



quarterly report

FOR THE
THIRD QUARTER ENDED
SEPTEMBER 30, 2021

2021

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#SHOP STONY



SHOP LOCAL



Economic Development

Investment Attraction Campaign – #LikeABoss

The Town's #LikeABoss investment attraction campaign continued during the third quarter. Launched in February, the #LikeABoss campaign features catchy visuals and animation that highlight the numerous opportunities in Stony Plain for our target business sectors. The campaign intends to create awareness about the community as a viable option to start or expand a business while helping Stony Plain stand out amongst other municipalities for businesses and entrepreneurs who may be wishing to relocate. The data below is from July 1 to September 30.

Impressions	Clicks	Click Through Rate (CTR)	Conversions
601,153	3,668	0.61%	100

Impressions = number of times the ads have been served to the Town's target audience

CTR = a ratio showing how often people who see the ads end up clicking it

Conversions = the number of times the goal action is taken by our target audience

Business Support Campaign – Shop Hard

To increase spending across the Town of Stony Plain, both from within as well as from outside visitors, the Town launched the three-month Shop Hard in Stony Plain campaign. The campaign intends to incentivize area residents to support Stony Plain businesses and keep supporting local top of mind by offering prizes, increasing online exposure, highlighting shopping opportunities, and offering a way for businesses to reconnect with customers. The campaign has been performing well despite the difficulties Stony Plain's business community continues to experience as a result of the pandemic. The data below is from August 23 to September 30.

Impressions	Clicks	Click Through Rate (CTR)	Conversions
289,895	2,303	0.79%	74

Impressions = the number of times the ads have been served to the Town's target audience

CTR = a ratio showing how often people who see the ads end up clicking it

Conversions = the number of times the goal action is taken by our target audience

What makes up a Campaign?

Simply put, the campaigns are comprised of a variety of online advertisements aimed to attract the Town's audiences to www.ChooseStonyPlain.com to learn more about the abundant opportunities in Stony Plain. Ads are served on social media (Facebook & Instagram), within web searches (Google), in videos (YouTube), and on Spotify. The ads are displayed to audiences with precision to increase the possibility of them connecting with the Town's Economic Development team.



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Business Milestones

Several Stony Plain businesses that celebrated milestones in 2020 and 2021 received their milestone plaques. Typically, the plaques are presented in person at the Greater Parkland Regional Chamber's Biannual Luncheon. However, due to the Province's public health orders limiting in-person gatherings, the plaques were mailed to recipients.

Business Name	# of Years in Business
Tidy Misses	5-years
MetaFitness & Wellness Centre	10-years
Karolina's Beauty Salon	30-years
KC's Restaurant & Lounge	35-years
Trarion Resources	40-years
Aardvark Heating & Ventilation	40-years
Stony Plain Bottle Depot	45-years
George Moir Antique Auto Parts	50-years
Bing's #1 Restaurant	50-years
Drayden Insurance	55-years
ATB Financial Stony Plain	60-years
Decker Properties	70-years
North Central Co-op	75-years



TELUS PureFibre Investment

On July 13, TELUS announced a \$43 million investment to connect homes and businesses in Stony Plain to their fibre optic network. A direct connection to the TELUS PureFibre network comes at no cost to taxpayers or residents. Construction has already begun in the Forest Green, Woodlands, Southridge, and Fairways neighbourhoods and TELUS anticipates that the majority of homes and businesses will be connected by the end of 2023. Efforts remain underway to ensure the Town's priority areas are completed within the project.

Ambassador of Action Business Award

The Growth and Commerce Committee (GCC) selected the recipient of the Ambassador of Action Business Award at the September 28 GCC Meeting. Nominations were received for Homegrown Foods, Kick Ass Caramels, West Parkland Gas Coop, and Armour Galvanizing. Due to the Province's public health orders, the Chamber's Business Awards of Distinction event was postponed and has tentatively been rescheduled for January 27, 2022. All nominees will be invited to the event where the 2021 award recipient will be announced.

Edmonton Global

Edmonton Global shared three Requests For Proposal (RFP) and one Request For Information with member municipalities in the third quarter. The RFPs were for crypto mining operations and an indoor growing facility. To date, Edmonton Global has sent a total of nine RFP opportunities in 2021. Stony Plain's participation in the Regional Air Services Opportunity Fund (RASOF) was also finalized, and negotiations with airlines have been ongoing for key strategic flights for the past several months.



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Culture & Tourism Development



Midsummer Thursdays

A new event, Midsummer Thursdays, popped up downtown this year.

Pop-up events were hosted in July and August in an effort to bring people back into the Downtown in the wake of ongoing construction and COVID-19. Local businesses were asked to participate via hosting a sale or special on the evening.

Participants enjoyed entertainment and food from different vendors at each event including circus performers, face painting, buskers and pottery demos.



Murals

The mural program continued to expand this year with the completion of the series at the Meridian Housing Foundation. *Shaping the Future* by artist James Mackay was unveiled on September 10th and portrays images of an imagined innovative future in health care.

Riders, the mural previously installed in the CN Tunnel, was installed in its new permanent location on the perimeter of the BMX park.

The Country Doctor is undergoing extensive conservation work to repair damaged wood.



Summer Sessions

Summer Sessions continued through July and August with the culminating show on August 11th featuring Scenic Route to Alaska. Despite health restrictions being in place for the first three concerts the series was well received in it's new location, Heritage Park, with over 2,500 attendees across the season.



Culture Days

The community celebrated cultural diversity on the last weekend of September (24-26) as Alberta Culture Days was recognized across the nation.

Six local organizations came together to make this celebration of arts, heritage, culture, and diversity a reality. Unfortunately due to increased health restrictions a number of events had to be cancelled including the Harvest Festival at the Stony Plain and Parkland Pioneer Museum.



Participants were treated to a variety of free, family-friendly activities around Town including Cultural Campfire, demonstrations from members of the Parkland Potters' Guild, Indigenous story telling by local author Dianne Meili, and tipi teachings by Philip Campiou at the Stony Plain Public Library. This year a local food/drink tour featuring local restaurants and food producers was also introduced.



Q3 vs Q2 (2021) User Statistics



Communications

Top 10 Webpages

1. [Town of Stony Plain](#)
2. [Farmers' Days - Town of Stony Plain](#)
3. [Farmers' Days Rodeo and Exhibition - Town of Stony Plain](#)
4. [Careers with the Town - Town of Stony Plain](#)
5. [News Releases - Town of Stony Plain](#)
6. [Parks, Trails and Recreation - Town of Stony Plain](#)
7. [Voter Information - Town of Stony Plain](#)
8. [Calendar - Town of Stony Plain](#)
9. [news search - Town of Stony Plain](#)
10. [Election - Town of Stony Plain](#)

COVID-19 Communications

There were no shortages of COVID-19 updates this quarter. Communications continued to share updates from the Government of Alberta on vaccines and public health guidelines.

With the introduction of the Restrictions Exemption Program (REP), communication was needed to ensure residents were aware of Town facilities adopting the program and understood guidelines surrounding REP.

2021 Municipal Election

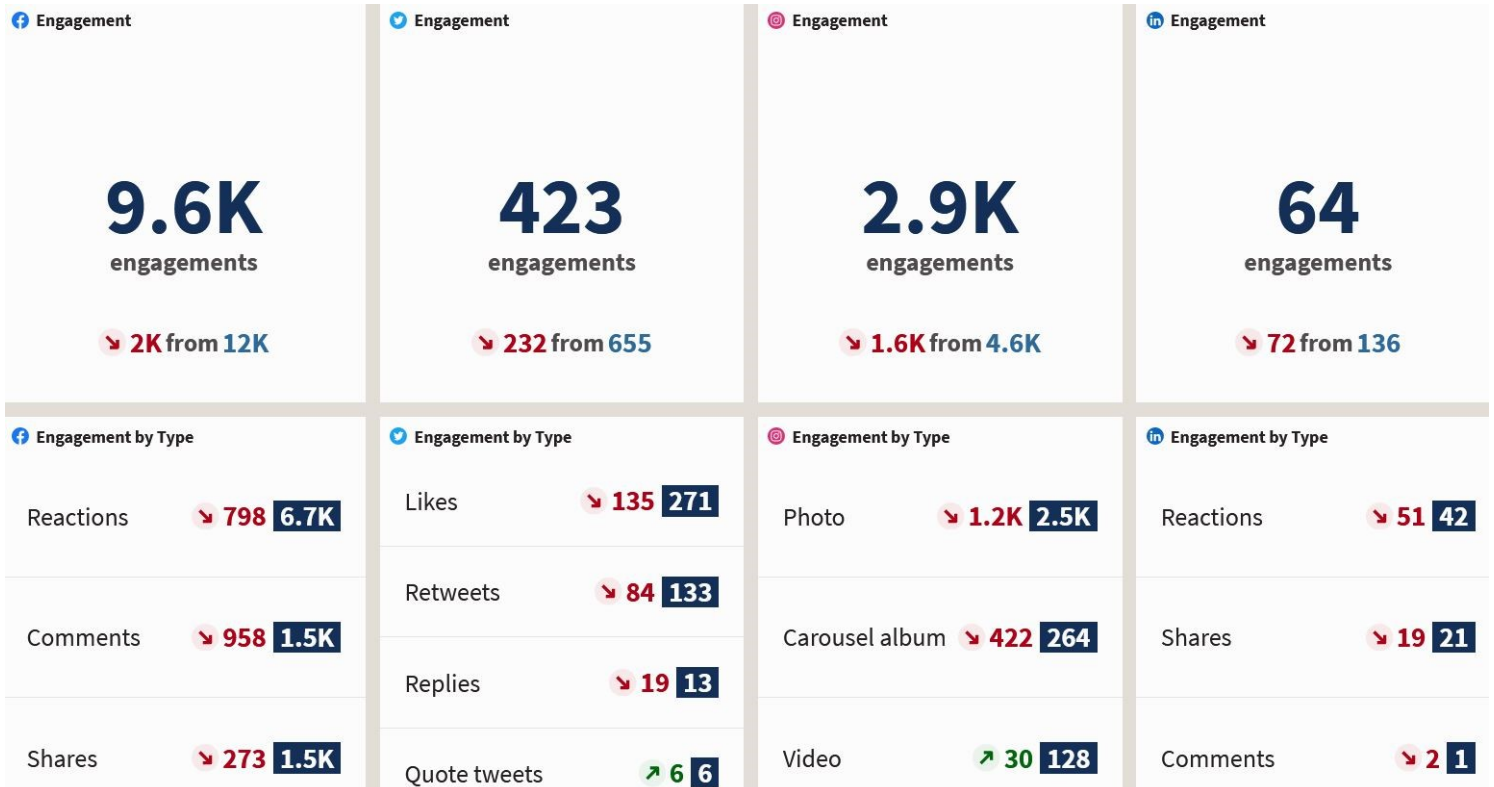
The third quarter saw plenty of excitement in preparation for the 2021 Municipal Election. Communications worked alongside Legislative Services to share important election information. Campaigns were crafted to cover multiple areas of the election from advertising candidate information sessions to advanced voting opportunities.

Additionally, this year's election included Referendum Questions and a Senate vote. Educational posts from Elections Alberta were highlighted throughout the quarter to ensure residents were aware of each question and knew what to expect at the ballot box.

Highlights

- COVID-19 Update
- 2021 Election
- Video Analytics





Reaction and Video View Analytics

It was a busy third quarter for Communications! Four new videos were released including Summer Sessions, Midsummer Thursdays, Meridian Housing Foundation Mural Unveiling, and Arbour Day. The most popular of the latest videos was the Midsummer Thursdays video which reached 5,543 users and was viewed 2,834 times on Facebook. Comprehensive video views across the Town Facebook page totaled just under 53K this quarter.

This quarter's most popular post overall goes to the announcement of 2021 Farmers' Days. The post brought in 310 positive reactions, 132 comments, and was shared 371 times on Facebook. On Twitter, the announcement post reached 2,045 users and on Instagram it received 137 Likes.





Planning & Infrastructure



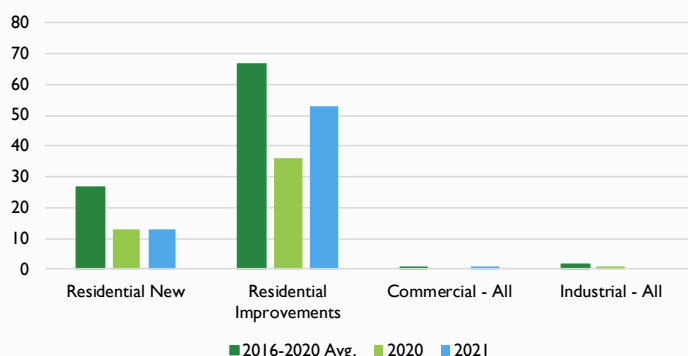
Planning and Development

Third quarter residential construction in 2021 comprised a total of 13 housing starts including 11 single detached dwellings and two semi-detached dwellings, with a combined estimated construction value of \$4.4 million.

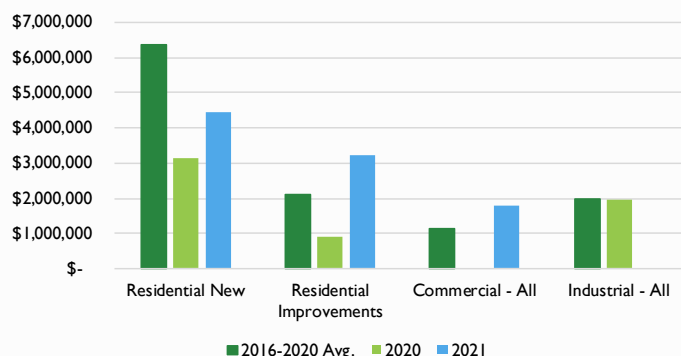
There was one commercial permit issued in the third quarter with an estimated construction value of \$1.8 million.

There were 53 permits issued for alterations and additions in the third quarter, including 42 residential improvements, five commercial and industrial improvements, and one institutional improvement, with a combined estimated construction value of \$3.2 million. There were 24 other permits issued including 11 moves/demolitions, etc., 9 signs, and 4 home occupations, with a combined estimated construction value of \$126 thousand.

Q3 Volume of Building Permits by Type



Q3 Value of Building Permits by Type





Public Works

- Meridian Trail Replacement (44 Ave north) was completed in July.
- Signage repairs were completed in July for Willow Park, Westerra, and Town Office.
- Large Item Ticket Program - 30 homes participated (47 tickets sold) and the Town collected items from August 16-20.
- Solar crosswalk lights at 55th ave & 50 st and 55th ave at the trail crossing were completed in August.
- Black Knot awareness program rolled out September 15, 2021. Door knockers were received on August 26 for staff to begin distributing where necessary.
- A well attended Shred-It event was held on September 25, 2021.
- Sewer Backflow Prevention Program launched September 27, 2021 on the website - The program is over subscribed for 2021.
- Fall line painting was completed in early October.
- Westerra playground shrub bed mulch improvement was completed in early October.

Work Requests

2021 Work Requests						
	Administration	Horticulture	Parks	Roads	Utilities	TOTAL
Q3	18	41	146	28	144	377
Q2	7	12	42	11	48	120

Collection Tonnage Statistics

Recycling, Organics & Waste Tonnage 2021					
	July	August	September	TOTAL Q3	TOTAL Q2
Blue Bags					
Curbside	34.62	32.69	39.94		
Depot	24.35	25.70	25.75		
	58.97	58.39	65.69	183.05	194.61
Organics					
Curbside	146.34	146.44	214.36		
Depot	30.16	34.40	39.04		
	176.50	180.94	253.40	610.84	776.54
Waste					
Curbside	176.13	193.10	236.77		
Depot	4.84	7.28	4.96		
	180.97	200.38	241.73	623.08	661.39



Facility Services

Arena/Sports fields

- Fields in use and maintained throughout Q3: seven ball diamonds, one football field, and one rugby field.
- All fields/diamonds were inspected twice monthly.
- The new condenser installation was completed prior to ice installation in late August.



Facility Projects

- Mural installation at BMX Track.
- Memorial Benches: one installed, one relocated, two pads poured for benches on order.
- 30 Banners removed from 49th Ave.
- 21 Ever Active Banners installed.
- Seasonal lighting preparation: tested 15,000 lights, seven displays, locates done in Rotary Park for install of displays and TPosts.
- Pool and Spray Park shut down and winterized.



Facility Assets

- Inspections and required repairs were completed (30 visual building inspections, 48 visual playground inspections, 24 annual certified playground inspections).
- Fall impact testing was completed at 23 playgrounds and the Wellness Park.
- Town Office flooring replacement was completed.
- Westerra playground pour in place rubber surfacing was replaced with Engineered Wood Fibre.



Fire Department



(Left) Action shot of mock collision where members did an extrication of a patient from a vehicle. Photo credit to DanSun Photography.
(Right) Old SPFD Engine 3-2 was brought out of retirement to attend thursday night car shows to help raise money for Muscular Dystrophy.

Q3 Highlights

- July, August, September Highlights
- Response Summary Stats
- Response Stats by Category
- Training Statistics

July Highlights

A piece of SPFD history made appearances at local car events. Engine 3-2, a 1982 Superior Fire Truck, which was retired and donated to the Pioneer Museum, was brought out of retirement to be a fixture at the Thursday night events held at Rotary Park. Residents were excited to see the old truck. Members used the opportunity to raise money to "Fill the Boot" for Muscular Dystrophy.

The North Central Coop in cooperation with Century 21 held a First Responder Appreciation event, in which hotdogs were sold and money was donated to the Kinsmen Christmas Hamper. The event was well attended and helped raise much needed funds for a great Charity.

August Highlights

Members assisted with the Kinsmen Farmer's Days rodeo. Members helped with keeping the rodeo pen wet to ensure the dust was kept down and the animals had proper footing. The scaled back event had an SPFD presence with Muscular Dystrophy "Fill the Boot" fundraising booth set up on the grounds. Our Members are excited to getting back to the typical Farmers Days next year.

SPFD Members took time from training to participate in a photoshoot with the RCMP, Stony Plain Enforcement and AHS. A mock collision was staged and Members did an extrication of the patient. Pictures were taken by DanSun Photography. The following day group pictures were taken with apparatus from Spruce Grove and Parkland Fire Departments.

September Highlights

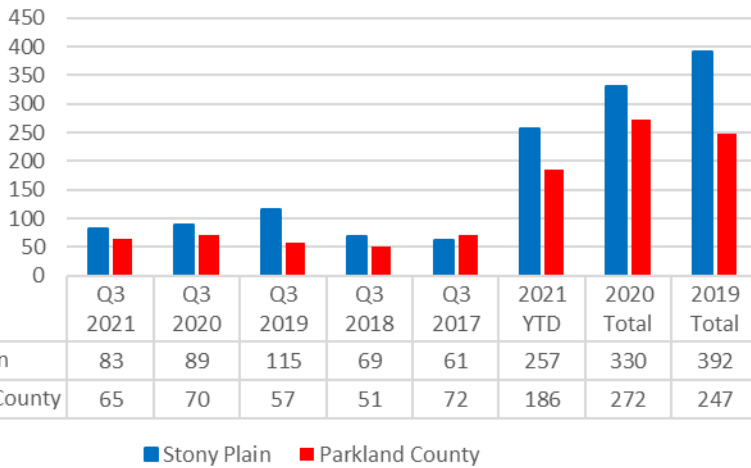
SPFD Members in cooperation with Stony Plain Enforcement, were visible in school zones and cross walks in our Community during the first week of school. The goal is to remind both drivers and pedestrians to use caution while driving and crossing the street. A great amount of positive feedback was received from parents walking and drivers giving a "thumbs up".

SPFD members were busy training and preparing for the Provincial skills evaluation and written test for their National Fire Protection Association (NFPA) 1001 Professional Firefighting Certification Level 1 and Level 2. This years recruits will be completing their level 1 and members from previous years will be completing Level 2. The dedication of our Members ensure we have a well trained Department ready to respond to help our citizens.



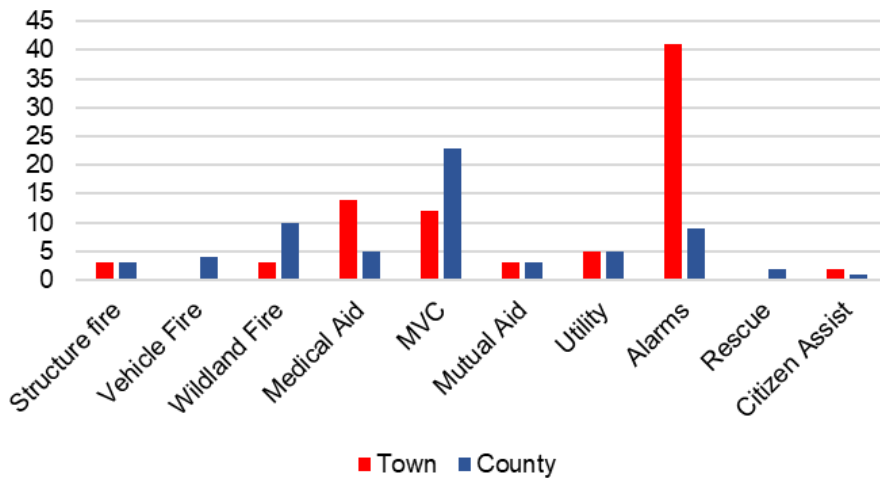
CSIO Jimmy Schoepp helping with daily truck checks to ensure apparatus are ready to respond.

2021 Q3 SPFD Responses



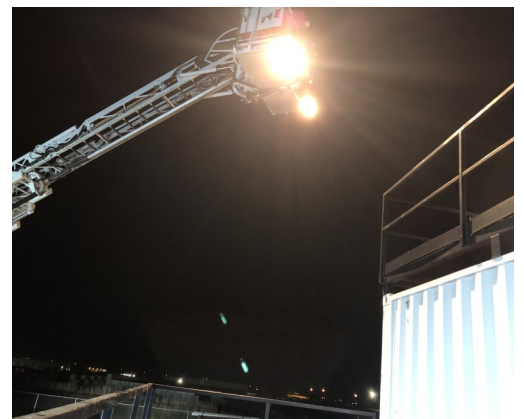
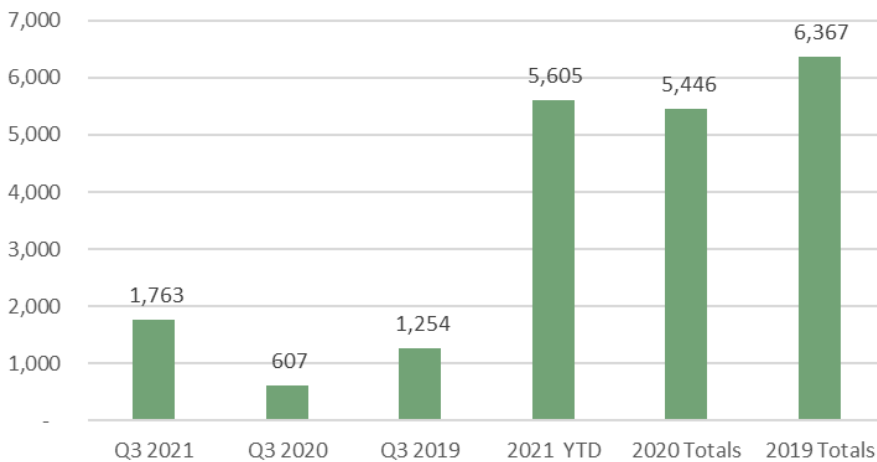
Ensuring SPFD Ladder operators are maintaining their skills

2021 Q3 Response by Category



Syndicate training at the Station maintaining social distancing

2021 Training Hours



Members conducting life fire drills at SG Training Tower. Rescuing simulated victims from the third floor.

Fire training has continued in a modified format through Q3. Regular Department meetings have been held virtually. Hands on training continued under Covid-19 protocols which included staggered start times to ensure smaller group sizes, social distancing and face coverings around the station, in training and while responding.

SPFD averaged 27 firefighters attending training nights in Q3 and an average of 34 members for 2021.

Municipal Enforcement Services

Bylaw Enforcement

In the 3rd quarter Peace Officers responded to a total of 510 Incidents. 74 of those incidents were proactively generated by the Officer on duty.

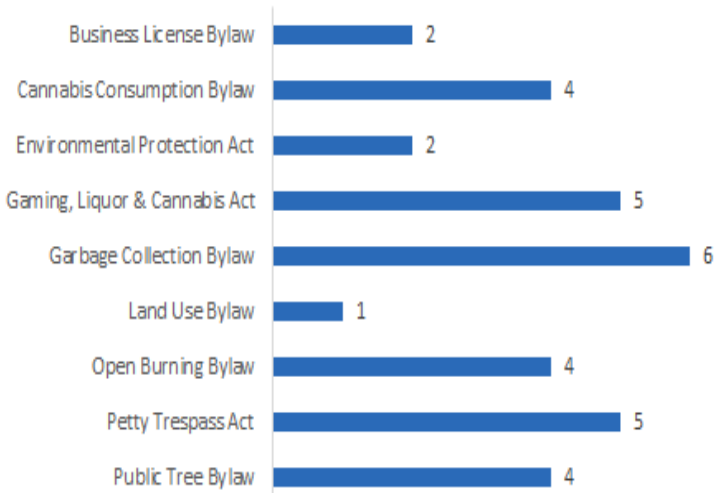
The 3 most frequent incidents this quarter were:

- Parking Complaints (78 incidents)
- Tall Grass/Weed Complaints (45 incidents)
- Dog's at Large (37 incidents)

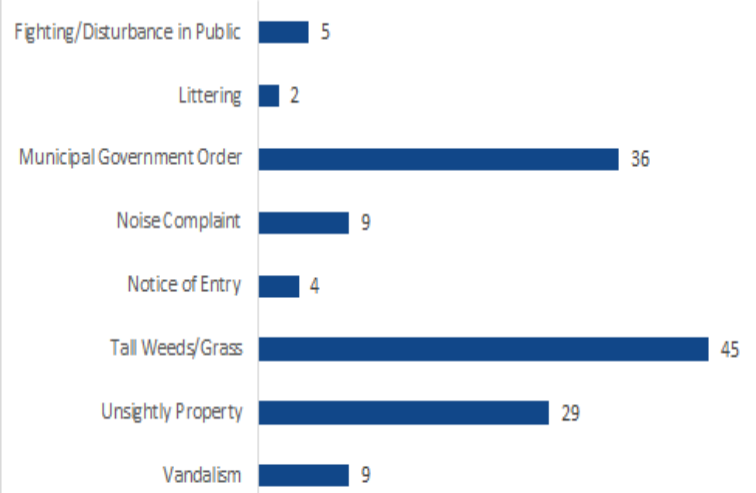


Enforcement staff taking part in Tactical Communications training

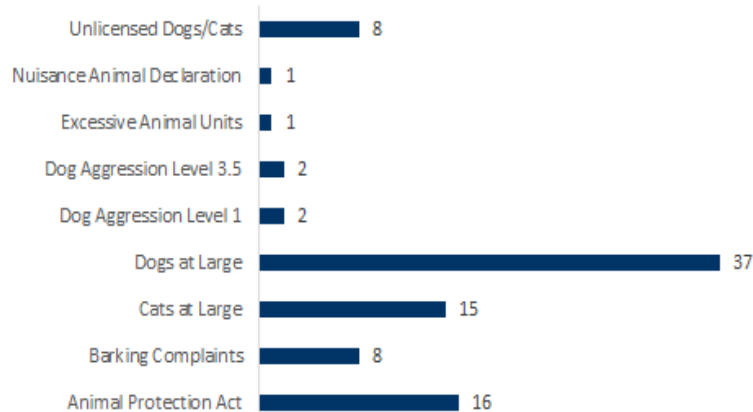
2021 Third Quarter Public Behavior Incidents



2021 Third Quarter Community Standard Incidents



2021 Third Quarter Animal Incidents



Municipal Enforcement Services

Traffic Incidents & Violations

During the 3rd quarter of the 2021 year, Peace Officers issued a total of 168 violations and 112 warnings.

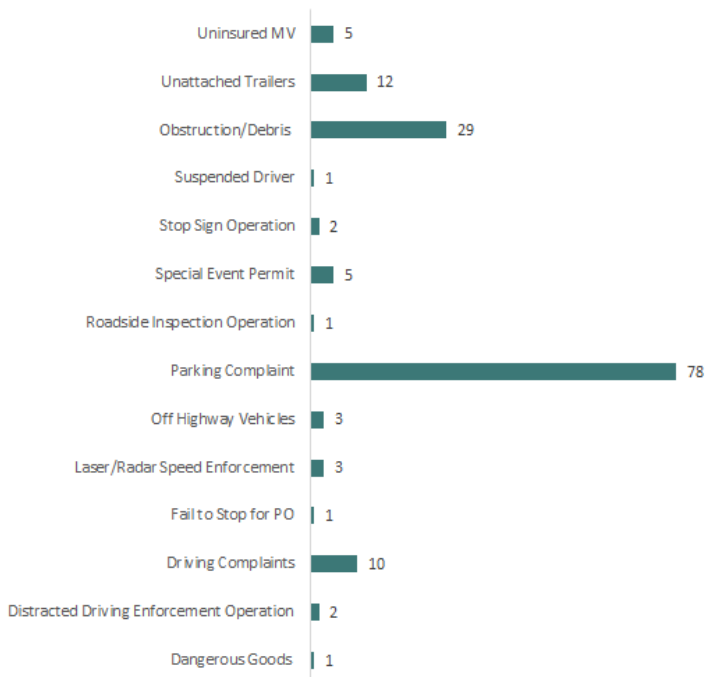
The top 3 violations were issued for:

- Distracted Driving (57 citations)
- Speeding (19 citations)

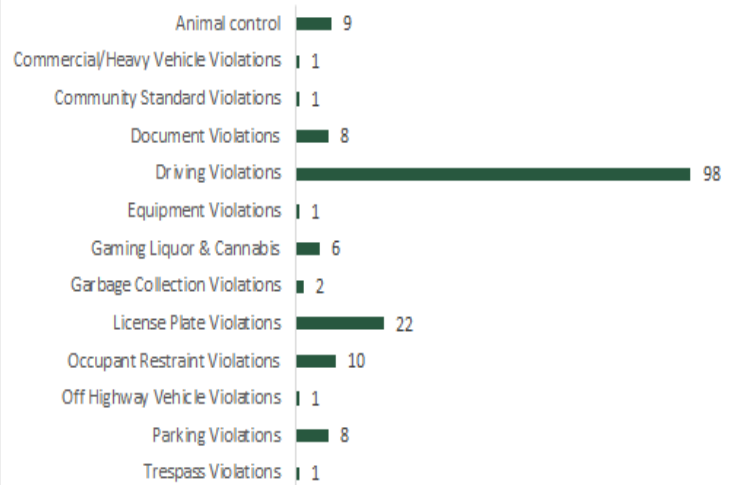


CPO directing traffic during railway crossing arm malfunction

2021 Third Quarter Report Traffic Incidents



2021 Third Quarter Violations Issued



CPO ensures the safe roadway crossing of seasonal residents — Canada Geese

Municipal Enforcement Services

Agency Collaboration & Public Engagement

Peace Officers collaborated with other agencies and our area partners on 45 matters this quarter, including the first Famer's Days celebration since the Covid-19 Pandemic.

Peace Officers assisted internal agencies on a number of matters including:

- RCMP with found property
- Planning with Land Use Bylaw Property Inspections
- Public Works with trees obstructing roadwork

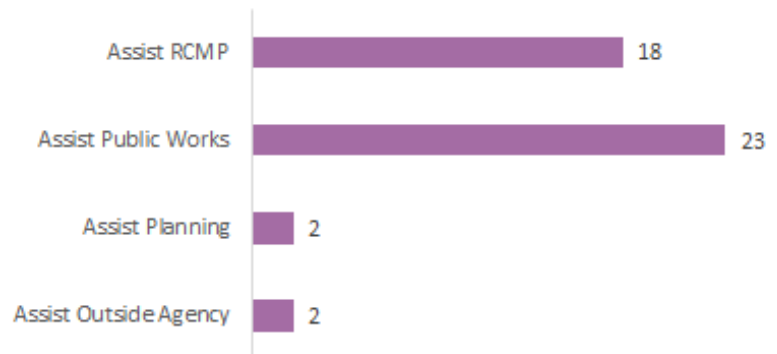
During the summer months of the 3rd quarter 16 road closure permits were applied for by residents, Town representatives and local businesses for special events. Officers engaged with the public and provided traffic control where needed including the Annual Car Show, Culture Days and Farmer's Days events.

Peace Officers and Stony Plain Fire took part in the Annual School Visibility Project at a number of local schools and provided traffic control to ensure the student's safe return back to class.

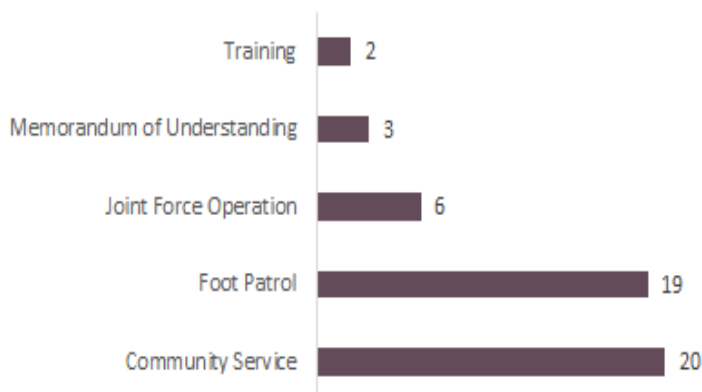


CPO's, EMS and RCMP at the Farmer's Days Celebration

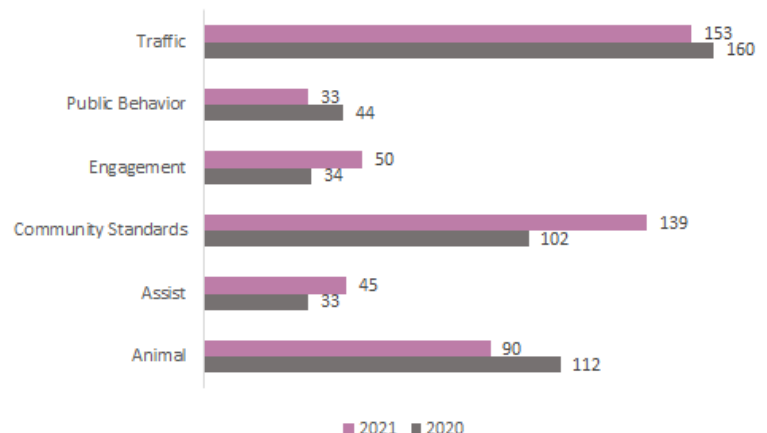
2021 Third Quarter Assist Incidents



2021 Third Quarter Engagement Incidents



Summary of Third Quarter Incidents





Recreation Services

Canada Day Celebrations

The annual Canada Day celebration saw the return of the community-wide flag distribution project and regional family activity booklet as well as a new take-home activity kit.

Family Activity Booklets

As in the previous year, the Town partnered with surrounding municipalities to provide residents with a printed and printable Activity Booklet with games, crafts and activities. Participating municipalities included Spruce Grove, St. Albert, Strathcona County, Leduc, Devon, Fort Saskatchewan, and Beaumont.

Canada Day Kites

With the intent to provide families an opportunity to safely celebrate outside Stony Plain residents were invited to register in advance to pick up a free DIY kite kit to build and fly at a local park on Canada day. Participants were encouraged to post pictures of their kites on the Town's social media as part of the virtual celebration. The 130 free kite kits 'sold-out' before the registration deadline.

Canada Day Flag Distribution

The Canada Day Flag distribution was once again organized to provide every residence in Stony Plain with a flag in celebration of our nation's birthday. The project was initiated in 2020 by the Mayor's Task Force on COVID 19 to promote community connectivity and national pride.

Council, Staff and volunteers delivered 6500 flags throughout the Town, which were purchased and donated by Century 21 Masters Realty.



Third Quarter Highlights

- Canada Day Celebrations
- Outdoor Movie
- Farmers' Days
- Stony Plain Transit
- Facility Usage
- Memorial Bench Program
- COVID 19
- Accessible Transportation Service



Coming next quarter

- Halloween
- Winter Light Up

Outdoor Movie

The Town of Stony Plain, presented its annual outdoor movie event at Heritage Park, this year with three feature films. The line-up included the 3 pm family feature “Little Rascals”, “Grease” for the 6 pm date night feature, and “Inception” for the thriller feature at 9 pm.

Despite uncooperative weather throughout the afternoon and evening, moviegoers were not deterred. Participants brought lawn chairs for this free public event and had a great time.



Farmers' Days

A planned postponement of the 2021 Farmers' Days event to August due to Covid-19 restrictions in June did not dampen the enthusiasm of residents.

The Town of Stony Plain and the Kinsmen Club of Stony Plain partnered with major event sponsor Stony Plain Chrysler, along with dozens of partners, sponsors and volunteers who helped to organize this successful event.

Although the parade and midway were missing from this year's activities, the Farmers' Days event featured many favourites, including:

- Mayor's Pancake Breakfast
- Kinsmen Rodeo
- Kids Zone
- Face Painting
- Stage Performances
- Live DJ
- Train Rides
- Kinsmen Saloon
- Live Bands
- Kinsmen Pub
- Museum
- Tea House
- Blacksmith
- General Store



Stony Plain Transit

Stony Plain's new Transit System provides transportation service within the Town and between Stony Plain and Spruce Grove. Ridership has continued to increase in usage over the past quarter as awareness of the service grows, experiencing a 51% increase since the transit launch in May 2021.

July Statistics

	Monthly Total	AM Total	Mid Day Total	PM Total
Heritage Park	17	0	5	12
Aberdeen & 44 Ave	47	13	25	9
Tri Leisure	51	7	17	27
43 St & 44 Ave	18	0	15	3
Total Rides	133	20	62	51

August Statistics

	Monthly Total	AM Total	Mid Day Total	PM Total
Heritage Park	8	0	0	8
Aberdeen & 44 Ave	43	8	26	9
Tri Leisure	37	7	2	28
43 St & 44 Ave	18	3	11	4
Total Rides	106	18	39	49

September Statistics

	Monthly Total	AM Total	Mid Day Total	PM Total
Heritage Park	4	1	0	3
Aberdeen & 44 Ave	36	18	18	0
Tri Leisure	77	13	14	50
43 St & 44 Ave	16	4	8	4
Total Rides	133	36	40	57

Facility Usage

Utilization Statistics

A resurgence of bookings and event plans were noted in July for all venues as reopening plans for the summer were announced by the Government of Alberta. Later restrictions, including the Restriction Exemption Program (REP) which was implemented by the Town of Stony Plain for designated facilities, affected September bookings and events.

Heritage Park

	Spruce Grove Hall	Parkland Hall	Pavilion	Bluegrass Stage	East Parking Lot	Riding Ring
Scheduled Events	168.50 hours	132.50 hours	350 hours	132 hours	24 hours	140 hours
Cancelled Events (COVID)	159.50 hours	127.50 hours	340 hours	45 hours	0 hours	0 hours

Community Centre

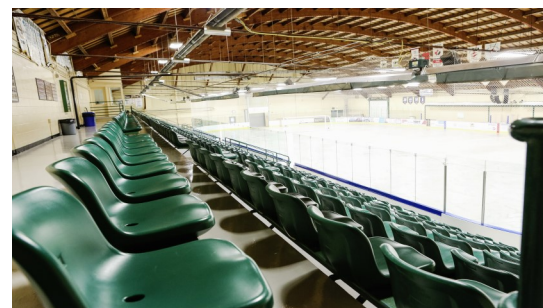
	Upstairs Only	Basement Only	Whole Facility
Scheduled Events	37 hours	0 hours	75 hours
Cancelled Events (COVID)	2 hours	0 hours	0 hours

Sports Fields

	Diamonds	Fields
Scheduled Events	498 hours	102 hours
Cancelled Events (COVID)	0 hours	124.50 hours

Glenn Hall Centennial Arena

Scheduled Events	394.50 hours
Cancelled Events (COVID)	13.25 hours



Memorial Bench Program

This third quarter reflected a noted increase in Memorial Bench purchases through Community Services with installations made in partnership with Facilities Staff. The Memorial Bench Program allows relatives and friends to provide a unique dedication as a memorial to a loved-one within the parks and greenspaces of the Town of Stony Plain.



In the last 2 quarters, four Memorial Benches have been ordered with installations scheduled or completed.

COVID-19

COVID Restrictions were lifted July 1st allowing the Town to resume many of its special events and facility rentals during this quarter. Events, programs and facility rentals affected by restrictions included:

- Heritage Park
- Glenn Hall Centennial Arena
- Community Centre
- Sports Fields & Diamonds
- Farmers' Days (postponed to August)
- Summer Programs (Cancelled)
- Community Grant Funding

Accessible Transportation Service

The Accessible Transportation Service has been steadily booked to capacity throughout the third quarter, providing scheduled ride service for medical appointments and shopping trips for seniors and persons with mobility or cognitive disabilities.

With the lifting of Alberta Public Health Orders on July 1st, the ATS was able to resume three Group trips in August which included West Edmonton Mall on August 4, Fringe Festival, Old Strathcona and Whyte Avenue shopping on August 18, and the Premium Outlet Mall, and the Century Mile Racetrack and Casino on August 25.

Masking is required and the service continues to focus on maintaining increased sanitization and safety procedures.



JULY

Ride Statistics							
Single Trips	Group Trips (# of users)	KM's	Wheel chair	Walker/ Cane	Scooter	Oxygen	Attendant
417	0	8,518	29	135	5	0	69
Residency Location Statistics							
Stony Plain		Spruce Grove		Parkland County			
113		111		2			

AUGUST

Ride Statistics							
Single Trips	Group Trips (# of users)	KM's	Wheel chair	Walker/ Cane	Scooter	Oxygen	Attendant
439	31	9,146	41	194	5	6	82
Residency Location Statistics							
Stony Plain		Spruce Grove		Parkland County			
130		124		1			

SEPTEMBER

Ride Statistics							
Single Trips	Group Trips (# of users)	KM's	Wheel chair	Walker/ Cane	Scooter	Oxygen	Attendant
516	7	9,325	46	195	4	4	100
Residency Location Statistics							
Stony Plain		Spruce Grove		Parkland County			
125		143		3			

45 New Clients: 36 Stony Plain; 9 Spruce Grove; 0 Parkland County

It was a sizzling start to the Summer months as a record setting heat-wave was experienced. Daily round counts were down slightly during this stretch as golfers opted for only nine holes or no golf at all. The maintenance crew spent the late afternoons and early evening hand watering the greens to ensure that they would not burn out. In addition to heat, the golf course was affected by air-quality conditions due to BC forest fires.

After getting through the intense heat, the remaining bulk of the summer days were favorable for full tee sheets and a busy driving range.

Total rounds counts for the three month stretch were down 1,600 rounds after factoring in the heat wave and a few inclement days in September that were not experienced in September of 2020.



Golf Course

Food & Beverage Update

Our Food and Beverage operation traffic increased throughout the summer with beverage cart business and the new 10th tee station contributing to overall sales. As of September 1st, procedures were revised as new Government restrictions were implemented.



Round Count

July Round count was 6,665 compared to 6,824 in July 2020

August round count was 6,499 with two days lost to weather compared to 7,113 rounds played in August 2020

September round count was 4,922 with five days lost to weather conditions compared to 5,749 from September 2020 with zero days lost.

Retail Sales

The proshop continued on with increased sales of apparel, accessories and equipment. Delays in manufacturing and shipping were on-going so many of the orders placed in the Spring, arrived in the summer.

Membership

Our 2021 Club Championship Weekend was a great success with two days of nice weather and an increased level of participation that saw 83 total players take part.

The post-round meal and prize presentation was very well received as restrictions in 2020 prevented that from happening.

Corporate Services - Financial Services

Net taxes show as these include the collection of provincial education taxes, which are paid out quarterly throughout the year.

Town of Stony Plain Unconsolidated Statement of Operations				
	Budget 2021	Q3 2021	Variance	%
Revenue				
Net Taxes available for municipal purposes	\$ 17,487,832	\$ 19,723,499	\$ (2,235,667)	113%
Sales & user charges	13,895,889	11,113,360	2,782,529	80%
Franchise and concession contracts	3,481,954	2,304,313	1,177,641	66%
Government transfer for operating	1,927,195	1,506,578	420,617	78%
Fines	556,500	441,434	115,066	79%
License & permits	491,000	511,695	(20,695)	104%
Investment income	277,500	133,079	144,421	48%
Rentals	902,124	282,722	619,402	31%
Other	498,210	370,646	127,564	74%
Penalties & costs on taxes	254,000	208,720	45,280	82%
	<u>\$ 39,772,204</u>	<u>\$ 36,596,047</u>	<u>\$ 3,176,157</u>	<u>92%</u>
Expenses				
Recreation & culture	\$ 7,758,806	\$ 5,930,134	\$ 1,828,672	76%
Utilities	9,563,052	6,754,310	2,808,742	71%
Protective services	6,654,133	3,898,546	2,755,587	59%
General government	6,279,864	4,191,816	2,088,048	67%
Transportation	2,960,299	1,581,391	1,378,908	53%
Development	2,795,896	1,829,413	966,483	65%
Community & Social Development		594,511	N/A	N/A
	<u>\$ 36,012,050</u>	<u>\$ 24,780,121</u>	<u>\$ 11,231,929</u>	<u>69%</u>
Annual Surplus (Deficit) Before Other Revenue/(Expense)	<u>\$ 3,760,154</u>	<u>\$ 11,815,925</u>	<u>\$ (8,055,771)</u>	
Transfers From Reserves	\$ 1,481,309	\$ 702,716	\$ 778,593	
Transfers to Reserves	\$ (3,752,014)	\$ (1,845,473)	\$ (1,906,541)	
Debenture Principal	\$ (1,489,449)	\$ (1,393,853)	\$ (95,596)	
Operating Surplus/ Deficit	<u>\$ -</u>	<u>\$ 9,279,315</u>	<u>\$ (9,279,315)</u>	

Capital Projects

The total amount of Capital budget from new projects in 2021 and the remaining budget from prior year projects is \$18,456,344

The budget and expenditures noted below only include amounts applicable to 2021, no prior or future years are included.

Capital Projects	2021 Budget	2021 Expenditures
HWY 779 SIDEWALKS	\$425,994	-
BOUNDARY ROAD	\$105,912	\$7,907
RCMP FACILITY	\$1,490,304	-
LIBRARY	\$3,631,268	\$3,294,880
OLD TOWN NORTH STORM WATER	\$732,573	\$305,212
UMBACH STORM	\$801,285	\$55,819
NEW SCHOOL INFRASTRUCTURE	\$396,738	\$25,852
REC CENTRE DESIGN	\$1,500,000	-
DOWNTOWN	\$1,895,251	\$972,134
SIGNAGE STRATEGY PHASE 3	\$100,000	\$79,266
REGIONAL TRANSIT	\$140,179	\$24,822
CENTRAL TRUNK SANITARY SEWER	\$352,000	\$196,186
PUBLIC WORKS BUILDING DESIGN	\$350,000	-
SIGNAGE STRATEGY 2021	\$50,000	\$2,075
CROSSWALK IMPROVEMENTS	\$40,000	-
MERIDIAN RESEVOIR UPGRADES	\$48,000	-
2019 MACHINERY & EQUIPMENT	\$12,000	-
2020 FACILITY LIFECYCLES	\$50,000	\$49,277
2020 INFRASTRUCTURE REPLACEMENT	\$1,840,340	\$883,365
2021 FACILITY LIFECYCLES	\$210,000	\$165,286
2021 MACHINERY & EQUIPMENT	\$439,000	\$234,280
2021 VEHICLE REPLACEMENT	\$755,000	\$175,225
2021 WATER SYSTEM REPLACEMENT	\$338,000	\$136,246
2021 WASTEWATER SYSTEM REPLACEMENT	\$172,500	\$44,930
2021 STORM SYSTEM REPLACEMENT	\$400,000	2,421
2021 INFRASTRUCTURE REPLACEMENT	\$2,000,000	526,157
2021 PARKS & OUTDOOR RECREATION	\$180,000	167,948
	\$ 18,456,344	\$ 7,349,287

Operating Initiatives and Projects

	Budget	Expenditures
OCAO		
Tourism Master Plan	\$30,000	\$30,000
Corporate Services		
Performance Measurements	\$20,000	\$0
Bellamy Enhancements	\$30,205	\$4,200
Corporate Systems Strategy	\$18,000	\$15,875
OnBase Implementation	\$13,000	\$12,260
Planning & Infrastructure		
Sanitary Inflow & Infiltration Study	\$84,265	\$4,690
Asset Management Implementation	\$65,000	\$2,103
Off-site Levy Bylaw	\$75,000	\$68,586
Rail Underpass Design	\$80,000	\$0
Housing Strategy	\$110,000	\$0
Transportation Master Plan	\$147,228	\$113,448
Community & Protective Services		
Program & Facility Booking Software	\$41,000	\$0
	\$713,698	\$221,162

2021 Grants Received/Used

Grants are an important source of funding which assists the Town in providing the services required by it's residents. The Town applies grant funding to both operations and capital projects. The Town is required to report on the use of Grant funds, ensuring they are used for their prescribed purpose.

The grants listed are those received or deployed which were received from the Provincial & Federal government. There are additional grants which been applied for, but have not yet been received or been applied to a costing project.

As part of any new initiatives or projects, the Town explores any potential grant opportunities which may exist.

Operating Grants Received - Year to Date

Federal Grants

Canada Day Grant	6,000
	\$ 6,000

Provincial Grants

MSI Operating	131,776
Municipal Intern	45,980
Tri-Municipal Regional Plan Integration	150,000
Senate Election/ Referendum Grant	35,684
Emergency Management Preparedness Program Grant	3,286
2019 Flooding Project Grant	314
CSD Operating Grant	287,516
Community And Regional Economic Support	30,000
	\$ 684,556

2021 Grant Allocations

Canada Community Building Fund (GTF)	2,089,097
MSI Capital	4,662,734
Canada Summer Grants	79,425
	\$ 6,831,256

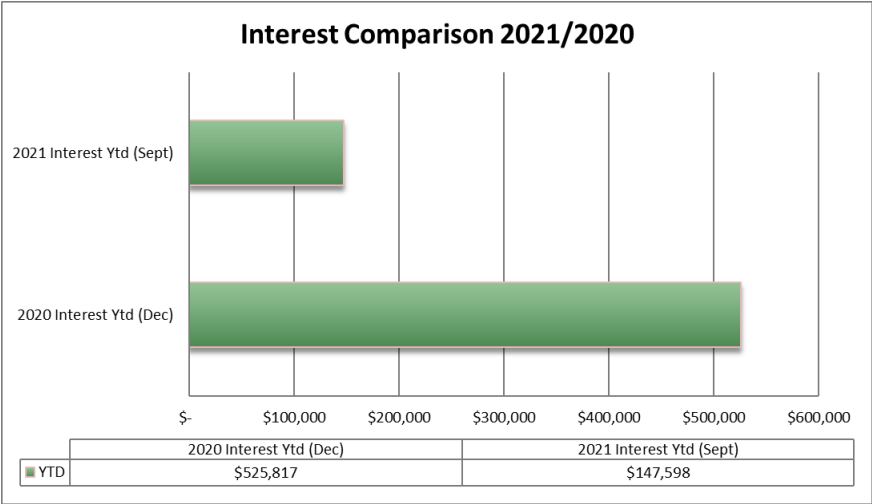
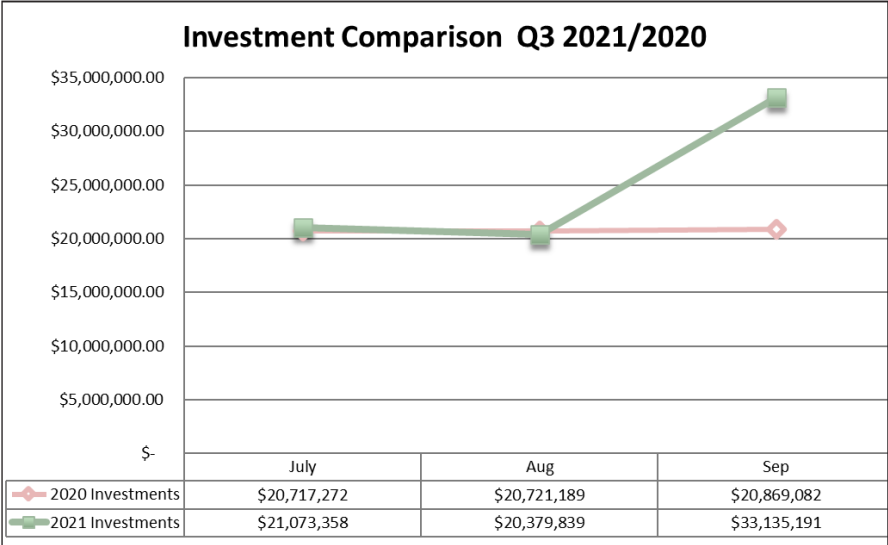
2021 Reserve Projections

2021 CAPITAL RESERVES	2021 Opening Balance	2021 Projected Ending Balance
Infrastructure Lifecycle, Rehabilitation & Replacement		
Lifecycle		
Lifecycle - Public Works Building	87,954	86,954
Lifecycle - Arena	398,974	231,434
Lifecycle - Pool	215,078	225,078
Lifecycle - Community Center	194,102	199,102
Lifecycle -Heritage Park/ Pavillion	875,786	842,172
Lifecycle - Parkland Building	107,664	74,008
Lifecycle- Forest Green Plaza	60,000	75,000
Lifecycle - Town Office	181,950	75,320
Lifecycle- Fire Hall	153,115	163,115
Lifecycle- Youth Center	80,409	80,409
Lifecycle- Outdoor Recreational Facilities	72,937	99,297
Lifecycle - Golf Course	20,042	55,684
Lifecycle - PSAR Building	20,000	20,000
Lifecycle - RCMP Building	5,000	10,000
Lifecycle - Library	313,760	120,093
Capital Equipment Replacement		
Fire Equipment Replacement	75,927	143,240
Capital Equipment Replacement	390,407	197,907
Technology Replacement	85,660	148,660
Roads	115,827	66,679
Trails	641,119	446,119
Utility		
Utility - Water	1,595,945	486,720
Utility - Wastewater	584,541	265,845
Utility - Storm	182,965	-
Utility- Waste Management	102,702	107,087
CAPITAL RESERVES	6,561,864	4,219,923
2021 OPERATING RESERVES	2021 Opening Balance	2021 Projected Ending Balance
Stabilization & Contingency		
Tax Levy Stabilization	4,450,881	2,613,848
Snow Removal	300,461	200,461
Project		
General Purpose	315,597	20,060
Legacy Reserve	147,238	249,673
Policing and Public Safety Reserve	220,677	135,517
Health & Safety	57,505	60,005
Public Art	235,447	265,447
Public (In Lieu)	188,169	6,609
Economic Development & Regional Reserve	50,000	7,012
Recreation & Culture Reserve	341,396	-
Mural Preservation	75,455	75,455
Utility		
Utility Rate Stabilization	391,501	313,815
Land (School) Reserve	119,000	328,000
OPERATING RESERVES	6,893,327	4,275,902
TOTAL RESERVES	13,455,191	8,495,825

Investments

The Town is maintaining an investment portfolio that is a mixture of long term and short term maturities; permitting the Town to earn a rate of return while ensuring adequate cash flow, as per Policy C-FS-025, Cash Management & Investments. The Town has \$33,135,191 in investments as of September 30, 2021. \$1,000,000 is invested in short term investments at local financial institutions, and the value of the portfolio with the investment firm is \$31,782,271 (market value). The portfolio is a mixture of cash and cash equivalents, fixed income (bonds rated A to AAA) and short to medium term investments. Administration continues to monitor cash and investments to maximize the Town’s return while still maintaining an available cash flow.

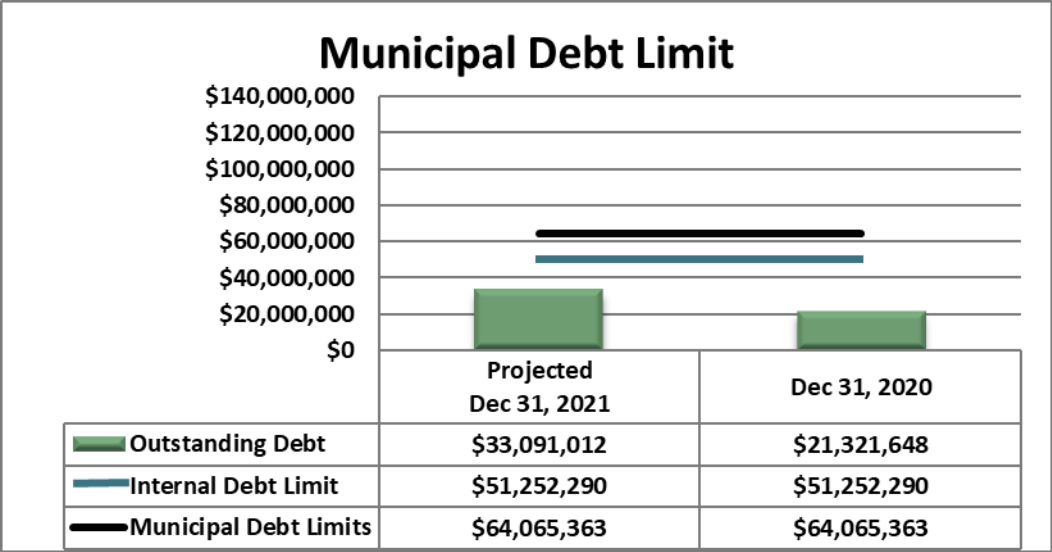
Year over year the Town’s investment portfolio has increased as debenture funds are invested until deployed.



The timing of interest is dependent on the current composition of the investment portfolio. At this point the Town is expecting to come in below the interest budget of \$250,000.

Debt

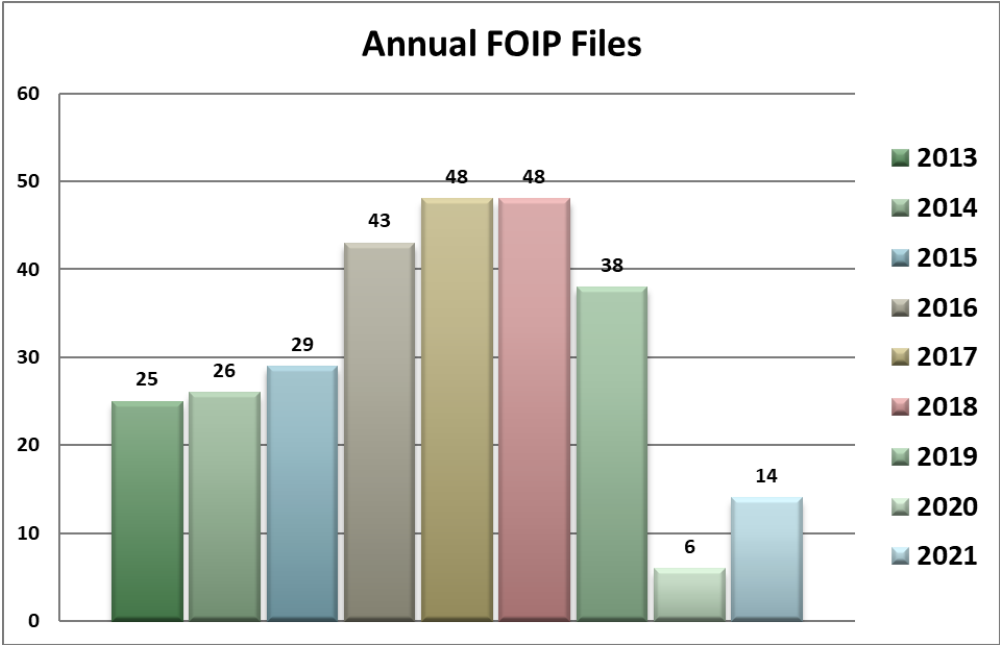
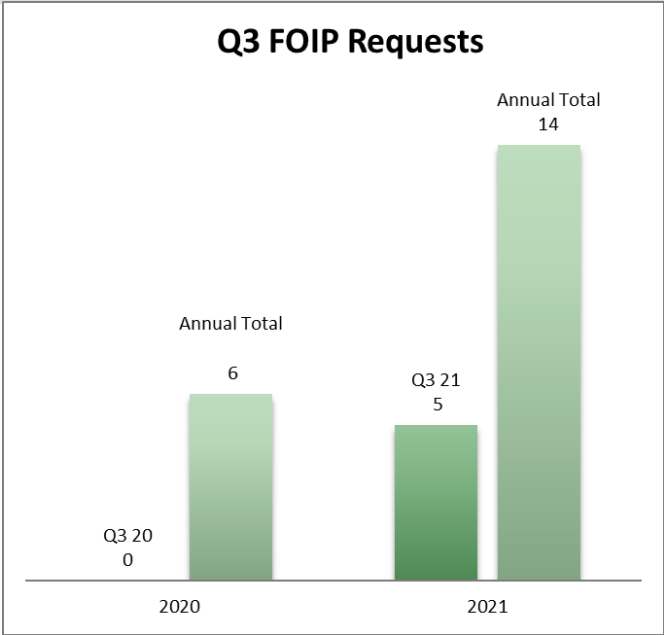
The Town of Stony Plain's Debt Management Policy C-FS-045 outlines the types of debt and financing the Town may undertake. Under the Municipal Government Act, the debt limit for the Town is calculated at 1.5 times its revenue, and the debt service limit is calculated at 0.25 times such revenue. The Policy which was adopted on July 13, 2020 stipulates that the Town will adhere to an internal debt limit of 80% of the debt limit set by the MGA. On September 15, 2021 \$12,075,000 in debt was added to fund the Umbach Storm Pond Slope Remediation. The projected outstanding debt will be 52% of the municipal limit and 65% of the internal limit.



DEBT LIMIT	Projected Dec 31, 2021		Dec 31, 2020	
Municipal Debt Limits	\$	64,065,363	\$	64,065,363
Outstanding Debt	\$	33,091,012	\$	21,321,648
Total Debt available	\$	30,974,351	\$	42,743,715
Internal Limit Debt available	\$	18,161,278	\$	29,930,642
Municipal Debt Service Limit	\$	10,677,561	\$	10,677,561
Current Debt Service Level	\$	2,707,368	\$	2,159,322
Service on Debt Limit Available	\$	7,970,193	\$	8,518,239
Service on Internal Limit Available	\$	5,834,681	\$	6,382,727



Legislative Services



Enhancing Inclusion and Diversity...

September 30th was declared the National Day for Truth and Reconciliation. Building on Orange Shirt Day, this event provided an opportunity for residents of Stony Plain to recognize the legacy of residential schools with a special ceremony honoured by Elders Charlene and Wilson Bearhead.

In the spirit of collaboration, the Town of Stony Plain was excited to work in partnership with Native Counselling Services of Alberta, the Stony Plain Public Library, and local Elders, to present the Project of Heart. This type of partnership builds lasting relationships and helps increase our community's understanding of truth and reconciliation.



Community and Social Development

Thank you!

You made this project a success!



Cultural Campfires
SUMMER SERIES

1075 overall views on Facebook (participants)

10 Volunteers contributing over **18** Volunteer Hours.

8 evenings of cultural stories and community building.

Building Connections

In September 2021, our community gathered for the third annual Neighbours Day. The day kicked off with Coffee & Cardigans with the Mayor.

Neighbours across town connected throughout the day with events happening in several neighbourhoods. Events ranged from garage pad potlucks, to wiener roasts, to crib games, to group walks.

Community Development

With the return of Cultural Campfires and Alberta Culture Days, community was more connected and engaged. These events increased the community's awareness of celebrating diversity. Both Cultural Campfires and Alberta Culture Days events offered us a chance to get to know our neighbours a little better.

Collaboration

Our community continues to host and coordinate the Community Action groups with the purpose of providing a framework to keep our service organizations connected and working together efficiently and effectively for the greater good of the Tri-Region. 92 members subscribed to our monthly meetings invites.

Quotes



"We had an informal block party in Westerra with over 16 residents. I am happy to be our cul de sac connector!"

—Neighbourhood Connector



"It's been a long year and we could all use a little neighbourly fun!"

- Coffee & Cardigans attendee



Reducing Poverty...

Work is currently underway on a Non-Market Short Term Housing Study to better understand the needs for emergency and transitional housing in our TriRegion. This is a Reaching Home partnership with The City of Spruce Grove. The report will be released later this fall.

The Help for Hard Times information card has been updated and local community meals have been added to the resource. This waterproof and tear-proof card provides information on supports for a range of challenges from Mental Health to Basic Needs. Support cards are being distributed through local FCSS offices and other community partners serving vulnerable residents.



Poverty exists in Stony Plain. This year for Poverty Elimination Month our community is offering Poverty Advocate Training to provide our community with the knowledge and skills to help support vulnerable residents using a human rights approach to addressing poverty.

Community and Social Development

Coming in October

October is Poverty Elimination Month...

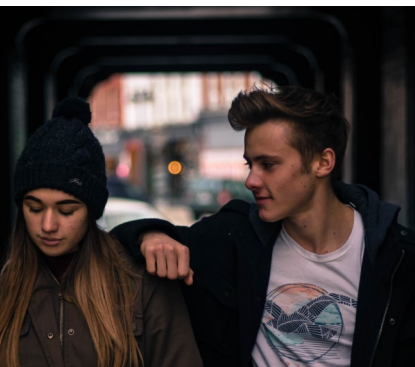
Oct Programming:

- Poverty Advocate Training
- Personal Directives
- Being an Executor
- Suicide Prevention Training
- Looking Forward
- Connect'd Men
- Conflict Resolution Day: Kindness in Communication
- Psychological First Aid
- Trail Explorers Walking Group



Impact Story

I was struggling with my finances and reached out to a community connector. They referred me to the Parkland Food Bank but I was scared and ashamed. I had never imagined that I would be having to get food from the food bank. The community connector was very compassionate and did a practice run through of the Foodbank Intake process so that I would feel more comfortable with the questions when I did call. Their support and caring concern made it easier to admit that I needed help and to get then to proceed to get the help that I needed.



Enhancing Wellness...



Suicide Prevention

Suicide prevention week was a chance to learn about the services, supports and challenges that surround suicide. This year two videos were launched—Wesley's story about having attempted suicide and Luanne's Story about losing her son to suicide along with launching the Attempted Suicide Support Group. Community was reminded about existing services like the Survivors of Suicide Loss Group and the upcoming Healing Day.



Early Adopters

Community and Social Development is working with the Mental Health Commission of Canada as early adopters of the national suicide prevention campaign Roots of Hope. Stony Plain is one of 12 communities nationally chosen to work on phase 2 of the campaign. The work will be tailored to 5 pillars: specialized supports, training, public awareness, means of safety, and research to meet unique community needs for suicide prevention.



Community Connectors

In partnership with the Westview Primary Care Network, we fund Community Connectors who work between, social services, health care, and education organizations to support youth and seniors navigate community services.

436 unique client connections were made with the Community Connectors who made **360** referrals to **75** different service providers. Referrals were received from **14** community agencies.

Volunteering...

Thank you to our team of incredible volunteers and their gift of time and talents. Their ability to adjust their roles to new regulations is impressive and to be commended!

This summer volunteers generously supported many projects including the Cultural Campfires, Neighbourhood Connectors, The Gear Bike Repair Program at the Youth Centre, Dementia Connection, Trail Explorers, Caring Hearts, and as mentors at the Youth Centre.

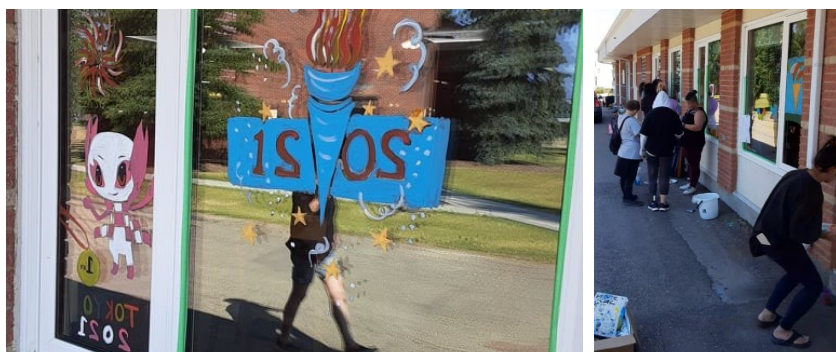
Our Better Impact online software recruitment tool helped connect 53 new individuals to volunteer opportunities in the community. Better Impact is a comprehensive suite of volunteer management tools that includes online applications, scheduling, reporting, communications and a volunteer portal.

Community and Social Development welcomed new Volunteer Development Officer, Kristy Wilson, to our team in September. A large focus of her role over the coming months will to develop the Volunteer Centre's 5-year Strategy.



Email: volunteercentre@stonyplain.com

Community and Social Development



Building Healthy Relationships...

Connecting Men

Building off of the Redefining Badass program in the spring of 2021, our community has come together to plan a Connect'd Men's group for the fall of 2021. This pilot program will be overseen by Mike Cameron and lead by local advocates of men's emotional health.

If the 7-week pilot is successful, we hope to launch a standing support group for men.

Connecting Seniors

Working with the Provincial government through the Taking Action Against Elder Abuse grant, our community is preparing to hire a Program Coordinator for the TriRegion Elder Abuse Coordinated Community Response group.

The TREa group is made up of 23 local stakeholders that strive to create a safe and responsive community for seniors experiencing elder abuse.

Connecting Youth

Youth volunteers brightened the windows at Whispering Waters in July. SPYC staff and youth painted images showcasing the spirit of the Olympic Games in common areas for the Seniors to enjoy.

Coming in November

November is Family Violence Awareness Month...

Our community is collaborating on a month of awareness, education and support. Check out our program guide in October for a full outline of community programs.



Nov. Programming:

- Understanding Anger
- Dealing with Difficult Behavior
- Survivors of Suicide Loss Day
- Mental Health First Aid



Followers



706 from 545



469 from 429



46 from 44

Post

Engagements

(likes, views, shares, comments)



3176 from 3086



586 from 548

N/A

Average

Daily Story

views



62 from 12



78 from 33



17 from 11

Direct

Messaging



80 from 46



62 from 44



18 from 20

Community and Social Development

Coming Next Quarter

- Youth Collaborative Communications
- The Gear Workshop
- Prevention of Bullying Week



Inclusion & Diversity

A neighbourhood walk was planned in celebration of International Youth Day in August. Youth participated in a robotics session at the SP Library and were treated to a round of mini golf and ice cream at the Whole Scoop.

Youth attended weekly sessions of the Project of Heart in September to learn from Indigenous Elders and create a collaborative piece of art to foster reconciliation and commemorate students who died as a result of residential schools. Youth also joined the National Day for Truth and Reconciliation ceremony.



Mental Wellness

The SPYC was able to re-open and offer summer programming for youth beginning July 5th.

Outdoor activities included geocaching, trail rides and mountain biking workshops with Ever Active Schools.

A series of pop up art sessions were offered to create collaborative pieces.

Youth also appreciated the opportunity to volunteer at and participate in community events including Mid-Summer Thursdays, Movie Night, CSPP fundraiser and Arbour Day.



Reducing Poverty

The Gear Workshop was alive and well this summer as youth spent their time learning bike repair skills during the 6-week program.



The Spruce Grove Home Depot collected donations on behalf of the Stony Plain Youth Centre during the Summer Orange Door Project. The local store collected \$7,711 to support skill building programs offered at SPYC.