



*Recreation for Life*

# 2004 ANNUAL REPORT



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# Alberta Recreation & Parks Association (ARPA)

ARPA is a provincial, not-for-profit charitable organization that operates with a volunteer Board of Directors. ARPA has many members representing thousands of Albertans across the province. ARPA members include community and public recreation agencies throughout Alberta, along with educators, corporate, elected, lay and student members.

## OUR INDUSTRY VISION

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

## OUR MISSION

ARPA will unite province-wide advocates of recreation and parks into a proactive and effective force for building healthy citizens, their communities and their environments in 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 lay) 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 public and interdisciplinary 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 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 the health and well-being of individuals, communities, the economy and environment 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 and cultural capital and foundations;
  - the conservation and preservation of parks and natural environments; and, enhanced economic conditions in the province and communities.
- that “recreation” is inclusive of play, physical activity, sport, arts and culture, and outdoor pursuits;
- that “parks” are inclusive of public open spaces, recreation corridors and environmental stewardship;
- 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 which are delivered;
- that working in partnership with others who contribute to 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 DIRECTIONS

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 broad strategic directions for the ARPA include:

- leadership and advocacy
- partnerships and alliances
- information and networking
- research and development
- education and professional development
- awards, scholarships & recognition
- communications and marketing
- governance and business development
- association management and administration

## ARPA Board of Directors & Key Officials

Executive	President Vice-President Past-President (Ex-officio) Secretary Treasurer	Bernie Asbell (Calgary) Kay Kenny (Red Deer) Greg Scott (Red Deer) Darrell Melvie (Edson) Linus Murphy (Calgary)
Board of Directors	Region 1 Member (Calgary Region) Region 2 Member (Edmonton Region) Region 3 Member (Northern Alberta) Region 4 Member (Central Alberta) Region 5 Member (Southern Alberta)	Shelley Shea (Calgary) Paul Chalifoux (St. Albert) Gordon MacLeod (Fairview) Elsie Kinsey (Parkland County) Carol Thibert (Lethbridge)
	Directors at Large	Tanya Grierson (Calgary) David Roach (Calgary) Norm McInnis (Picture Butte) Barbara Ursuliak (Edmonton)
ARPA Office	Executive Director Office Administrator Administrative Assistant Active Communities Project Manager STEP Program (Summer) STEP Program (Summer) Practicum Student (Fall)	Rick Curtis Steve Allan Rosanna Dame Wendy Kinsman Morghan Elliot Caitlin McElhone Mary-Jean Thompson
CPRA Western Regional Director		Theresa Ross (Inuvik)
Standing Committees & Networks	2004 Conference Hosting Committee 2005 National Parks & Recreation Conference Co-Chair Awards and Scholarships Communications & Marketing Infrastructure Past-Presidents' Council Education & Professional Development Recreation Outcomes Parks & Open Spaces Children & Youth Vision 2015 Recreation & Parks Month Recreation Industry Labour Market Analysis Advisory Alberta Active Communities Advisory Youth Development Through Recreation Services	Guy Dudding (Lloydminster) Bob Weller (Sherwood Park) Barbara Ursuliak (Edmonton) Deb Comfort (Red Deer) Darrell Melvie (Yellowhead County) Greg Scott (Red Deer) Shelley Shea (Calgary) Joanne Paulenko (Calgary) Don Polinski (Strathcona County) Kim Sanderson (Edmonton) Greg Scott (Red Deer) Kristina Getz (Red Deer) Tim Burton (Black Diamond) Carol Petersen (Edmonton) Heather Cowie (Calgary)

## ARPA President's Report



**Bernie Asbell**  
President

ARPA maintained its unique balancing act focusing on both depth and breadth of operations during this past year. Maintaining a connection to previously established priorities and goals, and, thereby, keeping a strong, determined emphasis on completion of aligned tasks to maximize goal achievement has been an ongoing focus of the Association. An example of this is the continued commitment to doing Community Recreation Infrastructure Assessments.

A larger number of additional facilities have been assessed through the past year with the financial aid of the Alberta Government. These assessments have proven to be incredibly valuable for the municipalities that have received the benefit of the reports. The reports have generated insights into effective management and lifecycling of the facilities. Ideally, many of the communities have benefited in terms of receiving additional allocation of funds for lifecycle replacement both from their own elected authority and possibly through ICAP, CFEP or Centennial Legacies. Keeping on the facility theme, the Association completed a Utilities Report. It is a research document speaking to the impacts of increases in utilities rates for the operation of community recreation facilities. This, combined with insurance cost escalation, are two primary concerns for every recreation facility operator.

The Recreation for Life Foundation has been thus far an evolving success. It has helped position the Association for financial sustainability into the long-

term future. The governance structure has been finalized. A Director of Development has been recruited with the support of NAIT. In this regard, NAIT should be highly commended for their commitment to the Foundation and the Association. The cultivation of corporate sponsors and corporate philanthropy has commenced with an inaugural meeting of the Board of Directors and the recruitment of volunteers to aid in this effort. The ambitions of the Association will be amply supported by the Foundation over the course of time when the corporate philanthropy and sponsorship efforts generate the desired results. The Association should be justifiably proud and thankful for the very talented and dedicated group of Foundation Directors who have stepped up to support the ongoing efforts of generating funds for ARPA and other purposes.

Spearheaded by ARPA, the Recreation Industry Labour Market Analysis (Phase 2) has been implemented. This study, combined with meetings with post-secondary educational institutions will provide some clarity on the scope and make-up of our labour market, educational and training requirements, the need to recruit additional young, talented people to our profession, and the growth and development of recreation in general within the Province of Alberta.

The Association continues to host a variety of events that are well attended and generate information to the benefit

of our membership. Events were held throughout the province on topics such as: Walkable Communities, the John Crompton Workshop (Parks and Outdoor Recreation), Pathways and Trails Workshops, Supervisory 2004 Workshop, the Outcomes Based Special Events Planning Workshop, and, of course, the 2003 and 2004 ARPA Annual Conferences.

A strong commitment to the Alberta Healthy Living Network and Active Communities as well as an active liaison with the Alberta Urban Municipalities Association, and the Alberta Association of Municipal Districts and Counties has kept many of our Board of Directors and other key volunteers very busy positioning ARPA as a force within the quality of life movement within the Province of Alberta. We have also maintained ongoing involvement with our national partners including CPRA. A new model for play leadership development was successfully piloted in Edmonton, Calgary, and Grande Prairie.

Continued Association efforts in advocacy for the Urban/Countryside Parks Programs were supported by key Association officials meeting with the Deputy Premier of the Province and various Government MLAs. Advocacy initiatives also involved this province's aging community recreation infrastructure and the Alberta Government's Rural Development Initiative.

Our Communications and Marketing Committee has been working on a communications plan for the

Association and has been instrumental in developing a "2004 provincial election strategy" for the Association. The Edmonton Journal and Calgary Herald featured a supplement in June as a promotional and awareness piece for "June: Recreation and Parks Month" targeted at over 1.5 million readers.

On behalf of the entire Association, a tremendous vote of thanks must be given to the staff that are so dedicated, committed, and enthusiastic in bringing the mission, vision, and values of the Association to fruition each and every day.

Mr. Rick Curtis should be highly commended for leading such an able group. Rick himself continues to demonstrate an unparalleled knowledge of recreation on a provincial basis and the strong determination to ensure ARPA boldly fulfills its vision and mission.

My deepest thanks to all of the Board of Directors of the Association. Also to the countless number of volunteers who have contributed their time, energy, and knowledge. Your unwavering support and commitment is most appreciated! It is only through the ongoing efforts of volunteers that we can achieve the aims of the Association. It is truly critical that we have many people step up to assist if we are to position ARPA and the entire field of recreation and parks in a "top of mind" perspective for civic elected officials and administrators and provincial government decision makers. We know recreation and parks can greatly impact the people of

this fine province. We know the Association can help practitioners and professionals, meet their personal and organizational goals and objectives. I urge all Association members to consider volunteering whether on the Board, on an ARPA committee, or in your own community.

It truly has been an exceptionally busy year for the Association. A year we should justifiably be proud of through the results generated and the forecasted results anticipated for the future. I am supremely confident that the Recreation For Life Foundation will dramatically assist our Association through establishing more diverse and sustainable funds so we can continue to be a value to you, the member, to your community, and to the province.

It has truly been a privilege to serve the Association as the President for the past two years. I appreciate the support of all of the Committee and Board members, ARPA staff, my employer – Talisman Centre, and my wife for indulging me and allowing me to step up to volunteer. Although these past two years have been hectic, combining the heavy demands of work including Centre fund development and construction of a massive expansion to our facility, and in dealing with family concerns, I have certainly benefited from my involvement with ARPA and, again, thank the Association for affording me the opportunity to contribute.

## MEMBER SERVICES

### AWARDS & SCHOLARSHIPS

#### Purpose:

To oversee the annual ARPA awards and scholarships program. To adjudicate and recognize those individuals and organizations whose activities have advanced the public's appreciation and enjoyment of recreation and parks. To provide academic scholarships and professional development bursaries for qualified individuals to pursue post-secondary and/or professional training in recreation and parks.

#### Activities:

The Awards Committee introduced a new streamlined process for submitting award and scholarship nominations and applications in the hopes of increasing the volume of submissions. This new process looks to have worked in year one and will be monitored and adjusted as necessary in future years. A new award was also introduced this year, the Excellence in Youth Development Award. This award will recognize excellence in youth recreation using a youth development model. The award is a direct result of the successful hosting of



the inaugural National Youth Development Through Recreation Services Symposium held in Calgary in 2003.

### CONFERENCE PLANNING

#### Purpose:

To plan, coordinate and host ARPA's Annual Conference; to develop a conference program that will attract large numbers of Association members and allied stakeholders through quality learning, networking and socializing opportunities. To establish an effective milieu for corporate sector partnering and exhibits; to manage the Conference in a manner which will produce a net profit to the ARPA for ongoing programs/services.

#### Activities:

ARPA will co-host with CPRA the 2005 National Parks and Recreation Conference in Edmonton on October 11-15, 2005. To help celebrate Alberta's Centennial Celebrations, ARPA is also excited to announce that we will be hosting four national level symposiums to occur in conjunction with the National Parks and Recreation Conference. This means that over 1,200 delegates will congregate at the Shaw Conference Centre next year to learn, network and share. The four National Symposiums are:

- Active Leisure for Citizens with Disabilities
- Pathways and Trails
- Sport in the Community
- Youth Development Through Recreation Services

### EDUCATION & PROFESSIONAL DEVELOPMENT

#### Purpose:

To develop and oversee a competency building plan and provide direction to staff and various organizational components of the Association on issues

pertaining to the continuous education and professional development of Association members and other allied individuals/associations.

To prepare a code of ethics for the Association to which all Association members will ascribe.

#### Activities:

- Education/PD Committee is working with the Recreation Industry Labour Market Analysis project to confirm future training and education needs for current and future members
- Committee is hosting "Issues" session at 2004 ARPA Conference to discuss with members some of their emerging training needs
- Staff support currently being recruited through ARPA office for Committee initiatives
- Reviewed possibilities for website linkages
- Met with Red Deer College regarding their new directions

### COMMUNICATIONS & MARKETING

#### Purpose:

To advance the identity, visibility and recognition of the ARPA as well as the value of, and issues pertaining to, recreation and parks in the province. To ensure regular communications and information sharing on important recreation, parks and community services issues to the media, affiliated organizations and amongst the Association's own members.

To produce a newsletter and an on-line system that addresses current activities, areas of interest and issues affecting recreation and parks. To establish and monitor quality image/identity standards for the Association pertaining to aspects of internal and external communications.

### **Activities:**

- Initiated creation of a Communications Guidebook that will provide, for the Association, tools and strategies for the following areas:
  - annual events communication & marketing timeline
  - promotions template
  - merchandise
  - issues management
  - media relations
  - election strategies
  - newsletter submission guidelines
- completed a membership survey regarding the Association's website and newsletter
- redesigned an electronic, printable newsletter for the Association
- reviewed and initiated the re-design of the Association's website
- designed ARPA brochure
- initiated a "merchandising program"
- provided on-going feedback to the ARPA office regarding communication-related documents
- contributed to the re-design of the ARPA logo and slogan in coordination with the Recreation for Life Foundation.

### **MEMBERSHIP SERVICES**

#### **Purpose:**

To conduct annual member recruitment and renewal. Investigate member needs and new services. Review the Association's membership fees structure.

#### **Activities:**

This Committee will continue to explore and implement new member recruitment and membership structure strategies. This past year saw ARPA sign a one year partnership agreement with CHIP Hospitality to secure corporate hotel room rates at CHIP properties across Canada.

### **RECREATION OUTCOMES**

#### **Purpose:**

To assist ARPA in achieving its mission through the provision and use of the "Benefits of Recreation" and an "Outcomes Approach". To champion, and pursue 'benefits' program development, community facilitation and workshop training and education initiatives .

#### **Activities:**

The Committee has completed their strategic plan and has reorganized to move to a more internal focus and will help the Board of Directors and ARPA's Committees and Networks integrate an outcomes-based approach into their planning and communications.

A number of outcomes resources tools have been assembled and will be available in a kit for members to access in the new year.

### **REGIONAL RECREATION ASSOCIATION CAUCUS**

#### **Purpose:**

To encourage and facilitate Regional Recreation Association input into provincial recreation and parks advocacy issues, ARPA strategic objectives and action priorities, and other recreation and parks program leadership development initiatives. The Caucus would, conceivably, meet twice per year – once as part of the ARPA Conference and once at the ARPA Provincial Partners forum.

#### **Activities:**

Several regional representatives participated in a combined conference call with the Infrastructure Committee.

ARPA also worked closely with the Regional Recreation Associations in securing and completing the second round of assessments involved in the Community Recreation Infrastructure project.



### **INDUSTRY GROWTH & DEVELOPMENT**

#### **RESEARCH & DEVELOPMENT**

There are several main projects and initiatives that ARPA has initiated and continued this past year. These include:

#### **ACTIVE COMMUNITIES**

##### **Purpose:**

To assist in the design and development of a provincial "Active Communities" program with specific strategies that would enable and empower municipalities and community organizations to get more people, more active, more often.

Active Communities will provide tools which will encourage and enhance opportunities for recreation, social interaction and citizen enhancement.

### Activites:

The Active Communities initiative was commenced last year in earnest with the hiring of a Project Manager and the securing of an Advisory Committee Chairperson. From there the Active Communities Advisory Committee was established in January 2004, which is comprised of diverse, multi-sectoral professionals from across Alberta. The Committee's primary responsibility is to input, discuss, and provide recommendations pertaining to the scope, viability and potential evolution of an Alberta Active Communities Initiative.

The Committee developed the Active Communities Strategic Plan based on pertinent best practises, analysis of the Active Communities Framework document and hosting of a number of interagency/sectoral focus groups to further assess the validity of pursuing the development of an Active Communities initiative within Alberta.



The Committee has designed and created some graphic design options for future communications and marketing documents.

The work completed to date clearly indicates that proceeding further will require a new scope of investment to design and develop resource material and test that material within demonstration communities.

### ALBERTA RECREATION INDUSTRY LABOUR MARKET ANALYSIS (PHASE TWO)

Following the completion of Phase One of the provincial study and the completion of the final report, ARPA began Phase Two of the study. Phase Two has two components. The first component, *A Recreation Industry Labour Market Analysis*, is central to the entire project. It will consist of a rigorous scoping and assessment of the industry's labour market in Alberta: its historical evolution, present circumstances, future employment sectors and projections, job characteristics, issues and opportunities pertaining to future employment within the industry. The outcome of this component of the project will include the comprehensive labour market assessment together with the general description of critical core competencies required of personnel within sectors of the recreation industry.

The second component will focus on the development of a *Provincial Recreation Industry Education and Training Plan*. It will define in broad terms future needs and directions pertaining to formal education, certification/accreditation and continuing education of, and for, recreation practitioners and professionals.

### ALBERTA COMMUNITY RECREATION INFRASTRUCTURE ASSESSMENTS

ARPA, in partnership with Regional Recreation Associations, was able to secure additional funding through Alberta Gaming's Community Initiatives Program to undertake further community recreation facility assessments. Phase Two, which was completed earlier this year assessed 50 additional recreation facilities in the province. Phase Three, being completed in partnership with Hockey Alberta, is currently underway and is assessing a further 16 facilities. ARPA's Community Recreation Infrastructure Report will be updated and reproduced for members including the information gathered in the latest rounds of assessments.

### VISION 2015 PROJECT

ARPA has recently selected a consulting consortium through a request for proposal process to undertake this important project. The VISION 2015 Project is intended to engage in follow-up analysis, synthesis and strategic planning stemming from the 2002 Vision 2015 Symposium outcomes. More specifically, the objectives are to:

- develop and describe a "quality of life sector" policy framework (including broad guiding principles) for effective strategic positioning and advancement of the "quality of life sector" to the year 2015 and beyond.
- clarify and describe the "community recreation and parks sector's" core business, values, benefits and competencies.
- develop a provincial action plan for the "community recreation and parks sector" in Alberta with particular consideration of the following, as example:
  - building active, creative and inclusive communities.

- encouraging active citizens for enhanced individual/public health.
- sustainable, clean economic development and growth.
- conserving, protecting, developing and restoring green spaces and natural areas.
- regeneration and development of community recreation facilities
- building leadership and community capacity for tomorrow.
- collaborative development and delivery – partnered action.

### OTHER SPECIAL PROJECTS

ARPA once again contracted with Alberta Community Development to undertake a number of special projects and research in 2004. The most noteworthy of these include the following:

#### UTILITIES

Earlier in 2004 ARPA completed a research project in regards to the impact that rising utility rates are having on Alberta's community recreation infrastructure. These rising rates are changing the way facilities are being operated and in some instances facilities are being faced with the prospect of shutting down operations entirely. This report includes predictions on the future levels of energy prices and a number of recommendations for follow-up work and implementation.

#### RECREATION CAREER GUIDE

ARPA has recently re-developed the Recreation Career Guide originally developed in 2001 to give it a new look and to update the various educational opportunities available throughout the province.

### MUNICIPAL PARKS AND OPEN SPACE ALLOCATION AND DEVELOPMENT PROTOCOL

As an Association dedicated to promoting individual well being, community vitality, economic sustainability and natural resource protection through parks and recreation activities, the Association has a responsibility to advocate for a sufficient supply of quality parks and open space resources to exist in Alberta communities.

This baseline research project will develop recommended solutions for a provincial framework that ensures both provincial and local legislation/practice regarding municipal parks and open space allocation is in keeping with recreation trends, healthy lifestyles, as well as, environmental and economic sustainability of our communities.

### ANALYSIS OF INDOOR RECREATIONAL FACILITY MARKETING, OPERATIONAL AND DEVELOPMENT TRENDS IN THE PROVINCE OF ALBERTA

It has become increasingly apparent over the past number of years that community recreation facilities are having to allocate more and more of their facility operations budgets to rising operating expenses including natural gas and electrical bills.

The main goal of this baseline research project was to collect data on the operations of recreation facilities across the Province of Alberta. The nature of this information includes, but is not limited to, budget information, market analysis, programming and facility use, operational revenue and expenditures and protocol, and a variety of other criteria as developed by ARPA's Infrastructure Committee.



## INFORMATION & NETWORKING

### CHILDREN AND YOUTH NETWORK

#### Purpose:

To address the advancement and importance of quality play in childrens' lives and the effective integration within recreation and parks programs, services and infrastructure. To advance children and youth development through recreation and parks programs, services and infrastructure.

#### Activities:

- *Quality Assurance* - Tabled a Quality Assurance in Childrens' Recreation Programming investigation report along with recommendations for follow-up action.
- *Play Leadership Development* - Completed the second year of piloting the new Alberta Play Leadership Development program.



- *Youth* - Tracked the Youth Development Through Recreation Symposium initiative
- *Play* - Tracked and supported initiatives related to children's play provision and environments including PlayDays and accessible play spaces
- *Gender* - Tracked and supported the Go Girl program for which funding and assistance was provided by the InMotion Network
- *Networking the Network* - Networked the Children and Youth Network using a collaborative software program.

### **INFRASTRUCTURE AND UTILITIES COMMITTEE(S)**

#### **Purpose:**

To survey and undertake a preliminary analysis of the community recreation facilities and parks infrastructure in the province. To generally assess and determine capital development and maintenance resourcing requirements necessary to protect the quality and

safety of such infrastructure so as to enhance public recreation and parks opportunities. To oversee the development and disbursement of facility lifecycle planning information resources and training opportunities.

To monitor the cost of utilities in the province and any resulting implications on the development and delivery of recreation and parks services in the province and within communities. Analyze and prepare advocacy materials as warranted.

#### **Activities:**

The Infrastructure and Utilities committee's focus was on monitoring the research related to the community recreation facility assessments and rising utility costs.

### **PARKS & OPEN SPACE NETWORK**

#### **Purpose:**

To address the protection and sustainable development of community parks, open spaces and the environment; to promote and enhance the quality, safety and diversity of outdoor recreation opportunities in the province and communities; to advance public awareness and education as to the value of parklands, and recreation corridors and open spaces; to act as a resource concerning the acquisition, development and protection of parklands as well as visitor services and "enforcement".

#### **Activities:**

*2005 Parks Forum* - planning is underway for the development of a forum to be held in Canmore this coming March. The Forum sessions will apply to a broad cross section of participants from Alberta's three major parks providers (municipal, provincial, national) along with a variety of private sector and not-for-profit interests as well as

educators and students. The format includes: site tours, case studies, panel discussions, interactive workshops, presentations, plenary sessions and keynote speakers.

*Trails Workshops* - two very successful workshops occurred in Calgary and Sherwood Park. Over 90 participants enjoyed the one-day training sessions.

Work continues on the Network's efforts to advocate for Urban Parks and Countryside Parks and Recreation Areas programs. The Parks and Open Space Committee worked extensively on trying to get the provincial departments on side with these program proposals.

*Provincial Framework for Parks and Open Space Dedication* - ARPA is reviewing municipal park and open space needs of communities. The intention is to first collect data and feedback from practitioners with regard to the protocol surrounding parks and open space dedication, and secondly, seek recommended solutions so as to possibly advocate a provincial framework and position.

## **ADVOCACY**

The ARPA Board of Directors focused its energy on the advancement of several key recreation and parks strategies. In conjunction with ARPA's communication consultants, advocacy strategies have been put in place to advance each of the following programs and initiatives:

### **ACTIVE COMMUNITIES**

The current work being completed on the project is funded through the Alberta Sport, Recreation, Parks and Wildlife Foundation. ARPA, with the support of the Recreation For Life Foundation has begun to advocate for sustaining funds through government and corporate

support for the implementation of a provincial Active Communities Initiative.

### ALBERTA HEALTHY LIVING NETWORK

ARPA actively participated in this group as well as chairing a work group on “Healthy Public Policies”.

### CPRA & NATIONAL P/T PARTNERS

ARPA continued to be actively involved through committee representation in the development of a National Vision and Agenda. ARPA also participated in President/Executive Director meetings with the other CPRA and Provincial and Territorial Partners held throughout the year.

### PARTNERSHIPS & AFFILIATIONS

ARPA has maintained its formal alliances with Associations such as the Alberta Association of Recreation Facility Personnel; Fun Team Alberta; the Active Living Alliance for Canadians with A Disability (Alberta Initiative), Hockey Alberta and the Canadian Volunteer Initiative.

ARPA has also partnered, under the lead of Parks and Recreation Ontario, on the Kraft/YTV Try Something New Campaign. This national campaign urges children and youth to get active and try a new sport or activity through local recreation and parks programs and facilities.

### URBAN PARKS / COUNTRYSIDE PARKS AND RECREATION AREAS PROGRAMS

ARPA representatives met with several key government officials at different dates during the year to discuss the merits and viability of both of these program proposals. These meetings were very positive and there seems to be a growing acknowledgement of the need for these two programs for urban and rural communities in Alberta.

With the technical support from the City of Calgary and the financial support of several of the other cities in Alberta, ARPA was able to reproduce updated versions of the program proposal brochures. These updated brochures referenced the strategic connections between the proposed programs and the Government of Alberta’s 20 – year Strategic Plan entitled “*Today’s Opportunities, Tomorrow’s Promise: A Strategic Plan for the Government of Alberta*” as well as the Rural Development Initiative Report entitled “*Rural Alberta: Land of Opportunity*”.

### COMMUNITY RECREATION FACILITY INFRASTRUCTURE

ARPA continues to gather data on facilities across Alberta and bring the results forward to Alberta Community Development and other government departments. A new *Community Recreation Facilities Infrastructure Report* will soon be developed and a strategy will be put in place to bring these results and recommendations forward to the provincial government as well as our allied stakeholders.

## FINANCE & OPERATIONS

Needless to say, 2004 has been a very busy year for ARPA and the Recreation For Life Foundation. At one point this summer there were a total of ten staff working on various projects out of the ARPA offices (a combination of part-time, contracted, and full-time). ARPA has been creative in securing administrative support throughout this very busy year. Secondments have been secured from the City of Edmonton and contracts have been arranged with several consulting firms and professionals to undertake management and administrative duties on several key project areas such as Vision 2015,

Active Communities, and the Alberta Recreation Industry Labour Market Analysis Study.

### RECREATION FOR LIFE FOUNDATION

ARPA has continued to support the great work completed by the Recreation For Life Foundation. The Recreation For Life Foundation is key to the long term resource sustainability of ARPA. There have been great strides from the Foundation in 2004. The Board of Directors has continued its aggressive work in sourcing out potential corporate sponsors and donors as well as formalizing their structure, procedures and communications. The 2<sup>nd</sup> Annual Recreation For Life Foundation Golf Tournament was hosted earlier this fall along with the third Annual Recreation For Life WalkRun event in Strathcona County. Both these events have continued to grow in each successive year. The Recreation For Life Foundation has also undertaken the management of the Art Series and a plan is in place to market these prints to a larger audience.

Alfred Nikolai has been seconded on a part-time basis through the support from NAIT to act as the Director of Development for the Recreation For Life Foundation. This is exciting news as Alfred will provide the much needed support to the Board of Directors as it continues to search out and secure corporate donors and sponsors.



## ARPA Treasurer's Report



**Linus Murphy**  
Treasurer

Our Association has just completed another stellar year and our financial position at the end fiscal year 2003 remains strong.

At our 2003 Annual General Meeting, our membership continued support of our growth oriented budgets from 2003 and for 2004 indicating an unwavering belief in ARPA and our initiatives. Our growth has been strategic and clear, concentrating on singularly relevant priorities and goals such as:

- Community Recreation Infrastructure – continuing our assessments of province wide recreation facilities;
- Urban / Countryside Recreation and Parks Programs – continuing and growing our advocacy efforts;
- Active Communities – beginning a strong and province-wide initiative promoting active communities;
- Member related events and workshops – such as Walkable Communities, Pathways and Trails Workshops, Outcomes based special events planning workshop and the John Crompton Workshop; and
- Our own ARPA Annual Conference.

Over the last few budgets, specifically, 2000 and 2001, our membership has ratified the use of member equity in support of a growth oriented budget. During these years our budgets have, in fact, produced a positive cash flow adding to our member equity position. We therefore did not have the need to use the membership equity monies approved by the membership. In last year's 2002 budget, the Association and the Board of Directors, once again ratified a growth focused budget and did so consciously knowing that member equity would be required. It was indeed required and we reported this at last

year's AGM. Our membership supported that budget through ratification of our financial position and has continued this support of our financial position by ratifying our 2003 budget.

Our 2003 budget projected a revenue neutral budget with an overall addition to member equity of \$2,600. Our Auditor's Review Engagement Report details a positive increase to member equity of \$5,404. We therefore currently have a member equity balance of \$126,000 on a total asset base of \$448,000 – an extremely healthy financial position.

Our budgeted revenue versus our actual revenue continues to challenge our administrative staff and Board who repeatedly assess and re-assess the condition of our revenue and expenses position. This, however, is a very good position as our revenue continues to grow to heretofore unseen levels. Our budget revenue / expenses columns are now in the range of \$780,000 – this is truly phenomenal growth.

With this growth comes responsibility and our Association continues to be active and influential in our industry. This growth would be impossible without: the financial commitment of our membership; the leadership from our Board of Directors; the never ending devotion of our Executive Director, Office Administrator and office staff; and the invariable volunteerism and professionalism of our membership at large.

We are proud to be the leader in our industry.

## REVIEW ENGAGEMENT REPORT

To the Members  
Alberta Recreation and Parks Association

I have reviewed the balance sheet of Alberta Recreation and Parks Association as at December 31, 2003 and the statements of earnings, revenue and expenses and Members' equity for the year then ended. My review was made in accordance with generally accepted standards for review engagements and accordingly consisted primarily of enquiry, analytical procedures and discussion related to information supplied to me by the association.

A review does not constitute an audit and consequently I do not express an audit opinion on these financial statements.

Based on my review, nothing has come to my attention that causes me to believe that these financial statements are not, in all material respects, in accordance with generally accepted accounting principles.



Edmonton, Alberta  
June 24, 2004

DANIEL J. ST. ARNAUD  
CHARTERED ACCOUNTANT



### ALBERTA RECREATION AND PARKS ASSOCIATION BALANCE SHEET AS AT DECEMBER 31, 2003 (Unaudited)

	2003 \$	2002 \$
<b>ASSETS</b>		
<b>CURRENT ASSETS</b>		
Cash (note 2)	213,557	45,668
Contingency reserve - term deposits	66,550	65,400
Accounts receivable	155,964	113,778
Inventory	6,450	6,525
Prepaid expenses	1,000	2,440
	<u>443,521</u>	<u>233,811</u>
<b>CAPITAL ASSETS - at cost</b>		
Computer equipment	14,514	11,514
Less accumulated amortization	9,175	7,530
	<u>5,339</u>	<u>3,984</u>
<b>TOTAL ASSETS</b>	<u>448,860</u>	<u>237,795</u>
<b>LIABILITIES</b>		
<b>CURRENT LIABILITIES</b>		
Accounts payable	85,309	1,548
Deferred contributions (note 3)	237,500	115,600
<b>TOTAL LIABILITIES</b>	<u>322,809</u>	<u>117,148</u>
<b>TOTAL MEMBERS' EQUITY</b>	<u>126,051</u>	<u>120,647</u>
<b>TOTAL LIABILITIES AND MEMBERS' EQUITY</b>	<u>448,860</u>	<u>237,795</u>
<b>MEMBERS' EQUITY CONSISTS OF:</b>		
Contingency Reserve Fund (note 4)	66,550	65,400
Casino Reserve Fund	24,145	3,088
Operating Capital (note 5)	244	31,140
Foundation Fund	35,112	21,019
	<u>126,051</u>	<u>120,647</u>

Approved by the Board:

The accompanying notes form part of these financial statements.

Daniel J. St. Arnaud  
Chartered Accountant\*

**ALBERTA RECREATION AND PARKS ASSOCIATION  
STATEMENT OF MEMBERS' EQUITY  
FOR THE YEAR ENDED DECEMBER 31, 2003  
(Unaudited)**

	2003 \$	2002 \$
<b>BALANCE - beginning of year</b>	<u>120,647</u>	<u>172,543</u>
Net loss for the year	(30,896)	(28,650)
Contingency Reserve Fund interest income	<u>1,150</u>	<u>1,420</u>
Net loss for the year	(29,746)	(27,230)
Add Foundation Fund Allocation	14,093	5,088
Add (deduct) Casino Reserve Fund Allocation	<u>21,057</u>	<u>(29,754)</u>
	<u>5,404</u>	<u>(51,896)</u>
<b>BALANCE - end of year</b>	<u><u>126,051</u></u>	<u><u>120,647</u></u>

**ALBERTA RECREATION AND PARKS ASSOCIATION  
STATEMENT OF REVENUE AND EXPENSES  
FOR THE YEAR ENDED DECEMBER 31, 2003  
(Unaudited)**

	2003 \$	2002 (Note 6) \$
<b>REVENUE</b>		
<b>Grants and Contracts</b>		
<b>Alberta Sport, Recreation, Parks and Wildlife Foundation</b>		
Annual Association Grant	69,000	60,000
AABRD Grant	12,000	5,232
Development Initiatives Grant	4,000	7,000
Hosting Grants		
Youth Symposium	3,000	-
Health and Recreation Workshop	2,000	-
Special Project Grants / Contracts		
Contracts for Services	31,650	58,550
Active Communities	10,000	-
Labour Market Analysis	<u>20,000</u>	<u>-</u>
	<u>151,650</u>	<u>130,782</u>
<b>Alberta Gaming</b>		
Infrastructure Project	70,000	-
Vision 2015 Project	5,000	-
Recreation For Life - Fund Development Strategy	<u>75,000</u>	<u>-</u>
	<u>150,000</u>	<u>-</u>
<b>Alberta Childrens Services</b>		
Youth Symposium	<u>8,000</u>	<u>-</u>
<b>Alberta Health and Wellness</b>		
Health and Recreation Workshop	<u>10,000</u>	<u>-</u>
<b>Alberta Human Resources and Employment</b>		
Labour Market Analysis	10,000	-
STEP Grant	<u>2,675</u>	<u>2,061</u>
	<u>12,675</u>	<u>2,061</u>
<b>Alberta Economic Development</b>		
Labour Market Analysis	<u>10,000</u>	<u>-</u>
<b>Other Grants and Contracts</b>		
Clifford E. Lee Foundation	-	5,000
Youth Symposium	5,950	-
Play Leadership Program	11,000	10,000
Naturescapes Project	<u>16,950</u>	<u>6,250</u>
	<u>359,275</u>	<u>154,093</u>
<b>Total Grants and Contracts</b>	<u><u>359,275</u></u>	<u><u>154,093</u></u>



ALBERTA RECREATION AND PARKS ASSOCIATION  
STATEMENT OF REVENUE AND EXPENSES  
FOR THE YEAR ENDED DECEMBER 31, 2003  
(Unaudited)

	2003	2002
	\$	(Note 6) \$
<b>REVENUE - Continued</b>		
Total Grants and Contracts carried forward	359,275	154,093
Casino	82,063	-
Administration		
General	21,456	32,611
Memberships	49,003	50,359
Total Administration	70,459	82,970
Publication Sales	636	708
Education Services		
Conference (Schedule - Page 10)	154,556	214,097
Workshops - other	12,675	13,032
2003 Youth symposium	34,974	-
Vision 2015 symposium	-	30,363
Total Education Services	202,205	257,492
Projects		
Activate the Network	-	1,425
Recreation and Parks Month	-	10,125
Active Living Alliance	21,424	-
Other projects	5,346	7,538
Total Projects	26,770	19,088
Donations	3,390	13,337
Fundraising Projects		
Art Series	547	11,902
Golf Tournament	46,521	-
Endowment Donations	-	2,200
Total Fundraising Projects	47,068	14,102
<b>TOTAL REVENUE</b>	<b>791,866</b>	<b>541,790</b>
<b>TOTAL EXPENSES AS PER STATEMENT OF EXPENSES</b>	<b>787,612</b>	<b>595,106</b>
<b>NET OPERATING INCOME (LOSS) FOR THE YEAR</b>	<b>4,254</b>	<b>(53,316)</b>
Add (deduct) Foundation Fund Allocation	(14,093)	(5,088)
Add (deduct) Casino Reserve Fund Allocation	(21,057)	29,754
	(30,896)	(28,650)
Contingency Reserve Fund Interest Income	1,150	1,420
<b>NET LOSS FOR THE YEAR</b>	<b>(29,746)</b>	<b>(27,230)</b>



ALBERTA RECREATION AND PARKS ASSOCIATION  
STATEMENT OF EXPENSES  
FOR THE YEAR ENDED DECEMBER 31, 2003  
(Unaudited)

	2003	2002
	\$	\$
<b>EXPENSES</b>		
Administration		
General	29,804	33,507
Amortization	1,645	1,707
Financial Service	4,230	4,690
Membership Servicing	708	886
Salaries & Benefits	128,011	117,510
Total Administration	164,398	158,300
Board and Executive		
Board Business	21,684	17,654
Annual General Meeting	3,765	2,045
Executive Business	2,998	1,689
Total Board and Executive	28,447	21,388
ARPA Newsletter	9,566	10,445
Casino	25,786	-
Education Services		
Conference (Schedule - Page 10)	141,075	182,252
Super Workshops	5,262	7,225
Vision 2015 symposium	278	39,892
Total Education Services	146,615	229,369
Sub-total	374,812	419,502



**ALBERTA RECREATION AND PARKS ASSOCIATION  
STATEMENT OF EXPENSES  
FOR THE YEAR ENDED DECEMBER 31, 2003  
(Unaudited)**

<b>EXPENSES - Continued</b>	<b>2003 \$</b>	<b>2002 \$</b>
Sub-total carried forward	<u>374,812</u>	<u>419,502</u>
Committee and Network Activities		
Awards and Scholarships	9,689	19,315
Networks	579	1,991
Active Living Alliance	24,812	-
Special Projects - Benefits Project	1,488	5,742
- ARPA Website	4,943	3,084
- Infrastructure Project	52,453	28,758
- Recreation and Parks Month	10,234	14,847
- 2003 Youth Symposium	40,877	-
- Active Communities	16,329	-
- Labour Market Analysis	37,696	-
- Other Projects	92,435	76,640
Total Committee Activities	<u>291,535</u>	<u>150,377</u>
Fundraising Projects		
- Art Series	6,379	3,174
- Golf Tournament	27,206	-
- Recreation for Life Foundation	66,017	5,840
Total Fundraising Projects	<u>99,602</u>	<u>9,014</u>
Interagency Liaison Activities		
Liaison - General	4,454	4,723
AARFP	930	540
CPRA - Memberships	16,279	10,950
Total Liaison Activities	<u>21,663</u>	<u>16,213</u>
<b>TOTAL EXPENSES</b>	<u><b>787,612</b></u>	<u><b>595,106</b></u>



**ALBERTA RECREATION AND PARKS ASSOCIATION  
NOTES TO THE FINANCIAL STATEMENTS  
DECEMBER 31, 2003  
(Unaudited)**

**1. SIGNIFICANT ACCOUNTING POLICIES**

**Capital Assets**

Capital assets are stated at cost less accumulated amortization. Amortization is recorded to amortize the cost of the assets over their estimated useful lives. Amortization of computer equipment is recorded using the declining balance method at a rate of 30%.

**2. CASH**

Cash consists of:	<b>2003 \$</b>	<b>2002 \$</b>
Casino Account	24,145	5,778
Operating Account	(25,740)	39,890
Infrastructure Account	<u>215,152</u>	<u>-</u>
	<u>213,557</u>	<u>45,668</u>

**3. DEFERRED CONTRIBUTIONS**

Deferred contributions consist of funding received during the current fiscal year to be recognized as revenue in the year in which related expenses are incurred. Deferred contributions consist of the following:

	<b>2003 \$</b>	<b>2002 \$</b>
Alberta Advisory Board on Recreation for the Disabled	-	6,600
Alberta Community Development	5,000	20,000
Alberta Economic Development Grant	-	10,000
Alberta Lottery Fund	70,000	75,000
Alberta Gaming - Infrastructure	155,000	-
ASRPWF DIP Grant	-	4,000
Urban Parks	<u>7,500</u>	<u>-</u>
	<u>237,500</u>	<u>115,600</u>





**ALBERTA RECREATION AND PARKS ASSOCIATION  
NOTES TO THE FINANCIAL STATEMENTS  
DECEMBER 31, 2003  
(Unaudited)**

**4. CONTINGENCY RESERVE FUND**

These funds, equal to the total of the term deposits plus earned interest, have been allocated as a reserve fund to be used in accordance with the Association's policies.

**5. OPERATING CAPITAL**

	<b>2003</b>	<b>2002</b>
	<b>\$</b>	<b>\$</b>
Operating capital consists of:		
Accounts receivable	155,964	113,778
Capital assets	5,339	3,984
Cash	213,557	45,668
Inventory	6,450	6,525
Prepaid expenses	1,000	2,440
Accounts payable	(85,309)	(1,548)
Deferred contributions	(237,500)	(115,600)
Foundation Fund	(35,112)	(21,019)
Casino Reserve Fund	<u>(24,145)</u>	<u>(3,088)</u>
Total Operating Capital	<u>244</u>	<u>31,140</u>

**6. COMPARATIVE FIGURES FOR THE PRIOR YEAR**

Certain figures for the 2002 fiscal year end have been reclassified to make the presentation identical to that adopted in the 2003 fiscal year end.

**ALBERTA RECREATION AND PARKS ASSOCIATION  
SCHEDULE OF CONFERENCE REVENUE AND EXPENSES  
FOR THE YEAR ENDED DECEMBER 31, 2003  
(Unaudited)**

	<b>2003</b>	<b>2002</b>
	<b>\$</b>	<b>\$</b>
<b>REVENUE</b>		
Conference Registration	88,862	142,628
Leadership Institute	8,096	7,477
Donations and Sponsorship	28,850	25,300
Individual Meals, Sessions & Miscellaneous	2,148	10,902
Alberta Community Development - Energize Contract	9,800	9,800
Trade Show and Special Events	16,800	17,990
	<u>154,556</u>	<u>214,097</u>
<b>EXPENSES</b>		
Education	46,721	35,610
Facilities	44,094	85,228
GST Expense - 50% non-refundable	5,871	4,762
Hosting	3,424	4,771
Leadership Institute	5,038	1,700
Promotions and Tours	15,331	16,694
Registration and Finance	10,000	10,000
Social and Guests	3,799	11,018
Sponsorship services	2,904	2,842
Trade Show and Special Events	3,120	7,892
Student	773	1,735
	<u>141,075</u>	<u>182,252</u>
<b>NET SURPLUS FOR THE YEAR</b>	<u>13,481</u>	<u>31,845</u>



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ARPA GRATEFULLY ACKNOWLEDGES THE FINANCIAL SUPPORT OF ALBERTA COMMUNITY DEVELOPMENT THROUGH THE ALBERTA SPORT, RECREATION, PARKS AND WILDLIFE FOUNDATION.

