



QUARTERLY REPORT

FOR THE QUARTER ENDED DECEMBER 31, 2023





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Q4 HIGHLIGHTS

NEW BUSINESS ALERT!

The Town had representation at grand opening or reopening events at Mint Health, Petite Retreat Collective and Stay Tuned Art & Music Studio. 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

While Edmonton Global didn't have opportunities to share with Stony Plain this quarter, it's been an exciting period for the Town as we've actively supported two new leads.

FORWARD SLASH SUMMIT

Members of Town Council and Economic Development attended Edmonton Global's Forward Slash Summit to represent Stony Plain, network, and generate leads.

DIGITAL ECONOMY PROGRAM

The Digital Economy Program is available to eligible Stony Plain businesses until October 2024. As of November, over 375 hours have been served to Stony Plain businesses. For businesses interested in receiving free marketing support, visit: www.yourdep.ca.

ECONOMIC DEVELOPMENT



AMBASSADOR OF ACTION AWARD

The 2023 Ambassador of Action Business Award, presented annually to a local business demonstrating growth through improvement and expansion, was awarded to Lady and the Tramp's Paw Resort. The Award seeks to spotlight businesses that have made substantial investments in their business and the community through endeavours such as developing or expanding physical structures, job creation, enhancements in products or services, and elevated community visibility. Lady and the Tramp's Paw Resort, owned by Jenn and Gaston, made strides in the past year by investing \$40,000 to construct a dog pool on their premises. This innovative addition offers a safe and enjoyable space for dog owners to engage their pets in year-round exercise, catering to dogs of all ages, temperaments, and mobility levels.

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 standard, reflecting a strong subscriber interest in the content. While Newsletters were not issued in November and December, more content will be shared in Q1 of 2024.

E-NEWSLETTER ANALYTICS		SEPTEMBER	OCTOBER
Sends	Number of E-Newsletters sent out	555	555
Opens	Number of E-Newsletters opened	355	372
Open Rate	Rate of E-Newsletters opened	67%	70%
Click Rate	Proportion of people who see a link in the newsletter and click on it	5%	5%

BUSINESS LICENCING

Economic Development led a review and update to the Town’s Business Licence Bylaw, which was adopted by Town Council and came into effect on January 1, 2024. The updates intend to make doing business in Stony Plain easier and include online forms, free annual renewals for Local Businesses, an update and renaming of the former Tri-municipal Business Licence to Intermunicipal Business Licence Arrangement, and more. The updated Bylaw and information on the changes can be found at www.stonyplain.com/BusinessLicence.



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 continually updated with the latest data and serves as the first and primary referral to stakeholders.

The microsite’s analytics in Q4 peaked for the year, with 4200 users exploring the microsite. Additionally, the analytics indicate a healthy balance between organic and paid visitors finding and engaging with the microsite.

MICROSITE ANALYTICS		Q1	Q2	Q3	Q4
Users		2800	3000	1400	4200
Notable User Locations	Edmonton, Calgary, Spruce Grove, Stony Plain, Toronto, Vancouver, Toronto, St.Albert, Lethbridge, and Sherwood Park				
Top Pages Visited	Homepage, Business Directory, Available Properties, Moving to Stony Plain, Shopping, Dining, and Arts, Port Alberta, Maps, Professional Services, and Agrifood				

HIGHWAY DEVELOPMENT STRATEGY

Economic Development completed the Highway Development Strategy, which was adopted by Town Council for information and can be viewed at www.stonyplain.com/hds. The Highway Development Strategy supports investment attraction efforts in the areas bordering Highways 16A & 628 by outlining development scenarios and their associated feasibility and will be an important resource for the Town’s economic development efforts in the years to come.



[CULTURE AND TOURISM]

AWARD OF CREATIVE EXCELLENCE

The Award of Creative Excellence was presented at the Greater Parkland Regional Chamber of Commerce Business Awards on October 19. Nominations are open to the community and the selection process is carried out by the Cultural Roundtable. The award celebrates individuals, organizations, non-profits, and businesses contributing to social and cultural cohesion, community identity, creative economic sustainability, and local tourism. This year's nominees included James MacKay, Al Dixon and the Parkland Poets' Society.

The award was presented to the Parkland Poets' Society, a non-profit organization that provides a safe and welcoming space for community members to share their words and creative expressions. They believe in the power of poetry to offer an outlet for self-expression and to create a sense of unity within the community. The organization hosts regular poetry reading series, workshops, and community events, fostering a vibrant literacy culture in Stony Plain. Emphasizing local engagement by partnering with community organizations and hosting workshops, the Parkland Poets' Society is an important contributor to economic development by supporting local artists and businesses.



SHOP THE SEASON

"Shop the Season" is a local holiday marketing campaign featured in the *Where Edmonton Wish Book*. This year, the program showcased products from various local businesses, including Modern Farmhouse, Pretzel Shack, The Local Refillery, Ladybugs Flowers, Country Charms, Parkland Potters' Guild, Kick Ass Caramels, Pioneer Art Club, and Your Dollar Mart Plus. Cristina Jarvis was the lucky winner who received products and gift cards from these businesses.

ART IN PUBLIC PLACES POLICY

On October 23, Town Council received a comprehensive review of the Public Art Policy, accompanied by a recommendation to merge the existing public art and mural programs into one comprehensive Art in Public Places program to be supported by the revised policy. Council accepted the recommendations, resulting in the renaming of the Public Art Policy as the Art in Public Places Policy.

This newly refined policy serves as an encompassing framework, delineating the mandate, responsibilities, and funding model for the Art in Public Places program. Recognizing the pivotal role of public art in shaping community culture and contributing to social, economic, and tourism development, the policy reflects a commitment to fostering a vibrant and dynamic local environment.



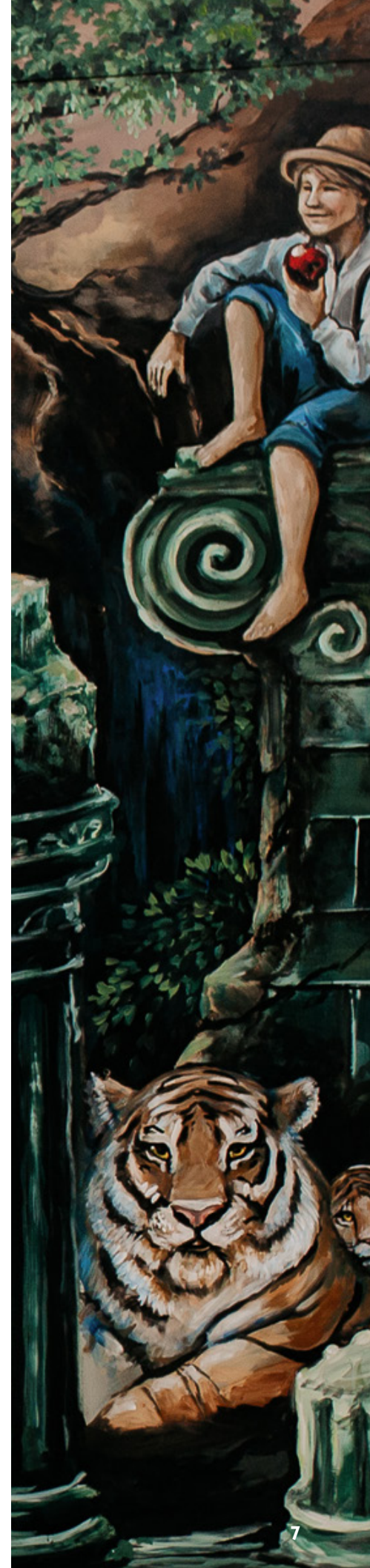
ANNUAL CHRISTMAS ORNAMENT

The 2023 Stony Plain commemorative ornament, crafted by local artist Sharon Sherstan, marks the tenth edition in the annual tradition. For nearly a decade, the Town Christmas Ornament has symbolized a meaningful collaboration between the Town of Stony Plain and skilled local artists or organizations. Sherstan's contribution for the tenth anniversary is a stunning punched tin train design.

Limited to 250 units, these commemorative ornaments are distributed on a first-come, first-served basis to residents, adding a touch of local artistry to the holiday season.

CULTURAL ROUNDTABLE

During the Organizational Meeting on October 23, Council appointed five individuals to serve on the Cultural Roundtable for a two-year term. The newly appointed members, Mina Battagin, Brenda Reeve, Kelsey McEwan, Grace Chychul, and Judy Bennett, bring a wealth of experience and perspective, representing both the local artist community and the broader public. Their collective expertise will contribute significantly to the cultural enrichment and vibrancy of our community.



Q4 HIGHLIGHTS

PROJECTS COMMUNICATED/ PROMOTED IN Q4

- Black Knot Awareness
- Poverty Awareness Month
- Halloween Haunted House Hunt
- The Walking Dead House
- Casual Firefighter Recruitment
- Old Town South Redevelopment
- Business Awards of Distinction
- Umbach Off-Leash Dog Park Closure
- 2024-2026 Corporate Plan
- Waste Collection Calendar
- Shop the Season
- Mental Wellness in Stony Plain
- Toys for Tickets
- Living with Loss to Suicide – Evening of Healing Event
- Alberta Living Wage Network
- Limited Edition Christmas Ornament
- Together We Shine
- RV Parking
- Long Service and Matthew Claus Awards
- Grief Support During the Holidays
- Business Licence Renewals
- Christmas Tree Drop-Off
- Mental Health First Aid
- Explore the Magic of Stony Plain
- Winter Fest:
 - Winter Light Up
 - Advent Calendar
 - Family Fest

[CORPORATE COMMUNICATIONS]

EXPLORE THE MAGIC OF STONY PLAIN



The “Explore the Magic of Stony Plain” campaign, launched at the end of Q4 to attract regional tourists to Stony Plain. The initiative aimed to divert travelers from the highway to experience the enchanting Christmas lights, notably in Rotary Park, downtown, the Fire Hall, and various neighbourhoods. A captivating video, featuring unique branding, garnered significant attention. The paid video reached 34,110 people with 393 reactions and 103 shares, while the organic video reached 7011 people with 176 reactions, six comments, and 51 shares on Meta platforms, plus 66 views on YouTube. The overall feedback was positive, fostering a festive atmosphere and successfully promoting Stony Plain as a holiday destination.

OLD TOWN SOUTH REDEVELOPMENT

The Old Town South Redevelopment “Call for Videos” campaign reignited in Q4 to revive the historical heart of Stony Plain by inviting long-time residents to share their memories and tales through one-to-three minute videos. This campaign was strategically launched before the holidays to evoke nostalgia through engaging post captions and a multi-channel approach. Analytics reveal a combined outreach of over 17,000 people through a paid and organic video which generated positive reactions, shares, and link clicks. The paid video alone reached 13,900 people with 79 reactions, nine shares, and 1465 link clicks, while the organic video reached 3262 people with 40 reactions and 12 shares on Meta platforms, plus 1660 webpage views. This campaign, complemented by radio ads, will continue into the new year, shaping the narrative and preserving the legacy of Old Town South.

WEBPAGE ANALYTICS

TOP 10 WEBSITE PAGES

WEB PAGE	PAGE VIEWS
Town of Stony Plain Home Page	22,693
Careers with the Town	11,252
Calendar	8394
Winter Fest	6089
Halloween	5097
Sports Facilities	4284
Meridian Heights Garage Fire	3319
Garbage, Organics and Recycling	2734
News	2120
Old Town South Redevelopment	1660

TOTAL WEBSITE PAGE VIEWS: 145,216 (-36,170 compared to previous quarter)

NEWSROOM SUBSCRIBERS: 382 (+21 compared to previous quarter)

SOCIAL MEDIA ANALYTICS

TOP PERFORMING POST

FAMILY FEST



FACEBOOK

Engagement	260
Reach	26,133
Reactions	161
Shares	70

INSTAGRAM

Engagement	91
Reach	1472
Reactions	87
Shares	3

TWITTER

Engagement	16
Impressions	246
Retweets	2

TOP PERFORMING VIDEO

WINTER LIGHT UP



FACEBOOK

Engagement	519
Reach	51,024
Reactions	374
Shares	119

INSTAGRAM

Engagement	353
Reach	3230
Reactions	301
Shares	34

TWITTER

Engagement	12
Impressions	216
Retweets	0

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 X 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** – X’s (formerly Twitter) version of ‘Shares’

Q4 HIGHLIGHTS

continued

- Community Bulletin Board Sponsorship – West Parkland Gas Co-op
- Dementia Connections
- Métis Week
- Third Quarterly Report
- Parking Information
- Volunteer Information
- Don’t Just Trash It!
- Shikaoi Exchange Program
- Council Highlights
- SeniorConnect
- Collision Reporting Centre
- Employment Opportunities
- Enforcement Services & MADD Candy Cane Check Stop
- 2024 Waste Collection Calendar
- Meridian Heights Garage Fire

AUDIENCE GROWTH

(Compared to previous quarter)

	12,563	+252
	5995	-8
	4745	+128
	2564	+93

[FIRE DEPARTMENT]

SHIKAOI SUMMER EXCHANGE STUDENT FAREWELL

The Stony Plain Fire Department (SPFD) bid farewell to visitors from Shikaoi, Japan. Ladder 3 displayed a Canadian flag during the annual send-off for Shikaoi students.

This tradition, now an integral part of the farewell ritual, creates a memorable moment for all involved. The waving flag on Ladder 3 symbolizes the unity and goodwill shared between Stony Plain and Shikaoi, leaving a lasting impression on international guests.

TRAINING UPDATE

In Q4, the Stony Plain Fire Department welcomed nine new recruit Casual Firefighters. These individuals successfully underwent a comprehensive onboarding process, which included interviews, aptitude testing, and physical skills evaluation. Following this initial training phase, the recruits commenced formal fire training to prepare them for their roles within the SPFD.



HOLIDAY COMMUNITY INVOLVEMENT

SPFD members actively engaged in the festive spirit, contributing to the Kinsmen Christmas Hampers and spreading holiday cheer. During the Red Apple's "Stuff A Sleigh" event in collaboration with the RCMP, SPFD collected an impressive \$6400 in cash donations and gathering eight pick-up truck loads of gifts for the Kinsmen Christmas Hamper Program.

In addition, the SPFD played a vital role in the annual Winter Light Up event. Operating Ladder 3, members raised Mayor Choy, Santa, and Mrs. Claus into the air to illuminate the downtown Christmas Tree, marking the official commencement of the Christmas season. During the event, tours of a fire truck were provided, offering the public an opportunity to see and explore the equipment, fostering a sense of community warmth during the holiday festivities.



Q4 RESPONSE BREAKDOWN

RESPONSE TYPE	STONY PLAIN		PARKLAND COUNTY	
	2022	2023	2022	2023
Structure Fires	4	2	5	3
Vehicle Fires	3	3	0	2
Wildland/Outside Fires	1	4	8	11
Medical	30	24	5	12
Alarms	45	63	20	21
Motor Vehicle Collision	18	15	30	23
Mutual Aid	1	3	2	1
Citizen Assists	7	2	3	1
Utility (Power/Gas)	5	4	0	1
Hazmat	0	0	0	0
Rescue	0	0	0	0
TOTAL	114	120	73	75

ANNUAL RESPONSES		
	2022	2023
Stony Plain	383	442
Parkland County	282	294
TOTAL	665	736



[ENFORCEMENT SERVICES]

VIOLATIONS & WARNINGS

In the fourth quarter of 2023 Stony Plain Peace Officers issued 217 warnings and 200 violation tickets. The top three violations issued were:

- Unregistered Vehicles 43 violations
- Speeding 41 violations
- Distracted Driving 33 violations

INCIDENTS

Peace Officers responded to 409 incidents this quarter. Of those incidents, 56 were proactively generated by an Officer. The three most frequent incidents were:

- Parking Complaints 82 incidents
- Cats at Large..... 35 incidents
- Dogs at Large 31 incidents

EVENTS

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

- Track and Field at a local school
- Women in Uniform presentation for a Youth Group
- Take Your Kids to Work Day
- Handing out treats on Halloween during evening patrols
- Winter Light Up
- MADD Candy Cane Joint Force Operations
- Toys for Tickets
- Family Fest



COMMUNITY STANDARDS INCIDENTS

Vandalism	4
Unsightly/Nuisance Property	11
Snow/Ice on Sidewalk	2
Noise Complaint	5
Long grass/weeds	2
Littering	4
Fighting/Disturbance in Public	3
RV in Front Yard Out of Season	2
Municipal Government Act Order	4
Graffiti	12
TOTAL	49

PUBLIC BEHAVIOUR INCIDENTS

Tobacco & Smoking Reduction Act	4
Trespass to Premise Act	3
Petty Trespass Act	7
Land Use Bylaw	8
Garbage Collection & Disposal Bylaw	1
Gaming Liquor & Cannabis Act	2
Fire Services Bylaw	2
Public Tree Bylaw	1
Environment Protection Act	2
Cannabis Consumption Bylaw	3
Business License Bylaw	9
TOTAL	42

VIOLATIONS

Parking Violations	15
Occupant Restraint Violations	3
Obstruction of Highway	1
License Plate Violations	1
Land Use Bylaw	1
Gaming Liquor & Cannabis Act	4
Business Licence Bylaw	1
Driving Violations	103
Document Violations	57
Community Standards Bylaw	1
Animal Control	13
TOTAL	200

TRAFFIC INCIDENTS	
Driving Complaints	14
Fail to Stop for Peace Officer	1
Water Flow	1
Heavy/Commercial Vehicles	2
Idling Vehicle	2
Laser/Radar Speed Enforcement	13
Parking Complaint	82
Special Event Permits	3
Stop Sign Enforcement Operation	9
Suspended Driver	2
Obstruction/Debris on Roadway/Sidewalk	12
Unattached Trailers	4
Uninsured Motor Vehicle	10
TOTAL	155

RESPONSIBLE PET OWNER INCIDENTS	
Animal Protection Act	14
Barking Complaints	8
Cats at Large	35
Dog Aggression	9
Dogs at Large	31
Livestock	1
Unlicensed	3
TOTAL	102

ASSISTS	
Assist Fire	3
Assist Planning	3
Assist Public Works	4
Assist Outside Agency	3
Assist RCMP	19
TOTAL	32

ENGAGEMENT	
Community Service	14
Foot Patrol	4
Joint Force Operation	2
Memorandum of Understanding	5
Training	4
TOTAL	29

Q4 INCIDENT SUMMARY AND COMPARISON

Animals



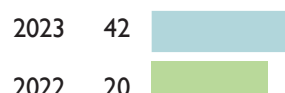
Assist/Engagement



Community Standards



Public Behavior



Traffic



[RECREATION SERVICES]

HALLOWEEN

Recreation Services hosted a spooktacular array of Halloween activities this year, treating the community to an extended and thrilling celebration. The Halloween Haunted House Hunt made a triumphant return, spanning over 10 days and crowning five lucky grand prize winners. On Halloween weekend at Heritage Park, the annual haunted house underwent a spine-chilling transformation, now known as the Walking Dead House in collaboration with Parkland Search & Rescue. This partnership infused the haunted house with exhilarating features, ensuring a memorable experience for all participants. Heritage Park also buzzed with various other Halloween activities, creating a festive and frightful atmosphere for residents to enjoy.



WINTER FEST

Winter Fest unfolded as a resounding success this year, offering a trifecta of delightful events that brought the community together in a festive spirit.

The celebration kicked off with Winter Light Up, a heartwarming event that set the town aglow with the collective joy of over 2000 residents, marking a new attendance record. The participation of 25 local businesses and service clubs added a vibrant touch to the festivities with the lighting of the Christmas tree to officially kick off the holiday season.

Residents indulged in the holiday spirit all month long with the online Advent Calendar. Packed with daily activities, crafts, recipes, and special contests such as a youth and adult coloring contest and letters to Santa, it provided a delightful countdown to the holidays.

Family Fest, the annual New Year's Eve celebration at Heritage Park, drew over 3000 residents, taking advantage of the mild winter weather. The event catered to all ages, featuring a family dance with a live DJ, BBQ dinner, hot chocolate, popcorn, a photo booth, outdoor skating, horse-drawn wagon rides, bonfires, fireworks, and face painting. The community demonstrated their generosity with significant donations of both food and money collected for the Parkland Food Bank. Winter Fest truly encapsulated the warmth of the season and the spirit of community celebration.

ADULT BALLROOM DANCE

The last two sessions of adult ballroom dance were held this quarter and had a combined total registration of 52 dancers learning to foxtrot, jive, waltz and more.



GLENN HALL CENTENNIAL ARENA

The Glenn Hall Centennial Arena remained bustling throughout the quarter, with a total of 888 hours of activity. This included a mix of local user group rentals, private ice rentals, and public skating sessions. Notably, this quarter contributed to the cumulative total of 2546 hours, of usage for 2023 with 35% of the utilization occurring during Q4.

Public Skating sessions, sponsored by Fix It Right Plumbing and Heating, offered residents free and enjoyable ice time. Running annually from September to March, these sessions featured five time slots per week, including a dedicated Parent-Tot Skate, providing a range of opportunities for community members to partake in recreational ice activities.

OUTDOOR RINKS

In December, three outdoor rink surfaces were available for use—Centennial Outdoor Rink, Rotary Park, and South Creek—due to unseasonably warm weather. These ice surfaces, operated as shared-use spaces, providing recreational opportunities for the community.

The Centennial Outdoor Rink accommodated rentals, totaling 40 hours in December. Throughout 2023, a cumulative total of 163 hours of ice time was rented, indicating the community’s ongoing enthusiasm for outdoor winter activities. The shared-use model continued to foster community engagement for these outdoor spaces.

FACILITY	Q4 2022	Q4 2023	2023 TOTAL
Glenn Hall Centennial Arena	842 hours	888 hours	2546 hours
Community Centre	149 hours	208 hours	642 hours
Heritage Park - Spruce Grove Hall	247 hours	538 hours	1372 hours
Heritage Park - Parkland Hall & Lions Den	159 hours	297 hours	1020 hours
Heritage Park - Pavilion	682 hours	665 hours	2155 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 Parkland Village and Acheson within Parkland County.

RIDER STATISTICS (PASSENGERS THAT START OR END TRIP IN STONY PLAIN)			OPERATIONS STATISTICS (REGION)	
	2022	2023	Stony Plain/Spruce Grove/ Parkland County	2023
October	320	1648	October	5924
November	355	1739	November	6071
December	236	1346	December	4881
Q4 TOTAL RIDERS	911	4733	Q4 TOTAL RIDERS	16,876

ACCESSIBLE TRANSPORTATION SERVICE (ATS)

The ATS remains a crucial resource, experiencing high demand with a lengthy waitlist. 2429 rides occurred in Q4. With additional staff and drivers onboarded, efforts are underway to address the waitlist. A notable highlight in Q4 includes providing transportation to local veterans for the Remembrance Day Service. During the holiday season, 47 clients enjoyed Christmas Light Tours, contributing to festive cheer across the Tri-Region.

RIDE CATEGORY				
	Medical	Essential	Social	Recreation
October	212	183	13	20
November	237	185	14	20
December	173	173	8	11
TOTAL	622	541	35	51

RIDER RESIDENCY LOCATION STATISTICS						
	Spruce Grove		Stony Plain		Parkland County	
	2022	2023	2022	2023	2022	2023
October	196	229	162	230	3	23
November	203	237	167	225	1	13
December	195	183	165	223	0	6
TOTAL	594	649	494	678	4	42

DRIVER HOURS		
	2022	2023
October	578	618
November	628	724
December	590	641
TOTAL	1796	1983

KILOMETRES TRAVELLED		
	2022	2023
October	13,900	14,315
November	15,201	13,935
December	14,573	10,896
TOTAL	43,674	39,146

[GOLF COURSE]

Q4 marked the conclusion of the golf course and driving range operations, with just over 1700 rounds played before the October 15 closure. The year-end round count reached an impressive 33,554 reflecting a substantial increase of 3034 rounds from 2022, attributed to an earlier start and favorable weather conditions. With 177 operational days in 2023, only nine were deemed unplayable due to weather or wet conditions.

Daily round count averaged 190 players, a rise of twelve from 2022, showcasing the golf course's popularity among green fee players seeking value, excellent conditions, and efficient pace of play. Overall green fees, including 10-round punch-cards, increased by 16% in 2023.

The driving range saw a notable 35% increase in revenue, primarily driven by favourable weather conditions and a post-COVID influx of entry-level golfers not yet ready for the course.

Off-season golf programming commenced in November with the TrackMan golf simulator, facilitating game-play modes, instructional sessions, and off-season club fittings and sales.

Proshop sales during the winter were strong, boosted by the addition of new arrivals from lululemon, attracting non-golfing traffic. Gift card sales had a noticeable increase as the holiday season approached.



NEIGHBOURHOOD CONNECT FOSTERS COMMUNITY GROWTH



Three additional residents joined as Neighbourhood Connectors in December, bringing the total to 16, compared to 14 at the end of 2022. This program actively encourages residents to foster connections, build community, and enhance the spirit of neighbourhoods in Stony Plain. A Neighbourhood Connection event, attended by 29 neighbours, proved to be a success. Among the participants who completed evaluations, 100% expressed feeling more connected to their neighbours after the event.

A Neighbourhood Connector shared a significant transformation within the community, stating:

“Prior to the event, there are people who had lived on the street for 30 plus years and did not know each other. There were also three houses who were experiencing some difficulties, at odds with each other. After being encouraged to come to BBQ, two out of the three met and developed some understanding of each other’s situation and are now getting along better.”

ENHANCING INCLUSION & DIVERSITY

FOSTERING A SENSE OF COMMUNITY BELONGING AND INCLUSION – PASSION FOR FASHION

In December, the Inclusion portfolio, alongside community partners, organized an event to mark the International Day of Persons with Disabilities. The “Passion for Fashion” show took centre stage, showcasing the creativity and contributions of individuals with disabilities. The event also featured a market with businesses owned by people with disabilities and local performers. CTV news covered the regional event, highlighting the significant impact of the occasion.

This collaborative effort involved the Town of Stony Plain, City of Spruce Grove, Parkland County, Community AIM, Alberta Parenting for the Future, GoodWill Industries, Mindfully Inclusive, and Disability by Design. Apart from achieving its primary objectives, the event strengthened relationships among these community agencies, emphasizing the value of collaboration in promoting inclusivity and understanding.



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

Throughout this quarter, 29 individuals living with dementia and their care partners found support through community programs and services. In October, the Trail Explorers series concluded with a group picnic and hike at Hasse Lake, fostering friendships and bringing joy to all participants. In December, the Dementia Connections Holiday Social provided residents with an opportunity to come together, sing songs, enjoy trivia, and create cards for their loved ones. The participants expressed their gratitude for the Dementia Care Partner Support Group hosted by the Alzheimer’s Society. These impactful dementia programs thrive with the dedication of committed volunteers. In a heartening result, 100% of the volunteers who completed evaluations reported finding meaning and connection through their volunteering.

[CREATING HEALTHY RELATIONSHIPS]

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

During this quarter, TREA provided support to eight residents in our region who were experiencing elder abuse. While this number represents a decrease of 14 from the previous quarter, TREA continues to play a crucial role in addressing and mitigating instances of elder abuse.

TREA, a regional collaboration, comprises 24 community partners across our region. This collective effort ensures a comprehensive and coordinated approach to addressing elder abuse issues within our community.

FINDING OUR VOICES

A collaborative effort between the Town of Stony Plain, City of Spruce Grove, Parkland County, and Sagesse resulted in a seven-week self-esteem and effective communication peer-support group. This program successfully assisted six residents in enhancing their self-respect, self-belief, and confidence to express ideas and feelings with others.

ANGER MANAGEMENT

In a collaboration between the Town of Stony Plain, the City of Spruce Grove and Sagesse, trained professionals supported nine residents to explore the roots of their anger, regulate strong emotions, and heal the impact of their actions through an anger management program. All participants reported an improved ability to manage stress, address conflict constructively, and express their feelings more effectively.

DOMESTIC VIOLENCE MONTH COLLABORATION



In support of the annual Alberta-wide campaign for Domestic Violence Month, a regional collaboration successfully distributed 500 BeEmpowered calendars and window clings across the region. Supported by 14 generous community sponsors, this initiative aimed to raise community awareness about domestic violence and how to support those affected.

The “Real Talk Workshop: Break The Cycle of Domestic Abuse” provided a safe space for four residents to openly discuss domestic violence. The workshop equipped participants with knowledge to recognize signs of domestic violence, tools to support those affected, and increased awareness

about available resources. All participants expressed an enhanced ability to connect people with the necessary support. Local libraries throughout the region played a vital role in promoting awareness by hosting pop-up information tables, further contributing to the sharing of information on domestic violence and available resources.



[REDUCING POVERTY]

REGIONAL HOUSING PROGRAM

In collaboration between the Town of Stony Plain and the City of Spruce Grove, the Regional Housing Program, 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, successfully supported 39 individuals in 16 households. This represents an increase of six households from the last quarter. The program continues to play a crucial role in enhancing housing stability and addressing homelessness within the region.

ALBERTA LIVING WAGE NETWORK

In November, the Alberta Living Wage Network released the updated Stony Plain Living Wage. The calculation, which represents the wage needed for full-time earners to maintain a modest standard of living based on the actual costs in Stony Plain, is now set at \$21.10. This marks an increase of \$1.60 from the 2022 calculation of \$19.50, reflecting adjustments in the cost of living in the community.



POVERTY AWARENESS MONTH

During Poverty Awareness Month, a partnership between the Town of Stony Plain, the City of Spruce Grove, and Parkland County engaged 108 participants in eight hours of conversation over four evenings in October. This series focused on discussions, learning, and sharing ideas on building a more resilient community and addressing the social issue of poverty within the region, averaging 27 participants per session. In 2022, 37 residents participated in a one-time stone soup event to raise awareness of poverty in the community.

The project aimed to inspire citizens with tangible ways to contribute to reducing poverty in their communities. According to the survey results, 79% of participants felt they had a better understanding of poverty, and 100% expressed a better understanding of how they can contribute to reducing poverty in the region. This initiative reflects the community's commitment to addressing and raising awareness about poverty-related issues.

FINANCIAL LITERACY

In a collaborative effort between the City of Spruce Grove and the Town of Stony Plain, a series of four financial literacy workshops facilitated by the United Way empowered 32 residents from across the region with enhanced knowledge on basic budgeting, debts, loans, RRSPs, and TFSA's.



[PROMOTING MENTAL HEALTH & WELLNESS]



SURVIVORS OF SUICIDE LOSS – AN EVENING OF HEALING

Over 23 individuals impacted by suicide loss, an increase of seven from the previous year, came together for an evening dedicated to healing and remembering their loved ones. The event included a facilitated art session by award-winning artist Alexis Marie Chute and a healing circle symbolizing their connection. Food and beverage were generously provided by The Wall Coffee Roasters.

Happily, 100% of participants who completed the evaluation expressed feeling more connected to the community and better equipped to navigate whatever challenges come their way. This event not only facilitated healing but also strengthened the sense of connection and support within the community for those affected by suicide loss.

PUBLIC PARTICIPATION

In this quarter, phase two of public participation aimed at creating a Mental Health and Wellness Strategy was successfully completed. Three focused sessions were offered, drawing over 30 participants representing the public, youth, and community partners.

A noteworthy outcome was that 100% of participants who completed the evaluation reported having a greater understanding of how Stony Plain is planning to enhance mental wellness in the community.

A participant expressed, “*There were great conversations around our shared roles within community mental health,*” highlighting the positive and engaging nature of the discussions during the sessions.

CARING FRIENDS BEREAVEMENT GROUP

Throughout 2023, the Caring Friends Bereavement Group provided vital support to over 110 individuals. This confidential and informal bereavement support group, led by trained bereavement volunteers, is available to anyone in the Tri-Municipal Region.

COMMUNITY AND SOCIAL DEVELOPMENT ROUNDTABLE

In this quarter, the Community and Social Development Roundtable met to learn more about Asset-Based Community Development (ABCD) and how it can be used to enhance planning strategies. The Town of Stony Plain uses this strategy which showcases a commitment to building a more resilient and vibrant community.



[VOLUNTEER CENTRE]

BETTER IMPACT

In this quarter, the Better Impact online software recruitment tool successfully connected an additional 16 residents to volunteer opportunities in the community, marking an increase of seven from the previous quarter. This brings the total number of community volunteers to 399, highlighting the impact of streamlined volunteer recruitment efforts in fostering community engagement and involvement.

TOWN OF STONY PLAIN VOLUNTEERS

Town of Stony Plain programs thrived with the invaluable support of 78 active volunteers, showcasing an increase of 14 from 64 in the previous year. These dedicated individuals generously contributed their time, skills, and knowledge, playing a crucial role in ensuring the successful implementation of various programs within the organization.



INTERNATIONAL DAY OF THE VOLUNTEER

In December, the International Day of the Volunteer was commemorated with an event at the Red Brick Common gallery, where 23 Town volunteers and their loved ones were honored. Attendees were invited to share how their volunteer experiences made them feel, with responses including feelings of purpose, joy, involvement, reward, community connection, blessing, enrichment, fulfillment, and happiness.

WAYS TO GIVE

In July, a regional working group initiated the coordination of Christmas giving in the Tri-Municipal Region. The group's efforts resulted in the production of the Ways to Give list (www.stonyplain.com/WaysToGive), which serves to streamline residents' donations of time and resources. Released annually in October, the Ways to Give list highlights the coordinated approach to Christmas giving in the region, ensuring support for everyone.

[YOUTH SERVICES]

FALL BREAK PROGRAMS

Youth Services, in collaboration with Community Futures Capital Region, successfully provided a five-session learning opportunity called “Mighty Money Makers,” introducing entrepreneurship concepts to youth aged 11 to 14. This program serves as a precursor to the Young Entrepreneurs Training Initiative (YETI), an offering available to high school students each spring.

Additionally, Youth Services partnered with the Bredin Centre for Career Advancement to deliver two job readiness sessions during Fall Break. During the break, 13 youth participated in sessions focused on resumé writing and developing interview skills.

HUMAN RIGHTS DAY

In December, the John Humphrey Centre for Peace & Human Rights (JHC) led a workshop in recognition of Human Rights Day, engaging 26 youth and youth-serving community partners. The workshops provided a platform to address racism and discrimination within community spaces, with separate sessions tailored for youth and youth-serving community partners. Participants in each group actively participated in anti-oppressive activities, including self-reflection, building an understanding of various forms of discrimination in society, and developing practical strategies and goals for fostering individual change toward a more inclusive community.

MÉTIS WEEK CELEBRATION

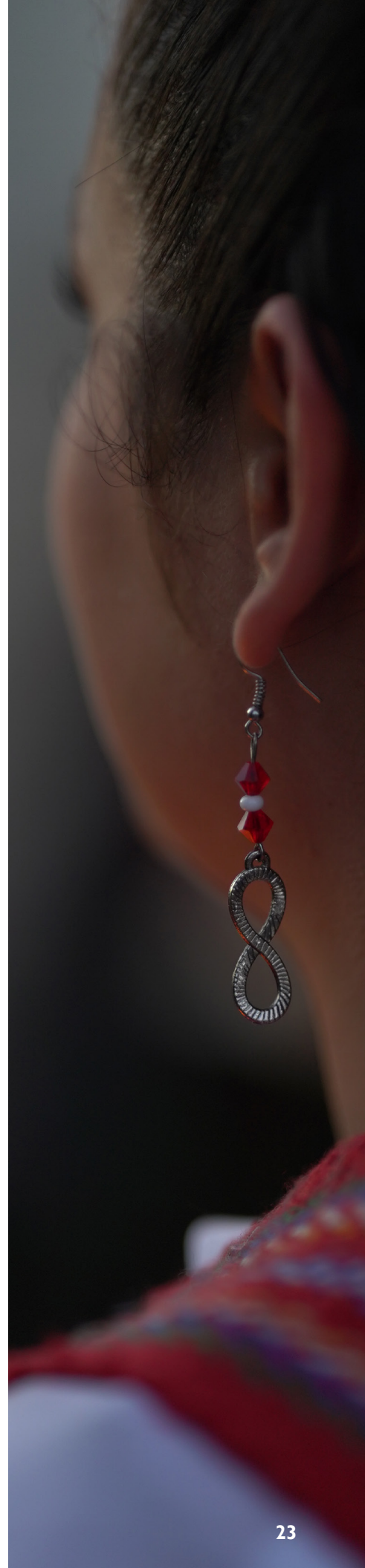
The Town joined forces with various community agencies to host a celebration in recognition of Métis Week. The event aimed to honor Métis culture and foster stronger connections with members of the Métis community while building relationships with partner organizations.

A total of 106 individuals participated in the event, enjoying storytelling, music, jigging, and traditional fare such as bannock and tea. Impressively, 82% of those who completed the evaluation expressed feeling a stronger sense of community by attending the event.

ORANGE DOOR CAMPAIGN & KINSMEN TOY DRIVE

In December, the Youth Centre directed its activities towards empowering youth. Weekly programs were designed with the goal of helping youth feel good about themselves by aiding others. Youth actively participated in community initiatives, assisting with the Kinsmen Toy Drive at the Red Apple store in Stony Plain and raising awareness of Youth Centre programs and services at Home Depot in Spruce Grove.

Notably, for the third consecutive year, the Stony Plain Youth Centre was chosen by Spruce Grove Home Depot as the beneficiary of proceeds from the Holiday Orange Door Campaign. This initiative supports youth programs in Stony Plain and the surrounding area, exemplifying the community's commitment to uplifting and empowering its youth through various avenues.



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 December 2023, the investments were \$18,836,836 compared to \$24,604,468 at the end of December 2022.

FINANCIAL SERVICES



CORPORATE PLAN

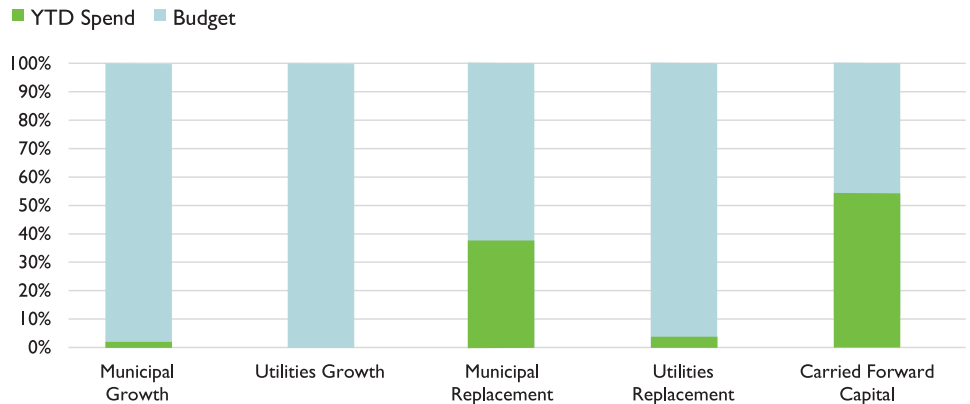
The 2024-2026 Corporate Plan was approved by Council on November 27, 2023.

The Corporate Plan guides the implementation of the services, processes, and capital projects to achieve the outcomes in Council's Strategic Plan. It is based upon the principles of the Municipal Development Plan (www.stonyplain.com/CorporatePlan).

“Every Corporate Plan brings its own set of opportunities and hurdles. The public planning sessions offer a chance for Council to carefully examine proposals for the Town's future and share their insights. The Corporate Plan serves as our guide for investing in a stronger, more vibrant Stony Plain.”

– Town Manager, Tom Goulden

CAPITAL SPEND TO BUDGET



Capital spend to date equates to 31%. Capital projects can span multiple years. Twenty Capital projects were completed in 2023 and work will continue into 2024 for the remaining projects.

FINANCIAL STATEMENTS

Audited financial results for 2023 will be published after being presented to Council in April 2024.

PLANNING & DEVELOPMENT

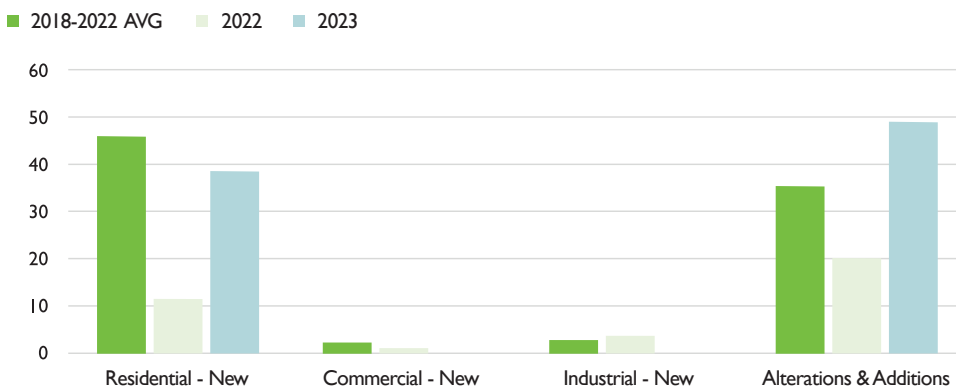
Fourth quarter new residential construction in 2023 comprised of a total of 39 unit starts that had an estimated construction value of \$9.9 million.

There were no commercial or industrial permits issued in the fourth quarter.

There were 49 permits issued in the fourth quarter for alterations and additions including 44 residential improvements, three commercial improvements, and two industrial improvements, with a combined estimated construction value of \$1.5 million.

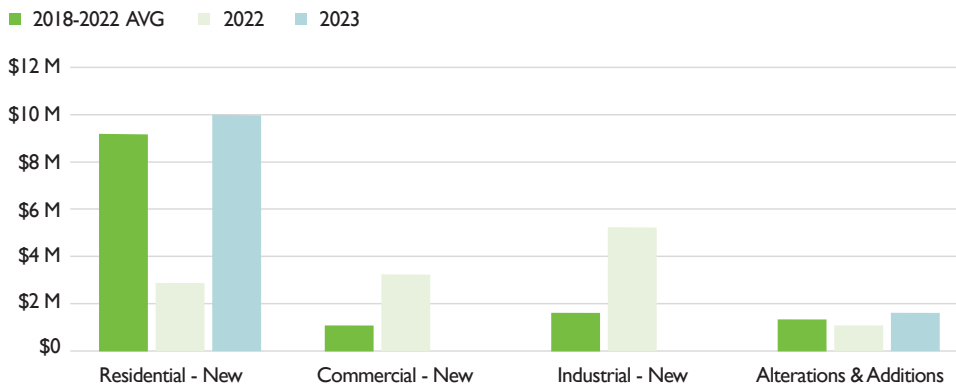
There were 19 miscellaneous permits issued including 10 signs, one moves/demolitions etc., seven secondary suites, and one home occupation, with a combined estimated value of \$150 thousand.

Q4 VOLUME OF BUILDING PERMITS BY TYPE



* Residential Improvements have historically reported all residential, commercial, industrial, institutional, and parks alterations and additions. The name of the category has been updated to reflect this and is now called Alterations & Additions.

Q4 VALUE OF BUILDING PERMITS BY TYPE



YEAR TOTAL PERMITS

In 2023, Planning & Development facilitated the issuance of various permits, contributing to the Town's growth and development:

RESIDENTIAL CONSTRUCTION

Total new residential construction reached 74 housing units:

- 23 single detached dwellings
- 15 medium density dwellings
- 36 high density dwellings

Estimated construction value: \$20.8 million.

COMMERCIAL & INDUSTRIAL

One commercial permit and five industrial permits were issued.

Estimated construction value: \$11.9 million.

ALTERATIONS & ADDITIONS

In 2023, 189 permits were issued for alterations and additions.

- 164 residential improvements
- 17 commercial improvements
- 7 industrial improvements
- 1 institutional improvement

Estimated construction value: \$7.4 million.

MISCELLANEOUS

In 2023, 112 miscellaneous permits were issued.

- 69 signs
- 23 moves/demolitions, etc.
- 13 home occupations
- 7 secondary suites

Estimated construction value: \$264 thousand.



[INFRASTRUCTURE ASSETS]

THE FIRST ELECTRIC VEHICLES HAVE ARRIVED

In alignment with the Environmental Stewardship Strategy, the Town of Stony Plain has acquired two fully electric Kia Niro's for its fleet through the Municipal Climate Change Action Centre's Electric Vehicles for Municipalities Grant. This strategic move aims to reduce the Town's greenhouse gas emissions and operating costs while exemplifying municipal leadership in sustainable practices.

The acquisition of these electric vehicles not only reflects the Town's commitment to environmental sustainability but also showcases its proactive approach to incorporating innovative solutions for a greener and more efficient municipal operation.

ROTARY RECYCLING CENTRE TIRE PROGRAM

In Q4, the Rotary Recycling Centre's Tire Recycling Pilot Project saw remarkable success, collecting 763 tires weighing a total of 11,870 kg. This initiative, launched during the third quarter, has provided a valuable solution for the disposal of old or damaged tires, and has been met with an overwhelmingly positive reception.



CHRISTMAS TREE DROP-OFF PROGRAM

Embracing a commitment to waste reduction, the Town reintroduced the Christmas Tree Drop-Off on December 27. After the holiday season, residents were encouraged to join in recycling the magic by responsibly disposing of their real Christmas trees.

As part of this green initiative, Stony Plain residents could drop off their real Christmas trees at the Rotary Recycle Centre from December 28 until January 28. To facilitate proper recycling, residents were urged to ensure trees were unwrapped and free of any decorations, utilizing the designated green bins marked "Organics." This initiative reflects the Town's ongoing efforts to provide environmentally conscious solutions for waste management.

[PARKS & LEISURE SERVICES]

WINTER FEST & LIGHT DISPLAYS

In Q4, Parks & Leisure Services played a pivotal role in bringing festive cheer to the Town. Continuing an annual tradition, a local family generously donated their tree, which was adorned with 1200 feet of lights, serving as the centerpiece for the annual Winter Light Up event, a part of Winter Fest. Throughout the town, 73 wreath displays and over 75 light displays in Rotary Park further contributed to the festive ambiance. Parks & Leisure Services' efforts added a touch of holiday magic, enhancing the community's spirit during the festive season.



OUTDOOR RINKS

Despite unseasonably warm weather, dedicated crews worked to open three ice surfaces for public use by mid-December. The Centennial Memorial outdoor rink, fueled by snow from Glenn Hall Centennial Arena, became the first outdoor ice in the region, welcoming the public on November 28. Subsequently, the Rotary skating path and South Creek snowbank rink opened by mid-December. Ongoing efforts focused on constructing Forest Green and St John Paul II rinks, with an anticipated opening in early January. The popularity of these surfaces was evident as residents brought out hockey nets, fostering a sense of community enjoyment for everyone.

STRATEGIC PRUNING FOR TREE HEALTH

During the dormant period, Parks & Leisure Services successfully completed a strategic five-zone pruning rotation for Black Knot, addressing 89 trees affected by the disease, while 42 were removed. An online education campaign complemented this effort, encouraging residents to monitor their trees for symptoms and follow pruning guidelines.

Benefiting from warm fall weather, pruning efforts extended to over 200 trees throughout Q4, with a specific focus on elm trees along boulevards and trails. Additionally, 35 trees were planted in various locations, including Old Town, High Park, Westerra, Genesis, and Folkstone. These initiatives not only contribute to the Town's environmental sustainability but also underscore the commitment to fostering a healthy and vibrant urban landscape.

PREPARING FOR THE NEW BUILDING

Taking advantage of the warm weather and minimal snow accumulation, Parks & Leisure Services and Infrastructure & Assets efficiently reorganized the Public Works yard in preparation for upcoming construction. This involved the removal and proper disposal of excess and scrap material, as well as the relocation of lay-down areas and equipment.



[LONG SERVICE AWARDS]



In Q4, the Town of Stony Plain celebrated its long serving staff members with the annual Long Service Awards. These awards recognize staff who have served their community with pride and continue to demonstrate a commitment to public service.

This year, 20 Town employees were recognized for Long Service Awards:

5 YEARS	10 YEARS	15 YEARS	20 YEARS	30 YEARS
Trista Baksa	Brock Adams	Tiffany Anderson	Pam Swenson	Scott Presho
Louanne Berg	Amanda Alwyn-Smith	Wayne Dominique		
Kristina Boechler	Ron Fenske	Jennifer Penner		
Michelle Chudoba	Micheal Greenbank	Shelley Prusak		
Tammy Reich	Karl Hill			
Vincent Shanmugam	Christina Michaud			
Veronica Wenzel	Bob Reich			

[MATTHEW CLAUS AWARD]

Matthew Claus, former Manager of Planning for the Town of Stony Plain, passed away on April 19, 2016. Matthew took pride in his work, treated his co-workers with respect, and believed in public service. The Town of Stony Plain founded the Matthew Claus Award to honour his legacy. The award is presented annually to an employee who demonstrates the qualities Matthew Claus was known and respected for.

The 2023 Matthew Claus Award was awarded to Trevor Mistal, the Town of Stony Plain Fire Chief. The award was presented at the Town's annual Long Service Awards and Recognition Banquet.

Trevor Mistal stands as a pillar of strength within the Town of Stony Plain. His leadership is characterized by a deep sense of caring, commitment, and dedication to both his staff and the community at large. Trevor's genuine concern for the well-being of others is evident in his proactive approach to supporting sick or injured staff members. He is known to be the first to reach out to lend a helping hand, whether it's a hospital visit or helping at home. This level of personal involvement exemplifies Trevor's heartfelt dedication to those under his care, demonstrating respect not only for their professional roles, but for their individual well-being.

Furthermore, Trevor's leadership in the Fire Department resonates with an unwavering commitment to the betterment of Stony Plain. He empowers his team through education and mentorship, prioritizing the well-being of the community. Trevor's actions showcase a genuine dedication to public service and civil duty, leaving a profound impact on Stony Plain's residents. Beyond his role, his positive actions, leadership, and volunteer work reverberate through the community, demonstrating his unwavering commitment to its betterment and inclusivity. His exceptional dedication truly embodies the values honored by the Matthew Claus Award.



QUARTERLY REPORT

FOR THE QUARTER ENDED DECEMBER 31, 2023

