



SBHCA Strategic Plan

For January 1, 2026 through December 1, 2028

Mission

To be a respected volunteer organization that advocates, communicates, and provides value to all the residents within Springbank Hill

Vision

We are an active, engaged, and safe community with a sense of belonging, expanded and improved services, programs, events, and capital investments for our growing community

Values

We Value Volunteerism, Engagement, Advocacy, Respect, Inclusiveness, Belonging

Goals & Supporting Strategies

1. To serve our community with a strong complement of programs, services, and events.
 - Host a minimum of 5 annual community events.
 - Operate 2 seasonal ice rinks and our community garden.
 - Onboard a 'Programs Director' to create and manage SBHCA programming that reflects community needs.
2. To seek improvements to our facilities and infrastructure in support of our vision
 - Develop and execute a capital program that -that supports our community's interests and is done so in a fiscally responsible and timely manner. AGLC funds will be used in a timely fashion.
3. To develop and support diverse revenue streams to ensure financial sustainability of the SBHCA.
 - Sponsor an AGLC casino fund raiser in Q4 of 2026.
 - Work with local developers to increase funds from developers available to SBHCA.

- Work with the City of Calgary to secure community association funding, as identified by Mayor Farkas.
 - Onboard a 'Fundraising Director' in 2026.
4. To grow our residential and business memberships by 10% annually over the next 3 years.
 - Hold annual membership drives and work with sponsors to grow residential and business memberships.
 5. To excel at executing effective and timely communications with our members, Springbank Hill residents, and volunteers.
 - Continue to enhance an integrated communication plan for website, email, social media & e-newsletter.
 6. To engage and educate SBHCA residents on area development and safety, advocating for our community wellbeing and safety
 - Continue represent and advocate for the best interests of the community on matters relating to traffic, safety, and new developments resulting from the Area Structure Plan (ASP).
 - Educate Springbank Hill residents and board on community safety.
 - Educated Springbank Hill residents and board on development within Springbank Hill, including potential issues.