



# QUARTERLY REPORT

FOR THE QUARTER ENDED DECEMBER 31, 2025

STONY PLAIN | ALBERTA | CANADA







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**OFFICE OF THE CAO**

# Q4

## HIGHLIGHTS

1

### GRAND OPENING EVENT

#### Red Swan Pizza

Hosted collaboratively with the Greater Parkland Regional Chamber of Commerce.

(New businesses interested in hosting a grand opening must complete the [Grand Opening form](#) at least two weeks in advance.)

10

### ECONOMIC LEADS

The Town evaluated 10 new investment opportunities and continues to support three active opportunities. Edmonton Global and Invest Alberta each submitted three opportunities, all of which were disqualified due to land constraints and heavy industrial zoning requirements.

The remaining opportunities were received directly by the Town. By sector, the inquiries included two agribusiness, two in manufacturing, one in shopping, dining and arts, and five across other sectors.

## ECONOMIC DEVELOPMENT

### AWARD OF BUSINESS EXCELLENCE

Homes Reflections Design Inc. (HRD Homes) was awarded the 2025 Award of Business Excellence at the Greater Parkland Regional Chamber of Commerce Business Awards of Distinction Gala. This award recognizes a Stony Plain business demonstrating leadership, creativity, and community involvement.

Founded in 2018 by Robert and Lindsay Vieville, HRD Homes expanded from an established framing business operating across three provinces before locating in Stony Plain. The company is an active residential developer in the community, completing more than 30 homes annually. In 2025, HRD Homes opened a headquarters and design centre in Old Town South, representing a continued investment in the local economy.

### BUSINESS E-NEWSLETTER

Economic Development produces a monthly e-newsletter containing news, events, programs, inspiration, and anything relevant to doing business in Stony Plain. Businesses and economic development stakeholders are encouraged to [subscribe](#).

E-NEWSLETTER ANALYTICS	OCTOBER		NOVEMBER		DECEMBER	
	2024	2025	2024	2025	2024	2025
<b>Sends</b>						
Number of E-Newsletters sent out	585	596	585	603	591	600
<b>Opens</b>						
Number of E-Newsletters opened	408	203	343	218	410	225
<b>Open Rate</b>						
Rate of E-Newsletters opened	70%	34%	59%	36%	69%	38%
<b>Click Rate</b>						
Proportion of people who see a link in the newsletter and click on it to learn more	6.6%	5.2%	5.0%	4.7%	N/A*	N/A*

\*December's E-Newsletter was a Year in Review and did not track Click Rate

### ECONOMIC DEVELOPMENT MICROSITE

The [Invest Stony Plain](#) website serves as a central hub for economic development information, including data on key sectors, available properties, and resources for prospective businesses. The site is updated as new data becomes available and is used to support economic development inquiries.

In the fourth quarter, Economic Development launched a key-sector video initiative featuring local businesses. Microsite user activity increased in the fourth quarter of 2025, with sector landing pages among the most visited pages during the quarter. The videos are available on the Invest Stony Plain website and the [Town's YouTube channel](#).



MICROSITE ANALYTICS	Q1		Q2		Q3		Q4	
	2024	2025	2024	2025	2024	2025	2024	2025
Users	4600	3300	3100	4100	4000	4500	3700	12,800
Notable User Locations	Lanzhou (China), Singapore, Toronto, Edmonton, Calgary, Vancouver, North Charleston (South Carolina), Ashburn (Virginia), Saskatoon, and New York							
Top Pages Viewed	Shopping, Dining, and Arts SDA, Home, Manufacturing, Available Properties, Our Team, News, Logistics and Professional Services, Moving to Stony Plain, Construction Statistics, and Community Profile							

## BUSINESS LICENCE STATISTICS

Business licensing ensures accurate business data is collected and maintained to support planning efforts and provide a clear understanding of the local business community. The data below reflects 2025 business licence totals. As part of its commitment to supporting local business, the Town offers free annual business licence renewals, which are due by January 31 each year.

BUSINESS LICENCES BY TYPE	2025	
	Q2	Q4
RENEWALS		
Local	691*	679
NEW LICENCES		
Local	21	78
Non-local	162	194
Parkland County	22	29
Temporary	41	84
Intermunicipal Business Licence	53	66
TOTAL	990	1130

\*Q2 Local Renewals was overstated by 12 licences



## HISTORICAL BUSINESS LICENCE TOTALS

Over the past five years, Stony Plain has experienced consistent growth in business licensing, with 1,130 licences issued in 2025. This upward trend highlights the strength and resilience of the local economy.

2021	2022	2023	2024	2025
950	928	965	1105	1130

## TOP FIVE SECTORS BY BUSINESS COUNT

Stony Plain is home to a diverse business ecosystem. The table (right) highlights the top five sectors in Town by business count.

SECTOR	2025	
	Q2	Q4
Construction	268	331
Retail Trade	158	163
Other Services (except public administration)	117	124
Health Care and Social Assistance	88	94
Accommodation and Food Service	41	84



# CULTURE AND TOURISM

## AWARD OF CREATIVE EXCELLENCE

During Q4, the Town of Stony Plain's Award of Creative Excellence was presented at the Greater Parkland Regional Chamber of Commerce Business Awards of Distinction Gala. The award recognizes individuals, organizations, non-profits, and businesses that foster social and cultural cohesion, strengthen community identity, support creative economic sustainability, and enhance local tourism.

The 2025 recipient was the Stony Plain Public Library, recognized for expanded programming, new partnerships, and extended hours introduced during its 80th anniversary.

## TWELFTH ANNUAL LIMITED EDITION CHRISTMAS ORNAMENT

The 12th annual Christmas Ornament was released on November 17. The Christmas Ornament Program celebrates and supports local artists while contributing to Stony Plain's cultural sector. In 2025, the number of ornaments produced and distributed increased to 300. The ornament was created by Lisa Cordell, owner of Longhurst Leather, and was handcrafted from repurposed leather.



## MÉTIS WEEK

November 15 to 22 was proclaimed Métis Week, recognizing the Métis people as a distinct Indigenous community within Canada. The week acknowledged Métis identity, culture, and ongoing contributions, and recognized the pursuit of rights and recognition.

During Métis Week, the Town reaffirmed its commitment to truth and reconciliation and to respecting Métis heritage, traditions, and history.







## CITIZENSHIP CEREMONY

On December 10, the Town of Stony Plain, in partnership with Immigration, Refugees and Citizenship Canada (IRCC), hosted a citizenship ceremony welcoming 91 individuals from 29 countries as new Canadians. The ceremony supported the Town's commitment to diversity and inclusion and aligned with the Town's Strategic Plan to foster a sense of belonging within the community.

## VISITOR INFORMATION CENTRE

The Visitor Information Centre is managed by the Greater Parkland Regional Chamber of Commerce and funded in part by the Town of Stony Plain. In 2025, it reported 496 documented visitors, up from 359 in 2024. Most visitors were from the Edmonton Metropolitan Region, with others travelling from places such as Norway, England, and Saudi Arabia.

## CULTURE & TOURISM ROUNDTABLE

The Culture & Tourism Roundtable (CTR) welcomed the appointment of new members Brian Baker, Tammy Mackay, Sheri Minard, and Councillor Niebergall. The CTR acknowledged the service of outgoing members David Fielhaber, Patty Mackay, Kim Wild, Grace Chychul, Hasini Manoj, and former Councillor Hansard, who completed their terms.

## SATELLITE ART GALLERY

This quarter, the Town of Stony Plain continued its partnership with Red Brick Common to host a satellite art gallery in the Town Hall lobby. The final exhibit of 2025 was a group show titled *Harvest & All Hallows: The Spooky, Scary & Sacred*. The satellite art gallery partnership will continue into 2026.





# Q4

## HIGHLIGHTS

### PROJECTS COMMUNICATED/ PROMOTED

- 2025 Municipal Election
- 2026 Waste Collection
- Award of Business Excellence
- Award of Creative Excellence
- Cemetery Construction Update
- Citizenship Ceremony
- Community Recreation Facility Construction Update
- Construction Updates for:
  - 50 Street
  - 44 Avenue
  - Brickyard Drive
  - Water Commission Line
  - Drainage Improvement
- Community Training Program Engagement
- Corporate Plan
- Council Highlights
- Cultural Roundtable and Subdivision and Development Appeal Board Recruitments
- Explore the Magic of Stony Plain
- Fall Back – Smoke Alarm Awareness
- Family Violence Awareness Month
- Halloween Walking Dead House
- Inspired to Lead
- International Day of Persons with Disabilities
- Limited Edition Christmas Ornaments
- Long Service & Matthew Claus Awards
- Métis Week
- National Volunteer Week
- On-Demand Transit
- Pathways of Poverty
- Poverty Month
- Q3 Report
- Shikaoi Exchange Program
- Snow Removal
- Survivors of Suicide Loss: Circle of Support
- Toys for Tickets
- Veterans Memorial Crosswalks
- Winter Fest

### RESPONSIVE COMMUNICATIONS

- Accessible Transportation Services (ATS) Collision

## CORPORATE COMMUNICATIONS



### SNOW REMOVAL NEWS FEED

Corporate Communications launched a dedicated [Snow Removal news feed](#) on the Town's corporate website to provide residents with timely, centralized updates during winter operations in the fourth quarter of 2025. The news feed is maintained through regular updates by Public Works, and was established to support clear, consistent communication aligned with Council-approved Snow and Ice Control service standards and to direct residents to a single, authoritative source of information.

The Snow Removal news feed launched on December 24, 2025, and saw rapid subscriber uptake over the final week of the year. Subscriber growth occurred with minimal promotion, relying primarily on cross-promotion through the Town's existing news release subscriber list and responses provided by the Town to resident questions on social media. Corporate Communications established the Snow Removal news feed and subscription tool in the fourth quarter. Ongoing use and maintenance of the news feed transitioned to Public Works at the end of December, supporting operational updates throughout the winter season.



WEBPAGE ANALYTICS

TOP 10 WEB PAGES	PAGE VIEWS
Town of Stony Plain Homepage	21,889
2025 Election Results	15,128
Careers with the Town	12,910
Winter Fest	8898
Halloween	6704
Garbage, Organics & Recycling	6333
Meet the Candidates	5052
2025 Municipal Election	5019
Sports Facilities	4627
Events	3329

TOTAL WEBSITE PAGE VIEWS: 205,625  
(+8899 compared to previous quarter, +54,368 compared to Q4 2024)



SUBSCRIPTION ANALYTICS

Stay up to date, residents, businesses, and visitors can subscribe for email notifications about announcements, news, events, programs, and more.

<b>NEWS RELEASE:</b> (+119 compared to previous quarter)	<b>725</b>	<b>MAYOR'S PROCLAMATIONS AND OFFICIAL STATEMENTS:</b> (+81 compared to previous quarter)	<b>580</b>
<b>SNOW REMOVAL:</b> (New category)	<b>106</b>	<b>OLD TOWN REDEVELOPMENT:</b> (+68 compared to previous quarter)	<b>270</b>
<b>CONSTRUCTION:</b> (+86 compared to previous quarter)	<b>656</b>	<b>PUBLIC HEARINGS:</b> (+61 compared to previous quarter)	<b>453</b>
<b>DEVELOPMENT NOTICES:</b> (+86 compared to previous quarter)	<b>586</b>		

SOCIAL MEDIA ANALYTICS

Top Performing Post



FACEBOOK	
Engagement	244
Reach	31,859
Reactions	206
Shares	43
INSTAGRAM	
Engagement	116
Reach	1569
Reactions	86
Shares	2

Social Media Analytics can be defined as:

- **Engagements** – interactions including likes, shares, comments, link clicks
- **Reach** – unique users who viewed the post
- **Impressions** – times the post has been seen (same account could view multiple times)
- **Reactions** – likes, loves, hahas, sads
- **Shares** – unique users who ‘shared’ the post

Top Performing Video

RECREATION FACILITY CONSTRUCTION UPDATE	
FACEBOOK	
Engagement	154
Reach	22,729
Reactions	142
Shares	15
INSTAGRAM	
Engagement	122
Reach	3358
Reactions	109
Shares	2
YOUTUBE	
Views	2332
Average Time	9:56s
Traffic Source	48% from YouTube Search
Likes	13



AUDIENCE GROWTH

(Compared to previous quarter)

	<b>15,760</b>	<b>+495</b>
	<b>6147</b>	<b>+127</b>
	<b>3734</b>	<b>+82</b>
	<b>374</b>	<b>+82</b>





## COMMUNITY AND PROTECTIVE SERVICES



# FIRE DEPARTMENT

## 2025 YEAR END

In 2025, calls for service increased by 18.63 per cent in Stony Plain and 11.66 per cent in District 3 (Parkland County). The Fire Department averaged 2.22 calls per day during the year.

## FUNDRAISING

Each year in the fourth quarter, the Fire Department partners with the Kinsmen Club of Stony Plain to support its annual Hamper Program. Proceeds from the silent auction held at the department's Christmas party were donated to the program, totalling \$5,000. In addition, 24 department members volunteered in support of Kinsmen Hamper Day at Red Apple on December 13. This event generated an additional \$6,400 in cash donations and seven truckloads of toys.

Through these combined efforts, the department supported the 2025 fundraising campaign with more than \$15,000 in cash and donated gifts.

## FIRE PREVENTION WEEK

During the fourth quarter, the Fire Department delivered Fire Prevention Week 2025 activities. As part of the annual smoke alarm campaign, more than 100 homes were visited, resulting in 30 smoke alarms being distributed or installed in residences where alarms were missing or not functioning.

The 2025 Fire Prevention Week Open House included Fire Hall tours, fire prevention activities, and a community barbecue, with several hundred residents participating.





# YEAR TO DATE FACTS

Total Responses  
809

Total Firefighting Hours  
7132.5

Training Hours  
6259.5



## INCIDENT MANAGEMENT TEAM EXERCISE

This quarter, the Fire Department hosted members of the Town of Stony Plain Incident Management Team (IMT) for an exercise simulating a train derailment near the Westview Health Centre. Participants included Town IMT members, Alberta Emergency Management Agency field officers, a CN Dangerous Goods officer, Alberta Health Services emergency management officers, and the RCMP.

The exercise guided participants through a scenario focused on site support and the continuation of essential municipal services. This session was the third and final IMT exercise conducted in 2025.



ANNUAL RESPONSES	2024	2025
Stony Plain	393	483
Parkland County	288	326
TOTAL	681	809

### Response Breakdown

RESPONSE TYPE	STONY PLAIN				PARKLAND COUNTY			
	Q4		2 YEAR SUMMARY		Q4		2 YEAR SUMMARY	
	2024	2025	2024	2025	2024	2025	2024	2025
Structure Fires	7	3	16	14	4	7	22	26
Vehicle Fires	2	0	3	7	2	6	8	18
Wildland/Outside Fires	6	5	31	30	12	12	61	59
Medical	17	28	72	111	9	8	34	23
Alarms	46	61	190	231	14	17	70	81
Motor Vehicle Collision	14	18	45	53	29	36	80	99
Citizen Assists	5	5	12	15	1	0	1	2
Utility (Power/Gas)	2	1	7	9	1	1	6	9
Hazmat	4	2	9	4	0	1	0	3
Other	2	0	8	9	4	6	6	6
TOTAL	105	123	393	483	76	94	288	326
Mutual Aid			7	6			10	19



# ENFORCEMENT SERVICES

## VIOLATIONS AND WARNINGS

Community Peace Officers issued 85 warnings and 31 violations this quarter. The most common offences were:

- **SPEEDING OFFENCES**  
35 warnings and  
6 violations
- **FAILING TO PRODUCE  
AN INSURANCE CARD**  
7 warnings and  
2 violations
- **OPERATING AN  
UNREGISTERED VEHICLE**  
17 warnings and  
1 violation

## INCIDENTS

In the fourth quarter, Enforcement Services responded to 391 incidents, including 27 proactively generated incidents. The most frequent incident types were:

- **PARKING ISSUES**  
78 incidents
- **OBSTRUCTION OR  
DEBRIS ON A  
ROADWAY OR  
SIDEWALK**  
23 incidents
- **CATS AT LARGE**  
34 incidents



## COMMUNITY INVOLVEMENT

During the fourth quarter, Stony Plain Community Peace Officers actively supported community safety through events, partnerships, training, and direct public engagement:

- Assisted with traffic control for a large track and field event
- Attended the Fire Hall Open House
- Handed out treats to trick or treaters on Halloween
- Provided ride-alongs for bring your kid to work day
- Assisted stranded or stuck motorists
- Participated in partnered Candy Cane Checkstop events in Spruce Grove and Stony Plain with Parkland Enforcement, Spruce Grove Enforcement, Alberta Sheriffs, MADD and Tuber Towing
- Facilitated the Annual Toys for Tickets program and delivered several vehicle loads of donations to the Kinsmen Christmas Hampers

Enforcement Services also completed the following training during the quarter:

- Defensive tactics training recertification
- Emergency management training and exercises
- Report writing and note-taking
- Assessing and interpreting dog behaviour
- Critical Incident Stress Management
- Preventing officer-involved collisions
- Strategies for leaders to reduce burnout and enhance focus
- Infection and disease prevention and protection



# Q4

## 2025 ENFORCEMENT

ANIMAL INCIDENTS	
Animal Protection Act	10
Barking Complaints	10
Cats at Large	34
Defecation	4
Dog Aggression	3
Dogs at Large	12
Interference with Animals	1
Nuisance Animals	3
<b>TOTAL</b>	<b>77</b>

ASSISTS	
Assist Fire	5
Assist Outside Agency	3
Assist RCMP	5
<b>TOTAL</b>	<b>13</b>

COMMUNITY STANDARDS INCIDENTS	
Causing a Disturbance/ Fighting	1
Graffiti	16
Littering	1
Municipal Government Act Order	1
Noise Complaint	10
RV in Front Yard Out of Season	7
Snow or Ice on Sidewalk	17
Unsightly/Nuisance Property/Weeds/ Long Grass	13
Urinate/Defecate in Public	1
Vandalism	4
<b>TOTAL</b>	<b>71</b>

ENGAGEMENT	
Community Service	17
Focused Vehicle Patrol	1
Foot Patrol	1
Found Property	6
Tri-Region Memorandum of Understanding	2
Training	11
<b>TOTAL</b>	<b>38</b>

PUBLIC BEHAVIOUR INCIDENTS	
Business Licence Bylaw	1
Environmental Protection Act	1
Fire Services Bylaw	1
Land Use Bylaw	17
Offer Support Services to Vulnerable Population	4
Petty Trespass Act	13
Public Tree Bylaw	1
Solid Waste Management Bylaw	5
Suspicious Behaviour	6
Tobacco, Smoking and Vaping Reduction Act	1
Trespass to Premise Act	3
Utility Bylaw	1
<b>TOTAL</b>	<b>54</b>

Q4 INCIDENT SUMMARY & COMPARISON	2024	2025
Animals	71	77
Community Standards	187	71
Engage/Assist	47	51
Public Behaviour	30	54
Traffic	104	138
<b>TOTAL</b>	<b>439</b>	<b>391</b>

TRAFFIC INCIDENTS	
Driving Issue	13
Heavy/Commercial Vehicle/Bus Complaints	6
Idling Vehicle	1
Joint Force Operations	3
Laser/Radar Speed Enforcement	4
Obstruction/Debris on Roadway/Sidewalk	23
Parking Issues	78
School Bus Red Light Compliance Patrol	2
Snow Deposited on Roadway	4
Special Event/ Obstruction Permits	2
Unattached Trailers	2
<b>TOTAL</b>	<b>138</b>

VIOLATIONS	
Document	4
Driving	16
Parking	10
Trespass	1
<b>TOTAL</b>	<b>31</b>



### TOP VIOLATIONS

- **Speeding Offences**  
(35 warnings and 6 violations)
- **Operating Unregistered Vehicle**  
(17 warnings and 1 violation)

**31 VIOLATIONS AND  
85 WARNINGS ISSUED**



# PROGRAMS AND SERVICES

## HALLOWEEN

Stony Plain celebrated Halloween with the return of the Haunted House Scavenger Hunt. For five days, residents explored the community in search of hidden haunted houses, with five participants selected to receive prizes.

In partnership with Parkland Search and Rescue and the Parkland Food Bank, the Walking Dead House returned to Heritage Park. Expanded programming included Trunk or Treat, interactive games, a magician, clown and puppet show, a full stage program, and concessions. This year, an estimated 3900 people attended.



## WINTER FEST

During the fourth quarter, Winter Fest delivered a series of holiday events including Winter Light Up, 12 Days of Recipe Sharing, Moose on the Loose, and Family Fest. Winter Light Up launched the season on November 30 with festive activities, entertainment, and the annual tree lighting, supported by local businesses, service clubs, and the Parks and Leisure department.

The quarter finished with Family Fest on December 31 at Heritage Park, welcoming nearly 4000 attendees. During the event, more than \$900 in cash and food donations were collected for the Parkland Food Bank.

## GLENN HALL CENTENNIAL ARENA

The Glenn Hall Centennial Arena recorded 805 hours of use in the fourth quarter, a slight decrease from 815 hours in Q4 2024. Ice time was allocated across local user groups, private rentals, and public skating sessions.

Fourth-quarter activity represented 37 per cent of the arena's total usage for 2025. Public skating continued through the quarter and, with sponsorship support from Fix It Right Plumbing and Heating, operates through March with five weekly time slots, including a dedicated Parent-Tot Skate.

## Q4 HIGHLIGHTS

# 820

### ATS PASSENGERS

In December following the implementation of the new RideCo System, ATS drivers completed 725 trips with 820 passengers from Stony Plain, Spruce Grove, and Parkland County to support medical and other essential travel needs.

ATS currently has a total of 1592 approved clients, with 278 new clients since the beginning of 2025.





## OUTDOOR RINKS

In December, six of the Town’s eight outdoor rink surfaces were available for community use. The Centennial Memorial Outdoor Rink, a rentable ice surface, recorded 39 hours of community rentals during the month. Over the course of 2025, it was rented for a total of 134 hours, an increase from 108 hours in 2024.

FACILITY	Q4 HOURS	
	2024	2025
Glenn Hall Centennial Arena	815	805
Community Centre	261	365
Heritage Park – Spruce Grove Hall	453	359
Heritage Park – Parkland Hall & Lion Den	405	431
Heritage Park – Pavilion	678	540

## ON-DEMAND TRANSIT

The regional On-Demand Local Transit system is a partnership between the Town of Stony Plain, City of Spruce Grove, and Parkland County. It provides access throughout Stony Plain, Spruce Grove, Parkland Village and Acheson.

RIDER STATISTICS*	2024	2025	OPERATIONS STATISTICS (Region)*	2024	2025
October	2193	2909	October	7005	8646
November	1730	2482	November	6108	7771
December	1540	2033	December	5524	4862
<b>Total Riders</b>	<b>5463</b>	<b>7424</b>	<b>Total Rides</b>	<b>18,637</b>	<b>21,279</b>

\* Passengers that start or end trip in Stony Plain

\* Stony Plain, Spruce Grove, Parkland County



## COMMUTER TRANSIT

The Town of Stony Plain partners with the City of Spruce Grove and Edmonton Transit to offer Route 560, which provides a direct shuttle from Spruce Grove to designated stops in Edmonton.

In 2025, 165,116 passengers used Route 560. An estimated 23,116 passengers (14 per cent) were from Stony Plain.

## ACCESSIBLE TRANSPORTATION SERVICE (ATS)

ATS offers door-to-door transportation for residents aged 16 and over who are unable to use existing conventional public transit services due to physical or cognitive disabilities. Registration with the service is required prior to booking trips.

On December 1, 2025, ATS transitioned to the RideCo software platform for client bookings and driver dispatch. This is the same software used by the Town’s On-Demand system, supporting greater consistency across transit operations.

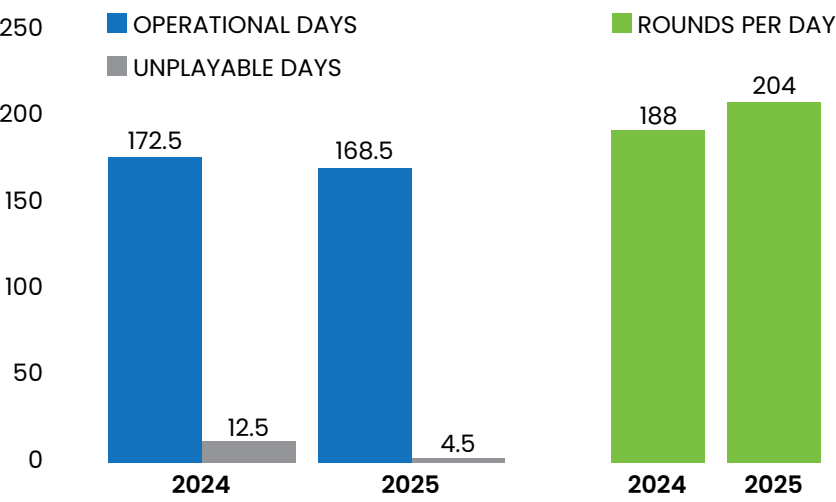
RIDER STATISTICS*	Spruce Grove		Stony Plain		Edmonton/ Other	
	2024	2025	2024	2025	2024	2025
October	797	924	997	987	260	341
November	745	726	975	844	277	256
December	529	453	616	634	200	273
<b>Total Riders</b>	<b>2071</b>	<b>2103</b>	<b>2588</b>	<b>2465</b>	<b>737</b>	<b>870</b>

\* Passengers that start or end trip at the above locations.



# GOLF COURSE

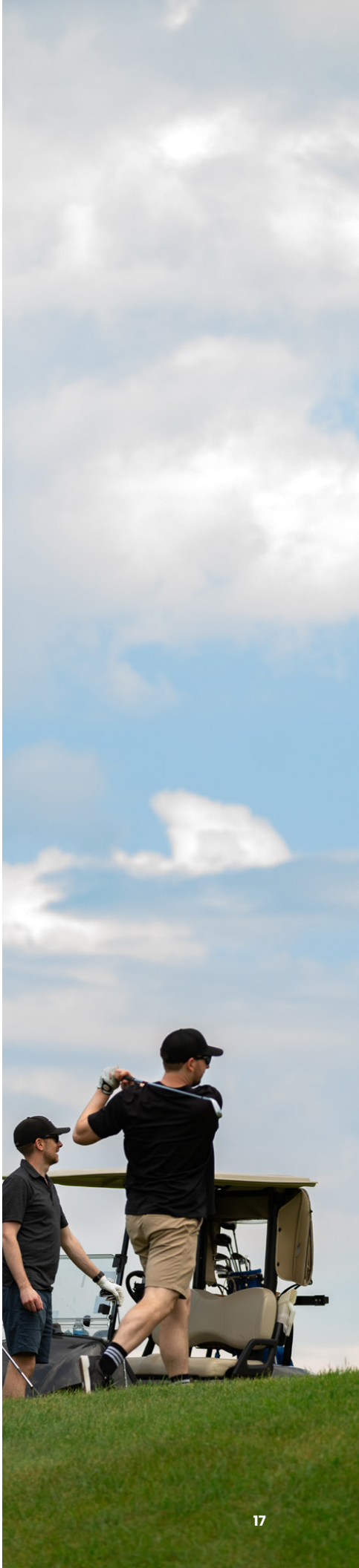
The fourth quarter included 11 days of play, contributing 1430 rounds to the annual total of 34,404 rounds played. This represents an increase from 32,443 rounds in 2024. A detailed comparison of operational days, unplayable days, and average rounds per day compared to the previous year is provided in the charts below.



In 2025, driving range usage and revenue increased. Driving range revenue rose by 28 per cent, supported by favourable weather and air quality conditions and the transition to a smaller warm-up bucket provided to golfers. This operational change reduced wait times and contributed to improved efficiency and revenue performance.

Winter preparations were completed in late October, with cross-country ski trails open for use prior to the holiday season. Off-season golf programming launched during the quarter, with approximately 16 to 20 hours per week of bookings through the software platform TrackMan. TrackMan will continue to support instruction, off-season club fittings, and retail sales.

Winter Pro Shop sales reflected a continued shift toward online purchasing, with customers prioritizing convenient shopping options during periods of winter weather in December. Gift card sales remained strong and continued to lead pre- holiday retail activity.







# **CORPORATE SERVICES**

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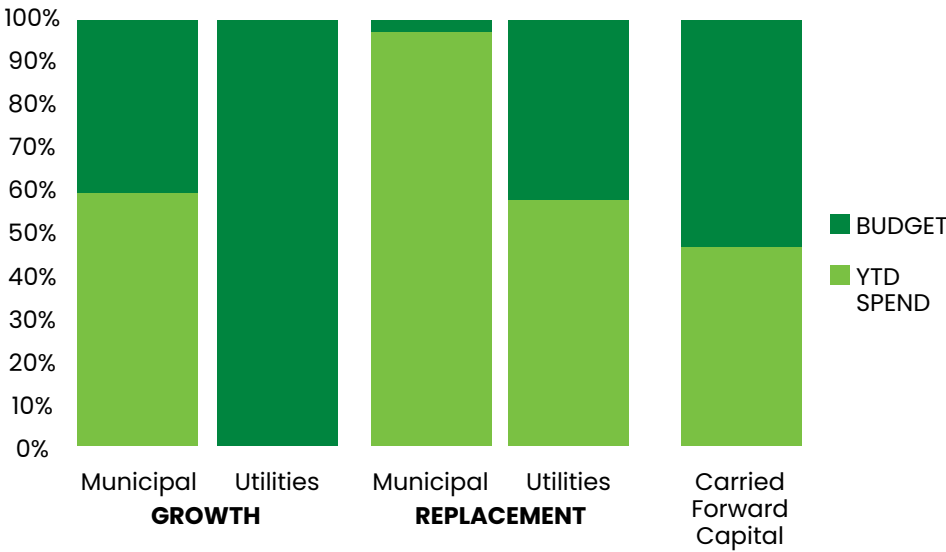
# FINANCIAL SERVICES

## CORPORATE PLAN

The 2026-2028 Corporate Plan was approved by Council on December 8, 2025. The plan guides the implementation of services, processes, and capital projects to achieve the outcomes in Council’s Strategic Plan. The Corporate Plan is developed based on the principles outlined in the Municipal Development Plan.



Capital Spend to Budget



2025 capital spending to date is equal to 48 per cent of the approved capital budget. Capital projects may span multiple years, and final spending may fluctuate as the 2025 year-end is finalized and outstanding invoices are processed.

# Q4 HIGHLIGHTS

\$9,436,618  
GRANTS AWARDED

Grants for the Town of Stony Plain in the fiscal year 2025:

Local Government Fiscal Framework, Capital  
\$2,520,784

Local Government Fiscal Framework, Operating  
\$263,552

Housing Accelerator Fund  
\$5,186,467

Local Growth and Sustainability  
\$1,021,097

Northern and Regional Economic Development Grant  
\$300,000 Awarded

Alberta Community Partnership - Municipal Internship  
\$60,000

Fire Services Training Program  
\$30,060

Firehouse Subs Public Safety Foundation of Canada  
\$28,731

RCMP Body Worn Camera Implementation  
\$19,297

Emergency Management and Preparedness Program  
\$6,630



# LEGISLATIVE SERVICES

## 2025 MUNICIPAL ELECTION

The 2025 Municipal Election was held on October 20, 2025, during the fourth quarter. Due to legislative changes for Alberta municipal elections, municipalities were required to establish a permanent elector register, count ballots by hand, and update processes to align with new regulations.

The Town's Election Team planned and implemented election processes to support efficiency and voter access. Using a combination of internal and external resources, the Town conducted the 2025 election in compliance with the new legislation and reported results in a timely manner.

During the election:

- Five advance voting days and two election day voting locations were held
- 103 election and supporting staff were utilized
- Total voter turnout was 2796, representing 19.6 per cent

## 2025 COUNCIL AND COMMITTEE MEETING SUPPORT

Throughout 2025, Legislative Services provided meeting management for Council and Council committees, including agenda preparation, meeting set-up, procedural guidance, and the recording of minutes.

### 2025 Highlights included:

- Supported 28 Council meetings
- Supported 26 Council-appointed committee meetings
- Seven public Council-appointed committees active in 2025
- 23 public members recruited
- Seven committee members received end-of-term service recognition





# HUMAN RESOURCES

## LONG SERVICE AWARDS

The Town of Stony Plain recognized 15 employees for reaching long service milestones in 2025, celebrating years of dedication and continued commitment to public service. Awards recognize milestones ranging from five to 20 years of service.

YEARS OF SERVICE	EMPLOYEE NAME	
5 Years	Kaleb Brink	Dennis Wichuk
10 Years	Stephanie Barsby Boisvert	Kendyll MacIntosh
	Darcy Carter	Elizabeth Mitton
	Riley Clark	Beverlie Raffa
	Murray Hennig	Jonathan Schultz
	Stephen Hogg	Brady Steele
15 Years	Tom Goulden	
20 Years	Angela Holick	Bruce Smith

## FIRE DEPARTMENT MEMBER RECOGNITION

This quarter, several members were recognized for their service with the Fire Department.

### Captain Curtis Badry

20 Year Fire Exemplary Service Medal

### Firefighter Darren Grout

20 Year Fire Exemplary Service Medal

### Firefighter John O'Dell

20 Year Fire Exemplary Service Medal

### Firefighter

#### Jonathan Schultz

Alberta Emergency Services Medal

### Firefighter

#### Garret McGillivray

St. John Ambulance Life Saving Award

### Firefighter Brock Adams

St. John Ambulance Life Saving Award

**Firefighter Brent Onyschuk** was awarded the Royal Life Saving Society's Lifesaving Medal with Bar for Bravery by the Lieutenant Governor of Alberta, the Honourable Salma Lakhani, at Government House in the fourth quarter.

Firefighter Onyschuk, along with Firefighters Adams and McGillivray, responded to a water and ice rescue at Longhurst Lake, located south of Stony Plain, in November 2024.



## MATTHEW CLAUS AWARD

The 2025 Matthew Claus Award was presented to **Veronica Wenzel, Community Peace Officer**, at the Town's annual Long Service Awards and Recognition Banquet.

Veronica is recognized for her commitment to public service, collaboration, and community connection. She is known for fostering positive relationships across departments and with the public, supporting colleagues through mentorship and shared workload, and contributing to a collaborative organizational culture.

Beyond her core role, Veronica participates in a range of community and interagency initiatives, including involvement with the Stony Plain Youth Network, MADD, Legacy Place, and I'veGotYourBack911, as well as events such as Toys for Tickets and Kinsmen Hampers. Her contributions have supported professional development within Enforcement Services, including first aid training, mental wellness initiatives, and expanded educational programming.

The Matthew Claus Award honours the legacy of Matthew Claus, former Manager of Planning for the Town of Stony Plain, who passed away in 2016. The award recognizes a staff member who has demonstrated a commitment to serving the community with humility, compassion, and respect, and to making a positive difference through public service.



# COMMUNITY AND SOCIAL DEVELOPMENT



# INCLUSION

## COMMUNITY ENGAGEMENT

In Q4, the Town of Stony Plain hosted three focus groups to gather insights from vulnerable residents, community, and stakeholders to help shape a targeted training program to strengthen understanding on how to best support and connect vulnerable residents to resources. The sessions included 13 individuals with lived experience, 11 community members, and 12 community partners.

## COMMUNITY CONNECTIONS

During Q4, 21 residents engaged with Community Connectors to access information, referrals, and supports tailored to their individual needs, a reduction from 32 last quarter. These interactions supported residents in navigating available resources and connecting with local services.

## DEMENTIA CONNECTIONS

In the fourth quarter, 2025 Dementia Connections program outcomes were compiled and reported, reflecting program delivery throughout the year. During 2025, the project supported 18 residents living with dementia and/or their care partners by increasing awareness, sharing accessible information, and delivering dementia-friendly programming. Activities included the Trail Explorers walking group, the *Let's Move It* age-friendly exercise program at the Tri Leisure Centre, and a holiday social event.

In addition, 72 care partner interactions were supported through the monthly support group facilitated by the Alzheimer Society of Alberta and Northwest Territories with engagement continuing through the fourth quarter.

The Dementia Connections program is guided by the Together We Shine action plan and aligns with the strategic priority of fostering community belonging and inclusion.



## CELEBRATING PEOPLE WITH DISABILITIES

In recognition of International Day for Persons with Disabilities on December 3, the Town worked with community partners to host a community awareness and celebration event at the TransAlta Tri Leisure Centre, advancing the Together We Shine Action Plan and the Town's commitment to belonging and inclusion. The event welcomed 166 residents who participated in activities including a Goodwill-hosted fashion show, a wheelchair obstacle course, a vendor market, wheelchair basketball, and a sledge hockey scrimmage.

Survey feedback indicated that 98 per cent of respondents reported the event helped increase awareness of the contributions of people with disabilities within the community.





## HEALTHY RELATIONSHIPS

### A COMMUNITY EMPOWERED: FAMILY VIOLENCE PREVENTION MONTH

In November, 38 community members attended a special event at Heritage Park in Stony Plain in recognition of Family Violence Prevention Month. The event focused on raising awareness of domestic and family violence, providing guidance on response, and highlighting available local supports.

The event included a panel representing diverse perspectives, including individuals with lived experience, a shelter worker, and law enforcement, followed by an interactive question-and-answer session. The program concluded with a presentation by the Central Alberta Regional Victim Services Society – Parkland Region, which provided information on available resources and supports. Local service providers working in domestic and family violence prevention were also present.

The event was delivered through a regional collaboration involving eight community partners: the Town of Stony Plain, the City of Spruce Grove, Parkland County, Alberta Parenting for the Future Association, Native Counselling Society of Alberta, WestView Primary Care Network, Empowered Defence, Parkland Turning Points Society, and the Central Alberta Regional Victim Services Society – Parkland Region.

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*“It was good to hear other people’s stories and know that you are not alone in these situations.” – PARTICIPANT*

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### SENIORCONNECT

This quarter, 19 Senior and Neighbourhood Connectors from the Tri-Municipal Region attended a joint learning session on the SeniorConnect ageism module, with 95 per cent of participants reporting increased understanding of how neighbour connections support community well-being. SeniorConnect is a free online program that equips residents to support seniors in need.

The session contributed to a total of 667 completed SeniorConnect modules and increased the year-to-date registrant count to 63, up from 32 in 2024, resulting in 315 active Senior Connectors across the region.

### COMMUNITY AND SOCIAL DEVELOPMENT ROUNDTABLE

At the final meeting of 2025, the Stony Plain Youth Leadership Team presented a year-end summary highlighting activities and current projects through a slideshow presentation.

The meeting also served as the Community and Social Development Roundtable’s year-in-review, acknowledging member contributions throughout the year. Feedback from participants indicated the experience supported feelings of understanding, connection, and inclusion and highlighted benefits to community involvement.



# POVERTY REDUCTION

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## PATHWAYS TO POVERTY COMMUNITY EVENT

In Q4, the Pathways to Poverty community engagement event brought together 107 community members to increase understanding of poverty in the Tri-Municipal Region. Held in October, the event explored lived experiences of poverty through four experiential stories presented by KaRAR Performing Arts.

Participant feedback indicated increased awareness of the impacts of poverty on daily life. Knowledge Keeper Louis Cardinal spoke to the importance of connection, cultural understanding, stigma reduction, and recognizing poverty as a systemic issue influenced by historical and intergenerational factors.

Key barriers identified through the engagement included complex service systems, limited service availability, racism, language barriers, financial strain, family breakdown, and gaps in mental health and housing supports.

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*Survey results showed that 95 per cent of participants reported increased understanding of factors contributing to poverty.*

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Participants also identified the need for stronger cross-sector collaboration, improved access to services, Indigenous-informed approaches, reduced stigma, and shared responsibility in addressing poverty.



## HOUSING AND SERVICE NEEDS ESTIMATE

Stony Plain, Spruce Grove, and Parkland County partnered to complete the fourth regional Housing and Service Needs Estimate in Q4. Over a one-month period, 548 surveys were collected, representing an increase of 109 responses compared to the previous quarter. A regional report will be released in early 2026, with findings also contributing to the provincial Housing and Service Needs Estimate for Alberta.

## REGIONAL FOOD TABLE

In Q4, the Community Food Table brought together individuals and organizations focused on addressing food insecurity across the Tri-Municipal Region. The session included 20 participants from seven community projects and provided an opportunity for facilitated dialogue and reflection on local food initiatives and emerging needs.

Participants identified relationship-building and community-based support as important factors, along with challenges related to rising costs, limited space, and increasing demand for services. Key themes included the need for greater public awareness of food insecurity, stronger collaboration, advocacy, food education, and improved access to appropriate community spaces.

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*Ninety per cent of participants reported that the session strengthened working relationships.*

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## STONY PLAIN LIVING WAGE UPDATED

The Alberta Living Wage Network has calculated the new living wage for Stony Plain at \$24.30 per hour, up from \$22.30 in 2024. This increase reflects rising housing, food, and transportation costs affecting many families in our community. The updated wage highlights the ongoing need to address affordability and supports informed policy, planning, and employer awareness to help Stony Plain remain a thriving, inclusive community.



## MENTAL WELLNESS

### ROOTS OF HOPE

During Q4, the Roots of Hope Roundtable continued collaborative efforts to address suicide prevention in the Tri-Municipal Region. The nine-member roundtable met regularly and contributed to regional planning, coordination, and implementation of 13 regional initiatives, including the CN Suicide Prevention Signage Project and the Forest of Hope in Stony Plain.

### CN SUICIDE PREVENTION AND LIFE PROMOTION SIGNAGE PROJECT

The CN Suicide Prevention and Life Promotion Signage Project was completed during the fourth quarter. A total of seven signs and six rail-arm stickers were installed at high-risk locations identified through local data in Stony Plain, Paul Band First Nation, and Spruce Grove. The signage features the message “Need to Talk? We’ll Listen. 9-8-8”, providing visible, low-barrier access to the national Suicide Crisis Helpline.

The initiative supports help-seeking behaviour, community safety, and suicide prevention efforts across the Tri-Municipal Region. The project was delivered through collaboration between the Roots of Hope Roundtable, the Town of Stony Plain, Canadian National Railway, and Operation Lifesaver.

### CARING FRIENDS

Monthly Caring Friends Bereavement Group meetings continued through the fourth quarter, providing confidential peer support to individuals experiencing grief. The group, facilitated by trained bereavement volunteers, supported 91 participants over the year by providing a space to share experiences related to loss.

Participant feedback collected during the quarter indicated that attendees reported feeling more connected to others with shared experiences and valued the ongoing support provided through the group.

### CIRCLE OF SUPPORT: SURVIVORS OF SUICIDE LOSS

The annual Survivors of Suicide Loss event was held in Q4 at The Healing Ranch. Eleven community members participated, down from 13 in 2024. The event provided opportunities for participants to connect, share experiences, and explore self-care practices, including a cacao ceremony and a sage bath.

Survey feedback indicated that participants reported the event supported meaningful connections and introduced self-care strategies.



# VOLUNTEERISM AND CIVIC ENGAGEMENT

## VOLUNTEER ENGAGEMENT

This quarter, 12 residents created new Better Impact accounts to explore volunteer opportunities across the Tri-Municipal Region, bringing the year-to-date total to 177 new accounts.

A total of 161 volunteer opportunities were posted, up from 153 in Q3. During the year, Community and Social Development engaged 61 department volunteers who supported programs and events.

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*“One of my favourite moments of the year is seeing the bonding that happens between the individuals in this group and how it is supporting their lives and their experience. That by far is the best recognition I could ever get.”*

– SUPPORT GROUP FACILITATOR

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## LINKING AND LEARNING FOR NON-PROFITS

In Q4, the Town of Stony Plain hosted two organizational capacity-building sessions as part of the Linking and Learning for Non-Profits series: AI Essentials and Banking Essentials, delivered in partnership with Parkland County and the City of Spruce Grove. The sessions included 35 registered participants.

In total, 98 individuals participated in activities to support the region’s non-profit sector during the quarter, up from 63 in Q3.

## INSPIRED TO LEAD PROGRAM LAUNCHED

The Town of Stony Plain released the Inspired to Lead program in Q4, fulfilling a 2025 Corporate Plan initiative focused on community leadership development. The three-month program was developed in partnership with The Inspired Leader and focuses on volunteer skill development, leadership capacity, and community engagement. The program includes virtual and in-person learning centered on self-leadership, collaboration, and community impact. The first cohort will begin in March 2026.





## YOUTH ENGAGEMENT

### STONY PLAIN YOUTH EVENTS TEAM

The 2025 SPYT Events Team concluded program delivery during Q4. The team included seven youth aged 12 to 14 who supported concession services at community events throughout the year. As the program concluded, final outcomes for 2025 included 545 volunteer hours contributed and more than \$8,500 in product sales.

By the end of the program, participants earned Food Safe certification and Emergency First Aid, and developed employability skills including customer service, money handling, food service, event set-up and take-down, communication, and teamwork.

The quarter concluded with a résumé-building workshop and team celebration, during which participants received participation grants calculated based on hours contributed and funded through program proceeds.

### DUNGEONS AND DRAGONS

Program delivery for Dungeons and Dragons concluded in Q4, completing the 2025 series delivered in partnership with the Westview Primary Care Network. The program provided a structured environment for youth to develop social understanding, emotional regulation, teamwork, and communication skills.

Three sessions were delivered throughout the year, with 16 youth participating in six-week programs during which they developed and completed individual campaigns. Post-program feedback indicated that 100 per cent of participants reported increased confidence in their ability to manage challenges.

*"I enjoyed the opportunity to try new things and the joy of having something steady."* - PARTICIPANT

## RED CROSS CERTIFICATE PROGRAMS

Youth safety and certification programming continued during the quarter, with final sessions and reporting completed in Q4.

The final Stay Safe session for youth aged nine to 13 was delivered during the quarter, bringing total participation to 33 youth across three sessions. Participants developed foundational skills in basic first aid, emergency response, and accessing help at home and in the community.

In addition, four Babysitter's Course sessions supported 31 youth aged 11 to 15 in developing knowledge related to child development, first aid, emergency response, and recognizing when and how to seek assistance.

Participant feedback collected at program completion indicated that 94 per cent of participants reported increased confidence in their skills.

## COMMUNITY HELPERS PROGRAM

Community Helpers programming continued during the quarter, supporting youth awareness of mental health supports and resources. By the end of Q4, a total of 729 youth across the Tri-Municipal Region had participated in the program in 2025.

The training focused on increasing awareness of local supports and resources and developing coping strategies, communication skills, and healthy relationship-building.







# **PLANNING AND INFRASTRUCTURE**

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# Q4 HIGHLIGHTS

## LAND DEVELOPMENT APPROVALS

- Endorsed a subdivision in the Brickyard including a school site north of the Community Recreation Facility
- Approved a development permit for the new municipal cemetery
- Redistricted a portion of Willow Park to support future residential development

## PLANNING ADVISORY COMMITTEE

Held the Planning Advisory Committee's fourth-quarter regular meeting and one special meeting to review the Westerra Stage 20 Land Use Bylaw Amendment for zero lot line development

## KEY PROJECTS

- Continued development of a Development Charges database to record and track development charges across town
- Completed the first year of the Old Town Community Plan Grant Programs, supporting two façade improvement projects in Old Town and placemaking work to enhance the Chamber of Commerce signage and Rotary Park public washrooms



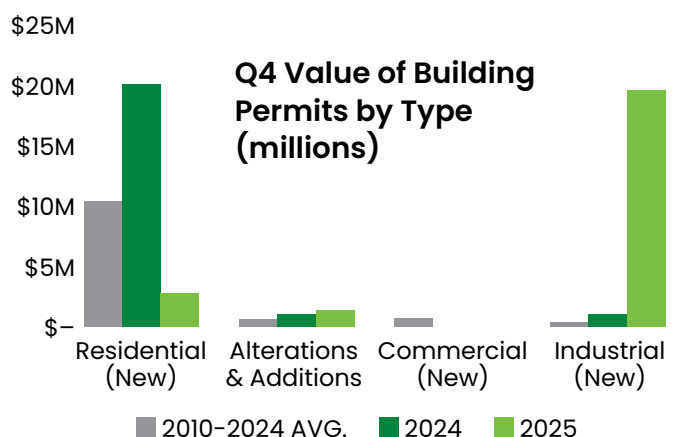
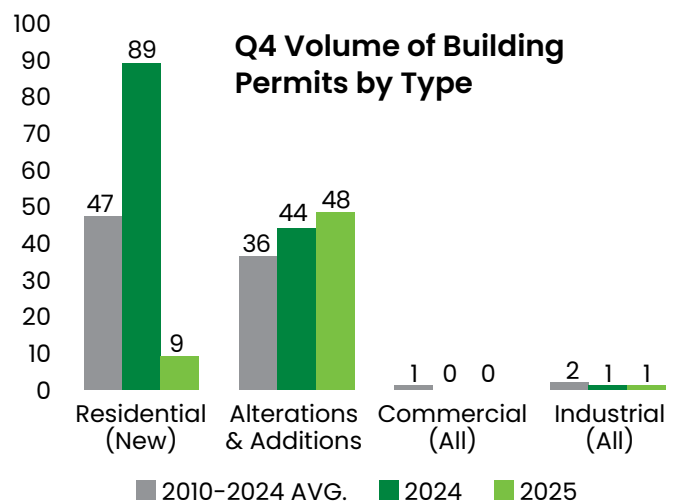
# PLANNING AND DEVELOPMENT

In the fourth quarter of 2025, new residential construction comprised of a total of nine dwelling unit starts with an estimated construction value of \$3.3 million.

While there was no commercial permits, one industrial permit was issued for a large format retail warehouse in the fourth quarter, with an estimated construction value of \$19.1 million.

A total of 48 permits were issued in the fourth quarter for alterations and additions, including 39 residential improvements, four commercial improvements, four industrial improvements, and one parks/public utility permit, with a combined estimated construction value of \$2.1 million.

There were 13 miscellaneous permits issued, including nine sign permits, one secondary suite, and three home occupations, with a combined estimated value of \$2,000.





## 2025 YEAR TOTAL PERMITS

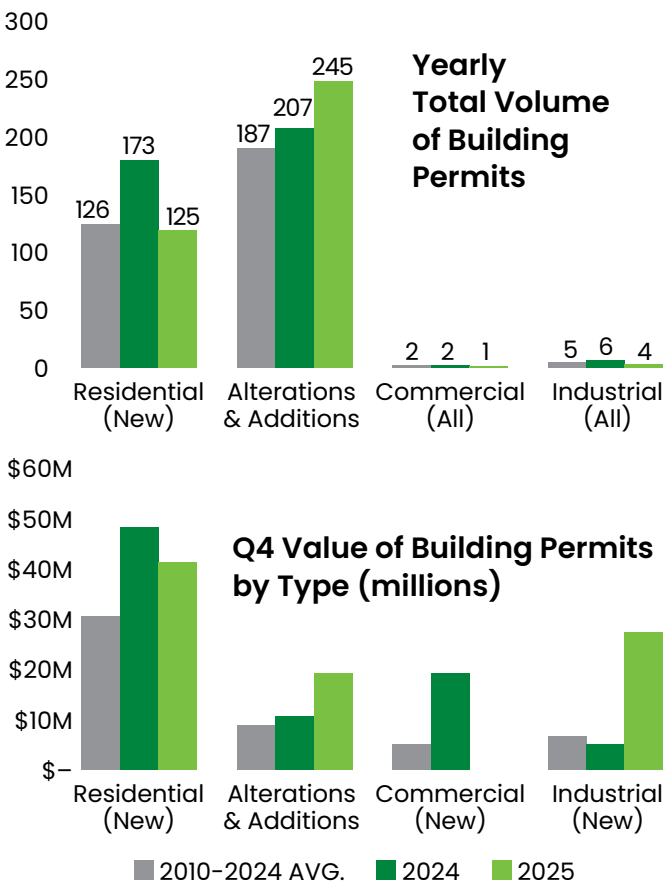
In 2025, new residential construction comprised a total of 125 housing units, including 93 single detached dwellings and 32 medium density dwellings, with a combined estimated construction value of \$41.0 million.

There was one commercial permit, and four industrial permits issued in 2025, with a combined estimated construction value of \$25.6 million. This represents a ten-year high in construction for commercial and industrial activity in Stony Plain.

A total of 245 permits were issued for alterations and additions in 2025, including 213 residential improvements, 15 commercial improvements, 11 industrial improvements, four institutional improvements, and two parks/public utility permits, with a combined estimated construction value of \$18.4 million.

There were 79 miscellaneous permits issued in 2025, including 46 signs, permits, 15 other permits (including moves/demolitions), 10 home occupations, six change of use, and two secondary suites, with a combined estimated construction value of \$175,000.

The total estimated value of all permits issued in 2025 was \$87.2 million.



## DEVELOPMENT SERVICES UPDATE

- Initiated a pilot program to explore improvements to the building permit approval process
- Worked with landowners to support the removal of unnecessary signage throughout the town

## ENVIRONMENTAL INITIATIVES

The MicroHabitat Urban Garden at the golf course concluded operations this quarter. Over 20 varieties of vegetables, herbs, and flowers were grown, and approximately 200 pounds of produce were donated to the Parkland Food Bank.

Participation in the Capital Region Municipal Sustainability Group continued in the fourth quarter, with discussions focused on Indigenous relationship building and strengthening connections with regional environmental programs and projects.





# INFRASTRUCTURE ASSETS

## WATER MAIN REPAIR

During the fourth quarter, a water main break was identified on 45 Street on December 1. Full repairs were completed by December 4, minimizing service disruption to residents.

## SYSTEM MAINTENANCE AND READINESS

Winterization of fire hydrants was completed in Q4, and repairs were finalized on a hydrant damaged in a vehicle collision, as well as on a damaged storm sewer located behind Paxton Place. Work on the new dewatering well project advanced with the drilling of three test wells. Additional system improvements included the installation of a new pump at the Meridian Reservoir. The Town also launched an annual sewer inspection and hosted an open house at the High Park Reservoir to engage and inform the community.



## ROADS AND TRANSPORTATION

In preparation for winter operations, GPS units were installed on road sanding equipment to support route tracking and operational efficiency. The Town received a new grader and provided training for staff on its use. Sand and salt supplies were delivered to the Public Works yard to support winter maintenance activities.

## ENVIRONMENTAL SUSTAINABILITY

Waste reduction and diversion efforts continued during the quarter. To reduce congestion on collection days, select properties in the Brickyard neighbourhood were transitioned to rear-alley waste pickup where feasible. This service adjustment improved traffic flow and increased on-street parking availability in the area that is currently impacted by school bus traffic, construction activity, and nearby facility development.

## FACILITIES AND BUILDINGS

Two electric vehicle charging stations were installed this quarter to support sustainability initiatives. One station was installed at the Public Works Administration Building (4600 49 Street) and one at Town Hall (4905 51 Avenue) in the visitor parking area. The installations were supported through the ATCO Community Energy Fund Grant.



# PARKS AND LEISURE SERVICES

## GRAFFITI REMOVAL

Graffiti activity increased in 2025, with a total of 810 incidents compared to 397 in 2024. During the fourth quarter, 100 graffiti incidents were reported and addressed. The Town continues to monitor trends and use GIS tracking to support response efforts.



## HORTICULTURE

During the fourth quarter, horticulture operations transitioned to winter activities, with crews focusing on pruning trees affected by Black Knot and Dutch Elm Disease to support long-term tree health. Development began on a comprehensive inventory of elm trees, including those located on private property, to support ongoing monitoring and management.







## **QUARTERLY REPORT**

FOR THE QUARTER ENDED DECEMBER 31, 2025

**STONY PLAIN | ALBERTA | CANADA**

