TOWN OF TROCHU – AGENDA

Committee of the Whole Meeting
October 26th, 2026
At 6:30pm at Trochu Town Office

 # Agenda Item and Information
Committee of the Whole Meeting
October 26th, 2026

1. CALL TO ORDER:

Meeting to be called to order at 6:30pm.

2. ACCEPTANCE OF AGENDA

a) Additions to the agenda
b) Agenda acceptance

3. DELEGATIONS

a) ATCO – Denika Poppen, Filip Palasz 6:35pm

4. ITEMS OF DISCUSSION

a) Bylaw Enforcement
b) Operating Budget

5. CONFIDENTIAL MATTERS TO BE HELD IN CLOSED SESSION

Confidential Matters: Council to move to a session closed to the public for items dealing with Land, Legal or Labor in accordance with Section 197 and the Freedom of Information and Protection of Privacy Act – Division 2 of Part 1. Please note that no back-up material will be sent with this Agenda for closed sessions and material circulated will be returned to the CAO and destroyed unless otherwise noted.

a) Land

6. RETURN TO OPEN MEETING

Meeting to be recessed to allow return of public and reconvened with public present.

7. ADJOURNMENT

Meeting to be adjourned by Deputy Mayor Reeds

MEETING APPOINTMENTS

(Delegations, Presentations, etc.)

Subject: ATCO Information

Date & Time: October 26th, 2026, 6:35 PM

Prepared By: Jamie Collins

Presented by: Denika Poppen, Filip Palasz

STRATEGIC PLAN ALIGNMENT:

Economic Development	Partnerships	Fiscal Responsibility	Infrastructure
☑	☑	☐	☐

ATTACHMENTS:

Will bring a presentation on ATCO overview and how they can support economic development goals

APPROVAL:

Name	Title	Approved:
Jamie Collins	CAO	☑

TOWN OF TROCHU

2027 Operating Budget Discussions

Committee of the Whole Discussion Report

Meeting: Committee of the Whole

Date: October 26th, 2026

Prepared By: Jamie Collins, CAO

PURPOSE

To begin an open, interactive discussion about the 2027 operating budget and hear Council's priorities before Administration prepares the next draft. This is an opportunity for everyone to work through the choices together, so the resulting budget truly reflects Council's direction.

BACKGROUND

Council is being presented with a very early first draft of the 2027 operating budget. It is the "Cadillac" version: it includes the cost of ongoing operations along with some nice-to-have items that are not essential. These items are included to give Council a full starting point for discussion and can be changed, reduced, deferred or removed.

This first draft is not Administration's recommended budget, and its inclusion of an item does not mean Administration is recommending that item proceed. No approval of the draft budget or a tax increase is being sought at this meeting.

IMPACT ON BUDGET

The Assessor is predicting an overall assessment increase of approximately 2%. Using that estimate and keeping the municipal mill rate unchanged, the draft operating budget, including the suggested "nice-to-have" items, shows a projected surplus of $19,956. This leaves some room for Council to increase reserve contributions, increase expenses in some areas or slightly reduce the mill rate.

An unchanged mill rate would still mean higher municipal taxes for properties whose assessments increase. The attached tax examples illustrate this impact; no mill rate adjustment has been made at this stage. Individual tax changes will depend on each property's assessment change.

Reducing the mill rate enough to keep overall municipal tax revenue close to the previous year's level would reduce projected revenue by approximately $36,000. The projected surplus of $19,956 could cover part of this amount, leaving $16,044 in spending reductions for Council to identify. This could be achieved by reducing or removing some of the suggested extras. Individual municipal tax bills would still vary depending on each property's assessment change.

STRATEGIC PLAN ALIGNMENT

The discussion will consider Council's priorities of Infrastructure, Fiscal Responsibility, Partnerships and Economic Development, including how proposed spending supports those priorities and what Council wishes to focus on in 2027.

DISCUSSION AND AREAS OF NOTE

Salaries – COLA and Merit Increases

The draft budget uses an estimated 2% cost-of-living adjustment (COLA). The exact adjustment will not be known until November, when the October index is released, but 2% is considered a reasonable estimate for budgeting purposes. Each department also includes a cushion to allow for merit increases for employees who may qualify.

Sidewalk Replacement and Road Patching – $30,000

The draft budget includes $10,000 for sidewalk replacement and $20,000 to continue the newer style of road patching Public Works has been doing. The sidewalk budget is lower than in 2026 because the more complicated, curved sections have been completed. Planned sidewalk work for 2027 will be simpler.

Regional Grant Writer Contribution – $3,070

At the last Council meeting, Council requested that the Town's 2026 contribution toward the regional grant writer be highlighted. The contribution was $3,070, and the same amount has been included in the 2027 draft budget for discussion.

Pool Reserve Contribution – $20,000

The draft budget includes $20,000 to begin building a reserve for future pool repairs. Setting funds aside would help spread the cost over time and reduce the impact on the budget when repairs are needed.

Backroads Alberta – Community Promotion

I was introduced to Drew Kenworthy of Backroads Alberta through Karen Fegan in Delburne and have met and spoken with him several times. I have watched his videos and have been impressed with the quality and how he captures the people and character of each community. Backroads Alberta has also expanded to include broadcasts on Rogers TV, providing another opportunity to share Trochu's story. The DRAFT budget includes $18,000 for this project. The package includes a promotional video for the Town, shorter videos for social media, and a feature in a Backroads Alberta television episode.

Administration could apply for an NRED grant to help cover the cost. The proposed grant package totals $21,000, including access to the raw footage for future Town use. If the full 50% grant is approved, the Town's share would be $10,500.

Council could consider either of these options:

• Keep $18,000 in the budget. If the grant is approved, the remaining $7,500 could be used for other promotional projects, such as billboard advertising. If the grant is unsuccessful, Council could proceed with the original $18,000 package.

• Reduce the budget to $10,500. If the grant is approved, this would cover the Town's share of the $21,000 package. If the grant is unsuccessful, Council could use the $10,500 for other promotional projects instead.

This item is included for discussion so Council can consider whether this project fits its priorities and how much it wishes to budget for community promotion.

Asset Retirement Obligations (ARO) – $10,944

The draft budget includes $10,944 for 360 Engineering & Environmental Consulting to complete the Town's Asset Retirement Obligations assessment. This work identifies and estimates costs the Town is legally responsible for when buildings and infrastructure are eventually taken out of service, such as removing asbestos or closing facilities.

Completing this work will help bring the Town into compliance with accounting requirements and is expected to address the outstanding ARO issue noted in our audited financial statements, subject to the auditor's review. This is by far the best price we have received for this work. Three Hills has also used the company and was pleased with its work.

Main Street Security Camera – $3,500 plus Monthly Data Costs

The draft budget includes $3,500 for a security camera on Main Street to help deter vandalism and assist with investigating incidents. There would also be an ongoing monthly cost for the data card, with the amount included in the draft budget.

Youth Community Service Grant – $4,500

The draft budget includes $4,500 for a one-year Youth Community Service Grant pilot program in 2027. This would provide up to three grants of $1,500 each for youth-led projects that benefit Trochu, such as events, community service or small improvements. Youth ages 5–18 would apply with an adult sponsor, with projects requiring approval before work begins and receipts and a short report upon completion. Council could retain the proposed funding, adjust the amount or remove it from the budget.

Arena Roof Reserve Contribution – $30,000

The draft budget increases the annual contribution to the arena roof reserve from $10,000 to $30,000. This additional $20,000 would help build funds for future roof work and spread the cost over time. We received a quote of $101,000 and only started the reserve last year.

DIRECTION FOR THE NEXT DRAFT

The purpose of this meeting is a wholehearted discussion, with every member of Council involved. Administration will use the directions received to revise the draft and bring back updated figures, tax examples and any additional information requested.

ATTACHMENTS

Very early first draft of the 2027 operating budget

Tax example spreadsheet

Backroads Alberta / Blue Squall Media Proposal

Assessment Growth Document

TOWN OF TROCHU

2027 OPERATING BUDGET OVERVIEW — 2028 - 2030 OPERATING FINANCIAL PLAN

	Description	2025 Actual	2025 Budget	2026 Budget	2027 Budget	2028 Budget	2029 Budget	2030 Budget
	REVENUES							
*	**TOTAL TAXATION REVENUE**	**1,675,676**	**1,697,803**	**1,752,762**	**1,809,065**	**1,797,988**	**1,842,938**	**1,889,012**
	LESS: AB SUPPLEMENTARY SCHOOL REQ.	293,719	293,719	329,776	339,524	338,020	346,471	355,133
	AB DESIGNATED INDUSTRIAL ASSESS.	0	149	153	153	157	161	165
	KNEEHILL HOUSING (HOMES FOR THE AGED)	13,748	13,748	13,499	14,500	13,836	14,182	14,537
**	**TOTAL TAXATION REVENUE - MUNICIPAL PURPOS**	**1,368,208**	**1,390,187**	**1,409,334**	**1,454,888**	**1,445,975**	**1,482,124**	**1,519,177**
*	**TOTAL GENERAL REVENUE**	**254,290**	**181,020**	**171,020**	**254,908**	**175,296**	**179,678**	**184,170**
*	**TOTAL GENERAL GOVT. REVENUE**	**7,757**	**0**	**0**	**0**	**0**	**0**	**0**
*	**TOTAL ADMINISTRATION REVENUE**	**134,226**	**124,378**	**120,478**	**122,836**	**123,490**	**126,577**	**129,742**
*	**TOTAL POLICE REVENUE**	**805**	**1,500**	**1,500**	**1,500**	**1,538**	**1,576**	**1,615**
*	**TOTAL FIRE DEPT. REVENUE**	**73,335**	**66,193**	**73,297**	**57,423**	**75,129**	**77,008**	**78,933**
*	**TOTAL BY-LAW ENFORCEMENT DOG REV**	**1,280**	**1,335**	**1,335**	**1,320**	**1,368**	**1,403**	**1,438**
*	**TOTAL STORM SEWER REVENUE**	**0**	**0**	**30,000**	**30,000**	**30,000**	**30,000**	**30,000**
*	**TOTAL PUBLIC WORKS ROAD TRANS**	**16,999**	**11,000**	**113,300**	**78,800**	**116,133**	**119,036**	**122,012**
*	**TOTAL WATER AND UTILITIES REVENUE**	**962,709**	**863,000**	**897,400**	**991,500**	**919,835**	**942,831**	**966,402**
*	**TOTAL SEWER REVENUE**	**160,230**	**231,000**	**386,817**	**172,200**	**396,487**	**406,400**	**416,560**
*	**TOTAL GARBAGE REVENUE**	**246,571**	**270,158**	**272,114**	**245,483**	**278,917**	**285,890**	**293,037**
*	**TOTAL CEMETERY REVENUE**	**4,600**	**7,000**	**4,500**	**2,500**	**4,613**	**4,728**	**4,846**
*	**TOTAL ECONOMIC DEVELOPMENT REV**	**219,813**	**92,061**	**15,950**	**14,300**	**16,348**	**16,757**	**17,176**
*	**TOTAL GRANTWRITER REVENUE**	**8,000**	**0**	**0**	**0**	**0**	**0**	**0**
*	**TOTAL LAND REVENUE**	**1,273,385**	**173,000**	**0**	**50,000**	**0**	**0**	**0**
*	**TOTAL GENERAL RECREATION REVENUE**	**1,927**	**0**	**0**	**0**	**0**	**0**	**0**
*	**TOTAL SWIMMING POOL REVENUE**	**110,073**	**100,350**	**103,959**	**101,000**	**106,558**	**109,222**	**111,952**
*	**TOTAL ARENA REVENUE**	**152,039**	**133,375**	**136,709**	**137,752**	**140,127**	**143,630**	**147,221**
*	**TOTAL ARBORETUM REVENUE**	**24,732**	**18,500**	**27,700**	**22,720**	**28,393**	**29,102**	**29,830**
*	**TOTAL PARKS/BOULEVARDS REVENUE**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
*	**TOTAL FAIRGROUNDS REVENUE**	**46,689**	**27,600**	**46,600**	**37,000**	**47,765**	**48,959**	**50,183**
*	**TOTAL LIBRARY REVENUE**	**24,000**	**24,000**	**24,000**	**25,042**	**24,600**	**25,215**	**25,845**
*	**TOTAL FISCAL SERVICES REVENUE**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
**	**TOTAL REVENUE**	**5,091,669**	**3,715,656**	**3,836,013**	**3,801,172**	**3,932,570**	**4,030,135**	**4,130,138**
	EXPENDITURES							
*	**TOTAL GENERAL GOVERNMENT COUNC**	**114,999**	**122,900**	**135,230**	**125,280**	**138,611**	**142,076**	**145,628**
*	**TOTAL ADMINISTRATION EXPENSE**	**697,568**	**735,868**	**674,803**	**668,432**	**691,673**	**708,965**	**726,689**
*	**TOTAL ELECTION EXPENSES**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
*	**TOTAL POLICE**	**53,594**	**50,500**	**71,802**	**84,596**	**56,104**	**56,104**	**57,507**
*	**TOTAL FIRE EXPENSES**	**115,422**	**159,725**	**146,913**	**134,815**	**150,585**	**154,350**	**158,209**
*	**TOTAL DISASTER SERVICES EXPENSE**	**5,221**	**8,060**	**7,551**	**8,000**	**7,740**	**7,933**	**8,132**
*	**TOTAL BYLAW/ANIMAL/POLICING EXPENSES**	**1,080**	**1,800**	**2,500**	**2,500**	**2,563**	**2,627**	**2,692**
*	**TOTAL TRANSPORTATION SERVICES**	**547,378**	**817,389**	**821,785**	**792,655**	**842,330**	**863,388**	**884,973**
*	**TOTAL STORM WATER EXPENSES**	**0**	**11,549**	**11,725**	**11,725**	**12,018**	**12,319**	**12,627**
*	**TOTAL WATER EXPENSES**	**703,631**	**807,580**	**862,349**	**896,464**	**883,908**	**906,005**	**928,656**
*	**TOTAL SEWER EXPENSES**	**68,043**	**128,645**	**314,028**	**123,903**	**321,878**	**329,925**	**338,173**
*	**TOTAL GARBAGE EXPENSES**	**266,955**	**246,258**	**257,661**	**277,724**	**264,103**	**270,705**	**277,473**
*	**TOTAL FCSS EXPENSES**	**14,764**	**13,035**	**15,044**	**15,044**	**15,420**	**15,806**	**16,201**
*	**TOTAL RESTORATIVE JUSTICE PROG**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
*	**TOTAL KNEEHILL HOUSING CORP EX**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
*	**TOTAL CEMETERY EXPENSES**	**260**	**1,000**	**500**	**500**	**513**	**525**	**538**
*	**TOTAL ECONOMIC DEV. EXPENSES**	**201,335**	**173,973**	**106,090**	**100,300**	**108,742**	**111,461**	**114,247**
*	**TOTAL MUNICIPAL PLANNING**	**31,219**	**31,700**	**26,230**	**26,230**	**26,886**	**27,558**	**28,247**
*	**TOTAL GRANT WRITER EXPENSES**	**10,072**	**13,309**	**3,070**	**3,070**	**3,147**	**3,225**	**3,306**
*	**TOTAL LAND EXPENSES**	**63,496**	**67,021**	**75,227**	**80,321**	**77,108**	**79,036**	**81,012**
*	**TOTAL RECREATION EXPENSES**	**0**	**51,312**	**52,594**	**52,594**	**53,909**	**55,257**	**56,638**
*	**TOTAL SWIMMING POOL EXPENSE**	**194,102**	**204,689**	**231,204**	**243,513**	**236,984**	**242,908**	**248,981**
*	**TOTAL ARENA EXPENSE**	**274,601**	**245,888**	**276,364**	**275,751**	**283,273**	**290,354**	**297,613**
*	**TOTAL GOLF EXPENSE**	**267**	**275**	**275**	**275**	**282**	**289**	**296**
*	**TOTAL ARBORETUM EXPENSES**	**115,590**	**119,053**	**116,450**	**128,514**	**119,361**	**122,345**	**125,404**
*	**TOTAL PARKS EXPENSE**	**67,784**	**71,798**	**75,308**	**80,320**	**77,191**	**79,121**	**81,099**
*	**TOTAL FACILITY MANAGEMENT EXPENSE**	**3,870**	**2,788**	**4,178**	**0**	**4,282**	**4,389**	**4,499**
*	**TOTAL FAIRGROUNDS EXPENSE**	**64,054**	**64,987**	**81,508**	**83,084**	**83,545**	**85,634**	**87,775**
*	**TOTAL LIBRARY EXPENSE**	**25,932**	**33,650**	**33,237**	**35,042**	**34,067**	**34,919**	**35,792**
*	**TOTAL CULTURE EXPENSE**	**1,282**	**1,400**	**1,400**	**1,900**	**1,435**	**1,471**	**1,508**
**	**TOTAL EXPENSES**	**3,642,520**	**4,186,151**	**4,405,024**	**4,252,554**	**4,497,656**	**4,608,695**	**4,723,912**
	TOTAL SURPLUS/-DEFICIT	**1,449,149**	**-470,495**	**-569,011**	**-451,382**	**-565,086**	**-578,560**	**-593,774**
	Less Unfunded Amortization Expenses	**448,627**	**448,627**	**459,843**	**471,339**	**483,122**	**495,200**	**507,580**
	Adjusted Surplus/(Deficit)	**1,897,776**	**-21,868**	**-109,168**	**19,956**	**-81,964**	**-83,360**	**-86,194**
	Additional gen. mun. taxes required to balance	**0**	**21,868**	**109,168**	**0**	**81,964**	**83,360**	**86,194**
	Surplus/(Deficit)	**1,897,776**	**0**	**0**	**19,956**	**0**	**0**	**0**

TOWN of TROCHU

TAX EXAMPLES

	Assessment 2026	2026 Total Rate	2026 Total Taxes	2026 Muni Taxes	2026 Req. Taxes	Assessment 2027	2027 Total Rate	2027 Total Taxes	2027 Muni Taxes	2027 Req. Taxes	Assessment Change	Tax Amount Change	Tax % Change
RES													
Carl Peterson	$184,000	13.720712	**$2,524.61**	$1,997.34	$527.27	$187,680	13.720712	**$2,575.10**	$2,037.28	$537.82	2.0%	$50.49	2.00%
Barry Kletke	$352,000	13.720712	**$4,829.69**	$3,820.99	$1,008.70	$359,040	13.720712	**$4,926.28**	$3,897.41	$1,028.87	2.0%	$96.59	2.00%
Jaime Martel	$105,000	13.720712	**$1,440.67**	$1,139.78	$300.89	$107,100	13.720712	**$1,469.49**	$1,162.58	$306.91	2.0%	$28.81	2.00%
9 Regency Close (Highest)	$621,000	13.720712	**$8,520.56**	$6,741.01	$1,779.55	$633,420	13.720712	**$8,690.97**	$6,875.83	$1,815.14	2.0%	$170.41	2.00%
Chris Armstrong	$211,000	13.720712	**$2,895.07**	$2,290.42	$604.65	$215,220	13.720712	**$2,952.97**	$2,336.23	$616.74	2.0%	$57.90	2.00%
Chris Reeds	$368,000	13.720712	**$5,049.22**	$3,994.67	$1,054.55	$375,360	13.720712	**$5,150.21**	$4,074.57	$1,075.64	2.0%	$100.98	2.00%
Bill Cunningham	$174,000	13.720712	**$2,387.40**	$1,888.79	$498.62	$177,480	13.720712	**$2,435.15**	$1,926.56	$508.59	2.0%	$47.75	2.00%
Cerilo De La Cruz	$161,000	13.720712	**$2,209.03**	$1,747.67	$461.36	$164,220	13.720712	**$2,253.22**	$1,782.62	$470.59	2.0%	$44.18	2.00%
Commercial													
233 North Road	$1,004,000	25.731212	**$25,834.14**	$21,540.91	$4,293.23	$1,024,080	25.731212	**$26,350.82**	$21,971.73	$4,379.09	2.0%	$516.68	2.00%
322 Arena Avenue	$79,000	25.731212	**$2,032.77**	$1,694.95	$337.81	$80,580	25.731212	**$2,073.42**	$1,728.85	$344.57	2.0%	$40.66	2.00%
217 Main Street	$107,000	25.731212	**$2,753.24**	$2,295.69	$457.54	$109,140	25.731212	**$2,808.30**	$2,341.61	$466.70	2.0%	$55.06	2.00%
102 First Avenue	$1,521,000	25.731212	**$39,137.17**	$32,633.19	$6,503.98	$1,551,420	25.731212	**$39,919.92**	$33,285.86	$6,634.06	2.0%	$782.74	2.00%
102 Eckefelder	$2,447,000	25.731212	**$62,964.28**	$52,500.61	$10,463.67	$2,495,940	25.731212	**$64,223.56**	$53,550.62	$10,672.94	2.0%	$1,259.29	2.00%

Assessment Growth

Assessment Year: 2026

Assessment Code		Tax Status	Grand Totals - Previous (2025)	New (2026)	Growth	Inflation	
300	Vacant	T	1,155,000	1,074,000	-46,000	-35,000	-3.0%
301	Farmland	T	33,000	33,000	0	0	0.0%
310	Single Family	T	83,746,950	85,227,950	1,481,000	0	0.0%
316	Mobile home; Own Lot	T	3,436,000	3,483,000	47,000	0	0.0%
317	Mobile home; In Park	T	461,000	461,000	0	0	0.0%
319	Manufactured Home Community	T	666,000	666,000	0	0	0.0%
500	Vacant Commercial	T	796,000	893,000	97,000	0	0.0%
510	Improved Commercial	T	16,697,050	16,737,050	45,000	-5,000	0.0%
610	Improved Industrial	T	278,000	278,000	0	0	0.0%
650	M & E	T	37,010	37,010	0	0	0.0%
770	Federal GIL - Non Residential	G	155,000	155,000	0	0	0.0%
899	Municipal Owned- Farmland	E	14,000	14,000	0	0	0.0%
900	Municipal Owned - Res Zoned	E	466,000	406,000	-35,000	-25,000	-5.4%
901	Municipal Owned - Com Zoned	E	3,804,000	3,772,000	-32,000	0	0.0%
902	Municipal Owned - Ind Zoned	E	47,000	47,000	0	0	0.0%
903	Municipal Owned - Public Use	E	14,881,000	23,097,000	8,329,000	-113,000	-0.8%
955	Schools	E	5,936,000	6,096,000	160,000	0	0.0%
960	Church	E	2,971,000	2,904,000	0	-67,000	-2.3%
970	Hospital	E	7,103,000	7,081,000	0	-22,000	-0.3%
990	Exempt Other	E	1,721,000	1,721,000	0	0	0.0%
		Total:	144,404,010	154,183,010	10,046,000	-267,000	-0.2 %

BLUE SQUALL MEDIA

Trochu:
NARRATIVE INFRASTRUCTURE

PROJECT: Backroads Alberta (Narrative Infrastructure for the Rural Soul of Alberta)

The Small Town with the Big Heart

Prepared for: Jamie Collins and Council

The Vision: Telling the Story Council Already Believes
Trochu is a town of 1,200 people that just drew 130 to a single community tour — over 10% of the population, turning out to see a $45M senior living project take shape. That's not apathy; that's a community that shows up. The problem isn't belief. It's that beyond Trochu itself, few people outside town know this story exists yet.

The Identity Gap: Known Locally, Invisible Provincially
Trochu's momentum right now is huge. The seniors project nearing completion, a new care partner in the wings, and a town that rallies around its own is a real, current story. Without strategic storytelling, that story stays inside Trochu's own borders instead of reaching the new families, business owners, and investors this town needs to keep growing.

A Funding Opportunity Worth Flagging Now
Alberta's Northern and Regional Economic Development (NRED) Program provides matched funding of up to 50% of total eligible project costs ($10,000–$300,000 range) for projects supporting investment readiness and regional promotion. This language lines up directly with this partnership.

Important dates: Applications close 4 p.m, November 19, 2026. Funding decision: Spring 2027.

NRED requires total eligible project costs of **at least $20,000,** with the applicant matching a minimum of 50%. Our $18,000 partnership sits just under that floor on its own. If useful, we can add a Raw Footage License (a real, previously delivered asset — we've provided this to the Town of Stettler/the Stettler Board of Trade) for **$3,000** to bring the eligible project cost to **$21,000**, clearing the NRED threshold with room to spare, while giving Trochu its own footage library for future use (social content, grant applications, or campaigns, independent of the finished film).

This could mean Trochu brings a genuinely reduced net cost to council — not just a budget line, but a partially-funded investment.

STRATEGIC ALIGNMENT

We've mapped this production to anticipate Trochu's highest priorities:

1. The Heart of the People (Trust, Already Earned)

- **The Focus:** Working in communities across the country, Sam Smaldon has said he's "never met people like the people in and around Trochu."
- **The Result:** We put that on camera, not just in anecdote.

2. Growth Readiness (Subdivision & Housing)

- **The Focus:** Trochu is building a subdivision beside the senior living centre and holds unserviced land ready for the right developer.
- **The Result:** A strong town identity film is part of the case that makes Trochu visible to that developer.

3. Momentum Worth Amplifying

- **The Focus:** The Ag Society's early support helped get Backroads Alberta off the ground in its first year.
- **The Result:** This partnership lets Trochu's own story grow alongside a project it helped build.

OUR PROCESS: THE STORYFINDING AUDIT

How we ensure Trochu's soul is captured:

1. **The Stakeholder Session:** Identifying who embodies Trochu's story.
2. **The Character Filter:** Looking for the victors whose desire and motivation for Trochu are contagious.
3. **The Red Pen Promise:** The Town maintains final authority over its specific Heritage Asset before a single frame screens.

UNLOCKING $48,000 IN PARTNERSHIP VALUE

- **The Regional Leader Investment: $18,000**
  - Structured as $9,000 in 2026 / $9,000 in 2027.
  - Timeline: 2026 (Pre-production — keywords, characters, storyfinding) → 2027 (Production and delivery).
- **The Town Heritage Asset ($12,000 Value):** A custom 3-minute cinematic Identity Film + 3 social media assets (<60-second videos) — attraction tools for young families, business owners, and future residents.
- **The Rogers tv Regional Anchor Spot ($25,000 Value):** Trochu featured as a resilient anchor of Central Alberta in a 30-minute broadcast episode, airing 3-4 times per week across the entire Rogers tv Alberta network.
- **The Provincial Daily Pulse ($10,000 Value):** Targeted promotion via the Stingray Radio network and our social channels, leveraging 1.9 Million+ social views.
- **The Red Carpet Premiere ($1,000 Value):** A live screening event in Trochu to celebrate local victors and ignite community pride.
- BONUS: A 10-15 minute behind-the-scenes episode for the Backroads Alberta YouTube channel.

Optional Add-On: Raw Footage License — $3,000

  - Full access to raw, unedited footage (clipped and organized) captured during production for Trochu's own future use — social content, grant applications, internal communications, or future campaigns, independent of the finished Heritage Asset. (We've delivered this same asset for the Town of Stettler.)

- Updated Total Founding Investment: $21,000 (Structured as $10,500 in 2026 / $10,500 in 2027). That pushes the total value delivered from $48,000 to $51,000 against a $21,000 investment, and clears NRED's $20,000 floor with room to spare.

Book a 15-minute strategic briefing here.