



Glastonbury Community League Box
73004 Hamptons PO 6290 - 199 Street
Edmonton, AB T5T 3X1

December 13, 2018

**Councillor Sarah Hamilton
City Councillor, Ward 5, Edmonton
200, City Hall
1 Sir Winston Churchill Square NW
Edmonton, AB T5J 2R7**

Purpose/Intent: Glastonbury Community League (GCL) creates an innovative Community League App to promote awareness and engagement in our community.

Dear Councillor Sarah Hamilton:

This letter is to provide you with a good news story that's happening in your Ward and in our community. The GCL implemented a mobile software App to promote community awareness and engagement, and we are super happy with the results! We want to share this with you, your fellow Councillors and the Mayor.

In the summer we contacted a local software company, [ARC Business Solutions](#) to build this App for us. The App was completed very quickly and it was rolled out to residents in September 2018. The benefits of the App are:

- Increase membership signups and annual revenues
- Digital Membership Card - with you & your family – always!
- Real time news - real time everything!
- Improve Community awareness (push notifications)
- Reach your members on the tech they use (smartphones)
- Increase attendance at events – engagement
- Event management improved
- Revenue collected prior to event, digital tickets
- Exporte attendee list at event
- Reduce mundane admin tasks – volunteer frustration
- Support local businesses and generate sponsorship dollars for the leagues



In partnership with ARC, the App is being marketed to other community leagues (CLs) in Edmonton. Ideally, many of 157 CLs join in, then with critical mass we can share the costs of improving the app and gain the



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interest of large membership sponsors such as: ATB, Alberta Blue Cross, Servus Credit Union to name a few. Having local sponsors will also contribute to keeping costs down for the leagues, improving relevance to communities and to fund ongoing R&D on future innovation.

We have also been in discussions with the Edmonton Federation of Community Leagues and they have shown some interest in modernizing membership sales and community leagues in general. It would be great to get their official endorsement to help promote the App to all leagues.

For a full description and demonstration of the App, please see the attached webinar put on by ARC and presented on December 6, 2018 to the Edmonton Community Leagues.

<https://register.gotowebinar.com/recording/6973646297394970635>

I look forward to meeting with you and with whomever you wish to include so that we can demonstrate the App, discuss its value to the GCL and to other leagues. This is a smart, elegant and simple solution that all leagues could use.

Yours Sincerely,

Laurie Matheson
Director of Communication, GCL
communications@glastonbury-cl.org
780 920-3753

Cc:

- Mayor Don Iveson
- Ward 1 Councillor Andrew Knack
- Ward 2 Councillor Dev Esslinger
- Ward 3 Councillor Jon Dziadyk
- Ward 4 Councillor Aron Paquette
- Ward 6 Councillor Scott McKeen
- Ward 7 Councillor Tony Caterina
- Ward 8 Councillor Ben Henderson
- Ward 9 Councillor Tim Camtrell
- Ward 10 Councillor Michael Walters
- Ward 11 Councillor Mike Nickel
- Ward 12 Councillor Mohinder Banga
- President, ARC Business Solutions, Graham Murray ([CommuniBee website](#))
- Executive Director, EFCL, Laura Cunningham-Shpeley

Digital Membership Card
- no more paper!

