



East Village Neighbourhood Association



2022 REPORT TO THE COMMUNITY

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LETTER FROM THE BOARD



Since our last AGM in July 2021 we have continued to struggle with the impacts of COVID-19 and the required health measures, particularly the reduced numbers of in person gatherings and events. Always trying to find opportunity even in the negative we have taken this time to focus on building relationships, establishing a presence and profile for EVNA, and to learn and educate ourselves on new and better ways to serve the community.

EVNA has been represented at numerous meetings, sessions, and webinars with other organizations. We would like to tell you about many of these engagements.

In April 2021, the City of Calgary council approved the Greater Downtown Plan for six downtown communities. We have attended quarterly sessions with the Plan's team headed by Tom Mahler. These sessions provided opportunities to get updates on the plan, learn about information on funding for community programming, and advocate and engage in discussions of concerns effect the East Village.

Mayor Gondek has held two Round Table sessions to discuss the Downtown Strategy, and safety and security in the downtown. We attended along with representatives from other downtown community associations, business owners, property owners' associations, building facilities managers, institutions, police, downtown organizations, and city departments.

Dru Mohler, our City of Calgary Neighbourhood Partnership Coordinator, on a number of occasions has facilitated the meeting of representatives from the six downtown communities to talk about what works in the communities, what needs support, how we can coordinate our activities, and how to best share information. Our intent is to find ways to support each other on significant issues and to act with a common voice when working with the city.

We have met with the new councillor for Ward 7 Terry Wong and his staff to introduce ourselves, to talk about East Village and what we see happening here, and to start to build a relationship with his office. In addition, Councillor Wong's office organized a half day meeting at Fort Calgary, 'Council of Communities', that included participation from the 22 communities in Ward 7, representatives from Terry's office, several city departments, and city police. This was organized as an opportunity to talk about the positives and negatives we see within our communities and to talk directly with city staff to provide feedback and identify community requirements.

We also have monthly meetings with Amanda and Joanna from CMLC to talk about East Village concerns, planned events, projects, and well....everything East Village.

We participate in the quarterly Safety and Vitality meeting hosted by CMLC, which include a broad spectrum of EV organizations and businesses. Periodically CMLC also provides sessions on the development and activities occurring in the Culture and Entertainment District to the south of us, as a supportive neighbour with vested interest, we ensure we attend these meetings for progress updates.

East Village Partners meetings are hosted by Twyla Moon, City of Calgary social worker for East Village, and we attend along with the other EV organizations, building managers, and other such stakeholders that are located in or provide services in the East Village.

Our President, Ken Peach met recently with Sandra Clarkson, CEO of the Drop In Centre, to gain a better understanding of the DI and how they operate and the clients they represent. We continue to grow this relationship.

If all those meetings sound like a lot, they were! For Ken in particular (and with many thanks from the rest of the board), who has also met a number of college and university students doing projects that had a focus on East Village, and attended the Calgary Downtown Association focus groups on how to market and tell the story of downtown Calgary as a vibrant place to live, work, and play.

Ken also attend an online Creating Successful Markets course put on by the Project for Public Spaces organization in March 2022. The sessions ran an over four mornings with four additional sessions on specific topics. A big thank you to CMLC who generously provided a spot for an EVNA representative to attend. Ken noted that he gained valuable insight on what organizing and running a market entails and made many contacts with people around the world who are running community markets.

It wasn't just meetings though! In the fall of 2021 we went through the process of applying for a Calgary Arts Development micro-grant for possible development of an Art Banner project in East Village. While we were not selected we gained valuable knowledge and feedback that will be applied when future grant opportunities arise. Our board has had members sit on the selection jury for two CMLC Art in the Public Realm projects; the upcoming RiverWalk and the 4th Street underpass selection, and the summer 2021 [Art]ios project, that saw interactive patio installations at local business in the East Village.

Along with continuing to attend community relevant meetings we look forward to expanding our network of like-minded individuals and organizations. As a small board, we know we can achieve even more when partnering with other agencies, services, local residents and community groups. Recent examples are the Alexandra Centre's Winter Festival in Inglewood, carya's 2021 Stampede breakfast and the upcoming City of Calgary Canada Day planning group.

EVNA is carrying this momentum with us into 2022 and we look forward to what the next year will bring to the East Village!

EAST VILLAGE & THE EAST VILLAGE NEIGHBOURHOOD ASSOCIATION

Spanning 49 acres between Fort Calgary and the downtown business core, East Village resides at the heart of downtown Calgary. The boundaries are the geographical area comprising the municipality described and known as Downtown



East Village generally bound on the north by Confluence Way; on the east by 6th Street SE; on the south by 9th Avenue SE; and on the west by 3rd Street SE.

The land where East Village now stands was once traditional territory for the Blackfoot Nation, prior to the arrival of American fur traders around 1840. In 1875, the Northwest Mounted Police established Fort Brisebois, which later became Fort Calgary. By the time the city of Calgary began to boom in 1906, East Village was a vibrant community with a mix of residential, commercial, service, institutional and industrial activity.

In 2011 the East Village Neighbourhood Association (EVNA) was formed to make downtown East Village a healthy, safe, vibrant place in the heart of Calgary. As a neighbourhood association, EVNA champions the development of the East Village as a thriving neighbourhood community. We work in partnership with a wide range of public and voluntary sector agencies to improve services and facilities for local people.

OUR VISION

An inclusive, thriving, and vibrant East Village where all are welcome to live, learn, work, and play.

OUR MISSION

To encourage conversation and interaction to create a sense of belonging and ownership for all who live, work, and play in East Village.

OUR VALUES

- Embracing diversity in East Village through positive example and action
- Transparency and accountability with our #EVneighbours
- Striving to build community through conversation, engagement, belonging, and fun.

We are a recognized member of the Federation of Calgary Communities and as a non-profit organizations in Calgary and are officially registered with the Alberta Government.

BOARD OF DIRECTORS



**President
Ken Peach**

Ken earned a Bachelor of Architecture at Carleton University in Ottawa and practiced architecture for a number of years in Winnipeg and Calgary. After ten years working as an architect he changed career paths, and worked as systems analyst & team manager in the IS/Technology departments of a number of Calgary oil and gas related corporations and Canadian Pacific Railway. He's since left the corporate world and established his own software company, which he continues to evolve and develop.



**Vice President
Tom Jensen**

Tom joined the board in 2018 as the Director of Planning; his architectural background and passion for city planning and design made him a perfect fit for the role. Tom was voted in as VP in June 2020. Tom has also facilitated the use of Microsoft Teams for improved Board communication and the creation of this new website!

Tom was born and raised in Calgary, having grown up in the south end of the city before eventually moving to East Village in 2017. He currently runs his own architectural design company.



**Secretary
Jenn Machin**

Jenn has lived in Calgary (mostly) since 1997 and has watched the evolution of not only the city itself but the openness and diversity of the people. East Village represents that and Jenn is proud to be a resident since early 2019.

Jenn is an administrative expert for over 20 years with more than a few detours into event management and one memorable summer managing a whale watching company on Vancouver Island.



**Treasurer
Allison Hay**

Allison was born and raised in Calgary. She has been a resident of the East Village since November 2018 and became a member of EVNA in Spring 2019. Allison currently serves as Treasurer and has since January 2020.

Allison is a 20+ year professional within the financial industry here in Calgary. She also has a background in event planning and promotions. She is an outdoor enthusiast, and enjoys the paths, parks, gardens, and activities that are part of living in the East Village.



**Marketing & Communications
Ashley Rode**

Ashley began volunteering with EVNA in May of 2018 helping with events such as Kite Day, Neighbour Day, and Movie Nights. In 2019 she joined the EVNA board as the director of communications. Ashley manages our social media posts and helps to promote events and programs such as our 2020 Business of the Week initiative. She has been working in digital marketing since 2017 specializing in Google Ads. She graduated from the University of Lethbridge in 2016 and has been living in Calgary ever since!



**Planning
Addie Suchorab**

Addie has been residing in Calgary's East Village since 2019, after 12 years living south of the border in NYC and Seattle. Originally from Saskatchewan, Addie lived in Calgary previously while studying at the U of C in the Master of Architecture program, before moving to the NYC to gain experience and become a licensed Architect.

Addie is amazed at the beauty and development of Calgary's downtown over the last decade; the vibrancy of the East Village and the close proximity to nature make it ideal place to call home. Addie is happy to serve on the EVNA board in the Planning & Development role; motivated by creating connections within our community, she hopes to help shape and support this unique neighborhood.



**Events
Victoria Lepa**

Victoria (she/her) was born in Banff and raised in Calgary. She has lived in the East Village since November of 2018. Victoria is an Early Childhood Educator and specializes in facilitating parent and child together programs with Families Matter family resource network.

Recognizing the importance of relationships, connection, and a sense of community, Victoria joined the EVNA Board of Directors in 2021 as Events Director. In this role she strives to bring people together, and to empower others to find their sense of community. Victoria's favourite places in the East Village are the Community Garden, and Good Earth Coffee Shop because that is where she has met the folks, she could call for a cup of sugar and so much more.

Missing – Treasurer, Allie Grande

COMMUNITY. BY COMMUNITY

East Village is a community of juxtaposition; we are one of the oldest Calgary communities and yet in some aspect a newer development; we are surrounded by nature, flowing waters and grasslands while just steps in another direction we have overpasses, a railyard and downtown commuters; our demographics cover any and all ages, nationalities, orientations, income levels and fashion tastes.

In short, we are proudly an indescribable group! With such colours of personality it can be daunting as a board to feel like we truly capture, honour, and represent your spirits. We want to make sure we do.

As we continue to move forward past 2020 & 2021 we are working hard to plan inclusive events, highlight our community and drive business engagement, advocate for the safety, wellness and interest of ALL our residents. And we want your voices and your support to be part of this.

One of our overarching goals for 2022 is to expand our committee groups with dedicated neighbours like you. As you read EVNA's committee reports we hope it inspires you to share your ideas, passions, or time, however that may look, with us. Whether it means formally joining a committee to action ideas, volunteering at an event, or even sending us an email with your thoughts, we welcome it all.

EVNA is YOUR Neighbourhood Association and we are here for you, working towards continued betterment of the community for all. It's just so much more fun if we do it together, hand in hand!

COMMITTEES

Our committees are the driving force behind the East Village Neighbourhood Association. This support from our community members brings in different backgrounds, values, viewpoints and wide-ranging abilities. Pooling of our shared knowledge and experience allows us to achieve more, motivates forward momentum and improve the quality of decisions we make in our continued effort to improve services and facilities for our EVNA neighbours.

Finance Committee

The Finance Committee is a standing committee whose goal is to ensure that the board of directors fulfils its fiduciary responsibility relating to: financial auditing and reporting, financial policies, and financial risk management to ensure the effective operation of the organization. They review monthly financials statements, support creation of the annual budget prior to its introduction to the Boards, and they research, review, develop and propose organizational policies and procedures relating to fiscal management.

Planning Committee

The EVNA Planning Committee reviews all applications for land use re-designations (rezoning), subdivision, and development permits to provide feedback to the applicants as to how their application fits — or could better fit — within the community's values and vision for its growth. Additionally, the committee is to take proactive opportunities to affect change in East Village by addressing issues such as traffic, parks, heritage conservation, and community improvements.

Events Committee

The Events Committee is a standing committee whose goal is to plan and operate an annual series of events to be held in East Village to provide residents of East Village opportunities to meet and socialize. The role of the committee is to ensure that the organization has in place effective management policies, procedures and systems to ensure the effective and fiscally responsible operation of the events. The committee generates concepts and ideas for events, plans and execute those events including the securing of all permits and permissions required and work with all partners and community members involved.

Garden Committee

The Garden Committee is a standing committee whose goal is to oversee the general administrative functions and operation of the Crossroads Community Garden and whose membership is drawn from those who have a plot in the garden. The committee is responsible for the operation and maintenance of the garden, reviewing applications of interested gardeners, allocates plots and collect all fees. This team created the safe and tidy community garden we see today; a gratifying environment in which to work, and a pleasant view for gardeners, neighbours, and the general public.

Marketing Committee

The Marketing Committee is an advisory committee that works to expand EVNA's presence, enhance its image & credibility throughout Calgary by acting as a sounding board for marketing strategies and tools, develop and hone innovative ideas, and helps develop events, campaigns, and community initiatives. They also support any grant or funding applications and provide feedback on communications plans, materials, and are the drivers of our social media presence.

For more complete descriptions please visit <https://yycevna.org/Volunteering>

2021 FINANCIAL COMMITTEE REPORT & FINANCIAL STATEMENT

by Jenn Machin

EVNA finds itself in a good financial position as a not-for-profit society. With continued prudence we will be setup to support the community for many years to come.

The board has continued to review in detail our finances, confirmed all filings are completed and up to date, reviewed policies and procedures, and have integrated our updated accounting software. Evergreen Business Solutions has spent 2021 ensuring our records were up to date and accurate, creating efficiencies and streamlining our general ledger accounts in Sage. This allows us to focus on our financial health with a confidence in our records.

Accurate budgeting continues to be a challenge with the uncertainty of the pandemic in the 2020 and 2021 years. In the detailed, five year history Statement of Revenue and Expenditures below, we show that we have low expenses in 2021 while at the same time unfortunately, again losing revenue opportunities due to the required cancellation of the EV Street Fair for the second year in a row. There was a slight increase from 2019 in our G&A expenses for website rebuild and maintenance, and brand redesign completed in 2020 and early 2021. This was again, offset by the low event expenses. The Board continues to monitor any and all expenses and plan for all upcoming expenses in each monthly board meetings.

2020 Audit Engagement & 2021 Upcoming Audit

EVNA engaged Shahid Naqi Professional Corporation to complete an audit of our books for 2020, as well as a detailed review of the intervening years between the current audit and the past audit in 2013. They are a local, Calgary firm whose main focus is providing audit services to not-for-profit organizations. Due to board and software changes over the past seven years, it was determined that an audit opinion would not be forthcoming. EVNA was provided with the Statement of financial position and the Statement of operations and change in unrestricted net assets for the financial year ended December 31, 2020. We were also provided with recommended adjusting entries. With the support of Evergreen Business Solutions those recommendations have been applied and we feel all concerns addressed.

EVNA has tentatively engaged Shahid Naqi Professional Corporation again to review our 2021 finances (this will be confirmed at the AGM and initiated upon member approval). We continue to follow best practices and have incorporated the recommended accounting adjustments from the 2020 review, ensuring that our records will be in a good position going forward.

Statement of Financial Position



East Village Neighbourhood Association

Statement of Financial Position

As at December 31, 2021

Unaudited

<i>Fiscal Years Ending December 31</i>	2021	2020 ⁽¹⁾	2019 ⁽¹⁾	2018	2017
ASSETS					
<i>Current assets</i>					
Cash	15,041	25,283	31,476	29,535	35,026
Term deposits	-	-	-	-	-
Marketable securities at cost	42,652	38,408	37,490	36,812	21,161
Accounts Receivable	-	-	-	1,265	1,825
Pre-paid Expense	600	3,600	3,100	-	-
Goods and service tax receivable	-	91	36	-	-
Total Current Assets	58,294	67,382	72,102	67,612	58,012
<i>Long Term Assets</i>	-	-	-	-	-
TOTAL ASSETS	\$ 58,294	\$ 67,382	\$ 72,102	\$ 67,612	\$ 58,012
LIABILITIES					
<i>Current liabilities</i>					
Accounts Payable and Accrued Liabilities	7,109	5,950	1,265	2,267	3,999
Goods and service tax payable	221	-	-	437	793
Total Current Liabilities	7,330	5,950	1,265	2,704	4,792
<i>Long Term Liabilities</i>	-	-	-	-	-
Total Liabilities	\$ 7,330	\$ 5,950	\$ 1,265	\$ 2,704	\$ 4,792
EQUITY					
Net Assets	50,964	61,432	70,837	64,908	53,220
TOTAL LIABILITIES & EQUITY	\$ 58,294	\$ 67,382	\$ 72,102	\$ 67,612	\$ 58,012

(1) Numbers have been restated since July 2021 mainly due to the applied adjusting entries completed on recommendation from Shahid Naqi Professional Corporation

Statement of Revenues and Expenditures



East Village Neighbourhood Association
Statement of Revenues and Expenditures
As at December 31, 2021
Unaudited

<i>Fiscal Years Ending December 31</i>	2021	2020 ⁽¹⁾	2019 ⁽¹⁾	2018	2017
REVENUE					
Newsletter	-	-	3,497	11,620	13,779
Street Fair/Show & Shine	(600)	-	17,219	21,173	23,435
Digital Messaging	-	-	400	286	2,567
Chow & Chatter	-	-	-	-	166
Donations & Grants	500	4,810	9,705	8,715	3,765
Garden	5,422	1,761	3,002	5,006	7,373
Memberships	1,043	983	999	563	1,091
Community Events	118	-	250	60	-
Other	-	1,456	963	76	1,605
	\$ 6,483	\$ 9,010	\$ 36,035	\$ 47,499	\$ 53,781
EXPENSES					
Newsletter	720	1,357	3,456	8,442	7,459
Street Fair/Show & Shine	3,100	282	8,934	9,062	9,355
Digital Messaging	-	-	-	-	671
Donations & Grants	-	125	1,000	3,600	2,400
Memberships	275	-	350	3,292	1,903
Garden	589	1,263	3,336	1,638	2,316
Community Events	3,718	5,935	5,059	3,257	-
Other	-	1	124	1,628	2,748
	\$ 8,402	\$ 8,963	\$ 22,258	\$ 30,919	\$ 26,852
GROSS MARGIN	\$ (1,919)	\$ 47	\$ 13,777	\$ 16,580	\$ 26,929
GENERAL & ADMINISTRATIVE EXPENSES					
General and administrative expenses	11,636	5,035	3,981	3,985	3,985
Operating Expense	3,235	4,054	3,388	784	3,066
Interest and bank charges	202	363	478	739	941
Delivery	76	-	-	35	12
	\$ 15,149	\$ 9,452	\$ 7,847	\$ 5,543	\$ 8,004
EXCESS OF REVENUES OVER EXPEDITURES FROM OPERATIONS	\$ (17,068)	\$ (9,405)	\$ 5,930	\$ 11,037	\$ 18,925
OTHER INCOME					
Investment income	4,453	3,867	4,419	651	1,045
	\$ 4,453	\$ 3,867	\$ 4,419	\$ 651	\$ 1,045
Excess (Deficiency) of Revenue over Expenditures	\$ (12,615)	\$ (5,538)	\$ 10,349	\$ 11,688	\$ 19,970

(1) Numbers have been restated since July 2021 mainly due to the applied adjusting entries completed on recommendation from Shahid Naqi Professional Corporation

Statement of Cash Flow



East Village Neighbourhood Association
Statement of Cash Flow
As at December 31, 2021
Unaudited

<i>Fiscal Years Ending December 31</i>	2021	2020 ⁽¹⁾	2019 ⁽¹⁾	2018	2017
OPERATING ACTIVITY					
Excess of revenues over expenditures	(12,615)	(5,538)	10,349	11,688	19,970
Changes in non-cash working capital:					
Accounts receivable	-	(688)	700	560	(1,537)
Pre-paid Expense	600	3,600	3,100	-	-
Accounts payable and accrued liabilities	(7,109)	(5,950)	(1,265)	(1,732)	(564)
Goods and services tax payable	221	(33)	-	(356)	562
	\$ (6,288)	\$ (3,071)	\$ 2,535	\$ (1,528)	\$ (1,539)
Cash flow from operating activities	\$ (18,903)	\$ (8,609)	\$ 12,884	\$ 10,160	\$ 18,431
INVESTING ACTIVITY					
Purchase of marketable securities	(4,244)	(3,867)	(4,659)	(15,651)	(805)
INCREASE (DECREASE) IN CASH FLOW	(10,242)	(12,476)	8,225	(5,491)	17,626
Cash - beginning of year	25,283	37,759	29,534	35,025	17,400
CASH END OF YEAR	\$ 15,041	\$ 25,283	\$ 37,759	\$ 29,534	\$ 35,026
CASH CONSISTS OF:					
Cash	\$ 15,041	\$ 25,283	\$ 37,759	\$ 29,534	\$ 35,026
Term deposits	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ 15,041	\$ 25,283	\$ 37,759	\$ 29,534	\$ 35,026

(1) Numbers have been restated since July 2021 mainly due to the applied adjusting entries completed on recommendation from Shahid Naqi Professional Corporation

PLANNING COMMITTEE REPORT

by Addie Suchorab

The East Village continues to grow into Calgary's unique urban neighborhood! Our EV park space continues to be a popular way to get outdoors with features like the winter Nordic loop (cross country skiing) and has been the backdrop for photography and filming.

The EV was part of the winter Chinook Blast Festival (Feb. 2021) and welcomed art installations at Celebration Square, along the Riverwalk near the Simmons Building, and at the Central Library.

The 5th&Third development continued to grow and we saw the addition of Winners to the shopping complex. The Arris tower (above 5th&Third) also opened for rentals in early 2021 and has continued welcome new residents to the East Village.

We said goodbye to Liz and Lotti and Mari Bakery at the base of Evolution along Riverfront Ave/5th St. SE, but welcomed Parlor Ice Cream and 8 Cakes Bake Shoppe & Café in it's place.

In the spring to fall (May 21 to September 26, 2021) the CMLC brought the patio art program to the East Village and artists were paired with some neighbourhood businesses to create interactive patio installations.

In total, EVNA received and responded to eleven (11) Development Permits in 2021 and four (4) so far in 2022. The majority of these have been change of use, upgrades, and extension of temporary parking lot permits. Notably we responded to development permit for a new residential development at 606 Confluence Way that will bring new neighbors and ground floor business along the riverwalk adjacent to the Simmons Building.

EVENTS COMMITTEE REPORT

by Victoria Lepa

In the first half of 2021, we continued to adapt to the restrictions of the COVID-19 Pandemic, hosting online events but having to cancel some of our major events like our 2021 Street Fair. In the second half of 2021 we experienced some return to normal with outdoor, in person events like our Ribbon Wall project and Purge and Splurge. We continued to engage the community with online, social media events such as Light up the Village that started in 2020. Even with the complicated year, we are proud of the events we were able to provide for the community.

Kite Day - We had a wonderfully, windy day for Kite Day this year! EVNA handed out refreshments and 40 kites to families enjoying the East Village. We loved that a 70-year-old gentleman who previously hadn't flown a kite before was able to share most of his day with us.

Ribbon Wall - The Ribbon Wall event got neighbours together to beautify the construction fence at the corner of 6th street and 7th avenue SE. The event was funded by the Activate YYC grant provided by the Federation of Calgary Communities. Neighbours came out to help tie ribbons, and folks walking by stopped to contribute. Later, the completed wall was used as a landmark for the neighbourhood scavenger hunt, during our Winter Carnival collaboration with the Alexandra Centre Society. This continued to fulfill the intended purpose of the ribbon wall, getting Calgarians and East Village Neighbours out and active in their communities.

Purge & Splurge - Our 2021 Purge & Splurge event featured 23 tables for East Village Neighbours and was hosted at Riverwalk Plaza. The cost of booking a table was \$20 per table and included the use of a tent. The event was also attended by the Drop-In Centre, Pulp Shred Paper Shredders, and the Electronic Recycling Association, which occupied the Calgary Parking Authority Lot next to M2. Music was provided for the event by Carolyn Hartley & Sydney May Weich, in collaboration with the Music Mile's Culture Days. There was positive feedback after the event from participants, and we will go forward again with Purge & Splurge in 2022.

Pumpkin Carving Contest - We hosted our first EVNA Pumpkin Carving Contest! Entrants purchased a pumpkin for \$5 and posted their pumpkin online or sent their carving in via email. The EVNA board voted, and 2 winners were selected for prizes that included treats from local businesses. This was a break even event with the contest entrance fee of \$5 offsetting the cost of the pumpkins and prizes.

Light Up the Square/Light Up the Village - In December we were invited to attend the Light up the Square event with CMLC. We hosted a Christmas photobooth and used the opportunity to hand out Christmas lights to neighbours who had barriers to participating in our annual Light up the Village event. Our local Elf on the Shelf, Derek, made his 2021 debut at the Light Up the Square event. Posters and social media posts promoted our 2021 Light Up the Village initiative. On Christmas day we confirmed over 250 EV Neighbours had decorated their balconies and/or windows!

carya Stampede Breakfast - In addition to our events, EVNA Board Members volunteered with the carya Stampede Breakfast food line, serving hungry East Village neighbours their pancakes and bacon.

Looking ahead

We have had a great start to 2022, our initiative to engage with more community volunteers has built a strong events committee. A schedule of events for the year was created with volunteers and EVNA board members, with a plan to access the City of Calgary's Downtown Strategy Community Program Funding. We are excited to announce we will be going ahead with our 2022 Street Fair Event and will see the return of many other past events as well as new exciting opportunities to connect as a community. Watch for upcoming announcements!



GARDEN COMMITTEE REPORT

by Allison Hay and Addie Suchorab

We opened the garden on May 9th for the 2021 season. Testing our gardeners mettle, it was a really cold and rainy day.

To comply with COVID protocol, garden kits were attached to the fence for each gardener to pick up at a social distance, individual bags of soil were at every plot and gardeners were asked to bring their own tools as the shed was not open in 2021. Gardeners received a kit holding a mask, two pairs of gloves and some cleaning wipes, a copy of the garden handbook and the lock combination. Additionally, First on Colour was kind enough to donate some Salsa cookbooks for everyone!

Throughout the season we had a number of casual events. July was a Weeding Wednesday. August was a "Wow" Wednesday. We gave away prizes such as a few garden tool kits, EVNA logo's mugs and a garden gift basket for a WOW prize. In September we had the early harvest where two gardeners won their fees for the 2022 season.

To wrap the year up we had a Garden Thanksgiving Party on October 3rd. It was a gorgeous day, and we had about 80 guests in attendance from the garden, and many other neighbours come out as well to enjoy the live music and the sunshine. We

ordered cookies from Good Earth. We provided this to guests by providing a little brochure offering thanks for each gardener and a coupon to go and receive their cookie. Not only did it serve to reduce contact at the party, it also reduced possible litter and waste.

The garden closed for the season on October 15. Feedback has been mostly positive all year!

For the upcoming 2022 season, plant these dates in your calendar;

Saturday, May 14 - Garden opens!

Saturday, May 28 - Neighbours Nursery will be at the garden to offer very local seedlings for sale.

Monday, June 13 - Deadline to plant your brilliant garden!

Sunday, October 2 - Garden Party! Save the date!

Saturday, October 15 - Garden Close..



**east
village®**



Crossroads
Community Garden

3-plot box



2-plot high box



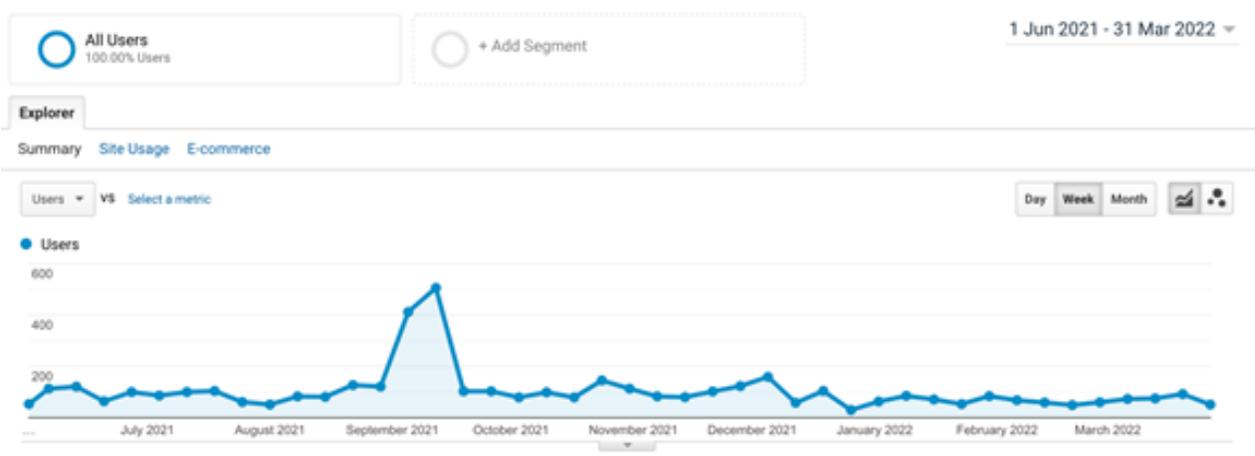
MARKETING & COMMUNICATION REPORT

by Ashley Rode

Since the last AGM in July 2021, with our previous year rebrand complete, the Marketing Committee has started tracking and analyzing the statistics around engagement on our different platforms. This information helps us decide how to promote the East Village, advertise our different events and to understand our community even more!

Overall Website traffic June 2021 - March 2022

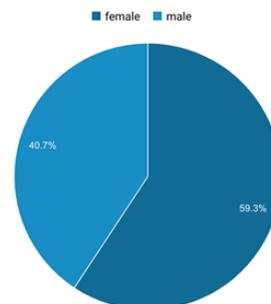
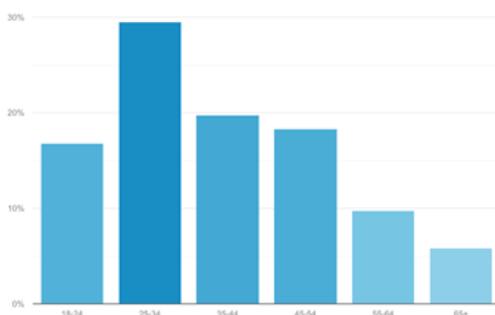
Website Analytics



Total unique users:	4,060	Organic Search:	1,525 (37.56%)
Direct:	1,418 (34.20%)	Referral:	393 (9.68%)
Social:	168 (4.14%)	Email:	10 (0.25%)
Paid Facebook/Instagram: 546 (13.45%)			

Year over year (comparing June 2020 - March 2021) new users are up by approximately 75 per cent.

Website Demographics Breakdown:



Advertising Analytics

This year for our second annual Purge 'N Splurge, we ran Facebook/Instagram advertising to see how this might affect our turn out. The following stats are what we saw:

Facebook/Instagram (combined)

Impressions: 23,594 (Pairs of eyeballs)

Reach: 10,968 (unique pairs of eyeballs)

Cost: \$150.00

Frequency: 2.15 (number of times the average person saw the ad)

Unique link clicks: 473 (total clicks 525)

Cost per click: \$0.29

Post reactions: 56

Post comments: 2

Post saves: 18

Post shares: 14

Website traffic directly from Facebook/Instagram:

Sessions: 565

Avg page/session: 1.19

The event was also listed on Facebook marketplace in which it received 146 views

Overall it was a significant increase in traffic to the website and a successful campaign. Future renditions of Purge 'N Splurge as well as other sizeable events would also benefit from utilizing digital advertising efforts. What we have learnt this year will allow us to make the most impactful decisions going forward and allow us to continue to provide proven value to not only our own association, but local businesses and agencies as well.

WHAT'S NEXT FOR EVNA & THE EAST VILLAGE

EVNA commits to continuing to build relationships with our neighbours including the local business owners, condo boards, and, most importantly, individual engagements from East Village residents. We are always looking for suggestions, comments and feedback to ensure we have representation of the entire community.

We are looking at opportunities and ideas that could benefit local residents while supporting our small businesses and nurture East Village's sense of community.

We are set on growing our membership, including more board and committee members and volunteers.

We also continue to expand our relationship with carya whose space we are using for our AGM and where we now convene for our monthly board meetings, the last Tuesday of each month. In fact, EVNA now has an actual mailing address provided by carya!

As 2022 event planning continues to progress we are all getting excited to meeting our #evneighbours! We love this vibrant, lovely little neighbourhood and look forward to living, learning, working and playing here for years to come.



APPENDIX 1 MYCALGARY.COM DOWNTOWN EAST VILLAGE CRIME ACTIVITY MARCH 2022 REPORT

Downtown East Village Crime Activity was Up in March 2022

The Downtown East Village community experienced 28 crimes in March 2022, in comparison to 18 crimes the previous month, and 23 crimes in March one year ago. Downtown East Village experiences an average of 26.0 crimes per month. On an annual basis, Downtown East Village experienced a total of 312 crimes as of March 2022, which is up 15% in comparison to 272 crimes as of March 2021. Total Downtown East Village crimes is calculated as the sum of break & enters (dwelling, commercial, and other premises), theft from vehicles, theft of vehicles, assaults (nondomestic), commercial robberies, street robberies, and non-domestic 'other' violence.



The Downtown East Village community experienced 2 break and enter (B&E) crimes in March, in comparison to 2 B&E crimes in February and 4 B&E crimes in March 2021. On an annual basis, Downtown East Village experienced a total of 30 B&E crimes as of March 2022, which is down from 31 B&E crimes as of March 2021.





Downtown East Village experienced 5 vehicle related crimes (theft of or theft from vehicles) in March 2022, in comparison to 2 vehicle related crimes in the previous month, and 2 vehicle related crimes in March 2021. On an

annual basis, Downtown East Village experienced a total of 48 vehicle related crimes as of March 2022, which is down in comparison to 68 vehicle related crimes as of March 2021.

Physical and social disorders are excluded from this article because a very low proportion of disorder-based calls for service result in crime reports. Physical and social disorders are often highly visible, occurring in public spaces; examples include drunks, panhandling, youth gangs, prostitution, littering, loitering and graffiti. Research indicates that disorders can have a negative impact on public perceptions of safety. See the Downtown East Village Crime Activity Table for additional information.

Downtown East Village Crime Activity Summary as of March 2022

	MAR 2022	FEB 2022	JAN 2022	DEC 2021	NOV 2021	OCT 2021	SEP 2021	AUG 2021	JUL 2021	JUN 2021	MAY 2021	APR 2021	12 Month Total
Assault (Non-domestic)	17	10	11	16	20	17	13	22	18	15	17	12	188
Commercial Robbery	1	0	0	2	1	0	0	0	0	0	0	0	4
Street Robbery	1	1	0	2	2	1	2	1	3	0	2	3	18
Violence Other (Non-domestic)	2	3	1	8	2	3	1	1	1	0	1	1	24
Break & Enter – Dwelling	0	0	0	1	0	0	0	0	0	0	0	1	2
Break & Enter – Commercial	2	1	6	1	3	4	1	2	2	0	3	1	26
Break & Enter – Other Premises	0	1	0	0	0	0	0	0	0	1	0	0	2
Theft OF Vehicle	2	1	0	0	4	1	0	0	2	1	1	0	12
Theft FROM Vehicle	3	1	7	3	3	2	2	5	4	1	1	4	36
Total Crimes	28	18	25	33	35	28	19	31	30	18	25	22	312
Total B&E Crimes	2	2	6	2	3	4	1	2	2	1	3	2	30
Total Vehicle Crimes	5	2	7	3	7	3	2	5	6	2	2	4	48

Please visit: <https://mycalgary.com/crime-statistics/downtown-east-village-crime-activity-update/> for complete report.



info@YYCEVNA.org

Calgary

East Village Neighbourhood Association



2022