

2019 ANNUAL REPORT

**EVERYONE SHOULD EXPERIENCE
QUALITY SPORT**

OUR INITIATIVES AND PARTNERSHIPS



SPORTFEST 2019 AT SERVUS SPORTS CENTRE



LETHBRIDGE SPORT COUNCIL ACHIEVEMENT AWARDS



CONNECTING COMMUNITY AND SPORT



Find local sport events on one calendar.

In 2019, over 200 events were posted on the **Lethbridge Sport Event Calendar**.

Sport organizations can submit their events to info@lethbridgesportcouncil.ca

Sport Directory

Find listings for over 250 sport, physical activity, and active recreation organizations in Lethbridge.

Plus information about provincial and national sport organizations, local sport facilities, and local stores selling sport equipment, or rentals and repairs.

Your Sport at a Glance

View information at a Glance for your Sport, including associations at all levels (local, provincial, national, facilities and availability in Lethbridge, links to information by competition level and more.

Please Select Sport

Discover a comprehensive collection Lethbridge sport organizations in one location.

The on-line **Sport Directory** has over 250 local sport, physical activity, and active recreation listings.

Physical Address 2nd Floor, Nicholas Sheran Arena, 401 Laval Blvd W, Lethbridge T1K 3W7
Mailing Address 110 Columbia Blvd W, Box 21090, Lethbridge T1K 6X4
Phone 403-320-5412 and 403-320-9371
Email info@lethbridgesportcouncil.ca
Website lethbridgesportcouncil.ca



BOARD AND STAFF

Lethbridge Sport Council is a not-for-profit organization incorporated in 2008 under the Societies Act of Alberta and is an independent body supported by the City of Lethbridge, governed by a volunteer Board of Directors, and managed by three full-time staff dedicated to support the enhancement and development of sport within the Lethbridge community.

Executive

Erin Low - Chair
Shaun Ward – Past Chair
Gordon Hunter – Vice Chair
Ryan Westerson – Secretary
Sherry Hazelaar – Treasurer

Staff

Susan Eymann, Executive Director
Tanya Whipple, Communication Manager
Kelsey Rathwell/Hayley Wall, Program Coordinator (new one-year term position)
Kim Trotman, Bookkeeper
Jordan Calladine, Regional Manager, Southern Alberta Summer Games
Eden Hoff, Summer Program Assistant

Directors

Dr. Gary Bowie	Jimmy Tablan
Don Gatto	Robert Baird
Ken McInnes	Steve Dudas
Josh Hoetmer	Dave Sehn
Todd Caughlin	Angela Bruce

City of Lethbridge Liaison

Travis Grindle and Jason Freund

Thank you
SPORT VOLUNTEERS

Volunteers make sport happen every day!



VISION

To provide quality sport experiences to all.

MISSION

To provide leadership and a collective voice for sport in Lethbridge.

CORE ACTIVITIES

- Provide leadership for the enhancement and development of sports in Lethbridge.
- Advocate and promote sport in Lethbridge
- Attract and promote sports events that have economic and social impact for Lethbridge and region
- Assist sport organizations and individuals by linking them to, or providing them with, sport-related education and support services
- Provide benefits to community, including but not limited to: training, volunteer organization assistance, research and information sharing and media awareness
- Provide input to the Municipal Capital Improvement Program and the Operating Budget by assessing sport needs
- Communicate to City Council any issues, challenges or initiatives related to sport on an as required basis

THE LETHBRIDGE SPORT COUNCIL AND ITS MEMBERS VALUE

- Sport for its impact on physical, social, emotional and mental health
- Sport for its impact on community, the economy and society
- Integrity, inclusiveness, transparency, equality, and civility in interpersonal relationships
- Cooperation, teamwork, and continuous improvement

MESSAGE FROM THE BOARD CHAIR

2019 was an exciting and busy year for the Lethbridge Sport Council. We saw the 2020 Alberta Summer Games Committee take shape as they worked hard to fill their staffing, volunteer, and sport chair positions. They also ramped up marketing of their sponsorship program. It is exciting to watch our community come together as they prepare for these awesome Games for our community and southern Alberta.

We once again want to thank the City of Lethbridge for a 1-year grant which allowed us to fill a term Program Coordinator position. The addition of this position has allowed for some much-needed evaluation and expansion of programs and services offered by the Lethbridge Sport Council. This position also took some of the pressures off existing staff and allowed more time to focus on updating the Lethbridge Sport Council website, increased marketing of our organization, and more time to communicate, support and connect with our local sport groups.

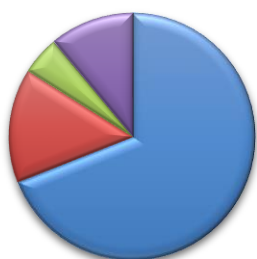
The Lethbridge Sport Council wrapped up 2019 on a very strong note, not knowing what 2020 had in store for us. We are thankful for this close-knit team who continue to work together as we navigate changes none of us have encountered before. The COVID-19 pandemic has had a profound effect on ALL sport not just locally, but globally. We are all affected by this. In light of that, the Lethbridge Sport Council will endeavour to support, encourage and adapt in the coming weeks and months ahead to find ways to do whatever we can to support and encourage our local sport organizations as they adapt to whatever the future of sport in our community may look like.

Thank you for your continued support of the Lethbridge Sport Council and sport in southern Alberta.

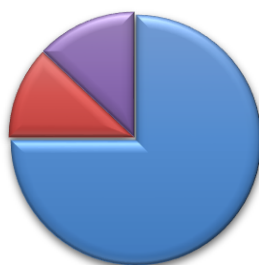
Thank you,

Erin Low

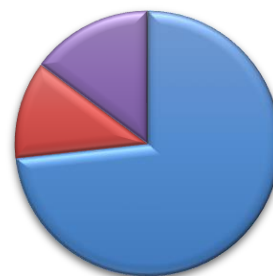
2017 Revenue



2018 Revenue



2019 Revenue



■ City of Lethbridge
■ Reserves

■ Project Grants
■ Other

MESSAGE FROM THE EXECUTIVE DIRECTOR

In 2019, our capacity increased with the hiring of one additional staff to a one-year contract, which has been extended to December 31, 2020. This was made possible through an operational funding grant from the City of Lethbridge.

With this increased capacity we increased our membership by 30% to 118, provided more member support services to our 58 sport organization members, and spend more time and provided more expertise to our 44 community partners.

34 organization members received the following supports - organizational planning, bidding and hosting consultation, media relations, program promotion, coach training, AGM assistance, volunteer recruitment, and guidance for not-for-profit formation and policy-and-procedure development.

Lethbridge Sport Council provided communication and marketing services to several community committees including Lethbridge Sports Hall of Fame, Board Leadership Lethbridge, and Lethbridge Plays. Services include website maintenance, marketing and promotion, graphic design, and event planning.

Our signature events, the 9th Lethbridge Sport Council Achievement Awards and 5th SportFest, which recognize, celebrate, and promote community sport are mentioned in more detail later in this report.

New in 2019, we took on a more substantive intentional role to help recognize local sport champions locally and provincially. We submitted five and supported one nomination for four individuals/teams with 100% success rate. Successful recipients included:

- Carol Thibert (multi-sport builder, Lethbridge Sports Hall of Fame),
- 1974-75 Lethbridge Native Sons (Team, Alberta Hockey Hall of Fame),
- Evelyn Leffingwell (Heart of a Champion - Southern Alberta Summer Games and MP Rachel Harder Community Builder), and
- Knud Petersen (Alberta Recreation Volunteer and Stars of Alberta Volunteer).

We saw similar numbers year over year for program and events' participation (4,661) and social media engagements (13,566), while we saw a 45% increase in unique visitors to our website (39,905), with the top six pages relating to direct services:

- Lethbridge Sport Council Community Room,
- Team Lethbridge - Southern Alberta Summer Games,
- summer camps listings
- Roving Gyms,
- Sport Directory, and
- Lethbridge Sport Event Calendar.

Susan Eymann



Since 2010, 110 individuals, sport organizations, and businesses have been recognized for their spirit, drive, and commitment on and off the field of play.

RECIPIENTS FOR ACHIEVEMENTS IN 2018

Junior Male Athlete

Junior Female Athlete (co-winners)

Senior Male Athlete

Senior Female Athlete

Amateur Team

Officiating Excellence

Coaching Excellence

Volunteer in Sport

Sport Administrator

Sport Organization

Shaun Ward Sport Champion

Servus Credit Union Outstanding Sport Citizen

Knud Petersen Spirit in Sport

Solen Wood (triathlon)

Maren Evanson(wrestling)

Haylee Johnson (Olympic weightlifting)

Benjamin Ingvaldson (throwing, athletics)

Sophia Nowicki (x-country running)

ethbridge College Kodiaks Women's Soccer

Nicole Cooney (speed skating)

Tim Cooney (speed skating)

Brad Brown (football)

Michael Tamura (judo)

Lethbridge Ringette Association

Bob Bartlett (hockey)

Ryker Morell (Bottles4Boulet)

Colleen Gunnlaugson (figure skating)

LETHBRIDGE SPORTFEST

Be Part of the Experience

Hosted at the Servus Sports Centre, SportFest is a free interactive event promoting sport, active recreation, and physical literacy.

Held each spring, SportFest brings together sport organizations and businesses to show Lethbridge the quality sport experiences our city has to offer. In addition to interactive booths SportFest features several come-try-it zones including synthetic ice, turf, court floor and more, all in one place!

2019 EXHIBITORS

Able Dental	Lethbridge Ringette Association
Adapt Chiropratic	Lethbridge Roller Derby Guild
Alberta Junior Rugby Association	Lethbridge Skating Club
BikeBridge Cycling Association	Lethbridge Soccer Association
Booster Juice	Lethbridge Speed Skating Association
Canadian University Shooting Federation	Lethbridge Sport Council
Chinook Primary Care Network	Lethbridge Sports Hall of Fame
Coulee Climbing	Lethbridge Ultimate Frisbee
Elite Sports Medicine	Lime Health and Wellness
Ivory Dental	Merritts Ultimate Taekwon-Do Ltd. and ISCFS
LA Hotshots Target Shooting Club	MPP Photography
LCSA Lethbridge Firearms Club	Orangetheory Fitness
Lethbridge BMX Association	Roller Hockey Lethbridge
Lethbridge Boxing Club	Roving Gym
Lethbridge Bulls/Under the Lights Sports & Entertainment	Southern Alberta Skating Academy
Lethbridge College Kodiaks & Recreation Services	Sportball Lethbridge
Lethbridge Diving Club	Team Lethbridge, Southern Alberta Summer Games
Lethbridge Lightning Senior AA Hockey	University of Lethbridge, Horns Recreation
Lethbridge Minor Softball Association	West Wind Gymnastics Club
Lethbridge Police Services – Community Engagement Unit	2020 Alberta Summer Games Lethbridge

SPORT AND ATHLETE DEVELOPMENT

THROUGH COLLABORATION

Roving Gyms are free indoor play spaces for children five and under and their parents or caregivers. The Roving Gyms program nurtures physical literacy, the love of movement, and provides an environment for families to connect.

RESULT: 60 Roving Gyms to 1,440 participants



Since 2018, Lethbridge Sport Council manages the promotion and registration for Team Lethbridge's participation in the Southern Alberta Summer Games.

RESULT: 340 athletes registered to compete for Team Lethbridge



Board Leadership Lethbridge is a one-day training event for Board members (and potential Board members) on topics related to board governance.

RESULT: 160 attendees, 13 speakers, 18 sessions



Pathway to Participation for Lethbridge Indigenous Families is a one-year project funded by the Province of Alberta Recreation and Physical Activity Division.

RESULT: 103 participants; 8 events



Lethbridge Plays is a group of local stakeholders brought together by the unifying belief in the importance of play and the benefits play can have on our society.

RESULTS: 24 partners



Fast and Female's mission is to keep girls healthy and active in sports. Champ Chats introduce self-identified girls ages 8-14 to inspiring athlete role models in a non-competitive and fun-filled environment.

RESULT: 95 girls attended; 9 ambassadors



2019 IMPACT REPORT

LSC SNAPSHOT

3 Full-time Staff
 2 16-Week Term Summer Student-Athletes
 15 Directors
 380 Volunteer hours (25 volunteers)
 267 Sport Directory Local Listings
 4,661 Program Participants
 13 + Programs and Activities
 118 Members
 58 Sport Organization Members
 22 Associate Members
 38 Individual Members

SPORT PROGRAMS & ACTIVITIES

160 at Board Leadership Lethbridge
 17 - NCCP Courses Making Ethical Decision
 18 - NCCP Design a Basic Sport Program
 60 Roving Gyms; 1440 participants
 340 participants - Team Lethbridge, Southern Alberta Summer Games
 95 girls at Fast and Female Champ Chat
 103 participants - Pathway to Participation for Lethbridge Indigenous Families
 Participated in
 Bike Week
 Nature Play Day
 Indigenous Peoples Day
 Reconciliation Week
 10 community event booths
 9 community committees/boards

LSC SIGNATURE PROGRAMS

9th



14 award winners

5th



1,100 attendees

WE ARE THERE WHEN YOU NEED US

Supported 80 local sport organizations
 44 community partnerships
 Consulted with 38 regional, provincial, and national organizations

PROJECT GRANTS

Alberta STEP, Canada Summer Jobs, and City of Lethbridge, Alberta Physical Activity & Recreation Branch, Transportation,

KEEPING YOU CONNECTED

39,905 website visits
 10 Constant Contact Updates (45% open rate)
 2,592 Twitter followers
 2,093 Twitter engagements
 188,156 Twitter impressions
 1,203 Facebook likes
 10,518 Facebook engagements
 929 Instagram followers
 955 Instagram engagements
 127 LinkedIn followers
 13,566 total social media engagements
 38 Traditional media reports; 10 stories

LSC COMMUNITY ROOM

241 Bookings = 835 Hours booked

BIDDING & HOSTING SUPPORT

2019 Mackenzie PGA Golf
 2019 Southern Alberta Summer Games
 2019 MNP Canada Games Torch Relay
 2019 U Sports Men's Hockey Nationals
 2020 Hockey Alberta Provincial Senior AA
 2020 Alberta Summer Games Lethbridge
 2020-24 Canadian College World Series
 Lethbridge Speed Skating Association
 Lethbridge Ringette Association
 ENMAX Centre

Thank you to our event sponsors



Thank you to our grant providers

