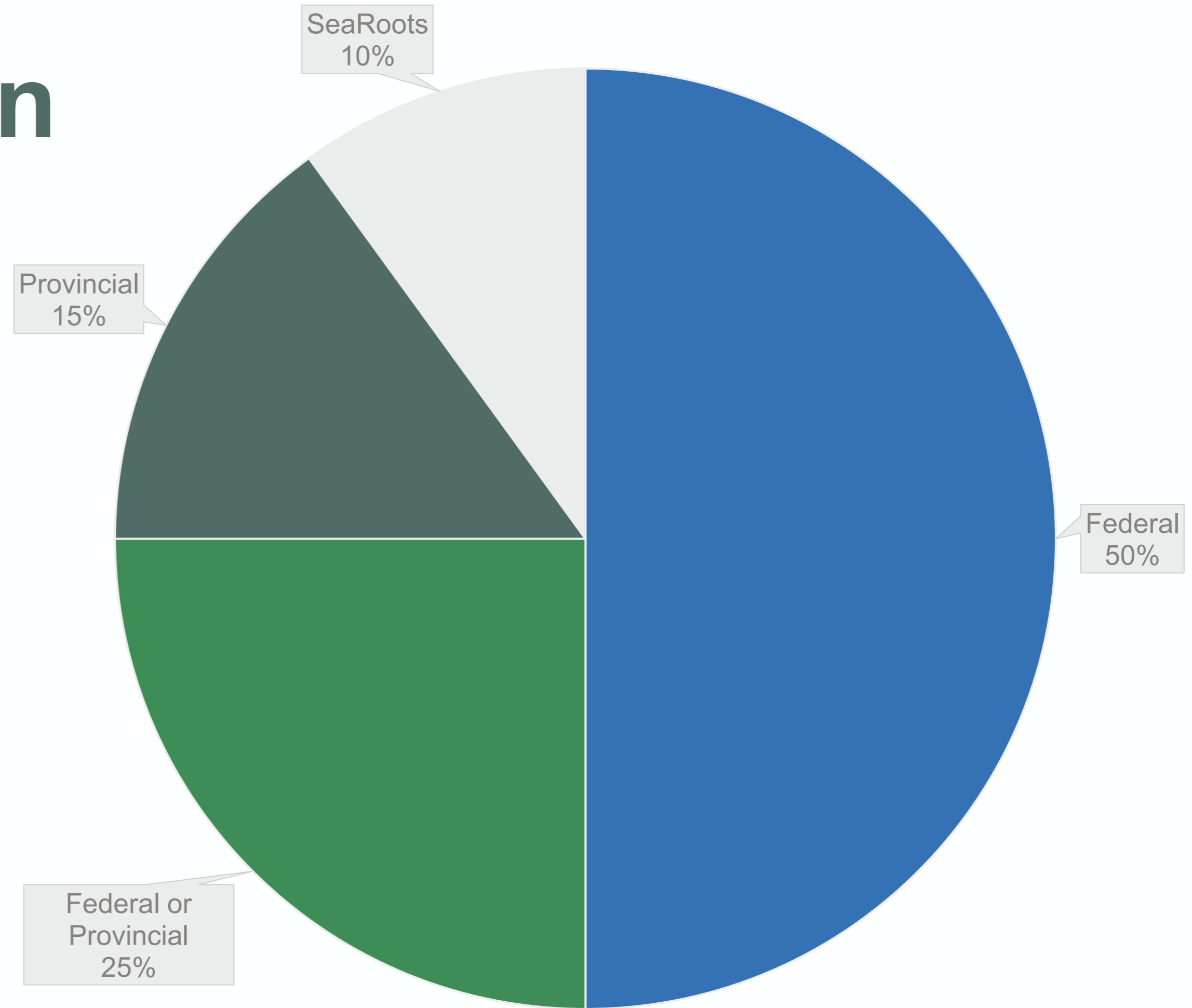
Exclusive Recognition

Selected as the **only project in PEI** explicitly listed in the Federal Budget for funding under the *Building Communities Strong Fund* through Housing, Infrastructure and Communities Canada



Capital funding plan

SeaRoots' ask to funders.



■ Federal ■ Federal or Provincial ■ Provincial ■ SeaRoots

Operating costs

“This facility will require \$347,100 in annual operating grants, funding, and community donations from residents, communities, and organizations in order to be financially feasible.”

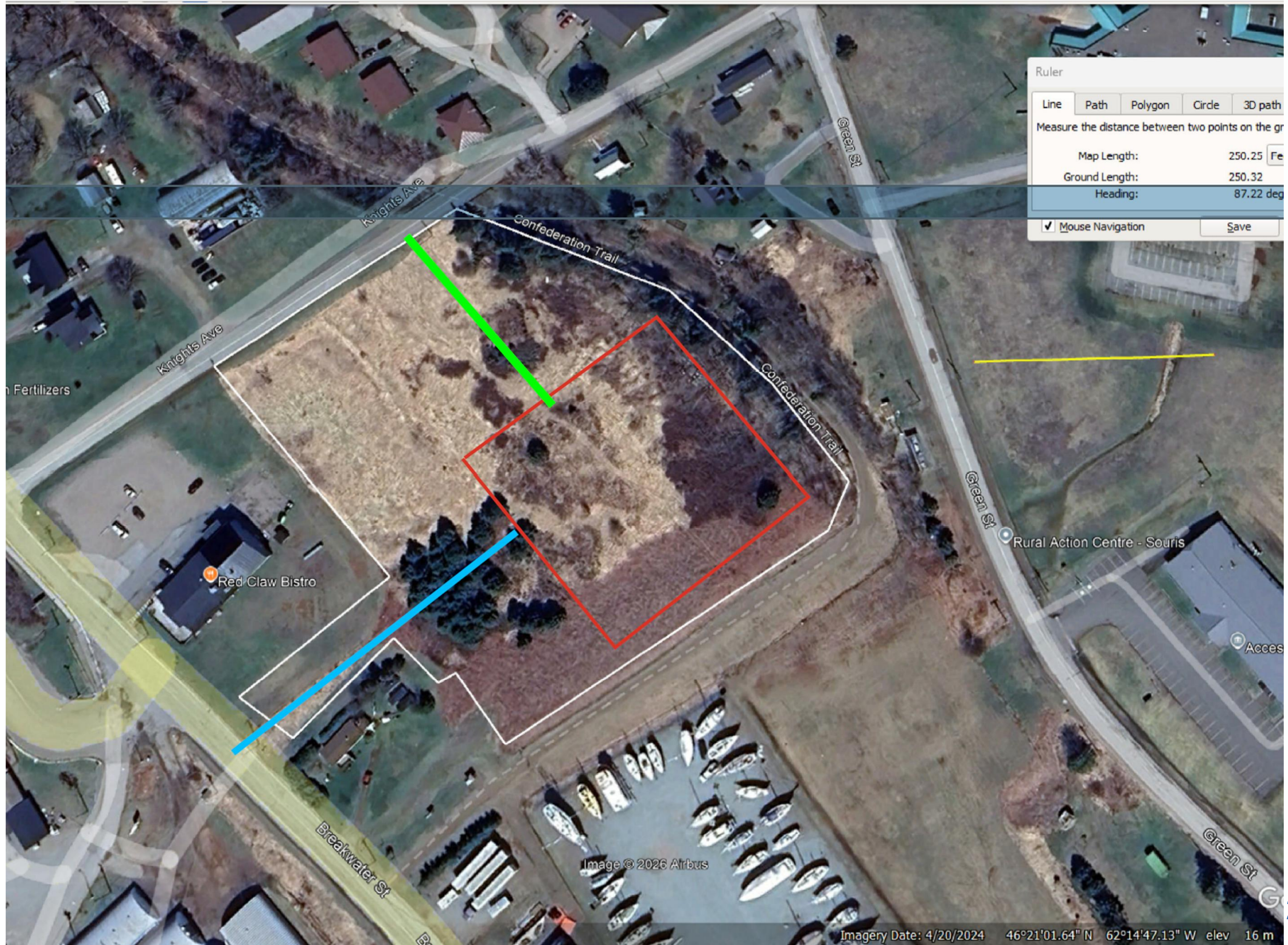
- Page 53, Needs Assessment

This gap is expected. Wellness and recreation rarely turn a profit. Costs are viewed as a regular health and community investment.

Potential sources of additional revenue/cost savings being explored by SeaRoots to address the gap:

- Continued provincial/municipal contributions
- Additional naming rights/advertising
- Memberships
- Cost reductions through green energy solutions and smart technology
- Overnight parking
- PEI Energy (windmills)
- Annual increased in-house fundraising

Potential location



Governance model

- At present it is expected that SeaRoots Alliance will own and operate it once built.
- A 9-member volunteer Board of Directors would provide governance and oversight of operations.
- The Board would be made up of individuals from the Eastern Prince Edward Island area, be elected by members, and reflect a diversity of users of the facility.
- Paid staff would fulfill most of the day-to-day operations activities.
- Volunteer operations committees would fulfill some functions (e.g. fund development).

Strong infrastructure builds strong communities

- **Economic Growth**

Local jobs, tourism, and year-round activity

- **Youth & Family Retention**

A place families choose to stay

- **Community Pride**

Investing in ourselves, creating community shared spaces

- **Healthcare Recruitment & Retention**

Professionals choose communities — not just jobs

Infrastructure is not a luxury in rural communities. It is essential.

Next steps as SeaRoots moves from momentum to action.

- Finalizing the federal funding agreement
- Securing provincial contributions
- Finalizing site
- Launching a capital campaign
- Pre-build preparations
- Launch design process - architectural drawings and Class A Estimates

Questions?



Thank you

Contact Us: admin@searoots.ca

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**Connecting People,
Creating Community**