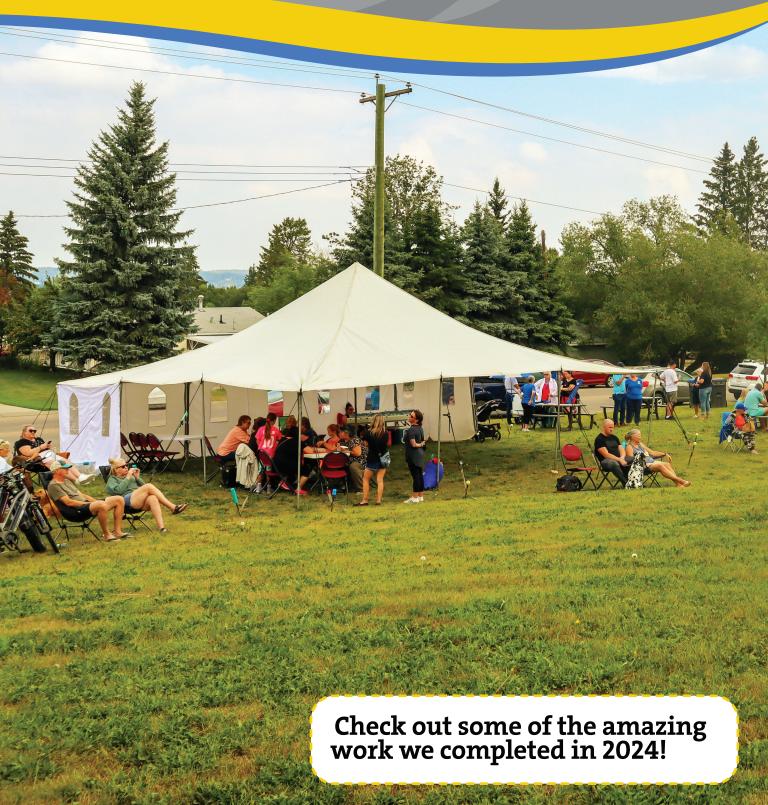


LOOKBACK ON 2024

SYLVANLAKE.CA/LOOKBACK



WHAT WE DID IN 2024

YEAR IN REVIEW

The Town of Sylvan Lake set big goals in 2024.

We are proud of what we accomplished.

Much of our success is thanks to our amazing community - our residents, business owners, local organizations, and volunteers.

Town staff created these highlights just for Lakers like you. We hope you enjoy!

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PLANNING AND DEVELOPMENT

Permit values to December 2024

Increase of \$49,062,764 from 2023 Year to date 2024 - \$77,652,498 vs. 2023 - \$28,589,734

2024: \$77,688,498	
2 Apartment Buildings (76 units & 98 units)\$24,	714,697
58 Single Family Dwellings\$14,5	593,905
13 Rowhouses (4 units)\$9,	,512,818
15 Duplexes	166,765
26 Commercial (tenant improvements/renovations/change in use)\$5,	207,570
5 Rowhouses (5 units)\$4,	402,517
61 Basement Developments\$2,5	593,847
2 Commercial (new)\$2,5	29,000
1 Industrial (new)	
88 Other (hot tubs/solar panels/retaining walls/pergolas/sunrooms/change in use)\$1,	
1 Rowhouse (Stacked)(6 units)\$1	1,157,376
1 Rowhouse (6 units)\$1,	
41 Accessory Buildings (detached garages/sheds)\$7	
26 Residential (improvements/renovations/additions)\$	
2 Industrial (tenant improvements/renovations/change in use)\$5	
10 Secondary Suites in existing dwellings\$4	174,000
5 Institutional (tenant improvements/renovations/change in use)\$2	
1Single Family Dwelling w/ secondary suite\$	
16 Decks	138,865
7 Demolitions	\$77,500
6 Signs	\$45,250
2023: \$28,589,734.31	
35 Single Family Dwellings\$8,5	599,485
6 Rowhouses (4 units)\$4,5	544,564
5 Rowhouses (5 units)	,351,126
8 Duplexes\$2,6	620,265
42 Basement Developments\$2,3	350,640



Business Licensing to Nov 2024

New business licenses issued

» 2024: 326 new business licenses

» 2023: 324 new business licenses

Currently licensed in Sylvan Lake:

- » 358 Commercial businesses
- » 293 Out of town businesses
- » 225 Home based businesses
- » 113 Short term accommodation rentals
- » 31 Licensed food & beverage establishments
- » 24 Exempt businesses
- » 6 Cannabis stores
- » 2 Water based businesses

Did you know?

- » Anyone doing business in Sylvan Lake is required to have a business license. Certain exemptions apply
- » Anyone renting their residential property for 28 days or less is required to have a Short-Term Accommodation Rental (STAR) business license

For more information, contact:

Business Licensing Department T 403 887 2141 Ext. 282 sylvanlake.ca/businesslicense

Housing Accelerator Fund

In January 2024 the Town received \$5.48 million dollars from the Housing Accelerator Fund. This grant helps build more homes faster, helping to address housing affordability in Sylvan Lake. The Town was awarded the grant based on our Action Plan. The plan includes eight initiatives to be completed over three years to create 555 new housing units by January 2027. Initiatives include:

- » Apartment Incentive Program: Support housing that meets a variety of financial needs and household sizes. A building permit fee rebate for apartment developments. (now available)
- » Multi-Family Tax Grant Program: A one-time grant of up to \$3800 per unit for new row house or plex type development to encourage the construction of new missing middle housing. (now available)
- » Secondary Suite Land Use Bylaw Amendments: Expands opportunities for the development of secondary suites within new and existing neighbourhoods. This initiative supports the development of smaller, more affordable units and supports opportunities for multi-generational living and aging in place. (completed July 2024)
- » Direct Control Redistricting: Proposes to replace the existing Waterfront Direct Control and Lakeshore Direct Control Districts with new standardized land use districts, providing more transparent development regulations. The new districts will also streamline the application and approval process, helping to get more homes built faster. (underway)
- » Secondary Suite Loan Program: Offers an interest free loan to assist homeowners in constructing new secondary suites within new or existing homes. (available Spring 2025)
- » Dollars for Doors Program: Will provide a grant for the development of multi-family housing types that are offered at affordable rental rates for a fixed period of time. This initiative will help increase the number of new affordable housing units that help meet core housing needs for the most vulnerable residents in our community (Spring 2025)
- » New Permitting Software: Will support digital processes and streamlined development application process. (End of 2025)
- » Housing Needs Assessment (update): Provides up-to-date housing information essential for informed decision-making by the Town, the development industry, and organizations involved in housing provision within our community. (Spring 2025)

Learn More

» For more information on the Town's housing initiatives contact Planning and Development at 403 887 2141

2024 YEAR IN REVIEW

PUBLIC WORKS

Engineering

The Public Works Engineering Department oversees and manages all major Public Works projects.

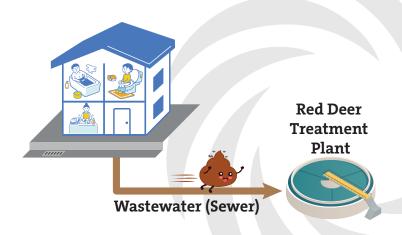
- » The signalization of 50 Avenue and Centennial (50) Street in collaboration with Transportation Canada and CN Rail
- » Open house and engagement with the public for the Redevelopment of Centennial (50) Street
- » Continuation of the rehabilitation of Herder Drive from Hagerman Road to Heenan Crescent Park Trail
- » Construction of the Highway 20 and Memorial Trail roundabout in partnership with Alberta Transportation and Economic Corridors and Red Deer County with the province providing 100% of the funding required. Hwy 20/Memorial Trail/Twp Rd 384 Intersection Upgrades (2 lane roundabout)
- » In cooperation with Alberta Parks and Protective Areas, continuing to decommission our wastewater lagoons
- » Assist in the completion of 335 development permits, accelerating growth in the Town of Sylvan Lake
- » Completion of 26 Construction Completion & Final Acceptance Certificates issued for new phases of subdivisions within the Town of Sylvan Lake
- » Received an ARMA Used Oil Depot grant, funding \$6000 towards creating a new oil depot at Waste Transfer Station
- » Assist in the completion of 335 development permits, accelerating growth in the Town of Sylvan Lake
- » Exploration of new source wells in Red Deer and Lacombe County
- » Development of a Sustainable Water Resource Project initiative for the Town to:
 - · Improve the efficiency of our South Reservoir
 - Improve our water network
 - Explore and drill for new water supply wells
 - Develop public education materials to help Lakers understand and support water conservation

 Update water, climate, and environmental documents to ensure the information relevant to the current status of the system and recognizes any new technologies

Environmental services

The Public Works Environmental Services Department provides essential services to the town including water, sewer, and wastewater.

- » 1,449,487,000 liters of fresh water: produced, treated and distributed throughout Sylvan Lake
- » 2,432 infrastructure and water work orders: completed on hydrant repairs, water main repairs, valve and service valve repairs, lift station repairs, water well repairs, and compliance issues like spills. This also includes work on water meters, installations, repairs, verification, water service valve disconnections/ reconnections, utility account arrears, re-reads, and final/first reading when residents move in or move out
- » Sent 1,247,900,000 liters of sewage to City of Red Deer's wastewater treatment plant









Operations

The Public Works Department provides essential services to the town. These services include water, sewer, waste collection, recycling programs, management of the Waste Transfer Site, and street maintenance.

- » Crosswalks: Maintained about 370 crosswalks
- **Crossing signals:** Installed 4 sets of pedestrian crossing signals, for a total of 22 sets installed since 2019
- » 350,000 garbage and recycling carts collected
- Diverted 1,400 tonnes of yard/kitchen waste from
- » Diverted 600 tonnes of recyclables from landfill
- » Swept 1,000 tonnes of debris: Re-used about 1000 tonnes of street sweepings for winter sanding

Grant Applications

In 2024, Public Works worked hard to reduce the financial impact of critical projects by applying for four grants:

- » Support our Water Sustainability Project to enhance and grow our water infrastructure so there's enough water for future residential, commercial, tourism, and industrial growth. These grants can help us grow in an economical and environmentally friendly way:
 - · Local Growth and Sustainability Grant: \$7M
 - Drought & Flood Protection Program: \$7M
 - Alberta Municipal Water/Wastewater Program: \$920,000
- » Support the expansion and development of 47 Avenue east of Highway 20. The goal is to expand 47 Avenue from 2 lanes to 4 lanes and to install traffic signals at the Thevenaz / Iron Gate Blvd intersection:
 - Strategic Transportation Infrastructure Program: \$1.6M

Public Works collaborated with other departments, including Planning & Development, Recreation Tourism & Culture, Corporate Services, and Economic Development, to build the grant applications.

ECONOMIC DEVELOPMENT

Economic Development Lookback 2024

- » Completed the Community Economic Development Strategy
- » Formally launched a marketing campaign for our new investment attraction website in January 2024 invest. sylvanlake.ca
- » The website has seen 11,000 unique users in 2024
- Decreased downtown business vacancies from 31 in 2021 to 17 this summer
- » Conducted an insightful industrial area bus tour with Realtors and the Economic Development Committee
- » Partnered with the Chamber and Catholic Social Services to provide an intercultural education session for businesses
- » Successfully piloted Construction Coffee with Public Works during the Downtown Construction Project
- » Joined forces the Youth Services Team on the 2nd Annual Lemonade Day with 13 participating businesses and 25 youth

- » Held over 75 meetings through the Rural Entrepreneur Immigration Program, with many choosing our community as their investment destination. Welcomed three new businesses in 2024 through this program
- » Sponsored the Chamber Golf Tournament and Business
- » Supported 71 job seekers and over 50 Businesses through the Rural Renewal Stream in 2024. Overall the program served 188 jobseekers and ran from July 2023-May 2024
- » Grew the Community Marketing Campaign to achieve nearly 20 million impressions, translating to more than 27,000 clicks and reaching nearly 3.5 million unique users
- » Successfully transitioned the Electric Scooter pilot project to a permanent program. After Completing the 2-year pilot program with Neuron, e-scooters are here to stay. In 2024 the program completed the year with 41,553 trips in our community



invest.sylvanlake.ca

Learn more by contacting: Amanda Mercer, Economic Deveopment Officer, 403 887 2141

RECREATION, CULTURE, AND TOURISM

Events

» CulinART

- · You're so Lick-able larger than life popsicles art installations. Who knew giant food was so fun!
- Having performing art alongside large art installations and big shiny balls hung from Pier trees created an incredible atmosphere on Lakeshore Drive
- All the participating venues were very happy with the event bridging more positive working relationships with the Lakeshore restaurant scene

» Spook-tacular

- · Spooky Movie felt straight out of Gilmore Girls! Everyone watching a 90's movie huddled around fire pits with the glow of the lighthouse in the background. Adorable
- · Pumpkins and Potions saw families dress up in their Halloween best. Watching everyone enjoy the event and compliment one another's costume was such a delight



» The Meltdown

 Standing in Centennial Park during the color throwing at the Meltdown. There was something magical about the music, bright colors being thrown into the air and everyone watching/ partaking in the experience together

» Flannel and Feast

- Nothing feels like more of a win when people come out in troves all donning Flannel. With this theme for our Flannel & Feast event, we see Flannel everywhere you look. Well plaid Sylvan
- » 2024 BRC sold out again!
- » U18 Alberta Curling Championships & U15 Lacrosse Minor Provincials
 - 16 teams battled it out during the U18 Alberta Championships held in Sylvan Lake. Over 80 players and coaches throughout Alberta came to Sylvan Lake for a chance to win provincials and take it to Ottawa. It was an honour to host such an amazing event which brought family, friends, and spectators from all over to Sylvan Lake
 - From July 12-14, Sylvan Lake and Red Deer was host the best 32 teams from across the province at the U13, U15, and U17 levels. Over 640 players and coaches stepped into action at the NexSource and Dawe Centre to be named the best from each league

» International Powwow

• To host such an event with such culture and spirit was truly remarkable. Powwow Times hosted their annual International Powwow event in Sylvan Lake from October 18-20. Over the course of the 3 day event we saw upwards of 2000 guests from all over Canada and the USA each day. This was an opportunity to showcase visitors our cultural and diverse town

» Light up the Lake

· Another successful Light Up the Lake, featuring Breakfast with Santa, big shiny Christmas ornaments hanging from the roof in the NexSource Centre, and the Grinch riding a bull during the parade! Of course, we can't forget about the OUTSTANDING Fireworks display. The Town of Sylvan Lake was buzzing with Holiday Cheer!

2024 YEAR IN REVIEW

PARKS AND PROTECTIVE SERVICES

Parks

- » Construction
 - Pogadl Park Phase 3
 completed with construction
 of South Tournament
 House, construction of RV
 campground, and other
 supporting infrastructure.
- » Lakefront upgrades
 - Shoreline improvements
 - Graded the shore (increased beach area)
 - Added a ramp from the grass to the lake for increased accessibility
- » Campground
 - 297 Pogadl Park campsites booked
- » Parks and playgrounds
 - Maintained ~35km of trails
 - Maintained 24 playgrounds
 - Removed ~1.5 million liters of waste from the lakefront

Municipal Enforcement

- » Citations
 - Provincial Charges: 2,748
 - Bylaw Charges: 2,778
- » Report Exec
 - Total Charges (tickets and tags): 5,526
 - Total Warnings: (all types) 972
- » Total Provincial Citations: 2,748
 - Speeding: 301
 - Gaming and Liquor: 19
 - UHORR: 66
 - o Other TSA: 2.362
- » Total Bylaw Citations: 2,778
 - Traffic bylaw citations: 632
 - Animal bylaw citations: 52
 - All other bylaw citations: 2,094
- » Cases
 - Total Cases: 1,280
 - Municipal Enforcement: 975
 - Parking Appeals: 299

- Vehicle for Hire: 5
- Misc Groups (busker, vicious animal, nuisance animal, call back request): 1
- » Pay Parking
 - 94,782 parking sessions
 - 1907 Active tickets
 - 1294 Paid tickets
 - Gross revenue: \$680,702
 - Expenses: \$156,681
 - Net Revenue: \$524,020
 - Increase in gross revenue over 2023: \$126,379 or 22%



Fire Department	YEAR TO DATE TOTAL	PERCENTAGE OF INCIDENTS BY INCIDENT TYPE			
Rescue & EMS	199	33.84%			
False Alarm & False Call	172	29.25%			
Service Call	85	14.46%			
Good Intent	68	11.56%			
Fire	45	7.65%			
Hazardous Condition	15	2.55%			
Special Incident	4	0.68%			
Incident Total For Year	588	100.00%			

WELLNESS AND COMMUNITY CONNECTIONS

Formerly Family and Community Support Services. Located in the Sylvan Lake Wellness and Connections Centre. A partnership between municipalities and the Province of Alberta, which develops locally driven preventative social initiatives to enhance the well-being of individuals, families and communities.

2024 WCC highlights

- » Flipside/Youth Services: 9348 visits and 846 participants
- » Older Adult Services: 2,643 visits, 1,922 participants, 926 referrals, 92 social prescriptions
- » Volunteer Centre: 146 visits, 113 registered volunteers, 804.25 Volunteer hours, 11 referrals
- » Community Support Coordinator: 2317 visits, 121 participants, 3102 referrals
- » Housing Support Liaison: 871 visits, 309 participants, 626 referrals
- » Family Resource Network: 4943 visits, 1442 participants, 926 referrals
- » Transportation Support Program: 211 visits, 44 participants, 353 referrals

Many WCC programs are funded by grants, not property taxes.

Grants received in 2024

- » \$25,000 Canadian Mental Health **Association - Rural Mental Health Grant:** for fencing for the Community Gardens and microgrants
- » \$5,000 AHS Addiction Prevention Community Capacity: support SPARC Coalition
- » \$3400 from AHS Injury Prevention: for the SOARING Project supporting a youth-led food security initiative
- » \$62,371 Community Helpers Program grant from Alberta Health Services: for training youth/young adults/ adults to strengthen youth support skills, provide mental health/suicide prevention education
- » \$1,109,647 grant from Alberta Children's Services: for the Family Resource Network to serve Sylvan Lake, Eckville, and Benalto
- » \$600 Volunteer Alberta: promote volunteerism during National Volunteer Week

- » \$4000 donation from the SL Food Bank: for Lifehacks and Youth Transition Program
- » \$70,000 Housing First Grant: extended to Mar 2026. New Housing Support Liaison to work with Lakers using the newly developed Housing
- » \$72,494.33 Social Prescribing grant: for 2 years of social prescribing in the community
- » \$51,000 Elder Abuse Prevention Grant: for elder abuse case management, CCR enhancement, education and awareness for Sylvan Lake and Summer Villages, Bentley, Benalto, Eckville and support to Innisfail CCR
- » \$2,820 CRA: support CVITP program

2024 Initiatives

- » Growing Gardeners, Seed Swap, and Gardening Basics
- » Jane's Walk
- » Community Hub Collaborative
- » Neighbor Day Picnic in the Park
- » Butterfly Garden Planning
- » Red Rose Campaign
- » Lemonade Day
- » Girls Take Over @ the Skatepark
- » Central AB Skatepark Tour
- » Youth Spark Awards, Youth Week
- » Gen-Fusion
- » D&D Club
- » Walk the Talk
- » SPARC Lunch & Learn
- » Tim Hortons Children's Ranch
- » FRN Let's Talk Toddlers
- Toddler Block Party
- Piccolo and Play, Forrest and Play
- » National Childs Day
- » Multicultural Family Connections
- » Flipside on the Go



Butterfly Gardens

- » Zoomers
- » Men's Shed
- » Walk with the Mayor
- » Age Friendly Communities SL
- » Outreach Fridays at the Seniors Centre
- » Social Prescribing
- » Mind Matters Program
- » Art Program
- » Chronic Pain Peer to Peer Program
- » AHS ID Program implementation
- » Citizen of the Year
- » Snow Angels
- » Subsidized Taxi Program
- » Volunteer Week/Recognition

Health & Wellness Healing Hub

- » The Health & Wellness Healing Hub is located at 101 – 5202 47 Avenue. This year the Community Gardens was fenced.
- » Located at 101 5202 47 Avenue

2024 YEAR IN REVIEW

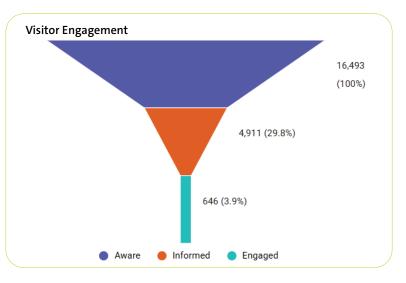
Lakers talked to the town using Engage.sylvanlake.ca

- » Engage.sylvanlake.ca is a safe and inclusive space to learn about projects plus connect with staff and Council
- » Ask questions in the ask & answered sections 364 Lakers, or 5% of our population registered on engage.sylvanlake.ca, up from 2.3% in 2023
- » 78 Lakers asked questions and received answers in the Ask & Answered sections, up from 32 in 2024
- » 781 Lakers filled out surveys, up from 267 in 2023
- » 409 Lakers downloaded the 2025 Budget brochure, up from 123 who downloaded the 2024 Budget Brochure
- » 2,115 Lakers visited the 2025 Budget project page, up from 270 in 2023

	2023	2024			
Visits	6,034	23,999			
Contributions	301	870			
Registrations	364	642			
Engagement rate	6%	3.9%			
Domulation 10142					

Population: 16,142

For more info and projects, visit: engage.sylvanlake.ca



COMMUNICATION DEPARTMENT

- » Responded to Laker's concerns by improving the content on engage.sylvanlake.ca: For example, many lakers asked questions about water, conservation, and restrictions. Throughout 2024, we prepared water education material to release in 2025, engage.sylvanlake.ca/your-water
- » What to Expect When You're Expecting Construction: Responded to Laker's questions about construction: sylvanlake.ca/expecting
- » Managed communication such as:
 - Website: sylvanlake.ca
 - · Social media including Facebook, LinkedIn, and Twitter
 - Educational materials for topics like budget and utilities
 - The new electronic sign at Lions Park

CORPORATE SERVICES

Finance

- » Pet Licenses
 - 1,657 issued in 2024
 - 1,715 issued in 2023
- » Property Taxes
 - 1,819 customers receive tax and assessment notices by email
 - 3,100 customers enrolled in the taxation monthly payment plan

- » Utility Billing
 - Processed 103 toilet rebates, 70 rain barrel rebates, and 5 composter rebates
 - Sent over 74,000 bills by email
 - 20,400 people with pre-authorized payment agreements, 19,000 in 2023

COUNCIL STRATEGIC PRIORITIES

In 2023, Council set strategic priorities to help guide municipal decision-making in Sylvan Lake.



Our People & Community

We are committed to creating a safe and healthy community where residents are engaged and feel a sense of belonging. We will encourage people to come together, interact with each other, and build relationships through inclusive accessible programs, services, events, and public gathering places.

- » Strategic Priority: Foster a sense of community and belonging among residents
- » Strategic Priority: Ensure community services and amenities are inclusive and accessible and built to support the diverse needs of residents
- » Strategic Priority: Foster an environment for safe communities

Our Economy & Growth

We are committed to creating an attractive business environment with a diverse economy that allows businesses to thrive and grow. We will support and attract new investment that creates high quality jobs and brings new residents to our community. We recognize that tourism is an integral part of our economy and support year-round tourism as it enhances our vibrant community.

- » Strategic Priority: Position the Town as a preferred location for business investment
- » Strategic Priority: Promote a vibrant downtown core that meets the needs of residents and attracts visitors
- » Strategic Priority: Increase year-round tourism and events

Our Facilities & Infrastructure

We are committed to developing sustainable infrastructure that supports the needs of current and future Sylvan Lakers and to building high quality community facilities that enrich the lives of our residents and attracts visitors to the community.

» Strategic Priority: Plan for and develop high-quality, long-lasting infrastructure and facilities that meet the needs of residents and supports future growth



Our Council & Administration

We are committed to being accountable to our residents by providing transparent and accessible information and delivering a high-quality customer service experience. We will foster innovation in an effort to drive efficiency and operate sustainably through responsible fiscal management that is supported by clear, well-informed decision making.

- » Strategic Priority: Establish fiscal sustainability through efficient and effective use of resources, innovative actions and new sources of funding
- Strategic Priority: Maintain high quality service levels by promoting and supporting a dynamic internal workforce that is agile, resilient, and highly skilled
- Strategic Priority: Provide meaningful communication and engagement opportunities that respond to the diversity of the population in a transparent and open manner



The Town of Sylvan Lake acknowledges that we are located on Treaty 6 territory, the traditional and ancestral territory of the Cree, Dene, Blackfoot, Saulteaux, and Nakota Sioux. We acknowledge that this territory is home to the Métis Settlements and the Métis Nation of Alberta, Region 3.

We are grateful for the Traditional Knowledge Keepers and Elders who are still with us today and those who have gone before us. We make this acknowledgment as an act of reconciliation and gratitude to those whose territory we reside on or are visiting.

TOWN OF SYLVAN LAKE

- www.sylvanlake.ca
- engage.sylvanlake.ca
- invest.sylvanlake.ca
- @townofsylvanlake
- @SylvanLake_AB

RECREATION, CULTURE, **AND TOURISM**

- recreation.sylvanlake.ca
 - **←** @SylvanLakeRecreation
- visitsylvanlake.ca @VisitSylvanLake
- @visitsylvanlake
 @VisitSylvanLake



SYLVAN LAKE WELLNESS AND COMMUNITY CONNECTIONS

www.sylvanlake.ca/fcss



FLIPSIDE | YOUTH SERVICES

- www.sylvanlake.ca/flipside
 - @flipsideyc

NUMBERS & LOCATIONS

syvlanlake.ca/contactus