

ANNUAL REPORT

2023

ABOUT US

The Grande Prairie Regional Sport Connection (**GPRSC**) is a **volunteer-driven, non-profit organization** representing and serving the Grande Prairie and Area sport community. Our vision is to be a strong and connected sport community. Prairie Region.

Our mission is to influence and support the growth and enhancement of sport in the Grande Prairie Region by:

- ✓ Promoting Sport, Physical Activity & Recreation (SPAR)
 - ✓ Being a resource to the sport community
 - ✓ Increasing communication lines between SPAR organizations
 - ✓ Recognizing athletes, volunteers, coaches and officials
 - ✓ Supporting individuals or organizations in hosting or bidding for sport events
- ✓ Providing a vehicle for discussion and information sharing
 - ✓ Facilitating increased access to education and training for athletes, coaches, officials and volunteers
 - ✓ Supporting the Grande Prairie Regional Recreation Committee in implementing the Joint Recreation Master Plan



Board of **DIRECTORS**



Michael Lauzon
Chair



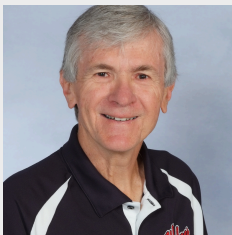
Julia Dutove
Vice Chair



Lisa Hawryliuk
Secretary



Chris Nelissen
Treasurer



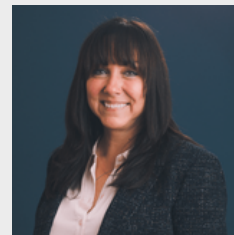
Leigh Goldie
Director



Tyrone Pike
Director



Jeff Smith
Director



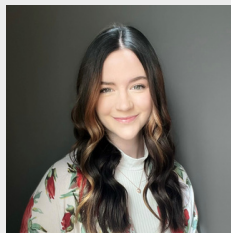
**City of Grande
Prairie Councillor
Wendy Bosch**
Director



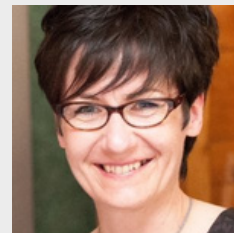
**County of Grande
Prairie, Kurt
Balderston**
Director



**Town of Sexsmith
Councillor Daycie
Bohning**
Director



Hayley Kramps
City of Grande Prairie
Representative

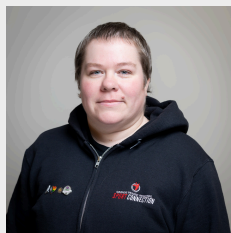


Christine Rawlins
County of GP Representative

STAFF



Karna Gersheid
Executive Director



Heather Llewellyn
Marketing and
Communications Coordinator

STRATEGIC PLAN 2023



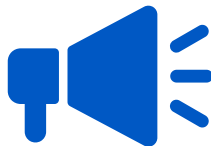
EDUCATION

- Increase awareness of SPAR opportunities in the region
- Provide training resources & coach education
- Create awareness, and credibility as an organization
- Provide guidance with organizational continuity



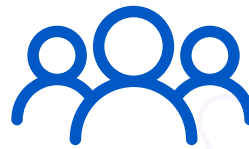
SERVICE

- Support communication between SPAR organizations, the community, and regional municipalities
- Be a resource to SPAR organizations for event hosting
- Assist and be a resource for SPAR organizations
- Be the catalyst for grassroots opportunities for youth and others to participate in sport



ADVOCACY

- Regularly update regional councils on SPAR related community interests
- Collect & produce economic impact examples for sporting events in the region
- Support committees that move SPAR forward
- Advocate the benefits of Sport for Life framework
- Advocate for True Sport and safe sport in the region
- Advocate for equity, diversity, and inclusion in sport



COMMUNITY

- Foster strong connections with municipalities, school districts, and stakeholders
- Recognize local outstanding athletes, officials, key volunteers, and SPAR builders
- Create inclusive opportunities for residents to experience SPAR
- Grow connections between local SPAR organizations

TRY-IT DAY

EXPLORE A SPORT FOR FREE

Try It Day is a FREE day of sport discovery for youth 6-17 yrs. An event for sport organizations to introduce their programs to potential new members. This community favorite happens annually.

574

youth registered for
the event

27

different participating
organizations

35

different
sport/activities
to choose from



TRY-IT DAY

EXPLORE A SPORT FOR FREE

Winter Try It Day is a FREE day of sport discovery for youth 6-17 yrs. An event for sport organizations to introduce their programs to potential new members. This community favorite happens annually.

708

youth registered
for the event

40

different organizations

40

different types of
sport/activities
to choose from



NORTHWEST ALBERTA SPORT EXCELLENCE AWARDS

The mission of the Northwest Alberta Sport Excellence Awards event is to honour the achievements of our amateur athletes and the coaches, volunteers, officials and corporations that support them. The event recognized accomplishments from **January 1, 2022 – December 31, 2022.**

The event covers the region from **Fox Creek to Slave Lake and the NWT & BC border.**

216
attendees

40
nominees

11
categories

16
sports represented



Website

GPSPORTCONNECT.CA

In 2023, the Grande Prairie Regional Sport Connection website was redesigned to align with the organization's rebranding efforts. This revamped website serves as a comprehensive resource for navigating sports in the region. Additionally, we re-introduced the sport database to include registration months, providing families with an enhanced tool to find and engage in sports participation opportunities.

Website analytics January 1 – December 31

■ 31023 pageviews

■ 21612 unique visitors

Sport Registration List

■ A database that lists the contact information for sport organizations in the region. It also lists which months each sport organization has registration open

■ 4387 views of the sport registration list

Facebook analytics Jan 1 – December 31, 2023

Total	Reach	Engagement	Like/ Reactions	Comments	Shares
	440,039	33,342	10,496	1,575	1,005

YEAR AT A GLANCE

Supporting and influencing the growth and enhancement of sport in the Grande Prairie Region

- Organizational Rebrand
- **1005** Facebook Shares
- **33,342** Facebook Engagements
- **4387** views of the Sport Registration list
- **262** sport community touchpoints
- **\$37,500** brought into the community through grants

Sport Registration

Home > Sport Registration

Registration

April x

- ☐ February
- ☐ March
- ☒ April
- ☐ May
- ☐ June
- ☐ July

DANCE

Across the Floor Dance Studio

780-532-2887

admin@acrossthefloordance.com

Registration: April, May, June, July, August,
September, October



HOCKEY

All Peace Hockey League

780-876-4545

allpeacehockeypresident@gmail.com

Registration: All Year



DANCE

ARK Dance Academy

587 495-0675

arkdanceacademygp@gmail.com

Registration: April





THANK YOU TO OUR FUNDERS

