

**2024  
ANNUAL REPORT**

TOWN OF  
**OLDS**





*Our community is made  
up of those that live,  
work, play and educate  
here... Olds is truly a gem  
of Central Alberta.*

Mayor Judy Dahl

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# MAYORS MESSAGE

**Welcome!** It is my privilege to present the 2024 Annual Year in Review on behalf of the Town of Olds Council.

The past year has been one of resilience, growth, and progress. Council remained committed to our Strategic Plan, focusing on infrastructure, core service levels, and community engagement. This report reflects the significant strides we have made under our four strategic goals, demonstrating our ongoing efforts to enhance the quality of life in Olds.

**We're listening, learning, and working for you.**

Open communication is at the heart of our community. In 2024, we made it even easier to connect through Coffee with Council, improved digital platforms, and public consultations—ensuring your voice helps shape our town's future.

*Goal 1: Our residents and town staff actively communicate and engage with us through open dialogue.*

**Strong leadership keeps Olds running smoothly.**

We're committed to making Olds a great place to live and do business by improving services like waste management, parks, and recreation. Through smart planning and accountability, we continue to enhance daily life in our community.

*Goal 2: Our community is supported and enabled through skillful governance.*

**Together, we build a thriving Olds.**

Partnerships with Olds College, Mountain View County, and local organizations help drive economic growth, innovation, and opportunity. Whether you're a resident, volunteer, or business owner, your contributions make our town stronger.

*Goal 3: Our Thriving Community is built on sound and collaborative relationships.*

**We make every dollar count for our community.**

Responsible financial management means balancing smart investments with essential services. Our focus is on keeping Olds affordable, sustainable, and ready for the future while maintaining transparency in every decision.

*Goal 4: Sound fiscal practices are balanced with a commitment to prioritizing value for our citizens.*

As we move forward into 2025, we remain committed to fostering a vibrant and resilient community. On behalf of Council, I extend my heartfelt thanks to our residents, businesses, and community organizations for your engagement, support, and dedication to making Olds a place we are all proud to call home. Olds is truly a gem in Central Alberta, and together, we will continue to build a bright and prosperous future.

With Gratitude, **Her Worship,**

Mayor Judy Dahl

# 2024 SPOTLIGHT: KEY MILESTONES & ACHIEVEMENTS

Throughout 2024, the Town of Olds achieved significant progress on key initiatives to enhance the community, improve infrastructure, and support long-term growth. From major upgrades to strategic planning, these highlights showcase the most impactful projects and achievements of the year, laying the foundation for future success.

## 1 Powering the Community: Mountain View Power's Impact

MVP is an energy marketer that sells electricity, natural gas, and solar power programs to customers in our region and across Alberta. Most importantly, all MVP profits are reinvested into the community through direct and indirect funding.

The [MVP Community Grants Program](#) has distributed nearly \$250,000 to local projects and initiatives since 2023 while recurring sponsorships and investments include:

- \$10,000 annually to the Olds Health Care Professional Attraction and Retention Committee
- \$15,000 in sponsorships to local sporting events like Oldstoberfest and the ACAC Provincial Volleyball Tournament
- \$40,000 to the annual Canada Day Celebration
- \$5,000 to public art initiatives
- Most recently, \$20,000 to the MVP Storefront Improvement Program

## 2 O-NET's Sale to TELUS: A Smart Decision for Our Community

The Town of Olds began the sale process for O-NET in early 2024 after deciding that no additional tax dollars could be used to sustain and grow the company in the competitive telecommunications market. A 3rd party-led process resulted in [TELUS Communications placing the successful bid for O-NET](#), with the sale finalized in November 2024. A full financial report will be available after the annual audited financial statements are completed in late May or early June.







### 3 Breaking Records: Housing Growth on the Rise

In 2024, a record number of new housing approvals were issued, with building permits for 130 units. While one apartment building accounts for 70 of these units, the remaining 60 still surpass any annual total since 2007. This growth is the result of several years of effort to reduce red tape, engage with developers, and prioritize housing expansion. As we move into 2025, we remain committed to further expanding the housing market and developing a housing strategy.

### 4 Strengthening Our Foundations: Infrastructure Improvements

In 2024, significant progress was made in improving water and sanitary infrastructure. Through investigative efforts like leak detection and CCTV sanitary inspections, we identified and repaired 26 water leaks, relined 22 manholes and 2.8 km of sanitary main, replaced 66 meters of sanitary main, and repaired two sanitary main line breaks.

These efforts have resulted in measurable improvements, including reduced water loss and lower inflow & infiltration volumes. While more work remains, we are making steady progress in strengthening our infrastructure.

### Community Dialogue: Engagement & Transparency

In 2024, the Town of Olds engaged residents through various initiatives and released key reports to collect feedback and share important information:

#### Community Engagement Initiatives:

- 2025 Budget Survey
- Report A Problem
- Olds Sportsplex Facility Lifecycle Assessment and Feasibility Study
- Community Policing Survey
- Long-Term Development Plans for Northeast Olds
- Partnership Portal Initiatives

#### Key Reports Released (or Updated) in 2024:

- 2022-2027 Strategic Priorities
- 2024 Financial Report
- 2024 Annual Report to the Community
- 2025 Budget Survey Results

These initiatives highlight the Town's ongoing commitment to transparency, public engagement, and strategic planning for Olds' future growth and success.



# LOOKING AHEAD: KEY PRIORITIES FOR 2025

In 2025, we are focusing on strategic investments that support critical infrastructure, economic stability, and long-term planning. These priorities will help ensure steady growth and a resilient future for our community.

## Investing in Infrastructure

- ✓ Upgrading aging infrastructure to ensure safe and reliable essential services
- ✓ Reducing water loss and preventing excess storm water from entering the sewer system through improved inflow & infiltration (I&I) management

## Strengthening Financial Resilience

- ✓ Supporting economic growth and attracting new businesses
- ✓ Advancing a comprehensive housing strategy to meet community needs
- ✓ Managing debt responsibly to ensure long-term financial stability

## Planning for the Future

- ✓ Aligning corporate planning with a long-term vision for Olds
- ✓ Strengthening asset management for efficient and effective resource use
- ✓ Updating the Municipal Development Plan (MDP) and Land Use Bylaw (LUB) to support thoughtful community growth

Through these priorities, we are building a strong foundation for the future while maintaining responsible financial management and sustainable growth. We look forward to working in collaboration with our community and region to bring these goals to life.



## Corporate Report

Following the completion of our 2024 audited financial statements, the Town will release a mid-year corporate update on key results from 2024 and progress on 2025 initiatives. Stay tuned!



# RECOGNITION OF TREATY TERRITORY

Olds is on the traditional territories of the people of the Treaty 7 region of Alberta which includes the Blackfoot Confederacy (Siksika, Piikanni, and Kainai First Nations), as well as the Tsuut'ina First Nation and the Stoney Nakoda Nations (Chiniki, Bearspaw and Wesley First Nations). This area is also home to the Métis Nation of Alberta, Region 3.





# TOWN OF OLDS COMMUNITY SNAPSHOT

Nestled along the Highway 2 Corridor between Red Deer and Calgary, the Town of Olds is home to nearly 10,000 residents. With breathtaking Rocky Mountain views and a prime central location, Olds is a vibrant and welcoming community.

At the heart of our town is Olds College of Agriculture & Technology, a nationally recognized institution with a century-long legacy. As one of Canada's top agricultural research colleges, it brings more than 3,000 students and 400 staff to our community each year, contributing to the dynamic social and economic landscape of Olds.

Olds offers a thriving recreation and cultural scene. Families and businesses enjoy modern sports and leisure facilities, including the upgraded Olds Aquatics Centre and venues that host the Olds Grizzlys and support strong minor sports programs in hockey, baseball, fastball, and soccer. The town's growing arts community features local art groups, public art initiatives, and the Fine Arts Centre at Olds College, all helping to shape a vibrant cultural scene.

Visitors and residents alike appreciate the diverse and thriving culinary scene, with a wide selection of top-rated restaurants making the town a regional go-to destination for food lovers.

For those seeking the charm of a small town with the convenience of big-city amenities, Olds is the perfect place to visit, invest, and call home.





# OUR ORGANIZATION: SERVING THE COMMUNITY

To serve residents and plan for a strong future, The Town of Olds is committed to delivering efficient, high-quality services. Our organizational structure ensures that staff, leadership, and elected officials collaborate effectively to serve residents, businesses, and the community.

Each department plays a vital role in maintaining infrastructure, supporting economic growth, providing essential services, and planning for the future. This structure helps us to operate efficiently, respond to community needs, and make informed decisions that shape the Town’s development.

Skilled people in the right roles helps us adapt to challenges, deliver services efficiently, and build a resilient, thriving community.



# COUNCIL AT A GLANCE: KEY DECISIONS & ACTIONS IN 2024

## ● QUARTER 1

- Council approved \$50,000 in Mountain View Power Grants for the Olds Curling Club, Mountain View Nordic Ski Club and Olds Fashioned Christmas.
- The Town of Olds partnered with Western Management Consultants to evaluate current and future policing needs.
- A decision was made to discontinue community grass bins and reallocate those funds to improve residential green bin service and increase waste pick up.
- The Town received a grant for a new electric Ice Resurfacer from the Government of Alberta Electric Vehicles for Municipalities Program .

## ● QUARTER 2

- Council approved repurposing the former fire hall into a shared space for the Mountain View Food Bank, the Olds and District Hospice Society, and the Community Lending Shelf.
- The Town launched two new environmental incentive programs: the Rain Barrel and Home Composter Rebate Programs.
- The 2025 Budget survey was released, giving residents an opportunity to provide direct input on financial planning.

## ● QUARTER 3

- Council approved a \$400,000 capital budget amendment to address urgent infrastructure issues.
- A new public art installation, "Sunflower," was unveiled in collaboration with Uptowne Olds and the Arts Collective Olds.
- Mountainview County and the Town of Olds extended negotiations for their Intermunicipal Cooperation Committee to December 31, 2024.

## ● QUARTER 4

- The Town hosted a public engagement session to explore the development of a Men's Shed and Arts Hub.
- Council reached an agreement with Westview Co-op to sell the current Administrative building, with occupancy scheduled for the summer of 2025.
- The sale of O-Net to Telus Communications was finalized.
- Council approved the 2025 Operating Budget, including a 5% net property tax revenue increase, as well as the 2025 Capital Budget.





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*Our 2024 was a year of  
tackling challenges and  
laying the groundwork for  
a sustainable future.*

Mayor Judy Dahl

# CORPORATE SERVICES: FISCAL RESPONSIBILITY & OPERATIONS

Corporate Services is responsible for the Town's financial management, including budgeting, financial reporting, investments, procurements, grants, property taxes, utility billing, records management, and IT services.

The department includes nine full-time positions:

- Director of Corporate Services
- Manager of Finance
- Grants and Procurement Administrator
- Utilities Administrator
- AP and Property Tax Administrator
- Corporate Services Administrative Assistant
- IT Coordinator
- HR Manager
- Payroll & Benefits Coordinator

## LOOKING BACK: 2024 HIGHLIGHTS

### 2024 Financial Report

The Town of Olds released its first comprehensive financial report to inform residents and stakeholders about its financial health, challenges, and opportunities. The report highlights the Town's commitment to transparency, accountability, and long-term fiscal planning.

Despite recent financial challenges, the report outlines strategic resource allocation, service reviews, tax adjustments, and infrastructure investments that help maintain financial stability. By providing a clear financial picture, the Town aims to foster public understanding and encourage informed discussions on future strategies.

### 2025 Budget Survey

From May 27 to July 5, 2024, 379 residents and businesses participated in the annual budget survey—an increase from 300 responses last year.

Key findings:

- **Roads:** Residents identified road improvements as a priority, calling for increased funding and faster repairs.
- **Taxes & Services:** Many felt they are paying higher taxes but receiving fewer services. Improved communication is needed to explain tax spending and financial pressures from inflation and funding changes.
- **Solid Waste:** 63% of respondents were satisfied with recent service level changes.
- **Economic Development and Housing:** 64% prioritize business retention in the new Economic Development Strategy, while 59% support reducing barriers to housing development.

This survey helps Council and Administration understand community priorities and shape service level decisions going forward.



## Budget Software Implementation

In 2024, the Town of Olds introduced new budgeting software to improve financial planning, increase transparency, and enhance efficiency. The system streamlines budget development, improves forecasting, and supports data-driven decisions. By modernizing our financial processes we expect greater efficiency, stronger accountability, and improved long-term sustainability.

## Municipal Intern Program

A municipal intern was hired to support key projects across departments, enhancing service delivery and the capabilities of our teams. The intern contributed to policy research, public engagement, and program implementation, providing valuable insights while developing professional skills. This initiative strengthens the Town's future workforce by supporting emerging talents.

## Financial Summary: 2024 Revenue & Spending

This financial summary provides residents with a snapshot of the Town's revenue sources and expenditures in 2024. A detailed financial report will be released after the year-end audit. *These figures are subject to change after year-end processes are completed.*

- **Revenue Breakdown: 41% Property Tax:** Paid by property owners to fund local services. Residents contributed 71% of total property taxes, while businesses paid 29%.
- **39% Sales and User Fees:** Includes sales to other governments, permits, rentals, and utility charges (water, wastewater, solid waste).
- **9% Franchise Fees:** Collected from ATCO and FORTIS.
- **7% Government Transfers for Operating:** Grants from provincial and federal governments, plus contributions from Mountain View County.
- **4% Other Revenue:** Includes penalties on taxes, investment income, and miscellaneous revenue.

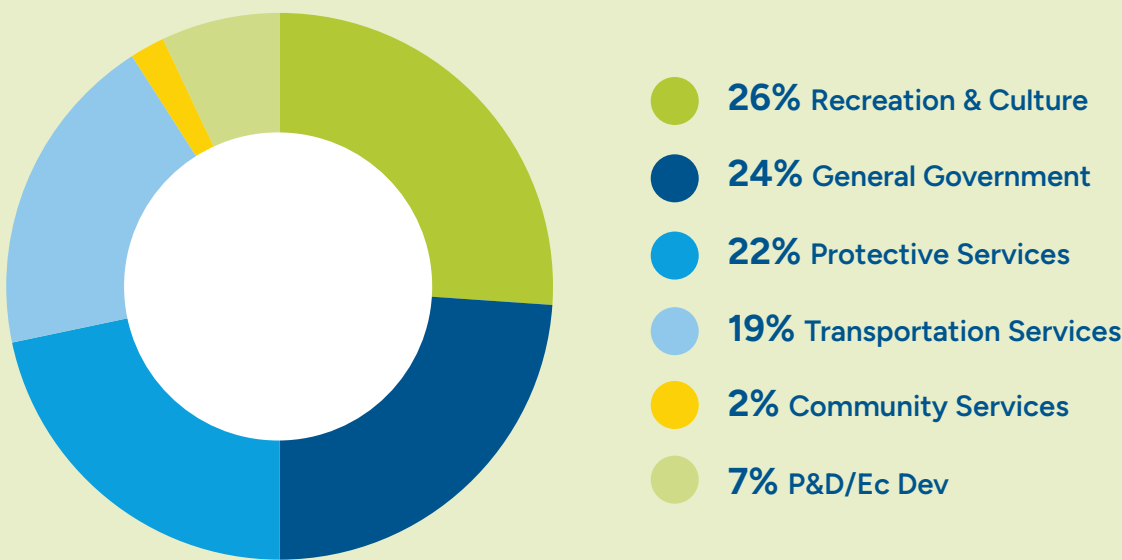
The Town also collects levies for the provincial government (education taxes) and Mountain View Seniors Housing. These funds are passed directly to those entities and are not used for municipal operations. *Tax distribution figures may adjust with year-end finalization.*



Where Your Tax Dollars Go

The municipal portion of property taxes helps fund the services and amenities that make Olds a great place to live. These dollars support road maintenance, public safety, parks, recreation facilities, and more. Every tax dollar contributes to keeping our community safe, vibrant, and well-maintained.

The chart below shows how tax dollars are distributed.



Capital expenditure figures may adjust with year-end finalization.

The Town’s 2024 capital budget was \$5.4 million with actual capital expenditures totaling **\$4.4 million**. Any projects not completed in 2024 will be carried forward to 2025 for completion.

A significant portion of capital spending focused on reducing water loss and managing inflow & infiltration (\$1.8M), along with key equipment purchases, including a new Vac Truck (\$733K) and an Electric Ice Bear (\$200K).



## LOOKING AHEAD: 2025 CORPORATE SERVICES PRIORITIES

Key projects for 2025 focus on financial planning, digital transformation, and improved service standards.

### Long-Term Financial Planning:

Develop a draft long-term financial plan, enhance financial forecasting and policy development, and to improve budget integration for better financial management.

### Records Digitization & Efficiency Improvements:

Implement a document management system and automate accounts payable processes.

### Capital Planning & Asset Management:

Identify and plan for lifecycle costs of capital assets.

Enhance Customer Service Standards: Develop and implement clear service standards to define expectations and performance metrics for public interactions.

These initiatives will strengthen financial stability, improve efficiency, and enhance service delivery for residents and businesses in Olds.



# INFRASTRUCTURE SERVICES: RELIABILITY & SUSTAINABILITY



**4,093** Utility  
Accounts



**391** Report a  
Problems



**173** Development  
Permits



**26** Water  
Leak Repairs

## Town of Olds Launches Residential Branch Dump for Sustainable Yard Waste Management

Located at the Operations Centre, this facility provides a convenient way for residents of Olds to responsibly dispose of yard waste such as branches, small trees, shrubs, and leaves. By facilitating proper disposal and recycling of organic materials, the facility supports the town's commitment to environmental sustainability and keeping our community clean.

## New Rental Unit Construction Encouraged by Land Use Bylaw Change

Amendments to the Land Use Bylaw were introduced to encourage multi-unit rental apartment buildings. Based on feedback from the 2023 Housing Needs Assessment survey, along with the input from Olds College and local businesses, rental housing remains a significant need. These changes reflect the Town's commitment to meeting housing demands while preserving Olds' character and quality of life.

Key updates include:

1. Lowering parking requirements for multi-unit buildings
2. Reducing green space requirements for Medium Density Residential (R3) developments
3. Increasing height limits for multi-residential buildings



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*Our top priority is managing assets and repairing core infrastructure such as water and sanitary systems. We are seeing progress!*

*Adrian Pedro, Director of Infrastructure Services*

### **Capital Budget Amendment Targets Wastewater System Improvements**

The Town of Olds Council approved a \$400,000 amendment to the 2024 capital budget to address inflow and infiltration (I&I) issues in the Town's wastewater management system. This investment reinforces the Town's commitment to maintaining and improving essential infrastructure for residents.

I&I occurs when potable water, stormwater, and groundwater unintentionally enter the municipal sewer system through cracks, aging pipes, and improperly connected sump pumps. Excess water from I&I can overload the system, increasing the risk of backups, overflows, and higher treatment costs.

Like many municipalities, the Town of Olds faces challenges with aging underground infrastructure. Because our sanitary system is connected to the South Red Deer Regional Wastewater Commission, every litre of excess water entering the system is metered and sent to the City of Red Deer for treatment, adding to operational costs.

This \$400,000 investment funded repairs to identified leaks by relining manholes and pipes, and reducing water infiltration into the sanitary system. Over time, these improvements will help lower wastewater treatment costs and improve system efficiency.



# COMMUNITY SERVICES: QUALITY OF LIFE & PUBLIC SPACES



**41,000** Pool  
Visits



**6,240** Facebook  
Followers



**2,494** Sunshine Bus  
Ridership



**230** Acres  
Mowed

## Men's Shed and Community Arts Hub Engagement

Two initiatives - the Men's Shed and Community Arts Hub - were developed at 4825 51 Street through community input and staff support. Both aim to foster connection, creativity, and mental well-being for our community.

Men's Shed is part of an international movement providing a casual, welcoming space where men can socialize and work on meaningful projects. The Community Arts Hub offers local artists a space to create, collaborate, and share their talents through various projects, programs, and cultural events.

Town staff worked with both groups using input from the session to develop a plan to transform this underutilized municipal site into a vibrant community space that strengthens social connections through arts and shared projects.

## Poverty Simulation

This powerful, hands-on experience was hosted by the Olds Family and Community Support Services (FCSS) team in partnership with the Central Alberta United Way. It aimed to challenge perceptions and build empathy by offering insight into the complex realities of low income living in Central Alberta.

The simulation replicated a month in the life of a family experiencing poverty. Participants took on family roles and worked together to secure food, shelter, and basic needs while navigating real-life challenges. The event was a success with 89 participants gaining valuable perspective on these challenges.



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*Empowering the community and unlocking potential is delivering real results for Olds.*

**Guy Lapointe, Director of Community Services**

### **Sports Field Revitalization**

Significant efforts were made to improve turf care and maintenance at the Rotary Park Sports Fields, resulting in dramatically better playing conditions.

This revitalization work will continue in the coming years to encourage greater use of the fields by current and new users.

### **Public Art Installation – Sunflower**

The Arts Collective Olds (TACO), in collaboration with Uptowne Olds and the Town of Olds, unveiled a new public art installation aimed at enriching the community’s cultural landscape. TACO, a community initiative supported by the Town of Olds and Mountain View Power, fosters local arts and culture.

The newest art installation, “Sunflower,” now graces the exterior of Kinh Vietnamese Restaurant in Uptowne Olds, a building owned by Derek Doi. Created by Kyla Organ, a former Ecole Olds High School student, “Sunflower” is an interactive piece designed to encourage community engagement and photo opportunities.



# PROTECTIVE SERVICES: EMERGENCY RESPONSE & COMMUNITY SAFETY



**3,142** Firefighter  
Training Hours



**411** Fire Department  
Responses



**264** Community  
Standards Concerns



**105** Hours in  
Playground Zones

## Olds Fire Department Explores Drone Technology for Faster Emergency Response

The Olds Fire Department partnered with the University of Alberta in a pilot study on drone technology for emergency scenarios. Equipped with visual and thermal imaging, drones provide first responders with real-time aerial views, allowing them to quickly assess emergencies and determine the necessary equipment and personnel. This technology is especially valuable in hazardous or hard-to-reach areas, where rapid assessment is challenging.

## Understanding Fire Response Fees in Olds

The Town of Olds follows a cost recovery model to help fund fire services. While property taxes cover basic operations, additional fire response costs are billed directly to the property receiving service. This approach, common across Alberta, reduces reliance on tax dollars and allows private insurance to cover most response costs.

Fire Response Fees:

- **Basic Response** – \$150 (Quick resolution with one resource)
- **Standard Response** – \$300 (Multiple resources, resolved within one hour)
- **Extended Response** – Hourly Rate (For incidents lasting over one hour, charges follow Alberta Transportation Fire Department Reimbursement Rates.)





## Plains Midstream Canada Donates Truck to Olds Fire Department

Plains Midstream Canada donated a truck to the Olds Fire Department, which was retrofitted with a tank, pump, and emergency lights from a retired unit, creating a cost-effective response unit. This new off-road and wildland response vehicle improves access to remote areas without impacting Olds' existing fire services. It can also be deployed to assist areas with fewer firefighting resources when needed.

As part of Alberta's Provincial Emergency Management Strategy, the Olds Fire Department supported major fires in Fort McMurray, High Level, Waterton Park, Drayton Valley, and Jasper.

## Municipal Enforcement Bylaw Reviews & Community Safety

Municipal Enforcement reviewed the Traffic Bylaw, Animal Bylaw, and Community Standards Bylaw to ensure they are clear, effective, and aligned with community needs. These updates support public safety, promote responsible pet ownership, address nuisance concerns, and maintain a well-kept, livable community.

## Municipal Enforcement Focus on Unsightly Premises

Municipal Enforcement focused on reducing unsightly premises—properties with excessive litter, overgrown vegetation, or neglected structures that negatively impact neighbourhoods. By working with property owners through enforcement and collaboration, we improved community appearance, encouraged property maintenance, and promoted a cleaner, safer environment for all residents.





# ECONOMIC DEVELOPMENT: REGIONAL GROWTH & LOCAL INVESTMENT

Invest Olds works to position the Town of Olds as a community of choice for both local, national, and international investors. By building confidence and readiness, this economic development team aims to foster a strong, sustainable economy grounded in innovation, collaboration, and opportunity. The Town of Olds needs to grow to maintain its quality of life and core assets and infrastructure; Invest Olds is leading this charge.

Through strategic partnerships, expert advisory services, and active engagement, Invest Olds contributes to local business growth and regional economic development—ensuring Olds remains a competitive and welcoming destination for investment.

## **Power of Partnerships: Stronger Together**

Invest Olds, in partnership with the Town of Olds, Community Futures Central Alberta, and Prairies Economic Development Canada, leads the Regional Business Support Network (RBSN). This initiative brings together economic development professionals, entrepreneurs, and support organizations to empower business success through shared knowledge, targeted services, and responsive programming.

Through this network, this team provides free business resources and practical tools for entrepreneurs. This support allows businesses to develop a clear path from idea to action.

## **Our RBSN Team: Built for Business**

The RBSN team is led by the Economic Development Manager and includes a Business Development Advisor and a Digital Service Specialist. Together, they have served over 100 businesses in Olds and over 60 across the region. RBSN has facilitated over \$900,000 in referrals to connect local businesses to grants and funding opportunities. RBSN offers:

- *Tailored Business Support:* One-on-one, confidential advisory services
- *Startup to Succession Planning:* Strategic guidance at every stage of business growth
- *Digital Services and Tools:* Practical help for navigating modern business challenges
- *Hands-On Partnerships:* Working alongside local entrepreneurs to remove barriers and build success.



## **BREWD Initiative: Building Business Confidence**

In early 2024, Invest Olds engaged regional partners to launch the Business Retention, Expansion, and Workforce Development (BREWD) Strategy—a region-wide initiative designed to better understand local business needs and identify opportunities for workforce and economic growth. This partnership is Central Alberta First (CAF). CAF is a regional collaboration of business, communities, and provincial and federal agencies and governments who are committed to growing business in Central Alberta. Central Alberta First is where local business comes first.

### **Key Goals of BREWD:**

- Understand local business challenges and support needs
- Connect business to relevant resources
- Promote workforce development and planning
- Strengthen collaboration across sectors and municipalities

The insights gathered will help shape future programs, services and investment strategies in Olds and the wider region.

Olds is more than investment-ready—it's growth-ready. Thanks to the work of Invest Olds and our partners, we continue to build a resilient, sustainable, and forward-looking economy that works for everyone.



*Invest Olds is about more than promoting opportunity—it's about building trust, growing relationships, and turning ideas into real economic impact. We're proud to support both homegrown businesses in Olds and the region, as well as new investors who see the potential in Olds.*

**Sandra Blyth, Economic Development Manager**



# MOUNTAIN VIEW POWER: ENERGIZING OUR COMMUNITY!

Mountain View Power (MVP) continues to make a meaningful impact in Olds. With more residents signing up for power and gas through MVP, our community continues to benefit from increased reinvestment. As a community-driven organization, MVP powers more than just homes and businesses—it powers local initiatives that matter.

## Supporting Local Groups

Through the MVP Community Grant Program, local organizations received a financial boost this year, thanks to MVP's profits. Each year, the grant committee carefully selects organizations that align with its mission to enhance and enrich the community. This year's recipients include:

Group	Initiative	Amount
Mountain View Foodbank	Fire Hall Doors Refurbishment	\$ 16,600.00
Mountain View Hospice Society	Enhancement of Bereavement Spaces	\$ 6,600.00
Mountain View Seniors Housing Foundation	Active Seniors and Stronger Communities	\$ 6,000.00
Olds Lions Club	Memorial Forest & Columbaria Pathway	\$ 15,000.00
The Lending Shelf	As We Grow	\$ 3,300.00
Mount View Special Riding Association	Infrastructure Plan	\$ 2,500.00
Olds High School	You Matter Outdoor Wellness Space	\$ 20,000.00
Kiwanis	Warming Shack at Centennial Park	\$ 10,000.00
Mountain View Emergency Shelter	Kristen's Place Bedroom Furnishing	\$ 35,000.00
Reed Ranch School	Playground	\$ 5,000.00
Rotary Club of Olds	Olds Creek Food Forest	\$ 5,000.00

*Each group is making a positive difference, and MVP proud to support their initiatives.*





*MVP's grant support has enabled us to better serve our community - we're deeply grateful.*

*Tayva Graham, Chair, Mountain View Food Bank*

### **About the MVP Community Grant**

The MVP Community Grant Program provides funding to initiatives that strengthen Olds and surrounding areas. Applications are accepted twice a year and reviewed by a committee of dedicated community members.

The committee then recommends funding allocations to Town Council, ensuring support for projects that truly benefit the region. Since June 2023, \$247,000 has been invested back into the community.

### **Why Choose MVP?**

Every customer helps fund valuable local projects and programs through the MVP Community Grant, ensuring local groups continue to thrive. By choosing Mountain View Power, you're not just getting great rates—you're reinvesting in your community.



# ENGAGEMENT AND TRANSPARENCY

In 2024, the Town of Olds conducted surveys, launched new tools and released key reports to gather feedback and share key updates.

## Key Community Engagements

- **2025 Budget Survey** – Conducted from May 27 to July 5, 2024, this survey gathered resident input on budget priorities.
- **Report A Problem** – Investment in new software to improve response times and track public concerns more effectively.
- **Olds Sportsplex Facility Assessment** – A detailed study of the facility's long-term needs and future viability, now available on the Olds Sportsplex webpage.
- **Community Policing Survey** – In partnership with Western Management Consultants (WMC) and funded by a grant, this survey collected resident and business feedback on policing needs.
- **Long-Term Development Plans for Northeast Olds** – The Town is developing an Area Structure Plan for newly annexed land north of Highway 27 and east of Highway 2A, designated for future commercial and industrial development.
- **Partnership Portal: Expanding Community Opportunities** – The Town launched the Partnership Portal to showcase underutilized municipal properties that could support community initiatives. This publicly available portal ensures an open, fair, transparent, and ongoing process for community proposals.

## Notable Projects in 2024

- **Men's Shed & Community Arts Hub** – A storage Quonset was transformed into a Men's Shed, creating a space for social engagement and creative projects.
- **Old Fire Hall Revitalization** – The Town approved repurposing the fire hall into a community service hub, with the Mountain View Food Bank, Community Lending Shelf, and Coats for Everyone program moving in by 2025.
- **Key Reports Released in 2024**
  - 2022-2027 Strategic Priorities
  - 2024 Financial Report
  - 2024 Annual Report to the Community
  - 2025 Budget Survey Results





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*Community engagement and  
clear communication are at  
the heart of how we build trust,  
strengthen connections,  
and shape a better future  
together in Olds.*

Mayor Judy Dahl



