

Lethbridge Sport Council

ANNUAL REPORT

2017

LETHBRIDGE
2017
GET
ACTIVE
THROUGH SPORT

CANADA 150

lethbridgesportcouncil.ca

LETHBRIDGE
SPORT COUNCIL

 @lethbridgesport



Give kids the right start in
sports and they'll never stop!

 Lethbridge Sport Council  @lethbridgesport

PROMOTE

DEVELOP

EDUCATE

CONNECT



Board and Staff

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

Executive

Shaun Ward - Chair
Dr. Gary Bowie – Past Chair
Erin Low – Vice Chair
Don Gatto – Treasurer

Directors

Ken McInnes
Todd Caughlin
Ryan Westerson

Staff

Susan Eymann, Executive Director
Tanya Whipple, Program & Communication
Coordinator
Kim Trotman, Book Keeper
Kirana Stocker, Summer Program Assistant

Josh Hoetmer
Malcom Kano
Amber Rebbitt

City of Lethbridge Liaison Travis Grindle and Jillian Bracken

Lethbridge Sport Council recognizes the value of partnerships and working collaboratively. We sincerely thank you for your contributions that help us educate, develop, connect and promote sport as we work towards our vision for Lethbridge to provide quality sport experiences for all.

Thank you!

Local sport organization have not only experienced growth or stability in membership over the past three years, there is an optimism for growth over the next three years.

2017 Lethbridge Sport Council Needs Analysis Survey

50% of sport organizations posed no requirement for membership. The most common requirements included age and or level of proficiency.

**2017 Lethbridge Sport Council
Needs Analysis Survey**

Most sport organizations experience difficulties attracting female members and attracting coaching staff.

**2017 Lethbridge Sport Council
Needs Analysis Survey**



Core Activities (City of Lethbridge Sport and Recreation Policy)

Lethbridge Sport Council exists to support the enhancement and development of sport within Lethbridge. As outlined in the Municipal Sport and Recreation Policy, this purpose will be accomplished through the following 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 other benefits 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 members, 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

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Email: info@lethbridgesportcouncil.ca

Website: lethbridgesportcouncil.ca

Sport Event Calendar: lethbridgesportcouncil.ca/lethbridge-sport-event-calendar

Sport Directory: lethbridgesportcouncil.ca/sport-directory

Facebook.com/LethbridgeSport

Twitter.com/LethbridgeSport

Instagram.com/LethbridgeSport

Linkedin.com/groups/Lethbridge-Sport-Council

YouTube.com/user/LethbridgeSport

**FUNDING
SUPPORT
RECEIVED
FROM**



2018 is Lethbridge Sport Council's 10th Anniversary

Incorporated March 28, 2008



Message from the Board Chair

Last year we celebrated Canada's 150th anniversary. I am proud that Lethbridge Sport Council played a prominent role at many key events. My congratulations and appreciation to all who organised and participated as volunteers at these memorable events.

A quick glance at our *2017 Impact Report* outlines how busy our staff has been in 2017 and will continue to be in 2018.

As always for me, the highlight of each year is the annual *Achievement Awards* ceremony when Lethbridge Sport Council honours athletes, coaches, officials, sponsors and prominent supporters of the Lethbridge sport community. The large number and outstanding calibre of the annual nominees never fails to amaze and gratify.

This is my final message as board chair. Therefore, I think it appropriate to offer sincere thanks to Executive Director Susan Eymann and Program and Communication Coordinator Tanya Whipple for their dedicated, creative, innovative and non-stop efforts to support the enhancement and development of sport within Lethbridge. Thanks also to a supportive executive and board who volunteer many hours of their time to provide leadership within Sport Council.

Mayor Spearman and city councillors have also been supportive as can be seen by their approval of new and enhanced indoor and outdoor sport facilities as well as their attendance at many events. Working together we have a great team.

As the population of Lethbridge approaches 100,000 the future of sport in Lethbridge, at all levels and all ages, remains healthy, strong and growing.

It has been a privilege and a pleasure to be the chair of a vibrant Lethbridge Sport Council.

Thank you,

Shaun Ward

One fifth of the respondents were for-profit sport organizations

2017 Lethbridge Sport Council Needs Analysis Survey



Message from the Executive Director

Lethbridge Sport Council administered a needs analysis survey in 2009 that provided direction for the organization. Given, Lethbridge Sport Council's evolution, the organization saw the need to administer a second survey. The feedback received from sport organizations and businesses has provided valuable information to assess community sport needs as we plan for the next four years. You will find highlights from the survey findings dispersed throughout and a summary at the end of this report .

We value and embrace the partnerships we have acquired over the years in our mission ***to provide leadership and a collective voice for sport in Lethbridge.*** In 2017, Lethbridge Sport Council along with the support and expertise of local sport organizations celebrated Canada's sesquicentennial through the initiative ***Lethbridge 2017: Get Active through Sport.*** Lethbridge Sport Council appreciates the funding support received for this initiative - City of Lethbridge Community Event and Alberta Canada 150 grants. These collaborative efforts reached over 5,700 program participants.

In 2017, Lethbridge Sport Council assisted and consulted with

- **65 local sport and active recreation organizations**
- **16 local sport and community event organizing committees**
- **42 community organizations**
- **37 regional, provincial, and national organizations**

Lethbridge Sport Council's mandates include providing leadership for the enhancement and development of sport, sport organizations, and sport events in Lethbridge. Our mandate *to attract and promote sport events* has shifted to be the conduit between local sport and the newly formed Lethbridge Destination Management Organization, ensuring that the vision of local sport organizations and local sport development remains an important factor when assessing which sport events to attract to Lethbridge.

Susan Eymann

Lethbridge Sport Council services identified of the most value are advocacy for sport, promotion and social media, media relations, phone/face-to-face discussions or advice, and grant availability.

2017 Lethbridge Sport Council Needs Analysis Survey



Signature Events

Lethbridge Sport Council Achievement Award Winners

Junior Male Athlete
Junior Female Athlete
Senior Male Athlete
Senior Female Athlete
Athlete with a Disability
Officiating Excellence
Coaching Excellence

Volunteer in Sport
Sport Administrator
Shaun Ward Sport Champion
Knud Petersen Spirit in Sport

Ethan Choi (Golf)
Alyssa Fraser (Weightlifting)
Tanner Sudo (Football)
Rachel Nicol (Swimming)
Zach McAllister (Swimming)
Mitch Ball (Baseball)
Ryan Thornley (Swimming)
Jesse Sawyer (Baseball)
Jennifer Drader (Minor Softball)
Scott Sweetman (Shooting)
Malcom Kano
Ashley Steacy (Rugby)

SportFest Exhibitors

Alberta Sport Development Centre Southwest	Lethbridge Ringette Association
Alpenland	Lethbridge Skating Club
Bonefit – Osteoporosis	Lethbridge Sledge Hockey Club
Booster Juice	Lethbridge Soccer Association
Breathe Parkour	Lethbridge Speed Skating Association
Burton	Lethbridge Sport Council
Canadian Blood Services	Lethbridge Steel Women's Football
Castle Mountain Resort	Rattlesnakes of Lethbridge
City of Lethbridge Rec & Culture Department	Roller Hockey Lethbridge
CRMC Dance Studio	Rock 106 & 107.7 The River
Dragonboat Association of Southern Alberta	Roving Gym
Exercise Science Lethbridge College	Southern Alberta Multisport Society/Zephyrs
LA Hotshots	Sport Ball
Lethbridge College Kodiaks	Tutor Doctor Lethbridge
Lethbridge Curling Club	Under the Lights Sports and
Lethbridge Minor Basketball Association	Entertainment/Bulls
Lethbridge Public Library	University of Lethbridge Pronghorns/Recreation
	West Wind Gymnastics Club

2017 Impact Report

LSC SNAPSHOT

2 Staff
10 Directors
1188 Volunteer hours (163 volunteers)
273 sport directory listings
5,759 Program Participants
93 Programs and Activities
42 Members (Organization/Individual)

SPORT SESSIONS

40 52in52 sport sessions (536 participants)
400 + #YQLChallenge participants
Inaugural Board Leadership Lethbridge
2 webinars
National Coaches Week – panel discussion
2 NCCP Comp-Dev Courses
58 Roving Gyms

COMMUNITY ENGAGEMENT

13 community event booths
8 community committees/boards
61/129 sport survey respondents
11 LSC Special Recognitions to local
Japanese sport influencers

LSC COMMUNITY ROOM

244 Bookings
999 Hours booked

LSC SIGNATURE PROGRAMS

<p>7th</p>  <p>12 award winners</p>	<p>3rd</p>  <p>1600 attendees 35 exhibitors</p>
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WE ARE THERE WHEN YOU NEED US

Supported 65 local sport organizations
42 community partnerships
Consulted with 37 regional, provincial,
and national organizations

KEEPING YOU CONNECTED

19,780 website visits
16 Constant Contact mailings
2,471 Twitter Followers
246,108 Twitter impressions
2,188 Twitter engagements
981 Facebook Likes
7,486 Facebook engagements
545 Instagram Likes
2,501 Instagram engagements
42 LinkedIn Followers
3 YouTube videos uploaded; 524 views
12,699 total social media engagements
48 Traditional media reports (18 stories)

Bidding & Hosting Support

2017 Ringette Provincials
2017 Lacrosse Provincials
2017 U16 Football Westerns
2017 Skate Canada – AB/NWT/NUN Sectionals
2018 Canadian Trampoline Gymnastics
2018-20 MacKenzie PGA Golf
2019 U Sports Men's Hockey Nationals
2020 Alberta Summer Games
2022 Can-Am Police-Fire Games
Lethbridge Minor Hockey Association
Dragon Boat Association of Southern Alberta
Le Baron's Car Club
Basketball Alberta
Lethbridge Fish & Game Association
Lethbridge Police Service
5K FoamFest
ENMAX Centre

Needs Analysis Summary

Local sport organization have not only **experienced growth or stability in membership** over the past three years, there is an optimism for growth over the next three years.

50% of sport organizations posed **no requirement for membership**. The most common requirements included **age and or level of proficiency**.

Most sport organizations **experience difficulties attracting female members and coaching staff**.

Lethbridge Sport Council is used as a means to communicate with public, club members and media as well as parents and participants.

Identified barriers to participate in sport include **scheduling conflicts** with other sports, other commitments and too busy with work, and **cost** of registration, programs, facilities, and equipment.

The majority of sport organizations provide an equal amount of introductory and development stage programming, while offering fewer high performance programs.

The majority of clubs have members (athletes/coaches/officials) participating in provincial competitions, while half also have members participating nationally, and a third participating internationally.

The top responses pertaining to how sport clubs keep up with changes in their sport to stay relevant are **coach development, certification and training, and communication**.

40% of sport organizations have paid administration staff and 60% have paid officials, coaches, trainers.

Email is the most popular form of communication with club members, public, and media.

60% of respondents felt they were well prepared for varied beliefs, values, and expectations that stem from an increasingly diverse population.

60% of respondents have not applied for grants in the last three years.

65% have shown interest in hosting a sport competition in the last year, with 75% being awarded an event.

Lethbridge Sport Council services identified of the most value are **advocacy for sport, promotion and social media, media relations, phone/face-to-face discussions or advice, and grant availability**.

Identified as areas Lethbridge Sport Council could help local sport development the most: **advocacy, promotion, access to funding, volunteer recruitment, governance, liaise with City, bidding/hosting support, training, and attracting new members**.