



**EFCL**<sup>oorg</sup>

EDMONTON FEDERATION OF COMMUNITY LEAGUES

# ANNUAL REPORT

## 2016

## VISION

Edmonton is a place where community is understood and valued, and where leagues are seen as the mechanism for citizens to build great neighbourhoods and advocate for the city they want.

## MISSION

We connect, represent, and enable leagues to preserve and promote the community league way of life.

## 2016 BOARD OF DIRECTORS & DISTRICT REPRESENTATIVES

President	Gavin Martinson	K
Vice President Internal	Jesse Watson	A
Vice President External	Shafeek Ali	L
Treasurer	Cindy Dorward	F
Director	Ron Favell	B
Director	Jacque Browne	C
Director	Trevor Elliot	D
Director	Jamie Post	E
Director	Ryan Barber	H
Director	Rhiannon Hoyle	K

## 2016 STAFF MEMBERS

Nora Begoray

Allan Bolstad

Joanne Booth

Linda Crosby

Habib Fatmi

Leslie Holmes

Debra Jakubec

Barb Martowski

Bailey Mayor

Allyson Szafranski

Loie Unwin

Bev Zubot

## 100th ANNIVERSARY STEERING COMMITTEE VOLUNTEERS

Rob Agostinis	Allan Bolstad
David Dodge	David Gibbens
Rhiannon Hoyle	

## 100th ANNIVERSARY CAPITAL CAMPAIGN CABINET VOLUNTEERS

Rhiannon Hoyle	Gavin Martinson
Nathan Mison	David Muddle
Faaiza Ramji	Bruce Wilmer

## GREEN LEAGUE COMMITTEE VOLUNTEERS

David Dodge	Raquel Feroe
Rob Harlan	Warren Sarauer
Robyn Webb	

## PLANNING AND DEVELOPMENT COMMITTEE VOLUNTEERS

Jason Watt, Chair (McCleod)	B
Jesse Watson (Calder)	A
Jamie Post (Glenwood)	E
Ian O'Donnell (Downtown)	F
Mike Sacha (Oliver)	F
Ann Parker (Highlands)	G
Susan Kamp (Belgravia)	I
Elaine Solez (Windsor Park)	I
Connie Lussier (Forest Terrace Heights)	J
Kayla Pagliocchini (Ermineskin)	K

## PLANNING PROJECT VOLUNTEERS

Cris Basualdo  
Irene Blain  
Cassandra Haraba  
Jan Hardstaff  
Evan Joyes  
Ruth Lysak-Martynkiew  
Fred Mitchell  
Troy Pavelak  
Stephen Poole  
Shauna Rae  
Jan Sotocinal

Special thanks to Rob Agostinis for being our volunteer Race Director for the Great Neighbour Race!

Thanks to these volunteers and many others who contributed countless hours on committees, including the Construction Issues Committee, at events, and at many other civic engagement events. Your hard work, knowledge, and persistence have made a difference.

# INDEX

05	THE YEAR IN REVIEW
06	DISTRICTS
15	COMMUNITY LEAGUE DAY
16	COMMUNITY LEAGUE BOARD DEVELOPMENT
16	PLANNING & DEVELOPMENT
18	VOLUNTEERS
19	GREEN LEAGUES
20	ONLINE LEAGUE MEMBERSHIP
20	SPORTS PARTNERS
21	COMMUNITY WALKING PROGRAM
22	100TH ANNIVERSARY PROJECT
23	2016 ANALYTIC NUMBERS FOR EFCL COMMUNICATIONS PLATFORM
24	THANK YOU SPONSORS



# THE YEAR IN REVIEW

The past year has been one of strengthening and renewal for the Edmonton Federation of Community Leagues (EFCL). Together, the board and staff have ensured a clear common vision, welcomed and celebrated a new partnership agreement with the City of Edmonton, and provided relevant support services to Edmonton's 157 community leagues. This was the second year of the implementation of our five-year strategic plan and, with the departure of Allan Bolstad and the hiring of our new executive director, Debra Jakubec, it's been a time of change and transition.

We've worked diligently throughout 2016 to accomplish our goals while reviewing our work and adjusting where needed.

In the pages that follow, you'll learn about some of our activities and accomplishments. You'll see that our small-but-mighty team provided a variety of support and services to leagues, including membership sales, supplies, and support; educational training and workshops; assistance with issues related to urban planning; and information and support to leagues so they can serve their neighbourhoods. Our staff have done an amazing job!

With the development of an evaluation framework, we will see improved planning and evaluation, increasing our ability to reflect, adjust, and report on our outcomes. We also created many new partnerships with the corporate and non-profit community.

We would especially like to thank the EFCL's committed and energetic board of directors, Planning Committee members and 100th Anniversary Steering Committee members. Every one of you has given freely of time, expertise, wisdom, and insight. Because of our staff and volunteers, the EFCL has revitalized operations, strengthened its purpose, and assured good governance. We look forward to strengthening our work throughout Edmonton's community leagues.

Gavin Martinson, President  
Debra Jakubec, Executive Director



Lorelei-Beaumaris Community League Skating Party



## DISTRICT A

– as reported in the minutes by Jesse Watson

The leagues of District A (Castle Downs / Calder) had a busy year. Infill development and the Mature Neighbourhood Overlay were two key issues. With infill development happening in the older, north-end, middle-class areas of District A, public engagement became increasingly important for the leagues.

The City has a major redevelopment plan for 127 Street to expand the boulevard to accommodate more vehicles. The leagues heard residents' concerns about the removal of mature trees before engagement took place as well as about the Edmonton Public School Board's announcement that it would be closing schools located in District A and amalgamating them into three schools, which appeared to run contrary to the City's infill policies.

Area Council and the Castle Downs Recreation Society received funding to move the Calder Cenotaph to Calder Park. The Calder Cenotaph is being designated as a municipal heritage

resource, as was the home of District A Vice President, Jesse Watson — only the second house north of the Yellowhead to receive this designation. Excitingly, Calder Park will be the first designated Cultural Heritage Landscape site in Edmonton. The leagues played a significant role in obtaining these important designations.

A dog park pilot project was held in Grand Trunk Park to test the strategy of fencing the park with chain link. The results will inform the design of other dog parks in Edmonton going forward, and the City has a major revitalization of Grand Trunk Park planned for the near future.

Several of the district's community leagues celebrated Community League Day with a variety of great events. Throughout the year, the leagues and their passionate volunteers continued to help meet the needs of the residents of District A.

# DISTRICT B

- as reported in the minutes by Ron Favell

District B's leagues saw new construction and numerous events throughout the last year. Perhaps the most exciting news is that the Londonderry league, which had not been operational, is now up and running again, as is Steel Heights Community League. The successful revitalization of these leagues and of the Londonderry Hall illustrates the fact that community leagues continue to be highly relevant today.

After some permit delays, construction of the Lago Lindo Community Hall began, which will be a big benefit to residents. The Rosslyn Community League faced an issue when the City of Edmonton wanted to allow just one small entrance to its hall's very large parking lot. An alternate design was suggested.

District B Director Ron Favell met with the ward councillor to address a variety of issues between the City and the six community leagues in Area Council 2.

McLeod Community League was the flagship league in District B this year. It held a wide variety of events. As always, many of the leagues celebrated Community League Day with their own unique events.



Rosslyn Community League Day event

# DISTRICT D

- as reported in the minutes by Trevor Elliot

After several years, the community of leagues of District D (West Edmonton) are finally back on track to working together for the benefit of all. The leagues have committed to meeting on the last Wednesday of each month to discuss common issues and goals, such as sharing community league resources. One third of the leagues attended the first meeting, along with the area's ward councillor.

The La Perle league was granted charitable status, opening new doors when it comes to fundraising. District D and the EFCL are also exploring a new fundraising opportunity—receiving rebates from an energy company based on league households signing up with the company.



The Hamptons Community League, geese watching



# DISTRICT E

- as written by Jamie Post

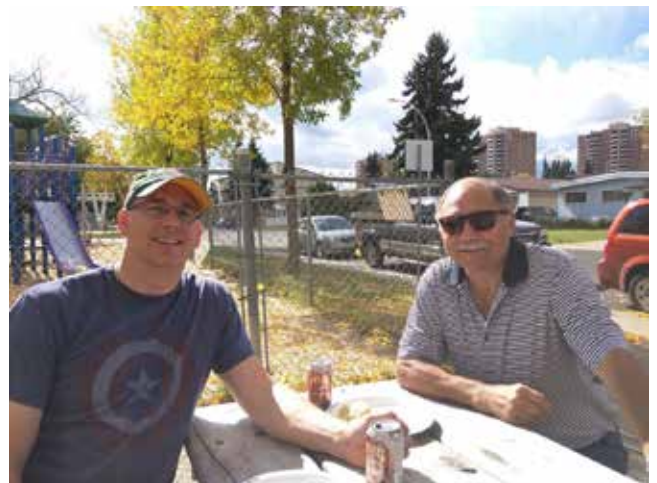
District E is made up entirely of mature neighbourhoods. As such, infill development continues to be a primary issue for leagues, particularly as the city moves through its review of the Mature Neighbourhood Overlay and "Infill Action Plan", as the Jasper Place Area Redevelopment Plan and Transit Oriented Development Guides are used to evaluate development applications, and as more of our residents become aware of how redevelopment is changing their neighbourhoods.

In September, the Laurier Heights Community League held an information session and panel discussion on the future of infill development. It included the ward councillor, a local developer, city planners, and myself.

As community leagues, we often struggle to find volunteers. And finding volunteers to learn about and become engaged in planning issues is just as difficult (probably more so). I hope the event in Laurier inspired some residents to volunteer with their league in regards to planning issues (or just in general). If you're interested in learning more about the event, or holding a similar session in your neighbourhood, please email me at [districte@efcl.org](mailto:districte@efcl.org). It's up to us to reach out and be innovative in how we engage our communities, and the future volunteers who'll sustain the community league system for years to come.



McQueen Community, with meanest looking bouncy thing you've ever seen.



Jasper Park Community League President, Don. K (right) and Treasurer, Byron K.

## Party in the Park - A joint effort between the Meadowlark and Glenwood Community Leagues

The infill development panel discussion hosted by the Laurier Heights Community League. The panel included myself, Ward 5 Councillor Michael Oshry, a developer specializing in infill, and members of the City of Edmonton Sustainable Development Dept.

Questions were accepted in advance and asked by the audience throughout the evening.







The MacEwan University Jasper Place Campus (Stony Plain Road/156St). The City of Edmonton has purchased the facility with the goal of turning it into a hub for non-profits.

As the district representative for the EFCL, and the Glenwood Community League Civics Director, I've been able to be involved in the process so far. MacEwan will consolidate their operations downtown at the end of the year.



A new addition to the agendas of our District E leagues and volunteer Civics Directors is the EPSB school consolidation consultations.

<http://epsb.ca/schools/spaceforstudents/>

## DISTRICT F

- as reported in the minutes by Cindy Dorward

The position of District Representative for District F was vacant for a short period before Cindy Dorward stepped in to fill it this year. Cindy has been arranging district meetings in the area so the community leagues can discuss the district's needs. Momentum is slowly building with increasing numbers of leagues joining the meetings.



Summer BBQ at Central McDougall

# DISTRICT H

– as reported in the minutes by Rob Agostinis

The leagues of District H are in the Terwillegar, Riverbend, and Windermere areas of the city. Transportation is by far the biggest issue in this district, as there is no commuter parking, the traffic infrastructure is insufficient to support access in and out the area, and there is insufficient public transit. Community leagues have been working with the City to address these challenges.

The leagues and their volunteers are involved in the many small festivals and events held in this district, including the annual TRAC 10K Run and the Edmonton Youth Talent Show. This year's talent show had 82 participants, all of whom received a medal and certificate.

District H also converted an old batting cage in Brander Gardens into a fenced community garden, using 4' x 4' garden plots obtained from Lee Valley. The goal of the Brander Gardens ROCKS

“

**The Ridge Community League has successfully raised more than \$600,000 to build a new skating rink. It also treated about 5,000 people to New Year's Eve fireworks this year.**

”

(Reaching Out to Community Kids) program is to eliminate child poverty in communities. The program provides food for low-income families in the district and league members are mentoring other interested leagues across Edmonton.

Concerned about cardiac incidents in the community, the Oak Hills Community League used casino funds to hold a community CPR course at the cost of \$5 for league members, \$40 for non-members. They are also planning to offer Standard First Aid at a subsidized cost. This low-cost training may very well save lives and has been welcomed by the community.

District H leagues are very active. Some of the events they are involved in include the University of Alberta “Sprouts” program, which promotes healthy eating to kids, the Southwest Family Fun Day, and the Summer Solstice Soccer Tournament, which has about 6,000 attendees and over 100 under-10 kids' soccer teams participating.

Oak Hills Community League held its annual Winter Family Festival again to great success. This league is planning to build a clubhouse and is applying for a grant to raise the remainder of the funds it needs. The Ridge Community League has successfully raised more than \$600,000 to build a new skating rink. It also treated about 5,000 people to New Year's Eve fireworks this year. From Riverbend annual Art-in-the-Park event to Ogilvie Ridge's Spooktacular, the leagues of District H went all out for their communities and will continue to do so.

# DISTRICT I

– as written by Lindsay Smith

2016 was another great year for the community leagues in Greater Strathcona – Allendale, Argyll, Belgravia, Empire Park, Garneau, Grandview Heights, Hazeldean, Lendrum, McKernan, Parkallen, Pleasantview, Queen Alexandra, Ritchie, Strathcona Centre, and Windsor Park. Our district is very fortunate in that all but one of our leagues are also members of the Central Area Council of Community Leagues (CACCL). This is a great forum for the leagues in our district to get together to discuss topics of common interest or concern. These meetings are also attended by our two councillors, Ben Henderson and Michael Walters, whose constituencies include most of the leagues in our district. CACCL meetings also provide a wonderful two-way communication link between our leagues and the EFCL board, something I feel is lacking in some of the other districts.

My term as EFCL Director ended in October after six years on the board, most of which was with Allan Bolstad at the helm as our Executive Director, with Debra Jakubec moving into that role in the last few months. I commend Allan for providing the EFCL with outstanding leadership for nine years and really moving the organization forward to put it on the solid foundation that we enjoy today. I fully expect that Debra will continue improving the recognition and prominence of the EFCL so it is increasingly helpful to the 157 community leagues and raises awareness about Edmonton's leagues and what a valuable asset they are.

So many things happen in individual leagues each year, it would be impossible to list everything that's been done in the past year. The number of activities and volunteer hours spent is unfathomable. One event in our district was our first annual Great Neighbour Race that took place at the end of April in support of our 100th Anniversary Project to build a Community League Plaza in Hawrelak Park. It's also important to note that many of Edmonton's major festivals take place in our district, including the Fringe Festival, Ice on Whyte, the Silver Skate Festival, and the Heritage Festival. While these festivals are not directly put on by our community leagues, our leagues and their volunteers are certainly very involved.

Several of our leagues held events on Community League Day again this year. The highlight this year was Belgravia opening their extensively rebuilt community hall. Ritchie had another very successful car show and Hazeldean, Queen Alexandra, Allendale, Argyll, Empire Park, and Windsor Park all held events. Strathcona held their event the week prior.

“

So many things happen in individual leagues each year. It would be impossible to list everything that's been done in the past year. The number of activities and volunteer hours spent is unfathomable.

”

As this is my last district report, I would like to thank all the leagues in our district for their support over the past six years and say that it was a privilege and a wonderful learning experience to have served on the EFCL board. I will remain an active representative in CACCL and, as you know, the opportunities to serve our communities never end.



Belgravia Summer event





Bonnie Doon Membership Drive

## DISTRICT J

– as reported in the minutes by Gavin Martinson

The community leagues in District J are very concerned about infill development and the Mature Neighbourhood Overlay. They are working with City Council to ensure they are involved in the discussion when it comes to densification.

The five leagues in this district have formed the Greater Hardisty Sustainability Coalition (GHSC) to proactively engage on City land use planning projects on the “front end” of planning. The GHSC serves as a public engagement pilot for other communities.

District J leagues have been very involved with the City of Edmonton’s consultation program regarding the future revitalization of 101 Avenue west of 50 Street. The City reported that it was very pleased with community leadership in this district.

Illustrating that community leagues continue to play a vital role in Edmonton, Fulton Place Community League is undergoing a revitalization. It hosted an open house to build awareness and generate enthusiasm among residents by showcasing the benefits of having a community league. This league is jumping right into action and is currently developing the Fulton Skate Park.

District J is exploring the idea of succession planning to ensure the continuity of its community leagues. This could help the leagues deal with the challenge of engagement on league boards.

As always, District J’s leagues held a number of events and offered valuable programs and services to meet the needs of the community.

“

GETTING TO KNOW COMMUNITY  
RESIDENTS: BRINGING PEOPLE  
TOGETHER.

”

---

BEACON HEIGHTS

Blue Quill Walking Group



Heritage Point's 10th Anniversary

## DISTRICT K

– as reported in the minutes by Masood Makarechian

For most of the year, District K did not have a representative. M. Makarechian has taken on the role and reported that the Ski to the LRT Festival was held at the Blue Quill Community League Hall again this year, bringing new people into the community.

Aspen Gardens Community League is working on its rink roof plan and requested to apply for the EFCL's \$75,000 grant to help pay for this project. District K is considering incorporating solar panels into new roof projects.

# DISTRICT L

– as written by Shaffeeq Ali

District L is located in southeast Edmonton and covers Mill Woods and the Meadows. The district includes 13 community leagues, nine of which are located in Mill Woods. It includes Ellerslie Community League, Summerside Community League, The Meadows Community League, and Fulton Meadows, which is the most recently formed league (2012).

District L continues to grow, as evidenced by the increase in new housing starts and new business development. This growth has led to a growing need for social and recreational programs.

The Mill Woods Presidents' Council (MWPC) serves as the umbrella organization for all the district's community leagues. The council is made up of all the presidents (or a representative) of the community leagues, sports groups, and community partners. It meets monthly and provides a forum for exchanging information, addressing common issues, and giving new or emerging community leagues assistance or guidance as they undertake projects. Even established leagues have the opportunity to address emerging issues like LRT and rezoning.

It has been a very active year for the district. Various community leagues undertook projects such as hall renovations and playground rebuilds, and offered many social and recreational programs.

The opening of the Meadows Community Recreation Centre in December 2014 has served the district very well. The hockey arena and the aquatic and fitness areas are used to capacity. The facility also houses a new branch of the Edmonton Public Library and The Meadows Community League. With The Meadows Community League operating out of the centre rather than a hall, the centre truly serves as a hub for the community.

Other facilities operating in the district are the Mill Woods Public Library and the Mill Woods Seniors Activity and Multicultural Centre. These facilities are helping us meet the growing needs of the district.

Most of the community leagues in the district had successful Community League Day activities. Each league took its own approach in celebrating the day. Activities included a pancake breakfast, flea market, sports activities, and an outdoor movie. It should be noted that a few leagues celebrated their

Community League Day activities outside of the designated day.

The annual Canada Day celebrations in Mill Woods continue to be one of the major activities of the district. The leagues are brought together through financial contributions and volunteer participation to put on the event. The celebration is a full day of children and adult activities, music and cultural performances, and a spectacular fireworks show at 11:00 p.m.

“

Attendance has been estimated at 40,000 to 50,000 people from all over the capital region. This annual event has recieved excellent reviews, both nationally and provincially.

”

As we look forward to the coming year, the south leg of the LRT will be something to follow. Traffic disruptions and citizens' concerns are already starting to surface. The redevelopment of the Millwoods Town Centre area will be another project for the MWPC to address. It was a pleasure representing District L on the EFCL board and I look forward to the coming year.



Millhurst Community League Summer Celebration



The EFCL teamed up with FC Edmonton, a world-renowned soccer club, to officially kick off Community League Day 2016. The event took place during FC Edmonton's half-time show, when two VIP league teams took to the field to compete for the coveted Golden Spatula Award. The kick off ended with Knottwood Community League winning a visit from the FC Edmonton Street Team and Eddie the mascot for their Community League Day event.



The theme this year was BBQ, a league staple. Over 120 Community League Day kits were given to leagues with generous contributions from our sponsors!

# COMMUNITY LEAGUE DAY

– SEPTEMBER 17, 2016

Across Edmonton, 65 leagues hosted events on Community League Day. The day was filled with pancake breakfasts, new hall ribbon cuttings, themed parties, BBQs, corn roasts, bouncy castles, petting zoos, a baseball tournament, musical entertainment, arts festivals, beer gardens, dunking tanks, yard sales, big bin events, face painting, fireworks, karaoke, community garden harvests, pool parties, demos from emergency service first responders, classic car parades, pow wow dances, penny carnivals, block parties, mini golf, coffee houses, and more. Some leagues held their events either the weekend before or after, depending on their own community event traditions.

Once again, Edmontonians showed amazing support and love for their community leagues, not only in person, but also on social media. #yegCLDay was a favourite in the city all day long.

The day was about community camaraderie, good times, and discovering just what community leagues are all about. It was perfect for meeting neighbours and fostering the sense of belonging to a special community.

# COMMUNITY LEAGUE BOARD DEVELOPMENT

## RESOURCES

This year, we reviewed and updated the online resources section of the EFCL's website, which will replace the hard copy resource guide previously issued to leagues. This area of the website is now accessible to all, without the need for passwords. Please visit [efcl.org](http://efcl.org) for more information!

## TRAINING

In 2016 we held the fourth annual Leagues Alive conference, a one-day training and networking session for community league board members. There were a total of 107 registrants, up from 101 the previous year. Participants came from 76 leagues across the city, with 12 leagues attending for the first time.

## ONE-ON-ONE SUPPORT AND BOARD SESSIONS

This year, we answered board development calls or emails from 26 leagues, providing advice on issues such as bylaws, conflict resolution, meeting structure, and conflict of interest. We also attended face-to-face meetings with 32 leagues. These included several annual general meetings, where we acted as a facilitator for elections. In 2016, we designed and delivered sessions for three league boards to address specific training needs or challenges.

# PLANNING & DEVELOPMENT

The EFCL works to attain healthy, attractive, sustainable neighbourhoods by bringing the neighbour and community league perspectives to city-wide policy decision-making.

neighbourhoods. The committee analyzed the implications, informed leagues and, on major projects, coordinated the leagues' recommendations.

In 2016, the EFCL Planning and Development Committee dealt with a record number of proposed zoning bylaw changes and policies impacting many

## **MOST NOTABLY, THE EFCL AND LEAGUES WORKED SUCCESSFULLY WITH THE CITY TO:**

Enhance landscaping requirements for residential developments

Incent the retention of mature trees

Increase good neighbour construction practices

Improve privacy screening regulations

Strengthen pedestrian friendly design in mature neighbourhood redevelopments

Moderate housing size increases

The EFCL helped the City with public engagement by connecting City project staff with community league leaders and encouraging participation. The largest projects were the Mature Neighbourhood Overlay and Breathe – Open Space Strategic Plan.

## THE EFCL CONTRIBUTED TO THE WORK OF THE CITY AND THESE ORGANIZATIONS

Council Initiative on Public Engagement  
Trails, Paths, Routes Advisory Committee  
Winter City Design Guidelines  
Homeward Trust Community Plan Committee  
Problem Properties project  
City Construction Issues Committee  
Child Friendly Edmonton Committee

### ADVISING LEAGUES ON PLANNING MATTERS

Nearly every week, the Community Planning Advisor provided leagues with impartial advice on urban planning matters. Topics included development applications, rezoning applications, and neighbourhood construction practices.

# 2016 VOLUNTEERS

EFCL uses volunteers for a variety of events and committees. Without their dedication, we would not be able to accomplish most of the work we do! Thank you volunteers!

## ESTIMATED HOURS



Avonmore Volunteers

# GREAT NEIGHBOUR RACE

In 2016 we held the first Great Neighbour Race, bringing together walkers, runners and families. It was a great, fun-filled event with over 200 participants and 50 volunteers. The race is held to raise funds for the 100th Anniversary Project.



## GREEN LEAGUES

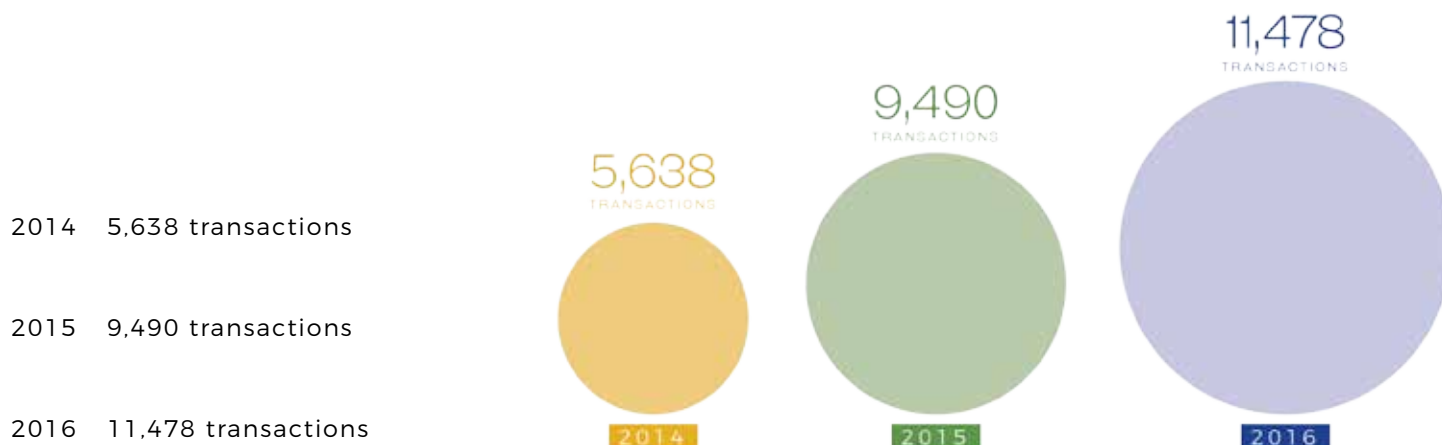
In 2016, we held an expanded Green Leagues pilot project in partnership with the City of Edmonton's Sustainable Development Department. We held our first Green Leagues Workshop Series, with 32 participants attending from 16 leagues and a few other organizations. We created 14 new Sustainability Ambassadors who came to all four workshops and will serve their communities as a resource and champion for sustainability initiatives.

Through the workshops, leagues learned about energy efficiency in their halls, how solar programs could be used at their building, and how and where they might get funding to facilitate a "green" project in their neighbourhood. In 2016, five leagues had started their energy projects, the remaining have begun in 2017.



# ONLINE LEAGUE MEMBERSHIP

With the increase in online sales, we expected to see a decrease in the number of sales at the league level. But the leagues continue to order a similar number of blank cards to sell memberships, a number that has remained basically the same since 2009.



## SPORTS PARTNERS

For many years, the EFCL has partnered with various sports groups to increase awareness of community leagues and the benefits of membership to their participants' families. Currently, groups that require community league membership and are our close partners include:

### HOCKEY



### SOCCER/FOOTBALL





## BASEBALL/SOFTBALL/BASKETBALL



“

I WALK MORE OFTEN AND WITH MORE CONFIDENCE SINCE I STARTED WALKING WITH PEOPLE.

”

— JOE, ASPEN GARDENS

## COMMUNITY WALKING PROGRAM

The Community Walking Program is an urban pole walking training and leadership program. Twenty leagues started Community Walking programs in their neighbourhood. We offered three leadership training workshops and trained 29 league members.

While funding was only for one year, the feedback from community and leaders involved in the pilot project was amazing.

“

HE IS MUCH MORE CONFIDENT...AND IS TRAVELLING AT ALMOST DOUBLE THE SPEED.

”

— SHARON, FOREST TERRACE HEIGHTS

“

I'M JUST ADDICTED TO THESE POLES.

”

— EMMA, ASPEN GARDENS

“

COMMUNITY WALKERS ARE NOW COMING OUT TO OTHER COMMUNITY LEAGUES EVENTS

”

— ANGELA, FOREST HEIGHTS

# 100th ANNIVERSARY PROJECT

In 2016, we made easy progress in some areas of the 100th Anniversary Project while we had to dig in and do a little work to get things going in others. In May, we received approval from the Edmonton Design Committee and, in August, we received our development permit. The EFCL and our project managers, Urban Systems, have now completed design and we have all City approvals.

In consultation with the City, our largest in-kind funder, Lafarge Canada, and Urban Systems, we determined that it would be best to send the project to tender by invitation. This caused a bit of a set back with timing. However, while managing this process, we focused on the design elements, which are close to completion.

We also determined that we needed to build a more robust fund development strategy and hired a consultant to assist us. A Capital Campaign Cabinet is in place and is dedicated to raising the remaining required funds.



## WEBSITE



(66.7% Returning. 33.3% New)

PAGE VIEWS: **201,164**

Up 8.52% over 2015

AVERAGE SESSION TIME:

Up 11.81% over 2015

BOUNCE RATE: **50.87%**

(51.17% 2015)

\*Industry standard is 52.99% to 54.02%  
Thinkshout.com

### Demographics:

45.85% FEMALE

54.15% MALE

HIGHEST AGE

BRACKET

25 - 34



## TOP SINGLE POSTS FOR 2016

LEAGUE SUPPORT FOR FT. MAC EVACUEES POST **13.6K**

GREAT RACE ANNOUNCEMENT **11.7k**

COMMUNITY LEAGUE DAY REGISTRATION **4.2K**

## BI-WEEKLY ENEWS



AVERAGE  
OPEN RATE

**30%**

Industry average - 19.7%



**4.6%**

Industry average - 2.1%

AVERAGE LINK  
CLICK RATE

## 2016 ANALYTIC NUMBERS FOR EFCL COMMUNICATIONS PLATFORM

## FACEBOOK



**1.1K**

AVERAGE REACH PER DAY

**53%**

AVERAGE ENGAGEMENT  
PER WEEK

## TWITTER



AVERAGE IMPRESSIONS  
PER DAY **1.9K**

AVERAGE RETWEETS  
PER WEEK **4**

AVERAGE LIKES  
PER WEEK **16**

## TOP TWEETS

LEAGUE SUPPORT  
FOR FT. MAC  
IMPRESSIONS **5,849**

FIRST SNOWBALL  
ROAD CONDITIONS  
IMPRESSIONS **4,148**

## Thank you to our Sponsors!

Without the support of our sponsors much of our work would not be possible and the amazing prizes and gifts they provide help make community league events successful!

A&W

Age Friendly Edmonton

Articchillers

Bus charter

Canadian Arena Products

Century Park Driving School

City of Edmonton

Columbia Awards

CTV

David's Tea

Early Years

ECVO

Edmonton Heritage Council

Edmonton Overlanders Orienteering Club

Edmonton Safety Council

Edmonton Ski Club

Edmonton Youth Talent Show

Enmax

EPS & Neighbourhood Watch

Evergreen Turf

Flowline Canada

Fort Edmonton Park (ann fam pass)

FunTeam Alberta

Gracious Goods

GRES - Global Resource Efficiency Services

Jugo Juice

Jumpy Things

Kinder Morgan Canada

Lafarge

Laser City

Makami College

Markazulislam

MC College

Metro Cinema

No Frills

No More Excuses

Orbis Sports

Papa Murphy's

Park n Play

PlayQuest Recreation

Playworks/Parkworks

Playworks/Parkworks - Basket

Popeyes Supplements

Rejuvenation Health Services

REMAX

RunningRoom

Second Cup

Shadified

Snow Valley Ski Hill

Softline Solutions

Special Event Rentals

Telus World of Science

United Cycle

Vertically Inclined Climbing

West Edmonton Mall