



Recreation for Life

ARPA ANNUAL REPORT
**UNLOCKING OUR POTENTIAL THROUGH
PURPOSE, PASSION AND PROGRESS**



2007

PRESIDENT'S REPORT...



Shelley Shea

It is an honour to serve as President of ARPA during these exciting times. As an Association we have experienced a year of growth and a year of great successes, which must be attributed to the hard work and clear focus of our volunteers and staff. We have been able to see the results of "unlocking our potential"!

One of our most celebrated successes came this past spring with the announcement of the Major Community Facilities Grant Program. ARPA's Infrastructure Committee, along with a host of consultants, research team and dedicated staff, can proudly acknowledge the work that they contributed toward successfully demonstrating the need for this infrastructure investment. Congratulations to all involved and thank you to those who contributed. Our work continues with the award winning FITS - Facility Inventory Tracking System - which continues to demonstrate the importance of ongoing investment in our recreation and parks infrastructure.

Alberta Active Communities has taken a huge leap forward, with His Honour, the Lieutenant Governor, the Honourable Norman L. Kwong, CM, AOE as Honorary Patron, hosting a luncheon at Government House for senior elected and corporate leaders. As part of this initiative, which has committed funding from EnCana and the Alberta Lottery Fund, ten trial communities are beginning their journey to get "more Albertans, more active, more often". This developing program will have much to share as we move into 2008.

Our Association has been active on the research and advocacy front this past year and two major research projects, the *Proximate Value of Parks to Residential Properties* and the *Public Perception Study on the Use /Benefits of Local Recreation & Parks Services* are being presented at conference. On the advocacy side, your

Board and committees participated in formal requests for input: Alberta Community Spirit Fund; Alberta Nutrition Guidelines for Children and Youth in Recreation Facilities; the Provincial Parks and Recreation Areas Strategy; and, the Alberta Cultural Policy. It is through this participation that ARPA continues to represent our membership on issues that are important to all of us.

The second bi-annual Parks Forum was held in March 2007 with great results. A focus on the 'Healthy by Nature' initiative was one outcome that ARPA will be following up over the next year.

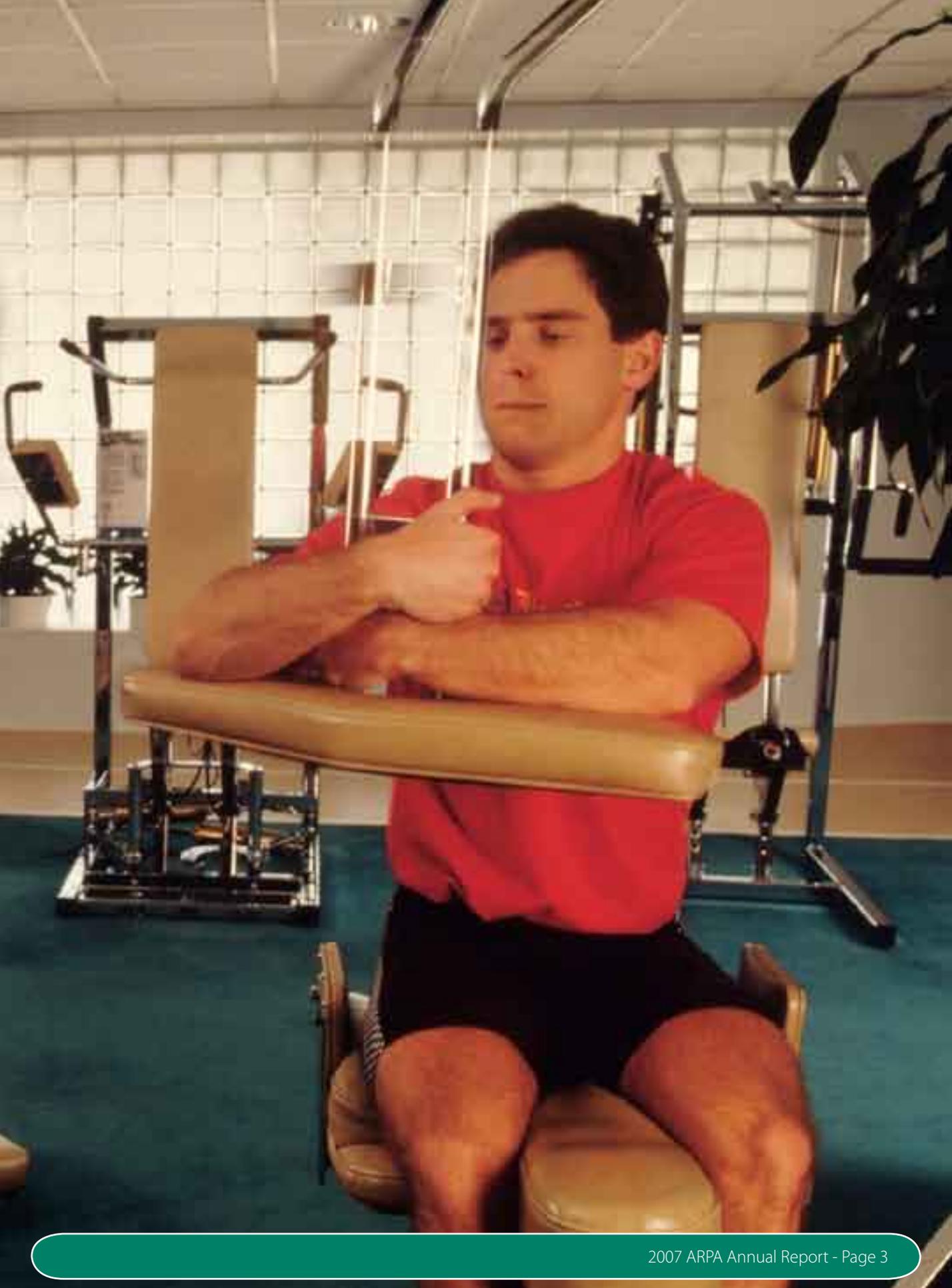
ARPA was successful in having a protocol agreement ratified with the Alberta Urban Municipalities Association (AUMA) this summer. This agreement creates a working relationship with AUMA on issues of collaboration and joint interest. We look forward to continued work with AUMA and other related organizations to create beneficial partnerships.

On the subject of Association management and governance, I am pleased to report that we had another strong year. Our finances are in good shape; the strategic plan that was introduced and approved last year is progressing as planned, and our own volunteers continue to bring forward new opportunities. The support of a talented and dedicated group of staff has enabled us to move many initiatives forward and to focus our resources. To all of you, both volunteers and staff, I would like to recognize your commitment and say thank you! Our Association is thriving because of your contributions and for that we are extremely grateful.

As we move into another challenging year ahead, I would like to encourage those of you who would like to know more about ARPA and its programs and services to get involved! We have many opportunities, from short-term to long-term, from committees to projects, that need member input. Your voice and ideas are valued. Make them heard through your Association – ARPA.

Thank you.

Shelley Shea





PURPOSE_{oo}

ARPA (Alberta Recreation & Parks Association) 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, volunteer 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 strives to build healthy citizens, their communities and their 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 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 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 the health and well-being of individuals, communities, the economy and our 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:

- public awareness, education & participation
- advancing the quality of life sector
- recreation and parks sector leadership, positioning & advocacy
- Association member services, and
- Association governance, sustainability & organizational effectiveness.

PASSION...

VISION 2015: FOUNDATIONS FOR ACTION

Building on the 2006 release of *"Foundations for Action... Enhancing the Quality of life in Alberta,"* we have completed a final report and have several exciting initiatives underway.

Mark Cabaj from Tamarack, an institute for community engagement, has been working with us to craft an effective approach for providing leadership within our own recreation and parks sector and engagement within the larger quality of life sector. This planning enabled us to secure funding from Alberta Tourism, Parks, Recreation and Culture to kick-start our action.

We've also connected with social planners in the province; as a follow-up, we are presenting at the Family and Community Support Services Association Annual Conference in November/07.

The *"Foundations for Action"* report was used in Red Deer this year as a tool to jump start, and offer fundamental principles for, The City of Red Deer's 2008-2010 Community Services planning process.

We completed several bulletins for specific audiences, are in the process of producing a video, and, are putting organizational structure and staff resources in place to move our inter and intra-sectoral plan into action.

ALBERTA ACTIVE COMMUNITIES INITIATIVE

We know that recreation and parks significantly improve the well-being of individuals and the development of healthy, vital communities. What hasn't been as clear is how to implement activities that maximize these potential benefits for Albertans and communities.

Thanks largely to EnCana and the Alberta Lottery Fund, a \$1.6 million three-year project has resulted in Alberta Active Communities (AAC). This initiative will enable ARPA to work with communities and other stakeholder groups to engage more people and communities in becoming more active, more often.

So what are active communities, and what have we learned in the first full year of designing, developing and demonstrating AAC?

Active communities are those that have high levels of active involvement, creativity, social capital and social cohesion. They are communities that contribute to the creation of places, spaces, connections, and a culture that enables wide participation. The result? Communities that are productive, healthy, resilient, and innovative.



We've learned that we need to build and nurture communities where people have a sense of belonging, are physically and socially engaged, involved in decision making, and involved as volunteers. Ultimately, active communities will also have a high quality of life that is available and accessible to all. Simply put, active communities are places where people want to live.

Research and consultations with local communities, practitioners, and people in related fields early in the project resulted in a key learning that has significantly shaped the direction of the AAC initiative this year. The key learning? Active communities don't happen without leadership! Not leadership in the traditional sense, but rather skilled and knowledgeable community leaders who can work together with business, government, and the voluntary sector to engage citizens. It is the investment in building community leadership and citizen engagement at a grassroots level that will ensure this initiative leaves a lasting legacy. We know also that such community leadership incubates though local recreation and parks services and activities.

This key learning shaped the resulting AAC mission and strategic priorities:

AAC Mission:

"To strengthen leadership capacity to build creative, healthier and more active communities through recreation and parks."

Strategic Priorities:

AAC is composed of five strategic priorities:

1. create an awareness of the value of recreation and parks
2. strengthen community leadership
3. build support at community and provincial levels
4. plan and implement action with "partner" and "engaged" communities
5. conduct research related to active communities and a developmental evaluation of Alberta Active Communities.

Over the past year, work has been initiated on a variety of activities, with His Honour, the Lieutenant Governor, the Honourable Norman L. Kwong, CM, AOE identified as the Honourary Patron of AAC.

Research has been conducted on promising practices in community engagement, active communities, and quality of life, and work is being done to enhance an interactive website that will be supported as a "community of practice" for those participating active communities. The website includes an outstanding repository of resources. The 1996 national study on public perceptions of the use and benefits of local parks and recreation services will be updated and replicated on a province-wide basis.

An assessment tool is being developed that communities will use to initiate dialogue, and work is also underway on the design of a practical community leaders toolkit. The toolkit will contain a collection of tools and resources organized within the framework of a community development planning model.

AAC has identified 10 partner communities and 19 engaged communities. AAC is also consulting with corporate and elected leaders to determine best community engagement strategies.

Significant time and energy has also been committed to developing an evaluation framework that will ensure lessons and learning throughout the initiative.

The upcoming year will focus primarily on coaching and supporting grassroots leaders within the partner and engaged communities as they facilitate their community's journey toward becoming an active community. Additional province-wide events and symposiums will also be a priority for all Alberta communities to benefit from.

Ultimately, AAC is as much about the process and the journey as the final destination. As such, it continues to reinforce the important role and responsibilities of local recreation and parks practitioners in building communities and, along the way, ensuring an investment in "what really matters".

COMMUNITY CHOOSEWELL CHALLENGE

To encourage participation at a grassroots level, The Community Choosewell Challenge works to re-energize Albertans by offering communities tools to encourage their citizens to make healthy choices in their eating habits and physical activities. The Challenge Team offers a variety of resources to help communities on the road to healthier living.

Each community has the opportunity to showcase and receive recognition for both new and existing healthy eating and activity programs. All participating communities receive recognition and high-achieving ones also win prizes. The goal of the Community Choosewell Challenge is to recognize Alberta communities for their innovative programming, promotion and participation, and community partnerships on the way to achieving a healthier Alberta. The message is timely and essential and the Challenge has proven to be an effective tool in generating awareness and motivating Albertans to make healthier choices every day.

The overall High Achievers of the 2006 CCC were the City of Grande Prairie, the Town of Two Hills, the Regional

Municipality of Wood Buffalo, the Town of Vegreville, and Denwood - MFRC Wainwright.

In specific categories, the City of Lloydminster, the Town of Didsbury, the Village of Waskatenau, the City of Medicine Hat, and the Town of High Level were recognized. Overall high achievers received support to host a celebration in their communities, as well as \$1,500 toward a local healthy living initiative. High achievers received a commemorative plaque highlighting their achievements and a custom-framed limited edition *Recreation for Life Art Series* print.

Alberta Health and Wellness renewed their contract with ARPA to manage the 2007 Community Choosewell Challenge, with more enriched strategies and resources. Challenge goals have been expanded to recognize and empower community leaders in their efforts to promote healthy eating and active living.

The Challenge is proving an effective tool in generating awareness about healthy living and motivating Albertans to make healthier choices every day. Participation increased to 124 registered communities in the 2007 CCC, up from 112 in 2006; 42 of these communities were new to the program.

As it grows, the program has become more comprehensive, with staff providing increased support and two-way communication with Choosewell community coordinators through email, telephone and face-to-face visits.

The Challenge offers many benefits to participating communities and their coordinators. Every two weeks communities have the opportunity to highlight their community's healthy living successes through the "*Spotlight on Alberta Communities*", which is distributed electronically. Community leaders/coordinators also receive bi-weekly e-tips with links to valuable resources on health promotion. Community coordinators are also offered opportunities to attend educational workshops and a provincial showcasing forum hosted by ARPA.

Participating communities receive ongoing incentives to initiate wellness programs through contests provided by ARPA staff. They also receive ongoing support in the promotion of their healthy living initiatives through customizable posters and funds for marketing.

2007 Community Choosewell Challenge winners will receive great prizes, including funds to enhance healthy living initiatives, support to hold a public celebration, and more!





JUNE IS RECREATION & PARKS MONTH

This year, the June Recreation and Parks Committee has been very busy completing tool kits and resources for our membership. However, the highlight of the year has to be our participation in the 75th Anniversary of Alberta Parks Celebration. ARPA President Shelley Shea was asked to speak on the benefits of parks and recreation. Her message was heard by a crowd of over 500 people, including the Minister of Alberta Tourism, Parks, Recreation and Culture, the Honorable Hector Goudreau and His Honour, the Lieutenant Governor, the Honourable Norman L. Kwong, CM, AOE.

When planning your June is Recreation and Parks Month activities and promotions, we encourage you to visit the "Live it everyday" section on the ARPA website. We've got all kinds of resources meant to make your life easier! ARPA members now have access to:

- Activity tool kit: the kit includes games and activities aimed at ages from preschool to youth. We encourage members to contribute even more ideas, making this a great resource that will only grow with our membership.
- Community Tool Kit: the kit is available online to members, and provides recreation practitioners with everything you need to plan and promote your events, from posters to planning sheets and publicity announcements.
- Media and Marketing Tools: resources include merchandise, radio and TV spots, and customized newspaper articles.

FACILITY INVENTORY TRACKER SYSTEM

ARPA's Facility Inventory Tracker System (FITS) is an amazing new tool designed to collect, analyze and report on all aspects of recreation and parks facilities in Alberta, and was awarded the 2006 William Metcalfe Award just months after its November 2007 launch.

Since its inception, FITS has expanded from collecting information on three types of recreation facilities to over 35 types of facilities. It has more than doubled the number of recorded facilities in Alberta – it now tracks over 1275 facilities – and is growing daily. The system is so

revolutionary and easy to use that other inter-provincial partners are now reviewing it for potential adoption in their jurisdictions, opening up potential for a national view of recreation and parks infrastructure.

More specifically, FITS is an online resource that collects relevant and practical information on recreation and parks facilities in Canada using a simple, user-friendly, accessible process. Information collected by the FITS system will be used:

- By program participants – to increase the efficiency and quality of their facility operations and expand their ability to contribute to quality of life in their communities;
- By provincial and territorial program partners – to increase their understanding of the impact that recreation and parks facilities in their jurisdiction have on quality of life; and,
- By national program partners – to ensure that all Canadians continue to have access to quality recreation and parks facilities that contribute to the quality of life within Canada.

COMMUNITIES IN BLOOM

"People, Plants & Pride.....Growing Together"

This is the second year that ARPA has coordinated the provincial edition of Communities in Bloom. This year, 24 volunteer judges travelled across Alberta to evaluate 47 communities of various sizes for the provincial program. In addition, 24 communities in Alberta participated in the National and International Communities in Bloom competitions.

The volunteer-based program is committed to fostering civic pride, community involvement, environmental responsibility and beautification through community participation. The provincial participants were celebrated at a Provincial Awards Dinner hosted by the Town of Sedgewick on September 29th, 2007.

ARPA looks forward to the continued success of the provincial program and encourages all municipal Association members to become actively involved in this positive, community-building program.



PROGRESS...

MEMBERSHIP SERVICES

The new membership structure was launched this year and an overview of the new structure has gone out to all ARPA members. We're happy to report that members have readily embraced the new structure.

Now we're eager to start work on developing additional Member Services. Some of the new initiatives include an exciting new "ARPA Membership Card," the expansion of our "Information Member" category and the development of new membership brochures. We're particularly excited to introduce and market the new Student and Educational Institution Memberships, with a focus on engaging students and emerging leaders in our sector.

During 2007, the Association has maintained partnered services with Fairmont Hotels & Resorts and Enterprise Car Rentals.

CHILDREN & YOUTH

One area the Children & Youth Committee has focused on is an increase in volunteer membership on the committee. To this end, the Committee hosted a retreat for key practitioners across the province to

inform and confirm the direction of the committee. Membership has increased, and the Committee has moved from being a network to becoming a core committee of the Association.

The Committee is responsible for assessing strategic areas and facilitating provincial recreation and parks initiatives and services for children and youth.

As well as hiring the first Children & Youth Program Coordinator for the Association, this year the Committee prepared to launch HIGH FIVE® – a quality assurance program for children's sport and recreation programs, and implemented plans to host a provincial Youth Development Through Recreation Services Symposium in the Spring of 2008. We also partnered with the University of Alberta to host Dr. Fraser Browne, an international expert in play for children.

The Committee continued to provide provincial leadership to the national *Everybody gets to play™* program, and remains committed to planning an annual pre-conference institute dedicated to issues important to the children and youth segment of the recreation and parks delivery system.



The Committee works to increase the knowledge of practitioners, volunteers, key stakeholders and the public about the role recreation and parks play in positive child and youth development. Through the Children & Youth section on the ARPA website, we communicate information about programs, new initiatives, and professional development opportunities for those working with children and youth. The Children & Youth section also contains helpful links to a wide variety of resources. The Committee contributes regularly to the Association newsletter, as well.

Our goal is to ensure that the child and youth mandate is messaged through ARPA projects and initiatives. This year, we participated in the provincial focus group to ensure the voice of ARPA (and the recreation and parks sector) was heard as the Healthy Alberta Kids Strategy was developed.

INFRASTRUCTURE & UTILITIES

The work of the ARPA Infrastructure Committee continued through the past year with the implementation of the new on-line Facility Inventory Tracker System (FITS). FITS collects data and provides

reporting to ARPA and to participating communities about a broad array of community recreation facilities and related operational information. The initiative will help ARPA and its stakeholders develop a complete picture of recreation and parks facilities in Alberta and provide a central repository for knowledge about those facilities and their components.

The ARPA Infrastructure Committee has also worked in cooperation with the ARPA Advocacy Committee to position the issue of community recreation infrastructure as one of several advocacy priorities. The recently updated position paper *"Investing in Healthy People & Communities through Recreation and Parks Infrastructure"* has proven useful as ARPA continues to inform key decision-makers on issues related to aging community recreation infrastructure. This document was also a great asset when the Association advocated for the Major Community Facilities Program, a program recently announced by the Alberta Government that will provide \$280 million in funding to communities over the next two years. In addition, ARPA continues to work with CPRA and national partners in advocating for a National Sport and Recreation Infrastructure Program.

The Committee continues to partner with the Alberta Agricultural Initiatives Program and the Alberta Association of Recreation Facility Personnel in the development of lifecycle and business plan training sessions for facility operators.

PARKS & OPEN SPACE

The Parks & Open Spaces Committee has been involved in many interesting projects over the year, from organizing the second biannual Parks Forum to commissioning studies on parks-related issues.

The 2007 Parks Forum, titled "Parks, Landscapes and Open Spaces: Benefits Beyond Boundaries," brought together parks practitioners from Alberta's three major park providers (municipal, provincial and federal) along with other allied stakeholders and corporate leaders to share their experiences and knowledge. Highlights included Dr. John Crompton's keynote address; Proximate Value of Parks Research; the "Healthy By Nature" initiative; and, "Last Child in the Woods - Nature Deficit Disorder," a teleconference with internationally acclaimed author Richard Louv. The Parks Forum helped to provide the Parks and Open Spaces Committee with direction for future issues and project initiatives.

ARPA commissioned Serecon Consulting Group to conduct a study on assessing the proximate value of parks and open space to residential properties. Dr. John Crompton assisted ARPA in this study and the final report is now available on the ARPA website.

ARPA also contracted Whetzel Environomics to undertake background research pertaining to a strategy for implementing change to the Environmental Reserve definition within the Municipal Government Act (MGA).

The Committee oversaw the development of a proposal to halt the retail sale of fertilizer/herbicide combination products to the public this year, as well. The next step is to forward this ARPA-approved resolution to the Alberta Association of Municipal Districts and Counties and Alberta Urban Municipalities Association for approval at their fall conferences.

The Committee and staff were successful in securing funds to support Sustainable Practices for Community Recreation and Parks – Towards Enhanced Environmental Stewardship, Planning and Nature Appreciation. Five key initiatives will be

undertaken, including:

1. Healthy by Nature – a visioning, positioning and action-oriented initiative to create a conceptual perspective for integrated provincial, regional and local area natural and cultural landscapes with a focus on the integration of community parks, recreation areas, trails and corridors.
2. Children and Nature Network – establishment of formal links between ARPA and the international Children's Nature Network and to address issues and opportunities related to children and nature appreciation.
3. Preserving Environmentally Sensitive Features and Amenities in Local Communities – development of a strategy that will more ably permit the protection of environmentally sensitive features.
4. Community Planning and Regulatory Mechanism for Recreation and Parks – examination of the full range of legislation and operating measures that communities use / could use to enhance the development of parks, open spaces and outdoor recreation.
5. Community Gardens – facilitation of a more focused approach to the establishment of community gardens in the province.

The Parks & Open Spaces Committee continues to work on developing proposals for the re-establishment of the Urban and Countryside Parks Programs. The Committee has also input into the development of a Provincial Parks and Recreation Areas Strategy by Alberta Tourism, Parks, Recreation and Culture.

COMMUNICATIONS & MARKETING

The ARPA Communications & Marketing Committee continues to oversee strategy areas for the Association. The main focus of the Committee is to ensure continued implementation of the branding initiatives throughout the organization, oversee production of the newsletter and review new brochures, as well as oversee the ongoing development of the ARPA web site.

The Communications Handbook, which includes templates, tools and standards for communication and marketing tools used by the Association, will continue to be an important tool in ensuring a



consistent look for the organization as each of the committees implements their projects.

The Committee evaluated the Association's merchandising program and determined that there was not strong support and the benefits did not equate to the efforts put into the program. As a result, the program has been discontinued.

As the roll-out of the new membership packages gets underway, the Committee will assist with the development of the membership materials and strategies.

EDUCATION & PROFESSIONAL DEVELOPMENT

It has been a very busy year for the Education and Professional Development Committee. Our objective for the year was to build on the work of the previous committee, analyze the various reports, and develop a framework for action. We are pleased to say, mission accomplished. In June 2007 the ARPA Board of Directors approved the framework and directions for the next three years. A summary of the key findings and the proposed Education and Professional Development Framework will be posted on the ARPA web site.

Our overarching goal for professional development is: "To build and maintain the identity and credibility of recreation and parks as a professional occupation," and "to ensure appropriate and timely opportunities for the ongoing development of required skills and knowledge that will make ARPA members strong leaders in their community."

The Committee has established three working groups: Career Preparation and Quality Assurance; Professional Accreditation/Development Activities; and, Career Development/Awareness.

ENTERPRISE SERVICES

Enterprise Services is proud to have launched three new additions, so e-service now includes:

- Technology Rental Program: *Rent the extra equipment you need when you need it!*
 - Laptops from \$150/day
 - LCD Projectors from \$150/day





- Recreation Buyer's Guide

The buyer's guide is your ticket to Alberta's recreation and parks industry! This full-colour, print document is sent by direct mail to all ARPA members, as well as to over 1,275 parks and recreation facilities and municipal recreation departments throughout the province. It's promoted throughout the year by e-mail promotions, and at tradeshow and conferences across Alberta, and is also available online. It's more extensive than ever, and is searchable based on category and alphabetical listing.

- arpaWEBcc

arpaWEBcc is the best solution to replace your traditional meeting travel or old-fashioned conference call systems. Check out the benefits:

- Save Time - arpaWEBcc allows you to instantly jump into a meeting without leaving your desk.
- Save Money - arpaWEBcc provides a significant cost savings over traditional meeting approaches.
- More Effective, More Productive - white boards, application sharing, desktop viewing, the ability to import Word, PowerPoint and Excel, and much more!
- More Human - No one likes to spend two or three hours with a phone stuck to their head - arpaWEBcc is the more human way to connect, interact and get things done!

It's simple to install! All you need is a computer with a high-speed internet connection, speakers and a microphone. After a quick three-minute download you're all set - and it's as easy as using a traditional web browser.

It's simple to use! After the installation, just type in the address for your room and you're instantly logged into the meeting room - ready to go!

The server approach allows each person connects directly to the server, not separately to each participant, creating faster, more stable connections.

- arpaPOLL

ARPA is pleased to announce the acquisition of ppvote, an audience response system that integrates directly with PowerPoint. PPvote is an audience response system that allows you to collect and share information live from participants, and then display that information live to your participants.

This tool is great for meetings, educational sessions, AGMs, team-building sessions and a variety of other events and programs. Information collected can be used to direct the flow of a meeting in real time, and to encourage discussion and increase participant engagement in a learning process.

Adding PPvote gives your presentations a whole new lease on life.. Watch your audience attention increase, smiles grow and heads raise when the keypad voting is used. Using PowerPoint, PPvote adds the extra element that makes your presentation stand out.

PPvote will increase participants' engagement, ensure you're getting their full participation, and offer true reflections of their opinions and understanding.

ADVOCACY

The Advocacy Committee was created (or, more accurately, re-created) during 2007. Its first meeting in March took the form of a freewheeling discussion and brainstorming session aimed at identifying issues and developing roles and processes for committee action. A principal outcome of the meeting was the development of a Checklist for Advocacy Issues. The checklist will be used to assist the Committee in addressing each particular advocacy issue that comes to its attention.

The second meeting, in August, addressed a wide range of policy and advocacy issues currently faced by the Association. Some of the issues identified include the need for ARPA input into the proposed Alberta Cultural Policy, the CPRA Parliamentary Forum in Ottawa, and the progress of Association actions on prior Conference AGM Resolutions.

The Committee identified the need for development of an ARPA position paper to contribute to the Provincial Parks and Recreation Areas Strategy, and the development of an ARPA strategy for the next provincial election. The Committee is also reviewing the implications for ARPA of the current draft of Bill 1: The Lobbyists Act to be brought forward for approval at the Fall Sitting of the Provincial Legislative Assembly and, have made recommendations on how to proceed with several of these ongoing policy initiatives.





TREASURER'S REPORT...



Judi Frank

The past year has been a dynamic one for the ARPA Board, full of changes and new directions. This report provides an opportunity to paint a picture of our successes, our highlights and our challenges as I close the chapter on my second year as Treasurer.

The successes over the past year have been significant. 2006 marks the first year of a new period of finance and

operations that have been positively impacted by a number of new projects, including the Alberta Active Communities Initiative, the Community Choosewell Challenge, HIGH FIVE, and Communities in Bloom.

The Alberta Active Communities initiative is, by far the largest initiative ever secured by ARPA. This

groundbreaking initiative continues to play a major role in the ARPA commitment to the quality of life for all Albertans.

Several financial changes should be highlighted for the positive impact they will have on the Association. Revisions to the Association's membership structure and fees approved at last year's AGM have allowed the Association to provide improved benefits and services to members and an increase in our projected revenue. These unrestricted funds continue to be an important part of our annual operating revenue.

Another major step for the Board was improved staff compensation and benefits, especially in light of Alberta's competitive wage market. A wage grid was approved by the Executive in January, providing competitive, fair and equitable compensation for ARPA's most valued resources. At the last Board meeting, a task group brought forward guiding principles that will assist the Association in the retention and recruitment of employees.

This year the Board also took a significant step toward growing a fund dedicated to helping the Association



with a future office relocation strategy.

Enterprise Services is a new direction under the Special Projects Manager that will allow the Association to branch out into entrepreneurial and revenue-generating services based on technology such as video conferencing and electronic polling software.

This year ARPA received a modest increase in its core funding from the ASRPWF. This crucial funding supports a variety of projects, our administration office, research and development and an extensive network of volunteers.

The last highlight is important as we begin to focus on our challenges for the future. In 2006 the Association was able to invest in member equity. The Board and staff recognize that, as we grow as an Association, it becomes even more critical to invest in the future. Even though ARPA has received an increase in core funding this year, more funds are necessary to support and sustain the high level of project work that the Association is undertaking.

The Recreation for Life Foundation (RFLF) continues to provide fund development support to ARPA and will be

needed more than ever as projects such as Communities in Bloom and HIGH FIVE look for sustaining funds. Thank you to the RFLF for all the work they do to allow us to operate many of ARPA's key programs and initiatives.

And finally, thank you to the talented staff of ARPA. We are very fortunate to have such a strong and dedicated team. The Special Projects Manager continues to create a fresh and vibrant look for the Association and is instrumental in creating many diverse and valuable programs. The Active Communities Manager has successfully begun implementation of the Alberta Active Communities initiative.

Under the continued leadership from the Association's Executive Director, I am looking forward to more things to come. We can all be proud to be part of such a strong, dynamic and vital Association. And finally, a special thank you to the Finance and Operations Manager for his thoughtful, conscientious and reasoned administration of the financial landscape of ARPA. Without his support and attention to the myriad considerations of an increasingly complex budget, my task would be daunting.

FINANCIAL OVERVIEW...

Summarized Statement of Operations

	2006	2005
	\$	\$
REVENUE		
Grants and Contracts	524,916	207,301
Memberships	51,789	47,702
Conference and Symposia	280,212	506,716
Education Services	7,954	59,822
Projects	151,720	76,074
Casino	79,014	-
Administration	65,605	12,420
Donations	-	2,072
Interest Income	1,856	1,157
TOTAL REVENUES	1,163,066	913,264
EXPENSES		
Administration – General	40,691	53,657
GST Expenses	15,347	19,577
Salaries and Benefits	161,070	138,564
Board and Executive	50,349	28,066
Liaisons	8,267	4,294
CPRA Memberships	11,010	12,850
Conference and Symposia	201,418	412,957
Education Services	8,720	52,049
Casino	412	-
Committee and Network Activity	50,411	39,706
Projects	557,183	182,826
TOTAL EXPENSES	1,104,878	944,516
NET GAIN (LOSS) FOR THE YEAR	58,188	(31,252)
<i>Member's Equity, beginning of the year</i>	<i>72,951</i>	<i>104,203</i>
<i>Member's Equity, end of the year</i>	<i>131,139</i>	<i>72,951</i>

Summarized Statement of Financial Position

	2006	2005
	\$	\$
ASSETS		
Current Assets		
Cash	89,754	175,496
Short-term investments	871,625	68,951
Accounts receivable	66,397	141,128
Prepaid expenses	2,401	22,877
Advances receivable	9,396	-
Loan receivable	25,000	25,000
Total Current Assets	1,064,573	433,452
Equipment		
Computer	31,183	29,414
Office	2,670	-
	33,853	39,414
<i>Less accumulated amortization</i>	<i>21,748</i>	<i>17,513</i>
Total Equipment	12,105	11,901
TOTAL ASSETS	1,076,678	445,353
LIABILITIES		
Current Liabilities		
Accounts payable and accrued liabilities	30,183	41,181
Advances Payable	-	17,471
Deferred Contributions	915,356	313,750
Total Current Liabilities	945,539	372,402
NET ASSETS		
Internally Restricted Funds	100,808	68,951
Externally Restricted Funds	74,108	8,596
Unrestricted Funds	(55,882)	(16,497)
Equipment Fund	12,105	11,901
Total Net Assets	131,139	72,951
TOTAL LIABILITIES AND NET ASSETS	1,076,679	445,353

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

BOARD, CHAIRS & STAFF...

Executive Committee

President
Vice-President
Secretary
Treasurer

Shelley Shea
Tim Burton
Guy Dudding
Judi Frank

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)
Director-At-Large
Director-At-Large
Director-At-Large
Director-At-Large
Student Representative

Sally Mountjoy
Lyll Brenneis
John Mulhull
Dan Pagely
Terry Welsh
Bobbi-Jo Grover
Corrie Priebe
Mike Roma
Brian Wright
Rachel Yeung

Board of Directors Ex-Officio

Past-President

Kay Kenny

CPRA Western Regional Director

Tanya Angus

Standing Committees (Chairs)

Awards & Scholarships
Communications & Marketing
Education & Professional Development
Infrastructure & Utilities
June is Recreation & Parks Month
Past-Presidents' Council
Parks & Open Spaces
Children & Youth

Barb Ursuliak
Christina Lust
Toby Rabinovitz
Darrell Melvie
Barb Ursuliak
Kay Kenny
Don Polinski
Heather Cowie

Vision 2015: Foundations for Action
Annual Conference & Energize Workshop

Greg Scott/Cheryl Hodgson
Rodger Vizbar

ARPA Office

Executive Director
Finance & Operations:
 Manager
 Administrative Assistant
Special Projects:
 Manager
 Operations Assistant
Active Communities:
 Manager
 Operations Coordinator

Rick Curtis

Stephen Allan
Karen Cross

Todd Reade
Alanna Donahue

Carol Petersen
Lori Kirkey

ARPA Program Staff

Community Choosewell Challenge:
Children & Youth Program Coordinator
Communities in Bloom / 2007 Parks Forum:
 Provincial Coordinator
Research Coordinator
Education & Professional Development:
 Provincial Coordinator

Victoria Poschadel/Teresa Ruggerio
Jennifer Finnigan

Dan Chambers
Karen Snethun

Dr. Darrel Morrow



Recreation for Life

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ARPA gratefully acknowledges the financial support of Alberta Tourism, Parks, Recreation and Culture through the Alberta Sport, Recreation, Parks and Wildlife Foundation.

Alberta



**ALBERTA SPORT, RECREATION
PARKS & WILDLIFE FOUNDATION**

Enhancing Alberta's Communities