

St. Albert City of
*Business and Tourism
Development*



BUSINESS AND TOURISM DEVELOPMENT QUARTERLY REPORT Q2.11

The Business and Tourism Development (B&TD) Long Term Department Plan (LTDP) was adopted on February 25, 2008. Within the plan, (Section 2.5) four goals were established.

1. We will have an increased number of new or expanded businesses in St. Albert
2. We will have an increased number of residents working in St. Albert
3. We will maximize economic spin-offs from community events and attractions
4. We will provide excellent services

A series of measures were established for each goal. This report provides a review of the goals and progress being made on the various measurements. Some measures may only be available on an annual or even longer basis due to the source of information.

B&TD will continue to review the measures established and develop better tracking tools to ensure consistent, reliable data is being collected. These will be updated and implemented over the life span of the Long Term Department Plan.

Goal 1: We will have an increased number of new or expanded businesses in St. Albert

Measure: number of business licenses – reported on a quarterly basis

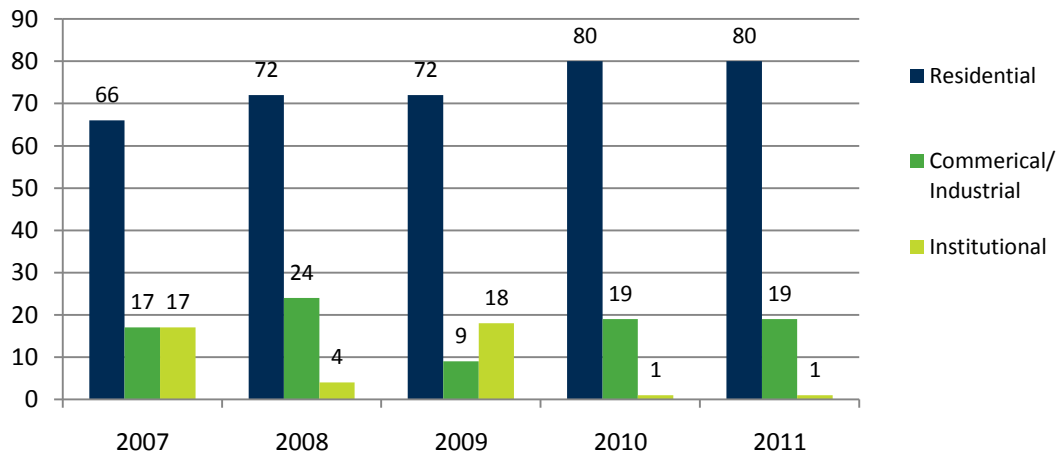
Total number of Business Licenses (YTD)					
	January - June				
	2007	2008	2009	2010	2011
Resident	1,145	1,192	1,246	1,306	1,391
Home-based	827	882	928	1,011	1,054
Non-Resident	689	691	739	756	736
TOTAL	2,661	2,765	2,913	3,073	3,181

Measure: value of building permits (residential & non-residential) – reported on a quarterly basis

January – June (YTD)					
	2007	2008	2009	2010	2011
Residential					
- residential	\$73.3M	\$25.6M	\$36.8M	\$45.2M	\$46.5M
Non-Residential					
- commercial	\$15.8M	\$7.0M	\$1.1M	\$5.6M	\$2.9M
- industrial	\$3.3M	\$1.5M	\$3.7M	\$5.4M	\$8.1M
- institutional	\$19.4M	\$1.5M	\$9.0M	\$0.4M	\$0.8M
TOTAL	\$111.8M	\$35.6M	\$50.6M	\$56.6M	\$58.3M

TOTAL BUILDING PERMIT VALUES (%)

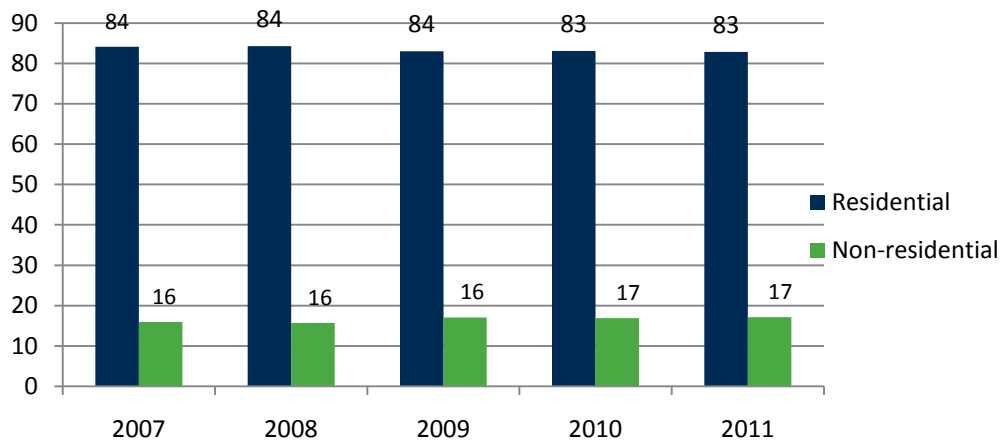
January – June



Measure: number of net new businesses – annual
 Commercial/Industrial 65
 Home-based 80

Measure: percentage of total assessment:
 Measured annually, please refer to Q1.2011

Measure: percentage of total tax revenue:



Measure: value of new non-residential assessment
 Measured annually, please refer to Q1.2011

Measure: annual non-residential taxes collected
Measured annually, please refer to Q1.2011

Goal 2: We will have an increased number of residents working in St. Albert

Measure: number of residents that work in St. Albert:
See 2010 Municipal Census
<http://www.stalbert.ca/uploads/files/business/Census-2010-F.pdf>

Goal 3: We will maximize economic spin-offs from community events and attractions

Measure: number of tourism website hits:
www.visitstalbert.com

	Q2 2011	Q1 2011
Website Visits	1,825	1,464
Avg hits/day	20.05	16.27
Page Views	4,900	3,181

Who is visiting our site?

- 76.16% of visitors were new to the site;
- 53.7% of visitors are finding the site via Google, 22.85% are typing in the website address; and
- 96.6% of our visitors are from Canada, with the remaining 3.4% coming from the USA, The UK, Netherlands, Australia, India, Hungary, Russia, Albania, Brazil, Germany, Ukraine, Denmark, Costa Rica, Czech Republic and Indonesia.

What are they interested in?

- 22.4% of our viewers are visiting pages in our restaurant listings;
- 21.8% of our viewers visit the home page; and
- The remainder of our viewers is interested in recreation, information about St. Albert, accommodations in St. Albert and the calendar of events.

Measure: quality of events as measured through event surveys
No events were surveyed in Quarter 2, 2011

Goal 4: We will provide excellent services

Measure: response time for requests:

B&TD staff strives to respond to all inquiries within one business day. Cross training of staff continues so that any staff who is on duty is well versed in order to respond to a variety of inquiries.

Measure: percentage of customers who are satisfied or very satisfied with B&TD's services, events and products:

No B&TD survey was undertaken in 2011. No complaints about Business & Tourism Development customer service were brought forward to the department.

MARKETING, NETWORKING AND SPECIAL PROJECTS:

MARKETING

BUSINESS WEBSITE

Business Development

	Q2 2011	Q1 2011
Website Visits	3,170	4,679
Avg hits/day	34.84	51.99
Page Views	5,959	8,941

*Note: the above numbers are from May 12 to June 30 only due to technical difficulties with the analytics on the website during the period of time covering March 11 thru to May 11.

Who is visiting our site?

- 52.66% of visitors were new to the site;
- 67.67% of visitors are finding the site via Google, and 9.72% are typing in the website address. 10.60% were referred through an existing site; and
- 94.83% of our visitors are from Canada, with the remaining 5.17% coming from the USA, India, United Arab Emirates, The UK, South Korea, France, and others.

What are they interested in?

- 49.39% of our viewers are visiting our business page;
- 8.29% of our viewers visit the demographics, facts & figures pages; and
- The remainder of our viewers is interested in business licensing, starting a business and commercial and industrial real estate.

COMMITTEES & AGENCIES INVOLVEMENT

Business & Tourism Development Department staff are committed to serving the community and serve on a number of volunteer committees including:

- Chamber of Commerce events like the Spring Trade Show & Sale, Small Business Week, Downtown Committee, etc.
- Northern Alberta Business Incubator Board of Directors
- Brand Leadership Team
- SAEDAC and its subcommittees
- Physician Attraction Task Force

Business & Tourism Development Department staff also volunteer to serve on numerous regional committees and professional associations.

CONFERENCES, TRADESHOWS, SEMINARS & WORKSHOPS ATTENDED

Business & Tourism Development Department participated in conference/trade shows during the second quarter in 2011 to market St. Albert and garner competitive intelligence from various industry sectors. Some of these events included:

<u>Event</u>	<u>Objective</u>
Economic Developers of Alberta Conference	Networking/Intelligence
Rural Tourism Conference	Networking/Intelligence/Business Attraction/Promote Brand
NBIA Conference	Networking/Intelligence
Cold Climate Conference	Networking/Intelligence/Business Attraction
Sustainabuild Conference	Networking/Intelligence/Business Attraction
Eco-Industrial Park Conference	Networking/Intelligence/Business Attraction/
Go Expo	Networking/Intelligence/Business Attraction
International Conference for Responsible Tourism	Networking
Travel Alberta Tradeshow	Marketing
Western Manufacturing Tradeshow	Networking/Intelligence/Business Attraction
Edmonton Journal Travel Show	Marketing/Promote St. Albert

Continued participation in a number of local and regional events and meetings throughout the quarter; some of the events included:

<u>Event</u>	<u>Objective</u>
Edmonton Real Estate Forum	Networking/Intelligence/Marketing
Oilsands Information Session	Networking/Intelligence/Marketing
EEDC Annual Luncheon	Networking/Intelligence/Marketing
West Edmonton Business Luncheon	Networking/Intelligence/Marketing
Public Meeting – rezoning land next to Enjoy Centre	Networking/Intelligence/Marketing
Alberta Chamber of Commerce AGM	Sponsor/Volunteer/Host Information Desk
Avenir/CISCO Workshop	Networking/Intelligence
Botanical Bus Tour	Networking/Intelligence
Chamber of Commerce Golf Tournament	Networking
Economic Development Symposium in Bon Accord	Networking

Business & Tourism Development Department staff serve on many regional committees throughout the year, including:

- Greater Edmonton Economic Development Team (GEEDT)
- Edmonton Regional Tourism Group (ERTG)
- Capital Regional Economic Roadmap Working Committee

OTHER INFORMATION OF INTEREST:

- Conducted four Mayor Business Visits in Quarter 2, 2011. Two businesses in Campbell Business Park, one Downtown, and one regional business.
- Hosted University of Waterloo Economic Developers Program Year I students from across Canada; conducting Case Studies in St. Albert on the 1) Enjoy Centre, and 2) Botanic Arts.
- As of June 30, 28 applications have been received.
- B&TD is working with Brand Leadership Team to implement Branding initiatives.
- Re-branded the Department boardroom.
- Industrial Land Study workshops with business and industry; workshop with Administration.
- Provide detailed input, review report; refer report to stakeholders, land-owners and Council. Presented to Council June 20 for receipt, referral. A formal presentation to be presented early July.
- Receipt of Economic Roadmap at Capital Region Board (CRB).

Q: What permits do I need to need to start my business?

A: It's easy! The City of St. Albert uses the online BizPal service to assist entrepreneurs through the permitting, licensing and compliance processes. Using BizPal, clients are easily able to use a question and answer process to access information specific to their type of business.



Cheryle Wong
Business Licensing Inspector

BizPal provides businesses with one-stop access to permit and licence information for all levels of government. This reduces research time, assists entrepreneurs in starting their businesses and provides the assurance that they meet permit and licence requirements.

If you have any questions about business licensing stop in and see Cheryle at St. Albert Place, and check out BizPal in the business section at www.stalbert.ca.

5 St. Anne Street • 780.459.1618




Saint City News "Ask The Professional" feature

Cultivate your business in downtown St. Albert

Contact St. Albert Business & Tourism Development for more information and available opportunities.

T: 780.459.1631 E: info@st-albert.net
www.cultivatebusiness.ca



Gazette downtown business feature

It's our 150th Anniversary!

Join the fun!

Meet the Street June 12, 2011

Soap Box Derby June 19, 2011

Battle of the Bands July 1, 2011

Rendezvous Picnic August 28, 2011
For more information visit: www.rendezvous2011.ca

Farmers' Market
Every Saturday, June 18 - October 8, 2011

Rock'n August
August 3-8, 2011

Botanic Park
Open Daily - 265 Sturgeon Road
For more information visit: www.visitstalbert.com



Edmonton Summer Guide

5

1 Home of the Enjoy Centre

2 Botanic Park

Reasons to Cultivate Life in St. Albert


3 Largest Outdoor Farmers' Market in Western Canada

4 Petunia Show Garden- Perron Street

5 It's Our 150th Birthday

Enter to win a day of Botanical Bliss in Canada's Botanical Arts City

Package includes: Guided Tour of St. Albert Botanic Park
\$25 Gift Certificate to Botanic Park Gift Shop
\$25 Gift Certificate to the Art Gallery of St. Albert
\$75 Gift Certificate to the Enjoy Centre
Lunch at La Crema Caffè (Perron District)
Draw Date Sept 1, 2011



Hole's Magazine, May - back cover

grow with us
WHERE YOUR BUSINESS IS WELCOME

- LIMITED SUPPLY OF INDUSTRIAL PROPERTIES IN DEMAND AND SELLING FAST
- ST. ALBERT RANKED #5 "BEST PLACES TO LIVE IN CANADA" - MONEY SENSE
- NEW COMMERCIAL AREAS UNDER DEVELOPMENT
- ST. ALBERT RANKED #7 "BEST PLACE TO INVEST" - REIN
- ENHANCED ACCESS WITH OPENING OF ANTHONY HENDAY IN FALL 2011

www.cultivatebusiness.ca

City of **St. Albert**
 Cultivate Life

Half Page ad in Edmonton Journal "Economic Outlook" feature

Website

A "widget" was created to be installed on various local websites that will direct traffic to www.visitstalbert.com and promote upcoming events

City of **St. Albert**
 Cultivate Life

Home Contact Sitemap Login Employees

Search

Home **Community** Business Our Government Transit Online Services City News FAQ

Culture and Recreation Master Plans
 Living
 Visiting
 Parks & Recreation
 Arts & Culture
 Attractions & Events
 Program Information
 Streets & Amenities Maps
 Community Links: Clubs & Organizations
 FreeSpot Wireless Internet Service
 Citylights

Community

Print This Page

Welcome to the City of St. Albert

In the Community

The City of St. Albert is proud of its community and all that it has to offer. With its picturesque landscape, outstanding parks and trails, state-of-the-art recreational facilities, robust arts and culture community and countless amenities, this city has it all!

Explore the many landmarks of St. Albert
 Click to launch the interactive City Map

See what St. Albert is all about!
 Click to watch our promotional video

What's on in St. Albert?

- Wed. July 20, 12-3pm - **Children's Craft Day**
- Sun. July 24, 1-4pm - **Celebration at Founders Walk**
- August 2-6 - **Rock'n August**
www.visitstalbert.com

Living in St. Albert

- Residential Property
- Our Environment
- Family & Community Support Services
- St. Albert Schools
- Health Care Providers

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 ST. ALBERT

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