

A photograph of a young couple seen from behind, looking towards a blurred background of a festival. The woman on the left has dark hair in a bun and is smiling. The man on the right wears a dark fedora and a denim jacket. In the background, a person in a cowboy hat is visible.

QUARTERLY REPORT

FOR THE QUARTER ENDED JUNE 30, 2025





TABLE OF CONTENTS

OFFICE OF THE CAO	4
Economic Development	4
Culture and Tourism	6
Corporate Communications	8
 COMMUNITY & PROTECTIVE SERVICES	 10
Fire Department	10
Enforcement Services	12
Programs & Services	14
Golf Course	16
 CORPORATE SERVICES	 17
Financial Services	17
 COMMUNITY & SOCIAL DEVELOPMENT	 18
Inclusion	18
Healthy Relationships	19
Poverty Reduction	20
Mental Wellness	21
Volunteerism & Civic Engagement	22
Youth Engagement	23
 PLANNING & INFRASTRUCTURE	 24
Planning & Development	24
Infrastructure Assets	26
Parks & Leisure Services	27

Q2 HIGHLIGHTS

GRAND OPENING EVENTS

The Town had representation at three grand opening and one grand reopening events in Q2. Grand openings are hosted collaboratively with the Greater Parkland Regional Chamber of Commerce.

New businesses interested in hosting a grand opening can complete the form on www.stonyplain.com/grandopening at least two weeks in advance.

ECONOMIC LEADS

Edmonton Global shared seven opportunities with the Town this quarter.

Stony Plain was also one of two host communities for the BILD Edmonton Metro Main Streets field trip. The tour showcase featured historic landmarks and stories, highlighted key destinations and attractions, and profiled both recent and future development plans. Attendees from within the Edmonton Metropolitan Area included municipal councils and administration, members of the Downtown Edmonton Business Association, and land development industry stakeholders.

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, which means subscribers are interested and want to learn more about the content being shared.

E-NEWSLETTER ANALYTICS		APRIL		MAY		JUNE	
		2024	2025	2024	2025	2024	2025
Sends	Number of E-Newsletters sent out	565	582	574	593	459	591
Opens	Number of E-Newsletters opened	366	202	364	187	459	195
Open Rate	Rate of E-Newsletters opened	67%	35%	66%	32%	82%	33%
Click Rate	Proportion of people who see a link in the newsletter and click on it to learn more	9%	6%	9%	6%	5%	4%

ECONOMIC DEVELOPMENT MICROSITE

Hosting a wealth of economic development data, vacant properties, and other key information for prospective businesses, www.stonyplain.com/invest is an essential resource for those 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.

There was no paid advertising during the second quarter. Therefore, the website traffic reflects organic traffic with most users originating from Western Canada. Notably, there was a 32% increase in website traffic year over year in Q2, which is well above the Key Performance Indicator target. Though released toward the end of the prior quarter, the launch of the first English Bay construction update video was the second most viewed page, and shows that audiences respond well to video content.

MICROSITE ANALYTICS		Q1 2024	Q1 2025	Q2 2024	Q2 2025
Users		4600	3300	3100	4100
Notable User Locations	Aspen, Edmonton, Calgary, Stony Plain, Spruce Grove, Vancouver, Toronto, Dublin, Ashburn				
Top Pages Viewed	Business Directory, English Bay Chocolate is Rising in Stony Plain News Release, News, Available Properties, Moving to Stony Plain, Stony Plains 2023 Development Highlights News Release, Maps				

BUSINESS LICENCE STATISTICS

The following business licence statistics reflect active business licences in Stony Plain up to the end of the second quarter.

BUSINESS LICENCES BY TYPE	Q2 2024	Q2 2025
RENEWALS		
Local	606	691
NEW LICENCES		
Local	76	21
Non-Local	151	162
Parkland County	21	22
Temporary	44	41
Intermunicipal Business Licence	35	53
Total New Licences	327	299
Total Business Licences	933	990

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

TOP 5 SECTORS BY BUSINESS COUNT	Q2 2024	Q2 2025
SECTOR		
Construction	247	268
Retail Trade	156	158
Other Services	114	117
Health Care Assistance	85	88
Accommodation and Food Services	68	74

STONY SECTOR SPOTLIGHT

Stony’s Sector Spotlight is a new promotional initiative launched in January. The goal is to highlight business operating in the Town’s key sectors, including agribusiness, logistics and professional services, manufacturing, and shopping, dining and arts. Not only do these spotlights generate valuable exposure for participating businesses, but they also share insights into the sectors at the centre of Stony Plain’s economy.

Karar Performing Arts (KPA) was spotlighted in the second quarter. The spotlights are available on the Town’s LinkedIn and Invest website. Karar’s Sector spotlight can be found at www.stonyplain.com/KPA. Local businesses interested in participating are encouraged to submit an [expression of interest](#).

NORTHERN & REGIONAL ECONOMIC DEVELOPMENT GRANT

The Town of Stony Plain has received the Northern and Regional Economic Development (NRED) grant at a value of \$300,000, the maximum amount of the grant. This funding will go towards the development of critical planning documents, aiding in the strategic development of land along the Highway 16A corridor.





[CULTURE & TOURISM]

DESTINATION MARKETING

The 2025 Destination Guide and Visitor Map launched on April 30, with over 4500 copies already distributed locally. Designed to showcase events, attractions, amenities, and local businesses, these tools help visitors navigate the area and encourage longer stays and increased local spending.

Formerly the Mural Guide, the newly renamed Public Art Guide now includes the full Art in Public Places collection. This expanded edition features new works like *The Wisdom Comes* and offers clues for discovering unique installations such as *Magpies in Stony*. This guide and collection promote cultural engagement, highlight the community's artistic heritage, and enhance the visitor experience by encouraging exploration.

Stony Plain was featured in the *Summer in the City* magazine and online channels through both paid advertising and earned media, including free listings highlighting things to do in the community. With 90,000 copies distributed across Greater Edmonton—including 60,000+ delivered to upper-income households and the rest placed in high-traffic tourism and community locations—the publication provides strong regional exposure and positions Stony Plain as a desirable summer destination.



SUMMER SESSIONS

The 11th season of Summer Sessions kicked off on June 18 at the Blueberry Stage in Heritage Park. Opening night featured Sandy Geddes and the Gents, whose mix of jazz, blues, country, and pop drew a crowd of 365. On June 25, the energy ramped up as rock band Mourning Wood entertained a lively audience of 580 attendees. These concerts offer high-quality live music experiences that build capacity in the cultural sector and foster connection among attendees.



MIDSUMMER THURSDAYS

Midsummer Thursdays returned to Downtown Stony Plain on June 19, attracting approximately 2700 attendees throughout the evening. This popular event featured a bustling market, food trucks, live entertainment, and a variety of free family-friendly activities that brought the downtown core to life. By drawing visitors and residents, Midsummer Thursdays help boost local businesses, support entrepreneurs, and contribute to downtown's vibrancy and growth.

GALLERY RUNWAY: ART AND FASHION

In partnership with Red Brick Common, the second satellite gallery exhibit of 2025 was installed in April at the Town Hall lobby. Gallery Runway: Art and Fashion Fusion, explores the intersection of visual art and fashion. By bringing this exhibit into a central civic space, the Town creates an accessible platform that fosters community pride, encourages creative dialogue, and reinforces Stony Plain's identity as a vibrant cultural hub.

CULTURAL DEVELOPMENT THROUGH FILM

To date, the Town has received three filming inquiries, with one production taking place locally in April. Edmonton-based filmmaker Kyle Edward Ball, best known as the writer and director of the acclaimed horror film *Skinamarink*, is currently developing a new project titled *The Land of Nod*. Beyond immediate economic benefits to local hotels, restaurants, and shops, these productions foster growth within Stony Plain's cultural sector by attracting creative professionals and businesses to invest here.



Q2 HIGHLIGHTS

PROJECTS COMMUNICATED/ PROMOTED IN Q2

- 2025 Municipal Election
- Battery Recycling
- Bird Canada E-Scooters
- Canada Day
- Candidate Information Session
- Construction
- Council Highlights
- Crime Prevention Through Environmental Design
- Cultural Campfires
- Destination Guide
- Temporary Dog Park Closure
- Don't Just Trash It!
- Drive for Change
- Emergency Preparedness Day
- Employment Opportunities
- Farmers' Days
- Forest of Hope
- Horse and Wagon Tours
- Mental Health Week
- MicroHabitat Urban Garden
- Midsummer Thursdays
- Missing and Murdered Indigenous People
- Mobile Vendors
- Moose Hide
- Neighbourhood Connect
- Poverty Impact Report
- Pride Flag Raising
- Property Taxes
- Public Art Guide
- Q1 Report
- Shikaoi Exchange
- Suicide Prevention Series
- Summer Sessions

[CORPORATE COMMUNICATIONS]



LOCAL GROWTH AND SUSTAINABILITY GRANT PRESS CONFERENCE

In the second quarter, a press conference was held to announce over \$1 million in provincial funding for the Brickyard Stormwater Management Facility through the Local Growth and Sustainability Grant. The event, hosted on May 21, featured remarks from MLA Searle Turton, Deputy Mayor Justin Laurie, and representatives from the Town and TACADA, highlighting how the project will enable future housing and recreation development through the Old Town South Redevelopment. Communications efforts included event coordination, a news release, and a multi-platform promotional campaign. The announcement reached over 13,000 users across social media, generated more than 300 reactions, 40 shares, and 240 link clicks, and received 308 views on the news release.

WEBPAGE ANALYTICS

TOP 10 WEB PAGES	PAGE VIEWS
Farmers' Days: Events	36,899
Town of Stony Plain Homepage	22,362
Farmers' Days	13,793
Careers with the Town	12,560
Summer Sessions	7843
News: Suspicious Vehicle Fire in North Business Park	7834
Garbage, Organics & Recycling	6214
Midsummer Thursdays	5415
Sports Facilities	5259
Canada Day	4518

TOTAL WEBSITE PAGE VIEWS: 254,179 (+103,413 compared to previous quarter, +29,674 compared to Q2 2024)

NEWSROOM SUBSCRIBERS: 655 (+19 compared to previous quarter, +43 compared to Q2 2024)

SOCIAL MEDIA ANALYTICS

TOP PERFORMING POST

FOREST OF HOPE



FACEBOOK	
Engagement	531
Reach	55,852
Reactions	440
Shares	54
Link Clicks	483
INSTAGRAM	
Engagement	18
Reach	766
Reactions	18
Shares	0

TOP PERFORMING VIDEO

SHIKAOI EXCHANGE



SHIKAOI EXCHANGE HOST FAMILY

FACEBOOK	
Engagement	85
Reach	22,806
Reactions	76
Shares	85
Link Clicks	1289
INSTAGRAM	
Engagement	28
Reach	717
Reactions	26
Shares	2
YOUTUBE	
Views	53
Average Time	0:38s
Traffic Source	41% from stonyplain.com
Likes	1

Social Media Analytics can be defined as:

- **Engagements** – total number of interactions, including likes, shares, comments, link clicks, etc.
- **Reach** – number of unique users who viewed the post
- **Impressions** – total number of times the post has been seen (same account could view multiple times, and each visit is recorded)
- **Reactions** – likes, loves, hahas, sads
- **Shares** – number of unique users who have ‘shared,’ or republished the post

WEBSITE MIGRATION PROJECT

The Town’s [corporate](#) and [Invest](#) websites are being migrated to an upgraded system with the same website service provider. This update is required as the sites’ current system is being phased out, and the server the Town’s sites are hosted on is scheduled for decommission in 2025.

Migration began in April 2025, and the updated sites are scheduled to launch on August 20, 2025. This update will ensure the websites remain secure, accessible, and reliable for residents, businesses, and visitors.

Q2 HIGHLIGHTS

continued


- Treasure Hunt
- Tri-Municipal Rain Barrel Sale
- Visitor Map
- Walk for Wellness
- World Elder Abuse Awareness Day

RESPONSIVE COMMUNICATIONS IN Q2

- CAMA Municipal Inspiring Workplace Award
- Local Growth and Sustainability Grant
- Northern and Regional Economic Development Grant
- Recycling Changes
- Solid Waste Fees
- Waste Cart Change

AUDIENCE GROWTH

(Compared to previous quarter)

	14,871	+884
	5826	+253
	3510	+143
	584	+21



[FIRE DEPARTMENT]

WILDFIRE DEPLOYMENTS

In May and June, the Fire Department supported multiple wildland-urban interface fires across northern Alberta through mutual aid and provincial deployment requests. Firefighters were deployed to the Redwater Recreation Area fire in Sturgeon County and the Kiskatinaw River wildfire in Grande Prairie County. Additional deployments included structural protection in the Town of Swan Hills, Yellowhead County (Hamlet of Peers) and Red Earth Creek/Peerless Trout First Nation. A total of 10 members were deployed across the various responses.

EMERGENCY PREPAREDNESS DAY

On May 10, the Fire Department hosted Emergency Preparedness Day in alignment with national Emergency Preparedness Week. The annual event was delivered in partnership with Parkland County and Spruce Grove Fire Services and featured participation from numerous first response agencies and emergency support organizations. Attendees enjoyed fire apparatus tours, interactive displays, a kids' FireFit challenge, prize draws, and the crowd-favourite hula hoop production presented by West Parkland Gas Co-op. The event offered fun for all ages while promoting practical knowledge on preparing for extended emergency situations.



HAZARD REDUCTION BURNING

In April, the Fire Department launched a pilot hazard reduction burn program to help prevent the spread of brush fires within municipal boundaries. The initiative was supported by the Wildland Urban Interface team from Lesser Slave Regional Fire Service, who provided training and operational support. The pilot burn, conducted in the Sommerville area, reduced hazardous vegetation and established a firebreak to slow future fire spread. The burn was successful and significantly improved fire preparedness in the area. Plans are in place to continue hazard reduction burns annually each spring in key locations throughout Stony Plain.



Q2 RESPONSE BREAKDOWN

RESPONSE TYPE	STONY PLAIN		PARKLAND COUNTY	
	2024	2025	2024	2025
Structure Fires	2	1	1	7
Vehicle Fires	0	3	0	2
Wildland/Outside Fires	14	10	28	28
Medical	22	27	5	3
Alarms	48	62	19	29
Motor Vehicle Collision	9	8	19	25
Mutual Aid	4	0	1	0
Citizen Assists	0	4	0	0
Utility (Power/Gas)	3	4	2	2
Hazmat	0	1	0	1
TOTAL	102	120	75	97

ANNUAL RESPONSES		
	2024	2025
Stony Plain	393	229
Parkland County	288	157
TOTAL	681	386*

Q2 FAST FACTS		
	2024	2025
Firefighting Hours	4585	5094
Training Hours	5541	3566

*Year to Date



[ENFORCEMENT SERVICES]

VIOLATIONS & WARNINGS

In the second quarter, Community Peace Officers (CPOs) issued 133 warnings and 87 violation tickets. The most frequent offences CPOs encountered this quarter were:

- Speeding 45 violations & 48 warnings
- Unregistered Vehicle 3 violations & 23 warnings
- Failing to Produce Insurance 2 violations & 18 warnings



COMMUNITY INVOLVEMENT

During the second quarter, Stony Plain Community Peace Officers actively engaged in community safety, training, and collaboration:

- Provided traffic control support for the Missing and Murdered Indigenous People Walk Against Violence
- Facilitated ride-alongs with interested parties
- Assisted the Farmers' Days event, including traffic control for the parade and foot patrols of the grounds
- Presented an updated version of the Responsible Pet Ownership Bylaw to Council
- Provided support to numerous community events, including attendance at Emergency Preparedness Day, Midsummer Thursdays, a community rail safety event, and handed out treats during the Easter Egg Hunt.
- Completed the following training opportunities:
 - Tactical Oleoresin Capsicum Recertification
 - Tactical First Aid
 - Radar/Lidar
 - Defensive Tactics Recertification
 - Law Enforcement Bicycle Association
- Provided in-house training to the seasonal Bylaw Officer and new Community Peace Officers

ANIMAL INCIDENTS

Animal Protection Act	12
Barking Complaints	9
Cats at Large	24
Defecation	1
Dog Aggression	9
Dogs at Large	28
Excessive Animal Units	1
Nuisance Animals	1
TOTAL	85

COMMUNITY STANDARDS INCIDENTS

Vandalism	5
Unsanitary/Nuisance Property	87
Snow/Ice Files	1
Shipping Container	2
Noise Complaint	15
Notice of Entry	2
Municipal Government Act Order	12
Long Grass/Leaves	12
Littering	2
Graffiti	3
Causing a Disturbance/Fighting	6
TOTAL	147

PUBLIC BEHAVIOUR INCIDENTS

Utility Bylaw	3
Trespass to Premise Act	6
Public Tree Bylaw	1
Petty Trespass Act	14
Land Use Bylaw	7
Gaming Liquor & Cannabis Act	5
Garbage Collection & Disposal Bylaw	2
Feeding Wild Animals	1
Fire Services Bylaw	3
Environmental Protection Act	6
Cannabis Consumption Bylaw	1
Business Licence Bylaw	8
TOTAL	57

TRAFFIC INCIDENTS	
Driving Complaints	19
Flow of Water Complaints	1
Heavy Commercial Vehicle Complaints	2
Joint Force Operations	2
Laser/Radar Speed Enforcement	17
Obstruction/Debris on Roadway/Sidewalk	25
Off Highway Vehicle	7
Parking Complaint	115
Red Light Enforcement Operation	1
Special Event/Obstruction Permits	7
Stop Sign Enforcement Operation	2
Suspended Driver	1
Unattached Trailers	6
24 Hour Suspension/Disqualification	1
TOTAL	206

VIOLATIONS	
Parking	8
Fire	3
Environmental Protection Act	1
Driving	59
Document	11
Animal Control	5
TOTAL	87

ENGAGEMENT	
Community Service	12
Focused Vehicle Patrol	8
Foot Patrol	2
Found Property	4
Tri-Region Memorandum of Understanding	3
Training	11
TOTAL	40

ASSISTS	
Assist Fire	4
Assist Public Works or Planning Department	8
Assist RCMP	14
TOTAL	26

INCIDENTS

Peace Officers responded to 561 incidents this quarter, a decrease from 631 incidents during the second quarter of 2024. Of those incidents, 87 were proactively generated by an Officer. The most frequently responded to incidents were:

- Parking 115 incidents
- Nuisance/Unsightly Property 87 incidents
- Dogs at Large 28 incidents

Q2 INCIDENT SUMMARY & COMPARISON		
	2024	2025
Animals	116	85
Community Standards	101	147
Assist/Engagement	94	66
Public Behaviour	62	57
Traffic	258	206
TOTAL	631	561





[PROGRAMS AND SERVICES]

FARMERS' DAYS

Stony Plain's largest annual celebration, the Farmers' Days Rodeo and Exhibition, took place from May 30 to June 1 at Heritage Park and the Stony Plain & Parkland Pioneer Museum. Organized in partnership with the Kinsmen Club of Stony Plain, the three-day festival was a resounding success thanks to the incredible support of community sponsors and the hard work of dedicated volunteers.

The weekend kicked off with the ever-popular Mayor's Pancake Breakfast at Glenn Hall Arena, where over 2300 guests were served a delicious start to the day by local dignitaries. The streets came alive during Saturday's West Parkland Gas Co-op Parade, which featured 84 entries and attracted an estimated 12,000 spectators, bringing energy and excitement to the heart of the community. Additional Farmers' Days activities included the Farmers' Days Market, Kinsmen Rodeo, Midway, Stony Plain & Parkland Pioneer Museum Kids Korral Entertainment and Train Rides, and the Kinsmen Saloon with live entertainment. The weekend was a true showcase of community spirit, marked by strong participation, enthusiastic crowds, and countless memorable moments.

GLENN HALL CENTENNIAL ARENA

The Glenn Hall Centennial Arena ice was removed at the end of March, marking the start of the off-season. For the second quarter, total usage hours amounted to 295, a decrease of 35 hours from 330 hours in Q2 2024. This included 60 hours of Pickleball and 218 hours of Lacrosse in April through June.

OUTDOOR POOL & SPRAY PARK

The Outdoor Pool officially opened for the season on May 19, welcoming residents with a variety of programming options, including swimming lessons, public swims, swim club activities, and private rentals. Thanks to the generous support of West Parkland Gas Co-op, Sunday public swim times remain free for the community to enjoy.

Adding to the summer excitement, the Rotary Spray Park opened June 6, offering families another fun and refreshing outdoor recreation option throughout the summer months.

FACILITY HOURS	Q2 2024	Q2 2025
Scheduled Fields	605	545
Scheduled Diamonds	1679	1411
Glenn Hall Centennial Arena	330	295
Community Centre	181	208
Heritage Park – Spruce Grove Hall	440	306
Heritage Park – Parkland Hall & Lions Den	340	142
Heritage Park – Pavilion	770	445
Heritage Park – Outdoor Spaces	616	546

Q2 HIGHLIGHTS

ATS SERVICE USAGE

ATS drivers completed 5876 trips with clients from Stony Plain, Spruce Grove, and Parkland County to meet primarily medical and essential needs.

KILOMETRES TRAVELLED

ATS drivers travelled a total of 41,023 kilometres in Q2, an increase of 945 from 40,078 kilometres in Q2 2024.

EASTER EGG HUNT

Residents joined in the fun during the Town's annual Easter Egg Hunt, exploring four local parks to find 50 large hidden eggs. Congratulations to the Johnson family, this year's lucky winners of the grand prize draw!

ON-DEMAND TRANSIT

The regional on-demand 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 (PASSENGERS THAT START OR END TRIP IN STONY PLAIN)			OPERATIONS STATISTICS (REGION) TOTAL TRIPS		
	2024	2025		2024	2025
April	2295	2595	Stony Plain/Spruce Grove/Parkland County		
May	2345	2760	April	4841	5711
June	2141	2746	May	4917	5832
			June	4507	5602
TOTAL RIDERS	6781	8101	TOTAL RIDERS	14,265	17,145

ACCESSIBLE TRANSPORTATION SERVICE (ATS)

ATS offers door-to-door transportation for residents aged 16 and over who are unable to utilize the existing full-accessible conventional public transit services due to a physical or cognitive disability. Registration with the service is required before booking trips.

RIDER STATISTICS (Clients that start or end trip at the following location)						
	Spruce Grove		Stony Plain		Edmonton/Other	
	2024	2025	2024	2025	2024	2025
April	756	842	855	818	212	283
May	726	779	908	924	275	309
June	608	803	779	861	191	257
TOTAL	2090	2424	2542	2603	678	849

RIDER CATEGORIES			RIDER RESIDENCY		
	2024	2025		2024	2025
Medical	501	585	Spruce Grove	585	626
Essential	554	470	Stony Plain	644	757
Social	35	53	Parkland County	23	9
Recreation	29	39	TOTAL	1252	1392



[GOLF COURSE]

SEASON START AND COURSE CONDITIONS

The 2025 season kicked off on April 22, one week later than in 2024. Spring conditions across the golf course were excellent, with all integral areas wintering very well. Despite breezy weather at times, tee sheets were fully subscribed most days. A small impact on play occurred later in the day during rounds three and four of the NHL playoffs. From opening day through June 30, only three days were deemed unplayable due to rain or flooded course conditions.

PLAY AND SALES PERFORMANCE

The second quarter concluded with 14,066 rounds played, an increase of 1535 compared to 2024. Green fee, power-cart, driving range, and merchandise sales all showed gains in 2025. Retail sales remain strong, supported by the ongoing custom club fitting program.



MEMBERSHIP AND LEAGUES

All membership categories reached capacity for 2025. The Men's League was expanded to 80 participants and sold out. The full-season Ladies League is also fully subscribed, with additional growth in the eight-week Summer Ladies League beginning in July.

INSTRUCTION AND EVENTS

The Head Teaching Professional is back for a second season, seeing repeat traffic and continued growth in lesson programming. The second quarter also included several outside events, such as the Notah Begay Junior Tour, NASA Ladies, Trans-Alta, National Tire Dealers, and a two-day Maple Leaf Junior Tour event.

FINANCIAL SERVICES

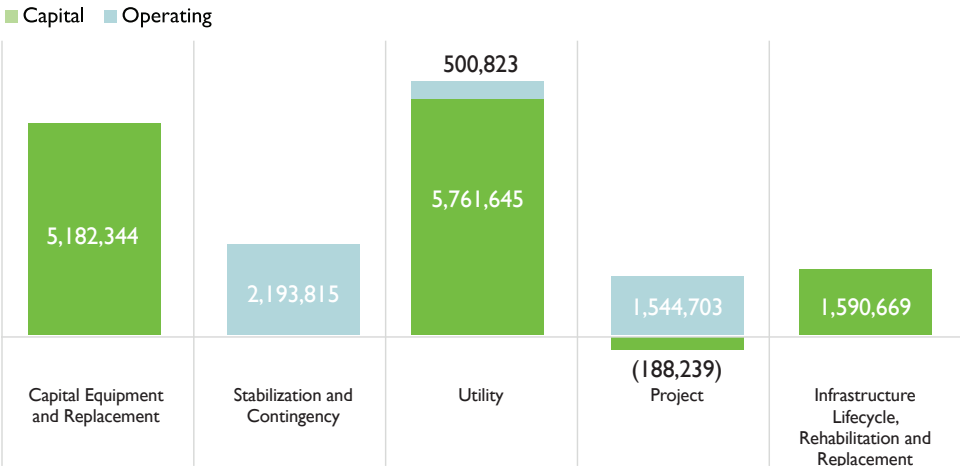
ERP SYSTEM LAUNCH

In May the Town successfully launched Phase I of the new Enterprise Resource Planning (ERP) system, marking a significant milestone in modernizing the municipality’s financial and administrative operations. Since the go-live date, the system has improved workflow efficiencies, enhanced reporting capabilities, and streamlined processes across departments. This foundational upgrade positions the Town well to better serve our community, support future growth, and pave the way for the implementaion of Phase 2.

ANNUAL FINANCIAL REPORTING: CanFR AWARD SUBMISSION

The Town is pleased to report the submission of its Annual Report, including the audited financial statements, to the Government Finance Officers Association (GFOA) for consideration under the Canadian Award for Financial Reporting (CanFR) program. This marks the Town’s 14th consecutive submission, demonstrating an ongoing commitment to strong financial stewardship, accountability, and transparent reporting.

2025 PROJECTED RESERVE BALANCES



Reserve balances at the end of 2025 are projected to be \$16,981,558 and are broken into categories as shown in the chart above.

DEBT LIMIT	Projected Dec 31, 2025	Projected Dec 31, 2024
Municipal Debt Limits	\$ 79,715,561	\$ 75,415,308
Outstanding Debt	\$ 28,064,828	\$ 28,513,545
Total Debt Available	\$ 51,650,732	\$ 46,901,763
Municipal Debt Service Limit	\$ 13,285,927	\$ 12,569,218
Current Debt Service Level	\$ 2,657,185	\$ 2,513,844
Service on Debt Limit Available	\$ 10,628,741	\$ 10,055,374

The Town’s Debt Management Policy C-FS-045 outlines the types of debt and financing the Town may undertake. Under the *Municipal Government Act* (MGA) 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 June 30, the Town’s outstanding debt represented 33% of Municipal debt limits and 44% of the Town’s internal debt limit.

HIGHLIGHTS

GRANTS

Grant Allocation for the Town of Stony Plain for the fiscal year 2025 are as follows:

Local Government Fiscal Framework (LGFF) Capital
\$2,520,784

Local Government Fiscal Framework (LGFF)
\$263,552

Housing Accelerator Fund (HAF)
\$1,296,617 (\$5,186,467 awarded)

Local Growth & Sustainability
\$1,021,097 (awarded)

Northern and Regional Economic Development (NRED)
\$300,000 (awarded)

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

Fire Services Training Program
\$30,060 (awarded)

Emergency Management & Preparedness Program
\$6,630 (awarded)

INVESTMENTS

The Town’s investment portfolio consists of a combination of long-term and short-term maturities.

As of June 30, the investments totaled \$13,941,919 compared to \$22,190,381 at the end of December 2024.

Investment fluctuation is due to timing of capital projects and expenditures.

Q2 UPDATES

NEIGHBOURHOOD CONNECT

Neighbourhood Connect kicked off in May with a Spring Social. Ten Stony Plain residents, including several new connectors, gathered to share stories, spark ideas, and explore ways to foster connection and belonging in their neighbourhoods.

Participants left feeling more connected to their community, with one new connector noting, *"This has been a good introduction on how to be more involved in the community."*

[INCLUSION]

ENHANCING WELLBEING

In the second quarter, 56 residents engaged with Community Connectors to access information, referrals, and supports tailored to their individual needs, up from 48 last quarter. These interactions helped residents navigate available resources and strengthen their connection to local services.



CREATING CONNECTIONS THROUGH ART

In Q2, a full program of six people joined the Creating Connections Through Art program. This facilitated art experience for people living with dementia and their care partners boosted well-being and strengthened relationships.

When asked what the participants felt was the most valuable about the program, one response was: *"Confidence to be with others."*

INFORMATION AND CONNECTION

In Q2, the Town of Stony Plain shared resources and raised awareness about community programs at regional Seniors Week events including the Adventures in Aging Seniors Conference and Spruce Grove Strawberry Tea. Staff connected with 48 residents, providing helpful information and support.

One attendee shared, *"Having the information right here is so helpful."*

STRENGTHENING COLLECTIVE IMPACT: INCREASING AWARENESS OF NEWCOMER EXPERIENCES

This quarter marked the completion of a newcomer workshop series that supported over 55 regional service providers in deepening their understanding of newcomer families and individuals. Topics included "Reasons People Immigrate" and "Supporting Newcomer Families to Access Services." Facilitated by a subject matter expert and developed in partnership with local agencies, the workshops enhanced frontline staff's knowledge and ability to connect newcomers to resources.

One participant shared, *"This was a lovely opportunity, and I'd love to attend more to better serve the community I work in."*

Result: 97% of surveyed participants reported increased awareness of how to access community resources, strengthening collaboration, belonging, and collective impact across the Tri-Municipal Region.

[HEALTHY RELATIONSHIPS]

UPROOT ABUSE CAMPAIGN FOR ELDER ABUSE AWARENESS

In Q2, 649 Uproot Abuse gardens were planted across the Tri-Municipal Region (up from 531 in 2024) to mark World Elder Abuse Awareness Day and promote awareness. The campaign featured displays at seniors' events, libraries, and farmers' markets, and was led by members of the Tri-Region Elder Abuse (TREA) Coordinated Community Response, including the Town of Stony Plain, City of Spruce Grove, Parkland County, local libraries, WestView Primary Care Network, and Alberta Parenting for the Future. At the markets, 400 petunias with QR codes linking to senior support resources were distributed. New this year were family kits with purple bean seeds, lollipops, and children's stories to encourage intergenerational conversations. Of those surveyed, 98% said the campaign increased their awareness and ability to respond to elder abuse. One participant shared, "Elder Abuse awareness and education is so important! Thanks for being here and doing that."



MOOSE HIDE CAMPAIGN

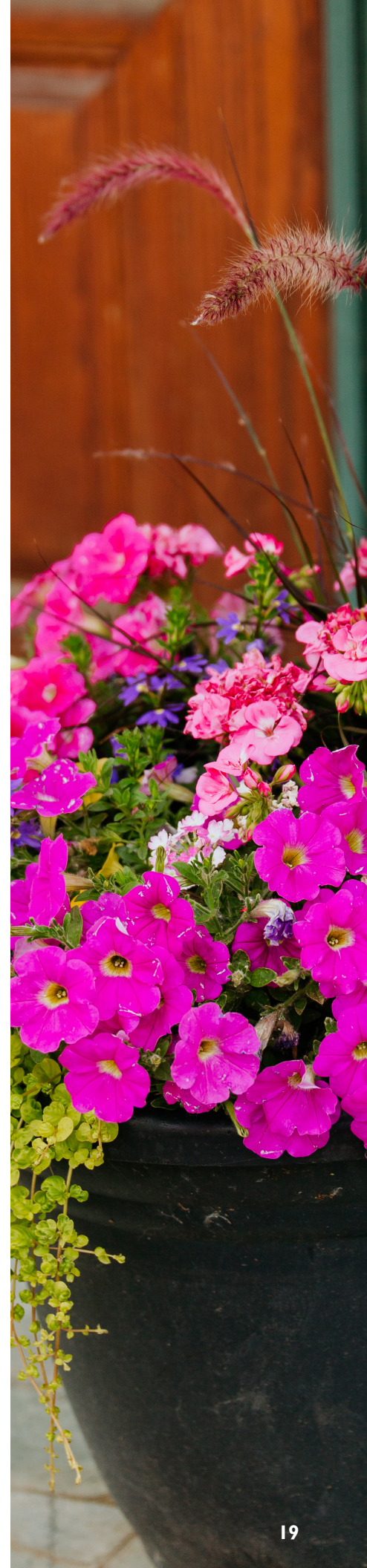
In support of promoting healthy relationships and collective impact, 15 people (down from 21 in 2024) joined a special sharing circle in May as part of the National Moose Hide Campaign. Participants discussed the important role of men and boys in honouring, respecting, and protecting the women and children in their lives, and working together to end violence against women and children.

FINDING OUR VOICES

This quarter, six community members took part in Finding Our Voices, a six-week peer support program focused on self-esteem and effective communication. Participants shared experiences and explored topics like self-image, shame, compassion, and the value of healthy relationships—with themselves and others. The program is a partnership between the Town of Stony Plain, City of Spruce Grove, Parkland County, and Sagesse.

"At first the voice of resistance tried (to) convince me this program was not for me. But I stayed. Taking this program has taught me: Importance of taking time to honour my spirit, gained many gifts of teaching from other participants, learned to really listen to others and to my spirit. The strength of everyone inspires me."

— Program Participant



[POVERTY REDUCTION]

COMMUNITY VOLUNTEER INCOME TAX CLINIC

The Community Volunteer Income Tax Program (CVITP), in partnership with the Canada Revenue Agency (CRA), helps low-income residents file their taxes and access the benefits they are entitled to. This year, 333 residents were supported, bringing \$72,052 back into the community (comparable to 355 bringing back \$90,000 in 2024). Driven by seven dedicated volunteers, the program is a true example of people helping people. All volunteers reported feeling they made a meaningful contribution to the community.

“Tax season can be stressful, especially when waiting for a callback; however, the lady who helped me was patient, kind and understanding.”

— Program Participant



LOW INCOME TRANSIT PASS PROGRAM

This quarter, nine residents (up one from last quarter) were supported through the Low Income Transit Pass Program (LITP), funded by a Government of Alberta grant. The program improves well-being by making it easier for residents to access work, education, and essential services, helping them stay connected to their community.

PROGRAMMING FOR SENIORS

Enhancing the well-being of 26 community residents, workshops were presented on Becoming a Senior, Aging Well in Community, and Wills and Estates. These programs were a partnership between the Town of Stony Plain, City of Spruce Grove, and Parkland County.

REGIONAL HOUSING PROGRAM

Through the Regional Housing Program, one Stony Plain resident facing housing insecurity received support to stabilize their housing—five fewer than last quarter. This partnership with the City of Spruce Grove is funded by the Government of Canada’s Reaching Home: Canada’s Homelessness Strategy, and administered by the Rural Development Network for Rural and Remote Alberta.

[MENTAL WELLNESS]

SUICIDE PREVENTION SERIES

In the second quarter, the Suicide Prevention Series was launched in partnership with the Town of Stony Plain, City of Spruce Grove, Parkland County, and WestView Primary Care Network. The series highlighted the importance of building collective impact through collaboration and demonstrated how to effectively support individuals who are struggling, and included a special community conversation as well as SafeTALK and Applied Suicide Intervention Skills Training (ASIST) training.

A total of 21 participants attended a Community Conversation on Youth Suicide Prevention, aimed at parents and caregivers to foster open dialogue around mental health and suicide. Topics including signs to watch for, understanding and managing natural emotional responses during difficult conversations, and ways to connect to local supports were presented by experts from Dochas Psychological Services, WestView Primary Care Network, the Canadian Mental Health Association Alberta Division, and the Centre for Suicide Prevention. All twelve of the participants who completed the survey reported feeling more prepared to understand and engage in meaningful conversations about suicide with youth in their lives after attending the community conversation.

One attendee shared, *“Very helpful information, it was to the point yet very gently presented.”*

SafeTALK, a 3.5-hour Suicide Awareness Workshop, was delivered to 30 community members. This training enhanced participants’ ability to recognize individuals at risk, communicate with empathy and confidence, and connect them with appropriate support and services.

The more intensive two-day ASIST was attended by 17 participants. This interactive workshop provided individuals with practical skills to identify those at risk and make life-saving interventions. The training emphasized suicide first-aid techniques to help keep individuals safe and support them in accessing further help.

MENTAL HEALTH WEEK

Mental Health Week promoted the theme “Strong Body, Strong Mind: The Power of Physical Wellness” through sessions focused on the connection between physical activity and mental well-being. The Town of Stony Plain partnered with the City of Spruce Grove, Parkland County and MetaFitness. Total Mind & Body Fitness and Relax & Renew Movement provided practical tools to 17 individuals to reduce stress, boost mood, engage in physical fitness and support overall mental health to enhance their well-being (matching the participation rates of 2024).

A participant said, *“It was great to see these sessions offered, I appreciate the holistic approach.”*

COMMUNITY HELPERS PROGRAM

In Q2, the Community Helpers Program reached 708 students in the Tri-Region. This includes 638 students at St. Thomas Aquinas School. The school specifically requested a general presentation that also highlighted local resources and support pathways. Additionally, 70 students at My Path and Wabamun Schools participated in introduction sessions designed for youth who are natural helpers in their school communities.





[VOLUNTEERISM & CIVIC ENGAGEMENT]

VOLUNTEER ENGAGEMENT

This quarter, 41 residents joined Better Impact to explore volunteer opportunities across the Tri-Municipal Region, building on the momentum from last quarter and bringing the yearly total to 129 new profiles.

The number of volunteer opportunities posted increased to 153, up from 143 in Q1. The Town welcomed 20 new volunteers this quarter, bringing the total to 66.



NATIONAL VOLUNTEER WEEK

Every April, the Tri-Municipal Region marks National Volunteer Week with special volunteer events to celebrate the spirit of service and community. This year's theme—"Volunteers Make Waves"—highlighted how every act of volunteerism creates ripples of connection, compassion, and lasting impact. At this year's events, 90 residents from across the Tri-Municipal Region attended the Sips n' Slices event, 141 joined an appreciation swim on April 26, and 300 volunteers were recognized informally with thank-you treats. These efforts reflect how volunteerism strengthens civic life, builds resilient communities, supports local organizations, and fosters well-being through purpose and connection.

COMMUNITY AND SOCIAL DEVELOPMENT ROUNDTABLE

This Council-appointed volunteer board meets monthly to advance community well-being and social connection. In Q2, the Roundtable explored youth development and the Mental Health and Wellness Plan at a Glance, spotlighting community strengths, examining gaps, and identifying inclusive strategies to enhance mental health, access, and belonging.

THRIVING NON-PROFITS

The Town of Stony Plain, City of Spruce Grove, and Parkland County provide regular training and networking opportunities to build the capacity of local non-profits. In Q2, 25 of 46 registered participants attended sessions exploring Thriving Non-Profits, a potential pilot cohort focused on hands-on learning to improve financial sustainability and organizational impact. So far, 48 individuals (23 in Q1 and 25 in Q2) have engaged in activities designed to strengthen the region's non-profit sector.

[YOUTH ENGAGEMENT]

GO GIRL

Through a grant sponsored by InMotion, the Town of Stony Plain, City of Spruce Grove, Parkland County, Alberta Parenting for the Future Association and WestView Primary Care Network partnered to deliver Go Girl—a one-day try-it event for girls aged 13 to 18 in the Tri-Municipal Region. Designed to support confidence, connection, and healthy living, the event engaged 45 youth through wellness-focused speakers and a range of physical activities including yoga, dance, and martial arts. A total of 86% of participants reported an increased understanding of the role of female leaders and role models. In addition, 58% felt they built friendships and social skills through the event, and 82% tried at least one activity that was new to them.

One participant shared that programs like this are important *“because it encourages girls to believe in themselves.”*

GENERATION CELEBRATION

During Seniors' Week, the Stony Plain Youth Leadership Team planned and hosted a Generation Celebration at the Stony Plain Senior's Centre, bringing together 40 seniors and 20 youth for an evening of games, conversation, and connection. This year marked a new take on the previous program, aiming to foster deeper dialogue and more meaningful intergenerational exchange. The event encouraged interaction and highlighted shared experiences, with conversation starters helping to spark thoughtful discussion. After the event, 94% of respondents reported a stronger sense of community belonging, and 75% felt more comfortable engaging with other generations.

“I enjoyed the sense of community it brought.” —Youth Attendee

“My son and I made the right move coming to Stony Plain.” —Adult Attendee

PRIDE FLAG RAISING

In June, the Town of Stony Plain raised the Intersex-Inclusive Progress Pride Flag at Town Hall to recognize Pride Month and demonstrate ongoing support for the 2SLGBTQIA+ community. Approximately 35 people (up from 21 individuals in 2024) attended the event, which was followed by activities at the Stony Plain Youth Centre. The Progress Pride crosswalk was also repainted to reaffirm the Town's commitment to diversity, equity, and the visibility of intersectional identities.

ASSET MAPPING

During Q2, the Stony Plain Community and Social Development convened 38 service providers from 21 distinct agencies that support youth and young adults aged 11 to 29. The purpose of this collaborative mapping exercise was to identify the scale and scope of current services, better understand shared challenges, and explore opportunities for stronger coordination and connection across the youth-serving sector. As a result of this work, a support and service navigation tool will be developed to empower youth to advocate for their needs and access the resources available to them more effectively.



Q2 HIGHLIGHTS

LAND DEVELOPMENT APPROVALS

- A revision to the Willow Park Stage 10A subdivision was completed along with a related redistricting.
- The subdivision endorsement process for the Wood Avenue Co-op was finalized, and lots have now been registered with Alberta Land Titles.
- Road naming applications were processed and approved for Fairways North Stage 2 and North Industrial Park Stage 5. A commemorative name, Gerry Levasseur Avenue, was applied to 43 Avenue between South Park Drive and 28 Street.
- A Development Permit was also issued for a cold storage building on Boulder Boulevard.

PLANNING & DEVELOPMENT

Q2 SUMMARY

Second quarter residential construction in 2025 comprised of a total of 39 housing starts with an estimated construction value of \$13.4 million.

There was one commercial permit issued in the second quarter with a construction value of approximately \$320 thousand. There were no industrial permit issued this quarter.

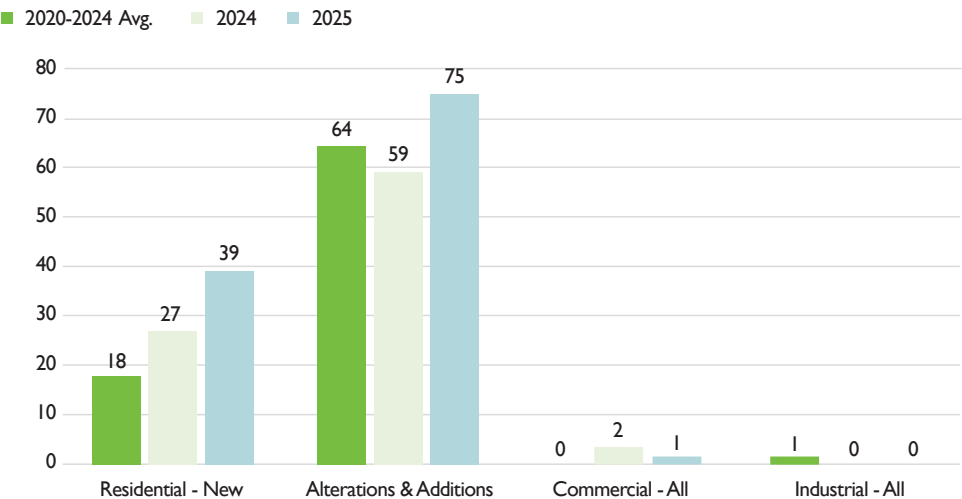
There were 75 permits issued for alterations and additions, including 64 residential improvements, seven commercial improvements, two industrial improvements, and two institutional permits with a combined estimated construction value of \$10.7 million.

There were 21 miscellaneous permits issued, including:

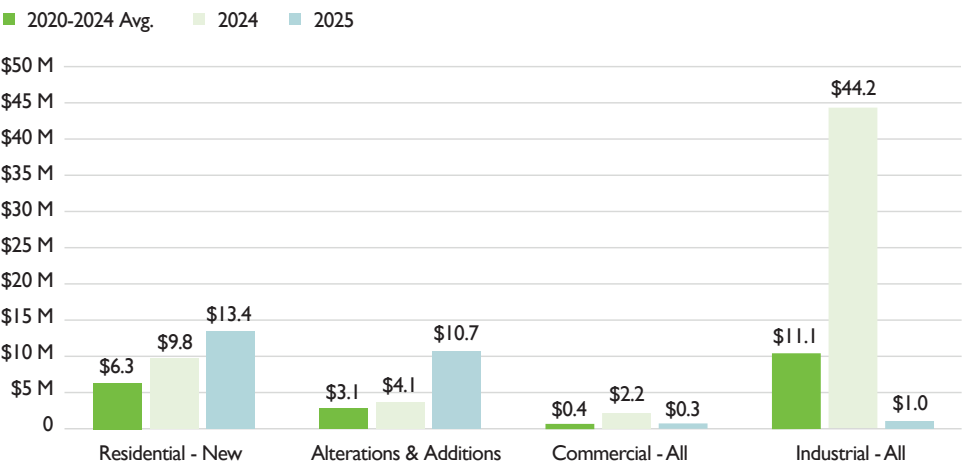
- 3 change of use;
- 2 home occupation;
- 8 signs; and
- 8 other (earthworks, driveways, etc.)

with a combined estimated construction value of \$76 thousand.

Q2 VOLUME OF BUILDING PERMITS BY TYPE



Q2 VALUE OF BUILDING PERMITS BY TYPE



Q2 HIGHLIGHTS

DEVELOPMENT SERVICES UPDATE

An administrative update to the Land Use Bylaw was completed in Q2, focusing on changes in terminology for secondary suites, improvements to the organization of general regulations and definitions, updates to select parking and access regulations, and the consolidation of similar use classes. A new three-year contract was signed with Inspections Group Inc. to continue providing Safety Codes inspections and services to support building and trade permitting in Stony Plain.



ENVIRONMENTAL INITIATIVES

A MicroHabitat Urban Garden was launched at the Stony Plain Golf Course for the 2025 growing season, and an online workshop, *Maintenance and Harvesting of an Ecological Garden*, was offered for residents. The Non-Domestic Animal Bylaw 2723/AC/25 was developed and presented to Council to introduce urban beekeeping and hen keeping in 2026.

Stony Plain participated in the Capital Region Municipal Sustainability Group, where discussions focused on water conservation, contaminated sites planning and management, and the Alberta Capital Airshed. The annual Rain Barrel Sale was also held in cooperation with the City of Spruce Grove, Parkland County, and the Village of Spring Lake.

HOUSING ACCELERATOR FUND

Work continued on the Housing Accelerator Fund Action Plan, including collaboration with Economic Development to develop an updated Development Incentive Policy (C-CAO-067) under Initiative 3. Initiative 6 was completed with the approval of an update to the Land Use Bylaw.

OLD TOWN SOUTH REDEVELOPMENT

The Façade Improvement Program offers grants to improve commercial building façades and storefronts throughout the community, with a focus on the Old Town area. The program provides an incentive to undertake building upgrades that will create more interesting and appealing streetscapes that attract people and businesses to the community. In Q2, \$10,000 in grant funding was allocated to support the beautification of four local business façades.

PLANNING ADVISORY COMMITTEE

- The Planning Advisory Committee held its regular Q2 meeting along with two special meetings to discuss recent bylaws, policies, and development activity, including current and future projects in the North Industrial Park.

KEY PROJECTS

- An interactive map was created for the BILD Edmonton Metro Main Street Tour in collaboration with Economic Development.
- Work continued with Statistics Canada to determine new Census Tracts and Dissemination Areas for Stony Plain, helping to ensure accurate and meaningful demographic statistics.
- The 2024 Land Management Report was completed, outlining changes and updates to Town-owned land.

Q2 HIGHLIGHTS

PITCH-IN WEEK

In 2025, 21 groups returned to participate in Pitch-In Week from April 26 to May 4, an increase from 17 in 2024. Two schools, eight businesses, and 10 first-time groups also registered. The annual event saw a total of 363 participants (not including schools), a decrease from 469 in 2024.

TREASURE HUNT

The annual Treasure Hunt returned to Stony Plain from May 2 to 4.

Residents are encouraged to place unwanted, reusable items at the curb for others to take and repurpose. Treasure Hunt is a wonderful example of sustainability in action.

LARGE ITEM DROP-OFF

Following Treasure Hunt, the Town hosts a free, one-day Large Item Drop-Off event at the Public Works Yard.

In 2025, 164 cars dropped off items, an increase from 154 in 2024.

ADOPT-A-BARREL

The Adopt-A-Barrel program had 32 participants in 2025, compared to 42 in 2024.

[INFRASTRUCTURE ASSETS]

ROAD MAINTENANCE

As snow melted and roads thawed early in Q2, road maintenance efforts shifted into spring mode with street sweeping, grading of roads and back lanes, and extensive pothole filling resulting from seasonal freeze-thaw cycles.

FACILITY AND PLAYGROUND INSPECTIONS

Facility inspections are conducted weekly to ensure all building systems, including fire panels, HVAC, plumbing, and structural components, are operating smoothly and safely. During the summer months, inspections also extend to the community's 25 playgrounds. Each location is reviewed weekly to ensure equipment remains safe, functional, and ready for use by the youngest residents of Stony Plain. This proactive approach helps identify potential issues before they become problems, supporting ongoing safety and reliability across all municipal spaces.

WATERLINE BREAKS

The second quarter presented several challenges for utility operations, with five water line breaks occurring during this period. These incidents led to temporary water outages and boil water advisories for affected residents while repairs were completed. A brief low-pressure incident also occurred while Meridian was offline for construction and a power outage took place. Additional fail-safes have since been implemented to help prevent similar occurrences in the future.

WASTE MANAGEMENT TRANSITIONS

The second quarter introduced three significant changes to waste management services in Stony Plain. After nine years with the previous contractor, a competitive tender process was conducted through the Alberta Purchasing Connection Portal. Multiple bids were received for residential and municipal waste and organics collection services, and a new provider was awarded the contract following a full review. The transition period presented some initial challenges as operators became familiar with local routes, resulting in 29 service-related complaints received by the Public Works Department. By the end of the quarter, call volumes had returned to typical levels. As part of the change, nearly 5900 new waste receptacles were delivered to residents over a 10-day period.

In addition, Alberta's Extended Producer Responsibility (EPR) program came into effect, shifting recycling responsibility from municipalities to product and packaging producers. Stony Plain selected the Opt-In model, which allows the Town to continue managing residential recycling through contracted service providers while receiving monthly rebates based on the number of serviced households. As of the end of Q2, 5913 households are enrolled in the program. The EPR program also introduced an expanded list of acceptable materials, helping residents reduce the amount of waste sent to landfill.

The combination of these changes has created cost efficiencies, enabling the Town to pass savings on to residents. New utility rates, reflecting this adjustment, were presented to Council on May 26 and will take effect in July 2025.

[PARKS & LEISURE SERVICES]

GREEN SPACE STEWARDSHIP

The horticulture program focuses not only on building and maintaining Stony Plain's beautiful public spaces, but also on supporting environmental stewardship. In addition to planting and upkeep, efforts include working with private contractors to monitor and manage the local beaver population. Residents are encouraged to remain aware of wildlife activity in green spaces and report any concerns to Public Works to help ensure creeks and streams continue to flow safely and effectively.



SEASONAL MAINTENANCE AND GRAFFITI MANAGEMENT

Seasonal staff returned in Q2 to support the ongoing care of Stony Plain's green spaces, shrub beds, trees, and sports facilities. A total of 29 seasonal team members are contributing to the upkeep and beautification of public areas throughout the summer. As part of regular maintenance, scheduled closures at Umbach Off-Leash Dog Park have resumed on Thursday mornings to ensure the space remains clean, safe, and enjoyable for both pets and users.

An increase in graffiti volume was also noted in the first half of 2025. By the end of the second quarter, a total of 413 pieces of graffiti were removed from Town and municipal property, up from 397 for the entire 2024 calendar year.

PROJECTS

Support for community events remained a focus this quarter, with ongoing behind-the-scenes work for Farmers' Days at Heritage Park, the Farmers Days' Parade, Midsummer Thursdays, the Canada Day Car Show, Pool and Spray Park operations, banner installations around town, and the Large Item Drop-Off.

Several infrastructure enhancements were also completed. The display cabinet at Town Hall was removed to increase transaction space for visitors. At the Rotary Recycle Centre, a new paint bin was built to provide a secure, designated drop-off point protected from vandalism. Elevator renovations at the Golf Course were completed to meet updated fire safety codes, including door replacements and interior refinishing.

Two new bike racks were constructed in-house and installed in public areas to support active transportation. Each of these projects helps improve accessibility and contribute to more inclusive, welcoming public spaces across the community.





QUARTERLY REPORT

FOR THE QUARTER ENDED JUNE 30, 2025

