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For Immediate Release

Town of Olds Strategic Plan Sets Priorities for the Years Ahead

Olds, AB **July 22, 2026** - Every year, Council makes decisions that affect roads, recreation, economic development, public safety and the services residents rely on every day. The Town of Olds' new [2026–2030 Strategic Plan](#) provides the direction behind those decisions and the long-term vision that connects them.

Approved by Council, this plan establishes four strategic priorities that will guide decision-making over the next four years:

- Governance Excellence
- Community Experience and Quality of Life
- Economic Opportunity
- Organizational and Infrastructure Stewardship

Together, these priorities help Council and administration focus their efforts, balance competing priorities and make decisions that support long-term stability and growth of our community.

"This plan gives Council a common direction," said Mayor Dan Daley. "It helps us stay focused on what we're trying to achieve as a community. It doesn't make the decisions easier, but this plan helps ensure we're making thoughtful choices that create long-term value for Olds, being responsible with taxpayer dollars, and giving direction to the organization on developing priorities that achieve Council's vision."

Built around the values of being trustworthy, deliberate, accountable and collaborative, the plan reflects the Town's commitment to disciplined leadership and long-term planning. It reinforces the importance of making decisions based on sound information, strong partnerships and clear accountability.

The Strategic Plan is the foundation for the Town's planning framework. It establishes Council's priorities, while the [annual budget](#) allocates resources, the [Financial Report](#) measures yearly



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progress, and supporting strategies such as the [Housing Strategy](#) and [Economic Development Strategy](#) guide specific areas of work. Together, these plans help turn Council's vision into action and ensure decisions, investments and services all support a common vision for the future of Olds.

Residents can view the full 2026–2030 Strategic Plan under Plans and Reports at olds.ca.

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