



Hillhurst Sunnyside Community Association



REPORT TO COMMUNITY 2017

YEAR IN REVIEW

2017 was another exciting year in the neighbourhoods of Hillhurst and Sunnyside, and the HSCA is honoured to be involved in assisting residents and program participants with achieving and maintaining a healthy and vibrant quality of life.

One of the biggest stories to come out of 2017 was HSCA's Daycare being named an Early Learning Childcare Centre by the Government of Alberta. This means that childcare fees are now subsidized by the Government to increase affordability of quality childcare services in the community. This also allowed for much needed facility improvements, and increased the Daycare's capacity to open new spaces in 2018 for Hillhurst Sunnyside families who may not otherwise have access to quality childcare.

Parents and caregivers of the Daycare also took part in the Fundamentals First fundraising campaign to donate some of the money they were saving on their childcare fees. To date, they raised almost \$24000, which was applied back into the Daycare facility for upgrades.

In 2017, we saw a significant growth and change across our community programs. Community Assistance for Seniors (CAFS) was wrapped up over the course of the year. The funder wanted to see a transition from basic needs supports to capacity building supports. HSCA worked with CAFS clients to transition them to other organizations who offer similar services. We took this opportunity, working with Family and Community Support Services (FCSS), to develop programming that fit within their mandate and reflected the values and mission of HSCA.

The result is Community Connections, a combination of some of the existing programming we already offered (informed by feedback we received from residents and program participants), and new programming that will focus on supporting seniors and seek to connect neighbours across generations. The new programming will connect residents one-on-one based on the supports they need, and strengths, skills and talents that exist within our community.

The Board of Directors, along with support from HSCA staff and volunteers, surveyed over 530 residents of Hillhurst and Sunnyside. We received feedback around current HSCA programming, services, and communications, and the Board used this information to inform its strategic planning session in February of this year. 59% of survey respondents believe that HSCA helps them build relationships in their neighbourhood. Stay posted to HSCA communication channels for more details of the survey results and how that will inform future programming.

The Hillhurst Sunnyside Planning Committee continued to respond to and advocate on behalf of residents in the community. Developer interest in Hillhurst Sunnyside in 2017 did not wane as lot consolidation and the purchase of large tracts of land resulted in several new development projects: Truman Memorial Drive, Russell RED "Glo", Minto 9A Street

North, multiple sites from Sunnyside Sustainable Living, Royal Bank site, former CBC/Radio-Canada site and the Grace Hospital site.

Hillhurst Sunnyside also experienced the effects of an improving economy with more infill redevelopments than usual in 2017. Residents of Hillhurst and Sunnyside have seen building and construction in all corners of the community. "Hillhurst Sunnyside is [...] so active with development and change. Glad you are there to help that neighbourhood keep on top of things [...] Intensification is really taking hold in many neighbourhoods. Strong [Community Associations] will be needed to manage this change and get the best out of it for the residents." - Thom Mahler, Manager, City of Calgary Urban Strategy on Strong Communities.

Flood mitigation and advocacy for Sunnyside residents continued to be top priority for the Emergency Planning and Response Committee (EPARC). In 2017, projects for mitigation against local rainfall were completed, under construction, or being designed.

The Hillhurst Sunnyside Vitalization Committee continued to spearhead community engagement events and activities as well as beautification projects in our neighbourhood. In late Spring, the Vitalization Committee assisted the City of Calgary in hosting a Bow to Bluff community engagement session for feedback from residents on possible improvements to the existing corridor. Over 1500 comments were received with implementation of projects to begin in 2018.

Vitalization projects in the community also included the annual Neighbour Day party in Sunnyside, held every June since the 2013 flood. And Activate YYC provided a community grant for the Rainbow Bridge art installation under the Sunnyside LRT bridge. This project was spearheaded by Christie Page and Darren Mazzei and is a new landmark in the community. Activate YYC also funded 'Eyes on the Street', an art installation between the LRT and containR art park (Springboard Performance) which was a project led by Tamara Lee.

In summary, 2017 was the year HSCA got engaged. Through our programs, communications, outreach and community surveys we offered residents, volunteers and program participants opportunity to provide their voice to inform how they would like to get involved in their community and what programs and services mattered to them. We hope that residents and participants continue to feel they have adequate opportunities to provide input in their community, and that they are aware that they can reach out to staff and volunteers with ideas and concerns.



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VOLUNTEERS

"Everyone's helping each other. There's a sense of community that makes me want to get involved and help out."



"Convenient, inclusive, friendly."
- FFB Participant

DONORS

Partners

City of Calgary
Community Food Centres Canada
Family & Community Support Services
Federation of Calgary Communities
Government of Alberta
Springboard Performance

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Contributors

Apple Lady
ATB Financial
Beagle 14 Bar & Grill
Calgary Heritage Initiative Society
Calgary Interfaith Food Bank
CivicWorks Planning
COBS Bakery Kensington
Community Natural Foods
Dyna-Crete
Hillhurst Sunnyside Community Garden
Kensington Community First Garden
Kidsport
Leftovers Foundation
The Light Cellar
Midtown Kitchen
Raw Canvas
Rumina Naturals
St. Barnabas Church Community Garden
Sunnyside Natural Market
Swizzlestick Salon Spa
Technical Service
Tursa Group
Village Brewery
Vinestyles
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In Memory of Ben Davenport

On March 3rd, 2017 Hillhurst Sunnyside lost a dear neighbour and friend. Ben was a fixture in and around Hillhurst Sunnyside community for years, often spotted deep inside a book, or growing food in his beloved community garden. Friends and family generously donated fresh food and funding to Fresh Food Basket to honour Ben's memory.

SOCIAL MEDIA



Facebook

+296 followers
Current 1700



Twitter

+354 followers
Current 3568

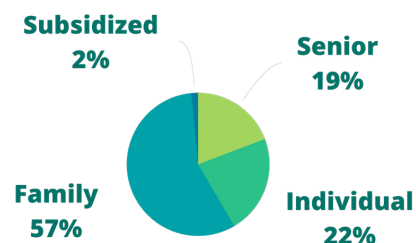


Instagram

Relaunched in 2017
+665 followers
Current 837



920 MEMBERS
IN 2017



MEMBERSHIP PARTNERS

Beagle 14
Flippn' Burgers
Float life
Framed on Fifth
Kensington Auto Pro
Kensington Riverside Inn
Kensington Fitness
Marathon Ethiopian Restaurant
Mat's Diner
Midtown Kitchen & Bar
Pushing Petals Flowers
Rejuve Your Body
Sunnyside Natural Market
Swizzlesticks Salon & Spa
Vinestyles Kensington

2018 marks Hillhurst Sunnyside Community Association's 70th year of incorporation!
Please join us throughout the year as we celebrate 7 decades of community in Hillhurst Sunnyside.

www.hsca.ca

