

## Chairman of the Board Report

I want to start by thanking all of the volunteers, parents, clubs, sponsors, coaches, officials, athletes, and staff that make Freestyle Alberta a dynamic sport organization. It is my honor and privilege to be a part of all the success this team has accomplished. It was always my intention to pay homage to the intense work that all my predecessors have accomplished.

I am pleased to report that after some tumultuous times of working through the absence of, and the eventual hiring of a new Executive director, Freestyle Alberta is now in a much-improved position. To take steps towards our goals in a systematic and strategic method required building a new structure and process. This was a crucial component to ensure our sustainability. We wanted to be in a position that enables us to grow in a fiscally responsible way that could help us navigate our way through any challenges and/or disruption the future may hold. It is fair to say that this could and would not have happened without the fantastic people who rolled up their sleeves and dug in to create that structure.

Developing a stable working relationship with Alberta Sport Connection has allowed us to understand the provincial funding models and work towards maximizing the potential funds available to our organization. Improving our accounts receivable was a key area of focus and the policies around that would assist us in improving the cash flow.

Improvements in the reporting and sharing of information (especially the RPAs) is requiring some modifications to ensure consistent and fair measurement across the country. Creating an atmosphere that promotes a good dialogue between coaches, officials, and technical representatives contributes to better events overall and safe, fun courses for athletes to compete and display their skills.

We have been able to improve our sports delivery model from grassroots up to high-performance teams to enable us to move athletes from both provincial teams to the national level. We have also seen a rapid increase in the need for more club level competitions.

Overall, would I have liked to accomplish more? Yes. Did we make some mistakes along the way? Definitely. However, does it look like we are moving in the right direction? Absolutely. Some of our results are listed below:

### Strategic Plan (Not a complete list just some highlights)

1. Alberta Pride
  - Talent ID programs and selections were implemented with the addition of the High-Performance Committee and the creation of policies and procedures to promote fair and equitable representation throughout the province.
  - The 2019 Canada Winter Games was the culmination of 4 years of planning, negotiating and preparation which resulted in the best execution of a games in recent history. Intended to build a legacy facility, this filled the gap in our athlete development infrastructure pathway in the province.
  - Increased number of medals at National level competitions
2. Sport Development

- Terrain Guidelines established to continually improve the consistent building of safe courses and development to ensure athlete safety.
  - Canyon ski hill Partnership creates a central training facility in our province that attempts to reduce the amount of out of province training required.
  - Winsport Facility usage
3. Strong Community
    - Responsible coaching movement is being rolled out as applicable by the volunteer policy.
    - Recruitment and retention of the best coaching talent available.
  4. Promotion and Partnerships
    - New timing equipment
    - Increased the number of competitions at all levels.
  5. Operational excellence
    - New banking procedures and oversight
    - Budget reviews
    - Expense policies
    - Billing procedures
    - A/R, A/P

Thank you once again for all of your support. I truly appreciate it.

Jared Sayers

Chairman