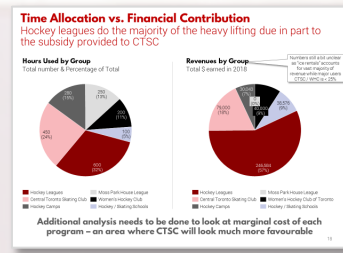
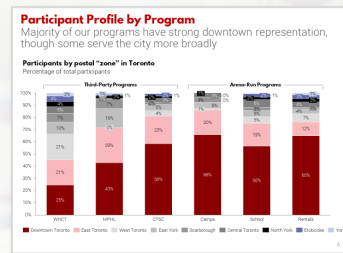
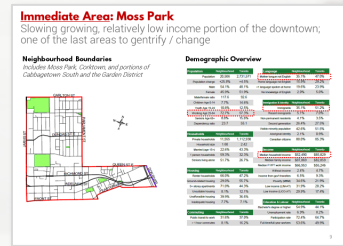


Case Study – Service Delivery Review Overview



Moss Park Arena served several communities in Toronto’s downtown. Increasingly, concerns were being raised by the community that the mix no longer reflected their needs.

Canvas director Will Meneray served on the organization’s Board and led a review of the arena’s programming to determine its fit with community needs and potential actions required in order to facilitate realignment. This review involved a review of user data, benchmarking against peer arenas, and the surveying of user groups.



Demographic Profiling
of local community and analysis of their preferences / needs to establish a baseline

Programming Review
comparing the alignment between program users and resources to the local community

Financial Modeling
to assess impact of changes to programming mix, resource allocation, and fee schedules