

2024 ANNUAL REPORT



A Reflection Of Our Year. An Impact For Our Future.



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MESSAGE FROM THE MAYOR...

As Mayor of the Town of Vegreville, it is my pleasure to present the 2024 Annual Report — a reflection of the progress, resilience, and collective efforts that continue to shape our community.

Over the past year, we have focused on maintaining essential services, investing in infrastructure, and supporting initiatives that enhance the quality of life for all residents working collaboratively to ensure that Vegreville remains a vibrant, welcoming, and forward-thinking place to live, work, and visit.

This past year has been one of growth, resilience, and renewal. As a Council, we have continued to prioritize the core services that matter most to our residents — from infrastructure upgrades and public safety to recreation, economic development, and fiscal responsibility. Despite ongoing global and local challenges, Vegreville has demonstrated that small communities can be both innovative and deeply rooted in tradition.

Key initiatives this year included significant investments in infrastructure, such as sewer line upgrades, road improvements, and facility maintenance, ensuring that we continue to meet the evolving needs of our town. We also focused on enhancing our recreational programs, supporting cultural initiatives, and strengthening our partnerships with community organizations and regional partners.

One of the most rewarding aspects of serving as Mayor is witnessing the incredible community spirit that defines Vegreville. Our volunteers, business owners, municipal staff, and residents all play a vital role in shaping our town's success. Their dedication and involvement have helped us achieve our goals and will continue to guide us into the future.

Looking ahead, we remain committed to transparent governance, responsible growth, and fostering a community where families, businesses, and individuals can flourish. Council and Administration are united in our efforts to ensure Vegreville remains a safe, welcoming, and prosperous place for generations to come.

On behalf of Town Council, thank you to every resident who contributes to the heart and soul of Vegreville. Together, we will continue to build a community we are proud to call home.



Tim MacPhee
Mayor, Town of Vegreville





MEET YOUR VEGREVILLE TOWN COUNCIL



Tim MacPhee
MAYOR



David Berry
COUNCILLOR



Len Bullock
COUNCILLOR



Tina Warawa
COUNCILLOR



Taneen Rudyk
COUNCILLOR



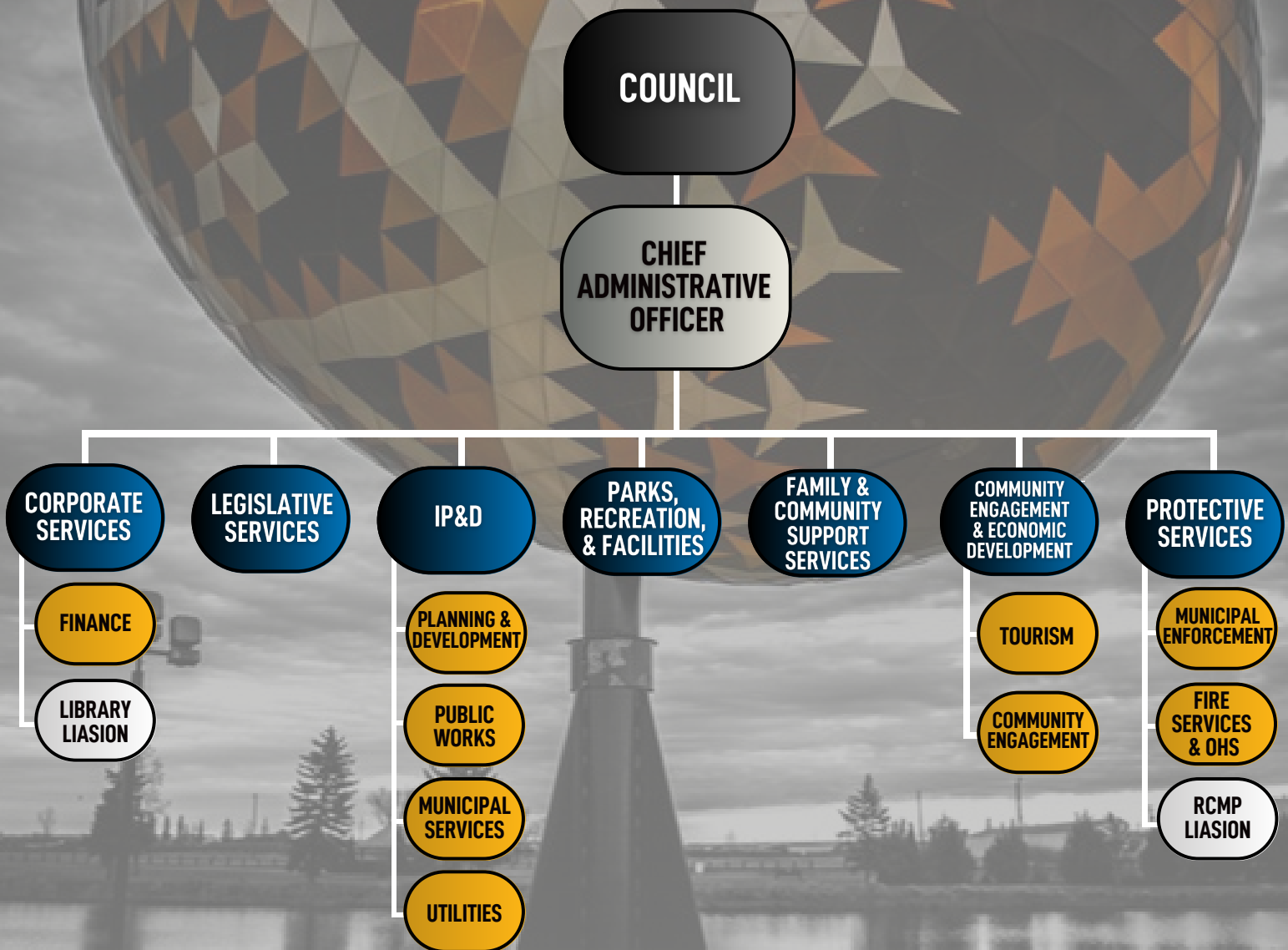
Justin Curtis
COUNCILLOR



Jerrold Lemko
COUNCILLOR



ORGANIZATIONAL STRUCTURE



MISSION, VISION, AND CORE VALUES



Vision Statement

People our core, innovation our strength, community our intention.



Mission Statement

Embracing change to create an enhanced quality of life by engaging our citizens in building a vibrant community.



Core Values

The values expressed here are the guiding principles that help determine how the Town will operate, both in public and privately.

Adaptability

Inclusivity

Integrity

Teamwork

Vibrancy



LEGISLATIVE SERVICES

A VIEW INTO LEGISLATIVE SERVICES...

The Legislative Services Department acts as the liaison between Town Council, Administration, and the community. Legislative Services provides support for Council's decision-making processes and guides the organization in meeting its legislated requirements. This department schedules and prepares for all meetings of Town Council, oversees the Town's Record Management processes, and assists in developing, reviewing, and updating Town policies, procedures, and bylaws.

Legislative Services also provides several key municipal functions such as the facilitation of municipal elections and by-elections, council orientation, intergovernmental relations, requests made under the Freedom of Information and Protection of Privacy Act (FOIP), and property assessment complaints. At the request of Council, Legislative Services will provide administrative support to Council committees.

The Legislative Services team plays a pivotal role in navigating Provincial legislation that impacts municipal functions. In 2024, the Legislative Services team reviewed and implemented changes mandated by the Municipal Affairs Statutes Amendment Act, 2024, (Bill 20) which affected the Municipal Government Act (MGA) and the Local Authorities Election Act (LAEA). The team examined the impacts of the Police Amendment Act, 2022 (Bill 6); These changes will take effect in early 2025. Further, the department reviewed the Real Property Governance Act, 2024 (Bill 13) and Provincial Priorities Act, 2024, (Bill 18) to determine their effects on the municipality.





LEGISLATIVE SERVICES HIGHLIGHTS

In 2024, the Legislative Services department accomplished and supported the following:

- Continued support Ad-Hoc Transportation Committee
- Established and supported the Regional Recreation Feasibility Study Steering Committee
- Successfully applied for the Rural Transit Solutions Fund (RTSF) in support of a Transportation Needs Assessment to be conducted by the Ad-Hoc Transportation Committee.



Policies written,
reviewed, & adopted



Bylaws written,
reviewed, & adopted



FOIP request



FOIP consultations



CARB hearing

Council attended a minimum of 46 meetings in 2024. Of these meetings, minutes and agendas were created for the following:

- 1 Organizational Meeting
- 1 Special Council Meetings
- 2 Public Hearings
- 20 Council Meetings
- 21 Legislative Committee Meetings
- 1 Meeting with MLA Jackie Armstrong-Homeniuk
- Numerous budget, bylaw, and planning workshops as well



COMMUNITY ENGAGEMENT & ECONOMIC DEVELOPMENT

A VIEW INTO COMMUNITY ENGAGEMENT & ECONOMIC DEVELOPMENT...

The Town's Community Engagement and Economic Development (CEED) Department is a key driver of growth in the Town of Vegreville. By attracting new businesses, supporting job creation, encouraging economic diversification, and enhancing local infrastructure, the department helps build a resilient economy while improving the quality of life for residents.

The department supports this mission through a variety of targeted programs and incentives. These include the Business Signage Incentive and the C1 Small Commercial Business Revitalization Incentive, both designed to encourage business growth and expansion within the municipality. Additionally, the department offers the Local Sports & Events Hosting Grant, which provides support to teams, leagues, and organizations that bring events to the community.

The Community Engagement and Economic Development Department focuses on communications and marketing by managing vegreville.com, choosevegreville.com, social media platforms, and increasing brand visibility.

Effective communications and marketing are essential for the municipality to engage with the community, promote local identity, and ensure public awareness. Through tools like social media, CEED can share real-time updates on news, events, and emergencies, keeping residents informed with timely and accurate information. These platforms also help foster a stronger sense of community by encouraging interaction and participation. The use of consistent messaging and branding across channels enhances recognition of the Town of Vegreville, both for residents and visitors.

This department plays a leading role in the tourism sector by organizing and supporting events, managing the Visitor Information Centre, and promoting local attractions such as the World's Largest Pysanka. It also drives economic development through business investment initiatives, grant programs, and strategic projects. Tourism contributes significantly to the local economy by creating diverse employment opportunities, lowering residential property taxes, offering job prospects for residents, and expanding year-round recreational options within the region.





ECONOMIC DEVELOPMENT HIGHLIGHTS

Vegreville's Economic Development Recognized on the Provincial Stage

Jamieson Brown, the Town of Vegreville's Manager of Community Engagement and Economic Development, was recognized with the Emerging Talent in Economic Development Award at Economic Developers Alberta's (EDA) Xperience 2024 Leaders' Summit & Conference.



This award is presented to an EDA member with fewer than five years of experience as an Economic Development Officer who has already demonstrated significant professional accomplishments. It recognizes rising talent and supports the development of future leaders in Alberta's economic development sector.

EDA is Alberta's leading professional association for economic development practitioners, providing high-quality training, resources, and a strong network to advance economic prosperity across the province.

Nearly \$10,000 in Grants and Incentives Fuel Growth for Local Businesses and Organizations

In 2024, the Town of Vegreville invested nearly \$10,000 into local economic and community development through a range of targeted grant and incentive programs. These initiatives supported small businesses and not-for-profit organizations, helping them grow, enhance their visibility, and attract visitors to our community. Funding was distributed through several streams:

The C1 Small Business Revitalization Incentive, offering grants of up to \$3,000 for businesses in the Downtown Core to improve or modernize their storefronts.

The Local Business Signage Incentive, providing up to \$2,000 to businesses (excluding home-based) that add or upgrade permanent frontage signage.

The newly launched Local Sports and Event Hosting Grant supporting organizations that host tournaments, competitions, or events that bring participants and spectators to Vegreville. A one-time grant of \$1,500 is available per successful application. Learn more about these and other funding opportunities, at vegreville.com/p/incentives.





ECONOMIC DEVELOPMENT HIGHLIGHTS

Vegreville Earns Alberta's First BDO Zone 'A' Rating for Wheat Straw

In October 2024, the Town of Vegreville—alongside the Canadian Council for Sustainable Aviation Fuels (C-SAF), Alberta HUB, Ecostrat, and the BDO Zone Initiative—announced the issuance of a BDO Zone 'A' Rating for the Vegreville region. This investment-grade rating, the first in Alberta for agricultural residues, covers an estimated **455,000 bone dry tons of wheat** straw annually within a 120-km radius of Vegreville. The 'A' Rating signifies strong feedstock availability, robust infrastructure, and minimal risk—positioning Vegreville as a prime location for bio-based development.

The BDO Zone report highlights the region's key strengths:

- Experienced growers
- High-yield wheat straw production
- Low competition for biomass
- Underutilized equipment capacity

These advantages are further enhanced by the availability of fully serviced industrial lots in Vegreville's **72-acre Prosperity Industrial Park**. The rating has already drawn investor interest, with active discussions underway regarding future biofuels manufacturing in the region.

Crossroads Economic Development Alliance Launched

Following months of collaboration and strategic planning, the Crossroads Economic Development Alliance was officially launched in 2024—marking a significant milestone in regional economic development.

Formed through a successful joint application for the Alberta Community Partnership Grant, the Alliance brings together the Town of Vegreville, County of Minburn, and the Villages of Innisfree and Mannville. The Alliance is governed by one elected official from each municipality and includes Bob Bezpalko, Executive Director of Alberta HUB, as a key partner. Through this initiative, Kathy Dmytriw was hired as the Regional Economic Development Consultant.



Kathy began work on a comprehensive Business Retention and Expansion (BRE) study, which included over 100 in-person visits with local business owners and stakeholders, as well as two online surveys capturing both business and community perspectives. More information is available at crossroadsdevelopment.ca.





ECONOMIC DEVELOPMENT HIGHLIGHTS

Investors and Developers Continue to 'Choose Vegreville'

2024 was a landmark year for future development in Vegreville.

In May, the Town signed a purchase agreement with AJN Investment & Development for a 5.53-acre lot in Prosperity Industrial Park. The site will soon be home to a \$9.65-million manufacturing facility that will produce AJN's patented wall paneling system—part of an innovative concrete home-building process.



In November, the Town finalized the sale of commercially zoned land at 4846 50 Avenue to Build Bright Homes, an Edmonton-based developer.

The planned development will include three commercial buildings featuring:

- A retail space (tenant TBD)
- A drive-through franchise restaurant
- A 7,000+ square-foot daycare providing over 100 new childcare spaces, helping address a key community need

Interest from developers and investors continued to accelerate throughout 2024, with additional announcements anticipated in 2025.





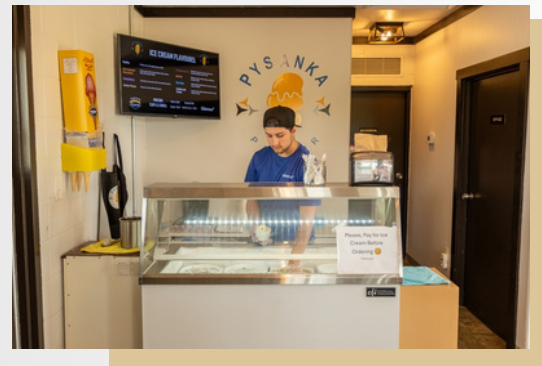
TOURISM HIGHLIGHTS

The Town of Vegreville Tourism Department completed multiple upgrades and additions at the Visitor Information Centre in 2024.

Some of these additions include the 'Pysanka Parlor', which provides out residents and visitors with hard ice cream from Foothills Creamery. Upgrading two of the paddle boats to commercial grade paddle boats and incorporated a \$5/30-minute boat ride fee.

Completed phase 2 of the Pysanka Putt-Putt Mini Golf which includes regionally themed obstacles for guests to enjoy. Installed phase 2 of the Winter Wonderland Lighting at Pysanka Park.

Another great 'A Very Vegreville Christmas' event with a Parade, Pictures with Santa, Public Swim, Letters to Santa, Christmas Crafts, & Colouring.



The Town of Vegreville Tourism department has successfully hosted the 2nd annual 'Party in the Park and Canada Day Colour Run', seeing 189 participants registered for the colour run.

Hosted the 2nd Annual
'Party in the Park & Canada Day Colour Run'

189 Colour Runners
Registered





TOURISM-VISITOR INFORMATION CENTRE STATISTICS

76
Bikes 'Borrowed'

458
Boats 'Borrowed'

876
Visitors Played Mini-Golf

1,610
Nights Camped

29,643
Visitors Tracked Entering the
Visitor Information Centre

68,824
Visitors Tracked Roaming at
Pysanka Park
Increase of 6.89% from 2023





COMMUNICATIONS & MARKETING HIGHLIGHTS

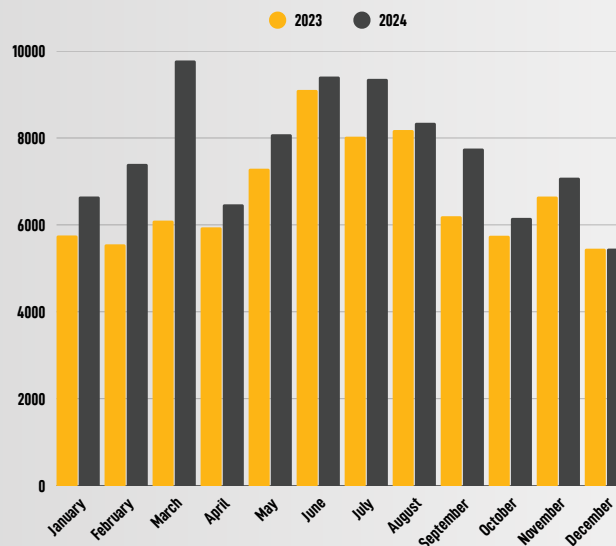
In 2024, the Town of Vegreville made strong advances in digital communications and public engagement. A social media audit and strategy were completed and implemented, alongside a full review of the Social Media Policy and Procedure to align with best practices and communication goals. The Town partnered with the Municipal Services Department to launch the "What Goes Where" campaign, educating residents on proper recycling and waste disposal to support sustainability and reduce contamination.

The 2023 Annual Report was created and distributed, offering a clear summary of the Town's achievements and financials. To enhance social media efforts, the Town transitioned to Loomly, a new platform that streamlines content planning, scheduling, and performance tracking.

Social Media & Website Management

- 2,593 posts across Town of Vegreville Social Media platforms.
- 2,950,723 Impressions (number of times posts appeared on someone's screen) across Town of Vegreville Social Media platforms.
- 1,613,088 Users Reached
- 3.16% Average Engagement Rate across Town of Vegreville Social Media platforms
- 925 Followers gained across Town of Vegreville social media accounts.
- 91,984 Total website views to vegreville.com
- 43 Paid Social Media Ad Campaigns
- 17,873 views to Town of Vegreville YouTube Channel in 2024

vegreville.com views increased 11,970 in 2024 from 2023



Traditional Media & Advertising:

- 48 'Talk of the Town' Radio Segments
- 4 Radio Advertising Campaigns
- 22 Advertisements ran in the Vegreville News Advertiser
- Various print advertising campaigns
- 16 Media Releases written and distributed to local media contacts.



PROTECTIVE SERVICES

A VIEW INTO PROTECTIVE SERVICES...

The Protective Services Department for the Town of Vegreville oversees various areas such as Municipal Enforcement, Emergency Management, Fire Services, Occupational Health and Safety (OHS), and RCMP Liaison.

The Town of Vegreville's Protective Services department provides a broad range of duties and services to our residents and visitors. Proactive, preventative patrols contribute to the deterrence of crime in our community.

This Department also participates in community awareness programs, which invites members of the communities to become involved in identifying and solving problems, answering questions, addressing concerns, or expanding on ideas that may prevent crimes or enhance the safety of our streets and community.

The Town of Vegreville provides Municipal Enforcement Services under contract to the Village of Andrew and Towns of Mundare, Tofield, and Lamont. Each of these communities presents unique demands, and Officers tailor their approach accordingly to address the specific needs and types of calls in each area.





MUNICIPAL ENFORCEMENT HIGHLIGHTS

Community Peace Officers are tasked with enforcing Municipal Bylaws, Provincial Statutes, and business licensing regulations, as well as conducting related investigations. Their primary role is to ensure public safety and uphold the peace through both enforcement and proactive policing efforts.

In addition to enforcement duties, Community Peace Officers are actively involved in community engagement initiatives. These include foot patrols in schools, distributing treats during Halloween, participating in Remembrance Day ceremonies, and serving holiday meals to high school students.

Such outreach activities play a vital role in fostering positive relationships between enforcement personnel and local residents, allowing Officers to better understand and serve the distinct needs of each community.

Peace Officers have the authority to enforce to Provincial Statutes such as:

- The Animal Protection Act
- The Dangerous Dogs Act
- The Environmental Protection and Enhancement Act Part 9 Division 2
- The Gaming and Liquor and Cannabis Act
- The Petty Trespass Act
- The Provincial Administrative Penalties Act
- The Provincial Offences and Procedures Act
- The Tobacco, Smoking and Vaping Reductions Act
- The Traffic Safety Act
- The Trespass to Premises Act

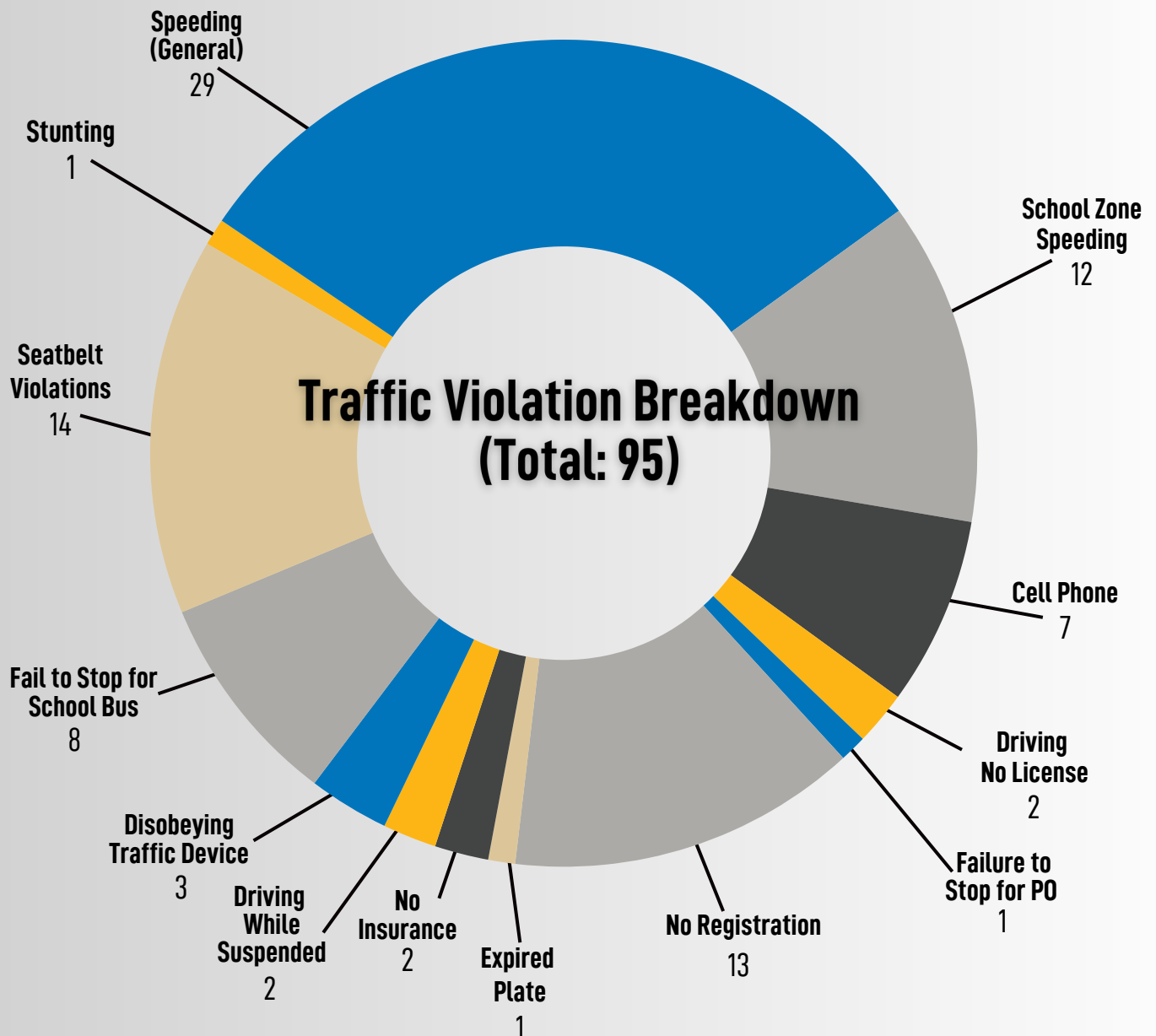
Peace & Bylaw Officers have the authority to enforce to Municipal Bylaws such as:

- Community Standards Bylaw
- Responsible Pet Ownership Bylaw
- Land Use Bylaw
- Business License
- Cannabis Bylaw
- Curfew Bylaw
- Open Air Recreational Fire Bylaw
- Parks and Open Space Bylaw
- Traffic Bylaw
- Other Municipal Bylaws as directed by Town Council





MUNICIPAL ENFORCEMENT HIGHLIGHTS





FIRE SERVICE HIGHLIGHTS

The Vegreville Fire Services (VFS) is comprised of approximately 40 paid on-call firefighters. Led by the Fire Chief, Gary Faas, VFS protects our community by responding to:

- Structural Fires
- Grass Fires
- Wildfires
- High and Low Angle Rescue
- Vehicle Fires and Collisions
- Hazardous Materials Incidents; and
- Ice Rescues



In 2024, The Vegreville Fire Services responded to multiple calls, which included the following:

217 Incident Responses





FIRE SERVICE HIGHLIGHTS

Members & Staff

A strong, cohesive team is essential to the success and effectiveness of the Vegreville Fire Services. Firefighting is a high-stakes, fast-paced profession that demands trust, communication, and seamless coordination among team members. Our goal is to ensure that emergency responses are carried out efficiently and safely, with each firefighter confident in the skills and support of their colleagues. Teamwork fosters resilience, reduces stress, and promotes continuous learning, which are all vital in managing the physical and emotional challenges of the job. Ultimately, a well-functioning team not only protects the lives of its members but also enhances the department's ability to serve and safeguard the community.



Members & Staff

-  46 Paid On Call Firefighters:
 -  1 Junior Firefighter (promoted)
 -  1 Deputy Chief
 -  4 Captains
 -  4 Lieutenants
 -  36 Firefighters
-  1 Fire Chief
-  1 Manager of Protective Services
-  1 Administrative Clerk
-  1 Public Education/Fire Prevention Officer

Dedicated Man Hours

- 2745.5 Incidents
- 2759 Training
- 2,070 Unpaid Volunteer

Years of Service

5 Firefighters were recognized for their years of service ranging - 5 to 25 years





FIRE SERVICE HIGHLIGHTS

Training

In addition to scheduled practice nights, members of the department dedicated extra time to training during evenings and weekends. Senior and training officers committed countless additional hours to ensure that firefighters not only met but exceeded the required standards. This ongoing training is essential—not just for refining technical skills, but for building the confidence and teamwork necessary to operate effectively under high-pressure, life-threatening situations.



Training Stats

Throughout 2024 members of the Vegreville Fire Services completed the following training courses:

- NFPA 1001 Level 1 & II
- CISM Course (Group & Individual) - June
- Farm & Machine Extrication Course
- Alberta Fire Training Conference
- Fire Dynamics Course
- Technician Level Training - SCBA
- Standard First Aid CPR Level C
- The Working Mind First Responders Leadership Program
- First Medical Responder Course
- Critical Incident Stress Management Course
- WUI (Wildland Urban Interface)
- Fire Service Instructor Level II (NFPA 1041-2)





FIRE SERVICE HIGHLIGHTS



Grants

- Enbridge
- TC Energy
- Global Medic – Water skid
- Medical First Responder
- Alberta Fire Training Grant

Events

- Public Education, CALS Preschool Program
- Family Day Event
- Open House and Recruitment Drive
- First Aid coverage for Dash to Summer (Wagon Races)
- FCSS Kids Summer Program
- Canada Day
- First Aid Coverage for County Fair (Wagon Races)
- Members deployed to Jasper for wildland fires

Public Relations

- Fire Fighter Challenge in Calgary
- Texas 4000 – Hosted supper for group
- Provided fire extinguisher training for town employees
- Public Fire Education with elementary schools including fire hall tours
- Control burns at Vegreville Gun Range
- Home Alone Program
- FCSS Baby Talk Program
- Muscular Dystrophy Boot Drive
- Assisted Bumper to Bumper & Extreme Equipment with appreciation BBQ's
- Legion BBQ – assist with monthly steak supper
- Assisted with corn maze
- Comedy night fundraiser
- Ride for PTSD
- Tim Horton's Smile Cookie Day fundraiser



PARKS, RECREATION, & FACILITIES

A VIEW INTO PARKS, RECREATION, & FACILITIES...

The Parks, Recreation, and Facilities Department plays a vital role in enhancing the quality of life for residents and visitors of the Town of Vegreville. This department is responsible for the operation, maintenance, and programming of the town's recreational and community facilities, as well as the upkeep of public parks and outdoor spaces.

Among its many responsibilities, the department oversees the Aquatic & Fitness Centre, which offers a variety of recreational opportunities including swimming lessons, community fitness classes, and private rentals such as birthday parties, social centre events, and boardroom bookings. The department also manages arena operations, including scheduling and programming at the Wally Fedun Arena, which serves as a hub for local ice sports and recreational events.

Recreational programming coordinated by the department serves community members of all ages and interests, providing access to sports, fitness programs, and seasonal activities designed to encourage active lifestyles and community engagement.

In addition to programming, the department is responsible for the maintenance and inspection of all municipally run facilities and parks. This includes conducting plumbing, carpentry, electrical work, and other general maintenance tasks to ensure the safety and usability of town facilities. The team also maintains a wide range of outdoor recreational amenities, including baseball diamonds, tennis and basketball courts, sports fields, and playground equipment located throughout Vegreville.

Through its comprehensive services, the Parks, Recreation, and Facilities Department ensures that Vegreville remains a vibrant, active, and well-maintained community for all to enjoy.



Seasonal and Year-Round Maintenance Activities

Grounds & Landscaping:

Concrete work, bench installation, lawn care, trail resurfacing, sod laying, tree/shrub planting, trimming, stump grinding, and insect/disease inspection.

Weed & Pest Control:

Spraying, trimming, weed removal, gopher control, and Dutch Elm bug trap placement.

Water & Irrigation:

Watering flower beds, pumping water, and maintaining aeration units.

Facilities & Equipment:

Picnic table repair and staining, signage maintenance, equipment servicing, and fountain installation.

Seasonal Work:

Snow and ice removal (trails, lots, ponds), grass sweeping post-snow, wood splitting, Christmas decorations, and seasonal banner changes.

Community & Aesthetic:

Garden upkeep (manure, peat moss), planter preparation, and garbage collection town-wide.



25

**Kms. of trails
maintained**



360

**Acres of grass
cut/maintained**

Additional Work Completed

- Development of the Edible Orchard and planted numerous fruit bearing trees and bushes in the orchard.
- Tree replacement at 49 St., Maple St., 47 St., & the cemetery
- Replanting trees in skateboard park due to vandalism.
- Filling and stocking of ponds.
- Pump Track refurbished.
- 3 bench installations 1 in Pysanka Park 2 in cemetery
- Installation and removal of Christmas decoration
- Gazebo rebuild in Pysanka Park





AQUATIC & FITNESS CENTRE HIGHLIGHTS

The Aquatic & Fitness Centre has much to offer the community inclusive of a 25 meter x 6 meter lane pool which is wheelchair accessible and contains a toddler area, Wibit, diving board, rock climbing wall, twister water slide, whirlpool and dry sauna. The facility also has a dance studio, weight room, cardio room and a racquetball/squash court.

Programs are offered morning and evening which consists of Aqua fit, lane swim, parent and tot swim, adult and senior swim, swim lessons, swim club, swim camp, private pool rentals, family swim, public swim and so much more.

'Toonie Tuesday' swims have been a huge success with 75-100 patrons attending every week. Swim Club has increased to 19-20 members.

Wibit has been a big hit with over 65 rentals and during our Saturday Public swims and a newly installed diving board.

We now have two trained and certified instructors that can teach Bronze Cross, National Lifeguarding & First Aide to the residents of Vegreville and surrounding areas. Which increase our revenue and helps us have a steady supply of new lifeguards.



 **1564**
Swimming
Lessons



RECREATION HIGHLIGHTS

The Recreation department continued to run successful Recreation Programs such as: Homeschool Physical Literacy, Lunch Crunch, Body Sculpt, and Barre Fusion.

New Programs introduced include Youth Volleyball, Youth & Adult Basketball, Youth & Adult Badminton, Rise and Grind, Zumba, and Chair Fit & Stretch.

Created and implemented a 'Youth Fitness Orientation Program' which gives local youth the knowledge and experience to use the facility gym without supervision once they have completed and passed the orientation.





FACILITIES HIGHLIGHTS

Seasonal and Year-Round Maintenance Activities

The Facilities department maintains all town-owned buildings and recreational spaces. This includes ball diamonds, the Wally Fedun Arena, outdoor rinks (four seasonal and one year-round for summer ball hockey), four tennis/pickleball courts with a self-return board, seven playgrounds, and two outdoor fitness areas at Pysanka Park and the Vegreville Lion's Community Spray Park. The Spray Park uses a self-contained filtration system for efficient summer water use.

Ball diamond upgrades were completed such as new bleachers and fence capping to improve Diamond 3. Which is our main Diamond for Sr. league ball and U18 ball. The town successfully hosts tournaments in the community such as the U11 2024 soft ball provincials.

Wally Fedun

Operating the Wally Fedun Arena includes installing and removing ice for hockey season and managing activities on evenings and weekends. Ice installation usually takes about 8 consecutive days. Vegreville has proudly hosted events like the Hockey Alberta Prospect Cup Regional Camp and various local tournaments.



Additional Upgrades

Security walls were installed at the town office to provide safe working conditions for the staff. Other work completed this past year included upgrades to the railings in the Wally Fedun Arena and placement of netting around the Kinsmen Outdoor Rink on 47th Street.



VEGREVILLE & DISTRICT FCSS

A VIEW INTO VEGREVILLE & DISTRICT FCSS...

The Vegreville & District Family & Community Support Services (FCSS) Department provides early and later stage preventative services to the residents of Vegreville.

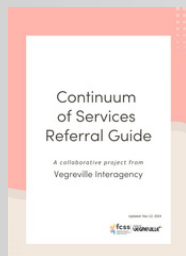
In 2024, the FCSS department advanced its 2023-2026 Strategic Plan through teamwork, partnerships, and shared goals aimed at enhancing community quality of life. Key initiatives included asset-based community development and strengthening the rural non-profit sector. A highlight was the 50th anniversary of Vegreville & District FCSS, showcasing the dedication to community service and collaboration among staff, partners, and volunteers.



VEGREVILLE INTERAGENCY & COMMUNITY OF PRACTICE (COP) COMMITTEES



Goal: Facilitating collaborative service delivery among organizations



Continuum of Services Project:

1. Increase understanding of services available.
2. Enhance capacity of organizations.
3. Operate using common definitions.
4. Track gaps & trends in services.
5. Tool to advocate for the needs of the community.

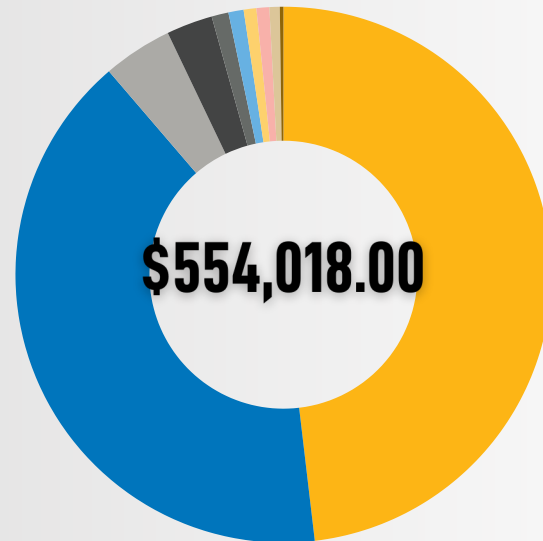


In 2024, more than **30** local agencies participated, helping connect community members in Vegreville to a wide range of services and supports through shared collaboration



FCSS GRANTS BROUGHT TO VEGREVILLE IN 2024

Provincial FCSS	47.17%
Family Resource Network	39.77%
Family Violence	4.10%
Rural Mental Health	2.73%
Housing & Basic Needs	1.00%
Veg Cares Coalition	0.90%
Summer Program	0.75%
Income Tax Program	0.76%
Youth Programs	0.61%
National Volunteer Week	0.21%



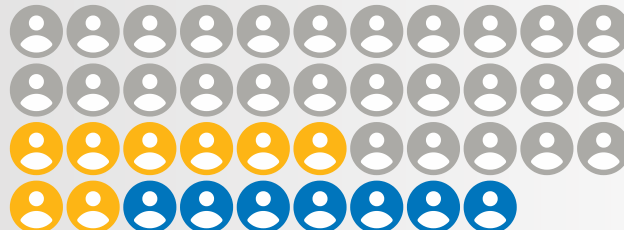
46 Trained volunteers support our FCSS programs

27
Meals on Wheels

8
Income Tax Program

11
Junior Leadership Program
(Sizzlin' Summer)

Number of volunteer hours: **928**



Total economic contribution of volunteers: **\$23,651.45**

Hours x \$25.47 (avg. Vegreville wage Census Canada) = the economic value of volunteers



AWARENESS & EDUCATION CAMPAIGNS



Goal: Foster growth and build the capacity community through education and awareness



NON-PROFIT DEVELOPMENT CONFERENCE - REGIONAL



Goal: Build the strengths and abilities of organizations.



Survey Respondents Reported:

95% Developed better working relationships with other non-profits.

100% Are better informed about community and/or regional programs, services and resources.

95% Identified opportunities to partner with others.



107
Regional Attendance

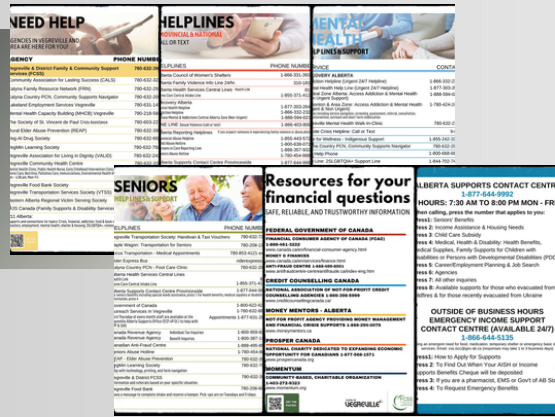
49
Vegreville Attendance

Improving Self-Directed Access to Services



Goal: To provide various resources that provides information on social supports and services available.

FCSS creates **6** help posters



FCSS supports **2** other groups to produce their help posters and provides details on agencies, organizations, and the non-profit sector for the publication of the Vegreville & Area Kinsmen Community Directory in 2024.



Improving Self-Directed Access to Services



Goal: Enhance capacity of organizations to deliver programs and services.

FCSS brought 24 community partners together to explore, strategize and deliver activities for family day. The committee offered 14 activities for the event.



COMMUNITY DEVELOPMENT LATER STAGE PREVENTION



Goal: To provide support to initiatives that address later stage/complex social challenges.

ISSUES AND PARTNERS

Lack of Childcare	Access to Services	Family & Domestic Violence	Homelessness & Poverty	Transportation Needs
Community Childcare Committee	TOV Council, FCSS Advisory Board, FCSS East Central Region, Vegreville Interagency, & Vegreville Community of Practice.	Alberta Mental Health & Addictions Crisis Intervention Funding, The Vegreville Crisis Association, and various agency partners.	Housing & Basic Needs Task Force.	Vegreville Transportation Ad Hoc Committee

AD HOCK TRANSPORTATION COMMITTEE



Goal: To provide support to initiatives that address later stage/complex social challenges

FCSS Role: Convener, Educator & Capacity Builder. During the FCSS strategic plan development, Vegreville residents emphasized the need for improved transportation services, particularly for seniors and adults requiring access to medical visits and local services. In response, the Town formed a committee to assess service needs, highlighting the importance of addressing transportation issues. FCSS aided the committee with survey data, support for a Healthy Aging Alberta application, and by recruiting community members. As a result, community discussions have increased, leading to the emergence of more local transportation businesses.

YOUTH SKILL DEVELOPMENT PROGRAM



Goal: Supporting a strong, vibrant, and resilient community

Utilized the AHS SOARING Grant: Project based on meeting the current needs of youth through multiple interactive learning sessions.

- Basic life skills including:
- Conflict resolution skills.
- Dealing with peer pressure.
- How to talk to caregivers about their needs.



ADDITIONAL PROGRAMS

The Community Volunteer Income Tax Program resulted in 404 returns - which were completed by trained volunteer income tax preparers. Total benefit/tax refund coming back into the community: \$2,746,852.37

The Meals on Wheels Program saw 5075 deliveries by volunteer drivers - increasing 86% since 2021.



Sizzlin' Summer is a day camp program for children ages 6-11, for 6 weeks in July and August. In 2024, this program focused on developing the following skills:

- Positive Values
- Social Skills
- Self Esteem
- Children Feel Valued by Adults.

59 Total Registrants

8 Community Partnerships



The Junior Leaders program (ages 13-15) prepares youth for work and community volunteering, focusing on skills like empowerment, positive identity, responsibility, and interpersonal skills.

71% of youth reported an increase in their belief that they can make a difference in their community because of the Junior Leader Program.

- Building trust
- Encouraging collaboration Fostering open communication
- Reducing the occurrences of conflict
- Boosting productivity



5075 Meals were delivered in 2024 by volunteer drivers

Between 2021 and 2024, there was an 86% increase in meals delivered



AFTER SCHOOL PROGRAMS

Delivered in partnership with the Kalyna Family Resource Network and Vegreville & District FCSS.

Friend Den
63%

For children grades 1-3 to develop social skills, friendships, and learn to process emotions. 63% of respondents reported improved friend-making skills due to the program. Skills Developed include Self-Awareness Choices, Teamwork, Communication, Trust, & Responsibility

After Hours
71%

Fostering connection, boosting self-esteem, and skill development for youth grades 7-12. 71% of participants reported they work better in a team setting. Skills Developed Learned to work well with others, that they can make a difference, that adults in the community value youth.

KALYNA FAMILY RESOURCE NETWORK



The Hub Facilitator is the primary contact for accessing Kalyna Family Resource programs, services, and support, assisting families in navigating programs within and outside the Network.

69 Referrals Provided

In 2024, this service focused on the connection of families to services by providing information and facilitating referrals. Some key areas for the Kalyna FRN is leading, supporting and developing collaborative practices with all FRN Partners.

184 Families

Other programs offered are preventative supports and programs for parents/caregivers, children and youth aged 0 to 18. In 2024, delivered 11 continuous programs and 12 special events focusing on Child Development & Well-Being, Social Connections & Support, and Caregiver Capacity. 184 Families participated in our family centered programs.



INFRASTRUCTURE, PLANNING, & DEVELOPMENT

A VIEW INTO INFRASTRUCTURE, PLANNING, & DEVELOPMENT...

The Infrastructure, Planning, & Development Department is responsible for roads, utilities, waste management, fleet services, Riverside Cemetery, Vegreville Regional Airport, Vegreville Sanitary Landfill, Vegreville Materials Recovery Facility, and overall land use planning and development activity in the Town of Vegreville. The primary goal of the Department is to build an increasingly sustainable community with an enhanced quality of life.



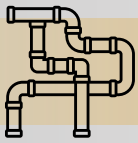
PUBLIC WORKS HIGHLIGHTS

The Public Works Department is responsible for the maintenance and repair of 61 kms of roads, 25 kms of rear lanes, 57 kms of water mains, 55.2 kms of sewer mains, 26.9 kms of storm sewer lines, valves, fire hydrants, and sidewalks. They are also responsible for the maintenance of Riverside Cemetery and the operation and maintenance of the Vegreville Regional Airport.

Projects

- Paved 47 Avenue from 48 Street to 49 Street
- Moved a building to the Landfill for equipment storage
- Sewer Main Lining Program
 - 47 Avenue between 48 Street and 49 Street
 - 52 Street from 43 Avenue to 45 Avenue
 - 45A Avenue to 45B Avenue
- Manhole Replacements
 - 58 Avenue and 55 Street
 - 45B Avenue and 52 Street
 - North Circle Drive
 - 48 Avenue and 53 Street
 - 52 Street
- Applied Chip Seal to 41 Avenue from 48 Street to Bruce Road
- Had approximately 9,000 tonnes of recycled concrete crushed to be used in Public Works Projects.
- Completed paving the roadways at Riverside Cemetery.
- Installed concrete curbing at Riverside Cemetery at the Columbaria Plaza and around the sign on 43 Street.





UTILITIES HIGHLIGHTS

The Utilities Department is responsible for the distribution of water, the collection and treatment of sanitary sewer, and oversees the operation of these systems in other municipalities in our area.

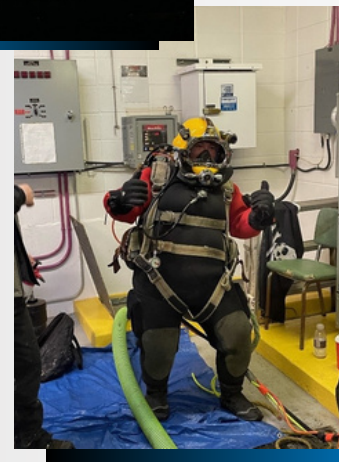
Contracted Utilities Services

- Andrew
- Innisfree
- Mundare
- Lavoy
- Two Hills (contract ended in May 2024)



Projects

- Motor Control Center cabinet installed at West Reservoir
- Both water reservoirs cleaned by divers
- Replaced 2 main valves outside of the East Reservoir
- Installed rebuilt Pump #3 at Main Sewer Lift Station
- Installed rebuilt pumps at NW Sewer Lift Station
- Replaced diversion chamber (vault) at primary lagoons
- Completed Phase 2 of 2 of the fencing project at lagoons



MUNICIPAL SERVICES HIGHLIGHTS

The Municipal Services Department is responsible for the Town's fleet of trucks and equipment, garbage collection, recycling and compost collection, the operation of the Vegreville Sanitary Landfill, operation of the Vegreville Materials Recovery Facility, and the Central Recycling Drop-off Centre.

Fleet

The Fleet Department completes the maintenance and repair on approximately 150 mobile equipment units. This includes vehicles, emergency response apparatus, heavy equipment, riding mowers and tractors, small engine units, and stationary gen sets. This department is responsible for sourcing and purchasing all additions to the Town Fleet for all departments.

Projects

- Parts washer purchased – decreased part cleaning time for mechanics
- Repairs sent out due to staff shortage caused by difficulties in hiring an Apprentice Mechanic
- Can-buss training course taken by Head Mechanic for emissions and electrical diagnostics





MUNICIPAL SERVICES HIGHLIGHTS

Landfill

- 2023 Landfill report sent to Alberta Environment
- New Landfill sign installed
- Work was done on ramp for hydrovac pit

Recycling

Registered with the Alberta Recycling Management Authority (ARMA) for single-use products, packaging and paper products (PPP), and hazardous and special products (HSP) for the new Extended Producer Responsibility (EPR) program starting in 2025.

ARMA chose Vegreville in 2024 for Household Hazardous Waste Curbside Pick up June 4-6, 2024. The Household Hazardous Waste Round up also completed on June 15, 2024.

The Town of Vegreville contracted Hauler to take recycling bales to Edmonton.

Waste Reduction

1,169,546 pounds of recyclable material was diverted from the Landfill in 2024, the equivalent of 29 tractor trailer loads! The Household Hazardous Waste Roundup had another successful run where 17,866 pounds of household hazardous waste was collected and diverted from our Landfill.

Prosperity Industrial Park

Prosperity Industrial Park has been an on-going project since 2019, and it is exciting to finally be able to see the transition from agricultural land to an 'M1' zoned industrial park. In the fall of 2024, shallow installation had begun, and we started seeing the park come to life.

The Town of Vegreville continues to promote our prosperous park and while streetlights were going up along 51st Avenue and Apex Drive, we also had a sold sign being put up on our first lot sold within the park and the future home of AJN Investment and Development. AJN will be breaking ground in 2025.



 **1,169,546**
Lbs. Recycled Material





PLANNING & DEVELOPMENT HIGHLIGHTS

Force Main & Lift Station Upgrade

The force main and lift station upgrade started in January of 2024. With the project being budgeted at \$3,498,190.00, it is currently on budget and 95% complete. Landscaping and grading will be completed in the Spring of 2025 to complete the 2024 Capital Works Project.

Municipal Development Plan (MDP)

In 2023, Planning & Development along with the Land Use Committee started the process to review the Town of Vegreville's MDP that was originally adopted by Vegreville Town Council in 2012. After numerous meetings and a successful public open house, Planning and Development finalized the MDP and it was adopted by Council on May 13, 2024.

The Town of Vegreville's MDP is the document that contains goals and policies that guide growth and change. It is a long-term vision that includes current and proposed land uses and servicing requirements. The goal is to create a community that has a variety of housing choices, a strong sense of community, retain the natural environment while encouraging a diversified and vibrant economy.

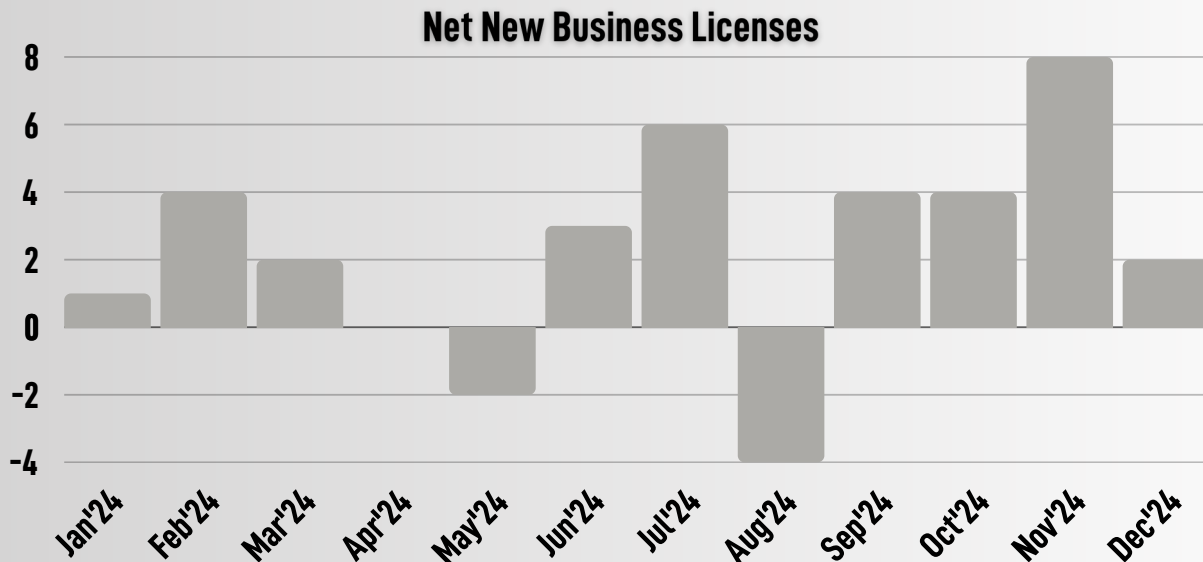


Peter Yackulic with Eagle River Planning Services explaining the proposed changes to the MDP to residents at the Town's Open House.

Business Licence Info

At the end of 2024, Active Business Licences in the Town of Vegreville are as follows:

- 269 Retail Business Licences
- 30 Home Occupation – Major Business Licences
- 68 Home Occupation – Minor Business Licences
- 2 Seasonal Resident Business Licences
- 83 Non-Resident Business Licences





PLANNING & DEVELOPMENT HIGHLIGHTS

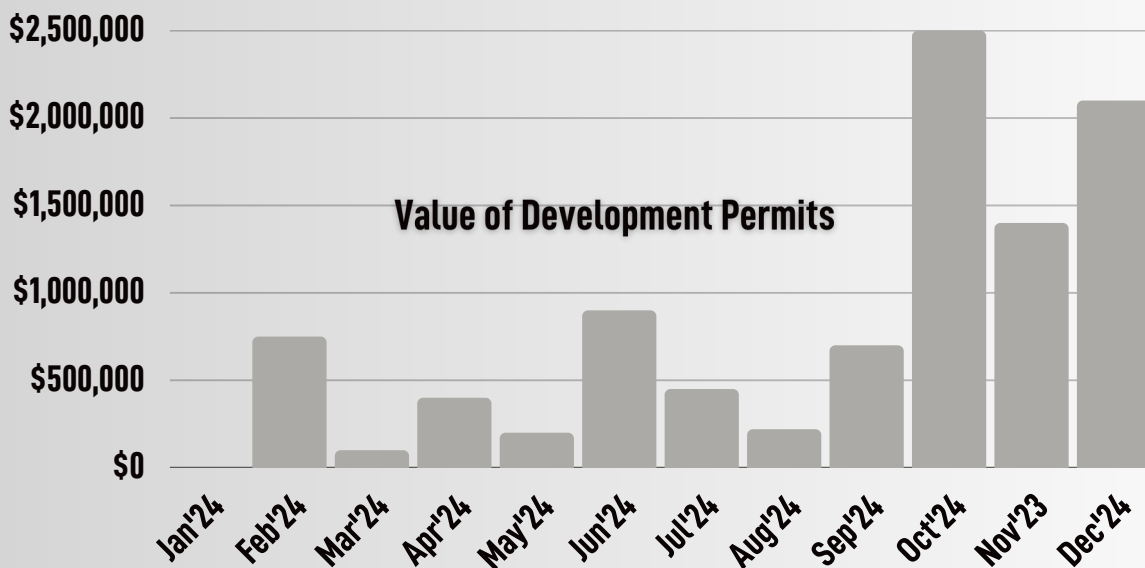
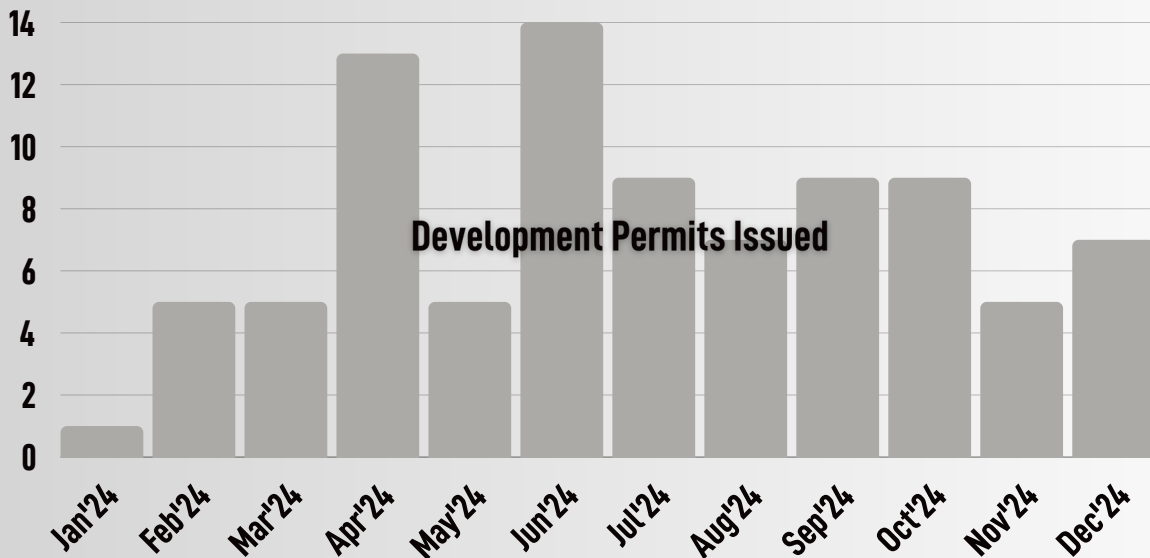
Building & Development Permit Info

Development and building permits were up from 2023 and stayed consistent throughout the entire year. 2024 saw the start of 7 new single-family dwellings being built simultaneously by the same developer, which is a record for the Town of Vegreville.

Development Permits

Common instances that require a development permit include, but are not limited to:

- Excavation or stockpiling.
- New, replacements, or repairs to buildings.
- Changing current use of land or a building; or
- Placement of already constructed or partially constructed buildings.



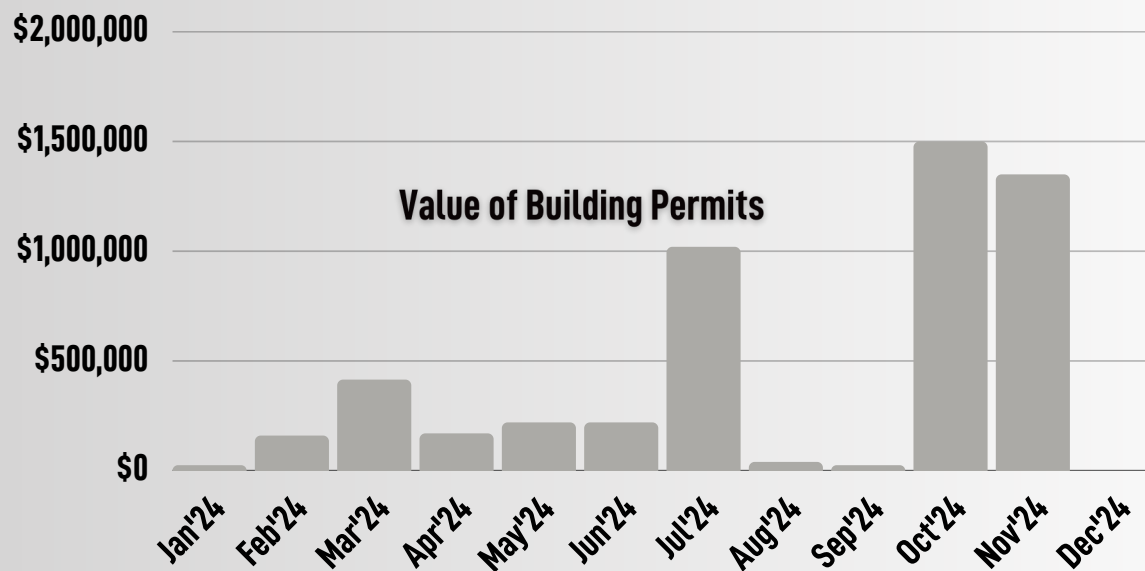
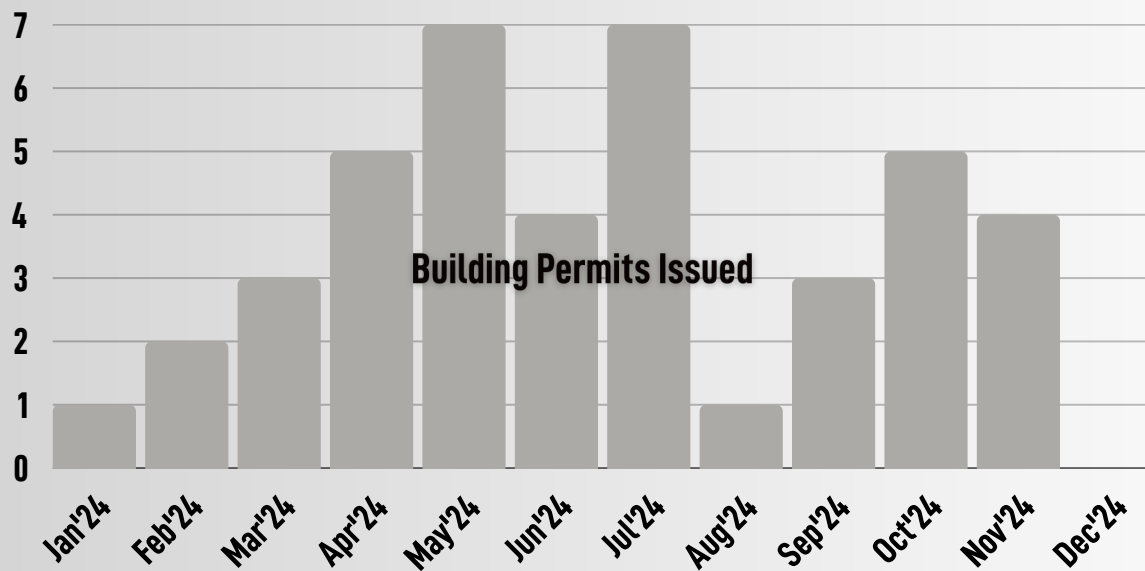


PLANNING & DEVELOPMENT HIGHLIGHTS

Building Permits

Common instances that require a building permit include, but are not limited to:

- New construction and additions.
- Minor improvements (decks, sheds, hot tubs, swimming pools, wood-burning appliances, etc.).
- Demolishing and moving buildings; or
- Renovations.



CORPORATE SERVICES

A VIEW INTO CORPORATE SERVICES...

The Corporate Services Department is responsible for the financial health of the Town. The department oversees budget and financial reporting, and provides services and support to cash management, accounts receivable, accounts payable, property taxes, utilities, payroll, the library and cemetery.

Corporate Services is responsible for the preparation of financial statements that are objective, accurate and in compliance with Canadian Public Sector Accounting Standards. The Municipal Government Act of the Province of Alberta identifies requirements for the preparation and audit of the annual statements. Town Council is responsible for approving the statements. As a key part of maintaining public confidence through transparency, these statements show the Town's financial health, provide information on changes in financial position, report on performance and demonstrate how tax dollars and government funds are used.

The Town remains committed to the highest standard of financial reporting. We have received an unqualified audited opinion that the financial statements are presented fairly for the year ended December 31, 2024.

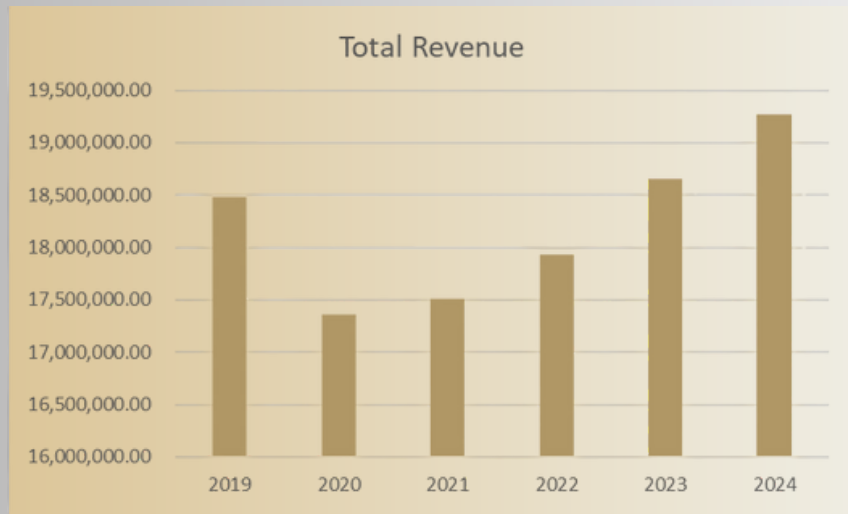
The consolidated financial statements of the Town of Vegreville are prepared by management and a third-party auditor in accordance with Canadian Public Sector Accounting Standards. The consolidated financial statements reflect the assets, liabilities, revenues, expenses and change in net financial assets (net debt) of the Town. These statements are available on the Town of Vegreville website:



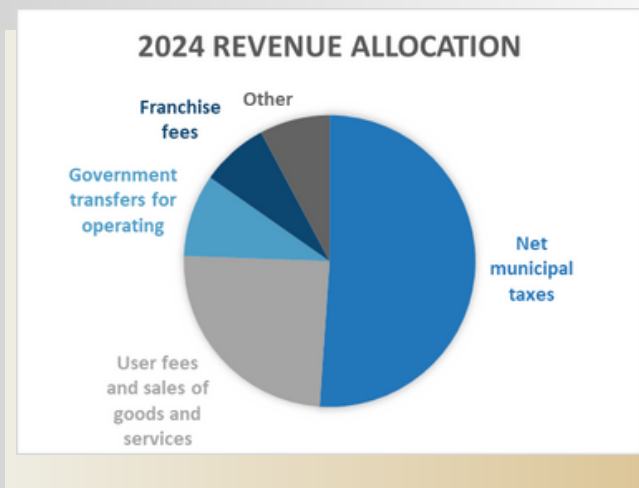
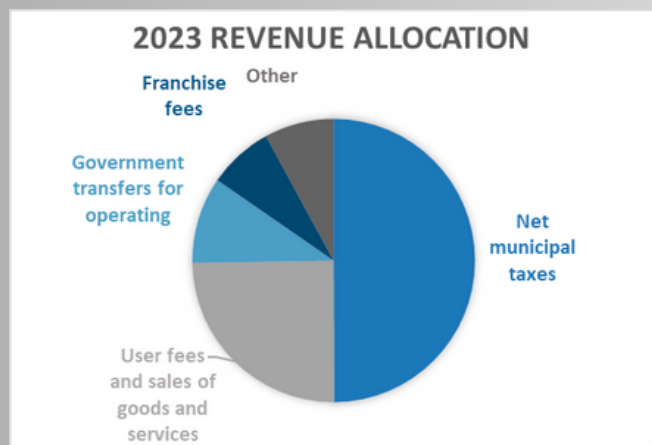


OPERATING HIGHLIGHTS

Based on discussions with Council, administration worked hard to develop a budget that reflects a full recovery from the long-term impacts of the COVID 19 pandemic. For the previous five years, reserve funds were used to ease the burden on taxpayers during unprecedented times, reducing overall revenue. This year's budget reduced reliance on reserves—demonstrating a fiscally responsible approach that protects both current and future taxpayers.



The revenue recovery in 2024 consisted of growth in the largest revenue generating areas: net municipal taxes, user fees and sales of goods and services. Revenue generation between categories remained relatively consistent to prior years.



- Maintaining property tax rate for small businesses with a discount of 20% of the non residential tax rate.
- \$39,0000 cash contribution towards Prairie Tails Animal Rescue Society and Vegreville Transportation Services Society.





OPERATING HIGHLIGHTS

Asset Retirement Obligation

In compliance with new Canadian Public Sector Accounting Standards, in the 2024 fiscal year the financial statements included asset retirement obligations relating to buildings, lagoon and landfill owned by the Town of Vegreville. These standards reflect the potential future financial obligation these assets present. Retroactively implementing these standards resulted in the following:

- \$1,165,365 increase in tangible capital assets
- \$4,961,479 decrease to unrestricted surplus
- \$306,631 decrease to equity in capital assets

This implementation is the cause for the 2023 restatement.

The implementation of these standards reduced Town reserves, however, a proactive plan is being implemented in 2025 to rectify the reserve depletion.

Council has approved funding for the following organizations:

VTSS **Vegreville Transportation Services Society**
\$22,000



Prairie Tails Animal Rescue Society
\$17,000



Vegreville Centennial Library
\$256, 000

The Town of Vegreville provides additional supports to the Library on an annual basis. These supports include providing a facility through direct payments totaling \$171,814 in 2024.

Total Funding
\$295,000

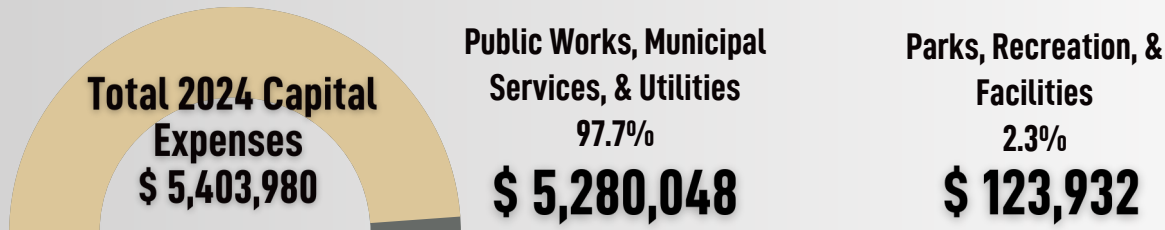
The funding for the Vegreville Transportation Society and Prairie Tails Animal Rescue Society are direct transfers to those organizations through local appropriation.





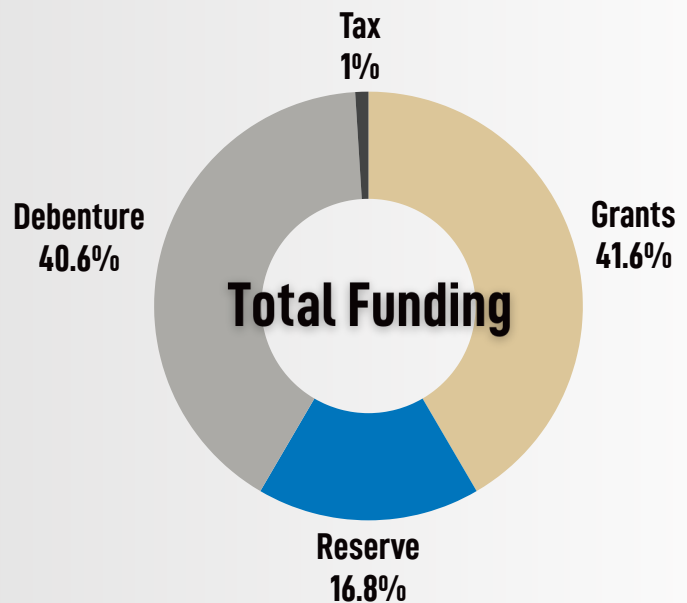
CAPITAL HIGHLIGHTS

The 2024 Capital Program included 12 projects allocated accordingly:



2024's Largest Capital Projects. Both projected to be concluded in early 2025.

**Prosperity Park
Forced Main**



FINANCIAL POSITION HIGHLIGHTS

The consolidated financial statements of the Town of Vegreville are prepared by management and a third-party auditor in accordance with Canadian Public Sector Accounting Standards. The consolidated financial statements reflect the assets, liabilities, revenues, expenses and change in net financial assets (net debt) of the Town. These statements are available on the Town of Vegreville website.





CASH AND CASH EQUIVALENTS

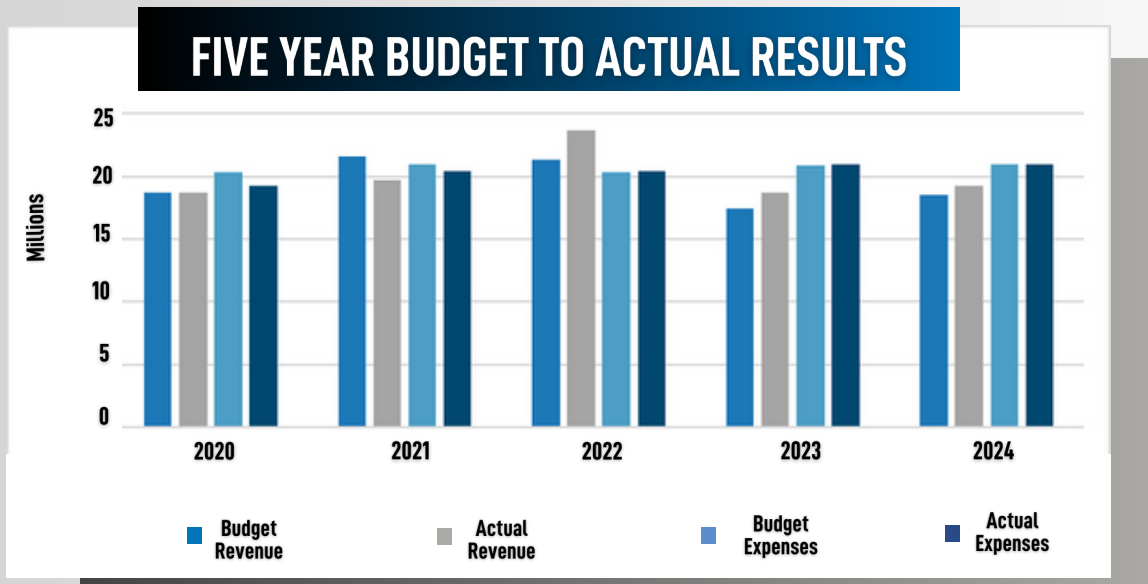
The Town maintains funds expected to be used in the next twelve months in its operating accounts or notice of demand accounts. Funds expected to be needed over longer time horizons are invested in accordance with the Town's investment policy.

At December 31, 2024, the Town has the following cash and short term deposits:

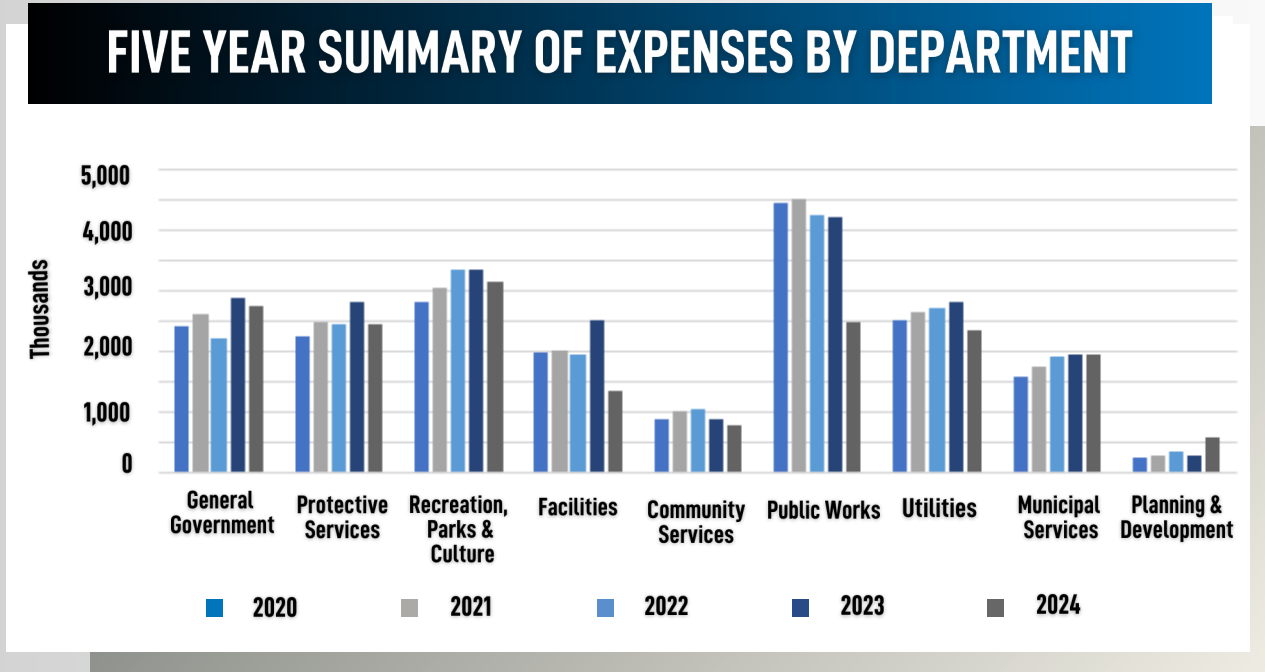
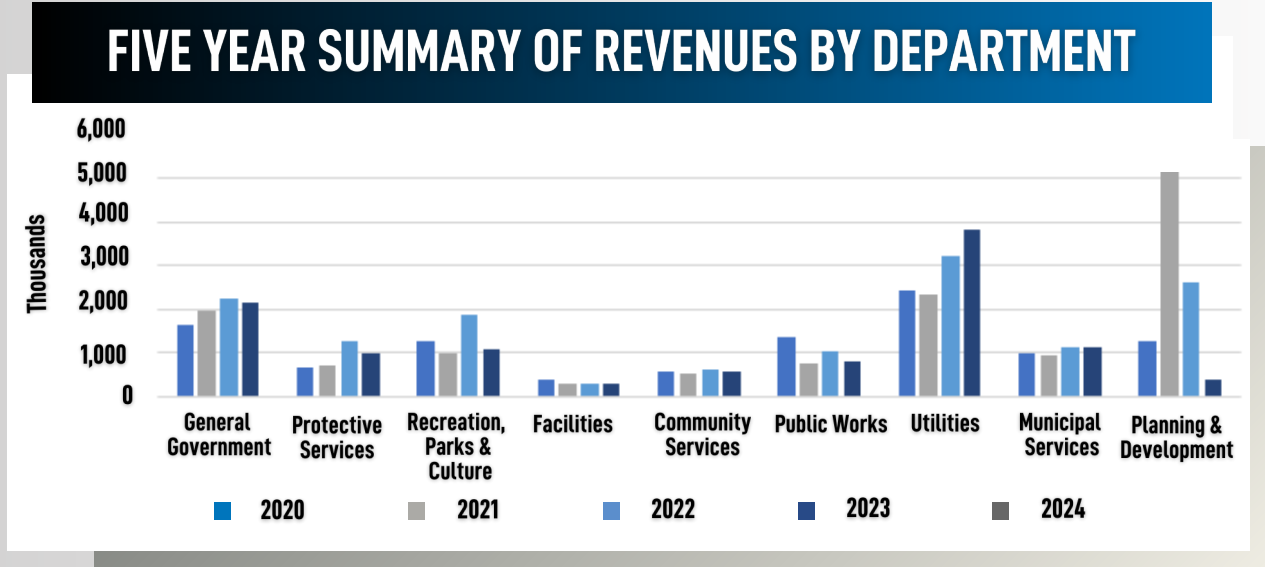
	December 31, 2024		December 31, 2023	
Cash & Cash	Balance \$000	Average Interest Rate	Balance \$000	Average Interest
Operating Accounts	2,734	4.98%	6,948	5.15%
Notice of Demand Accounts	1,472	4.98%	1,399	5.18%
Total	\$4,206	5.16%	\$9,608	3.59%



FINANCIAL ACCOUNTABILITY: BUDGET TO ACTUAL RESULTS



The Town continues to make steady progress toward its strategic goals, consistently reaching key targets across various departments, all while maintaining the budget. Below is a breakdown of each departments details:





SUPPLEMENTARY FINANCIAL INFORMATION

Management's Report

The Town of Vegreville's 2024 Annual Financial Report, including the consolidated financial statements, is the responsibility of management. The financial statements have been prepared by management in accordance with public sector accounting standards. Financial statements are not precise as they include amounts that are based on the best estimates and judgments of management. Management has determined such amounts on a reasonable basis in order to ensure that the financial statements are presented fairly, in all material respects.

Management maintains systems of accounting and administrative controls to provide reasonable assurance that transactions are appropriately authorized and accurately recorded, that assets are properly accounted for and safeguarded and that the financial statements realistically report the Town's operating and financial results.

Town Council has approved the information contained in the financial statements. Council fulfils its responsibility regarding the financial statements through the Council Budget. Quarterly financial reports are presented to Council.

Wilde and Company Chartered Professional Accountants have been appointed by Town Council to audit the consolidated financial statements and have provided the accompanying Independent Auditors' Report outlining their professional opinion on the statements.

The financial statement discussion and analysis that follows should be read in conjunction with the accompanying financial statements available at <https://www.vegreville.com/p/finance>

Meghan Saskiw, CPA, CA
Director of Corporate Services





STATEMENT OF FINANCIAL POSITION (UNAUDITED)

	2024	Restated 2023
Financial Assets		
Cash and cash equivalents	\$3,644,998	\$7,157,482
Restricted cash and cash equivalents	641,221	1,274,284
Receivables		
Taxes and grants in place of taxes	810,738	739,693
Due from governments	1,230,511	1,798,811
Trade and other receivables	1,493,451	679,570
Land held for resale	934,396	1,507,137
Total Financial Assets	8,755,315	13,156,977
Liabilities		
Accounts payable and accrued liabilities	2,672,622	3,779,311
Accrued employee obligations	374,101	407,807
Deposit liabilities	32,650	-
Deferred revenue	543,193	1,188,612
Long-term debt	9,462,285	10,127,473
Asset retirement obligation	7,477,287	7,219,316
Total Liabilities	\$20,562,111	\$22,722,519
Net Debt	(\$11,806,795)	(\$9,565,542)
Non-Financial Assets		
Tangible capital assets	65,773,307	61,575,204
Inventory for consumption	114,572	104,739
Prepaid expenses	94,497	64,833
Land held for development	189,154	189,154
Total Non-Financial Assets	66,171,530	63,891,405
Accumulated Surplus	\$54,364,735	\$54,325,863





STATEMENT OF OPERATIONS (UNAUDITED)

	Budget	2024	Restated 2023
Revenues			
Net municipal taxes	\$ 9,839,968	\$ 9,848,238	\$ 9,316,196
User fees and sales of goods and services	4,271,324	4,716,051	4,622,380
Government transfers for operating	1,707,518	1,762,557	1,841,033
Investment Income	1,449,316	1,441,915	1,391,285
Franchise and concession contracts	200,000	326,455	535,407
Fines, licenses, permits and penalties	325,050	417,561	303,960
Other	676,013	758,091	640,262
Total Operating Revenue	18,469,489	19,270,868	18,650,523
Expenses			
General government services	\$ 3,023,326	\$ 2,763,856	\$ 2,892,940
Protective Services	2,907,256	2,614,489	2,832,307
Recreation, parks and culture	3,364,189	3,576,675	3,355,545
Facilities	1,618,451	1,659,603	1,797,744
Community services	961,812	784,326	879,275
Public works	4,021,963	3,973,899	4,214,192
Utilities	2,808,806	2,845,054	2,806,623
Municipal services	1,999,526	2,201,563	2,166,272
Subdivision and development services	290,083	572,438	285,317
Total Operating Expenses	20,995,411	20,991,903	21,230,215
Surplus (Deficit) before Other	(2,526,222)	(1,721,035)	(2,579,692)
Other			
Contributed assets	-	-	918,582
Gain(loss) on disposal of tangible capital assets	-	(6,348)	(772,467)
Government transfers for capital	1,987,758	1,766,255	4,032,232
Operating Surplus (Deficit)	(538,464)	38,872	1,598,655





CONTACT TOWN COUNCIL

Tim MacPhee, Mayor

tmacphee@vegreville.com

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Taneen Rudyk, Councillor

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David Berry, Councillor

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587-280-0772

Jerrold Lemko, Councillor

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Tina Warawa, Councillor

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Len Bullock, Councillor

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780-632-1333

Justin Curtis, Councillor

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780-603-3529



CONTACT TOWN DEPARTMENTS

Vegreville Town Hall

4829 - 50 Street | PO Box 640
Vegreville, Alberta, T9C 1R7
MAIN LINE: 780-632-2606
FCSS: 780-632-3966
INFRASTRUCTURE, PLANNING, &
DEVELOPMENT: 780-632-6479

Office Hours

Monday - Friday
9:00 AM - 4:30 PM
Closed 12 PM - 1 PM for Lunch
Closed Saturday and Sunday
Closed Statutory Holidays

Aquatic & Fitness Centre & Wally Fedun Arena

MAIN LINE: 780-632-6403

Visitor Information Centre & Municipal Campground (May - September)

MAIN LINE: 780-632-6800

Facility Bookings

MAIN LINE: 780-632-3100

Public Works

MAIN LINE/24-HOUR EMERGENCY LINE:
780-632-3439

Municipal Enforcement (Non-Emergency)

24 HOUR LINE: 587-790-1294

Fire Hall (Non-Emergency)

MAIN LINE: 780-632-2254

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