



QUARTERLY REPORT

FOR THE QUARTER ENDED SEPTEMBER 30, 2023





4905-51 AVENUE

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[ECONOMIC DEVELOPMENT]



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 and can do so at www.stonyplain.com/subscribe.

The performance of each month's e-newsletter continues to track above industry standards. The number of people who subscribe and open the e-newsletter monthly is nearly two times the industry average open rate. This indicates subscribers are seeing the newsletter and are interested in the topics shared. Furthermore, subscribers are clicking on the links to learn more, access the resources and are actively engaged in the content shared by Economic Development.

E-NEWSLETTER ANALYTICS		JULY	AUG	SEPT
Sends	Number of E-Newsletters sent out	553	552	Data not available at the time of reporting, and will be included in Q4 Report.
Opens	Number of E-Newsletters opened	359	346	
Open Rate	Rate of E-Newsletters opened	66.1%	65%	
Click Rate	Proportion of people who see a link in the newsletter and click on it	4.7%	5.4%	

Q3 HIGHLIGHTS

The second annual Tri-Region Mayors' Golf Classic raised \$25,000 in proceeds towards the West View Health Centre Foundation, including their Wishing You Wellness Program. This event was held in collaboration with the City of Spruce Grove and Parkland County to host members of the business community and industry stakeholders in the development and building sectors.

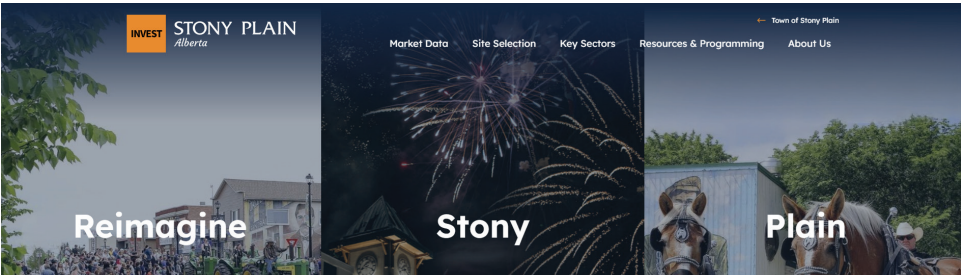
The Town had representation at grand opening or reopening events at Maverick's Donuts, Country Charms, Max Excavating, Massage on Main, and Mint Health & Drugs: Health Box.

Engagement for the Town's new Economic Development Strategy & Action Plan was completed. Over 300 comments, 500 data points, and 16 conversations occurred between businesses, community members, and industry stakeholders to inform the project. Work will now shift toward the action plan and is expected to be complete in the next four months.

Q3 HIGHLIGHTS CONTINUED

Edmonton Global shared five site location opportunities with Stony Plain. The Town responded with two proposals in the agrifood sector that aligned with our ability to meet the required criteria. The Town also supported three new direct leads interested in locating in Stony Plain.

The Digital Economy Program is available to eligible Stony Plain businesses until October 2024. Businesses interested in receiving free marketing support should visit www.yourdep.ca.



ECONOMIC DEVELOPMENT MICROSITE

www.StonyPlain.com/invest is home to economic development data, vacant properties, and other information relevant to people considering doing business in Stony Plain. The site is updated as new data becomes available and is always the first and primary referral to stakeholders.

The microsite’s analytics in Q3 saw a decrease which is due to a pause in the Town’s targeted marketing efforts. The data demonstrates steady organic traffic while showing the impact it has on the website’s views.

MICROSITE ANALYTICS		Q1	Q2	Q3
Users		2800	3000	1400
Notable User Locations		Edmonton, Stony Plain, Calgary, Spruce Grove, Vancouver, Toronto, Dublin, Medicine Hat, and Winnipeg		
Top Pages Visited		Homepage, Business Directory, Moving to Stony Plain, Port Alberta, Available Properties, Maps, Tax Rate, and Economic Development Strategic Plan		





[CULTURE AND TOURISM]

MIDSUMMER THURSDAYS

Midsummer Thursdays, the summer celebration series, wrapped up with its final event on August 17. Both the July and August events had more than 3000 visitors in attendance, enjoying the best from local businesses, food, and entertainment.

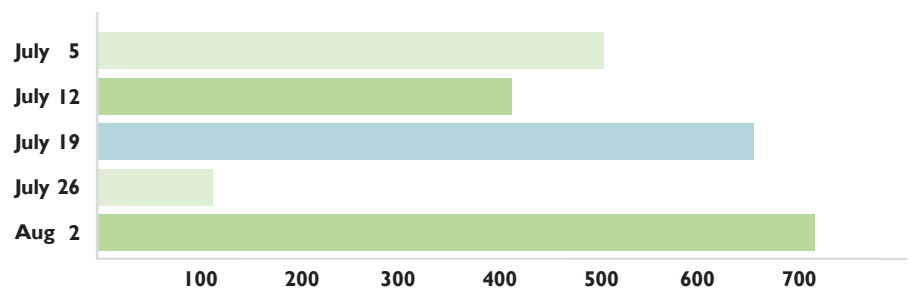
With the changes made for 2023, businesses found creative ways to participate in the event which encouraged shopping and support for the local economy. The July event had 45 businesses participate, of which 24 were downtown businesses. In August, 27 downtown businesses joined in alongside 22 other vendors and organizations. From petting zoos to bouncy castles, free samples and contests, the event offered many engaging activities for attendees of all ages. Midsummer Thursdays were highly anticipated, providing an enjoyable experience for locals and visitors, displaying a true collaboration between Culture and Tourism, Economic Development, and community members.

SUMMER SESSIONS

The ninth annual Summer Sessions concert series continued throughout July and August at the Blueberry Stage in Heritage Park. Attendees tapped their toes to handfuls of new artists and enjoyed a diverse range of musical genres, including bluegrass, 80s rock covers, and afro fusion.

The 2023 season was a record-breaking year. Previously, in 2019, the highest attendance record was 600 guests. That record was broken for the first time with 642 visitors on July 19. During the season's closing, an enthusiastic performance was enjoyed by a second record breaking evening of 715 guests (and 43 dogs) continuing the streak of astounding attendance in the ninth season! In 2022, the concert series saw, on average, 350 attendees per evening. Utilizing new strategic marketing techniques and a visitor punch card incentive may have attributed to the nine percent attendance increase this year.

2023 ATTENDANCE



VISITOR SERVICES

In 2022, more than 930 individuals visited the Greater Parkland Regional Chamber of Commerce Visitor Information Centre (VIC) located in Rotary Park. In 2023, as pandemic restrictions have eased across the province, the VIC had a 14% increase, with 1067 visitors. This summer, the Mobile Visitor Information Centre kiosk attended 20 events in Stony Plain, providing tourism and destination resources to visitors and community members. Previously, in 2022, the kiosk took part in 23 events throughout the Town.

ART IN PUBLIC PLACES

On September 28, Stony Plain's newest art installation was unveiled in honour of National Truth and Reconciliation Day. *We Learn, Grow, and Transform Together* by local Métis artist, Angela Hall, is a stunning ground mural along the trailway between Heritage Park and the Stony Plain and Parkland Pioneer Museum. Each piece of this colourful woodlands floral motif, brings together a collection of detailed symbols that represent a powerful message of how we learn, grow and transform. In the spirit of community and collaboration, this project was supported by North Central Co-op, with their generous donation of the paint and supplies through their Communities in Full Colour program.



MEMORABLE MURALS

Red Brick Common and the Town of Stony partnered to have a book capturing the historical tapestry of the Town's mural program written. *Memorable Murals: A Visual Chronicle of Stony Plain, Alberta* was authored by Alexis Marie Chute, who dedicated an extensive amount of time towards research. This encompassed in-depth dialogues with key stakeholders, such as local mural guide Greg Hanna, the artists responsible for the creation of the murals, as well as Town staff. The book is available for purchase at the Red Brick Common.

ALBERTA CULTURE DAYS

During the month of September, Stony Plain, alongside the rest of the province, celebrated Alberta Culture Days. As part of the celebration of arts, culture, and heritage, a variety of activities took place within the community. This year, many local organizations including the Town of Stony Plain, Red Brick Common, Parkland Poets' Society, Stony Plain Public Library, Parkland Potters' Guild, and the Stony Plain and Parkland Pioneer Museum collaborated to bring together the events. The programming which included a haiku workshop, a book signing, the Harvest Festival, an art gallery opening, musical performances, a poetry scavenger hunt and pottery demonstrations was funded in part by the Government of Alberta's Culture Days grant.



Q3 HIGHLIGHTS

PROJECTS COMMUNICATED/ PROMOTED IN Q3

- Economic Development Strategy & Action Plan
- Midsummer Thursdays July 20
- Annual Report
- Mural Guide
- Citizens at Large Board Recruitment
- Passing of Former MLA & Mayor Ken Lempke
- Outdoor Movie
- Poverty Awareness Month
- Don't Just Trash It! Tire Recycling at Rotary Recycling Centre
- Midsummer Thursdays August 17
- Roots of Hope: A Suicide Awareness Week Event
- Back to School Safety
- Arbour Day
- Neighbours Day
- Edmonton Metropolitan Region Board: It's a Region Thing! video
- Treaty 6 Territory Acknowledgement & Recognition Day
- MicroHabitat: Virtual Workshop
- Mental Wellness in Stony Plain
- Temporary Indigenous Art Installation
- Quarterly Report 2
- Public Skating at Glenn Hall Centennial Arena
- Skills for Safer Living
- Alberta Culture Days
- Shred & Go
- MicroHabitat: In-Person Workshop
- Volunteer Information

CORPORATE COMMUNICATIONS

SIGNAGE STRATEGY PHASE VI



During Q3, Phase VI of the Signage Strategy progressed, supporting the Town's goal of a unified brand presence.

Two important bulletin boards were replaced in Lake Westerra Estates and Old Town South as part of ongoing improvements.

Additionally, a new bulletin board was installed in the Genesis on the Lakes neighbourhood, sponsored by West Parkland Gas Co-op, enhancing community communication. This not only expands the information board network but strengthens community ties. An unveiling ceremony for the Genesis board took place to acknowledge West Parkland Gas Co-op's support.

COMMUNITY BULLETIN BOARD SPONSORSHIP CAMPAIGN



Nine of 15 Community Bulletin Boards are installed, with six seeking sponsorship. The 'Meet Your Match' campaign, launched this quarter, aims to attract sponsors through eye-catching posters placed on the bulletin boards and a new Sponsorship Opportunities webpage: www.stonyplain.com/sponsor.

The platform details available sponsorship opportunities, lists available signs, and explains the sponsorship process. The Town also collaborated with the Greater Parkland Regional Chamber of Commerce to promote sponsorship opportunities to its members via eNewsletter.

WEBSITE PAGE ANALYTICS

TOP 10 WEBSITE PAGES

WEB PAGE	PAGE VIEWS
Town of Stony Plain Home Page	21,855
Careers with the Town	8562
Midsummer Thursdays	3284
Parks and Trails	3251
Summer Sessions	2481
Contact Us	2358
Sports Facilities	2227
Garbage, Organics and Recycling	2120
Canada Day	1972
Stony Plain Transit	1674

TOTAL WEBSITE PAGE VIEWS: 181,386 (-210,507 compared to previous quarter)

NEWSROOM SUBSCRIBERS: 361 (+2 compared to previous quarter)

SOCIAL MEDIA ANALYTICS

TOP PERFORMING POST

ROTARY PARK FIRE PIT & ROCK SEATING



FACEBOOK

Engagement	576
Reach	12,491
Reactions	496
Shares	39

INSTAGRAM

Engagement	126
Reach	1702
Reactions	109
Shares	9

TWITTER

Engagement	2
Impressions	148
Retweets	0

TOP PERFORMING VIDEO

ALBERTA CULTURE DAYS



FACEBOOK

Engagement	93
Reach	4275
Reactions	66
Shares	19

INSTAGRAM

Engagement	42
Reach	1051
Reactions	36
Shares	3

Social Media Analytics can be defined as:

- **Engagements** – the total number of interactions, or ‘engagements’ with the post including, likes, shares, comments, link clicks, etc.
- **Reach** – the number of unique users/individual accounts that have viewed the post
- **Impressions** – the total number of times the post has been seen, regardless of who has viewed it (the same account could view one post three times, and each visit would be recorded as an impression)
- **Reactions** – likes, loves, hahas, sads (different across platforms as Twitter and Instagram only have ‘likes.’ Whereas Facebook has a range of ‘reactions’ based on emotions)
- **Shares** – the number of unique users/individual accounts that have ‘shared,’ or chosen to republish the post on their personal page/profile
- **Retweets** – Twitters version of ‘Shares’

Q3 HIGHLIGHTS

continued

- Walking Together for Truth and Reconciliation
- Casual Firefighter Recruitment
- Rotary Park Fire Pit & Rock Seating
- Stony Plain Outdoor Pool & Rotary Spray Park Closure
- Old Town South Redevelopment
- Don't Just Trash It! General campaign
- Cultural Campfires
- International Youth Day
- Summer Sessions
- Horse & Wagon Mural Tours
- Speed Zone Changes
- Neighbourhood Connect
- Downtown Planters: Three Sisters
- Uproot Abuse Gardens
- Culture & Tourism ‘Did You Know?’
- Employment Opportunities
- Drive for Change
- Community Events Ads
- Destination Guide
- Canada Day Celebrations
- Dementia Connections
- Construction
- Council Highlights

AUDIENCE GROWTH

(Compared to previous quarter)

	12,311	+248
	6003	-18
	4617	+123
	2471	+107

[FIRE DEPARTMENT]

BACK TO SCHOOL SAFETY

The Stony Plain Fire Department (SPFD), in collaboration with Community Peace Officers, orchestrated visits to school zones and crosswalks during the first week of the back-to-school season. These actions served as powerful reminders to drivers that school is now in session, emphasizing the crucial aspect of crosswalk safety for students. Positive feedback poured in from both parents and students, while drivers expressed their approval with enthusiastic thumbs up.



MUSCULAR DYSTROPHY FUNDRAISING

The SPFD actively participated in Midsummer Thursdays. During the August event, members engaged in the 'Soak A Firefighter' challenge to raise funds for Muscular Dystrophy. Residents made donations to acquire water guns and drenched their preferred firefighter. Department members will be dry and ready for next year's summer event.



TRAINING UPDATE

Seven recruits successfully completed the National Fire Protection Association Professional Firefighting Standard 1001 Level I exam and practical evaluations, demonstrating their readiness to be valuable assets to the Department.

ANNUAL CASUAL FIREFIGHTER RECRUITMENT

As fall arrives, the SPFD launched the annual Casual Firefighter Recruitment campaign. The campaign welcomes applicants without the need for prior training or experience, underlining a commitment to comprehensive training aligned with national standards. The Department seeks compassionate individuals residing in Stony Plain, aged 18 or older, and holding a valid Class 5 Alberta driver's license.

2023 Q3 RESPONSES

	Q3 2021	Q3 2022	Q3 2023
STONY PLAIN	83	92	114
PARKLAND COUNTY	65	72	79

RESPONSE TYPE	STONY PLAIN Q3			PARKLAND COUNTY Q3		
	2021	2022	2023	2021	2022	2023
Structure Fires	3	3	6	3	8	3
Vehicle Fires	0	0	0	4	10	3
Wildland/Outside Fires	3	4	4	10	9	14
Medical	14	24	22	5	12	11
Alarms	41	42	63	9	9	17
Motor Vehicle Collision	12	11	4	23	17	21
Mutual Aid	3	2	5	3	3	4
Citizen Assists	2	2	3	1	2	1
Utility (Power/Gas)	5	4	5	5	2	4
Hazmat	0	0	0	0	0	1
Rescue	0	0	2	2	0	0
TOTAL	83	92	114	65	72	79



[ENFORCEMENT SERVICES]

VIOLATIONS & WARNINGS

In the third quarter of 2023 Stony Plain Peace Officers issued 219 warnings and 95 violation tickets. The top three violations issued were:

- Expired Registration 34 violations
- Speeding 19 violations
- Distracted Driving 7 violations

INCIDENTS

Peace Officers responded to 493 incidents this quarter. Of those incidents, 36 were proactively generated by the Officer. The three most frequent incidents were:

- Parking Complaints 88 incidents
- Dogs at Large..... 43 incidents
- Cats at Large 28 incidents

EVENTS

Summer in Stony Plain is bustling with exciting events, and the Stony Plain Peace Officers were right in the heart of the action, offering a helping hand and engaging with residents at the following events:

- Great White North Triathlon
- Rotary Run for Life
- Walking Together for Truth and Reconciliation
- Midsummer Thursdays
- Outdoor Movie
- International Youth Day
- Back to School Safety



RESPONSIBLE PET OWNER INCIDENTS

Animal Protection Act	20
Barking Complaints	13
Cats at Large	28
Defecation	7
Dog Aggression	43
Dogs at Large	1
Dog Insecure in Vehicle	1
Livestock	2
Unlicensed	2
TOTAL	118

ASSISTS

Assist Fire	3
Assist Planning	2
Assist Public Works	2
Assist Outside Agency	3
Assist RCMP	19
TOTAL	29

ENGAGEMENT

Community Service	25
Foot Patrol	13
Joint Force Operation	1
Memorandum of Understanding	2
Training	3
TOTAL	44

PUBLIC BEHAVIOUR INCIDENTS

Tobacco & Smoking Reduction Act	1
Trespass to Premise Act	2
Petty Trespass Act	12
Land Use Bylaw	13
Garbage Collection & Disposal Bylaw	5
Gaming Liquor & Cannabis Act	4
Fire Services Bylaw	2
Feeding Wild Animals Bylaw	2
Environment Protection Act	5
Cannabis Consumption Bylaw	3
Business License Bylaw	1
TOTAL	50

TRAFFIC INCIDENTS	
Distracted Driving Operation	2
Driving Complaints	13
Fail to Stop for Peace Officer	4
Water Flow	1
Heavy/Commercial Vehicles	3
Laser/Radar Speed Enforcement	26
Off Highway Vehicles	3
Parking Complaint	88
Special Event Permits	8
Stop Sign Enforcement Operation	13
Suspended Driver	2
Obstruction/Debris on Roadway/Sidewalk	18
Unattached Trailers	7
Uninsured Motor Vehicle	3
TOTAL	191

VIOLATIONS	
Parking Violations	1
Occupant Restraint Violations	2
Obstruction of Highway	1
License Plate Violations	1
Land Use Bylaw	1
Gaming Liquor & Cannabis Act	4
Equipment Violations	1
Driving Violations	37
Document Violations	43
Community Standards Bylaw	1
Animal Control	3
TOTAL	95

COMMUNITY STANDARDS INCIDENTS	
Waste Bin	1
Vandalism	5
Unsanitary Property	16
Noise Complaint	9
Long grass/weeds	24
Littering	2
Fighting/Disturbance in Public	4
TOTAL	61

Q3 INCIDENT SUMMARY AND COMPARISON

Animals



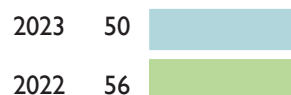
Assist/Engagement



Community Standards



Public Behavior



Traffic





[RECREATION SERVICES]

CANADA DAY

The Canada Day celebration at Heritage Park featured live entertainment, family-friendly activities, and beloved attractions such as the big top circus tent, Royal Canadian Air Force Flyover, Stony Plain and Parkland Pioneer Museum train rides, and crafts. Returning highlights included an Indigenous exhibit and demonstration, offering residents a chance to learn and celebrate Indigenous culture, as well as a captivating traditional dragon dance by Silent River Kung Fu.

Thanks to the organization and sponsorship by Century 21 Masters, the Canada Day Flag Distribution campaign successfully spread Canadian pride throughout the community.

OUTDOOR MOVIE

The annual Outdoor Movie drew a crowd of over 1500 people to Heritage Park in August, comparable to 2022's attendance. Unfortunately, due to weather the event was cancelled prior to the start of the feature film. As always, we welcomed back our crowd pleasers, facepainting, and movie treats provided by the Stony Plain Youth Centre's concession.

SHIKAOI EXCHANGE PROGRAM

A student delegation from the Town participated in the Shikaoi Exchange Program, traveling to the Town of Shikaoi in Hokkaido, Japan, from July 14 to July 26 as part of the 2023 student exchange. Comprising nine students and two chaperones, they were warmly welcomed by host families, Council members, and Mayor Kii upon arrival on July 16.

The students stayed with host families, while the chaperones stayed at the Long Stay residence. Their itinerary included engaging in various cultural and educational activities, visiting schools, enjoying traditional performances at Lake Akan, and exploring Tokyo's landmarks. The delegation returned to Stony Plain on July 26 after an enriching and educational experience.





GLENN HALL CENTENNIAL ARENA

The Glenn Hall Centennial Arena maintained a dry floor surface until August 28 when the ice surface was restored. The total usage hours for Q3 were 618, including pickleball 22 hours, hockey 204 hours, ringette 5 hours, and skating club 20 hours.



ROTARY SPRAY PARK & STONY PLAIN OUTDOOR POOL

Thanks to the gorgeous September weather, both the Rotary Spray Park and Stony Plain Outdoor Pool remained open and inviting until September 24.

The Outdoor Pool accommodated a range of activities, including swimming lessons, public swimming, swim club utilization, and private rentals. Public swimming sessions on Sundays were generously sponsored by West Parkland Gas Co-op.

FACILITY	2022	2023
Scheduled Fields	116 hours	114 hours
Scheduled Diamonds	267 hours	497 hours
Community Centre	175 hours	139 hours
Heritage Park - Spruce Grove Hall	315 hours	255 hours
Heritage Park - Parkland Hall & Lions Den	419 hours	362 hours
Heritage Park - Pavilion	308 hours	326 hours
Heritage Park - Outdoor Spaces	295 hours	468 hours



STONY PLAIN TRANSIT

Stony Plain Transit is a local and regional on-demand system in partnership with the City of Spruce Grove and Parkland County. It provides access throughout Stony Plain and Spruce Grove and within Parkland County it services Parkland Village and Acheson.

RIDER STATISTICS (PASSENGERS THAT START OR END TRIP IN STONY PLAIN)			OPERATIONS STATISTICS (REGION)	
Q3 Statistics	2022	2023	Stony Plain/Spruce Grove/ Parkland County	2023
July	255	1501	July	4256
August	325	1655	August	4568
September	278	1754	September	4248
Q3 TOTAL RIDERS	855	4910	Q3 TOTAL RIDERS	13,072

ACCESSIBLE TRANSPORTATION SERVICE (ATS)

The ATS continues to be in high demand, currently having over 50 applications on the wait list. Throughout July, August and September, 2564 rides were taken. Over 92% of rides were medical or essential, while eight percent were social or leisure.

In August, ATS drivers assisted residents to and from downtown festivities, including Midsummer Thursdays and Cultural Campfires, to the Outdoor Movie Night.

In September, the ATS offered a fall tour of Parkland County. Clients enjoyed the day out with staff bringing treats, building a fire in the afternoon and touring county roads to see all the beautiful fall colors.

RIDE CATEGORY				
	Medical	Essential	Social	Recreation
July	193	212	23	9
August	176	192	34	6
September	184	195	24	1

RIDER RESIDENCY LOCATION STATISTICS			
	Spruce Grove	Stony Plain	Parkland County
July	231	225	22
August	199	250	24
September	189	222	15

DRIVER HOURS	TOTALS
July	745
August	618
September	603

KILOMETRES TRAVELLED		
Q3 KM's	2022	2023
July	12,973	14,773
August	15,237	15,417
September	14,749	14,543



[GOLF COURSE]

The Stony Plain Golf Course continued to excel in the third quarter. The course maintained excellent conditions, complemented by ideal weather, resulting in fully booked tee sheets with a mix of season pass holders and recurring public players.

Between opening day and September 30, the course experienced only nine days of closure, a notable improvement from the twelve days in 2022. The third quarter concluded with a year-to-date total of 31,800 rounds played, marking an increase of 3353 rounds compared to the same period in 2022.

Green fee revenue for the year through September 30 reached \$879,000, surpassing the previous season's revenue of \$749,000. Powercart revenue also saw growth, rising from \$211,000 in 2022 to \$237,000. The Driving Range maintained a steady flow of customers throughout the day, contributing to a revenue of \$97,552, an increase from \$70,161 in 2022.

All leagues concluded in late August, and a majority of the participants expressed their interest in returning for the 2024 season, especially given neighboring golf courses' decision to phase out their leagues.

Retail sales remained consistent with the previous season, driven by a robust combination of equipment sales and the addition of lululemon in our apparel program.

During the third quarter, the golf course hosted various outside events, including the Edmonton Korean Golfers Association, NASA Ladies and Men's, Metro Athletics High School Girls, and the PGA of Alberta Assistant's Championship.



COMMUNITY CONNECTOR



CREATING A SAFE AND INCLUSIVE STONY PLAIN FOR PEOPLE LIVING WITH DEMENTIA

In Q3, over 67 people living with dementia and their care partners were supported through community programs and services.

NEIGHBOURHOOD CONNECT

Neighbourhood Connect is all about neighbours helping neighbours. It aims to encourage residents to get to know their neighbours, build community, and strengthen neighbourhood spirit.

Five new Neighbourhood Connectors, a decrease of 11 compared to 2022 Q3, were recruited, and two Neighbourhood Connection events were held.



[ENHANCING INCLUSION & DIVERSITY]



FOSTERING A SENSE OF COMMUNITY BELONGING AND INCLUSION – CULTURAL CAMPFIRES

Six storytellers performed or shared stories about their diverse cultures through Cultural Campfires over the summer. The campfires are designed not only to entertain, but to build community understanding, acceptance, and compassion.

The Storytellers felt participants wanted to learn more about their culture and that storytelling helped them feel a strong sense of belonging with the people in the community.

“

The engagement with the audience, the question-and-answer time helped people get clarification on some information which slowly develops understanding about our culture and traditions. We feel that through this, we earn each other's respect and celebrate diversity in our community.” - Storyteller

WALK TOGETHER FOR TRUTH AND RECONCILIATION

Stony Plain is committed to reconciliation and ensuring the tragic history and ongoing legacy of residential schools are never forgotten. National Day for Truth and Reconciliation is an opportunity for our communities to come together, learn, and heal on this reconciliation journey.

Over 200 residents walked to raise awareness about National Truth and Reconciliation Day. This commemorative community walk followed by a Round Dance demonstration and feast, was supported by seven community partners, 13 volunteers, two Elders and four drummers.



NEIGHBOURS DAY

Over 70 people attended the 2023 Neighbours Day celebration which brought residents together for a day of community building, connecting and information about the Town's Neighbourhood Connect project. The event was a joint celebration with the 12th Annual Arbour Day so residents could enjoy a day outdoors, planting and supporting a greener community. The events were supported by the former poet laureate and local business, Backyard Birds. Staff shared information on the importance of connecting with neighbours and where to find local, edible fruit trees. Led by the former poet laureate, attendees created a 'Poet-Tree' in the park. A free BBQ was provided by the Youth Centre.



Participant Poem:

*Green is the colour of the grass that we see.
Green is the colour of the leaves in the tree.
Clear the path where we walk bike and run.
Yellow is the colour of the bright shining sun!*

[CREATING HEALTHY RELATIONSHIPS]

TRI-MUNICIPAL REGION ELDER ABUSE (TREA) COORDINATED COMMUNITY RESPONSE

In Q3, 22 residents in the region experienced elder abuse, an increase of 11 compared to last quarter, and were supported through the TREA regional collaboration, made up of 24 community partners.

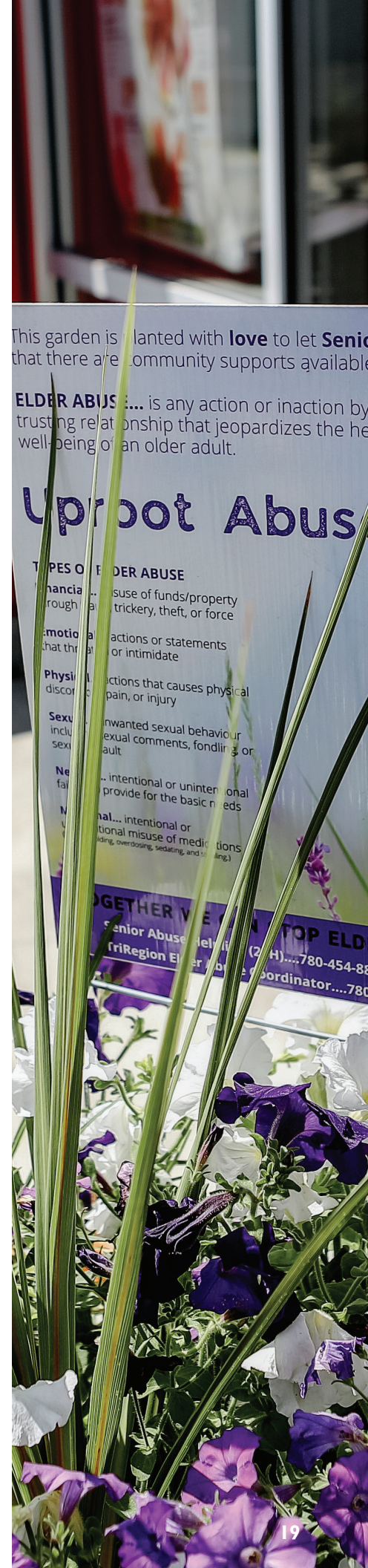
REGIONAL COLLABORATION

Work continued on collaborative planning for a regional campaign to raise awareness of domestic violence in October.

In partnership with the City of Spruce Grove, community data was collected to help identify programs and services in the Tri-Municipal Region for each of the following stages on the continuum for domestic abuse service delivery: prevention, crisis supports, intervention, and recovery.

FINDING OUR VOICES

Six residents started a seven-week peer-support group that focuses on self-esteem and the importance of effective communication. This peer-support group is a partnership the Town of Stony Plain, City of Spruce Grove, Parkland County and Sageste. Topics include: self-image, shame, compassion and the significance of healthy relationships.



ACTION GROUPS

Action groups wrapped up in Q3. Stony Plain Community and Social Development would like to thank all the community members and service agencies that have participated in the monthly Community Action Group meetings over the past three years.

These community conversations helped to provide a framework to keep our service organizations connected and working together efficiently and effectively in the realms of inclusion, basic needs, and safety in the Tri Region.

At this point, connections have been made, synergies aligned, and the social safety net has been strengthened. With this strong foundation established, actions groups can now shift to annually community conversation to discuss larger issues and collaborations that can be address in our region.

[REDUCING POVERTY]



REGIONAL HOUSING PROGRAM

The Town of Stony Plain, in partnership with the City of Spruce Grove, assisted 10 individuals/families to become more stable in their housing through the Regional Housing Program. The program is funded by the Government of Canada's Reaching Home: Canada's Homelessness Strategy, which is administered by the Rural Development Network for Rural and Remote Alberta.

CHRISTMAS IN JULY

Over 10 community partners met with the Town of Stony Plain for Christmas in July to map out supports for the coming Christmas season, with the goal of coordinating supports, identifying gaps, reducing duplication, and strengthening impact and outcomes in our community. Stony Plain is stronger when everyone works together to ensure that there is appropriate support for everyone at Christmas time.

COOL SPACES

A special thanks to community partners—WestView Health Centre, The Stony Plain Public Library and St. Matthew Lutheran Church—who partnered with the Town of Stony Plain to ensure there are cool spaces for people to rest during heat waves.

PUBLIC PARTICIPATION

Over 235 residents were presented information about the cost of living in Stony Plain. From those in attendance, 95 signed postcards advocating for improved supports for people with disabilities at the Community and Social Development (CSD) information booth during the Midsummer Thursdays events.

REGIONAL UNSHELTERED DISCUSSION

In Q3, the Town of Stony Plain's CSD facilitated a regional discussion with enforcement from across the Tri-Municipal Region to share resources and working responses to homeless encampments.

[PROMOTING MENTAL HEALTH & WELLNESS]

DRIVE FOR CHANGE

Over 20 individuals gathered at Jubilee Park in Spruce Grove to enjoy a BBQ, round of disc golf, and be introduced to local mental health initiatives and supports, with the aim to reduce the impacts of suicide in the Tri-Municipal Region. This event was for support of men's mental health and wellness in our community.

From those in attendance, 95% felt they had a better understanding of the impacts of men and suicide and felt more connected to community supports.

ROOTS OF HOPE

Over 20 individuals experienced a powerful evening of hope and healing during Suicide Awareness Week. Participants learned from an Elder, planted a tree in honor of hope and healing for our community and decorated rocks with messages of love and remembrance.

Over 60 orange and yellow ribbons for suicide awareness along with community supports were distributed by Perks and Starbucks in Stony Plain from September 10 to 16.



PUBLIC PARTICIPATION

Over 235 individuals were surveyed on what makes them, their family, and their community strong when it comes to mental wellness during Midsummer Thursdays' events and an online survey.

TRI-MUNICIPAL REGION GRIEF GROUPS

The Town of Stony Plain, City of Spruce Grove, Parkland County and regional community partners are working together to provide community with a more collaborative approach to accessing grief resources in our communities.



[VOLUNTEER CENTRE]



BETTER IMPACT

Our Better Impact online software recruitment tool helped connect seven new individuals to volunteer opportunities in the community. This number is slightly down from 21 individuals that were connected in Q2. There are a total of 383 volunteers registered on the site to date.

DEPARTMENT VOLUNTEERS

A total of 78 active volunteers generously gave their time, skills, and knowledge to help ensure the successful implementation of programs for the Community and Social Development department. In Q3, five new department volunteers were recruited, screened and trained.

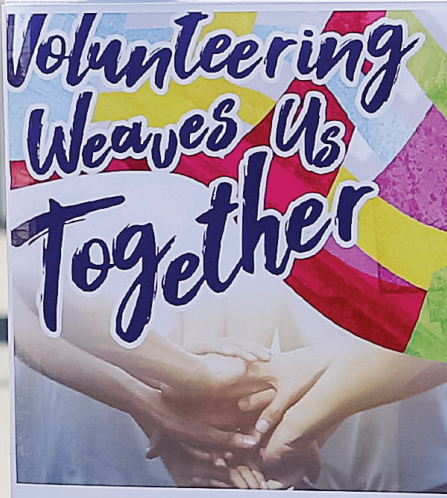


ANYONE CAN VOLUNTEER!

In September, an annual campaign to promote the Volunteer Centre was launched. Did you know Stony Plain has a Volunteer Centre? Connect to local volunteer opportunities and find new ways to get involved in your community. Visit www.stonyplain.com/volunteer for more information on volunteer opportunities in the region.

PUBLIC PARTICIPATION – WHAT WE HEARD

During this quarter, we released the *What We Heard* report summarizing the outcomes of our community public participation. conducted in the winter of 2023. The insights, feedback, and perspectives gathered during this process will play a crucial role in shaping the fundamental elements of the Volunteerism and Civic Engagement Strategy. For a comprehensive understanding of the results, you can access the *What We Heard* Report at www.stonyplain.com/volunteering.



[YOUTH CENTRE]



In this quarter, the Youth Centre recorded a total of 813 visits by youth, slightly decreased from the 949 visits in Q2. On average, this translated to 14 youth visiting per day, with daily numbers ranging from five to 28.

“ I love the way the Youth Centre is so inclusive and tries hard to accommodate all the kids. — Youth Participant Parent

DIVERSE AND ENGAGING ACTIVITIES

The Youth Centre offered 59 diverse and engaging activities for youth during this quarter, made possible through the invaluable support of 12 generous volunteers. These dedicated individuals contributed over 424 hours of their time and skills to support youth engagement.

Practicum students from MacEwan University, NorQuest College, and Bredin College logged a total of 299 hours at the Youth Centre. Their involvement, alongside seven community volunteers, contributed to 125 hours of mentorship and guidance for the youth.

SUMMER PROGRAMS AND OUTINGS

The Youth Centre saw a notable attendance during summer programs and outings. A total of 109 youth participated in weekly outings, which included exciting activities like late-night pool parties at the Stony Plain Outdoor Pool, Stony Plain and Parkland Pioneer Museum Tours, and Hourglass Escape Room adventures.

YOUTH-LED INITIATIVES AND EVENTS

As part of the Soaring project, nine youth collaborated to plan and organize a memorable Youth Day event in August. This successful family-oriented event saw participation from 60 residents, providing a platform to showcase the creativity and vitality of our youth community. Notably, it highlighted the essential role of pets in our wellbeing. The event was supported by the Pet Therapy Society of Northern Alberta (PeTS) and their wonderful team of Maggie and Jaxton.

This initiative has sparked a new partnership between the Youth Centre and PeTS, resulting in bi-weekly visits from the PeTS team, an exciting avenue for continued engagement and positive experiences for our youth.



VARIANCE ANALYSIS

Variances are reported for any areas where Actuals to Budget are more than 10% above or below expected levels. For Q3, this will be variances of percentages below 65% and above 85%.

REVENUES

NET TAXES

Variance in net taxes available for municipal purposes is due to Alberta School Requisition payment timing.

DEVELOPER CONTRIBUTIONS

Due to timing of revenues of developer offsite levy. Revenues are typically recognized at year end.

FINES

Photo radar and fines revenue is trending below previous years.

INVESTMENT INCOME

Favourable interest rates and timing of capital expenses has contributed to higher gains.

RENTALS

Lease revenues are typically recorded at year end and increased rentals occur on facilities in the fall and winter.

EXPENSES

PROTECTIVE SERVICES

RCMP invoice for Q3 is still to be received.

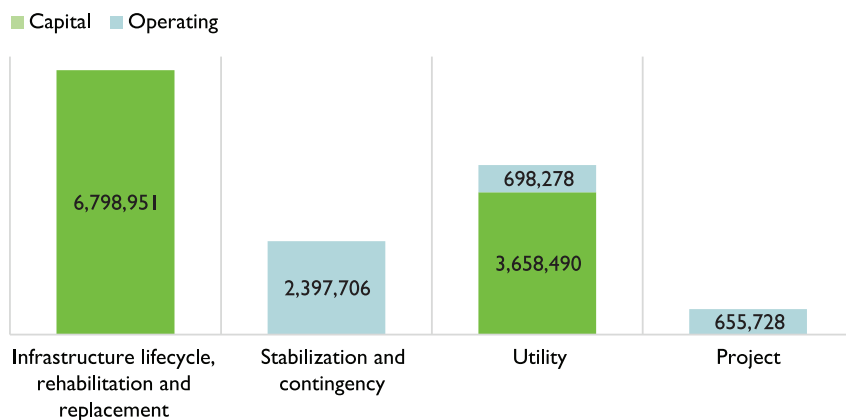
FINANCIAL SERVICES

TOWN OF STONY PLAIN

Unconsolidated Statement of Operations

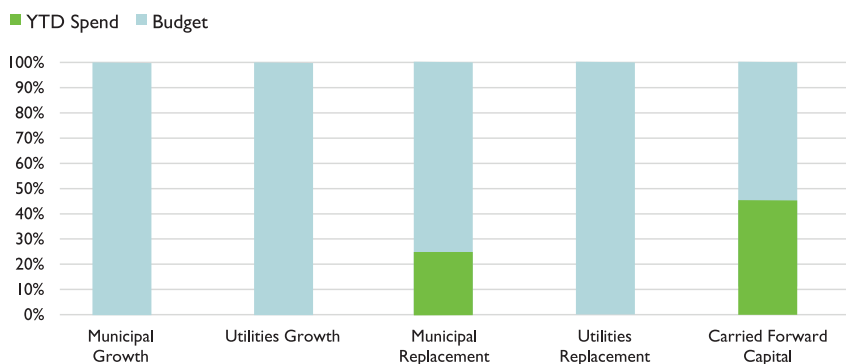
	Budget 2023	Actual 2023	Variance	%
Revenue				
Net taxes available for municipal purposes	\$20,100,969	\$23,739,240	\$(3,638,271)	118%
Sales & user charges	16,613,670	11,832,898	4,780,772	71%
Franchise & concession contracts	3,768,200	2,633,171	1,135,029	70%
Government transfer for operating	2,084,795	1,456,024	628,771	70%
Developer contributions	346,000	8,624	337,376	2%
Fines	576,500	217,889	358,611	38%
License & permits	578,000	449,421	128,579	78%
Investment income	270,500	302,229	(31,729)	112%
Rentals	1,007,124	415,214	591,910	41%
Other	584,850	377,598	207,252	65%
Penalties & costs on taxes	253,000	225,684	27,316	89%
	\$46,183,608	\$41,657,992	\$4,525,616	90%
Expenses				
Recreation & culture	\$8,739,166	\$6,823,908	\$1,915,258	78%
Utilities	10,470,837	6,977,487	3,493,350	67%
Protective services	7,919,618	4,193,305	3,726,313	53%
General government	6,913,062	4,906,697	2,006,365	71%
Transportation	3,508,408	2,454,864	1,053,544	70%
Development	2,738,277	1,868,357	869,920	68%
Community & Social Development	1,025,201	686,476	338,725	67%
	\$41,314,569	\$27,911,094	\$13,403,475	68%
Annual Surplus / (Deficit) Before				
Other Revenue/(Expense)	\$4,869,039	\$13,746,899	\$(8,877,860)	
Transfers from reserves	\$3,149,118	\$202,651	\$2,946,467	
Transfers to reserves	\$(6,187,336)	\$(3,675,329)	\$(2,490,007)	
Debenture principal	\$(1,830,821)	\$(1,335,718)	\$(495,103)	
Operating Surplus/ (Deficit)	\$-	\$8,916,502	\$(8,916,502)	

2023 PROJECTED RESERVE BALANCES



Reserve balances at the end of 2023 are projected to be \$14,209,152 and are broken into categories as shown in the chart above. The total projected 2023 balance reflects the transfer of the 2022 year-end surplus to reserves.

CAPITAL SPEND TO BUDGET



Capital spend to date equates to 29%, multiple tenders have been advertised. Capital spend typically occurs in spring, summer and early fall and is impacted by timing of invoices.

DEBT LIMIT	Projected Dec 31, 2023	Dec 31, 2022
Municipal Debt Limits	\$69,275,412	\$68,677,652
Outstanding Debt	\$33,003,022	\$31,604,118
Total Debt Available	\$36,272,390	\$37,073,534
Internal Limit Debt Available	\$22,417,308	\$23,338,004
Municipal Debt Service Limit	\$11,545,902	\$11,446,275
Current Debt Service Level	\$2,309,180	\$2,616,198
Service on Debt Limit Available	\$9,236,722	\$8,830,077
Service on Internal Limit Available	\$6,927,541	\$6,540,822

The Town of Stony Plain's Debt Management Policy C-FS-045 outlines the types of debt and financing the Town may undertake. Under the Municipal Government Act, the debt limit for the Town is calculated at 1.5 times its revenue, and the debt service limit is calculated at 0.25 times such revenue. The policy stipulates the Town will adhere to an internal debt limit of 80% of the debt limit set by the MGA. As at September 30, the Town's outstanding debt represented 46.4% of Municipal debt limits and 58.0% of the Town's internal debt limit.

Q3 HIGHLIGHTS

GRANTS

Grant Allocation for the Town of Stony Plain for the fiscal year 2023 are as follows:

Canada Community Building Fund
\$1,116,938

MSI Capital
\$1,890,824

MSI Operating
\$263,552

Grants awarded:

Alberta Community Partnership (Municipal Internship)
\$60,000

Canada Summer Jobs
\$48,000

Strategic Transport Infrastructure Program
\$747,840

Active Transportation Fund
\$918,360

INVESTMENTS

The Town's investment portfolio is a mix of long-term and short-term maturities. As at September 30, the investments were \$18,800,012 compared to \$24,604,468 at the end of December 2022. Investment fluctuation is due to timing of capital projects and expenditures.

[PLANNING & DEVELOPMENT]

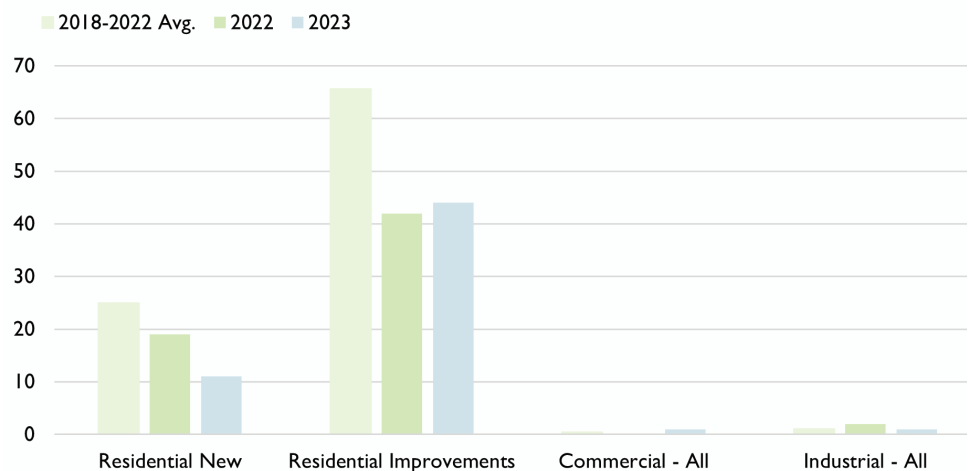
Third quarter residential construction in 2023 comprised of a total of 11 housing starts that had an estimated construction value of \$3.7 million.

There was one commercial permit issued in the third quarter with an estimated construction value of \$1 million. Additionally, there was one industrial permit issued in the third quarter with an estimated construction value of \$325 thousand.

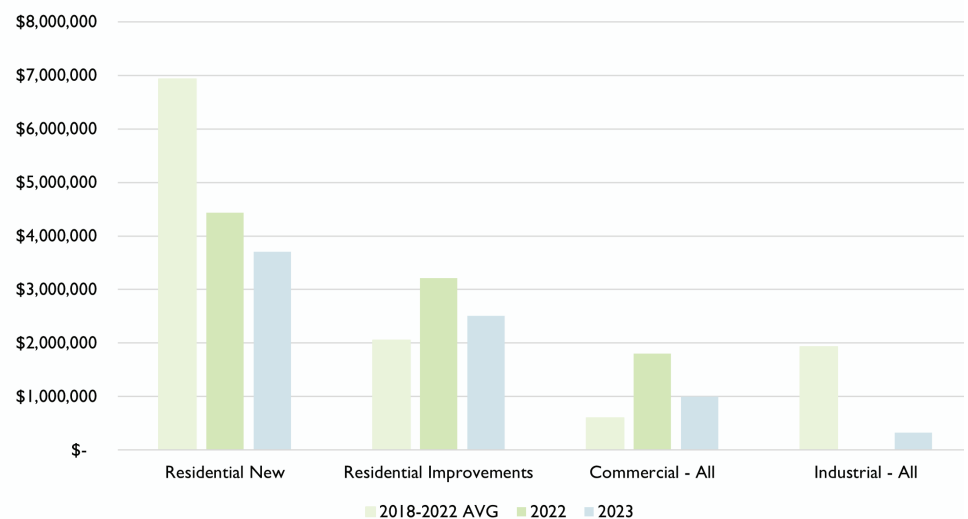
There were 44 permits issued in the third quarter for alterations and additions including 38 residential improvements, five commercial improvements, and one institutional improvement, with a combined estimated construction value of \$2.5 million.

There were 24 miscellaneous permits issued including 15 signs, seven moves/demolitions, etc., and two home occupations, with a combined estimated construction value of \$38 thousand.

Q3 Volume of Building Permits by Type



Q3 Value of Building Permits by Type



[INFRASTRUCTURE ASSETS]

NEW PERMANENT FIRE PIT AND ROCK SEATING AT ROTARY PARK



Rotary Park has recently completed a permanent landscaped fire pit with rock seating. This exciting addition to the park will offer year-round enjoyment for the community. Public Works introduced a temporary fire ring to Rotary Park for the winter season in 2022, and the response was overwhelmingly positive. After listening to the residents it was decided to now offer this new permanent feature for the community to enjoy year-round. Residents and visitors can gather around a fire after a day of skating in the winter or to enjoy a summer evening.

The addition of the new firepit and rock seating ensures Rotary Park is a go-to destination for year-round fun and activities. Residents are encouraged to bring their own firewood for burning. Additionally, firewood will be readily available throughout the winter season, from November to March. More information about Stony Plain's green spaces can be found on the Trails and Parks page of the Town website.

UMBACH OFF-LEASH DOG PARK STORM DRAIN REPAIRS

At Umbach Off-Leash Dog Park, Utilities diligently tackled storm drain repairs and conducted minor capital projects, addressing catch basin issues, refining ditches, and installing vac-a-tees for laterals. A noteworthy moment was the trial of a Valve Exerciser/ Vac/Pressure unit—a hydraulic equipment designed to ease strain on operators during valve exercising.

ROTARY RECYCLING CENTRE EXPANDS SERVICES TO INCLUDE TIRE RECYCLING

Rotary Recycling Centre introduced the Tire Recycling Pilot Project, offering a solution for those dealing with old or damaged tires. A dedicated cage has been set up and passed safety assessments, enabling Stony Plain residents to recycle their scrap tires. Recycled tires find new life as various useful products like drainage material, playground surfaces, matting, roofing tiles, and more. This new initiative adds to the array of recycling services available at Rotary Recycling Centre, providing another eco-friendly option for the community. Visit the Garbage, Organics, and Recycling page of the Town website for a comprehensive list of all the materials that can be collected at Rotary Recycling Centre.

SHRED & GO EVENT

The Shred & Go event garnered success, attracting participation from 166 residents who collectively shredded 4613 lbs of paper. Shred & Go provides an opportunity to safely dispose of personal and confidential documents at no cost.



[PARKS & LEISURE SERVICES]

UPGRADES TO GLENN HALL CENTENNIAL ARENA

During the summer, Glenn Hall Centennial Arena received maintenance, including deep cleaning, new paint, and essential repairs to the dasher boards. The ice plant was operational by August 17, and public skating commenced on August 28 after ice preparation.



ARBOUR DAY EVENT

The Town of Stony Plain united for Neighbours Day and Arbour Day, promoting community bonding and environmental care. The joint event saw Parks & Leisure Services collaborate with Planning & Development and residents to plant 16 trees on Oatway Drive and 54 Avenue, enhancing the town's greenery.

BLACK KNOT EDUCATION CAMPAIGN AND PRUNING

Parks & Leisure Services has initiated a proactive Black Knot Awareness Campaign to safeguard its trees, particularly cherry or fruit varieties, from the fungal disease caused by *Apiosporina morbosus*. The disease, spreading during warm, wet weather through carriers like water, wind, birds, and insects, poses a threat to the local tree population. Early detection and sterile pruning is crucial to managing the disease and preserving the town's natural beauty.

The Town has organized a strategic Black Knot pruning rotation into five zones, which began in Q3. Residents are encouraged to monitor their trees for symptoms and follow pruning guidelines. More information can be found on the Plants and Trees page of the Town website.





QUARTERLY REPORT

FOR THE QUARTER ENDED SEPTEMBER 30, 2023

