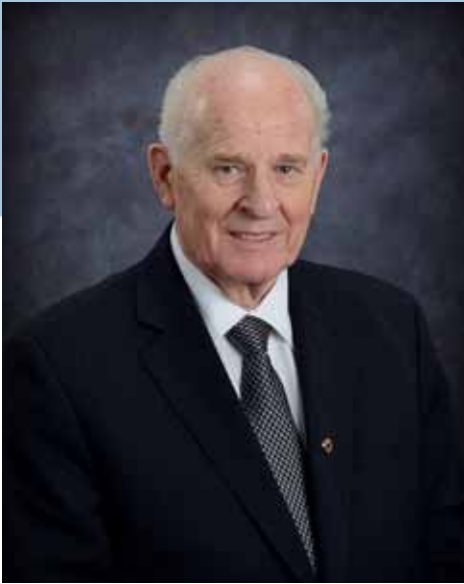


City of Camrose Report to the Citizens 2013





Greetings from the Mayor

Our council has started a new four year term from the election that was held on October 21. We now have 4 new councillors and 4 councillors with previous council experience. Our goal is to provide good government, services, facilities and other items that are necessary or desirable for all or parts of the City of Camrose.

2013 was a very progressive year for the City of Camrose. Building on the already significant growth we experienced in previous years, our commercial, industrial, institutional and residential developments were very busy. 2013 was the 6th best development year the City of Camrose has ever had.

Our citizen satisfaction survey in 2013 showed that our citizens are extremely happy with our city. Our community is considered by many as one of the most beautiful cities on the prairies, boasting an exceptional quality of life. We are committed to our natural park areas, our clean and healthy environment, and the safety of our residents.

Mayor Norm Mayer



Back row: (left to right) Wayne Thronson, Norm Mayer, PJ Stasko and Kevin Hycha
Front row: (left to right) Greg Wood, Bill Sears, Agnes Hoveland, Ray McIsaac and Max Lindstrand

Council photos provided by S & L Photography

Going Forward: The Roadmap to 2015

Strategic Priorities

In 2011, Council adopted the “Roadmap to 2015 Strategy” and received a status update in October of 2013.

The priority areas included:

- Economic Development
- Capital Projects and Expenditures
- Core Services/Core Business
- Decision Making Protocols
- Informed and Engaged Community

Economic Development

- The new Community Economic Development Plan was approved by City Council and areas such as Business Retention, City Branding, Social Services, and partnerships with organizations have been the main priority for the plan.
- Municipal Planning Advisory Committee has been meeting on a regular basis and has made several recommendations to Council which have been adopted or are under review.
- Capital Projects
- Camrose Performing Arts Centre construction is on schedule for the 2014 opening.

Core Services/Core Business

- Core Services Review has moved forward and excellent progress has been made. A hybrid approach has led to a Council stream and Administration stream working closely together. Council has focused on strategic modern policies such as Council Committee Structure Policy, Delegation of Authority Policy, Capital Reserve Policy, Budget Preparation Policy, Budget Adjustment Policy and City Managers Bylaw.
- The Draft Green Space Master Plan was completed providing policy direction on future development and protection of City green spaces.

Council is currently working on a new Strategic Plan that will guide the City into the future.

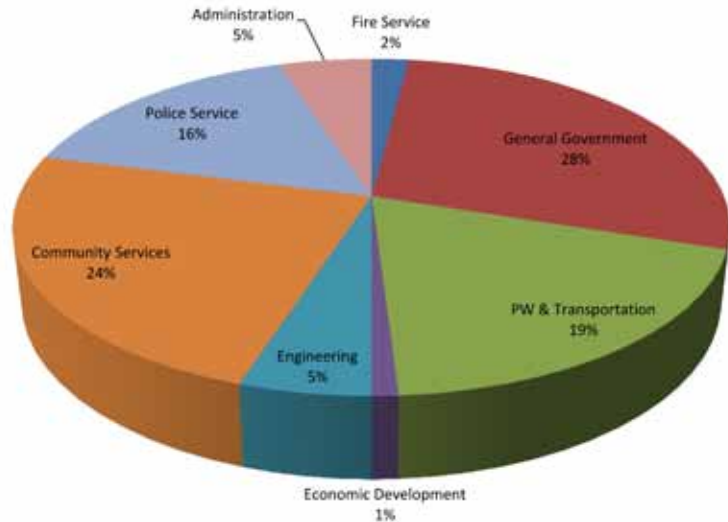


2014 Budget Revenues - Summary by Department

Based on an average single family dwelling assessment of \$264,426, citizens pay \$166.32 per month in municipal taxes (excluding the provincial education and lodge authority portions). So what do you get for your money every month?

General Operating Revenues

- Fire Service - \$3.32
- General Government - \$46.57
- Public Works & Transportation - \$31.60
- Economic Development - \$1.66
- Engineering - \$8.31
- Community Services - \$39.92
- Police Service - \$26.61
- Administration - \$8.31



The City of Camrose provides the infrastructure and essential services our community needs. The City is also an “arms – length” provider of many other programs by funding, at least in part, organizations which offer equally important services to local citizens. These organizations have their own Boards and staff, who implement specific programs and services. The list includes:

- Camrose Ski Club
- Centennial Museum
- Railway Museum
- Camrose Public Library
- Parkland Regional Library
- Visitor Information Centre
- Chamber of Commerce
- Rose City Handi-van Society
- Japan Friendship Society
- Founders Day
- Tourism Camrose
- Camrose and Area Lodge Authority
- Camrose and District Support Services
- Camrose Performing Arts Centre
- Centra Cam
- Alberta Main Street Program

General Government and Administration

- City Council
- City Manager
- Corporate Services
- Human Resources
- Financial Services and Assessment
- Information Technology (I.T.)

Public Works and Transportation

- Road Maintenance
- Street Lights and Traffic Signals
- Airport
- Water and Wastewater Infrastructure
- Utilities

Community Services

- Recreational Facilities
- Parks, Trails and Greenspace
- Culture
- Cemeteries

Police

- Police Protection
- Dare
- Community Peace Officer
- Emergency Management Services

Economic Development

- Business Retention and Expansion
- Communications
- Marketing

Fire

- Fire Protection
- Building Inspections
- Health and Safety

Engineering

- Engineering Services
- Planning and Building Services
- Development Application approval
- Long Term Community Planning

Ipsos Reid Survey

In 2013, Council authorized a Citizens Survey be completed so that the City would have benchmarked survey information. Ipsos Reid conducted the survey as they completed a similar survey in 2011.

Here are some highlights of this survey

- In many of the survey questions the responses are reasonably consistent with the 2011 survey. The top three “Top of Mind Community Issues” are Transportation (roads/streets 14%, public transit 13%), Taxation/Municipal Government Spending and Municipal Services.
- The overall quality of life in our community was again rated high at 98% saying it was very good/good.
- Satisfaction with municipal operations responses were very much in line with the data bank of “norms” that Ipsos Reid maintains on other Canadian municipal satisfaction surveys.
- Overall satisfaction with City services remains near the norm, with 89% of responses being very satisfied/somewhat satisfied.
- Value for taxes responses included 73% of responses indicating a good value, with 25% indicating poor value.
- Balancing Taxation and Service Delivery Levels had 6% fewer responses indicating that taxes should be increased to provide enhanced or maintained service levels.
- When the question was posed on top priorities the leader of this group by far was transportation.
- Ranking municipal priorities is an area that the Administration selected the question groupings for, and again roads/infrastructure renewal came in highest, with snow removal second, closely followed by expanded aquatic centre and public transit.
- In ranking the success of Camrose in different categories, the City received high marks for safeguarding and strengthening the City’s unique environment and working to establish a healthy, independent and safe way of life for all.



The Ipsos Reid Survey is available on our website at www.camrose.ca

Building Permits

2013

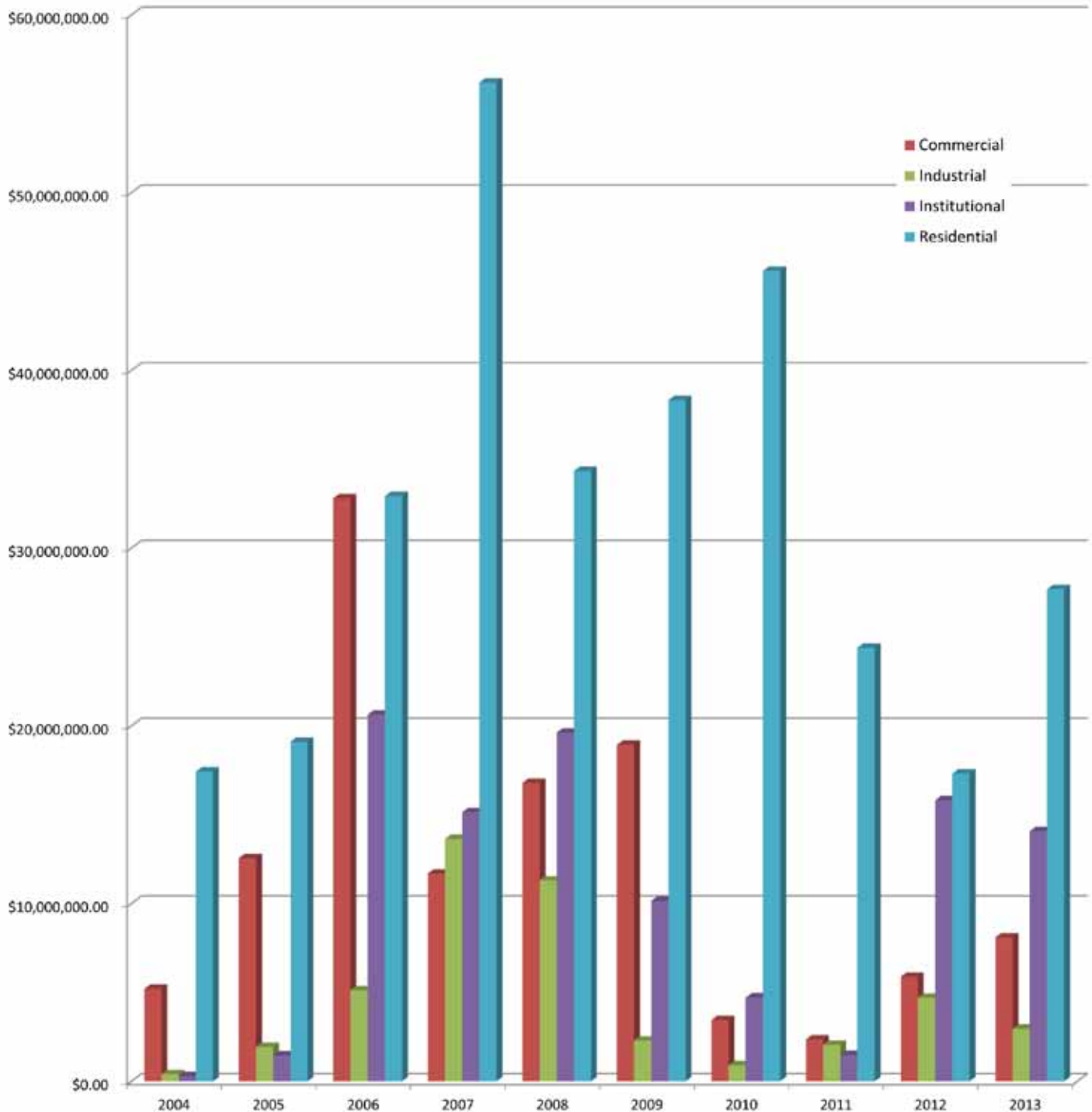
Commercial \$8,093,857
 Industrial \$2,955,385
 Institutional \$14,077,295
 Residential \$27,685,632
 Grand Total: \$52,812,170

Single Family Dwelling Units - 54
 Apt Duplex Units - 64

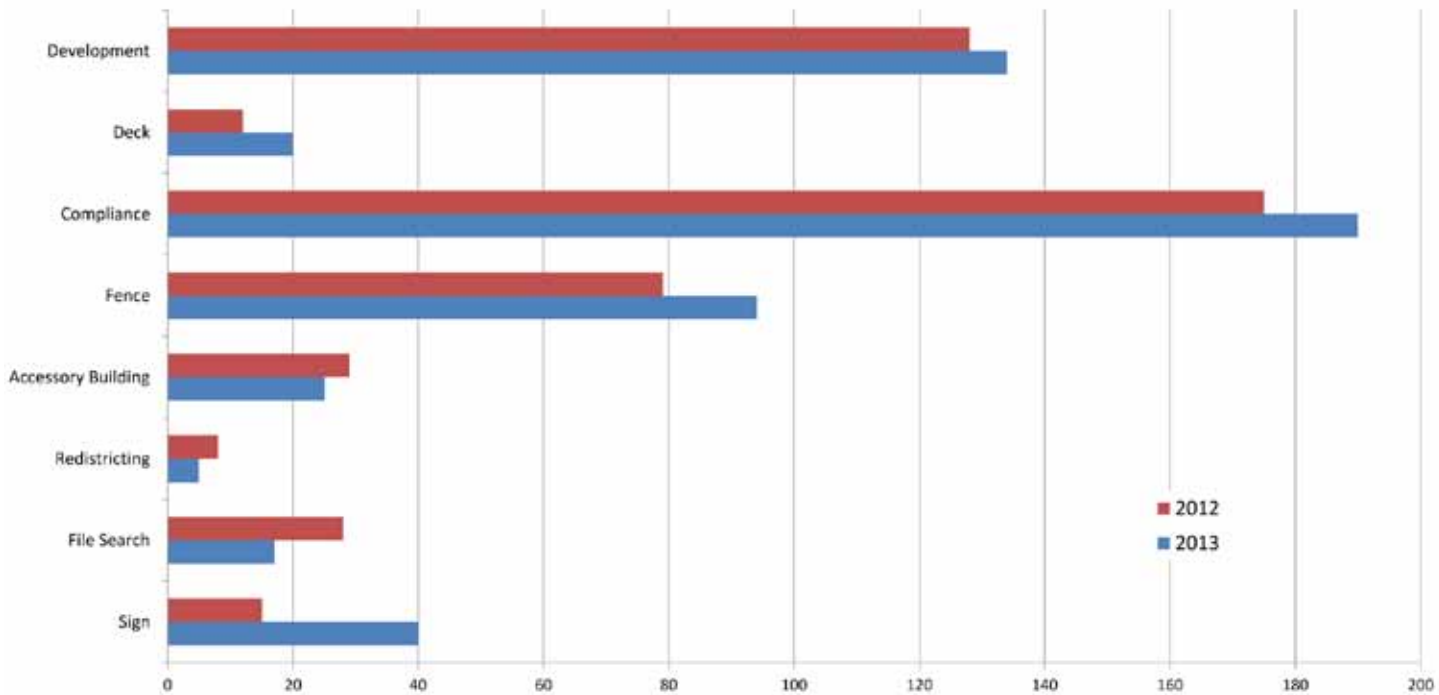
2012

Commercial \$5,876,097
 Industrial \$4,701,291
 Institutional \$15,812,245
 Residential \$17,318,458
 Grand Total: \$43,708,091

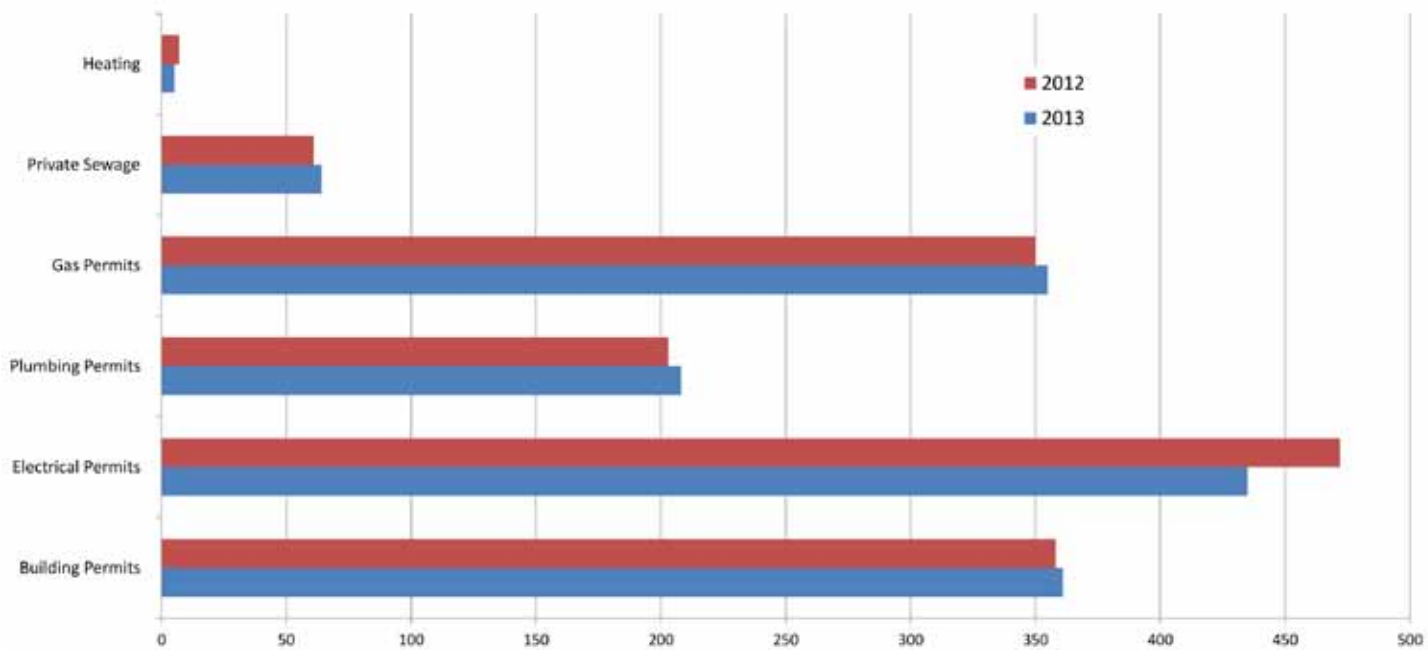
Single Family Dwelling Units - 53
 Apt Duplex Units - 12



Development Permits



Safety Codes Permits



Camrose Police Service

In July of 2013, the Camrose Police Service (CPS) successfully received its seventh re-accreditation award, with it being awarded as Meritorious with Excellence. The April On-Site Assessment found the Police Service to be in full compliance with the 486 Police Standards. This assessment confirmed that the Police Service is living by the letter and spirit of the CALEA policing standards and maintaining those high law enforcement standards by continuing to:

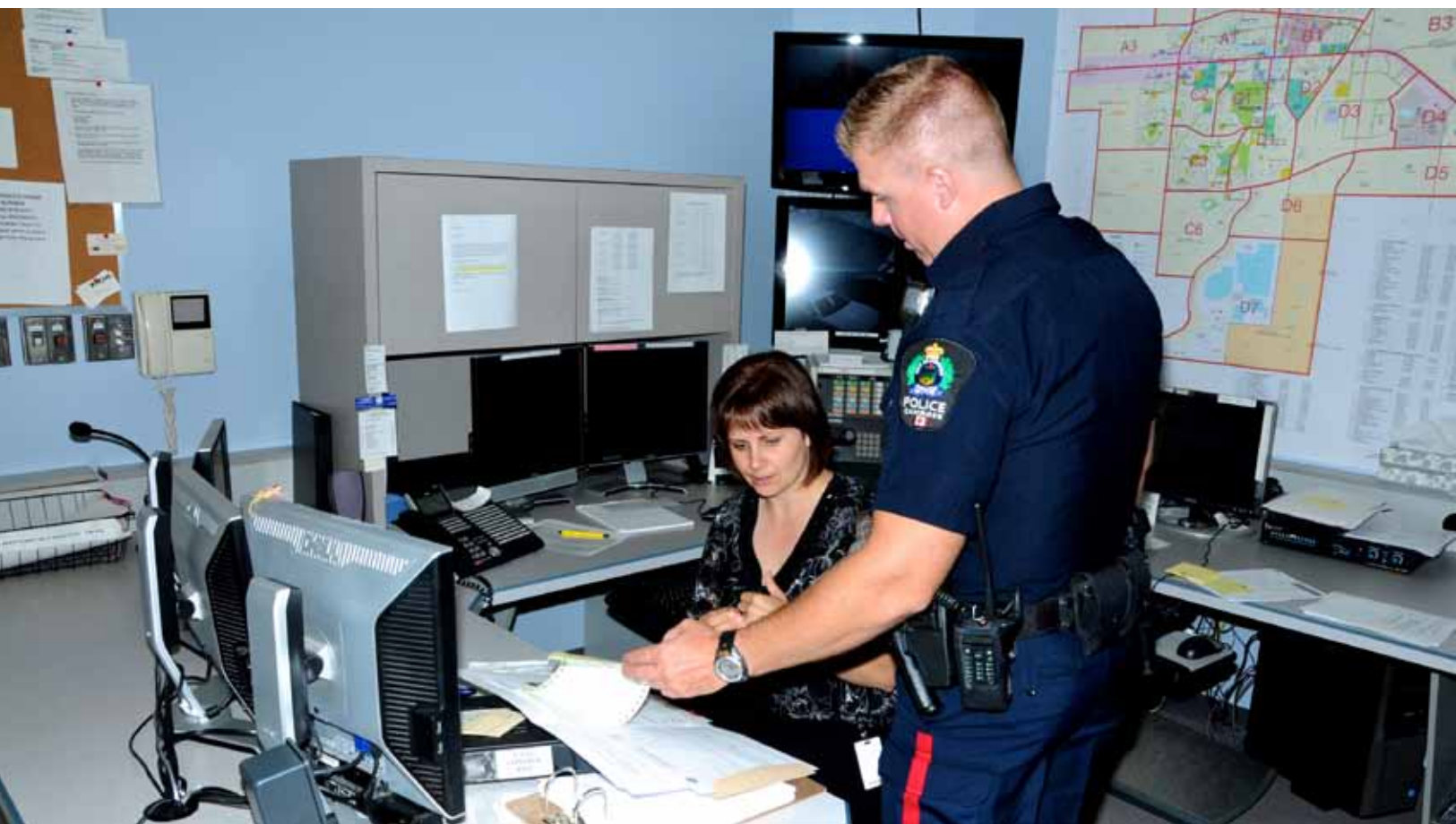
- strengthen crime prevention programs
- formalize essential management procedures
- establish fair and non-discriminatory personnel practices
- improve service-delivery
- solidify interagency cooperation and coordination and
- enhance citizen and staff confidence

Camrose Police Service is involved in many community programs and partnerships. In 2013 several presentations were given to various organizations, groups, businesses, and school classes. Examples of these presentations include: fraud awareness, identity theft, counterfeit currency, credit and debit card fraud, bike safety, residential security, domestic violence, impaired driving, and school zone safety.

Twenty three school tours were conducted by the Crime Prevention Officer or another officer in 2013.

Camrose Police Service works closely with:

- Camrose Victim Services Unit
- Crime Stoppers
- Business Watch Program
- Wise Owl Program
- Law Enforcement Torch Run
- D.A.R.E. Programs



Here is 2013 information from Camrose Police Service.

Provide 24/7 Policing Services to the City of Camrose

- Police to Population Ratio – 1/596 or 168/100,000
- Provided Police services in over 20,000 incidents
- Completed 1,874 Criminal Investigations
- Seized 334 grams of Cocaine, 852 grams of Marihuana and 695 grams of Methamphetamine
- Seized illegal narcotics totaling \$180,000.00
- Completed 670 Traffic Collision Investigations
- Utilized Photo Radar Enforcement to enhance traffic safety throughout the year
- Operates a prisoner holding facility 24/7
- Managed 779 prisoners through the lock-up
- Authorized civilian staff - 17
- Provide 24/7 E-911 Call Answer Services to the City of Camrose and Camrose County
- Provide 24/7 Dispatch Services to the Camrose Police Service, Camrose Fire Service, and 9 Camrose County Fire Departments
- Received more than 7210 E-911 calls.
- Have more than 60 volunteers contributing time and energy to our ongoing programs, boards and community projects

Visit the Camrose Police Service on their website: www.camrosepoliceservice.ca



Infrastructure and Planning Services

In 2013, Engineering Services had a few large capital construction projects. One of them was the replacement of signals at 39 Street and 48 Avenue. The old signals were aging and were due for replacement. The new signals were designed to be stronger (less susceptible to damage by heavy winds). As well, the new signals were designed to provide higher clearance for larger vehicles travelling through the industrial sector of the City. A few of the poles were also designed to manually swivel out of the way, to allow extra high loads to pass through the intersection on the north, south and east side of the intersection.

Another project was the intersection improvements at 68 Street and 48 Avenue. As a result of heavy rutting at this intersection, the City replaced all of the asphalt within this intersection with a concrete driving surface. This concrete surface is much more rigid than asphalt concrete, which means that the intersection will be less susceptible to wear and tear as a result of turning movements of vehicles through the intersection.

The year 2013 was a heavy “design” year for a number of major capital projects that will be happening in 2014 and later, including: sanitary trunk sewer upgrades between 44 Avenue and 47 Avenue, wastewater treatment plant upgrades, raw water lake station upgrades at Driedmeat Lake, among other projects.

Core Services Review

In its Strategic Plan, City Council established a “Core Services Review” as a key deliverable under the Core Services/ Core Business Strategic Priority to better align the City’s structure and work plans. Council’s role in this review is to ensure that its time and energy are focused on the long term strategies and key decisions that will be necessary as Camrose continues its growth as a progressive and increasingly multifaceted city.

The purpose of the Core Services Review is to:

- a) Review the City’s operations for effectiveness and efficiency to ensure best value for public dollars as possible
- b) Identify strengths and opportunities in municipal service delivery
- c) Refresh and reaffirm that the City organizations work

In addition to an inventory of the services, costs, revenues and the staff allocated to those services a municipal panel of experts was assembled to provide a series of objective observations and recommendations. Based on this an implementation plan was created. While full implementation will take some time, the City initiated action to make significant progress on some of the most foundational findings from the review.



City Hall

The new City Hall is under construction. The former City Hall building consisted of a 1940's building (East side) with a 1975 addition. (West side)

Initial discussions at Council started in 2002 and 2003 and the project was approved in 2013. The new facility will be 38,750 square feet on four floors. The construction timeline is very close to the schedule, which indicates an early March 2015 completion date.



Community Services

Partnerships and progress are two words that best describe the activity of the Community Services Department in 2013.

Though started in 2012, the Camrose Performing Arts Centre (CPAC) saw much of its construction take place in 2013 becoming a notable new addition to the skyline of Camrose and to the arts, cultural and educational community. The partnership formed between the City of Camrose; Augustana Campus, University of Alberta; Camrose County; the Government of Alberta and many private and corporate donors have made this project become a reality. Located on Augustana campus, this facility brings state of the art performance theatre design to the cultural community of Camrose, all in a very sustainable building 'package'. The Theatre Manager is now in place and is working on the programming of CPAC for 2014. We can hardly wait to say ...“its show time!”

Another great partnership resulted in the design, construction and opening of the new Rotary Youth Centre (RYC) located in Rudy Swanson Park. The Rotary Club of Camrose took the 'hands-on' and financial lead on this project with support from the City and many businesses and individuals that pledged and delivered the gifts of time and services to make this happen on a very short timeline. The fully accessible RYC is now the home of local youth and community groups; provides badly needed storage space for many of Camrose's minor sports organizations; and is a rentable space for any group looking for a 'hall type' atmosphere to suit their programming needs.

Other projects of note were the completion of significant upgrades to the Max McLean arena, the opening of the new #1 green at the Camrose Golf Course and the replacement of the playground structure in Jubilee Park.

Two projects that progressed in 2013 and are expected to be completed in 2014 are the Green Space Master Plan and the Aquatic Centre Upgrade Feasibility Study. Both of these projects will provide much needed planning direction enabling sound decision making as the City continues to grow and develop.

In addition to the new projects mentioned and in partnership with many community based organizations and institutions, we continue to provide and maintain our recreation and wellness facilities; athletic venues/sports fields; parks and green spaces and cultural learning opportunities; all of which contribute immensely to the quality of life experienced in Camrose.

Economic Development

It was a very progressive year in Economic Development for the City of Camrose. There has been an increase in building permits this year, increase in housing, increase in businesses and increase for prospects.

Our main goal as a result of our Community Economic Development plan was to focus on investment and business attraction, retention and expansion. We have surveyed close to 100 businesses in Camrose and will continue with the personal communication with businesses and economic development. This Business Retention and Expansion Program (BRE) has provided extensive information to further expand our business relationships.

It was another good year for the sale of lot sales in Valleyview. The Valleyview subdivision has only 3 lots left. There is one lot left on 24th Ave and 57 Street and 2 lots on 24th Ave and 56 Street.

Two highway Commercial lots were sold this year on the east end of Camrose. There are only two highway commercial lots left.

All of our industrial land was sold in 2013.

This year Economic Development has partnered with many organizations in Camrose. We are on the board with City Centre Camrose, The Chamber of Commerce, Tourism Camrose, Boomtown Trail, and Physician Recruitment. In 2013 year we started Jr. Achievement in Camrose with three different school classes. In 2014 we will be further promoting Jr. Achievement.

Communications

Our communication has progressed in areas of social media, radio, television and newspaper. Facebook has quadrupled and increased to over 700 likes and Twitter is over 800 followers.

Economic Development has a new marketing plan for outside the Camrose region that is attracting new businesses and residents to our area. The major change in our marketing is that we are providing more local information to residents in Camrose and Camrose County. Local information is updated regularly on Facebook, Twitter, website, Linked In and the City Pages in the newspapers.

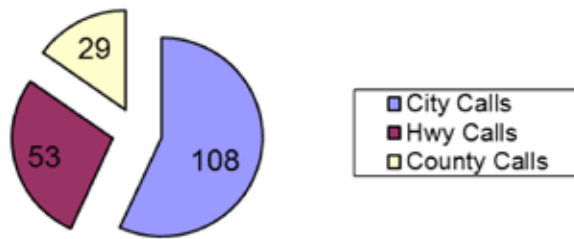


Camrose Fire Department

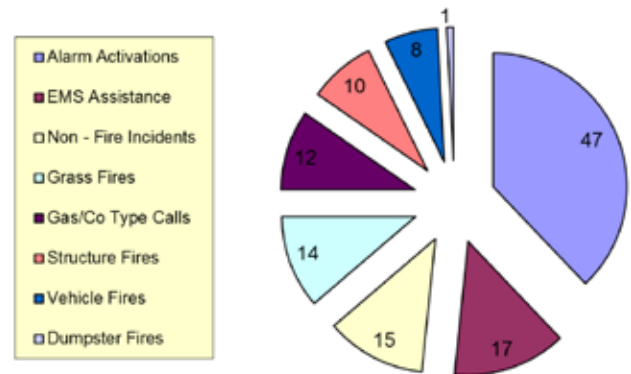
The Fire Department has a priority to continue to provide quality fire protection and prevention for the citizens of Camrose.

In 2013 the Fire Department responded to a total of 190 incidents: 23 City Fire Calls, 29 Camrose County Responses, 53 Motor Vehicle Collisions, 85 calls other than fires

Fire Department 2013 Responses by Location



Fire Department 2013 Responses by Type of Incident



Tour of Alberta

On September 4, Camrose was the finishing line of Stage 1 for the 2013 Tour of Alberta. This Tour of Alberta race was the first edition of what will hopefully become a regular event for the province. The race took place between September 3-8th as a six day, six stage race. The 2013 Tour of Alberta was one of seven UCI ranked stage races in North America in 2013. It was the highest profile bike race in Canada and one of the biggest in North America.

The race challenged a field of 120 world class cyclists from 15 elite professional teams. The cyclists raced close to 900 kilometres in Alberta.

There were many volunteers in Camrose that organized the first finish line event. Chamber of Commerce, Tourism Camrose, U of A Augustana Campus, City of Camrose City Council, Public Works, Camrose Police Service and the Camrose Fire Department.

The City of Camrose received a lot of publicity throughout the world as a result of this race.



New City Brand

Economic Development had workshops and stakeholder meetings regarding a new brand for the City of Camrose. The purpose of the webinars/workshops was to ensure that organizations are familiar with the meaning of branding and various options on a branding process.

What is a City Brand?

- A city brand is not just a logo on documents
- A city brand is what people think of that community... How a city is perceived by visitors, potential industry and businesses
- The brand defines the action plan for building the city in the coming years, by establishing a primary focus for the community
- Everything a community does affects the brand

People Look for Experiences and Opportunities

Branding will

- Fuel economic growth in the community
- Convey our culture and personality as a community
- Set us apart from other communities

City of Camrose Brand Promise

As Alberta's performance active city, Camrose is a culturally vibrant events community, renowned for being a champion host. The city is a growing regional hub centered on natural beauty...a flourishing community where families and business thrive.

Logo

The bright, modern rose, the focal point of the brand design, symbolizes Camrose as an event city and regional hub, as well as a vibrant and growing community. The flower has a fluidity of design that feels like the Alberta rose blowing in a country breeze, blooming a vision for the future. It conveys the growth of Camrose, a place to thrive.



The Stage is Set

In Camrose, the stage is set everywhere. Development, Education, Recreation, Community Events and Arts and Culture

Camrose Events

- Big Valley Jamboree
- Jaywalkers Jamboree
- Show & Shine
- Canadian Bull Congress
- Celebrating Women Conference
- Festival of Trees
- 2013 Tour of Alberta
- MS Bike Tour
- Camrose Regional Trade Show
- 2014 Snow Birds
- Rose City Roots Music Society Series
- Fly in Breakfast
- Spring Classic Pro Rodeo
- Nordly's Film Festival
- Growing Rural Tourism Conference
- Founders Days
- Camrose Night Classic Soccer
- Scarecrow Festival
- Many others

Great Locations and Facilities

- U of A Augustana
- Regional Health Care
- Camrose Performing Arts Centre
- Camrose Regional Exhibition (C.R.E.)
- Bailey Theatre
- Recreation Centre/Rudy Swanson Park
- Camrose Community Centre
- Camrose Railway Station
- Centennial Museum
- Mirror Lake
- Sports Fields
- Chuck MacLean Arts Centre
- Stoney Creek Valley





CITY OF 
Camrose
The stage is set

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