

ALBERTA RECREATION AND PARKS ASSOCIATION

2010

ANNUAL REPORT

ALBERTA RECREATION AND PARKS ASSOCIATION ANNUAL REPORT 2010 TABLE OF CONTENTS

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PRESIDENT'S MESSAGE

Despite the global economic downturn, 2010 has been a successful year for our Association. We have been active in five principal areas: member services, policy and advocacy, research and planning, projects and programs, and communications.

Our primary focus for MEMBER SERVICES has been the development of the Association's governance review and strategic plan for, both initiated in the latter half of 2009. The Board of Directors has thoroughly reviewed governance changes proposed by consultants in their 2009 report. Its recommendations will be brought forward to the 2010 Annual General Meeting. The Board also discussed and revised the consultants' proposed planning priorities, and adopted a Strategic Plan for 2010-2013 to be shared with the membership at the 2010 Conference.

ARPA continues to be a national leader, specifically in the efforts by the renewed Canadian Parks and Recreation Association (CPRA) to restore a viable and vibrant national voice for recreation and parks in Canada. ARPA's Past President, Shelley Shea, not only spearheaded much of this work but also, in May 2010, took on the role of President of CPRA.

Rounding out an eventful spring, ARPA also acquired and assumed governance and operations oversight of the Lifestyle Information Network (LIN) and consequently the National Recreation Database.

Other significant initiatives on behalf of members have included: the development of a *Building Leadership Capacity* course, offered for the first time in June to a sold-out enrolment. Other high quality learning opportunities included the 2009 Annual Conference and Pre-Conference Institutes, as well as the sixth annual Youth Development Through Recreation Services (YDRS) Symposium in March.

The principal focus of our POLICY AND ADVOCACY ACTIVITIES has been on Active Alberta, the Provincial government's ongoing effort to develop a policy and strategies for recreation, active living and sport in Alberta. This has been immensely time-consuming for both staff and the Board of Directors. Other important initiatives have been development of a proposed blended strategy for After School Recreation, as well as participation in a province-wide dialogue with the Minister for Culture and Community Spirit on challenges currently facing the not-for-profit sector in Alberta.

Also noteworthy, ARPA commenced background research towards the preparation of an Association position paper on *Children's Play - It's Serious Business*.

Our RESEARCH AND PLANNING VENTURES are a foundation for our policy and advocacy activities and a base for building professional and public awareness of current issues in our field. Notable research reports this year include: *Public Funding of Recreation in Alberta*; *The Role of Recreation, Parks and Open Space in*

Regional Planning; *Stone Soup: The Recipe for an After School Recreation Strategy in Alberta*; and *Healthy By Nature: Up Close and Personal*, which is a proposal for renewed provincial investment in community parks, open space, and nature education.

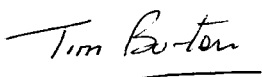
A major part of our ACE Communities initiative has been development of the online version of Canada's Recreation Benefits Catalogue, and its expansion to include promising practices and recreation trends. This has greatly enhanced our research and capability, as has the recent acquisition of the Lifestyle Information Network (including the National Recreation Database) – which offers an opportunity to integrate information about recreation and parks benefits, research findings, promising practices, and emerging trends into a single resource.

Our PROJECT AND PROGRAM INITIATIVES have helped sustain the Association's growing reputation. Unfortunately, we lost one of our major programs to provincial budget reductions: Communities ChooseWell (a partnership initiative with Alberta Health and Wellness) did not continue this year, although we have hopes for its return in the future. But our ACE Communities initiative continues to help rural and aboriginal communities pursue their own leadership and community development initiatives, while Communities in Bloom, HIGH FIVE®, Everybody get to play™, Kids at Hope, and Sogo Active, among others, continue to prosper.

Finally, ARPA has enhanced its COMMUNICATIONS with our members and the wider community during the past year. The monthly REConnect newsletter is an increasingly popular source for up-to-date information about ongoing ARPA activities, while the recently launched series of bulletins based on the *Foundations for Action* report is already proving to be a cogent, concise, and reader-friendly statement of goals, strategies, and plans for Alberta's recreation and parks sector. Work has also been proceeding on the development of a greatly improved and user-friendly ARPA website that we expect to be fully launched and operational early in 2011.

ARPA has been fortunate in the contributions made by members of our Board of Directors and Executive Committee during the past year. They have approached their responsibilities with considerable professional dedication. Finally, I can never say enough about the tremendous support the Board and I have received from our staff throughout the year. They have demonstrated immense enthusiasm tempered with analytical clarity and astute good sense. What a refreshing experience it has been to work with them!

I have now completed my two-year term as your President. I will continue to serve ARPA as Past President for at least one more year, but now is an appropriate time to offer my thanks to all members, Directors, and staff for their encouragement and support during my four years as Vice President and President. They have been immensely rewarding.



Dr. Tim Burton



ALBERTA RECREATION & PARKS ASSOCIATION OVERVIEW

The Alberta Recreation and Parks Association (ARPA) is a provincial, non-profit charitable organization that operates with a volunteer Board of Directors.

ARPA has over 1300 members representing thousands more Albertans across the province. ARPA members include community and public recreation agencies throughout Alberta, along with individual practitioners, academics, corporate, elected, volunteer, and student members.

OUR INDUSTRY VISION

"A province, and communities within, that embrace and proactively use recreation and parks as essential means for enhancing individual well-being and community vitality, economic sustainability and natural resource protection and conservation."

OUR MISSION

"ARPA builds healthy citizens, communities and environments throughout Alberta."

More specifically, ARPA sees a province where recreation and parks are widely accessible to all and a provincial recreation and parks industry that:

- focuses on meeting citizen/consumer/community needs;
- has increased numbers of citizens valuing and participating in recreation and parks activities throughout Alberta;
- has sufficient numbers of skilled, informed and influential people (professional, elected, and volunteer) delivering, or advocating for, recreation and parks services throughout the province;
- has safe, high quality public and private sector natural and built environments in which people enjoy benefits from recreation and parks participation;
- respects, embraces, and practices preservation and conservation as it relates to parks, natural areas, and open space;
- enjoys broad-based interdisciplinary and public acceptance and corporate support;
- has a defined provincial enabling policy and strategic framework for the interdisciplinary development of recreation and parks throughout Alberta;
- has well-managed industry and allied stakeholders working cooperatively to achieve commonly held objectives and best value for resources available; and,
- makes a positive contribution towards addressing emergent public health, social, economic and environmental conditions within the province.

OUR VALUES AND GUIDING BELIEFS

ARPA believes:

- that recreation and parks provide benefits that are essential to quality of life and the health and well-being of individuals, communities, the economy and environments in Alberta;
- further, that the lifetime benefits of recreation and parks are:
 - enhanced population health, individual wellness, healthy lifestyles and lifelong learning;
 - building communities, social capital and foundations;
 - community beautification and the conservation and preservation of parks and natural environments; and,
 - enhanced economic conditions in the province and within communities.
- that "recreation" is inclusive of play, physical activity, sport, arts and culture, and outdoor pursuits;
- that "parks" are inclusive of designated community parks, public open spaces, sports fields, community/botanic gardens, recreation corridors, natural areas and environmental reserves;
- that "recreation" as a key vehicle for achieving healthy lifestyles, can be accessed by a variety of disciplines;
- that using a "community development" approach yields benefits both through the process and the programs and services that are delivered;
- that working in partnership with others who contribute to wellness and quality of life in Alberta is essential; and,
- that volunteerism is fundamental in the delivery of recreation and parks programs and services in Alberta.

STRATEGIC PRIORITIES

The primary intention of the ARPA Board of Directors is to position the Association as an authoritative body (both provincially and municipally) concerned with the development of recreation and parks services and the benefits they generate to citizens and society-at-large.

The Key Result Areas for ARPA include:

- Sector Leadership, Positioning and Advocacy
- Community Building and Enhancing Public Awareness
- Advancing the Quality of Life Sector and Strategic Alliances
- Member Services, Professional Development and Communications
- Association Excellence and Sustainability



ADVOCACY

ARPA continued to focus its advocacy activities on a number of key areas throughout 2010. The Association devoted considerable effort to reviewing and commenting on the draft provincial policy titled *ACTIVE ALBERTA: A Recreation, Active Living and Sport Policy*. Representatives from the ARPA Board of Directors also engaged in direct consultations with officials from Alberta Tourism, Parks and Recreation (ATPR) on the Ministry's draft *ACTIVE ALBERTA* policy. ARPA remains committed to its position that the provincial policy should be broad in scope and impact to optimize the vital contributions recreation and parks make in our province.

ARPA also engaged in advocacy activities related to the regional planning processes that have been formalized under the Land-use Framework, and enacted into law by the Alberta Land Stewardship Act. With funding support from ATPR, the Association commissioned a study that culminated in the publication of *The Role of Recreation, Parks and Open Space in Regional Planning*. This working guidelines report encourages ARPA to take a proactive approach as a leading recreation, parks, and open space (RPOS) advocate in the regional planning process, and suggests potential RPOS outcomes, objectives, and strategies that could be included in any of the province's seven watershed-based regional plans.

In advancing advocacy pertaining to public funding policies in the recreation and parks sector, ARPA released a research document titled *Public Funding of Recreation in Alberta*. This publication undertakes an historical analysis of public funding in Alberta's recreation and parks sector between 1988 and 2006, finding that approximately \$1 billion is expended on recreation and parks annually within the province, with municipal spending accounting for 90% of that expenditure. Further, the report found that cumulative provincial government funding during the 1990s would need to have been \$955 million higher (\$2007) in order to have maintained real funding at 1988/89 levels.

Finally, the Association also continued its advocacy efforts with respect to after school recreation. *Stone Soup: A Recipe for an After School Recreation Strategy in Alberta* suggests that a blended framework that includes recreation, health, and learning, along with a local programming component, will be the best approach in developing after school recreation programs during the critical hours of 3:00-6:00 p.m. *Stone Soup* was produced as a follow-up to a previous ARPA publication that identified the urgency for the development of such an after school (critical hours) programming framework, in addition to the funding of pilot programs.



TRIPARTITE PARTNERSHIP



The second year of the Tripartite Partnership between the Faculty of Physical Education and Recreation, University of Alberta; Alberta Tourism, Parks and Recreation; and the Alberta Recreation and Parks Association got underway in 2010. This partnership has been established to enhance Alberta's recreation and parks sector by strengthening the collaboration and communication between the partner organizations. A Senior Liaison for Leadership and Professional Development acts as a direct linkage between the three agencies.

The responsibilities of the Senior Liaison position include teaching three courses at the University of Alberta and providing advice and oversight relative to a number of strategic priorities of the parties, particularly as they relate to leadership and professional development.

Commencing in 2009 and extending throughout 2010, the Senior Liaison taught two undergraduate courses in the Fall term (RLS 225: Program Planning for Leisure; and RLS 331: Leisure Education), and one during the Winter term (RLS 122: Leadership in Recreation and Leisure Organizations). As well, he contributed as a guest speaker to an undergraduate course (PERLS 497: Play Leadership) and a graduate course (RLS 510: Concepts and Theories of Leisure and Recreation). He has actively participated in a variety of U of A initiatives including meetings of the Faculty and Academic Councils, the Physical Education and Recreation Alumni Association, and the Unit Review of the Bachelor of Arts in Recreation and Sports Tourism Program.

In June, a leadership course for recreation and parks practitioners was successfully launched. It is intended that further opportunities will be offered throughout the province during 2011 and beyond. Doug Irwin and Dr. Barry Mitchelson are assisting with this initiative and donating their teaching expertise to the Association.

Further, the Senior Liaison was also invited to serve as the keynote speaker at the Annual Staff Day for Alberta Tourism, Parks and Recreation. His presentation endeavoured to connect dots between the issues facing our society, as well as the need for fresh and new developmental approaches.

As this tripartite initiative continues to make strides and enhance inter-organizational collaboration, the Tripartite Partnership Workplan for the next year will include a specific focus on each of the following priorities:

- Refinement and utilization of competencies related to the field of recreation and parks practice;
- Articulation of an agenda for translational (applied) research;
- Pursuit of a Centre of Community Recreation Excellence; and
- Hosting of a National Summit on Recreation in 2011.

PROGRAMS & INITIATIVES

The programs and initiatives ARPA administers are essential to advancing the growth and development of recreation and parks, thereby enhancing quality of life in Alberta.

By doing so, the Association and the larger recreation and parks sector are effectively and enthusiastically positioned as a leader in the quality of life movement.



COMMUNITIES IN BLOOM ALBERTA



This was the fifth year that the Alberta Recreation and Parks Association has successfully coordinated Communities in Bloom Alberta, Alberta's provincial edition of a national-level program. Inspired by Britain in Bloom, Tidy Towns of Ireland, and Villes et Villages Fleuris de France, at the national level, Communities in Bloom is a volunteer-based, Canadian non-profit organization committed to fostering civic pride, environmental responsibility, and beautification, as well as to improve quality of life through community participation and the challenge of a national program, with a focus on the protection and promotion of green spaces.

All Alberta communities are invited to register and participate within their population category in Communities in Bloom Alberta. During July and August, trained volunteer judges travelled across the province to evaluate the efforts and achievements of participating communities in regards to the following eight criteria: Tidiness; Environmental Awareness; Community Involvement; Natural and Cultural Heritage Conservation; Tree/Urban Forest Management; Landscaped Areas; Floral Displays; Turf and Groundcovers.

This year, 20 volunteer judges and 41 communities of various sizes from all regions of the province participated in Communities in Bloom Alberta. In addition, 24 Alberta communities, including four from last year's provincial program, took part in the National Edition of Communities in Bloom. The 2010 provincial participants were celebrated at an awards event and banquet held in Provost on September 18th.

Also in 2010, ARPA was very pleased to announce a three-year partnership with the Encana Corporation as the Provincial Presenting Sponsor for Communities in Bloom Alberta. ARPA and Encana share strong interests in making Alberta's communities the best they can be, and that they truly inspire local leadership, volunteerism, capacity building, and enhanced quality of life.

A successful partnership was also achieved with Equinox Industries – ALFA Products of Winnipeg, Manitoba. Through its "Raising our Roots" campaign, the company made a financial contribution to Communities in Bloom Alberta from the sales of planters in Alberta from May 1 to August 31, 2010.

Future initiatives and enhancements to the program include development of a Communities in Bloom Alberta Newsletter, as well as delivery of regional workshops during the winter months, both to entice and encourage the involvement of new communities, as well as to maintain the engagement and enthusiasm of existing participants. Plans also exist to expand Training/Orientation Seminars for volunteer judges, and to improve the Communities in Bloom Alberta portion of the ARPA website to be more informative and user friendly for participating communities.

ACE COMMUNITIES

ACTIVE. CREATIVE. ENGAGED.



The use of our leisure and public spaces defines quality of life for the residents of a community. Recreation, sports, fitness, arts, culture, heritage, and parks opportunities are the heart of our communities – pumping vitality, creativity, and positive energy into our lives. What we do with our discretionary time helps us enjoy, make sense of, and shape our lifestyles, our families, our communities, and the world around us. This quality of life is also the magnet that attracts and retains economic activity and a skilled workforce.

In recent years, the field of recreation and parks has focused much of its effort in three main areas – facilities, programs, and parks to contribute to this quality of life. While these remain important, the ACE Communities initiative has been focused on a fourth area – community building – where recreation and parks are used as a catalyst to strengthen community leadership, innovation, and capacity.

While recreation and parks bring richness and value to our lives and our communities, there is even greater potential when we capitalize on our unique understanding of communities and how they work. As a result of significant funding from Rural Alberta's Development Fund, Encana Corporation, and Cenovus Energy, ACE Communities has been able to explore and better articulate the growing importance of community building, the critical need for applying system-thinking to our communities, and strong, collaborative leadership—all through a recreation, parks, arts, culture, and heritage lens. ACE Communities is now able to describe a

process as well as provide specific tools and resources to help a community strengthen its local leadership, identify its assets, apply a community development approach, involve a variety of sectors and citizens, and ultimately become a more active, creative, and engaged community.

Emphasizing the community leadership that will ensure impact and a longer term legacy, ACE Communities uses a holistic approach that includes activities to:

- (a) build community leadership through education and training
- (b) create a network of ACE Communities that are committed to community building
- (c) engage youth in leadership opportunities that invite and involve community action
- (d) conduct research related to quality of life
- (e) apply marketing and communications that promotes the relationship of quality of life to community leadership, recreation, parks, arts, culture, and heritage.



HIGHLIGHTS OF THE PAST YEAR INCLUDE:

- Ten new partner communities – Entwistle, Cold Lake, Innisfail, Longview, Chestermere, Nanton, Trochu, Alexis Nakota Sioux Nation, Vulcan, and Killam – joined the 20 previous ACE partner communities, as well as approximately 30 more communities supported to implement the three paths to becoming an ACE Community. This includes strengthened local leadership, initiation of a short term project that encourages the community to work together, and the development of a community-driven long term plan related to quality of life.
- Over 20 Community Building Workshops were offered across Alberta in host communities that included Airdrie, Camrose, Camore, Crowsnest Pass, Drumheller/East Coulee, Fort McMurray, Fort Saskatchewan, Hobbema, Jasper, Kitscoty, Mannville, Okotoks, Red Deer, St. Albert, and Youngstown. Close to 500 participants took advantage of this professional development opportunity.
- Sharing, collaborating, meeting, and learning online are taking place using state-of-the-art integrated processes. Work on the online knowledge management and exchange system included the deployment of our own dedicated Google Search Appliance. ARPA, through its ACE initiative, is the first non-profit organization in Canada to do so. This Search Engine marks the beginning of “harvesting”, which will result in an extensive virtual library dedicated to our field. ARPA also saw a new CRM (Client Relationship Management) system installed.
- Three community development arts tours in Grande Cache, Longview, and Hanna were completed, delivering 160 workshops and involving over 1600 participants.
- Hosting of an Aboriginal Recreation Directors Summit, an ARPA pre-conference session, and ongoing support directed at the development of a *community of practice*.
- Development of new resources and the delivery of regular webcasts and webinars related to community leadership competencies and the use of ACE tools and resources.
- Generation of \$30,000 in revenue as the result of sales of the Community Leaders Toolkit.
- Commenced work on the development of a Service Excellence Framework for community recreation and parks practitioners.
- Ongoing involvement with other provincial organizations involved in community capacity building has taken place via a newly formed informal network called the Provincial Capacity Builders Network, numerous conference presentations, and other networking opportunities.
- ACE Communities was also able to support the development of FITS (Facility Inventory Tracking System), the Benefits DataBank, and the Kids at Hope initiative.





HIGH FIVE®



ARPA is proud to be the Alberta provider of HIGH FIVE®, Canada's only quality assurance standard for recreation and sports programs for children aged 6 to 12. HIGH FIVE® provides a range of training opportunities, assessment tools, and resources to ensure that communities and organizations can deliver the highest quality programs possible.

In 2010, an updated Principles of Healthy Child Development (PHCD) workshop was launched and Alberta's HIGH FIVE® Trainers were provided with upgraded training. The content and activities of the PHCD have been updated to include behavioural management techniques, conflict resolution, and specific tools to empower program leaders to prevent and deal with bullying.

HIGH FIVE® has also aligned with the Canadian Sport for Life (CS4L) model. The HIGH FIVE® Sport workshop will be launched in Alberta in late 2010. CS4L provides excellent information as to what children should be doing at specific stages of their life, and HIGH FIVE® empowers sport leaders in creating a quality environment where children's mental and emotional needs can be met simultaneously.

Since its launch in 2007, ARPA has championed the spread of HIGH FIVE® throughout Alberta. To date, the following benchmarks have been achieved:

- Over 35 HIGH FIVE® Trainers across Alberta
- Two HIGH FIVE® Master Trainers
- Over 1,000 people trained in the Principles of Healthy Child Development
- Over 170 people trained to use the Quality Experience Scanning Tool (QUEST)
- Over 120 QUEST program assessments conducted

HIGH FIVE® has been identified as a best practice in Dr. Kellie Leitch's report *Reaching for the Top: A Report by the Advisor on Healthy Children and Youth*. This report was written to advise Canada's former Health Minister, the Honourable Tony Clement, how to best improve the health and wellness of our nation's children and youth.





EVERYBODY GETS TO PLAY™



Everybody gets to play™ enhances the quality of life of Alberta's children and youth in low-income families through increased access to, and participation in, recreation opportunities.

Although all children should be able to engage in recreation opportunities, the social, financial, and systemic barriers faced by children in families with low incomes means that the populations that could benefit the most from participation are the least likely to participate. Using a *Community Mobilization Tool Kit*, Everybody gets to play™ orientations, and one-day workshops, communities from across the province are better able to identify, reduce, and eliminate barriers to recreation for children living in low-income families.

In 2010, ARPA's Everybody gets to play™ program was fortunate to receive continued financial support from Strathcona County. Over the years, Strathcona County's commitment to Everybody gets to play™ has made them a leading community in proactively creating recreational opportunities for all of the children and youth residing in their community.

Recently, CPRA released two supplements to enhance Everybody gets to play™: *Healthy Eating in the Recreation Setting* and the *First Nations, Inuit, and Métis Supplement*.

Children require both physical activity and healthy eating habits. Recreation is vital to a child's growth and development but children who are not well nourished are less able to take part in active play. *Healthy Eating in the Recreation Setting* will help communities to:

- Understand the importance of healthy eating for children and youth
- Think about and integrate healthy eating in recreation settings
- Convince stakeholders, persuade communities, and secure funding to incorporate healthy eating initiatives and policies in recreation settings.

The *First Nations, Inuit, and Métis Supplement* to the Tool Kit was developed to provide specific information about First Nations, Inuit, and Métis peoples because of the unique history and circumstances faced by Aboriginal peoples in Canada. The Tool Kit and this Supplement provide the tools and information needed to mobilize communities to reduce barriers to recreation participation for First Nations, Inuit, and Métis families.

SOGO ACTIVE



Sogo Active is a program created for one reason—to help youth challenge themselves and their friends to get moving. Launched in the fall of 2008, Sogo Active is coordinated in Alberta through the Alberta Recreation and Parks Association. Phase I of Sogo Active was completed in March 2010 with Alberta having achieved the following:

- Over 80 youth-serving organizations, schools, and community recreation departments registered online as “Community Hosts” committed to helping youth to become more physically active;
- Over 1000 youth in Alberta registered online at www.sogoactive.com;
- Over 100 youth in Alberta selected to carry the Olympic Flame in the 2010 Olympic Torch Relay as a result of their commitment to becoming more physically active; and
- Over \$43,500 in grants disbursed by ARPA’s Children and Youth Committee to youth-serving organizations across Alberta to reduce barriers to physical activity from 2008 to 2010.

Following Phase I, the overall visual identity for Sogo Active was updated to better create awareness of the youth inactivity crisis. These changes are highlighted by the *Can You Fill These Shoes?* campaign where youth are asked to take the lead in solving the inactivity crisis by designing challenges to get themselves and their friends more active.

From amongst the *Can You Fill These Shoes?* challenges, the top 90 challenges will be judged and twelve Sogo Active Ambassadors will be selected. These Ambassadors will each receive \$5,000, Adidas apparel, a micro grant from ParticipACTION, and other prizes.

Phase II runs from April 1, 2010 until March 31, 2012. Over that period, ARPA will be awarding an additional \$60,000 to youth-serving organizations to assist their youth in becoming more physically active through a simple application.

Presented by Coca-Cola Canada in collaboration with ParticipACTION, Sogo Active is a national initiative developed by ParticipACTION and an Advisory Committee of youth and organizations to create a youth-focused physical activity movement. Targeting Canadians aged 13-19, the goal of Sogo Active is to eliminate Canada’s inactivity crisis by supporting and encouraging youth to find fun reasons and new opportunities to incorporate physical activity into their daily lives. Sogo Active encourages “for youth by youth” group activities supported in the community, and gives youth the tools to design, change, and control their own get active plan and reach out to less active peers.



KIDS AT HOPE



Kids at Hope is an innovative concept which states and demonstrates that all children are capable of success, NO EXCEPTIONS! Kids at Hope is not another program; it is first and foremost a belief system, supported by a cultural strategy, and then enhanced by programs. Kids at Hope inspires, empowers, and transforms families, youth-serving organizations, and entire communities to create an environment where all children experience success.

In 2009, Kids at Hope expanded to Alberta under the leadership of ARPA. Through this initiative, the Association advocates that if the stigma of "youth at risk" is removed and replaced with a belief system that imparts to youth that they are valued and capable of success, the Kids at Hope culture will serve as a stimulus for success.

By adopting the Kids at Hope cultural strategic framework, the following will be achieved:

- Children become much more optimistic
- Children not only understand the concept of hope, they can model it
- Children learn and practice the power and self-fulfilling prophecy of positive self talk through the Kids at Hope Pledge
- Children learn about personal strength-based inventory and practice it
- Children's academic and emotional achievement matures
- Adults learn and practice the power of the self-fulfilling prophecy to support a child's achievement
- Adults learn and practice how to measure a child's potential, not just their behavior
- Adults learn and practice how to instill hope in every child without exception
- Adults learn and practice the types of meaningful and sustainable relationships needed by children

In October 2009, ten pilot initiatives were launched in nine communities across Alberta: Airdrie (two initiatives), Bashaw, Berwyn, Hanna, High Level, MD of Opportunity, Paddle Prairie, Red Deer, and Strathmore. Ambassadors from each community were invited to a two-day Train-the-Trainer seminars to assist them in understanding the foundational culture and framework of Kids at Hope.

In April 2010, ARPA welcomed the Kids at Hope Founder and Chief Treasure Hunter, Rick Miller, to Alberta for the *2010 Tour of Hope*. The Tour was highlighted by visits to eight of the pilot communities, along with stops in Camrose, Olds, Edmonton, and Calgary. Subsequent visits by Rick Miller have included Train-the-Trainer seminars in Calling Lake and Grande Prairie, as well as providing training to over 150 employees of the Battle River School Division.

Throughout 2010, over 250 Albertans attended a presentation of Kids at Hope, with an additional 150 people participating in a Hopeology seminar. Additionally, over 40 people have participated in a Train-the-Trainer seminar.

In the first year of this pilot, Alberta truly has demonstrated a readiness to embrace the belief that all children are capable of success, NO EXCEPTIONS!

ARPA was also pleased that Cenovus Energy has agreed, starting in 2010, to become the "Provincial Presenting Partner" of Kids at Hope.

cenovus
ENERGY

JUNE IS RECREATION AND PARKS MONTH



June is Recreation and Parks Month, ARPA's annual month-long celebration of the ways recreation and parks contribute to quality of life in the province, was a success once again this year. The theme for 2010 was *Children and Youth in Nature*. This theme was intended to showcase the many positive impacts experienced by young people when they connect with nature and the outdoors.

The main focus of June is Recreation and Parks Month is to encourage communities and individuals to *Live it Everyday* in June, but also to highlight the many and varied benefits that recreation and parks provide to Albertans throughout the year. Correspondingly, the following components served as cornerstones for this year's June is Recreation and Parks Month initiative:

Membership Mail-out – A package mailed out to all ARPA members in May included a nature-activity-a-day wall calendar, two copies of the nature activity passports—one geared toward children ages 6-12 and one to youth ages 13-17—as well as a listing of online resources to further encourage and assist with June is Recreation and Parks Month participation and event planning.

Bobble Head Awards – This year marked the second annual edition of the Bobble Head Awards. The two winners were selected from the members, allied stakeholders, and members of the public who showed their support by signing the Recreation and Parks Benefit Charter. In 2010, 30 people declared themselves to be "champions" of June is Recreation and Parks Month on the Charter.

Children and Youth Nature Activity Passports – The immensely popular nature activity passport for children was revamped in 2010, and a complimentary youth passport was also developed this year. In total, 3500 nature activity passports were distributed by mail throughout Alberta, with many more downloaded from the ARPA website. All of those who completed either of the passports and submitted their selected activities online were eligible to win one of two Camper's Village gift cards.

Online Calendar of Events – The online calendar of June events was activated once again, allowing communities and organizations to submit their events throughout the month, and have them posted on the public calendar. Those who submitted events received a package of items to distribute to event attendees, including June bug tattoos, survivor keychains, activity passports, and wall calendars.

Community Events Tool kit – Updates were made to the 2010 edition of the June is Recreation and Parks Month Tool Kit. The tool kit was again available for download from the ARPA website to assist those who planned events tied into June is Recreation and Parks Month.

FACILITY INVENTORY TRACKER SYSTEM



ARPA's Facility Inventory Tracker System (FITS) is a web-enabled database designed to collect, analyze and report on all aspects of recreation and parks facilities in Alberta. The current FITS system has been updated to embrace new technologies and reporting mechanisms. Modules within FITS have been prioritized by ARPA's Infrastructure and Utilities Committee to ensure that the most critical and timely information will be captured and entered as a priority by facility operators.

In 2010, the web-based system was launched for initial testing to ensure that the information that has been collected is timely and relevant to facilities.

To assist with outreach across the province, ARPA received support from the Summer Temporary Employment Program. In addition, the Regional Municipality of Wood Buffalo engaged the services of a summer student to complete the initial facility inventory for their region. Throughout summer 2010, ARPA conducted outreach in over 20 rural communities across Alberta. Over 180 facilities were inventoried, including 90 multi-sport facilities.

FITS affords the opportunity for allied partners and stakeholders to engage in a common, integrated, and comprehensive inventory of community recreation and parks facilities. FITS will assist communities by:

- Providing access to comparative data for facilities of similar size, type, and location across Alberta which can facilitate short and long-term planning processes.
- Enabling trend analyses by collecting data on an ongoing basis, including, as examples:
 - monitoring of shifts in demographics and impact on usage patterns and facility needs within communities.
 - evaluation of utility costs relative to the size, type, and location of recreation facilities and the impact of utilities costs on facility expenses, and subsequently on user fees and limitations on lifecycle planning.
 - staffing costs, including staffing requirements and wage rates.
 - data pertaining to rental and lease rates.
 - an overview of revenues and expenditures for facilities enabling facility operators to identify disparities between facilities that are similar in size and type to their own and seek operational efficiencies.
- Providing the information needed for ARPA to better advocate on behalf of Alberta's communities for senior government funding programs that support community recreation infrastructure, including support and direction of future community infrastructure grants.
- Storing a legacy of information about the facilities in each community.
- Sharing innovative strategies for facility usage and tourism, including event hosting.



BENEFITS HUB

Relaunched online in late 2009, the Benefits HUB at benefits.acecommunities.ca is an evolving web portal owned and managed by all those interested in using their collective knowledge to enhance quality of life through recreation, sport, active living, parks, arts, culture, and heritage.

This national resource/HUB, affiliated with CRPA and managed by ARPA, has the potential to build participation and provide a forum for ensuring excellence in the recreation and parks field—using information to improve what we do, and how we do it.

While a strategic framework with guiding principles has been created for the development and evolution of the HUB, it is not a finished product, but rather a growing, living space to develop as practitioners see most relevant. Guiding principles behind the Benefits HUB have included:

- Profiling Recreation and Parks
- Sustainability
- Championed by the Field
- Distributed Leadership
- Leveraging Alberta Assets for a Pan-Canadian Resource
- Excellence in Operations
- Optimizing Technology
- Cost Effective and Accountable
- Marketed to Achieve Critical Mass

Over 750 research studies plus trends and promising practices are now available free for use in planning, operations, evaluation, marketing, and more. New evidence is added daily to the databank. Studies come from the research community, but also from others who find evidence and share it with us via the HUB.

There are (and will be many more) resources made available through the Benefits HUB in addition to the research. Tools and approaches developed by the recreation and parks sector across Canada are also being collected. These resources include published and unpublished worksheets, kits, promising practices, and blogs. The core operations team is presently re-designing the Benefits HUB to encourage participation through ongoing site modifications.

ARPA encourages engagement in the Benefits HUB via leading technologies. The site allows for comments, uploads of research, sharing of resources and communication to help shape this space—the potential is immense.

The next phase of the development of the Benefits HUB involves a broad awareness campaign to engage individuals and groups across the continent and beyond. To assist with the fan out and engagement process, a team of individuals from all provinces and territories will work to increase awareness and use of the Benefits HUB.

YOUTH DEVELOPMENT THROUGH RECREATION SERVICES SYMPOSIUM

The 6th Annual Youth Development Through Recreation Services (YDRS) Symposium took place from March 15 – 17, 2010 at The Banff Centre. The YDRS Symposium is an opportunity for practitioners to come together to learn first-hand about youth development and its application in recreation, hear from colleagues and peers through focused and themed presentations, enjoy networking opportunities, and return home with practical and applicable resources. This year, over 60 delegates from a wide variety of organizations attended YDRS.

The theme of the 2010 YDRS Symposium was *Creating Youth Friendly Communities*. More specifically, this timely theme was explored through the following topical streams: Youth and Nature; Leadership; and Building Connections with Youth.

This year's Symposium opened with an outstanding keynote presentation by Ian Hill, ACE Communities Ambassador. Ian Hill's presentation not only inspired the delegates to create change, but also empowered them to be change agents.

YDRS was also pleased to welcome Marion Price from Parks and Recreation Ontario to present "Good Practices in Youth Friendly Communities" and "Training Non-Youth Staff to Be Youth Friendly." These presentations provided delegates with insights on the uniqueness of youth and how recreation practitioners and entire communities can benefit through the effective engagement of youth.

There were many other great sessions at YDRS, and a sincere thank-you must be extended once again to all presenters for the time they spent preparing for and presenting at the Symposium. Copies of presentations from the 2010 YDRS Symposium are available on the ARPA website.

ARPA would also like to thank the Children and Youth Committee and the YDRS Symposium Sub-Committee for their efforts in planning and executing this successful event.

The next YDRS Symposium, now moving to a biennial event, is scheduled for spring of 2012.



COMMITTEES & TASK GROUPS

The recent and continuing growth of the Association would not be possible without the commitment of its members who volunteer to serve on ARPA's many committees and task groups.

Such dedication reinforces the internal strength of the Association's work to position recreation and parks as a vital element of an active, healthy society.



CHILDREN AND YOUTH COMMITTEE

The Children and Youth Committee is dedicated to focusing and advancing the role that recreation plays in positive child and youth development in Alberta. The Committee continues to support and provide strategic guidance to several ARPA programs, including Everybody gets to play™, HIGH FIVE®, Sogo Active, and most recently, Kids at Hope.

The Committee also plans and delivers the Youth Development Through Recreation Services (YDRS) Symposium. This year, the Symposium was held at The Banff Centre and brought together over 60 delegates to share promising practices, celebrate successes, and return to their workplaces feeling energized for the work to come.

Throughout 2010, the ARPA's Children and Youth Committee provided support for Sogo Active and its funding components. To complete Phase I of Sogo Active, the Committee allocated over \$16,000 in 2010 to youth-serving organizations across Alberta to help reduce barriers to physical activity for youth.

In 2010, the Committee also assisted in the development of *Stone Soup: A Recipe for an After School Recreation Strategy in Alberta*. An excerpt from the report summarizes the rationale for ARPA's commitment to the after school agenda:

"Like many other potential partners, the ARPA sees After School Programs as an ideal and aligned way to advance their long running and primary goal: improving the social, personal and long term health outcomes of children and youth through participation in recreation and sport. Already involved with ASPs to varying degrees, the many members of the ARPA will have to play a supportive and facilitative role – in almost every community – for a provincial after school recreation strategy to succeed."

The Children and Youth Committee was critical to the successful pilot of Kids at Hope, an initiative completing its first year in partnership with ARPA's ACE Communities initiative. Kids at Hope is an evidence-based, strategic-cultural model which reverses the "youth at risk" paradigm by establishing a holistic methodology. Ten initiatives in nine communities across the province received resources and support as demonstration sites.

In October 2010, the Committee will be supporting the launch of HIGH FIVE® Sport in Alberta. HIGH FIVE® is aligned with Canadian Sport for Life (CS4L) and is helping to promote Long Term Athlete Development among recreation and sport providers. HIGH FIVE® focuses on the emotional, social and cognitive development of children, while CS4L focuses on physiological development.

Also in 2010, the Committee participated in the review of the Association's draft discussion paper on the importance of unstructured children's play.



EDUCATION AND PROFESSIONAL DEVELOPMENT COMMITTEE

The Education and Professional Development Committee consists of a chair, ARPA staff liaison, and individual task groups focused on specific projects to advance the three key pillars laid out in ARPA's *Alberta Recreation Industry Labour Market Analysis*: career awareness, career preparation, and career development.

Core to advancing all three pillars has been the development of ARPA's core competencies for recreation and parks practitioners. These twelve competencies for entry level practitioners, together with the six for the more advanced role in community leadership typically embraced by those in our field, are reflected in the professional competencies toolkit that was showcased during the 2009 ARPA Conference. These competencies provide a practical foundation for recruitment, performance management, staff training, conference planning, and succession planning. Feedback from those using the toolkit over the past year has been incorporated, and parks competencies are being introduced, along with an expansion of collaborative partners to incorporate post-secondary educational expertise. Together with ARPA's ACE Communities initiative, work has also been initiated on the development of a virtual library which will use the competencies as a framework to organize existing and new resources.

In June, the Committee launched a very successful two-day *Building Leadership Capacity* course with 30 enthusiastic participants – many from Central Alberta – but hailing from as far away as High Level. Based upon the “Five Leadership Practices” articulated by James Kouzes and Barry Posner in their book *The Leadership Challenge*, the course focused on core leadership values, knowledge and skills; drew on specific recreation and parks related experiences of a former practitioner in the municipal sector; and encouraged hands-on, experiential learning in a very supportive atmosphere. Costs were minimized through facility sponsorship by the City of Red Deer, and donated facilitation/training by Doug Irwin. With the need for leadership development documented as the fourth Key Result Area in ARPA's *Foundations for Action*, additional sessions will be offered in other regions of the province, and consideration will be given to development of an expanded leadership program.

In the upcoming year, a new task group will implement *Emerging Leaders Programming*. This initiative builds on a 2005 joint CPRA/ARPA pre-conference Emerging Leaders Workshop, and a 2008 ARPA paper entitled *The Alan F. Affleck Program for Emerging Leaders in Recreation and Parks (AAPEL)*. Its purpose is to identify, nurture, and develop dynamic emerging leaders to assume leadership within their current organizations, in ARPA, and elsewhere in the recreation and parks sector.

This Committee cannot take credit for all the successful events that are hosted annually. ARPA's Conference Hosting Committee fulfills a huge component of the Association's education and professional development mandate. ARPA is rich in its continuous facilitation of training and professional development opportunities by other committees through various programs and events.

The Education and Professional Development Committee would also like to thank the many volunteers and staff who make substantial contributions to extend learning and development opportunities to our members.

PARKS AND OPEN SPACE COMMITTEE

This year has proven to be yet another successful one for ARPA's Parks and Open Space Committee. New challenges and opportunities, as well as recurring commitments, have kept committee members busy throughout 2010.

An initiative that the committee has continued to advocate for is the "Children in Nature" movement. This past year saw the Children in Nature group retain the services of Yates, Thorne and Associates to conduct a pan-Canadian survey on the current attitudes towards Children in Nature. This survey was funded by Mountain Equipment Co-op, and the results of the survey are to be made available in late 2010. The creation of the Children Nature Alliance in BC has also helped raise the profile of the Children in Nature movement in Canada, and ARPA maintains a loose association with this alliance.

The year also saw the completion of a key discussion paper, *The Role of Recreation, Parks and Open Space in Regional Planning*. It is hoped that the discussion paper will assist recreation and parks advocates to be effective participants in the province's regional planning process, and that recreation, parks and open space will be addressed and integrated into all seven regional plans. The report now has been submitted to the Alberta Tourism, Parks and Recreation Ministry, and is also available for download on the ARPA website.

Healthy by Nature: Up Close and Personal was also completed in 2010. Committee members actively reviewed this extensive report and developed a list of recommended groups and agencies for targeted distribution. This publication is also now available for download from the ARPA website.

Looking forward, 2011 is going to be another busy year for the Parks and Open Space Committee. The fourth biennial Parks Forum will take place from March 10-12 next year, and Committee members are already actively researching topics and speakers for the event. The 2012 National Communities in Bloom Awards and Conference have been awarded to the Capital Region, and the Committee will be volunteering in the planning and delivery of this national event and celebration. Members will also continue to provide recommendations on parks and open space initiatives, as well as bring forward issues within our industry as they arise.

On a final note, in late 2009, Don Polinski, long-time chair of the Parks and Open Space Committee, stepped down as the leader of this group. Committee members would like to extend a sincere thank-you to Don for his many years of leadership and dedication to this Committee.



COMMUNICATIONS AND MARKETING COMMITTEE

Throughout 2010, the Communications and Marketing Committee continued to move forward in several key strategic areas for ARPA. Primarily, focus has been placed on developing a three-year communications strategy for the Association, which is tied directly to ARPA's new Strategic Plan (2010-2013). The communications strategy will serve as a roadmap for implementing various communications and marketing initiatives through 2012, many of which are already well underway.

In March, a facilitated branding workshop was held for a small group of ARPA stakeholders, which included representatives from past and present Boards, the Communications and Marketing Committee, and allied partner organizations, as well as ARPA staff members. The branding workshop was held in response to a recommendation put forth in the previous year's Communications Review, which was a component of the Association's Governance and Strategic Plan Review. The workshop was intended to be exploratory research to gauge present perceptions of the ARPA brand, and was also used to assemble a list of brand characteristics for the organization, with the intention that these characteristics will be parlayed into a more formalized brand strategy.

Work also continued on the realignment of ARPA's main website, www.arpaonline.ca. The realignment process has been extensive and thorough, including in-person consultations and a page-by-page content audit. Particular attention has been paid to ensure that the design and content of the new site will be well integrated with ARPA's existing online assets, thus delivering a consistent brand experience across all web-based platforms. The Committee is pleased to announce that new site is scheduled to launch in late 2010.

Having been re-launched in 2009, the REConnect newsletter continued distribution in an e-newsletter format, and served as a one of the Association's most important communication vehicles to the membership. Intermittent email notices also served as a significant communication channel, and were delivered to members as timely initiatives and advocacy pieces arose.

As the Communications and Marketing Committee wraps up yet another busy year and moves forward into 2011, particular focus will be placed on refreshing the ARPA brand. This refresh will include revisiting the look and feel of ARPA's main organizational visual identity, as well as more strategic integration of the Association's brand extensions. Additionally, upon launch of the updated website, ARPA will build-out its plan to better connect with members and allied stakeholders on a number of social media platforms, ultimately enabling more organic, real-time, and multi-directional communication with the Association.

INFRASTRUCTURE AND UTILITIES COMMITTEE

Carrying over work from major projects started in 2009, ARPA's Infrastructure and Utilities Committee had yet another productive year. In 2010, the Committee has focused on the launch of Phase I of its *Community Recreation Facilities Energy Assessment Program*, and also the continued development of the enhanced Facility Inventory Tracker System (FITS).

The primary goals of Phase I of the *Community Recreation Facilities Energy Assessment Program* were to:

- Report on similar initiatives related to public facilities and best practices;
- Provide members a tool for energy assessment of recreation facilities;
- Provide assessment information to Alberta recreation facility operators;
- Provide ARPA members recommendations on energy efficiency technology for their respective facilities;
- Provide ARPA members information on energy efficiency best practices; and
- Provide timely and accurate costing and cost recovery projections for energy efficiency upgrades and improvements.

With support from Alberta Tourism, Parks and Recreation, the Infrastructure and Utilities Committee contracted the services of Manasc Isaac Architects Ltd. to develop and undertake the above initiatives, as well as the coordination of testing of the energy assessment template at two pilot facilities. Information derived from the pilot facility testing and accumulated best practices will be presented at the 2010 ARPA Conference and Energize Workshop. A copy of the final report from Manasc Isaac Architects Ltd., along with the energy assessment template, is available on the ARPA website.

Building upon the work conducted in 2009, the Infrastructure and Utilities Committee continued to provide support and expertise to update and enhance ARPA's Facility Inventory Tracker System (FITS). Fields were continuously reviewed and prioritized, and new modules were added to capture timely, relevant information. The field enhancements were tested throughout the summer months as the Committee capitalized on the opportunity to have a Summer Temporary Employment Program-funded student conduct inventories and analyses of facilities across Alberta.



COMMUNITY SPORT DEVELOPMENT TASK GROUP

The Community Sport Development Task Group has been working towards determining the most promising ways in which community recreation and parks departments can facilitate and advance the implementation of the Canadian Sport for Life (CS4L) model at the grassroots level.

Through an Agreement for Services with the Alberta Sport, Recreation, Parks and Wildlife Foundation (ASRPWF), the Community Sport Development Task Group contracted the services of Dr. Vicki Harber, an Alberta expert in the implementation of the Canadian Sport for Life model, to draft a *Community Physical Literacy Scanning Tool*. The *Scanning Tool* can be used by communities to identify gaps in programming or services for participants in the physical literacy stages of the CS4L model.

In 2010, the Community Sport Development Task Group successfully secured a Provincial Active Living Initiatives Grant from ASRPWF to continue its work towards *Building Physically Literate Communities in Alberta*. The Task Group has met with the BCRPA to initiate contact for the purposes of collaboration between the two provinces to continue the Task Group project and its deliverables. Additional discussions and collaborations with other stakeholders in CS4L will continue to further advance their mandate and deliver upon the grant.

Although there are resources on physical literacy produced by the Canadian Sport for Life Expert Working Group, these resources lean towards traditional sport and sport parent education using a “top-down” approach. Discussions with partners across Alberta have reinforced the need for a “grassroots-up” community approach along with implementation strategies to help children become physical literate.

The Alberta Recreation and Parks Association was invited to have a representative from the Community Sport Development Task Group represent the recreation sector on the ASRPWF’s newly developed Ambassador’s Network. The Ambassador’s Network has opened discussions around the importance of CS4L amongst the recreation, sport, education, and wellness sectors using physical literacy as the common platform for discussion.

Developing physical literacy in Alberta’s children will take the combined efforts of those who interact with children: parents, schools (both through curriculum and joint-use agreements for facility use), community recreation departments, facilities, daycares, afterschool programs, and minor sports associations. There are many other agencies to be considered, such as those involved in social services, youth development, health and wellness, and newcomer organizations, just to name a few. The Task Group will continue to seek partnerships and opportunities to increase awareness of CS4L in Alberta’s communities.



2010 ARPA TREASURER'S REPORT

By any measure, the 2009 fiscal year was extraordinary in its challenges, but more notably, in the progress the ARPA made in advancing the strategies of the Association. Even in a year of economic turbulence, we stayed the course with the implementation of the ARPA Strategic Plan (2010-2013) and have many milestones to celebrate.

The ACE Communities initiative continues to be the Association's single largest undertaking, with revenues and expenditures over \$1.5 million dollars. This project, with a combination of public (Rural Alberta's Development Fund) and corporate (Encana Corporation and Cenovus Energy) funding, is set to continue until the end of the 2011 fiscal year. ARPA is currently strategizing options to continue aspects of the ACE Communities initiative past its current timelines.

ARPA was also successful in securing multi-year funding from ParticipACTION for Sogo Active, a national active living program aimed at Canadian youth, which was initially connected to the Winter Olympics in Vancouver. This program funding is set to continue into the 2012 fiscal year.

ARPA continued to strengthen its partnership with Alberta, Tourism, Parks and Recreation along with the Alberta Sport, Recreation, Parks and Wildlife Foundation (ASRPWF). The list of initiatives supported by the Ministry and ASRPWF in 2009 include: HIGH FIVE® program support; after school research; a land-use guidelines research project; Facility Inventory Tracker System (FITS) support; Community Sport Development / Sport for Life research; Parks Forum hosting support; children and nature workshop support; public financing of recreation and parks research; and an AABRD grant.

The partnership with the Recreation for Life Foundation (RFLF) continued to be an important relationship on the fundraising front, as the RFLF secured a generous donation from Strathcona County to support the HIGH FIVE® and Everybody get to play™ initiatives.

The Association continued to build up education and professional development opportunities, and hosted several successful educational events including the Parks Forum, the Youth Development Through Recreation Services Symposium, and the ARPA Annual Conference. These important events not only provide educational opportunities for our membership, but also provide the Association a much needed source of unrestricted revenues.

Along with the successes came some challenges in this fiscal year. The 2009 Casino revenue was down from the previous casino event. The staff and Board are cautiously awaiting the outcome of the provincial review regarding the distribution of casino revenues, as it may have further negative impact on the earned revenue to the ARPA.

The year also saw funding end for two important initiatives – Communities ChooseWell and Alberta Active Communities. As these large projects come to an end, it reiterates the ongoing and important challenge of striking a balance between the Association's project and core operational support funding.

It is because of these changing times, that the ARPA Board and staff consider financial sustainability paramount to ensure the long-term health of the Association. ARPA must continue to pursue diversified streams of revenue sources, which allow us to fund the many worthwhile projects and initiatives that provide value to the members, all the while providing a solid funding base to support our core operations.



Thank-you to all of our funders for their continued support. As mentioned in my report, our initiatives are heavily dependent on program/project funding.

In closing, I would like to acknowledge the incredible support and leadership provided by our Chief Executive Officer, Rick Curtis. Finally, I would also like to say thank-you to Steve Allan, ARPA Finance and Operations Manager. As this was my first year in the position of ARPA Treasurer, he provided an amazing level of support.

Respectfully,

Dan Pagely
ARPA Treasurer

SUMMARIZED STATEMENT OF OPERATIONS

REVENUE	\$2009	\$2008
Grants and Contracts	2,729,664	1,901,938
Memberships	89,532	70,469
Conference and Symposia	419,831	334,633
Projects	103,344	157,631
Casino	81,752	---
Administration	184,455	173,128
Donations	16,088	1,300
Interest Income	3,928	2,348
TOTAL REVENUES	3,628,594	2,641,447
EXPENSES		
Administration – General	71,891	57,791
GST Expenses	9,136	52,230
Salaries and Benefits	203,520	174,111
Board and Executive	72,640	61,802
Liaisons	15,834	18,954
CPRA Memberships	24,210	15,885
Conference and Symposia	359,151	266,486
Casino	2,475	---
Committee and Network Activity	34,666	32,435
Contracted Initiatives/Projects	2,831,882	1,907,214
TOTAL EXPENSES	3,625,405	2,586,908
NET GAIN (LOSS) FOR THE YEAR	3,189	54,539
Member's Equity, beginning of the year	216,716	162,177
Member's Equity, end of the year	219,905	216,716

Full Unaudited Financial Statements are available from the ARPA office 1-877-544-1747

SUMMARIZED STATEMENT OF FINANCIAL POSITION

ASSETS	\$2009	\$2008
Current Assets		
Cash	1,147,119	735,211
Short-term investments	79,796	1,004,972
Accounts receivable	184,734	114,544
Prepaid expenses	13,638	21,858
Advances receivable	136,129	10,519
Loan receivable	---	10,000
Total Current Assets	1,561,416	1,897,104
Equipment		
Computer	58,548	53,505
Office	30,568	29,249
Subtotal	89,116	82,754
Less accumulated amortization	55,878	41,146
Total Equipment	33,238	41,608
TOTAL ASSETS	1,594,654	1,938,712
LIABILITIES		
Current Liabilities		
Accounts payable and accrued liabilities	101,911	172,994
Deferred Contributions	1,272,838	1,549,002
Total Current Liabilities	1,374,749	1,721,996
NET ASSETS		
Internally Restricted Funds	138,706	135,931
Externally Restricted Funds	157,417	98,553
Unrestricted Funds	(111,047)	(59,376)
Equipment Fund	34,829	41,608
Total Net Assets	219,095	216,716
TOTAL LIABILITIES AND NET ASSETS	1,594,654	1,938,712

Full Unaudited Financial Statements are available from the ARPA office 1-877-544-1747

ARPA BOARD, COMMITTEE AND TASK GROUP CHAIRS, AND STAFF

ARPA BOARD EXECUTIVE

President
Dr. Tim Burton

Vice-President
Terry Welsh

Treasurer
Dan Pagely

Secretary
Judi Frank

ARPA BOARD OF DIRECTORS

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Susan Laurin

Region 2 Member - Greater Edmonton
Elaine Betchinski

Region 3 Member - Northern Alberta
John Mulhall

Region 4 Member - Central Alberta
Barb McKee

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Brian Wright

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Bobbi-Jo Grover
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Dorota Wolski

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Past-President
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Alberta Tourism, Parks and Recreation
Chris Szabo

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Personnel
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ARPA COMMITTEE CHAIRS

Education and Professional Development
Kay Kenny

Children and Youth
Heather Cowie

Parks and Open Space
Paul Feser

Infrastructure and Utilities
Darrell Melvie

2010 Conference Hosting
Barb Ursuliak

Communications and Marketing
Christina Lust

June is Recreation and Parks Month
Barb Ursuliak

Awards and Scholarships
Barbara Hill

ARPA TASK GROUP CHAIRS

Community Sport Development
Rob Meckling

Governance and Strategic Plan Review
Dr. Tim Burton

ARPA STAFF

Chief Executive Officer
Rick Curtis

Finance and Operations Manager
Steve Allan

Recreation and Community Development
Manager
Carol Petersen

Program and Member Services Manager
Denise Gariépy

Communications Coordinator
Mandi Wise

Administrative Assistant
Lori Simmonds

Graphic Design Assistant*
Dustin Borowski

Special Projects Assistant*
Kevin Kam

Recreation Records Management Technician*
Shireen Lewis

**Denotes part-time staff*

ARPA PROJECT STAFF

ACE COMMUNITIES

Project Director
Brenda Herchmer

Operations Coordinator
Rose Carmichael

Community Liaison
Carolyn Mead

Creative Cultural Liaison
Janet Naclia

Manager of Technology and Innovation
Dianne Clark Renton

COMMUNITIES IN BLOOM; PARKS FORUM

Provincial Coordinator
Dan Chambers

CHILDREN AND NATURE

Children and Nature Specialist
Cliff Lacey

**EVERYBODY GETS TO PLAY™;
HIGH FIVE®; YDRS SYMPOSIUM;
JUNE IS RECREATION AND PARKS
MONTH; KIDS AT HOPE**

Children and Youth Program Coordinator
Joline Veitch

TRIPARTITE AGREEMENT

Senior Liaison, Leadership and Professional
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Doug Brimacombe

FACILITY INVENTORY TRACKER SYSTEM (FITS)

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**Government
of Alberta** ■

