



TOWN OF
OLDS

2025 Annual Report

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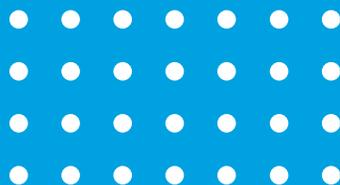
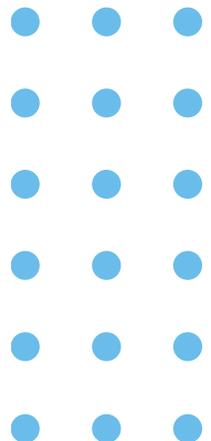


Table of Contents

Mayor’s Message	3
Your Town Council	4
Land Acknowledgement	5
Key Council Decisions	6
Changes in 2025	8
2026 Budget Survey Results	9
Report a Problem (RAP)	10
Financial Update	11
Housing in Olds	12
Business & Development	13
BREWD	14
Strategic Plan & Marketing Plan	15
Partnership Properties	16
Healthcare in Olds	17
Mountain View Power	18
Infrastructure Services	20
Community Development & Events	22
Public Art Collective of Olds	25
Parks & Recreation	26
Protective Services	27
Engagement & Public Participation	29
Communications	30



Mayor's Message

On behalf of Town Council, I am pleased to welcome you to the 2025 Annual Report. In the 2025 municipal election, residents of Olds elected a new council to guide our community for the next four years. I am grateful for the trust you placed in me as Mayor, and proud to serve alongside Councillors Darren Wilson, Wanda Blatz, Ben Chrusch, Chad Taylor, Mary Anne Overwater and Curtis Cook. Together, we bring a strong mix of local experience, community service and fresh perspectives to the council table.

With more than two thousand residents casting ballots, this election showed strong community engagement. Council is accountable to you, and our role is to set priorities, provide strategic direction and work with Town administration to deliver services that matter.

This annual report reflects the incredible progress we have made, the challenges we continue to face, and our shared commitment to building a strong, responsible and connected Olds.



Dan Daley
Mayor, Town of Olds



Your Town Council



Dan Daley
Mayor



Wanda Blatz
Councillor



Chad Taylor
Councillor



Ben Chrush
Councillor



**Mary Anne
Overwater**
Councillor



Curtis Cook
Councillor



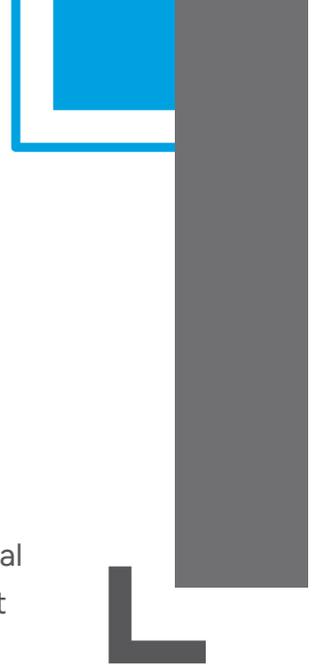
Darren Wilson
Councillor

Land Acknowledgement



Treaty 7 Land Acknowledgement

We acknowledge that the Town of Olds is on the traditional territories of the people of the Treaty 7 Region of Alberta, which includes the Blackfoot Confederacy (the Siksika, Piikani, and Kainai First Nations), as well as the Tsuut'ina First Nation and the Stoney Nakoda Nations (the Chiniki, Bearspaw, and Goodstoney First Nations). This area is also home to the Métis Nation of Alberta, Red Deer Métis District 3.



Key Council Decisions

Quarter 1

- Completed a Commercial Gap Analysis, funded through the Northern and Rural Economic Development grant, to better understand Olds' retail strengths and opportunities.
- Launched the MVP Uptowne Storefront Beautification Grant, supporting local businesses in improving storefronts, revitalizing the area, and increasing foot traffic.
- Finalized the sale of 4818 51 Street, expected to generate \$15–\$20,000 in annual property tax revenue, support affordable rental housing, and encourage mixed-use development in East Olds, in line with the East Olds Area Redevelopment Plan.
- Adopted a new Olds Marketing Plan highlighting the Town's central location, college-town identity, arts and culture, and strong community spirit to attract residents, visitors, and businesses.

Quarter 2

- Set a 5% municipal tax increase for 2025.
- Endorsed six additional Mountain View Power Community Grant applications, totaling \$43,100, as recommended by the Community Grant Committee.
- Released the 2026 Budget Survey, giving residents an opportunity to provide direct input into the budget process.

Quarter 3

- Extended the Secondary Suite program deadline to February 28, 2026, following successful amendments in 2023 that reduced red tape.
- Adopted the Housing Strategy, turning housing needs and community feedback into clear actions to support development and future zoning updates.
- Approved installation of a self-contained sauna on the southeast pool deck, funded through a 2007 donation held in a restricted reserve.
- Allocated \$400,000 in the 2026 capital budget for early electrical upgrades at the Sportsplex.





Quarter 4

- Adopted Bylaw 2025-13 (Municipal Development Plan Amendment) and Bylaw 2025-14 (Land Use Bylaw), following more than a year of technical work with ISL Engineering and extensive public engagement.
- Introduced Bylaw 2025-15, establishing a new Residential Tax Incentive Program to encourage housing development and replace outdated Policy 1003C.
- Endorsed the Town's first Corporate Plan, linking Council's strategic priorities with operations, budgets, and performance measures.
- Updated the Business Licence Bylaw through Bylaw 2025-19 to support new e-permitting software and simplify how business licences are issued and displayed.



Changes in 2025

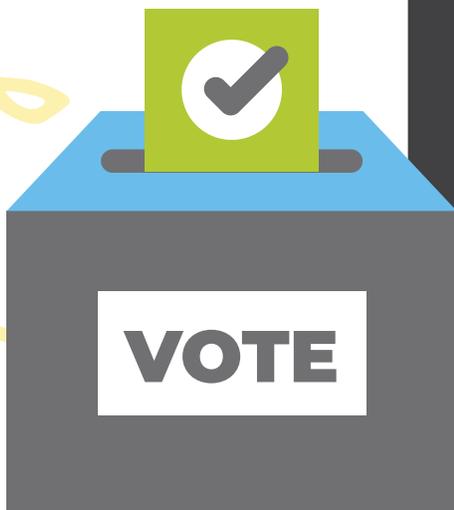
Town Office Relocation: Olds Municipal Centre

In July 2025, the Town of Olds Administration Office moved into the Olds Municipal Centre, bringing staff and services together under one roof. The move supports long-term efficiency, lowers operating and maintenance costs, and reduces the burden of aging infrastructure. Selling the former Town Office also creates new tax revenue and ensures Westview Co-op keeps its head office—and local jobs—in Olds. The new location offers better parking, improved accessibility, and a more welcoming space for residents. Residents were invited to tour the updated space during a September 9 Open House, and Council meetings resumed in the new chambers on August 25. The sale price for the former Town Office building was \$2 million.



2025 Municipal Election

The Town of Olds held its municipal election on October 2025. The community elected Daniel Daley as Mayor and five new Councillors: Darren Wilson, Wanda Blatz, Ben Chrusch, Chad Taylor, Mary Anne Overwater, and Curtis Cook. In total, 2,032 residents cast a ballot, representing 28 percent of eligible voters. Returning Officer Marcie McKinnon thanked everyone who participated, noting the strong engagement following a busy year of other federal and regional elections. The next municipal election will be held in October 2029.



2026 Budget Survey Results

More than 300 residents shared their priorities through the 2026 Budget Engagement Survey, offering feedback on municipal services, safety, infrastructure, and recreation. This annual survey helps Council understand what matters most to the community and supports more informed decisions during budget planning.

Key Highlights

- ✓ **Community Safety**
People want the RCMP to focus on reducing property crime and drug-related activity. For Municipal Enforcement, traffic safety and unsightly properties were the top concerns.
- ✓ **Sportsplex Planning**
Almost half of respondents prefer to maintain the current Sportsplex. Twelve percent want an expansion, while 39 percent favour planning for a new facility.
- ✓ **Infrastructure Investment**
Most respondents support continued investment in core infrastructure even if it delays other projects. Road repairs and resurfacing remain the most urgent needs, followed by water and sewer upgrades.
- ✓ **Centennial Park Improvements**
Residents identified washrooms, seating, and the playground as the top priorities for future upgrades, followed by an outdoor stage, shelter, beach volleyball, and storage.
- ✓ **Staying Connected**
Residents prefer Town updates through social media and the website. The Amplifier e-newsletter continues to grow in popularity, and online surveys remain the most preferred way to share feedback.

TOP PRIORITIES

Residents ranked **Public Works** and **Public Safety** as the highest funding priorities, followed by **Recreation, Economic Development, and Parks and Trails.**

Report a Problem (RAP)

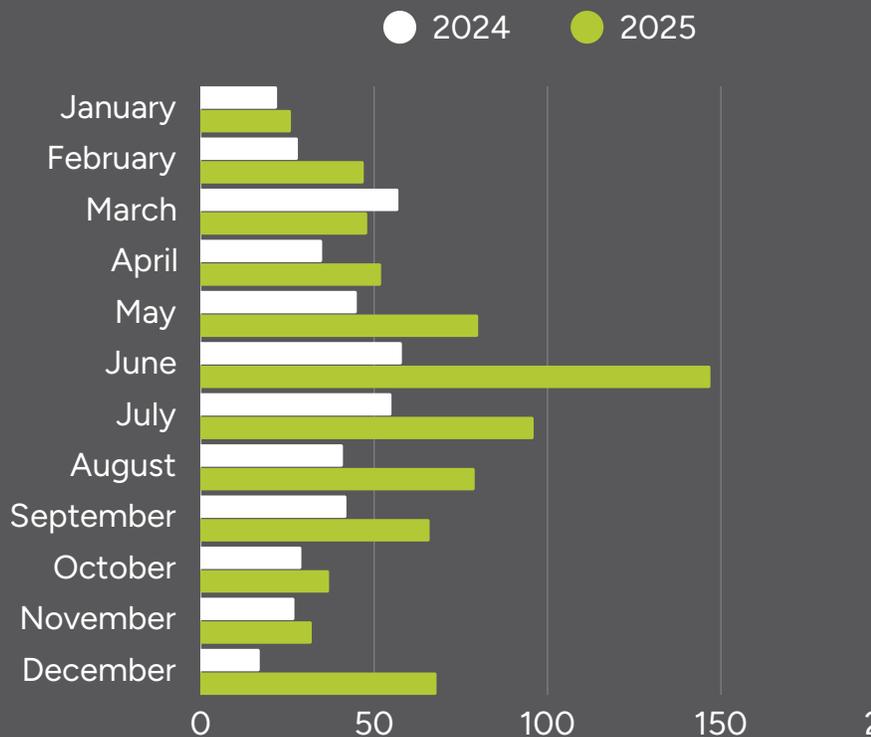
What is RAP?

The Town of Olds offers a Report a Problem (RAP) form that lets residents tell us about issues that need attention.

The system helps town staff identify, prioritize and take action on emerging issues more quickly and effectively. RAP results are reported back to Council to keep up on trends and accurate information when making decisions about community operations.

In 2025 the Town continued to rely on community feedback through the RAP system. It was used to inform staff of non-emergency issues like potholes, road hazards, snow and ice concerns, large snow drifts, utility problems and other community-service needs. Using this system to report allows Town staff to respond quickly and effectively. Common themes in reports and related Town notifications included snow-clearing concerns and requests to report missed or hazardous areas during winter maintenance.

From 2024 to 2025, we saw an increase in RAP submissions, reflecting growing community involvement and a shared commitment to keeping our Town safe, well-maintained, and moving forward. We truly value your engagement and appreciate the role you play in helping us improve local services.



Thank you to our residents for using the **Report a Problem (RAP)** system. Your feedback helps us stay informed, respond more effectively, and better understand what matters most in our community.

Financial Update

2025 Financial Report

The Town released its first Financial Report, outlining the challenges faced in 2024 and the steps taken to strengthen long-term stability. Over the past year, the Town reduced debt, adjusted services, and sold underused assets to operate more efficiently. The report focused on three key goals: renewing aging infrastructure, building fiscal resilience by lowering debt and improving financial management, and ensuring Town-owned properties serve a clear public purpose.

Looking ahead, the Town will continue careful spending while supporting new housing, business growth, and essential infrastructure. The report reaffirms our commitment to transparency and steady financial recovery.

2024 Annual Financial Statements

The Town's 2024 Annual Financial Statements show a \$6.6 million deficit, largely tied to the sale and debt forgiveness associated with Olds Fibre Ltd. Despite this one-time impact, the Town remains financially stable, with nearly \$8 million in cash, more than \$100 million in capital assets, and debt levels well below provincial limits. Operating revenues held steady, and key capital investments continued to support infrastructure and community services. Moving forward, the Town will concentrate on rebuilding reserves, reviewing capital priorities, and maintaining responsible spending to support long-term financial sustainability.

O-Net Financial Statement

The Town released the O-NET Financial Closure Report, fulfilling a commitment made during the November 2024 public forum. The report outlines the history, financial impacts, and final sale of OFL Ltd. (O-NET) to TELUS Communications for \$11 million. It details the Town's total contributions to the project, the overall financial implications, and the next steps for managing the remaining provincial debt.

Housing in Olds



2025 Housing Strategy

A Housing Needs Assessment and public input confirmed urgent rental shortages, limited seniors options, and a growing mismatch between available homes and household needs. In response, Council approved a Housing Strategy focused on housing diversity, rentals, aging in place, neighbourhood character, and faster approvals. The Town updated the Land Use Bylaw and worked with partners to support steady growth that aims to improve affordability, choice, and long-term community stability.

Secondary Suites Compliance Incentive

The Town extended the Secondary Suite Compliance Incentive to February 28, 2026 to give homeowners more time to bring existing suites up to code under simpler and lower-cost requirements. The program focused on improving safety, increasing rental options, and working cooperatively with property owners. Town staff contacted homeowners with known unregistered suites and prepared to resume enforcement after the incentive period. The initiative reflected the Town's emphasis on prevention, safety, and shared responsibility, helping strengthen a safer and more reliable rental housing supply in Olds.



New Housing Developments

New housing construction advanced across Olds as developers responded to demand identified through the Housing Needs Assessment and Housing Strategy. Several major projects moved forward, particularly in the rental market, including Silverside Pointe and a mixed-use development on 51 Avenue, which together added new rental homes alongside commercial space. Progress also continued in both new and established neighbourhoods with development at Larchwoods and Vistas 5A. These projects contributed to a more balanced housing mix and reflected strong private-sector confidence in the community. This activity translated into significant construction investment, with development permit values totaling more than \$83 million and building permit values exceeding \$75 million. Residential construction accounted for approximately \$18 million in each category, supporting 130 new housing starts. Collectively, these outcomes demonstrate steady progress toward the Town's long-term housing targets while aligning growth with identified community needs.



Business & Development

Local Business Indicators

Local business activity indicators remained strong during the review period. In 2024, the Town of Olds issued 824 business licences, and from January 2024 to December 2025, a total of 861 licences were issued. 71 new resident business licences were issued, reflecting continued entrepreneurial activity and business formation.

Business retention and workforce stability were further supported through the administration of the two provincial immigration programs. Under the Rural Entrepreneur Stream (RES), the Town responded to 139+ inquiries and approved 15 entrepreneur applications to establish or purchase businesses in Olds. Under the Rural Renewal Stream (RRS), 32 inquiries were handled and 2 workers approved prior to the program being paused in February. These programs support long-term business retention, workforce attraction, and investment.

To enhance business capacity and access to timely, relevant training, a monthly online webinar series, Biz Bites, launched towards the end of 2024. These short 20–30 minute sessions provide practical training for businesses on topics such as access to capital, workforce development, marketing, and operational supports. Sessions are offered at no cost, recorded, and housed in an online training library that businesses can access at any time. Eleven training sessions happened in 2025.

A weekly electronic business newsletter, Fast Five Fridays, launched this year. This tool provides businesses with concise, timely updates on funding opportunities, training, events, and supports, strengthening regular communication and engagement with the local business community.



BREWD

Central Alberta First - Business Retention, Expansion and Workforce Development

The BREWD (Business Retention, Expansion & Economic Workforce Development) initiative engaged over 700 businesses across Central Alberta. This work resulted in one of the most comprehensive regional business research efforts undertaken in the region, the development of a regional economic strategy, and the identification of 27 priority projects, with 8 projects advancing into active implementation. CAF's model emphasizes action over reporting and ensures that regional efforts translate into tangible local outcomes.

The goal is to build a stronger and more resilient business environment that supports existing enterprises while attracting new investment and talent. BREWD uses a business-first approach, recognizing that the people who run local businesses every day are the ones best positioned to identify both challenges and opportunities. Participating businesses will help design the plan and oversee its implementation, supported by coordinated regional partners and shared resources. This collaborative effort marks an exciting step toward a unified, future-focused economic strategy for Central Alberta.

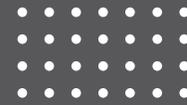
BREWD

- 41 in-person interviews with key employers
- 698 surveys completed (87 questions)
- 101 job seeker surveys completed
- 77 business visitation volunteers
- 1 regional economic strategy
- 7 community data summary reports
- 27 projects identified
- 8 projects prioritized for action

RBSN

- 394 advisory service
- 238 business visits
- 292 created video promotions
- 14 communities served
- 138 businesses created, maintained or expanded
- Over \$7M referrals

Strategic Plan & Marketing Plan



The Town released its first community marketing video, Find Yourself in Olds, marking a major milestone in advancing both the Strategic Plan and the new Marketing Plan. The video showcases the community's spirit, vibrancy and opportunity while supporting key goals around investment attraction, workforce recruitment, tourism, and community pride. Built around five pillars that highlight Olds' strengths:

- A small-town community with big-city energy, thanks to our ideal location;
- Innovation, vibrancy and growth anchored by Olds College;
- Facilities and services that support high-quality, all-ages living;
- Diverse arts, culture, cuisine and events that foster connection;
- A strong, welcoming community spirit that sets Olds apart.

This first video sets the stage for a broader series that will help introduce Olds to new residents, professionals, and businesses, and reflects an exciting step forward in how the community presents itself to the region and beyond.

Find Yourself...



Supported



Active



At Home

...In Olds!

Partnership Properties

The Town is repurposing several underused municipal properties to meet community needs, support redevelopment in East Olds, and create long-term value. These projects focus on turning aging or constrained sites into productive community spaces, partnership projects, and new tax-generating development. Each property has been matched with a use that reflects market conditions, the East Olds Area Redevelopment Plan, and feedback from residents, volunteers, and builders.

Former Fire Hall

4829 50 Street

Repurposed as a community service hub for the Mountain View Food Bank, Community Lending Shelf, and Coats for Everyone program the Former Fire Hall is now a key community hub. This Brownfield site was not suitable for industrial or automotive uses, making community service the best fit.

Former Public Works Shop

4825 51 Street

Approved as a Men's Shed, supported by strong volunteer interest, this Brownfield site was also within the East Olds redevelopment area and is no longer appropriate for former industrial uses.

Former Sand/Salt Shed

4818 51 Street

The Town has created a partnership with Masterbuilt Projects Ltd. to build a mixed-use building with commercial bays on the ground floor with residential units above. The site requires demolition and remediation, and redevelopment will generate new annual tax revenue and set the stage for additional mixed-use growth in East Olds.

Town Administration Office

4512 46 Street

The Town Administration office sold to Westview Co-op for \$2 million. Staff relocated to the Town Operations Building in July 2025. The sale improves space efficiency at the Town, reduces costs, and keeps Co-op headquartered in Olds while adding new tax revenue.

Healthcare in Olds



New Medical Clinic Announced

A new medical clinic opened in Olds in 2025, expanding local health care and increasing access to family physicians. The Care First Medical Clinic began operating in September with four doctors providing family and geriatric care, including walk-in services. This addition helped address long-standing physician shortages and a local waitlist of about 200 unattached patients. With more clinic space and more practitioners, residents experienced shorter wait times and improved access to care. The Town and the volunteer Physician and Healthcare Attraction and Retention Committee welcomed the clinic as an important step in supporting a growing community and strengthening local health services.



Olds Hospital Dialysis Service Expansion Confirmed

In 2025, the Government of Alberta confirmed a \$21-million project to expand renal dialysis services at the Olds Hospital and Care Centre, increasing capacity from six to nine treatment stations to support both facility-based and home dialysis care. This expansion will improve access to lifesaving treatment for patients in the region and strengthen local health services by offering more flexible care options and better meeting growing demand.

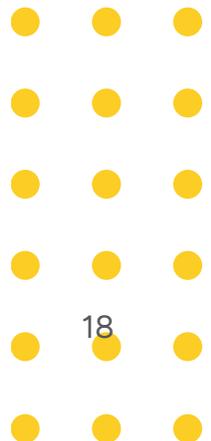


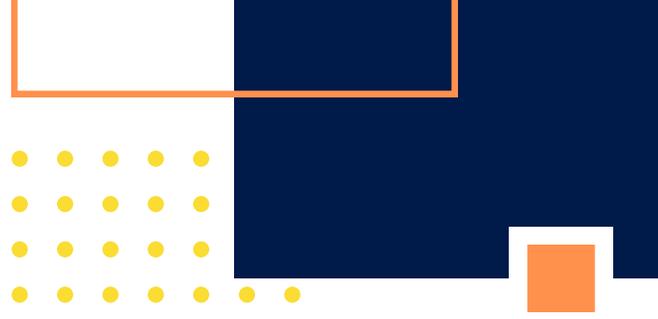
Mountain View Power (MVP) introduced a refreshed brand identity in 2025 that highlights its commitment to optimism, innovation, and community investment.

As Olds' local energy retailer, MVP continued to deliver competitive electricity, solar, and natural gas rates while reinvesting net proceeds directly into the community through the **Mountain View Power Community Grant Program**. Over \$365,000 has been reinvested since launch, supporting projects ranging from youth services and recreation upgrades to cultural programming and local non-profit initiatives.

MVP funding helped support the development and growing success of **The Zone**, a new youth centre operated by BGC Olds and Area, and launched the new **MVP Storefront Grant**, which funded upgrades for eight Uptowne businesses.

With its new look and continued focus on local impact, MVP remains a key community partner—turning everyday energy bills into visible improvements across Olds.

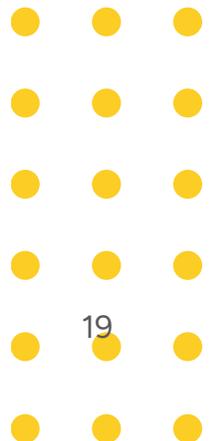




MVP Community Grant Program & Recipients

In Spring and Fall 2025, the MVP Community Grant Program awarded \$43,100 to six local organizations, supporting projects that strengthen recreation, wellness, inclusion, and community services.

Imagine Gymnastics Club	\$10,000
Olds & Area Pregnancy Support Centre	\$9,250
Community Learning Campus	\$8,000
Men's Shed of Olds	\$6,350
Olds Pickleball Club	\$5,500
Olds Minor Softball	\$4,000
Olds Elks Lodge #100	\$30,000
Olds Men's Shed	\$25,000
Olds Lions Club	\$11,900
Olds Municipal Library	\$6,400
Special Olympics Olds	\$3,000
Olds & District Kiwanis Music Festival Society	\$600





Infrastructure Services

Water & Wastewater

Water Loss and I&I Progress

The Town continued to make strong progress reducing water loss and inflow and infiltration (I&I). Water loss dropped to 19.82% in 2025, down steadily from the previous three years. I&I also declined to 30.73%, even with higher rainfall, showing that targeted repairs are working. The main strain on the utility system remains leaks and aging infrastructure, not population growth. Reducing these losses strengthens the long-term financial health of the water and wastewater systems.

Crews fixed 32 water leaks, repaired 20 sanitary services and mains, and addressed 5 manholes with overland inflow. CCTV inspections identified over 70 infiltration points, guiding focused repairs. These efforts improve efficiency, reduce waste, and protect the community from service disruptions.

Water Meter Phase 1 & 2

More than 620 new water meters were installed during Phase 1.

Phase 2 upgraded 820 additional homes and businesses with smart meters, building on the 730 replacements already completed.

The new meters improve billing accuracy, support early leak detection, and provide secure, real-time data updates. Participation is mandatory to ensure reliable service, and residents will receive scheduling information directly.



Infrastructure Services

Spring Clean Up & Yard Waste



Kick it to the Curb

This community weekend encouraged residents to place gently used items at the curb for others to take. It helped households declutter while keeping usable items out of the landfill and supported neighbour-to-neighbour sharing.

Pop-Up Transfer Station

Held over two days, the event provided free, local disposal for household waste and hazardous materials. Residents could safely drop off paint, batteries, tires, and more without traveling out of town. Registration was required, and participation remained strong.

Residential Branch Dump

The Branch Dump opened for the season on May 1, offering residents a simple, safe way to dispose of yard waste such as branches, shrubs, leaves, and small trees. The program reduces fire hazards, diverts natural materials from the landfill, and supports responsible environmental practices. It operates May to October, weather permitting.

Grass Clippings Area (Pilot)

Responding to community feedback, the Town piloted a grass-clippings drop-off area in May and October. The site accepts loose clippings and paper bags of grass only, helping residents manage yard waste more easily while maintaining clean, burnable piles at the Branch Dump.

Additional Yard Waste Services

The Town expanded seasonal services by collecting pumpkins after Halloween. Residents were encouraged to follow site guidelines to ensure safe and efficient operation.



Community Development & Events

Community Connection Centre (CCC)

Located in the Uptowne Olds core, the CCC's focus is to connect people and build community. It serves as a vital hub linking residents, seniors, and families with essential social services and programming. Through collaborative partnerships and citizen feedback, the Centre proactively enhances the quality of life in Olds by addressing local needs and building opportunities for all. This work is made possible through the Family and Community Support Services (FCSS) program, a dedicated funding partnership between the Town of Olds and the Government of Alberta.



Seniors Week

Seniors Week offered a packed schedule of free activities for residents 55 and older, focused on wellness, connection, and celebration. Events included a pancake breakfast, movie outing, guided painting, exercise classes, free swim times, and treats from local businesses, with some programs requiring advance registration.

Volunteer Appreciation

The Town celebrated its 25th annual Volunteer Appreciation Night by inviting residents to nominate outstanding volunteers for Citizen of the Year, Senior Citizen of the Year, and Youth Citizen of the Year. The program recognizes meaningful community contributions and encourages residents to share stories of local changemakers.

Community Showcase

This annual event brought local non-profits, service clubs, and sport organizations together to share information, recruit volunteers, and register participants for upcoming programs. Held at the Olds Regional Exhibition, the showcase serves as a one-stop event for residents to learn about local services and opportunities.

55+ Programming

New in 2025, the Community Connection Centre began offering classes in Arts, Crafts and Cooking. These programs have been met with great enthusiasm, increasing relationships for our 55+ population and supporting them to age well in place.



Community Development & Events

Community Connection Centre (CCC)

Summer Camps for Youth

Local youth-serving organizations partnered to reduce barriers to summer programming, offering accessible, collaborative activities including a large Carnival Experience for nearly 80 participants. The event featured games, entertainment, and activities designed to create meaningful and affordable opportunities for young people.

Park Parties & Foam Finale

Park parties, sponsored by Coldwell Banker Vision Realty, were held every Thursday at local parks throughout Olds and enjoyed by over 450 residents. The summer wrapped up with a community Foam Party and BBQ at Centennial Park, featuring free food, family games, and appearances from Olds Grizzlies athletes and Oliver Olds, creating a lively end-of-season celebration

Canada Day

Canada Day featured a community parade through Uptowne Olds followed by an afternoon of family-friendly activities at Centennial Park, including live music, games, food vendors, a market, and free refreshments. The day ended with a spectacular fireworks display by the Protective Services Department.

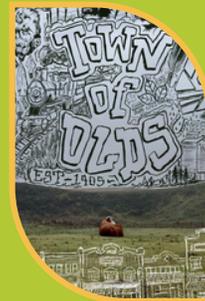
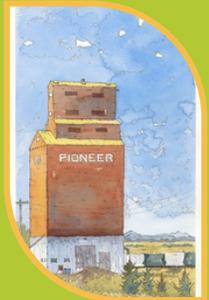
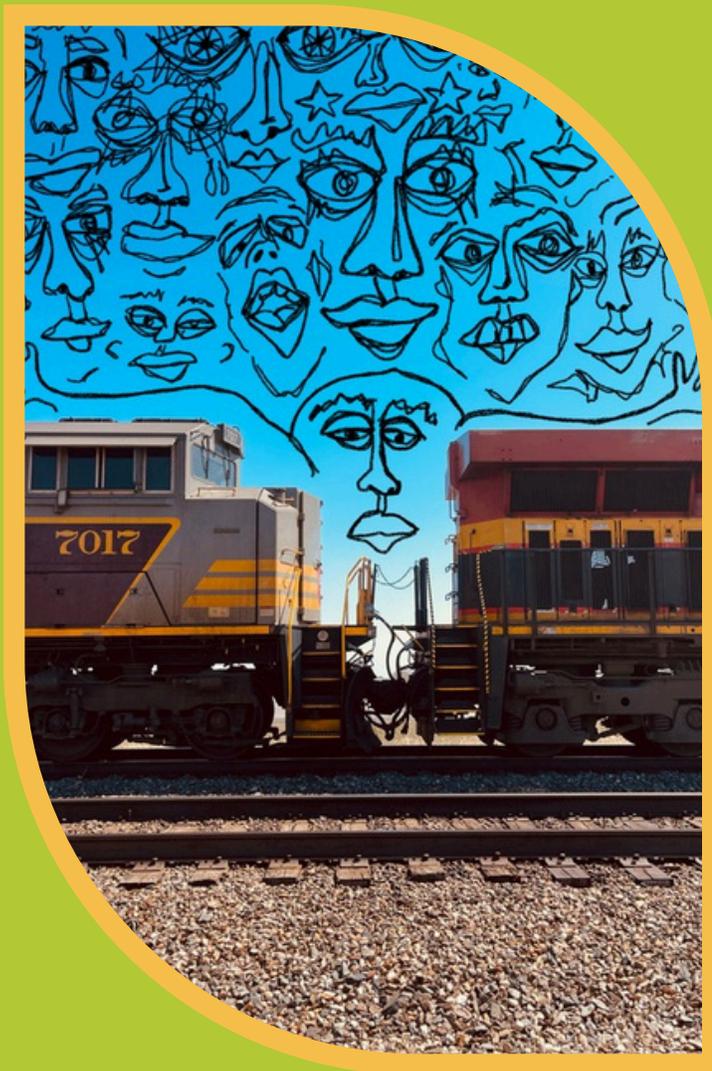
Olds Fashioned Christmas

The 32nd Annual Olds Fashioned Christmas was a resounding success for 2025, bringing the community together for a memorable "Kick Off to Christmas" weekend this past November. This long-standing tradition was made possible through the dedicated efforts of our volunteer committee, the hard work of numerous community organizations, and the generous support of our sponsors and donors. A highlight of this year's festivities was the debut of a stunning new light display in Centennial Park, which was met with overwhelming praise and served as a brilliant centerpiece for our holiday celebrations.



Public Art Collective of Olds: Cornerstone Art Commons Update

PACO refreshed the 16 public art panels at Cornerstone with a new community-selected collection celebrating unity, roots, and growth. The updated display features larger, more vibrant works and highlights the town's commitment to public art. Previous pieces will be relocated to municipal buildings, and PACO continues to welcome new members and encourage community involvement in local arts.



Parks & Recreation

The Future of the Olds Sportsplex

The Town completed a full engineering assessment and feasibility study of the Olds Sportsplex in 2024, confirming that the facility remains essential but requires major upgrades over the next decade. With replacement costs estimated at \$60–\$90 million and competing financial priorities across the municipality, renovation—not replacement—is the only realistic option. Public feedback from the 2026 Budget Survey strongly supported maintaining the current building. In response, the Town is developing a 10-year renewal plan. Additional improvements such as a new roof, dressing room renovations, and an eventual ice slab replacement are planned through 2035.

Naturalization

The Town introduced a new approach to maintaining select green spaces by naturalizing underused, steep, or difficult-to-maintain areas. This involved pausing mowing in designated zones and transitioning certain shrub beds to pollinator-friendly, low-maintenance plantings. While the shift sparked discussion, the program is rooted in environmental science and long-term cost management. Naturalizing about 23 acres will save an estimated 13 staff days per year, reduce emissions, and support biodiversity. The Town is working closely with fire services and horticulture experts and is encouraging residents to share concerns and help steward these evolving spaces.



Disc Golf Upgrade

The Hartman Green Disc Golf Course received new professional-grade targets thanks to support from the Community Learning Campus and a Mountain View Power grant.



New Sauna at the Olds Aquatic Centre

A new 10-person sauna opened at the Olds Aquatic Centre by way of a reserve donated for public amenities at the pool. Completed during the annual maintenance shutdown, the cedar-built sauna adds a new wellness feature for users aged 16 and older.



Bounce House Rental at Sportsplex

The Town introduced a new bounce house rental at the Olds Sportsplex, offering a family-friendly activity for birthdays and team events from April to August. Designed for up to 15 children aged 2–12.

Protective Services

Olds Fire Department

TC Energy Funding for Advanced Drone Program

The Olds Fire Department received funding from TC Energy's Build Strong program to purchase a permanent drone system, expanding on a successful year-long University of Alberta pilot project. The study demonstrated that drones improve situational awareness, speed up emergency response, and support safer operations during fires, search and rescue, and hazardous incidents.

Fire Prevention Week & Open House

Fire Prevention Week focused on lithium-ion battery safety, highlighting best practices for buying, charging, and recycling these batteries to prevent fires

Municipal Enforcement

Proactive Enforcement

Municipal Enforcement hired a third officer in 2025 and saw steady activity throughout the year. While enforcement has historically been complaint-driven, the Town continued shifting toward a more proactive approach to address recurring issues such as yard care, parking and RV storage, and animal-related concerns.. Ongoing reminders focused on responsible pet ownership, including licensing and identification, as local rescues and shelters continue to face significant pressure.

Demolition of 5033 51 Street

The Town proceeded with the demolition of a long-vacant, structurally unsafe building on 51 Street after engagement with the owners failed to produce a tangible solution to its deteriorated condition. A provincial heritage review confirmed the building did not meet designation criteria. The Town emphasized that demolition is always a last resort used only when safety, community well-being, and neighbourhood standards are at risk.

Protective Services

OLDS RCMP

Crime Severity Drop in Olds

Olds saw a 20 percent decline in crime severity according to the 2024 Crime Severity Index. This improvement reflects focused crime-reduction work by the RCMP, stronger coordination with Municipal Enforcement and local landlords, and targeted efforts to reduce theft, vandalism, and lower-level drug activity. While one measure among many, the drop shows that local prevention strategies are working and that Olds continues to be a safe, family-friendly community.

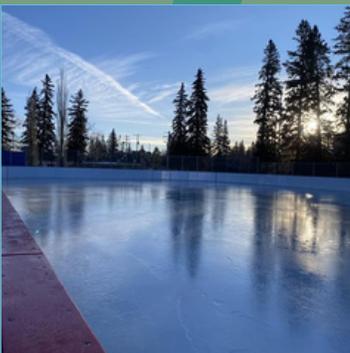


Fraud and Scam Prevention

The Olds RCMP placed a strong emphasis on fraud and scam prevention in 2025, responding to rising concerns across the region. Public advisories warned residents about phishing attempts, fraudulent contractors, and online scams—particularly those targeting seniors. The detachment encouraged people to protect personal information, verify suspicious messages directly with trusted sources, and use caution when dealing with unsolicited offers or high-pressure situations. These efforts, paired with active enforcement against drug-related crime, reflect the RCMP's continued work to keep residents informed, safe, and supported.

Drug-Related Charges

Following observed drug-trafficking activity in March 2025, the Crime Reduction Unit and Olds RCMP conducted a traffic stop that led to the seizure of 238 grams of suspected methamphetamine. Two individuals from Innisfail and Penhold were charged with trafficking-related offences and were released with court dates. The incident highlights continued enforcement efforts targeting drug activity in and around Olds.



Engagement & Public Participation

LAND USE BYLAW

The Town began a full review of the **Land Use Bylaw** in July 2025, marking the first comprehensive update in nearly 25 years. Public engagement included online surveys, virtual and in-person open houses, and ongoing feedback opportunities. Residents emphasized housing choice, affordability, walkability, Uptowne revitalization, and better use of underused land. The review will modernize development rules, align with recent planning work such as the Housing Strategy, and support a more organized, safe, and community-driven approach to growth.

HOUSING NEEDS ASSESSMENT

The Town completed a **Housing Needs Assessment** in 2025 to better understand current and future housing demand in Olds. More than 400 residents and stakeholders shared input through surveys, open houses, and interviews. The assessment identified four priorities: more rental housing, more senior-friendly homes, more “missing middle” options such as duplexes and townhomes, and smaller, more affordable homes. This feedback directly informed the Housing Strategy and ensures future decisions respond to real community needs.

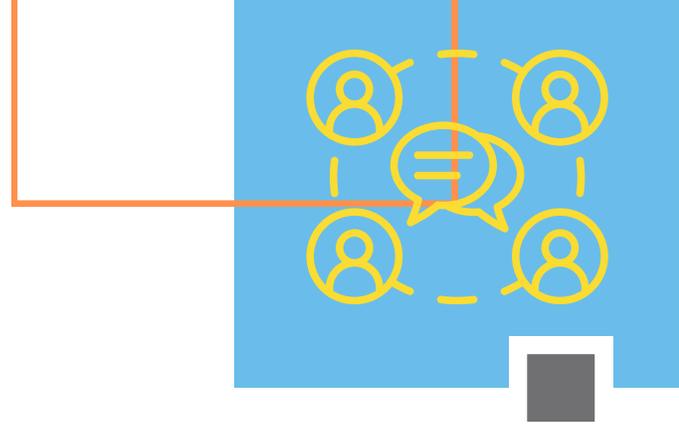
COFFEE WITH COUNCIL

Council continued its **Coffee with Council program** in 2025, hosting informal conversations with residents at the Olds Farmers’ Market on June 5, July 10, and September 4. These sessions provided a welcoming space for residents to share ideas, concerns, and local perspectives directly with elected officials. The conversations reinforced Council’s commitment to listening, learning, and strengthening decision-making through open and accessible public engagement.

2026 BUDGET SURVEY

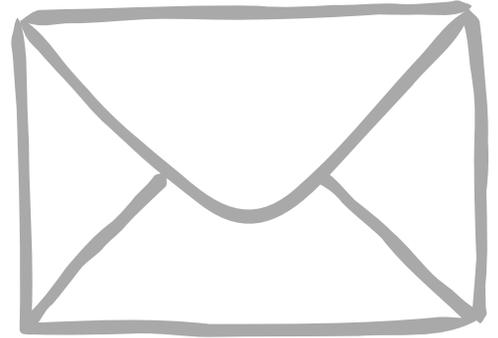
The Town shared the **2026 Budget Engagement Survey** to gather resident input on service levels, funding priorities, and long-term planning. Residents provided feedback on Protective Services, Infrastructure and Planning, and Community Services, including policing, roads, snow clearing, utilities, recreation facilities, parks, and major community amenities. This annual survey helps Council balance limited resources with community expectations and ensures budget decisions reflect local priorities and the evolving needs of a growing community.

Communications



The Amplifier (Bi-Weekly E-Newsletter)

The Amplifier delivers timely Town news, event details, and community updates directly to residents' inboxes every two weeks. Its purpose is to keep people informed without requiring them to search multiple sources. The newsletter makes it easier for residents to stay connected with Town decisions, programs, and opportunities that matter to their daily lives.



Updated Town Website

The Town launched a new website to make it easier for residents to find information, access services, and stay informed. The previous site, last updated in 2018, was aging and no longer supported. The new platform offers simpler navigation, a mobile-friendly design, and stronger search tools, helping people book facilities, access Council information, and find day-to-day services with less frustration. This upgrade supports transparency, improves accessibility, and modernizes how the Town communicates with the public.

Voyent Alert! (Emergency & Public Notice System)

Voyent Alert! is the Town's new alert system that sends emergency notifications and important local updates to residents by text, email, app, or voice call. Because alerts are location-specific, people only receive information relevant to their home, workplace, or school. The system is free, easy to sign up for, and designed to ensure that residents get accurate, timely information during situations such as water advisories, road closures, and emergencies. This tool strengthens public safety and helps people make informed decisions quickly.

