

A large, stylized graphic of a leaf or feather, composed of several overlapping, curved bands in various shades of blue, set against a dark blue background. The graphic is positioned behind the main text.

join us

**WHERE YOUR BUSINESS
IS WANTED**

ST. ALBERT BUSINESS PROFILE

join us
IN ST. ALBERT



As a city of over 60,000 embracing the banks of the lush Sturgeon River, St. Albert's tranquility often outshines the thriving business sectors at work. From a robust light industrial sector, to the prosperous retail trade market, and an emerging high-tech industry, St. Albert is the location of choice in Alberta's Capital Region for business to flourish.

Contents

Overview	2
Our People	3
Bullish on Business	4
Target Sectors	4
Exuberance for Industry	5
Development Opportunities	6
Campbell Business Park	6
Riel Business Park	7
Commercial Sector	7
Downtown	7
Northwest Urban Village	7
St. Albert Trail Corridor	7
Entrepreneurial Environment	8
Market Area	9
Well Connected	10
Quality of Life	12



Overview

- Target Sectors:
 - Professional, Scientific, and Technical Services
 - Value-Added Manufacturing and Production
 - Logistics, Warehousing, Distribution
 - Environmental and Botanical
- New commercial lands available along Highway 2 at the north end of St. Albert.
- Downtown development and redevelopment opportunities.
- Population 60,138.
- 16% ten-year growth rate.
- 1330 ha. of new annexation lands.
- Two business parks.
- Strategic location and transportation access.





“For hiring staff for our business, the great thing for St. Albert is we have a well educated labour force out here.”

Jim Hole
Hole's Greenhouses & Gardens



Our People

- 60,138 (2010 Municipal Census)
- 16% ten-year growth rate
- Second highest median household income in Alberta
- 21% working age hold a degree, 26% other college or university training, and 10% apprenticeship or trades certificate

St. Albert enjoys a steady growth rate, attracting a highly educated and highly motivated population. Many residents have found that St. Albert is an excellent place to do business as well as call home, and many businesses find the people they need right here.

Education

Highest Levels of Education (15 years and older)

Grade 9–13 (no diploma)	7,220
High school certificate or equivalent	12,460
Apprenticeship, trades certificate, diploma	4,645
College, CEGEP or other non-university certificate or diploma	9,665
Certificate or diploma	2,375
With certificate or degree, or higher	9,555
Total	45,920

Labour Force

Professional, Scientific and Technical Services	2,490
Finance and Insurance	1,690
Manufacturing	1,835
Health Care and Social Assistance	3,880
Retail Trade	4,125
Transportation and Warehousing	1,620
Construction	2,680
Mining and Oil & Gas	935
Administrative and Support	970
Educational Services	2,895
Wholesale Trade	2,175
Accommodation and Food Services	1,885
Other Services	1,680
Public Administration	3,310
Other Sectors (as noted above)	2,840
Total	35,010

Population Growth (based on 5-year period)

year	population	growth	percent
1990	40,707	4,810	13.4
1995	45,895	5,188	12.7
2000	51,716	5,821	12.7
2005	56,310	4,594	8.9
2010	60,138	3,828	6.9



Bullish on Business

St. Albert's key economic development goal is to have 20,000 local jobs by 2020, supporting a sustainable tax base where 20% of assessment is non-residential. Welcoming new industry to the City is our priority – along with growing those who already call St. Albert home.

Target Sectors

St. Albert strategically targets clean industry and knowledge-based, high-value business.

- **Professional, Scientific, and Technical Services**

These include research and development, engineering and architecture, designing and advertising, and computer services to mention only a few. Highly educated workers, a culture of entrepreneurship, and both local and regional demand for services make this a definite growth sector in St. Albert.

- **Value-added Manufacturing and Production**

A skilled labour force provides St. Albert with the wherewithal to design and build the necessary components of Alberta's key industries. Coupled with the competitive advantages found in our ease of access to transportation, manufacturing is a natural fit.

- **Logistics, Warehousing, and Distribution**

Access into Edmonton and the surrounding areas, not to mention Western Canada and beyond, is efficient by road, rail, and air. Several major distributors and logistics providers operate from St. Albert for these reasons. An Intermodal Rail Terminal operates immediately south of the City; and the Anthony Henday Ring Road will transform St. Albert's access to markets.

- **Environmental and Botanical**

A strong tradition of botanical production and distribution resides in St. Albert. The recently adopted 'Cultivate Life' brand demonstrates a commitment to also 'Cultivate Business' in St. Albert. An emerging environmental engineering and building sector is found here, capitalizing on the many opportunities for efficient, 'green' practices in many fields.





“We have courier services – all the big names...all the transportation companies, the shipping lines...everybody connects to St. Albert so worldwide is not a problem.”

Ivan Mayer
Crackmaster Distributors



Exuberance for Industry

- 1330 ha. of new annexation lands.
- New commercial lands available along Highway 2 at the north end of St. Albert.
- Downtown development and redevelopment opportunities.

The past ten years have been a period of robust growth for St. Albert, which continues at a rapid pace even in times of wider economic slowdowns. Since 2001, the number of businesses operating in St. Albert has increased over 50%, comprised of start-ups from within the City, and operations which have moved to enjoy our business climate.

St. Albert has experienced consistent growth in non-residential development over the past five years. Non-residential building permit values (commercial/industrial) have averaged \$37.9M/year. 2009 saw a 366% increase in industrial building permit values over 2008.

St. Albert has two business parks, accommodating a variety of uses: office and professional practice, light manufacturing and warehousing, and technology services and research.

Industrial and Commercial Sector – Recent Developments

- Hole's Enjoy Centre: The new 200,000 square foot facility.
- A&E Architectural & Engineering: Three storey office building.
- Sturgeon Community Hospital: a major expansion is underway including both interior and exterior modifications and alterations.
- Alberta Gaming & Liquor Commission: new storage building.
- Downtown: Perron Street–New multiple tenant building.
- Downtown: Perron Street–Street level retail bays with 36 residential units above.
- Development of a 14 bay business condominium by PJSJ Holdings.
- Construction of a 25 unit office/warehouse condominium.
- Synergy Projects new 28,000 square foot office building.
- Transitions Rehabilitation Association new 15,000 square foot office building.



Development Opportunities

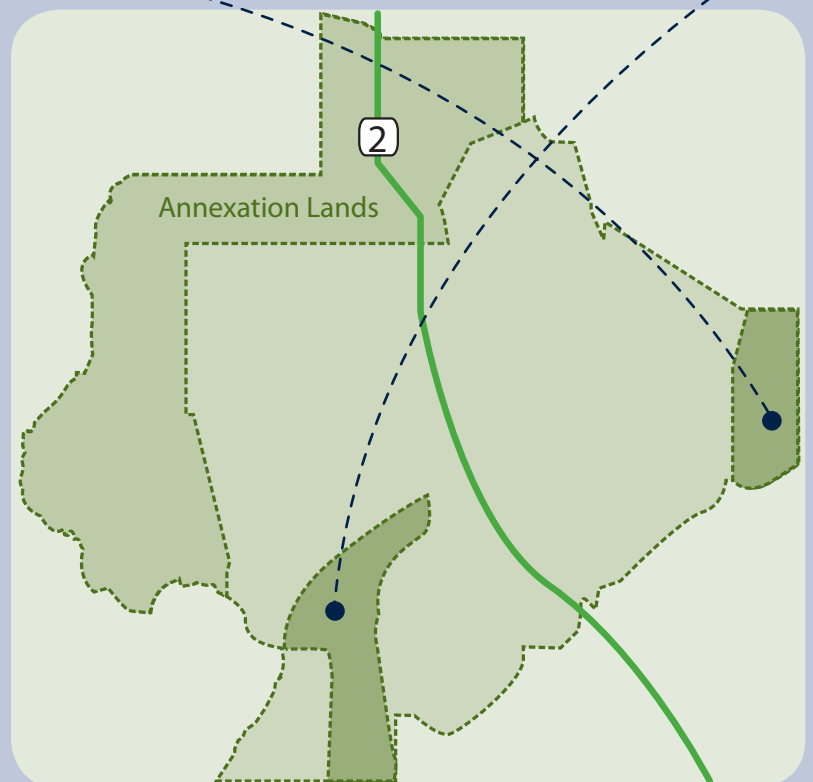
Campbell Business Park ←

Located on the east side of the city, the business park offers serviced lots for development and potential for a regional commercial & industrial centre adjacent to Anthony Henday Drive. Rail and highway access, and close proximity to Sturgeon County and Edmonton.

Campbell North

The development concept for Campbell Business Park North is for a “cohesive, upscale business park community” that will accommodate a variety of technological, light industrial and business uses, as detailed in the Land Use Bylaw and the Area Structure Plan. Campbell North is being developed by PJSJ Holdings Ltd.

Today 45 businesses are in operation, increasing to an estimated 125 at full build out of Campbell North.





“When we did our expansion at the shop, the city was great to deal with – all the permits and everything like that. We actually had an architect do all the layouts for the store and he couldn’t believe how easy the city was to work with on that kind of stuff.”

Andrew Phelps,
Cranky’s Bike Shop



▶ Riel Business Park

Positioned at the southwest corner of the city, the business park offers good proximity to Edmonton and Anthony Henday Drive, with new serviced lots by Beaverbrook Developments. Future phases will include both light industrial and commercial lands at the southern extent, along Ray Gibbon Drive.

Commercial Sector

The newly annexed lands are providing excellent opportunities for the near future with recently adopted Area Structure Plan lands on the east side by Landrex Developments. Commercial infill and enhancements continue to occur, primarily along St. Albert Trail.

Downtown

A prime location for retailing, offices and professional services, St. Albert’s downtown has undergone a renaissance in recent years. Ample retail, service, and food establishments are within walking distance to accommodate your workforce.

Home to St. Albert Place, housing City Hall, the Arden Theatre, the Library, and other cultural and historic amenities, this district is bustling with business in the day, and during evenings and weekends hosts some of the region’s best known events: the weekly summer Farmer’s Market, the International Children’s Festival, and StArts Fest.

Northwest Urban Village

A 28 hectare area, this proposed mixed-use neighbourhood would offer street-front and stand alone commercial retail opportunities; located on a major arterial and adjacent to Ray Gibbon Drive, close to the future Timberlea neighbourhood.

St. Albert Trail Corridor

St. Albert Trail, or Highway 2, runs north–south through the City, and hosts most commercial and retail establishments. The northern edge of this corridor boasts excellent new development opportunities, with redevelopment potential as well in the established areas.



Entrepreneurial Environment

Northern Alberta Business Incubator (NABI) www.nabi.ca

- NABI has over 20 years of experience in helping businesses succeed. Today NABI is home to more than 65 businesses with some 165 owners and employees, at two well positioned locations, downtown St. Albert and Campbell Business Park.
- Key reasons to become part of NABI include: affordable office space, workshops and seminars, networking events, business support, part of NABI Network, fair pricing, experienced business advisors and state of the art communications.

NovaNAIT www.nait.ca

- The applied research and enterprise arm of the Northern Alberta Institute of Technology operates an incubator specializing in research and technology-based businesses.
- The St. Albert facility has an applied research lab and incubation space, with seven office suites available for early stage companies and entrepreneurs.
- Incubator clients have access to the following facilities and services: furnished office space, meeting rooms, NAIT business consultation and expertise, and high-speed Internet.



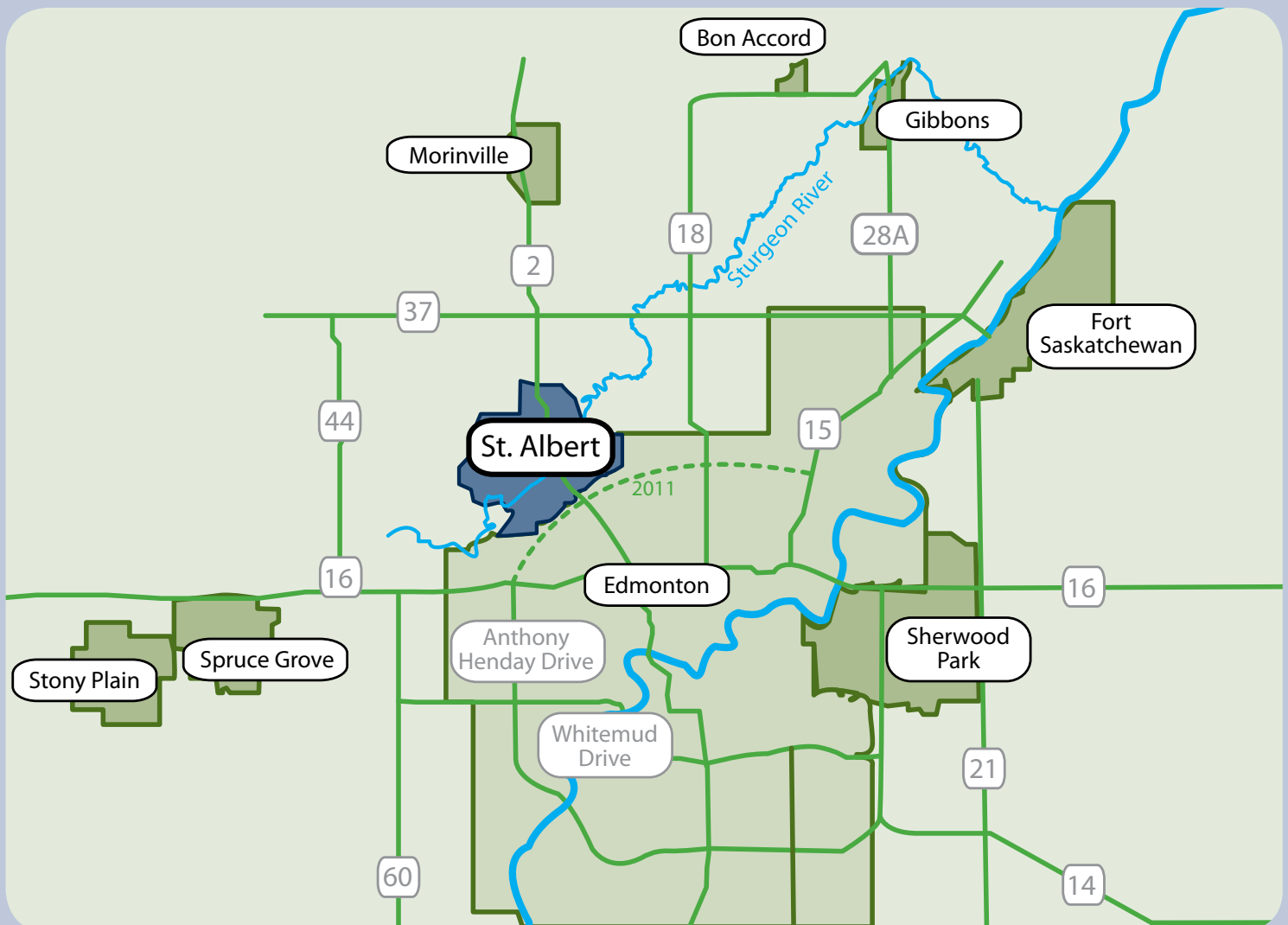
“Starting up a business, there is a lot of questions, a lot of unknowns that you are unaware of. Having individuals with the expertise and the knowledge and the background that they (NABI) do has been a tremendous help for us.”

Thomas Barr
Gaia Energies Ltd.



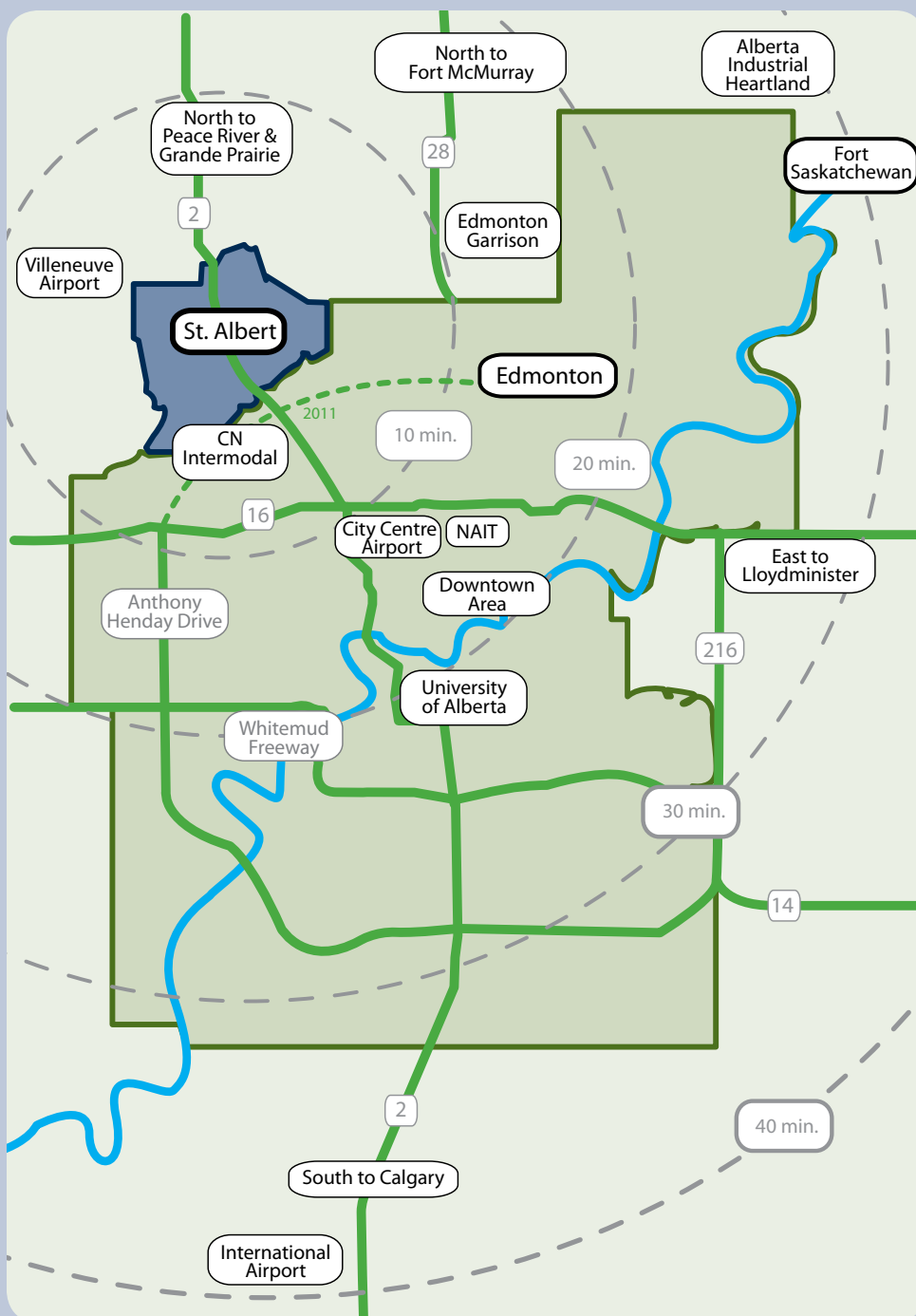
Market Area

- St. Albert is located immediately adjacent to Edmonton's northwest, providing market access to a population of approximately 1.2 million people.
- Direct access to Alberta's Industrial Heartland and future oil upgrader expansions.
- Ease of access to Fort McMurray and the Oilsands.
- Regional hub to the North – a service area in excess of 100,000 people.





Well Connected



- Adjacent to Anthony Henday Drive NW, scheduled to open November 2011. This will offer streamlined travel times to the International Airport and around the Capital Region.
- City bisected by Highway 2, providing direct access to Edmonton and to the north.
- Ray Gibbon Drive offers freeway access to South Riel Business Park.
- CN Intermodal Yard on southern border.
- 15 minutes to downtown Edmonton.
- 30 minutes to the Industrial Heartland and Fort Saskatchewan.
- 40 minutes to Edmonton International Airport.
- Villeneuve Airport is five minutes north.



“The (Anthony) Henday has made a huge difference for us getting from St. Albert through Edmonton and on the highway. Soon when the Henday is finished, we’ll be able to drive... from St. Albert to Okotoks without a traffic light.”

Duff Jamison
Great West Newspapers



Connections to the world via air travel and transport are simple with the Edmonton International Airport forty minutes away. Edmonton International is Canada’s fastest-growing airport by passenger volumes, and to accommodate recent and future growth is undergoing a major expansion of its terminal and cargo facilities. Villeneuve Airport, five minutes north of St. Albert, offers regional access and is poised for growth with a steady demand for air access to northern Alberta and the Oilsands.

An efficient and expanding road network links St. Albert with the Capital Region and the province. Highway 2 offers access north to Grande Prairie, while Ray Gibbon and Anthony Henday Drive offer direct access to the Yellowhead Highway and surrounding municipalities. Major arterials connecting St. Albert with Edmonton also feed in to the transportation hub for the region.



"I think an advantage of us living and working in St. Albert is that we have more time in our day. We're not commuting between two cities. We have time to have a full garden and...the opportunity to ride our bikes to work."

Tressa Heckbert
Meese Clothing



Quality of Life

- Citizen Satisfaction Survey 2010:
 - 98% rate quality of life as positive.
 - Overall satisfaction with City services at 87%.
 - 92% of respondents believe the City offers fair, good, very good or excellent value for their tax dollars.
- A highly regarded primary and secondary school system offers outstanding learning environments for students. A focus on bilingualism offers children excellent preparation for future endeavours.
- St. Albert is known for its high-quality parks system, and extensive trails network linking the city along the Sturgeon River.
- Many recreation amenities, including the Servus Place recreation facility, serve the needs of the community.
- Cultural events are plentiful; residents can take in exhibits at one of the local galleries or catch a performance at the Arden Theatre.





www.cultivatebusiness.ca