



WELCOME TO COMMUNIBEE

Enabling Edmonton's Communities



IN THIS WEBINAR



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INTRODUCING COMMUNIBEE



A mobile solution for Community Leagues to help
improve community engagement and awareness





Communities Are No Longer Connecting Like They Used To

Digital Communications Have Taken Over

A hand holding a smartphone in front of a city skyline. The phone's screen shows a camera interface with a live view of the city buildings. The background is a blurred cityscape with tall buildings.

Mobile Phones Are The Primary Method Of Communication

The average smartphone user checks their device 47 times a day /
17,155 a year



Community Leagues Are Feeling The Pressure To Modernize

Volunteer fatigue is a major risk

Community Leagues Struggle To Communicate With Their Residents

Traditional Methods are Failing



A city skyline at dusk with a large arch bridge in the foreground. The sky is dark and cloudy, and the city lights are visible in the background. The bridge is a prominent feature in the center of the image.

Communities That Don't Communicate Well - Result in Lack of Engagement

Low Community Membership = Low Attendance at Events



Community League Boards Are Being Asked Do More, With Less

Innovation Is Needed To Succeed /
Eliminate the Mundane Tasks



What If Mobile Phones Could Be Used To Connect Communities?

Estimates tell us that less than 10% of associations are leveraging smartphone technology

A blurred background image of a person holding a smartphone, with other people visible in the distance. The text is overlaid on this image.

What Would Communities Look Like If Communication Was **Interactive**, Rather Than **Reactive**?

Community Awareness and Participation Would Increase



What If Every Person In Your Neighbourhood Could Be Better Connected?

Communities Would Be Closer

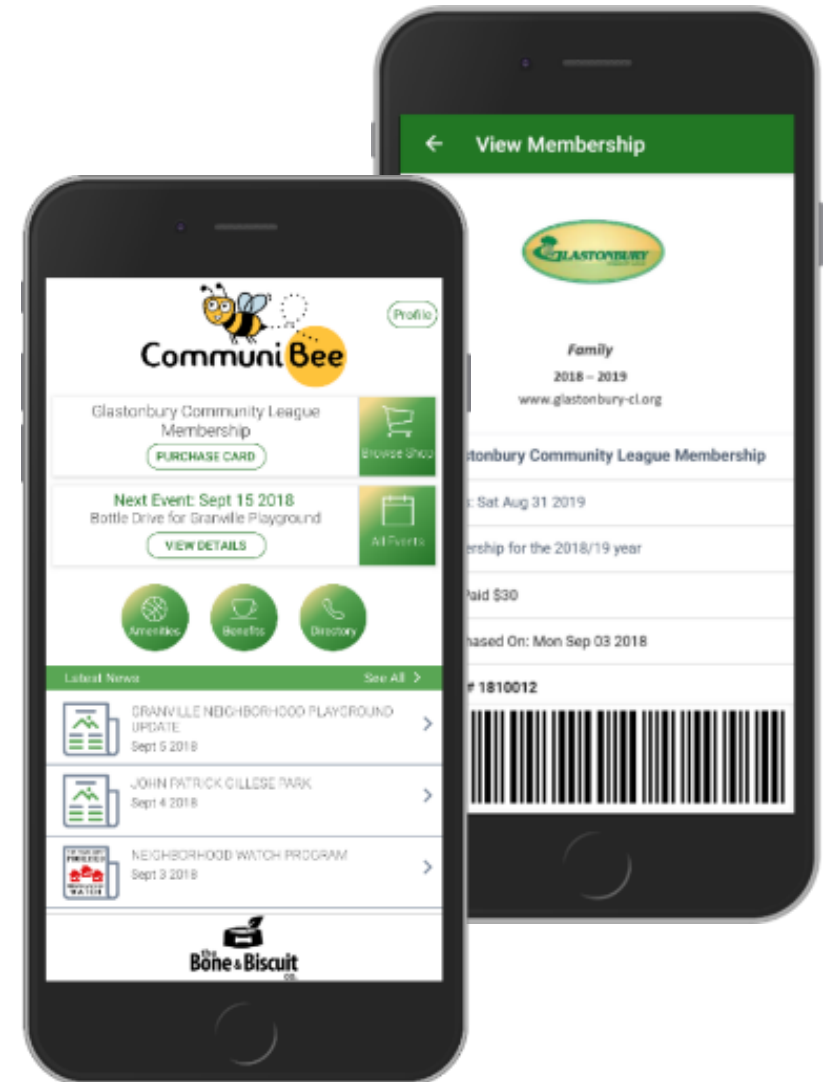


Social Media has its limits

Facebook posts only reach a fraction of followers

ABOUT COMMUNIBEE

- A mobile platform designed to make community communication easy – both ways
- Developed for iOS and Android Phones, and web browser (desktop) version
- Currently in use by Community Leagues (CLs) in Edmonton and other organizations



WHY WE BUILT IT

- Our mission: **“Build Better Communities”** via technology solutions
- Long history of community support
- Part of ARC’s Philanthropic goals
- We care and want to give back
- Our Goal: all 159 Edmonton Community Leagues using the app within 12 months



FEATURES



Memberships

- Sign-up from smartphone /tablet/desktop
- Digital Membership Card
- All family access
- Secure payment
- Renewal notification
- Auto-renew (on/off)

Real-time News

- Promote events
- Advertise fundraisers
- Alerts & Bulletins
- Reminders (events)
- Pushed to residents

Event Management

- Secure ticket sales
- RSVP
- Reminders
- Event attendee lists
- Calendar of upcoming events

Administration

- Self Serve Admin Dashboard
- Add events, news, members, benefits, amenities, contacts
- No IT needed
- Real time updates
- Hosted system/access anywhere
- Exportable data & Analytics
- Upload key CL documents

Sponsors

- Promote local sponsors
- Brand, offerings, link to their website
- Generate Revenue

New Features

- Different calendar views - filtering
- Discussion boards
- Surveys
- Hall reservation

A panoramic view of the Edmonton skyline at dusk. The background features a dense cluster of modern high-rise buildings with illuminated windows. In the middle ground, a large, historic-style building with a prominent clock tower and multiple gables is visible. The foreground is dominated by a lush green park area with many trees. In the lower foreground, several large, modern glass pyramids are visible, reflecting the city lights. The CommuniBee logo, a stylized bee, is positioned in the upper right corner of the image.

CommuniBee Available To All Edmonton Community Leagues For Free

It's Our Contribution To Edmonton



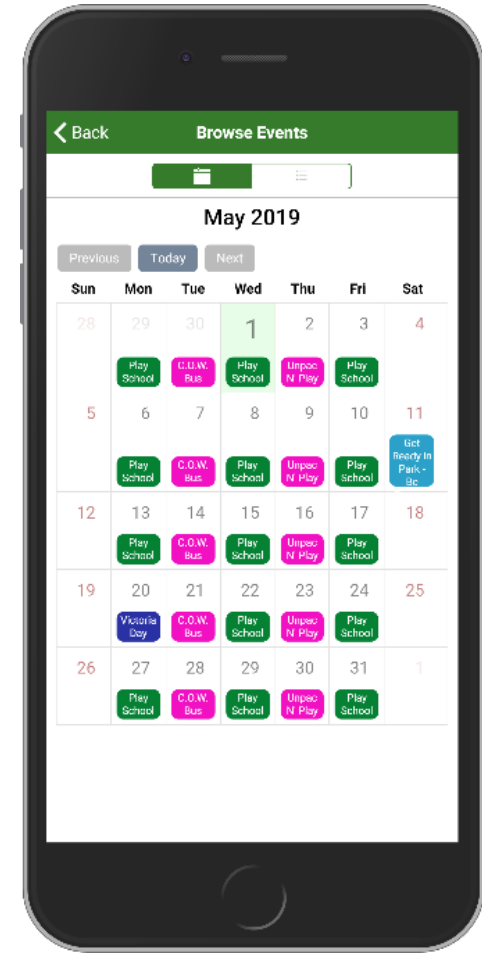
CommuniBee Demo

Smartphone & Admin Dashboard

BENEFITS



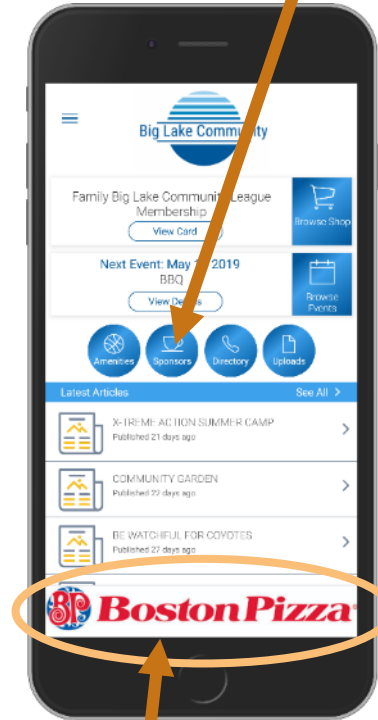
- Digital Membership card – entire family
- Easy signup – download and go
- Real time news - real time everything!
- Reach your members on the tech they use
- Two-way Communication – resident feedback
- Increase event attendance
- Improved event management – lists, RSVPs
- Event revenue collected prior & electronically
- Support local businesses / sponsor revenue
- Access to ALL community information – on the go!
- Analytics
- Reduce volunteer fatigue



ABOUT OUR SPONSORS

- Sponsors allow ARC to offer this technology for free
- Continuous app improvement
- Target sponsors: Alberta Blue Cross, ATB, Servus, Boston Pizza, ENMAX/EPCOR/ATCO, Canadian Tire, etc.
- Only positive brands considered. No - alcohol, gambling, or cannabis sponsors
- Data privacy fully protected

The SPONSORS button would be where CLs would locate their paid advertisers



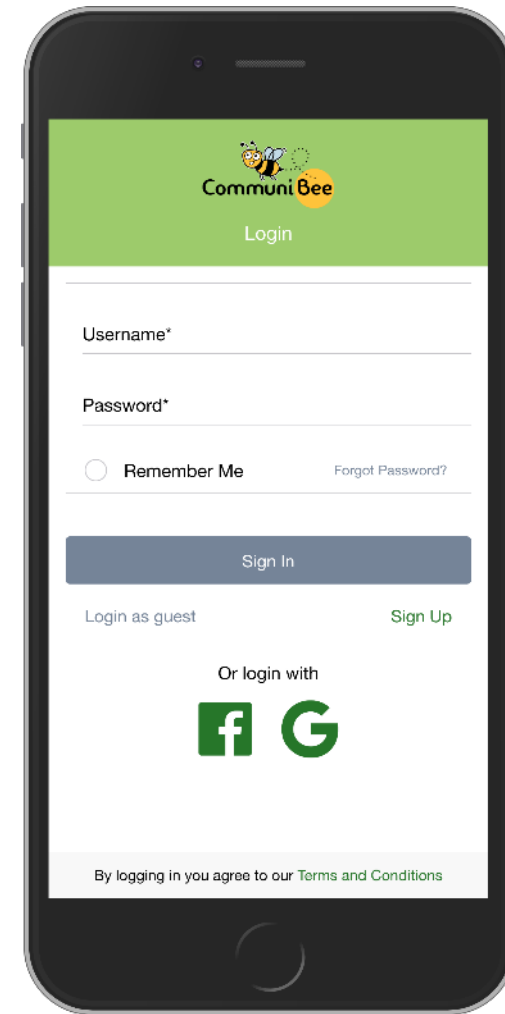


How Do You Get Residents Signed Up?

We are here to help!

ONBOARDING STRATEGIES

- **Publications** – neighbourhood signage, local business, community papers
- **In Person** – word of mouth, door-to-door
- **Events** – Booth or team member(s) to introduce the app
- **Digital** – Use social media, email reminders, run Facebook/Instagram ad campaigns



LOCAL RESTAURANT SUPPORT

- Work with a national chain restaurant
- Resident signup campaign
- Table tent advertisement
- Prizes: gift card draw
- Rinse and Repeat – throughout Edmonton
- Sponsor also benefits:
 - advertised in app
 - more residents = more views of their brand
 - viewed as community supporter



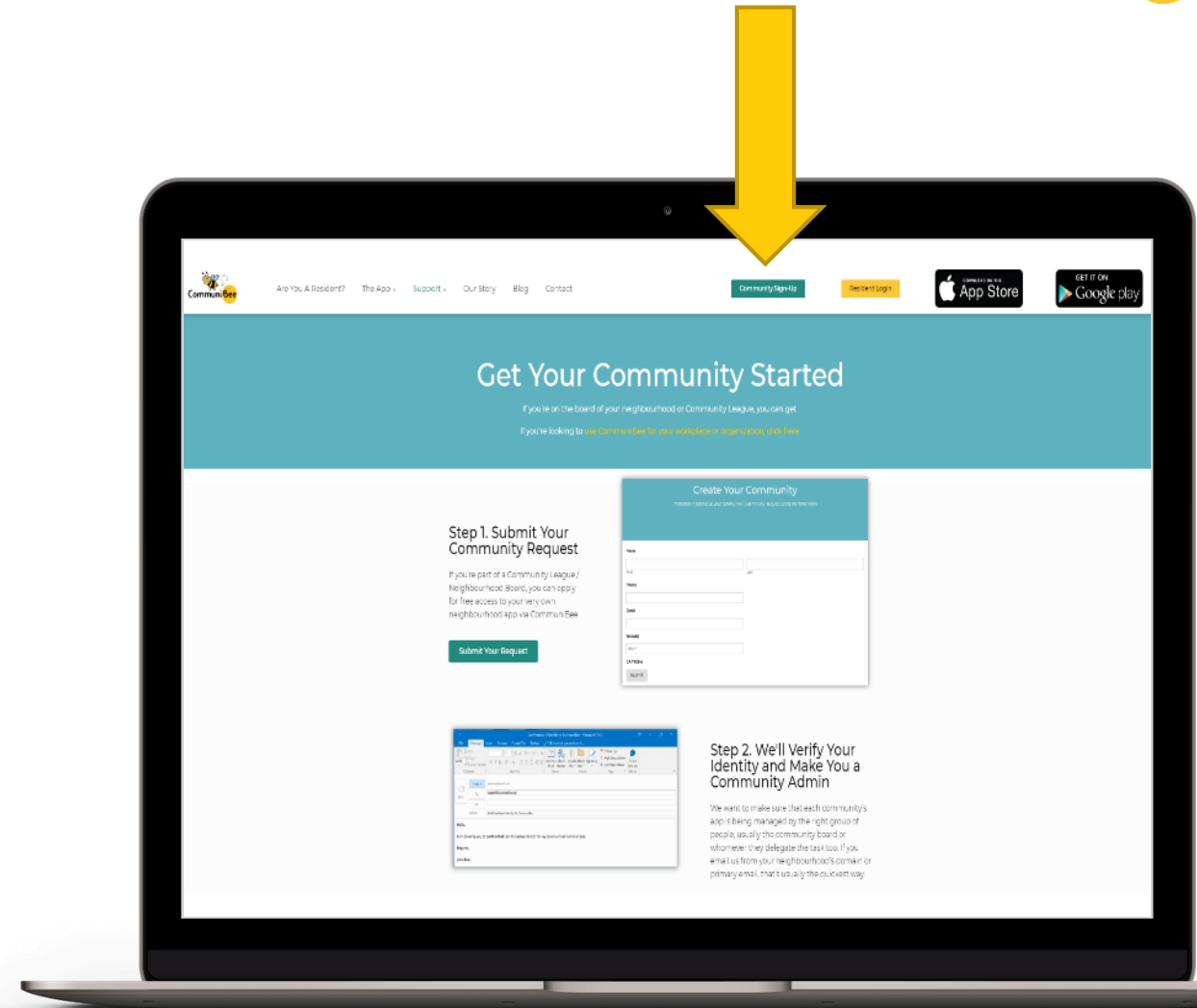
**Boston
Pizza®**

How Do You Get Started?

CommuniBee is Ready For Your Community

GETTING STARTED

- **Step 1.** Submit your community request
- **Step 2.** We'll Verify Your Identity and Make You a Community Admin
- **Step 3.** You Set Up Your Community
- **Step 4.** Invite residents to download the App



ADDITIONAL TASKS

- Setup your brand – logo and colours
- Setup your Stripe account
- Attend our 1 hour training – weekly
- Enter your community content
 - Events, amenities, contact information, key documents, local sponsors, etc
- Announce to your residents

Membership Purchases &
eCommerce Powered By:

stripe



Questions

Thank you for your time!





	Questions	Answers
1.	What money transfer system are you using?	CommuniBee uses Stripe for payment processing. Community leagues can set up a Stripe account as non-profit and get a preferred rate on the credit card processing fees.
2.	Does the community league membership application include the questions on the back of the card e.g. what is valuable to you in community?	Yes, you can add any questions into CommuniBee to a survey that must be answered by all members. Members can then answer the survey in the app.
3.	Can family members be added to CommuniBee?	Yes, family members can be added to CommuniBee through linked accounts (in the profile section). Create accounts for them and link them to yours so that you may share your membership card. Everyone in your family would have a digital card on their phone. They would also have an e-ticket on their smartphone allowing access to other community events.
4.	Is CommuniBee built on an off the shelf platform or have you built it from scratch?	CommuniBee is designed and built by ARC Business Solutions.
5.	Are the newly added items 'pushed' to the users of the app - or are they only 'available for them to view'?	Newly added items are automatically sent out to users in real time. If you want them sent out as push notifications, you can set those up in the dashboard relatively quickly.
6.	What has resident uptake been like in the Edmonton community leagues that have used this? We have had trouble getting residents to join on Facebook, so I wonder if this would be more challenging (convincing residents to download a new app).	One league has over 700 members in the app, over 550 have logged into the app. The rest are members that would have been imported from a spreadsheet. We also intend to attract more resident sign-ups through the campaigns at local national chain restaurants with table tent advertisements with prize draws. "Join your Community League"
7.	Could the payment processing be used for any league payments (e.g., soccer registration)?	Yes, along with other things like event admission, payment + deposit for hall rentals.
8.	Are you working with the EFCL to rollout the app?	Yes, we have been in talks with EFCL, but as part of the City of Edmonton, they are not able to freely endorse a private company/product. They do, however, really like the

		App. We intend to continue to include them as we roll this app out across all community leagues in Edmonton.
9.	How do you obtain your events in the app? Are you scraping events?	No, we don't do any event scraping. All events are added to the app through our dashboard by an administrator in the community. Our roadmap includes the ability to embed CommuniBee events into existing websites
10.	What does the app look like when opened on the computer? Is it accessed as a website?	Yes, CommuniBee can be accessed on the computer through your browser. It would look like an expanded version of the mobile view.
11.	How are you guys monetizing? Is it purely through transactional purchases?	We do not take any fees for any purchases, not for memberships, not for event admission sales and not for any local sponsors signed up by the league. We are working with Alberta based sponsors. We will also continue to market a paid version of the app to private businesses across North America.
12.	If we already have a Stripe account does CommuniBee get discounted pricing?	CommuniBee and your Stripe account are two separate things. As a nonprofit, community leagues can get a discounted rate for credit card processing. If you configure your Stripe account on your CommuniBee community, you will have the same Stripe processing rate that you already had in your Stripe account.
13.	Is geofencing used to ensure that members are joining the right community league? Can anyone see your community league on the app or only paid CL members?	Currently, there is no geofencing being used in CommuniBee. Communities can be joined by anyone, but members can also be removed by admins. In this way, CommuniBee is similar to a community leagues website. Members can already be presented with discounted pricing, and in the future, it might be possible to hide more items to non-members. But the focus really is to get non-members to become members and showing the value of becoming a member.
14.	Can you have multiple admins?	Yes, you can have as many administrators as you like. We encourage a league to assign different task to different admins. E.g., one to manage documents, one for the directory, one for events, hall management, news items, etc..
15.	Is the same app used for each community league, or would a person download different app for different community league?	The same app/software is used by all community leagues. Admins and Residents would sign in to their specific version.
16.	What will happen if you do not find sponsors? Will you expect leagues to pay a fee?	CommuniBee will be continuously free for all community leagues forever. ARC's intent is to sell the app to private sector companies and organizations across North America. It's is our way of giving back to communities in Edmonton.

17.	Can you download and print documents such as the newsletters from the app?	Yes, you can download documents from the app. Printing documents will require you connecting your device to a printer once the document is open.
18.	Are there different roles for different types of admins? Not all board members should be given access to the full membership list for privacy reasons.	We currently do not have role-based system access, but that is something we have added to the product backlog.
19.	Can residents post directly to the discussion board or can the board be setup to have posts approved?	Residents can post directly to the discussion board in the app. Administrators can monitor posts and delete them if necessary. On our roadmap we intend to add categories fully configurable by the leagues.
20.	Can a membership cost be changed, including zero cost?	Yes, membership costs or the costs of any product (e.g., movie night) can be changed, including being made free. ARC feels that with enough local sponsors, leagues may be able to reduce the annual fee to zero.
21.	Are skate tag requests available?	Yes, skate tag requests are available as an option for members to fill out. With the survey system, really any kind of request could be asked for and tracked.
22.	I see Glastonbury and Willowby have a custom branded app in the app store. Is this standard or will we be using a generic "CommuniBee" app?	No, this is not standard. Going forward everyone will be using the same, generic "CommuniBee" app. This is a requirement from Apple Inc. Not ARC's choice.
23.	Can we link this app sign up - to our Facebook 'sign up' button?	People can log in with their Facebook or Google account. It would probably make sense to link to the community's Facebook page through the Amenities page, or on the Directory page.
24.	Do you have a case that can help to convert other board members?	We are working on putting together a CommuniBee case study for community leagues. GCL is an existing success story with over 550 users of the app. More stats will become available once the app is used by more leagues.
25.	Can a person purchase a community league membership using this app if they were not a member before?	Yes, members can purchase a membership through the app if they did not have it before. Once they enter their credit card information and is validated, they become a member instantly. The digital card is available through the app and to all their linked family members. No waiting, no delay.
26.	Is membership payment possible through the app?	Yes, once Stripe has been configured, and membership products set up for the community in the administrative dashboard. Members can purchase their membership by entering their credit card information. Members do not need a Stripe account. And

		they can set AUTO RENEW so once they are a paid member, they likely will always be one.
27.	Is there any way to "link" this to Facebook, Instagram, or our custom website? Using this would add more overhead for our webmaster to add announcements to yet one more platform.	We will be adding widgets that allow news feed and events to be embedded in a web page. Facebook and Instagram, while great platforms, don't actually enable you to reach 100% of your followers, as they use algorithms to filter what each user sees.
28.	Is your target demographic only the community leagues?	Our primary target demographic is community leagues. However, we are also targeting other community associations (home owner associations – HOAs), businesses across Canada and the United States, property management, churches, chess clubs, condo boards, etc...
29.	Are there any functional differences between website and app?	No, there are no functional differences between the website version and the mobile version.
30.	Is there security to allow "robot" or spam sign ups?	Yes, email verification is required for registration, and this will prevent robots/spam.
31.	What does "importing members" do?	Importing members allows you to add members, their family members, and their memberships into CommuniBee.
32.	If we shift away from website usage and to the app can we have our website URL point to our CommuniBee app website?	We can likely set something up like that for you, but are still exploring the best possible way to do that. We recommend keeping your website so that your community can be found. Not everyone has Facebook. Keep the site static with only key information about your league. Have all the dynamic items on the CommuniBee app and encourage all residents to download it from Apple or Google stores, or the web version. We can help you create / update your website with the appropriate links.
33.	Is it possible to try it out and delete the account if members don't use it?	Yes, you can always delete your account, as well as all connected data.
34.	Are you only able to see your community league or can you select and view other CLs?	You are able to view other community leagues. We do not restrict access to CLs, just like a website which is accessible to everyone.
35.	Will a hall rental feature be added, and when can we expect it to be added?	Yes, we are currently working on that feature. We anticipate completion within the next two months. We are thinking of making a separate calendar view showing what's available, then allowing a resident to reserve and make a deposit. We found that


		leagues still want control to approve each rental. However, this new functionality will make it very easy from the current processes.
36.	Is there a mass upload feature to upload our membership base to the app?	Yes, CommuniBee has a mass upload feature that will allow you to import members, contact information, and memberships into the app.
37.	Are any of the app features locked down until a membership is bought?	No, members can access all of the app features without a membership. Event admissions can be configured to have member and non-member pricing. We are also considering making other items available only to members (like documents). However, we hear its makes sense to limit what is locked down (or not lock anything) as you want non-members to become members and showing the full value of what the league is offering is a great way to make this happen.
38.	Are there analytics of community league members using the app vs non-members using the app?	We are building out CommuniBee's analytics capabilities in the dashboard and make this data readily available to admins. We are looking for more input from the leagues in this area – what's important. As a case study, GCL has about 400 memberships and 550 total users of the app. This shows that family members are also connected.
39.	Where are "survey" results collected for analysis?	Survey results are collected in the Surveys section of the dashboard and downloadable to Excel spreadsheets.
40.	Is there an auto-renew option for memberships?	Yes, that option is built it into the app. This is a great way to retain your members and easily versus reminding every year.
41.	Is the site searchable? esp. News and announcements section	We have search available on the directory, but will be adding a global search in the next few months.





HOW WE CAN HELP YOU

**Outside of working on CommuniBee,
we're a full service technology provider**

The background of the slide is a dark, semi-transparent image of a modern office environment. Several people are visible, mostly in profile or from the side, working at desks with laptops. One man in the foreground on the left is wearing large headphones and glasses, focused on his work. Another man on the right is also wearing headphones. The lighting is soft and ambient, typical of an office with large windows. The overall tone is professional and tech-oriented.

We're an Information
Technology & Consulting
Company of 100+ people
founded in **1998**

We have offices & staff in
Edmonton, Calgary, Toronto,
Regina, Nevada and
Clients across NA.

What Do We Offer?

Technology Consulting, Management
Consulting, EIM, Utility Consulting,
Mobile App & Software Development,
IT Managed Services, and More

Industry & Sector Expertise

A photograph of two individuals, a man and a woman, standing in an industrial or construction environment. They are both wearing white hard hats and light-colored work jackets. The man is holding a laptop and pointing at the screen, while the woman looks on. The background shows a complex structure of metal beams and scaffolding, typical of a large-scale construction project.

Associations
Education & Universities
Energy, Utilities & Mining
Financial Services & Banking
Healthcare & Life Sciences
Heavy Industry & Manufacturing
Human & Social Services
Insurance & Investment Brokerage
Oil & Gas Pipelines
Utilities & Government
Tax, Revenue & Finance
Transportation & Logistics
& More

WELCOME TO ARC

Who is ARC?

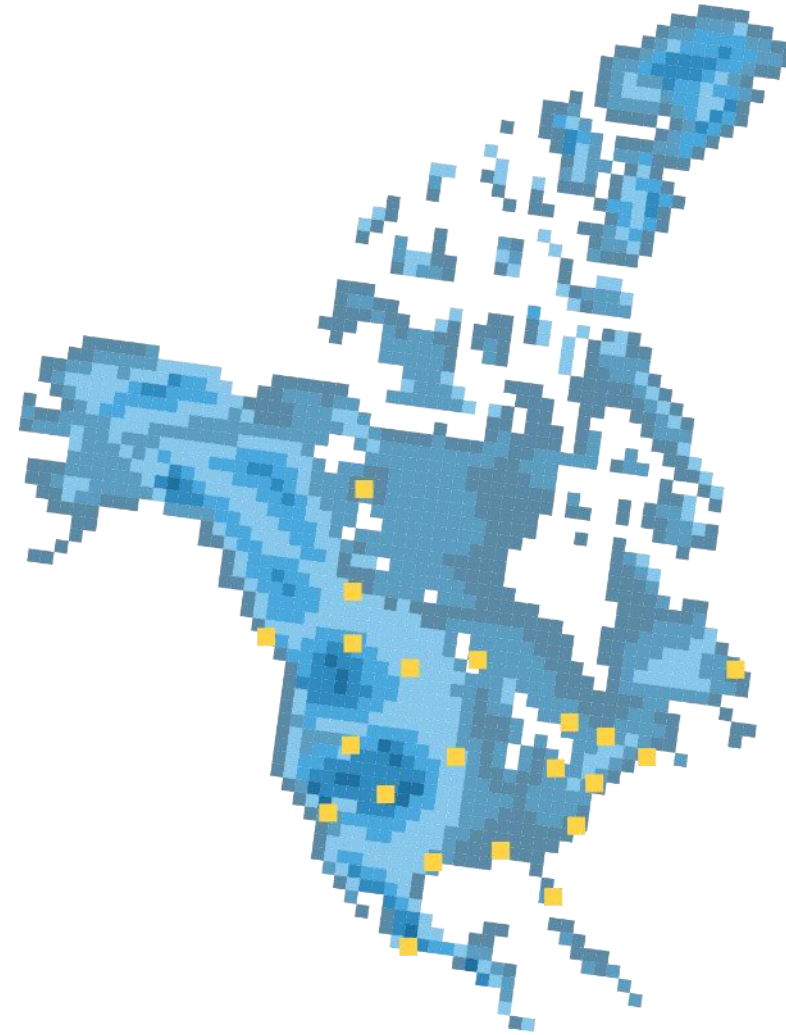
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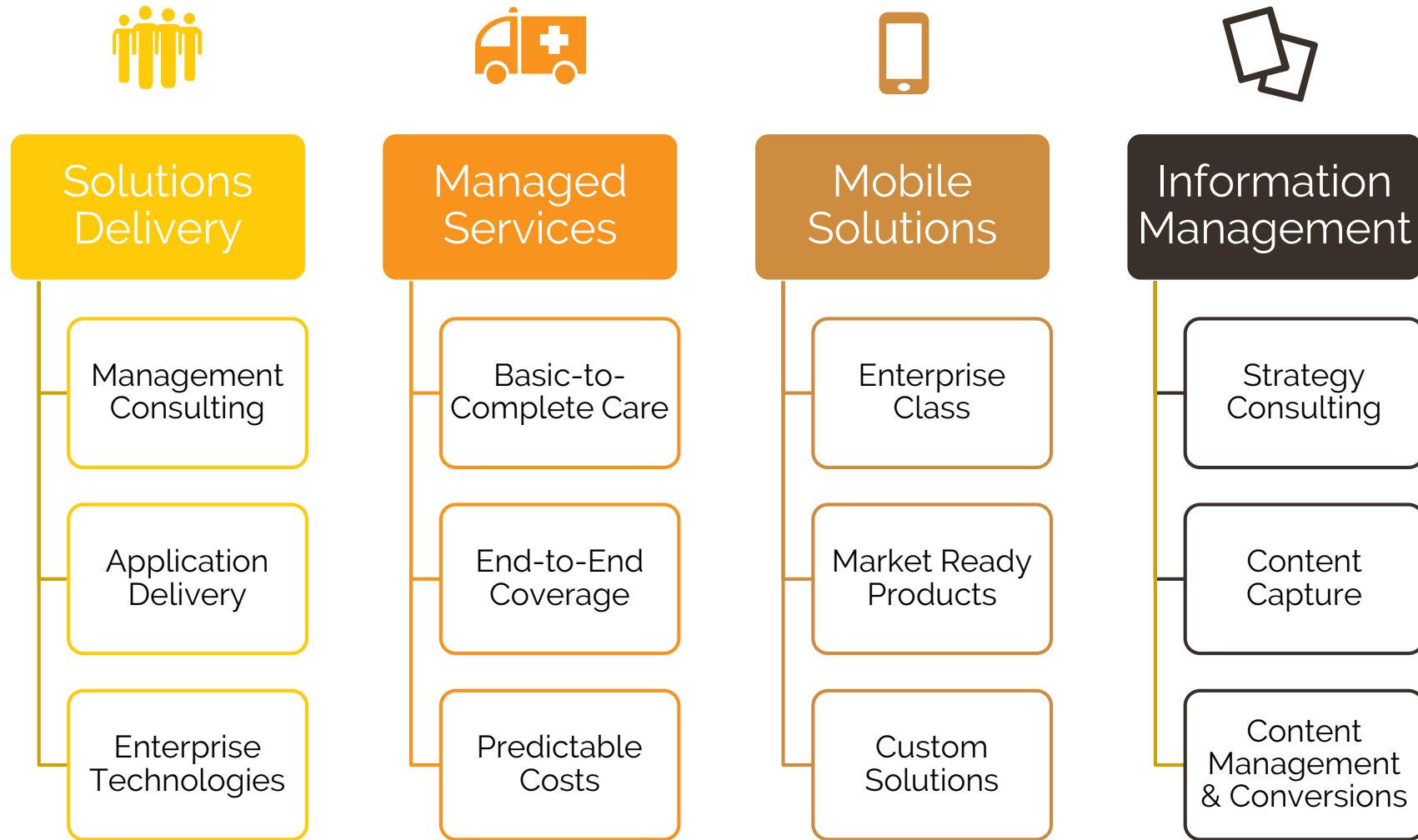
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Clients across NA.

How Does ARC Help?

Technology Consulting, Mobile App & Software Development, IT Managed Services, Utilities Consulting, Rigorous Talent Recruitment, and More



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