



# THE HUB

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# ON ROSS

Annual Report  
September 2009  
to October 2010  
**Executive Summary**



## Executive Summary

The Hub on Ross is operated by the PDD Central Region Community Board as one way of promoting and realizing community inclusion.

### Role Model

“The Hub is a role model for creating partnerships and making connections with numerous groups to foster cultural growth for years to come. Thank you for your dedication to building community.”

Red Deer Mayor  
Morris Flewwelling

The Hub was started in 2005 in a building in downtown Red Deer that had been used by Michener Services as a retail outlet for wedding and sewing products created by individuals living at Michener. As individuals aged, the ‘work’ was no longer viable and the Hub was created to offer leisure arts and culture experiences for individuals. Since 2005, older people living at Michener began using the Hub less and less but individuals living elsewhere in Red Deer began using it more and more.

In September 2009, responsibility for operation of the Hub transferred from Michener to PDD Central regional operations and a new set of directions for the Hub’s operation was completed. These focused on:

- seeing ‘activity’ as a precursor to community connection, involvement and meaningful roles for adults with developmental disabilities,
- building partnerships with PDD service providers and other community groups, to share responsibility for activities, and
- expanding the Hub’s arts and culture focus to include natural history.

### Included Now

“I came to The Hub and separated myself from others. I danced in the corner with the music. Now I am able to sit in a circle with others, get up on stage and participate in the activity.”  
~ Annie

The Hub began operations with these new directions in September 2009, and, over the past 12 months, has achieved a number of significant results for adults with developmental disabilities in the Red Deer area. These include:

- Creating many opportunities for adults with developmental disabilities to play important roles in leading activities, hosting events, learning, displaying their artwork, and making connections with others from a wide range of groups in the community—many of whom have had very little to do with PDD;
- Contributing significant benefits to community groups who

## Sing, Sing, Sing

“Dan, who has a limited expressive vocabulary, has said ‘sing, sing, sing’ many times. Often it is when we are walking in The Hub vicinity. Sometimes he says it when we leave his home. Today I said ‘let’s go over to The Hub’ and he said ‘sing, sing, sing.’ Now I know he’s asking for The Hub and have brought him here more and is so happy here.”



Music, drumming, drama, collage: a wide range of art, individual and collective, is practiced at The Hub on Ross.

## Community Spirit

“The United Way Soup Luncheon was a great community event, a collaborative effort between a self-advocacy group, United Way and the community venue The Hub. With people from all walks of life volunteering and in attendance it showed what a vital resource The Hub is in garnering community spirit.”  
~ Tim and Kelly  
Hub Visitors Book

have partnered with the Hub to plan and deliver a range of activities, learning opportunities or other events. These groups include the Central Alberta Diversity Association (CADA), Central Alberta Refugee Effort (CARE), Central Alberta Music Festival Society, Grammalink, Alzheimer’s Society, Canadian Mental Health, the United Way, Loaves and Fishes, Kerry Wood Nature Center, Red Deer area artists, and many more;

- Significantly increasing positive community awareness of the PDD Program, the PDD Central Region Community Board, and the abilities and capacities of many adults with developmental disabilities;
- Facilitating over 30 hours per week of activities, 90% of which are delivered by PDD funded service provider or community arts, culture, natural history or other groups;
- Welcoming an average of between 60 and 100 people per day who use the Hub for a variety of activities. Over 5,600 people have come to The Hub over the past year as spectators or participants;
- Expanding the number of partners involved in delivering

## Unique Centre

“Several times I have met people at The Hub and have connected with them again outside The Hub. I have made friends here. Terry meets friends here that he meets for coffee etc. later... The Hub has proven to be an important and largely unique centre for us.”

regular activities to 10;

- Expanding the number of partners involved in delivering occasional activities to over 35;
- Receiving a minimum of 15 hours per week of volunteer contributions to the activities and events held at the Hub;
- Establishing a Hub Community Advisory Committee that involves representatives from the City of Red Deer, the Downtown Business Association, the Red Deer Arts Council and several others;

The Hub on Ross is a visible and active advocate with and for persons with developmental disabilities and its reputation as an all-inclusive, comprehensive, family-friendly, barrier-free cultural venue in Red Deer is outstanding .

The Hub has a public art gallery space, chair and table space for about 100 people, large accessible washrooms, a raised stage area and high quality audio and video. It is equipped with a stove and dishwasher and a variety of other equipment to support the wide range of activities and events.

During the 2009-2010 period, the Hub operated with 2 full time PDD staff with a wage staff hired for 3 months over the summer 2010 period. The Hub also has a budget of about \$1000 per month for supplies, artists honoraria, and for a variety of other operational needs.

Going forward into 2011 and beyond The Hub on Ross will continue its focus on welcoming everyone from the community to participate and connect. The October 2010 calendar, for example, lists 15 weekly activities from Monday through Friday and 14 special events on weekdays and weekends.

The Hub on Ross will also focus on connecting with groups in other communities in Central Alberta to share experiences and ideas in creating the best possible benefits for adults with developmental disabilities.

## I Belong

“I like the Hub. I love to come here and play the drums. I like to be in a group and be part of the community.”  
~ Shannon