



PARKDALE COMMUNITY ASSOCIATION

3512 - 5th Avenue NW, Calgary AB, T2N 0V7

Tel: (403) 283-5767 E-mail: office@parkdalecommunity.com

November 26, 2018

Dear City Council,

Re: 2019-2022 Service Plans and Budgets – Support for Community Associations

I am writing on behalf of the Board of Directors of Parkdale Community Association (PCA) and our residents.

Parkdale is part of a powerful movement of community associations in Calgary. We help our neighbours create a place to belong, a sense of well-being and a way to connect with each other. We know citizens need opportunities to participate in their neighbourhood, which in turn builds their capacity to contribute to civic life. As a result, when people actively engage in community life, they feel safer, are more connected and have greater health benefits. This enhances quality of life for Parkdale.

This is an exciting time for Parkdale as we celebrate a major milestone. Parkdale is turning 65 years old on December 29th.

While turning 65 years old is a happy occasion, we are at a turning point for the future of the association. While I am grateful for the hardworking board members, committee members and volunteers who ensure programs and events are welcoming, fun and engaging for our community, we are struggling financially to keep our aging infrastructure intact and the PCA building operating.

The operating costs associated with running a building are colossal. For many community associations like PCA, the City provided a building with the expectation that, programming, services, maintenance and lifecycle investments will all be delivered by the community association. Our Parkdale Community Association is the primary provider of civic services in our neighbourhood without the support of the property taxes paid by our own members to fund such amenities.

I understand that you have a very difficult task ahead of you this coming week and might be considering a reduction to the current supports offered to community associations including the support of Neighbourhood Partnership Coordinators. Through their support we learn about effectively running our organizations, gain support to navigate the City departments, receive assistance in understanding the changing demographics of our community, so that we can be more effective in engaging our residents and manage and lifecycle our community assets on City-owned land.

PCA supports Council's five priorities including: a prosperous city, a city of inspiring neighbourhoods, a city that moves, a healthy and green city and a well-run city. Parkdale wants to continue to be a partner in helping you deliver on your commitment to Calgarians and we see ourselves playing a delivery role on your behalf.

PCA would strongly recommend the following actions as 2019-2022 Service Plans and Budgets are deliberated this week.



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1. A resilient city is one that encourages active participation in the community. Recognize there is an imbalance of suburban recreation and community facilities like Rockyview YMCA versus those inner cities aging facilities that are expected to be run by volunteers. Parkdale recommends investing in our community association infrastructure equal to that of suburban neighbourhoods.
2. Recognize the value of capital investment on the quality of life of inner city neighbourhoods. Parkdale embodies Council's priorities and recommends an investment to support efforts to promote quality of life equally across all of Calgary's communities.
3. Funding strategies to support the delivery of neighbourhood programming and services that promote a sense of belonging. If PCA folded, who would provide the services we offer to the community? The cost-effectiveness of the City being able to deliver programs and services via volunteers can't be matched.

Please do not hesitate to contact me for further information. I look forward to discussing these issues with you as I have requested an opportunity to present at the Public Hearing on November 26 on behalf of the Parkdale Community Association.

Sincerely,

Amanda Affonso
President
Parkdale Community Association

