

BUSINESS IS **RIGHT** IN ST. ALBERT



ST. ALBERT

Business & Tourism Development



BUSINESS AND TOURISM DEVELOPMENT QUARTERLY REPORT Q4.09

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 Fourth Quarter 2009 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. Where information is available, quarterly progress is provided.

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

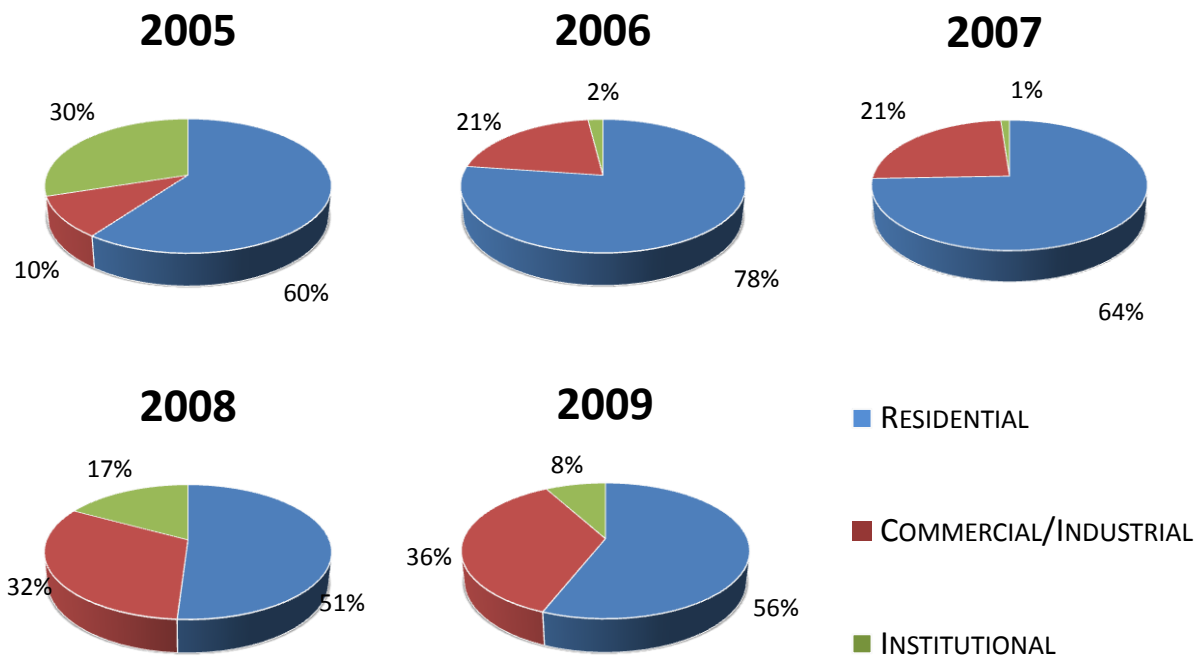
Total number of Business Licenses (YTD)					
	January - December				
	2005	2006	2007	2008	2009
Resident	1076	1086	1165	1233	1279
Home-based	812	867	873	935	1003
Non-Resident	678	718	745	739	827
TOTAL	2627	2698	2756	2907	3109

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

January – December (YTD)					
	2005	2006	2007	2008	2009
Residential					
- residential	\$115.9M	\$151.6M	\$125.3M	\$52.2M	\$80.8M
Non-Residential					
- commercial	\$17.5M	\$26.6M	\$32.7M	\$24.7M	\$10.2M
- industrial	\$ 2.8M	\$13.5M	\$7.9M	\$8.9M	\$41.5M
- institutional	\$58.4M	\$3.9M	\$29.8M	\$18.3M	\$12.6M
TOTAL	\$194.6M	\$195.6M	\$195.7M	\$104.1M	\$145.1M

TOTAL BUILDING PERMIT VALUES (%)

January - December



Measure: number of net new businesses – annual

Commercial/Industrial 46
Home-based 68

Measure: percentage of total assessment – annual (Q2 Report)

Measure: percentage of total tax revenue – annual (Q2 Report)

Measure: value of new non-residential assessment – annual (Q2 Report)

Measure: annual non-residential taxes collected -annual (Q2 Report)

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

Measure: number of residents that work in St. Albert
See Quarter 4 - 2008 Report (Statistics Canada).

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

Measure: number of tourism website hits

October 1, 2009 – December 31, 2009 period had 1,207 visits to the tourism website, which is up from 440 visits in previous quarter, and 3,775 page views, an increase of 1,460 page views.

Measure: quality of events as measured through event surveys (Community Survey)

No event surveys were conducted in 2009.

<u>Community Events (Q4)</u>
Painter's Guild
Country Craft Sale
Remembrance Day
Downtown Light up
New Year's Eve Fireworks

*Not a comprehensive list of events

B&TD is focused on Tourism Development, and supports a number of events and attractions in the City. The goal is to build capacity within these organizations, not to undertake projects on their behalf.

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.

In October 2009 St. Albert Chamber of Commerce recognized the efforts of the Business and Tourism Development Department by presenting the first ever "Friends of Business Award" during Small Business Week.

MARKETING, NETWORKING AND SPECIAL PROJECTS:

- During the period from October 1 to November 3, 2009, three strategically posted Join Us Campaign billboards were placed on four separate locations; each running for a four week period. Billboards were located on St. Albert Trail northbound and southbound, between 156 Street and 137 Avenue intersections, and on 170 Street southbound. According to statistics provided by Pattison Outdoor Advertising 2,450,105 vehicles would have passed by on St. Albert Trail and a further 468,306 vehicles would have passed by the 170 Street locations viewing these billboards.

- An additional placement was added to an electronic billboard (both Southbound and Northbound) on St. Albert Trail for the month of December, with a weekly audience of 469,000 per side (northbound and southbound traffic).
- The Join Us Campaign utilized 10 transit ‘tails’ running for six weeks and six transit ‘kings’ (bus sides) running for eight weeks. These were placed on commuter buses to heighten awareness and reinforce the message of working closer to home.
- Full color advertisements were placed in the St. Albert Gazette; the 12 advertisements would have reached 20,000+ households per edition. An electronic ad was also placed on the Gazette website, garnering exposure to up to 2, 400 unique visitors per week.
- In addition four print ads were placed in Saint City News estimated to reach 25,000 households per week.
- A series of pop-up display panels were used for the campaign launch, during the presentation to the St. Albert Chamber of Commerce lunch, at the Join Us Reception for Small Business Week and are currently on display at the Business Licence counter in St. Albert Place.
- B&TD sponsored the Join Us reception for Small Business Week.
- Received positive response overall to the Join Us Campaign.

Some of the comments regarding the Campaign:

At a Downtown meeting October 8th we received public kudos from Bob Fisher on our Business Attraction videos. He was very impressed & recommended that everyone in the room watch them. He thought the messaging was strong, it was flattering of Downtown and all of St. Albert and great exposure for the businesses involved.

“Very professionally done and certainly raised a lot of awareness with the triple exposure - billboards, newspapers and buses.”

“This campaign has definitely had a positive impact on the perception of the city as a place to do business. In all honestly I believe this is the very first campaign that really has had an impact on business attraction for St. Albert.”

“(The newspaper ads provided) excellent exposure. Many people called and said they saw the ads and were impressed with the quality and also with the brilliant idea of using business people locally recognized rather than actors.”

- Worked with Public Works Department to improve Christmas tree lighting at the Downtown Christmas Light Up event.
- Increased photo library by engaging a local photographer to capture the Downtown Christmas Light Up event.
- Processed Downtown Beautification Grant Applications.
- Solar Light Pilot Project undertaken in collaboration with GAIA Energies and Public Works Department to place solar lighting on 15 trees in the downtown core and at the Business and Visitor Centre.
- Assisted with National Special Olympics Bid preparation and Site Selection visit.
- B&TD staff continues to respond to Development Permit circulations, working on a division review document on Smart Growth, and participate in Area Structure Plan and Land Use text amendments.
- Worked with Destination Developments Inc. on the branding of St. Albert project.

- Continued attendance at other various regional events and meetings:
Edmonton Regional Economic Board, Sturgeon County Business Breakfast, Resource Industry Development Association, Edmonton Real Estate Forum, Edmonton Economic Development Corporation, Edmonton Capital Region Board, Alberta Industrial Heartland, Edmonton Regional Tourism Group (ERTG), Chamber of Commerce luncheons and breakfasts.

COMMITTEES & AGENCIES INVOLVEMENT

SAEDAC and sub-committees	Monthly	List available upon request
Various Internal Committees	Monthly	See below
NABI	Monthly	Board of Directors, Executive, Finance and Audit, Marketing and HR
Greater Edmonton Economic Development Team	Monthly	Board member
Edmonton Economic Development Corporation Regional Marketing		Workshops
Labour Attraction Committee	Monthly	
AlbertaFirst.com Board and Technology Committee	Bi-monthly	Board member
St. Albert Chamber of Commerce	Ad-hoc	Membership, Lifestyle Expo, Small Business Week, Tradeshow
Chamber of Commerce Downtown Committee	Monthly	
Country Cuisine	Ad-hoc	Chair
Visit Edmonton's Countryside	Ad-hoc	Co-Chair
Edmonton Regional Tourism Group	Bi-monthly	Board member and Marketing Committee
Economic Developers of Canada Certification Committee and Scholarship Committee	Ad-hoc	
Brand Leadership Team	Monthly	

INTERNAL COMMITTEES:

- Founder's Walk
- Major Events Hosting Committee
- Employee Appreciation and Relations
- Hosting Strategy Committee
- GIS Steering Committee/Technical Committee
- Pandemic Planning

CONFERENCES, TRADESHOWS, SEMINARS & WORKSHOPS ATTENDED

Banff Venture Forum

International Economic Developers Conference

Chemical Cluster Forum

Edmonton Economic Development Corporation Economic Outlook

Green Building Technology Symposium

Tempest Conference

Provincial Ag Cluster Workshop

BUSINESS ATTRACTION STRATEGY

WEBSITE

Business Development

- The “business” component of the St. Albert website (www.stalbert.ca) continues to be updated with current information.
- In quarter four stalbert.ca/business page received 5,569 visitors (up 236 visitors from Q3), with 4,348 of the hits being unique or new visitors (up 82 hits from Q3).
- An average 30 seconds were spent on the “business” page (up 2 seconds from Q3).
- 92.7% of visitors navigated to the “business” page via other pages on the City of St. Albert website and 88.82% of those visitors continued on to other pages on the City of St. Albert website after viewing the “business” page.
- Commercial Listings page received 540 visitors in the fourth quarter (up 415 from Q3), with 431 of them being unique or new visitors (up 430 from Q3).
- Visitors spent an average of 1.25 minutes on this page.
- 95.26% of visitors navigated to the commercial listings page via other St. Albert business pages, and 80.21% of those visitors continued on to other pages on the City of St. Albert website after viewing the Commercial Listings.

Tourism

- New Calendar feature added.
- Posted new tourism videos.
- Of the previously noted 1,207 visits to the tourism website, 38.77% were attributed to direct traffic, 44.74% using search engines and 16.49% were referencing sites.
- While the majority of visitors viewing the visitstalbert.com website between October and December 2009 were from within Alberta, there were visitors from 14 countries who also viewed the website. A sampling includes:

<u>Location</u>	<u># of Website Hits in</u>	<u>Comparison to Hits in</u>
	<u>Q4</u>	<u>Q3</u>
Edmonton, AB	394	530
St. Albert, AB	172	95
Calgary, AB	9	26
Woodstock, ON	4	n/a

Ottawa, ON	4	n/a
Spruce Grove, AB	3	n/a
Vancouver, BC	3	9
Winnipeg, MB	3	6
Medicine Hat	2	n/a
Don Mills, ON	2	6

- There was a significant shift in how people are finding the site from Q3 to Q4, many more people are now coming via search engine, and finding the tourism site on Google.

The top traffic sources for the website hits were:

<u>Source</u>	<u># of Website Hits</u>	<u>Comparison to Hits in Q3</u>
www.google.ca (organic)	320	225
Direct	208	337
www.st.albert.ca (referral)	30	26
Bing / organic	22	n/a
Google.ca (referral)	20	25
Yahoo / organic	17	n/a

- The website (www.visitstAlbert.com) was updated to include videos; these videos were also placed on YouTube.
- There have been 211 viewings of the posted videos, which were posted the third week of November.

<u>Video</u>	<u># of Views</u>
Cuisine Video	55
It's Time to Visit St. Albert	43
Garden of Eden	23
Garden Inspirations	22

The top traffic sources to find or watch the videos:

<u>Video</u>	<u># of Views</u>
YouTube search	88
YouTube channel page player	28
Viral (link via email)	27
Related videos	14
Mobile Devices	7
External Links	5
YouTube Other	3
Google	2

OTHER INFORMATION OF INTEREST:

- Conducted 5 Mayor Business Visits in Q4.09, bringing total number of visits for the year to 24.

Business Visited	Location
ATB Financial	St. Albert Trail
Sturgeon Valley Athletic Club	Campbell Business Park
Alberco Construction	Riel Business Park
Earl's Restaurant	St. Albert Trail
St. Albert Vacuum	Mission

- Provided tear off City of St. Albert maps to various City Departments, community groups, service sectors and schools as requested. Approximately 24 pads of tears offs, equaling 1200 maps, and 150 fold out maps.
- In 2009 from January to December, the Business and Visitor Centre had between 1200 and 1300 visitors stop at the facility with various inquiries.
- Business Licence Inspector visited approximately 50 businesses in Q4; delivered a large portion of renewal licences to the St. Albert businesses in person.
- Launched BizPal in St. Albert, an online service that simplifies the business permit and licence process for entrepreneurs, governments, and third party business service providers.
- Business Licence invoices mailed out before the end of November which allowed the business community to renew their licenses before the expiry date. Consequently, a large volume of renewal payments were received prior to the end of December.
- The B&TD LTDP identified targeted industry sectors then prioritized and classified them into one of three categories:
 - Active Focused Attention
 - Some Attention and Effort
 - Will Support as needed

In October 2008, Business Licensing applied NAIC's codes to all business operating from St. Albert Commercial/Industrial locations (residential business). This formed the benchmark for measuring the progress towards the Active Focused Attention industry sectors.

As of December 2009, the number of businesses in the Active Focused Attention categories has grown by 89 businesses.

The charts below show a comparison from the October 2008 Benchmark to the number of businesses operating in December 2009.

Year End 2009 NAICS Coding

NAICS Code in brackets

RED = decrease from 2008 benchmark BLUE = increase from 2008 benchmark

Active Focused Attention		Some Attention & Effort		Will Support As Needed	
Sector	Number of Businesses	Sector	Number of Businesses	Sector	Number of Businesses
Transportation, Warehousing, Distribution (48 – 49)	24	Manufacturing (31 – 33)	33	Healthcare and Social Assistance (62)	166
Arts and Entertainment (71)	34	Real Estate, Rental & Leasing Investment (53)	46	Public Administration (91)	7
Accommodation & Food Services (72)	126	Education Services (61)	41	Finance and Insurance (52)	57
Retail (44 – 45)	303	Management of Companies & Enterprises (55)	0	Information & Cultural Industries (51)	10
Construction Trades (23)	100	Wholesale trade (41)	25	Administration & Support (56)	27
Professional, Scientific & Technical Services (54)	93	Manufacturing (31 – 33)	33	Waste Management & Remediation Services (56)	0
				Other Services (except Public Admin.) (81)	244

2008 Benchmark NAICS Coding (October)

Active Focused Attention		Some Attention & Effort		Will Support As Needed	
Sector	Number of Businesses	Sector	Number of Businesses	Sector	Number of Businesses
Transportation, Warehousing, Distribution (48 – 49)	23	Manufacturing (31 – 33)	35	Healthcare and Social Assistance (62)	152
Arts and Entertainment (71)	32	Real Estate, Rental & Leasing Investment (53)	47	Public Administration (91)	7
Accommodation & Food Services (72)	111	Education Services (61)	38	Finance and Insurance (52)	50
Retail (44 – 45)	257	Management of Companies & Enterprises (55)	0	Information & Cultural Industries (51)	7
Construction Trades (23)	85	Wholesale trade (41)	23	Administration & Support (56)	4
Professional, Scientific & Technical Services (54)	83			Waste Management & Remediation Services (56)	1
				Other Services (except Public Admin.) (81)	189



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INTO THE FUTURE



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Business & Tourism Development

www.stalbert.ca



FOCUS

ON BUSINESS IN ST. ALBERT

Focus on Business Newsletter November / December 2009



- In This Edition:
- Annual Business Breakfast
 - Leclair Way Open
 - Major 2011 Announcements
 - St. Albert's Tourism Website
 - Monthly Economic Review
 - City Council Approves Budget for 2010
 - New Business Listings
 - October Stats & Charts
 - November Stats & Charts

Join Us for Business & Tourism Development's Annual Business Breakfast

Save the Date! February 23, 2010
7-9am, St. Albert Inn
 Join us for a wonderful breakfast and presentations from Angus Watt and Mayor Nolan Crouse. Stay tuned for more information!



St. Albert Business & Tourism Development
 780.459.1631 or mswire@st-albert.net.

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Leclair Way is Open for Business



Contact Information

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St. Albert Community Calendar December 2009

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday																				
December 3 Snowflake Light-up Festival Downtown St. Albert 6 pm - 9 pm Christmas Tree Light-up • Single Skate • Live Band • Refreshments... and more!	1 Register now for 2010 programs at Service Place www.visitstalbert.com	2 Family Drop-In Story Time 10:30 - 11:30 am 10000-100 St. Albert 784-6151	3 Christmas Luncheon sponsored by St. Albert Community Centre for more info call: 784-6151	4 Steel vs. Drayton Valley 7 pm Service Place	5 Indian Farmers' Market 10:00 am - 1:00 pm St. Albert Place	6 Steel vs. Edmonton 7:00 pm Service Place	7 St. Albert Parents' Place Meet and greet available in Jan 2010 964-6151	8 New Owners Club Dinner for more info call: 784-6151	9 Remembering Our Loved Ones at Christmas St. Albert Community Centre 7:00 pm, St. Albert Community Centre 784-6151	10 Love Us, Hate us Canadians and Their Politicians 8:00 pm - 10:00 pm 10000-100 St. Albert 784-6151	11 Steel vs. Drumheller 7 pm Service Place	12 Dynaparc Family Drop-In 10:00 am - 12:00 pm 10000-100 St. Albert	13 Steel vs. Calgary Canucks "Hockey Star" 7:00 pm Service Place	14 Nocturnal @ Profiles Public Art Gallery Dec 3 - 21 784-6151	15 Circle Time for Parents 10:00 - 11:30 am St. Albert Community Centre 784-6151	16 Bright Lights Tour 6:00 pm - 8:00 pm 10000-100 St. Albert 784-6151	17 Steel Shipping Company 7 pm Service Place	18 St. Albert Trappers Outdoor Club Luncheon 10:00 am - 12:00 pm 10000-100 St. Albert 784-6151	19 Christmas Family Sing-a-long 7:00 pm - 9:00 pm 10000-100 St. Albert	20 Steel vs. Drayton Valley 7:00 pm Service Place	21 Blood Donor Clinic 10:00 am - 4:00 pm St. Albert Community Centre 964-6151	22 Steel vs. Ft. McMurray 7 pm Service Place	23 Did you know? Did you know? 11 St. Albert Centre games are made	24 Christmas Eve 7:00 pm - 9:00 pm 10000-100 St. Albert 784-6151	25 Merry Christmas! 7:00 pm - 9:00 pm 10000-100 St. Albert	26 Baking Day
27 All Outdoor Skating Rinks Open Weather Permitted for more info call: 784-6151	28 Remember to recycle this holiday season www.visitstalbert.com	29 Drop-in play available at Service Place www.visitstalbert.com	30 Want to know what is happening in St. Albert? www.visitstalbert.com	31 New Year's Eve Fireworks @ 7:00 pm	Welcome to 2010!																					

For calendar information and submissions call: 780-459-1725.
 The Community Calendar is now available online at www.visitstalbert.com. If you still require a hard copy please allow an office visit and request the calendar 780-459-1725.
 Some activities may not be listed due to space limitations.

