



COMMUNITY RECREATION
ENHANCEMENT GRANT

ANNUAL REPORT 2021

WHAT IS THE COMMUNITY RECREATION ENHANCEMENT GRANT?

Recreation is important. Recreation remains a fundamental human need in all ages and stages of life. People participate in recreation activities for fun, enjoyment, fitness and health, social interaction, creative expression, a desire to connect with nature, relaxation, and to enhance their quality of life.

The City of Red Deer recognizes the important contribution made by non-profit organizations in the provision of recreation. As such, this grant is designed to provide support to these organizations to improve their ability to deliver recreation services and programs to Red Deer residents. For the purposes of this grant, the term “recreation” includes sport, fitness, play, activity and outdoor pursuits.



ENHANCING RECREATION ACTIVITIES

The City of Red Deer encourages recreation and community organizations to provide a wide variety of recreation opportunities across the community.

The Recreation Department is mandated to support quality of life for all Red Deerians by ensuring people have access to recreation. Department priorities include:

- Supporting physical and social environments that help people explore their creativity and adopt healthy, active lifestyles throughout the life course.
- Providing leadership, support, encouragement, information, policies and programs that facilitate full participation in recreation by people of all abilities across all settings.
- Ensuring the provision of supportive physical and social environments that encourage participation in leisure activities and build strong caring communities.



WHAT ARE THE **OUTCOMES?**

The grant is designed so applicants have an open opportunity to receive financial support to fund initiatives deemed important by your organization.

The positive enhancement or identifiable improvement may include:

- A** Opportunities to participate in recreation
- B** Opportunities for training volunteers and staff
- C** The number of participants
- D** The number volunteers, staff, coaches and/or officials
- E** The number of diverse populations participating in a program (age, gender, ethnicity, family status, etc.)
- F** The training-standard of volunteers, staff, coaches and/or officials
- G** The profile of an organization, its services, or its programs
- H** Governance of an organization, including renewed bylaws, succession plans for board members, developed policies for operation, and other administrative effectiveness strategies
- I** Available specialized equipment that enhances recreation opportunities
- J** Awareness and knowledge of the importance of play, physical activity and physical literacy
- K** Facility improvement which enables enhanced recreation (accessibility)
- L** New or enhanced levels of service



“2021 continued to provide a challenging environment for local sport and recreation organizations in our community. Funds granted through the Community Recreation Enhancement Grant have been delivered to nearly 30 projects in order to give our local recreation providers much needed support.”

- Red Deer Community Recreation Enhancement Grant

These positive changes can be accomplished through a number of strategies including hosting sport or recreation events, training volunteers, purchasing specialized equipment, developing marketing campaigns, attracting new participants from diverse populations, etc.





FUNDED PROJECTS

2021

ORGANIZATION	INITIATIVE FUNDED	FUNDING
Alberta Sport Development Centre - Central	Sport Awards Digital Display	\$5,000.00
Alberta Sports Hall of Fame & Museum	Accessible Physical Literacy	\$4,438.25
Bower Place Community Association	Youth Playground Program	\$5,000.00
Bower Place Community Association	Meet us at the Rink Program Development	\$3,500.00
Bridges Community Living	Active Living Program Support	\$4,852.00
Catalina Swim Club	Non-Competitive Program Development	\$1,791.83
Catalina Swim Club	Replacement of Conditioning Equipment	\$4,954.00
Central Sport	Website Development	\$5,000.00
Deer Park Alliance Church	Sports Equipment Replacement	\$5,000.00
Golden Circle	Down with Cabin Fever Program Development	\$1,500.00
Hope Mission Red Deer	Summer Kids Club Equipment	\$1,000.00
Hope Mission Red Deer	After School / Active Living Program Development	\$2,000.00
Parkland Cross Country Ski Club	Youth Nordic Ski Equipment	\$5,000.00
Primary Care Network	Bike Corral Enhancement	\$2,325.00
Red Deer City Soccer Association	Edgar Equipment Replacement	\$2,315.00
Red Deer Family Service Bureau	PLAY Charter Marketing Campaign	\$5,000.00
Red Deer Fencing Club	Equipment Repair	\$640.00
Red Deer Minor Baseball Association	Mower / Tractor Replacement	\$4,450.00
Red Deer Pickleball Club	Para Sport Equipment	\$4,400.00
Red Deer Skating Club	Athlete Specialty Training	\$5,000.00
Red Deer Skating Club	Video Equipment for Athlete Development	\$1,773.40
Red Deer Ski Club	2021-2022 Alpine Canada Race	\$2,000.00
Red Deer Silhouettes Swim Club	2021-2022 Member Recruitment	\$5,000.00
Savy Mountain Riders Bike Club	Specialized Coach Development	\$3,960.00
Shotokan Karate Club	Equipment Replacement	\$1,000.00
Terry Fox Fun	Permanent Signage	\$484.00
Titans Rugby Football Club	Equipment Replacement	\$2,000.00
Waskasoo Community Association	Can you see me now? Program Development	\$2,185.00
TOTAL AMOUNT FUNDED		\$91,568.48



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“In order for Canadians to benefit from involvement in sport and physical activity, we need to remove barriers to participation and provide access, opportunity and resources.”

- Adapted from Canadian Sport For Life

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 THE CITY OF
Red Deer

reddeer.ca

