

Town of Olds 2026-2030

Strategic Plan



TOWN OF
OLDS

MAYOR'S MESSAGE



Dan Daley
Mayor of Olds

On behalf of Council, I am pleased to present the Town of Olds Strategic Plan for 2026–2030, a document that reflects both our ambitions for the future and our responsibility to manage today's realities with care and discipline. Olds continues to grow and evolve, and with that growth comes opportunity, as well as the need for thoughtful, balanced decision-making.

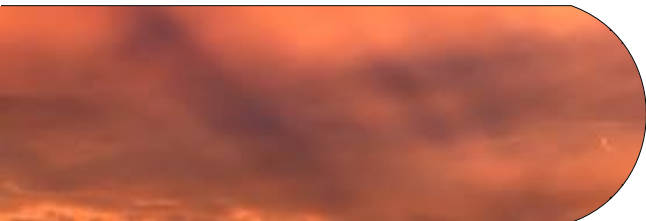
This plan sets a clear direction focused on four priorities: strengthening economic opportunity, maintaining and renewing our infrastructure, enhancing quality of life, and delivering governance that is transparent, accountable, and effective. These priorities are grounded in the work already underway through our Corporate Plan, where we are rebuilding financial resilience, improving service delivery, and investing in long-term planning to support sustainable growth.

As Council, we are committed to protecting the value of taxpayer dollars while ensuring we are solving today's problems and not passing them to our future leaders to address. This means making often difficult but disciplined choices, fostering strong partnerships, and continuing to advocate for the resources and support our community needs.

Olds is well positioned for the future. With a clear vision, a dedicated administration, and an engaged community, we are confident in our ability to build a resilient, thriving, and forward-looking municipality for all citizens now and into the future.

Mayor Dan Daley

ABOUT THE TOWN OF OLDS



The Town of Olds is a progressive and growing community in central Alberta, recognized for its strong sense of community, strategic location, and commitment to innovation. Situated along the Calgary–Edmonton corridor, Olds benefits from excellent transportation access while maintaining a high quality of life rooted in small-town character. The community is home to Olds College of Agriculture and Technology, a nationally recognized institution that drives research, education, and economic activity, particularly in agriculture, technology, and applied learning.

Olds has experienced steady growth in recent years, supported by a diversified local economy, expanding residential development, and a focus on business attraction and retention. The Town continues to invest in infrastructure, core services, and community amenities to support this growth and enhance livability.

Guided by Council and informed by community input, Olds is focused on building a resilient and sustainable future, committed to its agricultural roots and ready to adapt to emerging economic opportunities. All with the purpose of increasing the quality of life for citizens, students, and businesses.



Vision

A prosperous and thriving
community guided by
organizational discipline.



Values



Trustworthy - We act with honesty and integrity in our conduct and decisions.



Collaborative - We recognize that our Town is made stronger by our relationships with others.



Deliberate - We use credible information and sound analysis to guide decisions.



Accountable - We take ownership of our choices and outcomes.

STRATEGIC PRIORITIES

These strategic priorities frame how the Town will govern, invest, and focus its effort over the term.

They translate community expectations into clear areas of attention, linking leadership and decision-making with fiscal discipline, community livability, economic resilience, and responsible infrastructure stewardship.

Together, they provide a practical structure for setting direction, making trade-offs, and aligning Council and administration around what matters most for Olds' long-term stability and growth.



**Governance
Excellence**



**Community
Experience and
Quality of Life**



**Economic
Opportunity**



**Organizational
and Infrastructure
Stewardship**





STRATEGIC PRIORITY

Governance Excellence

Demonstrate disciplined and respectful leadership.

AREAS OF FOCUS

- **Financial Sustainability** - Protect taxpayer value and close infrastructure funding gaps to safeguard long-term sustainability.
- **Public Dialogue** - Share information clearly and consider relevant perspectives to support sound decisions.
- **Strategic Governance** - Continue to set clear priorities and sustain disciplined governance to guide decisions.
- **Intergovernmental Relations** - Maintain constructive government relationships to advance shared priorities.





STRATEGIC PRIORITY

Community Experience and Quality of Life

Foster a welcoming and active community residents are proud to call home.

AREAS OF FOCUS

- **Community Safety** - Align public safety capacity with community growth and evolving risks.
- **Growth Management** - Manage development responsibly to protect community character and livability.
- **Housing Diversity** - Encourage diverse and attainable housing options to meet changing needs.
- **Recreation and Amenities** - Sustain amenities to support health and community connection.
- **External Partnerships** - Build strong partnerships to expand community capacity and shared impact.





STRATEGIC PRIORITY

Economic Opportunity

Advance economic opportunity through investment readiness and retention.

AREAS OF FOCUS

- **Business Retention** - Maintain conditions that support the success of existing businesses.
- **Business Ready** - Align infrastructure and planning to support investment readiness.
- **Economic Attraction** - Attract commercial and industrial investment to strengthen the tax base.
- **Business Partnerships** - Strengthen regional partnerships to expand investment and workforce capacity.





STRATEGIC PRIORITY

Organizational and Infrastructure Stewardship

Strengthen how the organization delivers services and responds to change and opportunity.

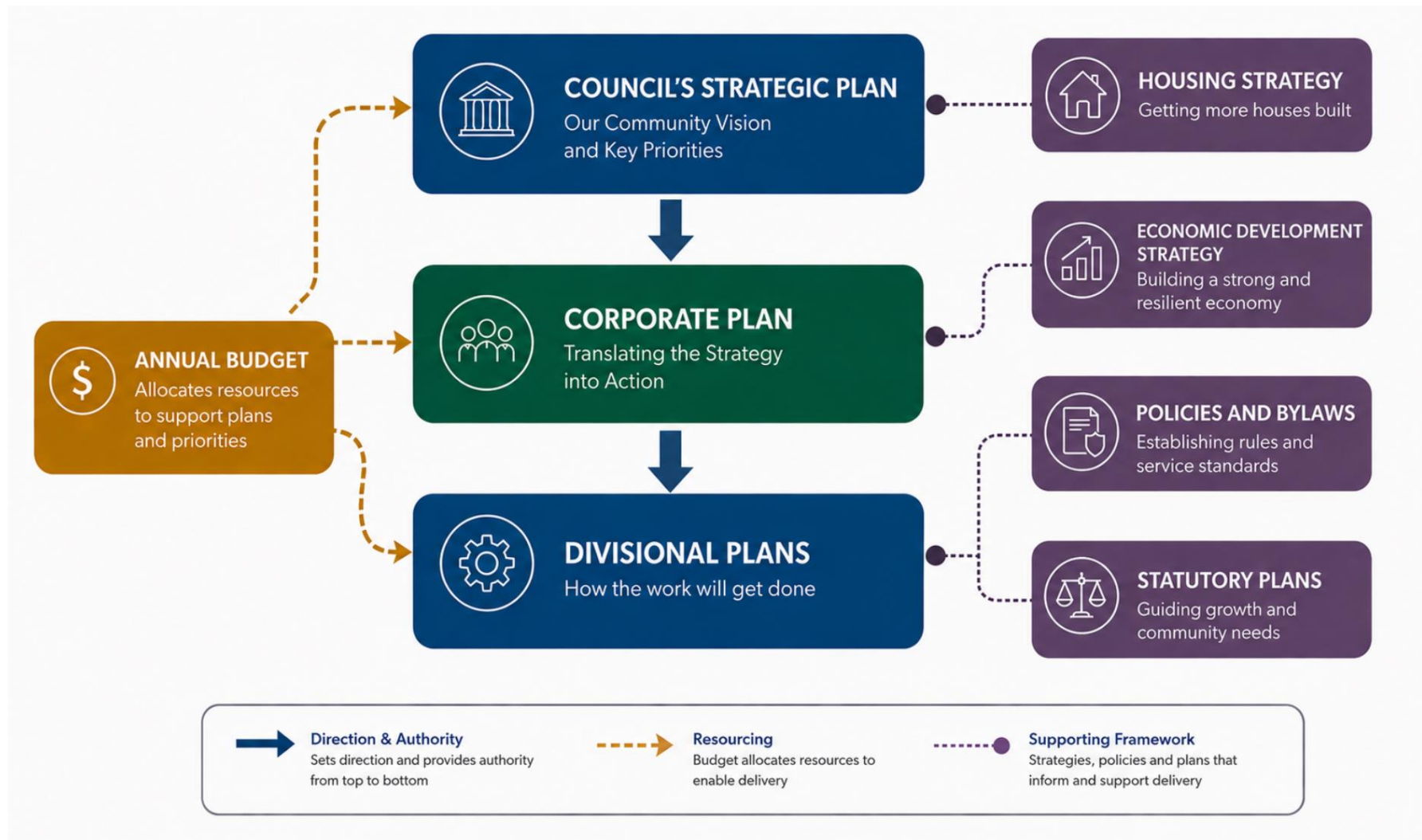
AREAS OF FOCUS

- **Service Responsiveness** - Align core services with changing community needs.
- **Organizational Capacity** - Ensure staff, systems, and technology are in place to adapt as the community advances.
- **Manage Assets for Long-Term Sustainability** - Ensure we have actionable future focused data to make decisions.
- **Collaborative Service Delivery** - Partner strategically to support high-quality community services.
- **Future Focused** - Ensure we have the appropriate plans in place to be able to respond to opportunity.



FRAMEWORK & PROCESS

The purpose of this Strategic Plan is to establish priorities and communicate how the organization intends to achieve them. Subordinate and parallel documents exist to support, complement, and execute Council's vision and meet the needs of the municipality.



TOWN OF OLDS COUNCIL



Dan Daley
Mayor



Wanda Blatz
Councillor



Curtis Cook
Councillor



Ben Chrusch
Councillor



**Mary Anne
Overwater**
Councillor



Chad Taylor
Councillor



Darren Wilson
Councillor



Top Advocacy Priorities

- ✓ Increased Infrastructure Funding
- ✓ Advocating for Post Secondary Institutions
- ✓ Improving Health Care Services
- ✓ Updating Brownfield Redevelopment Regulations
- ✓ Provincial Downloading
- ✓ Reducing Court System Delays