

Town of Stettler

General Information

Population: 5695 (2021 Census)

Municipal Budget: \$19,078,911

Parks & Leisure Services Budget: \$3.643mil – 18% of total Municipal Budget

Parks Budget: \$750K - 18% of total SPLS Budget

Total Area (includes residential, industrial, parks, roadways, etc.): ~3300 Acres





On behalf of myself and the Town of Stettler Council, as well as all Stettler residents, I would like to extend a warm welcome to the 2022 Communities in Bloom International Judges.

Stettler is “the Heart of Alberta”, which you will see reflected in the people, businesses, programs, events, and even in the decorations and features around the town. We offer the unique combination of a warm, small-town experience, with the amenities and services of a larger centre. Because of the local businesses and services, our trading area extends far beyond our town limits, with people coming from as far east as the Saskatchewan border. For a small community, Stettler has a strong environmental focus and has undertaken a number of progressive environmental initiatives, such as encouraging less idling, reducing single-use bag use, etc. We have extremely strong community support for a range of projects. This has been demonstrated by the wholehearted support for the Community Orchard which has come from community businesses, groups, service clubs, families and individuals.

Stettler is a vibrant community, offering a diverse array of sporting, arts and cultural events and activities, and is home to an excellent Town and Country Museum. The Alberta Prairie Railway Excursions (formerly Alberta Prairie Steam Train) is well known across Alberta and draws many visitors from afar. True to Stettler’s agricultural roots, there is an active rodeo and Agricultural Society and associated events and programs. You’ll also find a wide range of other programs, services and activities for visitors and residents of all ages and interests. Extensive walking/biking pathways crisscross and connect the many parks and green spaces within the community.

I hope that you enjoy your time visiting our community and the tour that has been prepared for you.

Mayor Sean Nolls

Welcome from Stettler Parks and Leisure Services Director

On behalf of the Parks and Leisure Services staff, it is my pleasure to welcome you to Stettler. We work hard all year to keep the town looking clean and tidy. We take pride in creatively finding ways to make the town a better place to live and enjoy time.

Allan King, Director of Parks



Welcome from Heartland Beautification Committee

The members of the Heartland Beautification Committee would like to offer a “Heart of Alberta” welcome to our judges for the 2022 National Edition of Communities in Bloom, Class of Champions Category. We hope that you enjoy your time in Stettler and recognize the many little (and big) things that make Stettler a place that we and our residents are proud to call home.

The Heartland Beautification Committee is made up of both community volunteers and Town of Stettler council members and staff. Our motto, “Keeping Stettler Clean and Green” means our goals are to beautify Stettler, to encourage eco-friendly habits and to highlight our heritage. Our committee oversees the Town of Stettler’s participation in Communities in Bloom.

We actively target areas of the community where we think we can have a positive impact and develop plans in those areas. Some are concrete projects (Community Gardens, Community Orchard, Downtown Park, Heart Park, Utility Pedestal Wraps, Solar-powered cell-phone charging station) while others are promotions or events that raise awareness of issues we face as a society (Walk ‘n’ Roll Challenge, Repair Café event, BYO Bag promotions, Idling-reduction awareness, Trash 2 Treasure events, Upcycle Challenge, to name a few).

The community is very supportive of our efforts, as exemplified by the community-funded Orchard that we established, with over \$60,000 being donated from the community, and another \$15,000 this year from a local service club for us to pursue a community project of our choosing.

We work hard to recognize people, groups and businesses that go above and beyond to make Stettler more beautiful and eco-friendlier, to hold them up as an example to others.

As long-time participants in the Communities in Bloom program, we appreciate and look forward every year to the very valuable outside input and feedback provided by our judges. We have acted on many of the suggestions and recommendations and, to that end, our involvement in CiB is vital to us. We welcome your comments and hope that you come to see why we think Stettler is indeed the “Heart of Alberta”, in geographical terms, but, more importantly, in personality.

Grace Fix, Chair (on behalf of the entire Heartland Beautification Committee)

Heartland Beautification Committee

Mission Statement

TO ENHANCE THE QUALITY OF LIFE IN STETTLER THROUGH BEAUTIFICATION AND RESPECT FOR THE ENVIRONMENT

“Keeping Stettler Clean & Green”

2022 Budget

The annual budget of the Heartland Beautification Committee is typically in the range of \$22,000 per year, with funds distributed between the various areas of focus, as well as Communities in Bloom and contingency/meetings. Additional funds for specific projects come from grants and/or community fundraising, or from direct one-off requests to Town Council.

Overarching Community Initiatives

Increase/ maintain community awareness of committee and projects

Communicate with community residents re: HBC priorities and initiatives

Participate in trade show & interaction at various events

Increase involvement and participation of youth in beautification activities and projects

Maintain activity in 6 focus areas (Environmental Action, Community Appearance, Stettler Blooms, Tree Management, Heritage Conservation)

Heartland Beautification Committee Members

Grace Fix (Retired Teacher)	Volunteer Member at Large
Allan King (Town of Stettler)	Parks and Leisure Director
Jacqui Peterson (Town of Stettler)	Administrator/Secretary
Wayne Smith (Chiropractor)	Town Councillor
Cheryl Barros (Legal Clerk)	Town Councillor
Laura Norman (Adult Literacy Coordinator)	Volunteer Member at Large
John Leard (Plumber)	Volunteer Member at Large
Tina Wilson (Registered Massage Therapist)	Volunteer Member at Large
Barry Bowie (Retired)	Volunteer Member at Large

How we get the word out

Water bill inserts advertise all Beautification and Communities in Bloom initiatives as well as the local radio and newspaper. The [Town of Stettler](#) website and [Facebook](#) page is regularly updated and are popular resources used to advertise programs and events. We also use stettlerlocal.com as an online advertising tool.

A [Heartland Beautification Facebook](#) page was created and is used to promote and feature HBC- related items. A [Stettler Green Team Facebook](#) page was also created to allow increased environmental awareness and promote environmental action events. Some events are advertised via contacts through the [Stettler Regional Board of Trade](#). The digital sign at the Stettler Recreation Centre also advertises events and initiatives.

Town of Stettler's past Communities in Bloom National Competition results

Scores	5 Blooms Silver-International Champions (small category)	5 BLOOMS BRONZE									
		2019	2018	2017	2016	2015	2014	2012	2011	2010	2009
Criteria	2019	2018	2017	2016	2015	2014	2012	2011	2010	2009	2008
Tidiness	88.6	85.6	84.2	85.3	87.2	90.3	85.7	84.7		87.2	87.6
Enviro Action	89.3	86.3	86.7	87.0	86.0	84.7	84.8	86.0		82.0	82.0
Heritage Cons.	88.6	86.0	88.0	87.7	82.7	79.7	80.3	78.0		82.4	81.6
Urban Forestry	87.4	83.2	81.7	83.1	80.7	76.0	81.9	83.4		78.4	81.6
Landscape (incl. Turf & Ground-covers)	88.5	84.0	84.4	84.3	84.0	78.8	83.9	82.5		81.2 /84.8	83.6
Floral Displays	89.4	85.2	82.3	82.0	84.1	84.3	85.0	86.3		84	
	88.7	85.0	84.40	84.75	84.03	82.0	84.0	83.5	83.2	82.55	83.15



Communities in Bloom History:

YEAR	LEVEL	CATEGORY	BLOOMS	SPECIAL MENTION	OUTSTANDING ACHIEVEMENT AWARD	JUDGE	JUDGE
2021		Digital participation					
2020		Digital participation					
2019	International Winners	International Challenge-Small	5 Blooms-Silver	Heartfelt Collaboration		Andrea Bocsi	Lorna McIlroy
2018	National Finalist	International Challenge – Small	5 Blooms – Bronze	Community Orchard	Community of Gardeners	Larry Hall	Bernadette Solon
2017	National Finalist	International Challenge – Medium	5 Blooms – Bronze	Carl Stettler Memorial Park		Roger Younker	Mauro Paridisi
2016	National Finalist	International Challenge – Medium	5 Blooms – Bronze	Environmental Initiatives		Evelyn Alemanni	Gaétan Deschênes
2015	National Finalist	International Challenge – Medium	5 Blooms - Bronze	Pride, Partnership & Promotion	Youth Involvement	Lorna McIlroy	Ted Zarudny
2014	National Finalist	International Challenge - Small	5 Blooms	Project: Walk 'n' Roll	Tidiness	Lucie Gagné	Piet Boersma
2013	National Finalist	International Challenge - Small	5 Blooms	Heritage Preservation - Museum		Evelyn Alemanni	Steve Preston
2012	National Finalist	International Challenge - Small	5 Blooms	Pedestrian Walking Paths	Landscape	Lorna McIlroy	Diana K. Weiner
2011	National Winner	National: Size = 3001-7500	5 Blooms	Community Gardens	Environmental Action	Diane Clasen	Gerry Teahen
2010	National Finalist	National: Size = 3001-7500	5 Blooms	Natural Landscaping Theme	Landscape	Lorna McIlroy	JoAnne Dunphy
2009	National Finalist	National: Size = 5001-8000	5 Blooms	Trail System		Diane Clasen	Ted Zarudny
2008	National Finalist	National: Size = 5001-8000	5 Blooms	Millennium Rotary Park		Brendan Casement	Jim Moore
2007	Provincial	Population	5 Blooms	Partnership between local CIB Committee, volunteers and local businesses			
2006	Provincial	Population	4 Blooms	Environmental Awareness			
2005	Provincial	Population	4 Blooms	Community Involvement			
2004	Provincial	Population	4 Blooms	Heritage			
2003	Provincial	Population	4 Blooms	Heritage Conservation			
2002	Provincial	Population	4 Blooms	Heritage			
2001	Provincial	Population	3 Blooms	Heritage			
2000	Provincial	Population	2 Blooms	Heritage Conservation			