



# QUARTERLY REPORT

FOR THE QUARTER ENDED JUNE 30, 2023







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## Q2 HIGHLIGHTS

The Town had representation at grand opening or reopening events at Skydancer Indigenous Cultural Centre, École francophone school de Stony Plain, GOAT Auto, Lady Bug Flowers, and Twice as Nice Consignment Boutique, and the Freson Bros. Food Fair.

Edmonton Global shared three site location opportunities with Stony Plain. The Town responded with two proposals in the agrifood, and manufacturing sectors that aligned with our ability to meet the required criteria. The Town also supported one direct lead from a non-profit organization wanting to locate in Stony Plain.

## ECONOMIC DEVELOPMENT



### BUSINESS E-NEWSLETTER

Economic Development produces a monthly e-newsletter containing news, events, programs, inspiration, and anything relevant to doing business in Stony Plain. Businesses and economic development stakeholders are encouraged to subscribe and can do so at [www.stonyplain.com/subscribe](http://www.stonyplain.com/subscribe). The performance of each month's e-newsletter is outlined below.

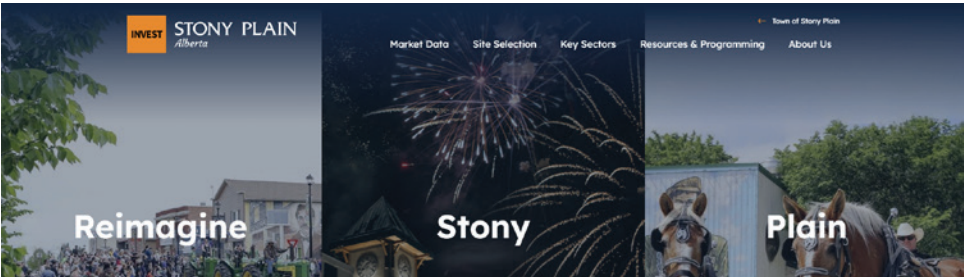
| E-NEWSLETTER ANALYTICS |   | APRIL | MAY   | JUNE |
|------------------------|---|-------|-------|------|
| Sends                  | Number of E-Newsletters sent out                                      | 552   | 551   | 554  |
| Opens                  | Number of E-Newsletters that were opened                              | 349   | 368   | 334  |
| Open Rate              | Rate of the E-Newsletters that were opened                            | 63.1% | 65.8% | 62%  |
| Click Rate             | Proportion of people who see a link in the newsletter and click on it | 1.3 % | 10.2% | 5.6% |

### INVESTMENT ATTRACTION MARKETING

Economic Development's digital campaign launched on February 17 to increase awareness of the Town's new economic development brand and microsite, wrapping up on May 15. The campaign aimed to increase website visits, including clicks on contact information, meeting bookings, subscriptions, engagement with the available properties tool, and creating new and repeat visitors. People who demonstrated alignment with the Town's business development target audience were served in the campaign. The campaign generated conversions across various platforms and provided valuable data for future efforts. A high-level overview can be viewed below.

| REIMAGINE STONY PLAIN DIGITAL CAMPAIGN ANALYTICS |  | Q1        | Q2        |
|--|--|-----------|-----------|
| Impressions                                      | The number of opportunities people have to view the campaign   | 3,532,030 | 5,400,000 |
| Clicks   | The number of times a person clicks on an ad   | 3,989     | 5,600     |
| Conversions                                      | The number of times a person did what we wanted them to do once they were on the website (ex., view available properties, subscribe to our newsletter, book a meeting, etc.) | 71        | 145       |





**ECONOMIC DEVELOPMENT MICROSITE**

[www.StonyPlain.com/invest](http://www.StonyPlain.com/invest) is home to economic development data, available properties, and other information relevant to people considering doing business in Stony Plain. The site is updated as new data becomes available and is always the first and primary referral to stakeholders. The microsite’s analytics for the quarter reflect increased traffic created by the Business Unit’s investment attraction activities.

| MICROSITE ANALYTICS    |   | Q1    | Q2    |
|------------------------|---|-------|-------|
| Users                  |   | 2,800 | 3,000 |
| Notable User Locations | Edmonton, AB; Toronto, ON; Calgary, AB; StonyPlain, AB; Spruce Grove, AB; Vancouver, BC; Ashburn, VA; Montreal, QC                                  |       |       |
| Top Pages Visited      | Homepage, Business Directory, Moving to Stony Plain, English Bay News Release, Available Properties, News, Port Alberta, Maps, Households, Our Team |       |       |







# [CULTURE AND TOURISM]

## DESTINATION GUIDE

The annual Destination Guide was launched on April 26, it has been distributed locally through various channels, including the Visitor Information Centre, and local businesses and organizations. Over 4500 guides have been distributed, which is in line with distribution from Q2, 2022.

The Guide showcases Stony Plain's attractions, events, landmarks, dining options, accommodations, and other points of interest. For residents, the Guide uncovers hidden gems and enhances their appreciation of the place they call home. For visitors, it is a helpful companion, introducing them to highlights and aiding in itinerary planning, ensuring they have a memorable and fulfilling stay.

## PASSPORT TO PRIZES

The Passport to Prizes program, held from June 15 to June 24, partnered with local businesses to promote the area's offerings. Participants received a passport listing 44 businesses, aiming to encourage exploration, product trials, and support for the local economy. The grand prize, valued over \$2000, was awarded to Hunter Christie. This attractive prize incentivized active participation and engagement with a diverse range of local businesses and the participants.



## SUMMER SESSIONS

The 9th annual Summer Sessions concert series kicked off on June 14 at the Blueberry Stage in Heritage Park. Despite the cold and stormy weather Téo G delivered an energetic performance to a modest turnout of 49 attendees whose enthusiasm was not dampened.

On June 21, Summer Sessions coincided with National Indigenous Day, featuring Ashley Ghostkeeper, which drew over 250 attendees. The event celebrated Indigenous artistry and the community's rich cultural heritage. On June 28, The Dead Reeds, a popular local band with a "rootsy", southern influence captivated 375 concertgoers (and 20 music-loving dogs). In 2022, the series averaged 350 attendees per week.

Scheduled until August 2, Summer Sessions promises more outstanding performances, allowing attendees to discover new artists and enjoy diverse musical genres.





## MIDSUMMER THURSDAYS

Midsummer Thursdays, a summer celebration series, began on June 15 with an impressive crowd of over 2000 attendees to Downtown. The event underwent strategic rebranding and a comprehensive marketing campaign, aiming to boost attendance.

A significant change for 2023 was the road closures, creating a pedestrian-friendly and vibrant environment with more space for the activities and businesses. Local businesses set up on the street, showcasing products and services. This allowed businesses to actively participate in the event and encouraged shopping and support for the local economy. 42 businesses were in attendance, 29 of which were downtown businesses. The family-friendly event also offered entertainment from face painting and balloon twisting, to live music and street performers.

Midsummer Thursdays have become highly anticipated, providing an enjoyable experience for locals and visitors. The events will continue July 20 and August 17.

## TOURISM AMBASSADOR

In partnership with the Greater Parkland Regional Chamber of Commerce 16 businesses/ organizations received Tourism Ambassador training focused on local experiences, cultivating relationships, and exceptional customer service. The number of ambassador businesses has increased by 128% since 2022.

The workshop covers key topics including shaping the visitor experience, tourism's economic benefits, and visitor profiles and motivations. Ambassadors gained insight into the Tri-Region, with tailored instruction on Stony Plain's specific events and attractions.

With these skills, Tourism Ambassadors foster a warm and welcoming environment, leaving a lasting impression and encouraging visitors to explore our region.





## Q2 HIGHLIGHTS

### PROJECTS COMMUNICATED/ PROMOTED IN Q2

- Emergency Preparedness
- English Bay Media Event
- Tri-Region Rain Barrel Sale
- Community Events Ads
- Treasure Hunt & Large Item Drop Off
- Stony Plain Grass Fire
- Nurture Your Mind
- Disc Golf Course
- Jane's Walk
- Moose Hide Red Dress
- Outdoor Pool
- Mental Health Week Youth Event
- Destination Guide
- Summer Tourism Video
- Advocacy - Provincial Election
- Canada Day Callout
- Quarterly Report I
- Mobile Vendors
- Dementia Connections
- Unsightly Properties
- Canadian Award for Financial Reporting
- Construction
- Neighbourhood Connect
- Farmers' Days
- Fill the Boot
- Liberty Swing
- Official Opening of the École Francophone de Stony Plain
- Property Tax Bill
- Midsummer Thursdays
- Summer Sessions
- Community Street Market
- Passport to Prizes
- Old Town South Redevelopment
- Small Scale Urban Garden

## [CORPORATE COMMUNICATIONS]

### URGENT COMMUNICATIONS

On April 15, a grass fire broke out behind the Somerville and High Park subdivisions and east of St. John Paul II School. Communications offered support by providing residents with updates on the situation.

Safety was our first priority after an incident occurred at the Midway during this year's Farmers' Days event. Using the Town's official website and social media, Communications was able to quickly get the message out to residents that the Midway was closed.

Attendees were encouraged to explore the multitude of other attractions and activities that Farmers' Days had to offer.

### OLD TOWN SOUTH REDEVELOPMENT



The Old Town South Redevelopment campaign kicked off May 25. Residents were encouraged to keep an eye out for the Town's distinctive Old Town South branding, which will serve as a recognizable stamp on materials related to this project.

Stakeholders and the public are invited to join this exciting journey by visiting Stony Plain's comprehensive web page, [www.stonyplain.com/OTSR](http://www.stonyplain.com/OTSR). The web page provides detailed information, project progress updates, and an opportunity to subscribe to email updates.

This redevelopment initiative, which aligns with the Town's 2023-2026 Strategic Plan, aims to enhance community facilities, introduce new amenities, address aging infrastructure, and celebrate the area's rich history. Be on the lookout for more exciting developments to come!

### WEBSITE PAGE ANALYTICS

#### TOP 10 WEBSITE PAGES

| WEB PAGE                               | PAGE VIEWS |
|--|------------|
| Farmers' Days Events Page              | 39,473     |
| Town of Stony Plain Home Page          | 22,803     |
| Rodeo and Exhibition Page              | 18,458     |
| News Midway Rides Cancelled            | 16,604     |
| Careers Page                           | 9,198      |
| Farmers' Days Events Performance Times | 8,117      |
| Farmers' Days Events Hours             | 7,794      |
| Farmers' Days Events Parade Map        | 6,995      |
| Farmers' Days Events Rodeo Admission   | 6,811      |
| Farmers' Days Midway Admission         | 6,658      |

**TOTAL WEB SITE PAGE VIEWS: 391,893**



## SOCIAL MEDIA ANALYTICS

### TOP PERFORMING POST



| FACEBOOK    |         |
|-------------|---------|
| Engagement  | 9,907   |
| Reach       | 996,481 |
| Reactions   | 1,605   |
| Shares      | 1,111   |
| INSTAGRAM   |         |
| Engagement  | 234     |
| Reach       | 3,067   |
| Reactions   | 121     |
| Shares      | 102     |
| TWITTER     |         |
| Engagement  | 172     |
| Impressions | 1,593   |
| Retweets    | 13      |

### TOP PERFORMING VIDEO



| FACEBOOK   |       |
|------------|-------|
| Engagement | 44    |
| Reach      | 2,659 |
| Reactions  | 22    |
| Shares     | 8     |
| INSTAGRAM  |       |
| Engagement | 16    |
| Reach      | 709   |
| Reactions  | 13    |
| Shares     | 3     |

Social Media Analytics can be defined as:

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

## Q2 HIGHLIGHTS

continued

- Citizen Self Serve Online Payment
- World Elder Abuse Awareness Day
- Uproot Abuse
- Cultural Tourism Did You Know
- Cultural Campfires
- Pride Activities
- Canada Day
- Civic Address Book
- Horse & Wagon Mural Tours
- National Indigenous Day
- Backyard Fire Safety
- 211 Promotion
- Cool Spaces, Warm Places
- Help for Hard Times
- SeniorConnect

## AUDIENCE GROWTH

(Compared to previous quarter)

|  |        |        |
|--|--------|--------|
|  | 12,063 | +1,859 |
|  | 6,021  | +52    |
|  | 4,494  | +282   |
|  | 2,364  | +219   |

## NEWSROOM SUBSCRIBERS

(Compared to previous quarter)

|  |     |     |
|--|-----|-----|
|  | 359 | +24 |
|--|-----|-----|



# [FIRE DEPARTMENT]

## SCHOOL VISITS RESUMED

The Stony Plain Fire Department has resumed school visits to educate children about fire safety and build positive relationships with our community. SPFD visited the École Meridian Heights Kindergarten class and engaged the students with interactive lessons on fire prevention and firefighting. The kids were thrilled to see the fire engine up close and enjoyed the demonstration of the various tools and equipment used in emergency situations. We look forward to visiting many more schools in the future to share fire prevention awareness with a goal of providing a fun and educational experience for all students, while promoting the importance of fire safety.

## WILDFIRE SEASON

An unprecedented wildfire season across the Province of Alberta kept the Stony Plain Fire Department very active in both in Town and the County. Extremely dry conditions around Alberta prompted a Fire Ban in our Community. Firefighters were kept busy supporting our residents as well as covering the majority of Parkland County, who's response resources were stretched very thin due to the Entwistle wildfire.



## MUSCULAR DYSTROPHY FUNDRAISING

The Stony Plain Fire Department supports Muscular Dystrophy fundraising annually. Members "Filled the Boot" for Muscular Dystrophy during the Farmers' Days parade and at Heritage Park over the weekend. In late May, Firefighters hosted a hot dog sale sponsored by Co-op. In addition to raising over \$8000 for Muscular Dystrophy, the fundraising events provided opportunities for positive interactions with residents.



## SPOUSAL SUPPORT NIGHT

The Stony Plain Fire Department hosted a Spousal Support Night at the station. This was an opportunity for Firefighter spouses or significant others to enjoy a meal cooked by one of the Platoons followed by a group discussion about mental health and wellness. The night ended with spouses participating in firefighting activities which included donning firefighting gear and extinguishing a fire with an extinguisher, climbing through the self-rescue maze and getting a bird's eye view of our Town from the ladder truck. This event was an opportunity to network and welcome new families.

## 2023 Q2 RESPONSES

|                        | Q2 2021 | Q2 2022 | Q2 2023 |
|------------------------|---------|---------|---------|
| <b>STONY PLAIN</b>     | 90      | 96      | 128     |
| <b>PARKLAND COUNTY</b> | 75      | 74      | 96      |

| RESPONSE TYPE           | STONY PLAIN Q2 |           |            | PARKLAND COUNTY Q2 |           |           |
|-------------------------|----------------|-----------|------------|--------------------|-----------|-----------|
|                         | 2021           | 2022      | 2023       | 2021               | 2022      | 2023      |
| Structure Fires         | 8              | 8         | 4          | 2                  | 3         | 4         |
| Vehicle Fires           | 1              | 0         | 1          | 4                  | 7         | 4         |
| Wildland/Outside Fires  | 14             | 4         | 25         | 26                 | 18        | 40        |
| Medical                 | 17             | 22        | 14         | 5                  | 9         | 5         |
| Alarms                  | 38             | 41        | 63         | 8                  | 11        | 11        |
| Motor Vehicle Collision | 6              | 9         | 14         | 14                 | 18        | 24        |
| Mutual Aid              | 0              | 3         | 4          | 9                  | 1         | 1         |
| Citizen Assists         | 3              | 2         | 1          | 1                  | 1         | 1         |
| Utility (Power/Gas)     | 2              | 4         | 1          | 3                  | 5         | 6         |
| Hazmat                  | 1              | 0         | 1          | 0                  | 0         | 0         |
| Rescue                  | 0              | 3         | 0          | 3                  | 1         | 0         |
| <b>TOTAL</b>            | <b>90</b>      | <b>96</b> | <b>128</b> | <b>75</b>          | <b>74</b> | <b>96</b> |





# [ENFORCEMENT SERVICES]

## VIOLATIONS & WARNINGS

In the 2nd quarter of 2023 Stony Plain Peace Officers issued 201 warnings and 145 violation tickets. The top three violations issued were:

- 1 Expired Registration ..... 35 violations
- 2 Distracted Driving ..... 25 violations
- 3 Speeding ..... 24 violations

## INCIDENTS

Peace Officers responded to 683 incidents this quarter. Of those incidents, 119 were proactively generated by the officer. The three most frequent incidents were:

- 1 Unsightly/Nuisance from the  
Treasure Hunt Event ..... 91 incidents
- 2 Parking Complaints..... 84 incidents
- 3 Unsightly/Nuisance Properties ..... 45 incidents



## RESPONSIBLE PET OWNER INCIDENTS

|                         |            |
|-------------------------|------------|
| Animal Protection Act   | 13         |
| Barking Complaints      | 18         |
| Cats at Large           | 32         |
| Defecation              | 5          |
| Dog Aggression          | 12         |
| Dogs at Large           | 43         |
| Dog Insecure in Vehicle | 1          |
| Livestock               | 1          |
| Unlicensed              | 11         |
| <b>TOTAL</b>            | <b>136</b> |

## ASSIST/ENGAGEMENT INCIDENTS

|                       |           |
|-----------------------|-----------|
| Assist Fire           | 10        |
| Assist Planning       | 3         |
| Assist Public Works   | 8         |
| Assist Outside Agency | 1         |
| Assist RCMP           | 15        |
| <b>TOTAL</b>          | <b>37</b> |

## ENGAGEMENT

|                             |           |
|-----------------------------|-----------|
| Community Service           | 25        |
| Foot Patrol                 | 14        |
| Joint Force Operation       | 2         |
| Memorandum of Understanding | 3         |
| Training                    | 3         |
| <b>TOTAL</b>                | <b>47</b> |

## COMMUNITY STANDARDS INCIDENTS

|                                   |            |
|-----------------------------------|------------|
| Vandalism                         | 11         |
| Unsightly Property                | 45         |
| Unsightly Property: Treasure Hunt | 91         |
| Sidewalk Snow Removal             | 1          |
| Municipal Government Order        | 19         |
| Noise Complaint                   | 14         |
| Notice of Entry                   | 2          |
| Long Grass/Weeds                  | 13         |
| Littering                         | 2          |
| Fighting/Disturbance in Public    | 1          |
| Defecate/Urine in Public          | 1          |
| <b>TOTAL</b>                      | <b>200</b> |



| PUBLIC BEHAVIOUR INCIDENTS   |  |           |
|------------------------------|--|-----------|
| Trespass to Premise Act      |  | 5         |
| Public Tree Bylaw            |  | 4         |
| Petty Trespass Act           |  | 15        |
| Land Use Bylaw               |  | 6         |
| Garbage Collection           |  | 3         |
| Gaming Liquor & Cannabis Act |  | 6         |
| Fire Services Bylaw          |  | 4         |
| Environmental Protection Act |  | 7         |
| Cannabis Consumption Bylaw   |  | 6         |
| Business License Bylaw       |  | 1         |
| <b>TOTAL</b>                 |  | <b>57</b> |

| TRAFFIC INCIDENTS                      |  |            |
|--|--|------------|
| Dangerous Goods                        |  | 1          |
| Distracted Driving Operation           |  | 3          |
| Driving Complaints                     |  | 24         |
| Water Flow                             |  | 1          |
| Heavy/Commercial Vehicles              |  | 1          |
| Laser/Radar Speed Enforcement          |  | 24         |
| Off Highway Vehicles                   |  | 7          |
| Parking Complaint                      |  | 84         |
| Special Event Permits                  |  | 8          |
| Stop Sign Enforcement Operation        |  | 20         |
| Obstruction/Debris on Roadway/Sidewalk |  | 18         |
| Unattached Trailers                    |  | 10         |
| Uninsured Motor Vehicle                |  | 4          |
| Unsafe Motor Vehicle Application       |  | 1          |
| <b>TOTAL</b>                           |  | <b>206</b> |

| VIOLATIONS                    |  |            |
|-------------------------------|--|------------|
| Trespassing Violations        |  | 3          |
| Parking Violations            |  | 4          |
| Occupant Restraint Violations |  | 3          |
| Off Highway Vehicle           |  | 1          |
| License Plate Violations      |  | 6          |
| Gaming Liquor & Cannabis Act  |  | 1          |
| Equipment Violations          |  | 1          |
| Driving Violations            |  | 102        |
| Document Violations           |  | 11         |
| Animal control                |  | 13         |
| <b>TOTAL</b>                  |  | <b>145</b> |

## Q2 INCIDENT SUMMARY AND COMPARISON

### Animals



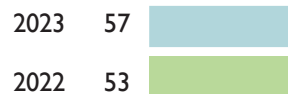
### Assist/Engagement



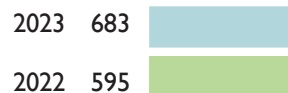
### Community Standards



### Public Behavior



### Traffic







# [RECREATION SERVICES]

## EASTER HUNT

Town of Stony Plain residents enjoyed a town-wide Easter Egg Hunt where 50 eggs and baskets were placed around the Town for residents to find during this popular event.

Those who submitted a photo of their successful hunt were entered into the grand prize draw. This year's grand prize winners were the Johnson family of Stony Plain.

## FARMERS' DAYS

The Stony Plain Farmers' Days Rodeo and Exhibition is the Town's biggest annual event and was held at Heritage Park from June 2 – 4. The successful 3-day festival was organized in partnership with the Kinsmen Club of Stony Plain, and assisted by dozens of sponsors and hundreds of volunteers.

- Festival activities featured:
- Mayor and Council Pancake Breakfast
  - Farmer's Days Market
  - Kinsmen Rodeo
  - Parade
  - Midway (June 2 only)
  - Stony Plain and Parkland Pioneer Museum
  - Kinsmen Saloon with live entertainment
  - Kids Korral and entertainment
  - Train Rides

| ATTENDANCE                                    |       |                  |
|---|-------|------------------|
|   | 2022  | 2023             |
| Mayor and Council Pancake Breakfast Attendees | 1,300 | 1,300 estimated  |
| Number of Vendors at the Farmer's Market      | 100   | 100              |
| Parade Entrants and Floats                    | 80    | 71               |
| Kid Zone Attendees                            | 6,000 | 6,300+ estimated |





# [FACILITY USAGE]

## GLENN HALL CENTENNIAL ARENA

The Glenn Hall Centennial Arena ice surface is removed in April annually. Total usage hours for Q2 were 252, including 61 hours of private bookings and 191.50 hours of the April to June Lacrosse season.

## OUTDOOR POOL & SPRAY PARK

The Stony Plain Outdoor Pool opened to the public for the season on May 26. The Rotary Spray Park opened May 19, just in time for the warm weather and eager residents.

The Outdoor Pool offers lessons, public swimming, swim club use and private rentals. Sunday public swim, at the Outdoor Pool, is sponsored by West Parkland Gas.

| ATTENDANCE                                | 2022        | 2023        |
|---|-------------|-------------|
| Scheduled Fields                          | 487 hours   | 475 hours   |
| Scheduled Diamonds                        | 1,143 hours | 1,408 hours |
| Community Centre                          | 231 hours   | 196 hours   |
| Heritage Park - Spruce Grove Hall         | 392 hours   | 427 hours   |
| Heritage Park - Parkland Hall & Lions Den | 232 hours   | 297 hours   |
| Heritage Park - Pavilion                  | 516 hours   | 593 hours   |
| Heritage Park - Outdoor Spaces            | 333 hours   | 348 hours   |





# [TRANSPORTATION]

## STONY PLAIN TRANSIT

This local regional on-demand system is in partnership with the City of Spruce Grove and Parkland County and provides access across the Tri-Municipal Region including Stony Plain, Spruce Grove, Parkland Village, and Acheson.

| RIDER STATISTICS (PASSENGERS THAT START OR END TRIP IN STONY PLAIN) |       |      | OPERATIONS STATISTICS (REGION)               |        |
|---|-------|------|--|--------|
| Q2 Statistics   | 2023  | 2022 | Stony Plain/Spruce Grove/<br>Parkland County | 2023   |
| APRIL   | 1,246 | 166  | APRIL  | 3,547  |
| MAY   | 1,781 | 219  | MAY  | 4,651  |
| JUNE  | 1,772 | 185  | JUNE   | 4,617  |
| Q2 TOTAL RIDERS   | 4,799 | 570  | Q2 TOTAL RIDERS                              | 12,815 |

## ACCESSIBLE TRANSPORTATION SERVICE (ATS)

The Accessible Transportation Service regularly operates four or five vehicles daily providing transportation for seniors and persons with mobility and cognitive disabilities. Transportation is provided for scheduled medical appointments, personal appointments, and shopping trips with the occasional group trip. Due to high-demand, ATS reached capacity on April 24. New clients wishing to use the service are currently being added to a wait list.

| RIDER RESIDENCY LOCATION STATISTICS |              |             |                 |
|-------------------------------------|--------------|-------------|-----------------|
|                                     | Spruce Grove | Stony Plain | Parkland County |
| APRIL                               | 220          | 247         | 28              |
| MAY                                 | 246          | 281         | 30              |
| JUNE                                | 257          | 275         | 42              |

| DRIVER HOURS | TOTALS |
|--------------|--------|
| APRIL        | 683    |
| MAY          | 677    |
| JUNE         | 674    |

| KILOMETRES TRAVELLED |        |        |
|----------------------|--------|--------|
| Q2 KM's              | 2023   | 2022   |
| APRIL                | 13,874 | 10,518 |
| MAY                  | 16,185 | 12,304 |
| JUNE                 | 17,280 | 13,944 |



## [GOLF COURSE]

The Stony Plain Golf Course opened for play on April 22nd which was seven days earlier than the previous season. The golf course came through in the best shape we have seen since the greens replacement project from 2019.

Weather conditions were very favourable for the start of the season. From opening day through June 13th there was only one half-day course closure. A week long stretch in June resulted in an additional 4.5 days of closures. The second quarter finished off with 13,496 rounds played which was 2,573 more rounds than 2022.

All memberships categories reached their capacity and ended up with waiting lists. The Junior Membership category cap was increased from 50 to 60 for this season.

The Driving Range experienced increased traffic with the temporary closure of the Century Driving Range as well as the increase of recreational golfers post-COVID that aren't quite ready for the course.

Retail sales were very strong and it was evident that suppliers and distributors were able to produce and deliver goods on-time compared to the challenges of 2022.

Lesson programming was active with the focus on newer and introductory women's golf camps and registrations for summer kids camps.

The second quarter included outside events from Trans-Alta, Kidsport, and National Tire Dealers. We also hosted a 2-day Maple Leaf Junior Event for some up and coming junior golfers that could include the next Canadian winner of the Canadian Open.





## COMMUNITY CONNECTOR



### DEMENTIA NAVIGATORS

Dementia Navigators assisted over 20 residents with navigating and connecting to dementia-focused services in our area.

Over 55 people living with dementia and their care partners were supported through community programs.

Awareness of dementia was increased in over 40 residents through an information table at the Parkland County Libraries Adventures in Aging Seniors Conference.

Over 250 residents were supported to recognize dementia symptoms and respond with compassion through the new Dementia Service Navigation Tool launched by the WestView Dementia Collaborative.

### NEIGHBOURHOOD CONNECT

16 Neighbourhood Connectors gathered to inspire and prepare for a busy season of connecting. Neighbourhood Connect works to create a network of neighbours to enhance community resilience and create more welcoming neighbourhoods.

## [ENHANCING INCLUSION & DIVERSITY]

### CREATING A WELCOMING AND SAFE STONY PLAIN

Together we shine! Stony Plain is actively working to improve inclusivity and create a more welcoming community. For more information on the Town Inclusion Strategy and how the Town is committed to increasing community sense of belonging, visit our website.

### FOSTERING A SENSE OF COMMUNITY BELONGING AND INCLUSION

Community was strengthened through several community events this quarter. Over 120 seniors and youth came together in a multi-generational BBQ and celebration for Seniors' week. A new Liberty Swing was installed in Rotary Park ensuring inclusion of residents with disabilities in our community. Community came together to support the raising of a pride flag at the Town Office, and walk on the freshly painted pride crosswalk. These events help to build a more welcoming and inclusive community.



### WE EMBRACE AND FOSTER PARTNERSHIPS AND RELATIONSHIPS

The Town of Stony Plain worked collaboratively with 7 community partners and 8 volunteers to host a community walk of over 125 residents to raise awareness about missing and murdered Indigenous people on May 5.

10 red dresses were displayed throughout our community for the event to raise awareness of those that are missing from our community. 100% of the planning partners felt they had developed better working relationships with other community agencies as a result of this project.

“genuine relationships built as a result of this collaboration.”

— Community partner



The Community and Social Development Roundtable heard strategic updates on the Together We Shine Inclusion strategy, volunteerism and civic engagement strategy development, and municipal strategic plan.



# [CREATING HEALTHY RELATIONSHIPS]

## REGIONAL COLLABORATION

Building on strong regional collaboration, 26 community partners came together to review and refine regional priorities and map supports and services for domestic abuse/family violence in our area.

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

11 residents of our region experienced elder abuse (this is up 6 from last quarter) and were supported through this regional collaboration made up from 24 community partners across our region.

## WORLD ELDER ABUSE DAY

200 community residents from across our region were engaged through Elder Abuse presentations, information and a free petunia to start their own uproot abuse garden in honour of World Elder Abuse Day on June 15.

## BOYS WILL BE THEMSELVES

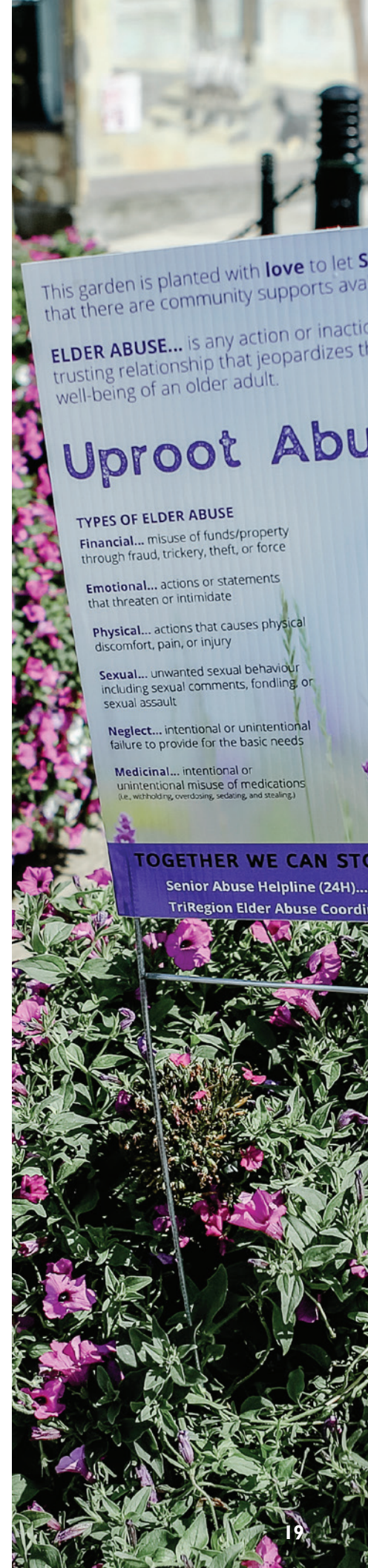
18 community residents joined a local panel of 4 advocates of men's health to watch the documentary *Boys will be... Themselves* and discuss the importance of supporting the well-being of men and boys to increase the safety for all in our community.

100% of the participants felt they had a greater understanding of why supporting the well-being of men and boys is important to our community.

## MOOSE HIDE CAMPAIGN

36 residents come together for a special community sharing circle on May 11 to discuss the negative impacts of violence on community. The Moose Hide Campaign is a National grassroots movement of Indigenous and non-Indigenous men and boys who are standing up against violence toward women and children.

100% of participants gained a greater understanding of the impact of violence on our community through participating in the sharing circle.





## ACTION GROUPS

Stony Plain Community and Social Development hosted three community action groups—Inclusion, Basic Needs, and Safety. These community conversations help to provide a framework to keep our service organizations connected and working together efficiently and effectively for the greater good in the Tri-Region.

7 participants in the Inclusion group focused on inclusive education and awareness and discussed creating safe and welcoming spaces in the Tri-Region.

6 participants in the Basic Needs group took a sneak peak at the 2022 Housing and Service Needs Estimate data and discussed regional housing issues along with other challenges and needs related to basic needs in the Tri-Region.

6 participants in the Safety group shared challenges and needs for safety, abuse, violence, and justice and explored possibilities of supporting people affected by domestic abuse with short-term housing options.

## [REDUCING POVERTY]



### COMMUNITY VOLUNTEER INCOME TAX PROGRAM (CVITP)

314 residents (287 in 2022) were supported by 11 Community volunteers (9 in 2022) who provided over 300 volunteer hours (260 in 2022) to return over \$118,000 to our community (\$93,950 in 2022). 89% of participants felt more supported by their community through this program. 100% of the volunteers felt they were making a difference in our community through their volunteering.

CVITP is a community program that provides free tax preparation services to residents in Stony Plain and Parkland County who have a modest income and simple tax situation. Volunteers assist with tax preparation which allow residents to access an array of federal and provincial tax benefits that have the potential to boost their incomes. This program is about people helping people in our community. This year the clinic was presented in partnership with Tri-CALA.

### RAISING AWARENESS OF POVERTY IN OUR COMMUNITY

21 residents attended a special community presentation on the state of poverty in our region presented in partnership with the City of Spruce Grove. 95% of participants felt they had a better understanding about poverty in the Tri-Region after the presentation.

“A very relational and informative presentation. Helpful in challenging us to our role in the redirection of poverty and homelessness.”

— Presentation participant

A pop-up information table on Poverty Awareness was displayed at the first Mid-Summer Thursday on and 62 postcards were signed to support updating the Canadian Disability Benefit to ensure people living with a disability have adequate income to live a life with dignity.

### REGIONAL HOUSING PROGRAM

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

### REGIONAL UNSHELTERED DISCUSSION

Stony Plain Community and Social Development facilitated a regional discussion with 17 local front-line service providers that interact with unsheltered residents to share challenges, resources and working responses within our region. 87% of participants felt they had more knowledge on how to respond to issues of unsheltered in our region.



## [PROMOTING MENTAL HEALTH & WELLNESS]



### NURTURE YOUR MIND: A MENTAL HEALTH WEEK CELEBRATION

In collaboration with 8 other community partners and 9 volunteers, the Tri-Municipal Region hosted Nurture Your Mind: A Mental Health Week Celebration for Community. 76 residents were connected with community resources and wellness providers in our region to learn a variety of methods to increase our overall wellness.

100% of participants felt more aware of different methods that are available in community to increase their mental wellness.

“It was a great reminder that prioritizing your mental health isn't a one size fits all approach, there are many different options to try.”

– Event participant

### ROOTS OF HOPE

Following the March Roots of Hope Community event, a report was created and presented to Council in May. The report provides a summary of the feedback and input received at the event and outlines an action plan to address the impact of suicide in our region. Visit the website for more information about Roots of Hope and to view the full community report on the Town's [website](#).



### PUBLIC PARTICIPATION

What makes you, your family, and your community strong when it comes to mental wellness? During the Midsummer Thursdays event in June, Community and Social Development engaged with over 151 residents and obtained feedback on what strengthens our wellness.

## TRAINING



### CONFRONT THE DISCOMFORT

13 residents learned how to confront the discomfort of anxiety and implement healthy coping strategies to increase personal resiliency through a community workshop.

100% of participants felt they were more knowledgeable on how to cope with or support someone experiencing anxiety.

### COMMUNITY HELPERS PROGRAM

8 sessions were provided to students in the region to increase their skills and knowledge on mental health and how to support one another. For more information please visit the Town's [website](#).



## [VOLUNTEER CENTRE]



### NATIONAL VOLUNTEER WEEK

The Town of Stony Plain, the City of Spruce Grove, and Parkland County came together to celebrate National Volunteer Week in April.

This year's theme focused on how volunteers weave together to build stronger communities. The local campaign celebrated the contributions of our region's volunteers and shared information on how we can all work toward a more inclusive and connected community.

81 Tri-Region volunteers attended a celebration event at Heritage Park. Participants were asked to complete a survey reflecting on this year's celebration and their past year of volunteering.

92% of participants felt they had made a valuable contribution and were more connected to community as a result of the event.

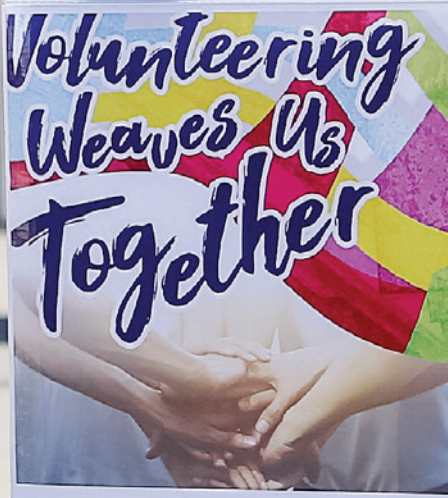
100% of participants felt they make our community a better place through volunteering.

### BETTER IMPACT

Our Better Impact online software recruitment tool helped connect 21 new individuals to volunteer opportunities in the community. This number is slightly down from 23 individuals that were connected in 2022. There are a total of 376 volunteers registered on the site.

### DEPARTMENT VOLUNTEERS

73 active volunteers generously gave their time, skills, and knowledge to help ensure the successful implementation of programs for the Community and Social Development department. There were 72 active volunteers in 2022.





## [YOUTH CENTRE]

### SOARING PROJECT

Youth continued to meet bi-weekly this quarter to plan a community-wide initiative focused on supports they identified as necessary for the wellbeing of the community. A team of 17 youth have committed to planning a summer event that will highlight the important role that pets play in creating a sense of wellbeing. Funding for the project has been made available through the Alberta Health Services Injury Prevention Program.

### STONY PLAIN YOUTH TEAM (SPYT)

Training of 12 youth for the new youth team took place this quarter in preparation for the many community concessions and events that the Youth Centre participates in over the summer. This was up from 9 youth that were trained in 2022. Team training includes Safe Food Handling, First Aid Certification and more. The team will be out practicing their new skills during several Town events such as Midsummer Thursdays and the annual Street Markets.

### TRI-REGIONAL YOUTH CELEBRATION

47 youth from the Tri-Region were invited to a special health promotion event during Mental Health Week in May. The event was organized by representatives of the City of Spruce Grove, the Town of Stony Plain, Parkland County, and several partnering agencies. The evening was free to participants and included healthy food options plus recreation sessions such as kangoo and karate. The event ended with a game of dodgeball that saw youth face off against first responders and elected officials.

### GENERATION CELEBRATION

The Youth Centre partnered with the Stony Plain Seniors Centre during Seniors Week in June to host an evening of intergenerational games and enjoy a barbeque together. Over 120 youth and seniors gathered for the event which was up from approximately 100 in 2022. 100% of participants felt a greater sense of belong in the community because of the event. In a written letter, one senior thanked the youth for “being so willing to bridge the generation gap.”

## [TECHNOLOGY SERVICES]

### FREEDOM OF INFORMATION AND PROTECTION PRIVACY (FOIP) REQUESTS

Through the Freedom of Information and Protection of Privacy Act (FOIP Act), in Q2 of 2023 the Town of Stony Plain provided its residents with information or records related to their requests such as copies of development permits, building permits, and compliance certificates.

| YEAR | Q1 | Q2 | Q3 | Q4 | ANNUAL TOTAL |
|------|----|----|----|----|--------------|
| 2021 | 4  | 5  | 5  | 8  | 22           |
| 2022 | 10 | 4  | 5  | 12 | 31           |
| 2023 | 1  | 11 |    |    | 12           |



## Q2 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 June 30, the investments were \$13,811,888 compared to \$24,604,468 at the end of December 2022.

## [FINANCIAL SERVICES]

### TOWN OF STONY PLAIN

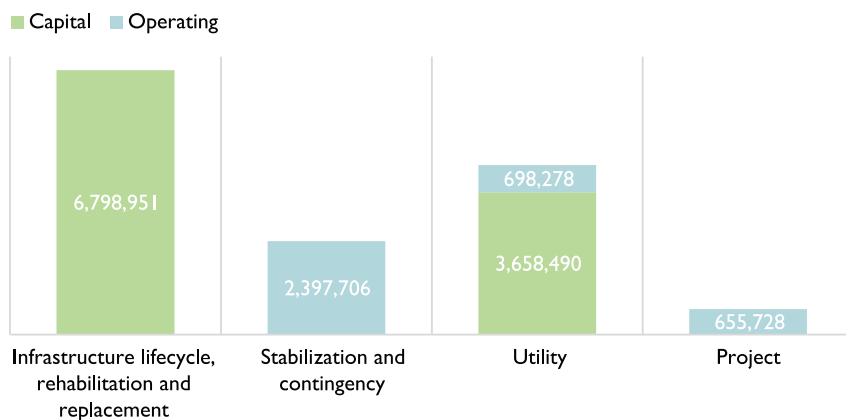
#### Unconsolidated Statement of Operations

|  | Budget<br>2023      | Actual<br>2023      | Variance              | %          |
|--|---------------------|---------------------|-----------------------|------------|
| <b>Revenue</b>                             |                     |                     |                       |            |
| Net taxes available for municipal purposes | \$20,100,969        | \$23,908,913        | \$(3,807,944)         | 119%       |
| Sales & user charges                       | 16,613,670          | 8,543,358           | 8,070,312             | 51%        |
| Franchise & concession contracts           | 3,768,200           | 1,790,005           | 1,978,195             | 48%        |
| Government transfer for operating          | 2,084,795           | 640,721             | 1,444,074             | 31%        |
| Developer contributions                    | 346,000             | 8,624               | 337,376               | 2%         |
| Fines                                      | 576,500             | 147,410             | 429,090               | 26%        |
| License & permits                          | 578,000             | 361,964             | 216,036               | 63%        |
| Investment income                          | 270,500             | 186,109             | 84,391                | 69%        |
| Rentals                                    | 1,007,124           | 303,592             | 703,532               | 30%        |
| Other                                      | 584,850             | 257,406             | 327,444               | 44%        |
| Penalties & costs on taxes                 | 253,000             | 145,587             | 107,413               | 58%        |
|  | <u>\$46,183,608</u> | <u>\$36,293,689</u> | <u>\$9,889,919</u>    | <u>79%</u> |
| <b>Expenses</b>                            |                     |                     |                       |            |
| Recreation & culture                       | \$8,739,166         | \$4,917,225         | \$3,821,941           | 56%        |
| Utilities                                  | 10,470,837          | 4,751,217           | 5,719,620             | 45%        |
| Protective services                        | 7,919,618           | 2,693,002           | 5,226,616             | 34%        |
| General government                         | 6,913,062           | 3,485,508           | 3,427,554             | 50%        |
| Transportation                             | 3,508,408           | 1,666,537           | 1,841,871             | 48%        |
| Development                                | 2,738,277           | 1,332,136           | 1,406,141             | 49%        |
| Community & Social Development             | 1,025,201           | 466,500             | 558,701               | 46%        |
|  | <u>\$41,314,569</u> | <u>\$19,312,124</u> | <u>\$22,002,445</u>   | <u>47%</u> |
| <b>Annual Surplus / (Deficit) Before</b>   |                     |                     |                       |            |
| <b>Other Revenue/(Expense)</b>             | <u>\$4,869,039</u>  | <u>\$16,981,565</u> | <u>\$(12,112,526)</u> |            |
| Transfers from reserves                    | \$3,149,118         | \$144,467           | \$3,004,651           |            |
| Transfers to reserves                      | \$(6,187,336)       | \$(3,675,329)       | \$(2,512,007)         |            |
| Debenture principal                        | \$(1,830,821)       | \$(851,979)         | \$(978,842)           |            |
| <b>Operating Surplus/ (Deficit)</b>        | <u>\$-</u>          | <u>\$12,598,724</u> | <u>\$(12,598,724)</u> |            |

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

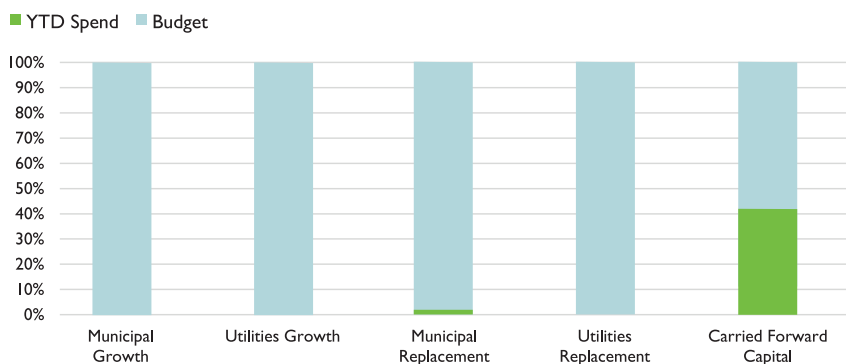


## 2023 PROJECTED RESERVE BALANCES



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

## CAPITAL SPEND TO BUDGET



Capital spend to date equates to 25%, multiple tenders have been advertised. Capital spend typically occurs in spring, summer and early fall and is impacted by timing of invoices.

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

The Town of Stony Plain's Debt Management Policy C-FS-045 outlines the types of debt and financing the Town may undertake. Under the Municipal Government Act, the debt limit for the Town is calculated at 1.5 times its revenue, and the debt service limit is calculated at 0.25 times such revenue. The policy stipulates the Town will adhere to an internal debt limit of 80% of the debt limit set by the MGA. As at June 30, 2023, the Town's outstanding debt represented 47.1% of Municipal debt limits and 58.9% of the Town's internal debt limit.

## ANNUAL REPORT

The Town's 2022 Annual Report was submitted to the Government Finance Officers Association (GFOA) for consideration for the Canadian Award for Financial Reporting in June 2023.

The report outlines key milestones, initiatives, and projects. It also includes a comprehensive financial report. It also includes a comprehensive financial report.

The Annual Report is available for viewing on the Town's website.





## [PLANNING & DEVELOPMENT]

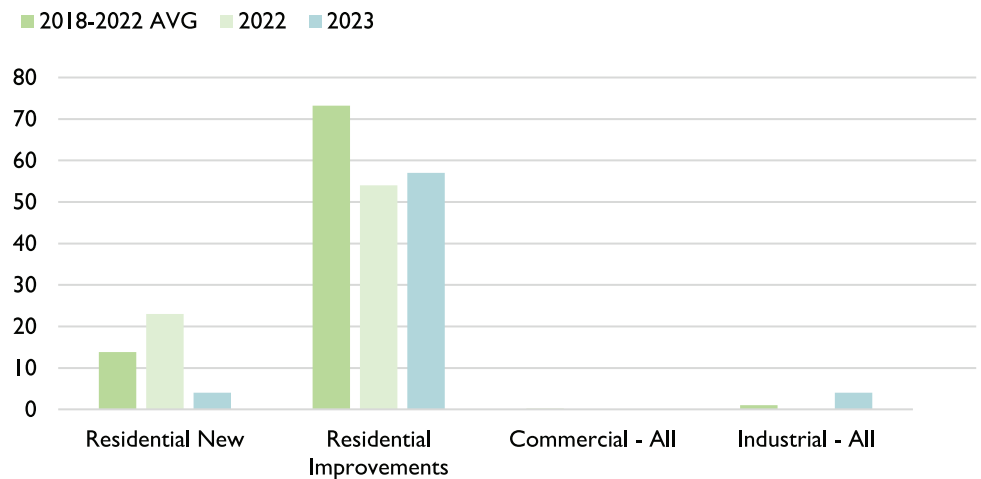
Second quarter residential construction in 2023 comprised of a total of 4 housing starts for single detached dwellings that had an estimated construction value of \$2.4 million.

There were four industrial permits issued in the second quarter with an estimated construction value of \$10.6 million. There were no commercial or “other” permits issued.

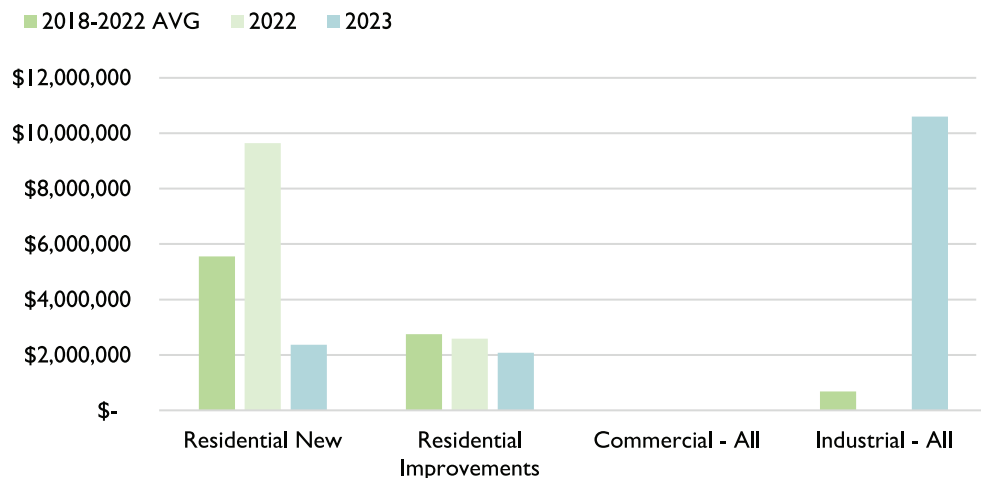
There were 57 permits issued in the second quarter for alterations and additions including 48 residential improvements, five commercial improvements, and four industrial improvements, with a combined estimated construction value of \$2.1 million.

There were 37 miscellaneous permits issued including 15 signs, 14 moves/demolitions, etc., and eight home occupations, with a combined estimated construction value of \$31 thousand.

### Q2 VOLUME OF BUILDING PERMITS BY TYPE



### Q2 VALUE OF BUILDING PERMITS BY TYPE





# [INFRASTRUCTURE ASSETS]

## ROADS

Road crews were busy with the spring thaw and clean up, resolving drainage issues, and sweeping the streets, then moved quickly into grading the roads, pothole repairs and back alleys. The lines on the roads were painted and sidewalk repairs were completed in many areas around town.

## FACILITIES

Facilities began the quarter with upgrades to the Pool and Spray Park, replacing the furnace, water fountain, shower heads and new washer and drier, renovations to the Youth Centre, removing the stage, replacing flooring, lighting, floor drains and painting. Staff also coordinated the installation of the Liberty Swing in Rotary Park. Along with contractors, Facilities worked to resolve the ongoing HVAC concerns at Heritage Park.

## FLEET

Fleet has been busy maintaining the many pieces of equipment used to care for the outdoor spaces, from the trimmers to the graders, every piece of equipment is serviced regularly to ensure it is ready when needed. In total the team maintains 243 pieces of equipment. Fleet replaced the railings in the Glenn Hall Centennial Arena, and building custom park benches and garbage cans.

## UTILITIES

Utilities have been joined by summer students for the season. Early in the quarter, there were numerous catch basins and culverts to be thawed. Utilities repaired a collapsed and failing catch basin that were undermining roads. The annual hydrant and sewer flushing programs are now underway.

During the April grass fire, Utilities was on the ground to assist the Fire Department dealing. They used the FLIR camera to locate hot spots in the peat, and assisted with digging it up with the backhoe.

## ENVIRONMENT & SOLID WASTE

With the yard work season in full swing, additional organics bins were added to the Rotary Recycle Center. As part of the spring cleanup the Annual Pitch in Week was held in April. The Town saw participation increase to 423 participants, (not including schools) up from 286 in 2022. In May, the cleaning continued with the annual Treasure Hunt and Large Item Drop off. This year the items dropped off were down to 4.17 MT from 10.18 MT in 2022. Utilities repaired 15 Organic and 8 Waste Bins. 35 Organic Bins and 9 Waste bins were replaced due to damage.





## [ PARKS & LEISURE SERVICES ]

### ARENA

Glenn Hall Centennial Arena is in dry floor season with indoor pickleball courts available and Lacrosse running from April to June. With support from Projects and the Mechanics, the team was busy installing new handrails. In June, the Glenn Hall Centennial Arena was host to Circus Wonderland.

### HORTICULTURE

Horticulture welcomed 8 seasonal staff in May and were quick to start hanging flower baskets and getting the flower barrels out. This year, 24 Businesses participated in the Adopt-a-Barrel program. Horticulture was also busy working on the fountains at Town Hall and Shikaoi Park and getting them operational. Shrub bed weeding has kept staff busy all summer. Some shrub beds were removed with the focus on South Creek Pond neighborhood.

### PARKS

Parks crews began the quarter preparing for the summer season, then welcomed twelve seasonal staff on May 1. Staff aerated the sports fields and green spaces around town. In this quarter, two hundred pieces of graffiti around town have been cleaned, and 18 Weed Notices issued.

### SPORTS FIELDS

All Sports fields were up and running by April 21. This included 5 Class II Diamonds, 5 Class III Diamonds, and 4 Mini Diamonds, 16 sports fields including football, soccer and rugby which are actively enjoyed by sports teams, schools, clubs, and the community. Staff was also busy inspecting and repairing the Pickleball and Tennis courts.

### PROJECTS & EVENT SUPPORT

The Project & Events team has had a lot of things on the go. As soon as the snow melted there was a push to get the Outdoor Pool and Spray Park running, then they replaced the Fountain at Rotary Park and built a custom power box cover from salvaged materials. Projects installed new solar lights at the Town welcome signs on highway 16A. The bridge in Meridian Heights was replaced and in their spare time they have installed 7 new park benches, and 2 memorial benches.

Projects provided support to Farmers' Days, Midsummer Thursdays, Community Street Market, Canada Day, Great White North Triathlon, and Summer Sessions.





# QUARTERLY REPORT

FOR THE QUARTER ENDED JUNE 30, 2023

