

ATTRACTIONS AND RECREATION CENTRES GIFT CARD MANAGEMENT - DATA ANALYTICS AUDIT

RECOMMENDATION

That the February 25, 2026, Office of the City Auditor report OCA03428, be received for information.

Report Purpose

Information only.

Executive Summary

This report presents the results of the Attractions and Recreation Centres Gift Card Management - Data Analytics audit.

REPORT

The City of Edmonton offers gift cards for attractions, recreation centres and golf courses, redeemable across all city-managed sites and centres, including the Edmonton Valley Zoo and the Muttart Conservatory. Gift card transactions are managed through the City's recreation management system. Gift card sales are recorded as deferred revenue in the City's accounting system because the City has received payment but not yet delivered the goods or services.

From 2019-2024, gift card sales totaled over \$1 million, with \$744,000 redeemed. As of October 28, 2025, the outstanding balance on all unredeemed gift cards was approximately \$760,000.

The objective of this audit was to test whether key controls in the issuance and management of gift cards for attractions and recreation centres are working effectively.

Overall, the Community Recreation and Culture Branch partially met the objective of ensuring that controls in the issuance and management of gift cards for attractions and recreation centres are working effectively.

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We found that access to gift card information is not restricted to relevant information. We also found that the user list is not actively maintained and that people who no longer have valid business needs are not removed from the access list.

In addition, we found data integrity issues in the gift card reference number entered by employees. Since the gift card reference number is used for redemption, the data integrity issues may impact the redemption experience of citizens.

The Office of the City Auditor made the following recommendations to the Community Recreation and Culture Branch:

1. Implement a formal access management plan that restricts access to gift card data to only relevant information and valid business needs.
2. Improve the data integrity of gift card reference numbers in the recreational management system to support proper redemption.

We have developed and shared an interactive dashboard with the data analytics tests we conducted to support the Branch in its ongoing monitoring of gift cards.

POLICY

Bylaw 16097 - Audit Committee Bylaw, section 14(a) states that, "The Committee will review all reports from the City Auditor including completed audits and investigations."

ATTACHMENT

1. Attractions and Recreation Centres Gift Card Management - Data Analytics Audit Report