

BUSINESS IS **RIGHT** IN ST. ALBERT



ST. ALBERT

Business & Tourism Development



Business and Tourism Development Quarterly Report Q1.09

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 First 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

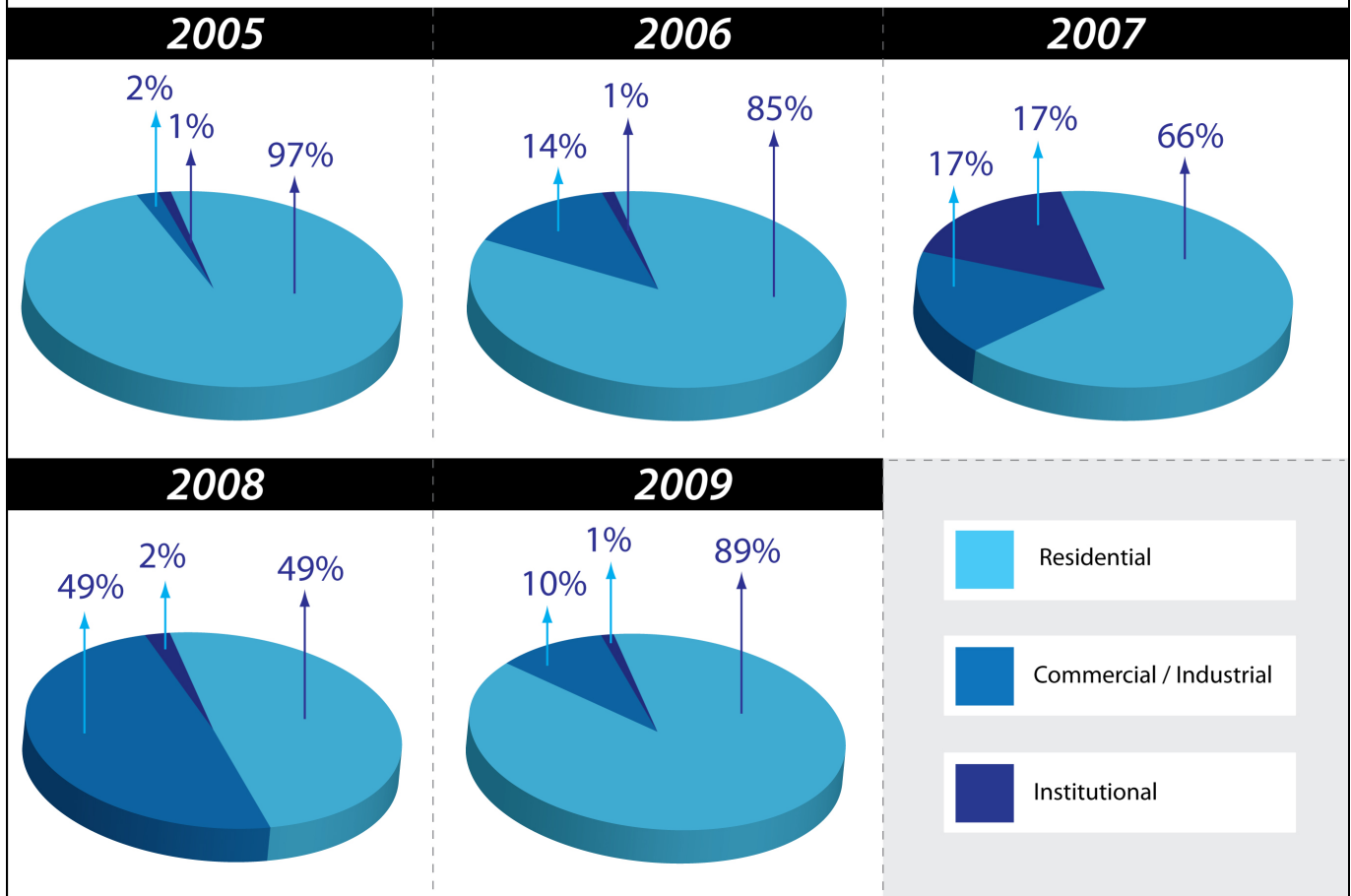
Total number of Business Licenses (YTD)					
	January - March				
	2005	2006	2007	2008	2009
Resident	1048	1052	1130	1171	1227
Home-based	735	796	843	863	918
Non-Residential	601	639	681	708	686

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

January - March					
	2005	2006	2007	2008	2009
Residential					
- residential	\$25.1M	\$26.5M	\$40.6M	\$7.2M	\$9.5M
Non-Resident					
- commercial	\$0.28M	\$2.2M	\$8.7M	\$6.4M	\$0.3M
- industrial	\$0.52M	\$2.1M	\$1.8M	\$0.7M	\$0.8M
- institutional	\$0.17M	\$0.1M	\$10.5M	\$0.3M	\$0.1M
TOTAL	\$25.9M	\$31.0M	\$61.6M	\$14.6M	\$10.7M

Commercial/industrial building permit for the first quarter has been reduced to more historic levels. Generally activity levels in the non-residents sector occur later in the year, acknowledging that 2009 is experiencing a recession. Residential development has shown a slight increase over 2008, yet revenues remain below historic values.

January - March



Measure: ratio of building permit values (residential vs. non-residential) – reported on a quarterly basis

	January – March				
	2005	2006	2007	2008	2009
Residential	\$25.1M	\$26.5M	\$40.6M	\$7.2M	\$9.5M
Commercial/Industrial	\$.8M	\$4.3M	\$10.5M	\$7.2M	\$1.1M
Ratio (Res.:Non-res.)	31:1	6:1	4:1	1:1	9:1
Percentage of Non-res to Res.	3.2%	16.2%	21.4%	100%	10.5%

* totals may not add due to rounding

Measure: number of net new businesses – annual (Q4 report)

Measure: ratio of non-residential to residential assessment – annual (Q2 Report)

Measure: ratio of non-residential to residential tax revenue – annual (Q2 Report)

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

Measure: annual increase in 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

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

Measure: number of tourism website hits
Tourism website content being updated

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

<u>Community Events</u>	<u># of Participants</u>	<u>Comments</u>
Annual B&TD Business Breakfast	150	Overall survey results averaged 4.3/5
Bantam AAA Hockey Tournament	Unknown	
Chamber of Commerce Gala	175	
Profiles Art Auction	Unknown	

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.

- Produced new brochure in partnership with Botanic Park (designed, printed and assisted in distribution). This brochure also promoted downtown as part of the St. Albert attraction.
- Hosted tourism booth in the Chamber of Commerce Spring Trade Show to promote tourism activities in St. Albert
- Participate in Rock N' August event expansion and provided over 1000 St. Albert Visitor Guides for Rock N' August mail out
- Attend the Travel Alberta Online Marketing workshop

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 are on duty are 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.

Of the 150 Business Breakfast tickets available, 145 were sold; the highest attendance to date. The Breakfast provided local and regional information to the business community.

Annual Business Breakfast comments/highlights included:

- Mayor Crouse presented the "Community Approach to Business – Strengthen the Business Pulse"
- Presentation: understanding the City's position, plans and policies in place
- Future opportunities and initiatives
- Relevant statistics
- Positive spin on the economy
- Excitement about moving forward
- Very business friendly Mayor, working great with the business community, city will excel from this
- Provide/confirm St. Albert direction

- Very good information – great to hear the message is for all of us.
- We all need to promote St. Albert
- The Meal, Timing of Event, and Quality of Presentation achieved an overall rating of 4.3 out of 5

Please Identify how you feel about the following statements:	Agree	Strongly Agree
I have the information I need to better understand the City's business Development	58%	40%
I have the information I need to understand the City's business progress and challenges	68%	32%
Attending this event was worthwhile to me	49%	51%
This event should be held annually	29%	71%
Events like this should be held more frequently	44%	31%

Business Breakfast presentation and background statistics are posted to the City website at www.stalbert.ca/business-breakfast-2009

Some noted comments on customer service levels from B&TD:

Business License:

"Hi J, ... [last lead] was a dead end. Thanks for this latest lead! YOU really are one of a kind type of person!"

International Business:

"Thank you for chatting with me this afternoon about economic development in St. Albert. As discussed, I would appreciate it if you could please forward me the 2008 Year in Review (Focus on Business Newsletter) for St. Albert, as well as any other relevant information that you may be able to share."

General B&TD:

"Thanks a lot J, you all should have the rest of the day off after all the work you did for the breakfast. I thought you did an excellent job and I really enjoyed the presentation."

"I had to let you know that M from your Economic Development was a fantastic help to Braeside Presbyterian Church yesterday. ... I needed some statistical information about St. Albert. M got the information for me and e-mailed me with it by the end of the day. She deserves a big pat on the back. Thanks to her this application will be on its way by Monday."

"I just wanted to thank you both for all of your help providing us with St. Albert information for our CRER Book"

"Thank you very much L. This information is very helpful."

"L, thanks. Most helpful."

"That's great thank you so much L, it was a great pleasure to meet with you both. Enjoy the weekend and we'll talk to you soon."

Marketing, Networking and Special Projects:

- Three editions of Focus Newsletter sent out via various media to the Business Community and City Council. Approximately 1300 to businesses in community through bulk mail distribution, 700 via email, and 100 via addressed mail for a total of approximately 2100 businesses reached. Moving towards electronic copies only to be sent out in Q2.
- Community Calendar compiled monthly; 1900 copies are printed & distributed.
- Applied for a Community Initiatives Grant for the Branding project.

- NABI article including: number of tenants, new technology (video conferencing), new program, NAIT Incubator in St. Albert
- Attendance at Chamber of Commerce luncheons and breakfasts. Also a number of Small Business Week events (Rotary Lunch, Library Breakfast, NABI Open House, and Small Business Award Dinner).
- Attended Garden and Tourism Conference in Toronto
- Participated in Chamber of Commerce Healthy Business Challenge Curling Bonspiel
- Attended Buildex Conference
- Marketing Strategy: In late 2008, Dagny Partnership prepared a Business Attraction Marketing Strategy based on extensive interviews with community stakeholders, realtors and developers, and targeted industry leaders. Based on this report, B&TD has prepared an action plan to market St. Albert as an attractive location for business growth. The three-year Action Plan will be presented to City Council early in Quarter 2.
- Branding: Roger Brooks of Destination Developments returned to St. Albert in January and addressed 300 people at the Arden Theatre. He discussed his Community Assessment Findings and Recommendations. City Council has agreed to fund a community branding process for St. Albert, which will begin in Q2 with a return of Roger Brooks to the City of St. Albert.
- Attended the Alberta Chamber of Commerce Small Business Awards in support of two local businesses who were nominated (Tudor Glen Veterinary Clinic, Revovideo). Unfortunately neither of which were chosen.
- Attended the State of the City Address by Mayor Crouse presented at the Chamber of Commerce.
- In partnership with Corporate GIS, developing an enhanced 2009/2010 St. Albert Street Map and Amenity Guide featuring Servus Place and Woodlands Water Play Park.

Other Information of Interest:

- Conducted 6 Mayor Business Visits in Q1.09.

Business Visited	Contact
Claysmore Spring Water	Ryan Sweet
Rona Hardware	Kim Switner, Gord Symington, Barry Campbell
Echo Promotions	Marc Tardiff
Gaia Energies	Alexander Polkovsky
Everest Builders	Orest Lewczyk
Edmonton Pump Service	Hugh McGillis, Peter Racic

- Revised the Tobacco License Bylaw
- Participated in Media Training workshop
- Completed Health and Safety Audit on Business & Visitor Centre; passed with a mark of 90.1%
- Reviewed consultant's report from Downtown Task Force workshops
- Participated in Smart Growth presentation to community groups (NABI, SAEDAC, Library Board etc.)
- Assisted in development of Residential Think Tank Forum
- Provided new residents packages to Edmonton Garrison and City Departments (HR, Servus)
- Provided promotional products to realtors, developers and property management companies

Provide support to SAEDAC and the sub-committees:

- Image and Marketing Committee (monthly)
- Business Attraction/Retention and Customer Service Excellence Committee (monthly)
- SEE St. Albert Tourism Committee (monthly)
- Infrastructure, Policies and Sustainable Development Committee (monthly)
- SAEDAC Executive Committee (monthly)

Attend regional events:

- Edmonton Regional Economic Board Housing Forecast Seminar
- Sturgeon County Mayor's Breakfast: upgrader status
- Capital Region Board seminar
- Alberta Industrial Heartland update
- Edmonton Regional Tourism Group (ERTG) Annual General meeting
- ERTG Annual Planning Retreat and Board Development
- Edmonton Tourism AGM

Internal Committees:

- Founder's Walk
- Employee Appreciation and Relations
- Hosting Strategy Committee
- GIS Steering Committee/Technical Committee
- Mayor's Task Force on Downtown

External Agencies/Committees Involvement:

- Edmonton Regional Tourism Group (ERTG) Tourism Partnership Council representative
- ERTG Marketing
- Greater Edmonton Economic Development Team (GEEDT) and Labour Attraction Committee
- NABI Board of Directors - Finance, Building and HR Committees
- St. Albert Chamber of Commerce – Membership, Lifestyle Expo Committee, Small Business Week Committee
- Alberta Economic Developers Spring Conference organizing committee, Marketing Awards and Training Committee
- Economic Developers of Canada Certification Committee and Scholarship Committee
- AlbertaFirst.com
- Country Cuisine Chair
- Edmonton Economic Development Corporation Regional Marketing workshops
- Foreign Affairs and International Trade – Community Investment Support Program Final Report
- Visit Edmonton's Countryside (Chair)
- Interviewed for "Your Welcome" Awards



Marketing & Promotions Q1 2009

Monthly Publications:



Business Incubation Accelerates

Through a Memorandum of Understanding, NASE along with four other business incubation in the Greater Edmonton have formed the "Regional Alliance" and have agreed to work collectively with federal local incubator services by leveraging each other's expertise, services and programs to achieve efficiency and economies of scale.

The five organizations include the original three, NASE, TDC Edmonton and InnovATAC, as well as the two newest additions, Edmonton Economic Development Corporation (through the Edmonton Research Park) and NINT (the National Institute for Technology). There's a total of 250,000 sq. ft. of space available through the Regional Alliance, with 151 companies already in incubation.

"Each of the participants will focus on their specific strengths, with NASE's being in the area of intensive business coaching," Dan Schwaback, NASE Managing Director said. "The deal means the group will be much better at referring business and should bring more clients to NASE."

One of the new partners, innovATAC, sees St. Albert as fertile grounds to enhance its incubator program and is scheduled to be open for business this fall. They are currently accepting applications for space from companies who are in early stages of developing health/tech/multi-media-based products. They will be operating their St. Albert location from their existing building at 50th St. Albert Trail.

Rediscover Niel

Niel Recreation Park
Phase One Grand Opening

Saturday, May 9, 2009
11 a.m. - 2:00 p.m.

Come check out the new Niel Recreation Park. Activities will include a fitness celebration on the new field, skills stations, jumpy things, a hotdog and an autograph session with the Edmonton Eskimos. Explore the park and get your passport stamped.

Art Drive and Studio's Open Tour

Planning is underway for the Art Drive and the 2009 Studio's Open Tour. The Studio's Open Tour will be planned in conjunction with Provincial Arts Days which run September 18 - 20th. The high quality brochure along with the Studio's Open Tour advertising campaign provides the artists with great exposure and great sales! If you would like more information about this program please email Jean at jean@st-albert.ca. If you have participated in the past, watch for your annual form in mid-April.

Go online to www.stalbert.ca/focus-signup to get your monthly copy of Focus mailed directly to you!

St. Albert Chamber of Commerce Healthy Business Challenge

The St. Albert Chamber of Commerce held their first event for the 2009 Healthy Business Challenge on March 21 - a mini curling tournament.

Twenty-two teams enjoyed a day of food, refreshments and networking while throwing stones at home. Mayor Cross with his wife Gwen, along with Doug McLennan and Christine Huggins, were the event champions - noting that all participants were winners.

The Healthy Business Challenge (sponsored by Stegman Willy Athletic Club) is a great way to get business owners and staff together for fun and activity. Other events scheduled for 2009 Healthy Business Challenge include:

- St. Nick Tournament - May 23
- Albert Assured Golf Tournament - June 3



Pool Tournament - Sept 13
Rowing Tournament - Dec 25th
Blood Donor Clinic - Dec 7th

Get active - get healthy! Prizes will be awarded to the business who scores the most points in the Healthy Business Challenge, to be awarded at the Small Business Week Awards banquet in October.

To register your team for upcoming events, contact the St. Albert Chamber at 780-451-2055.



Key Business Economic Indicators

A number of key economic indicators that will have an impact on business decisions is included in this report. This report will be produced quarterly to keep business owners informed as changes. Over time, trend lines can be established to assist in projections.

As of December 2008:

Labour Force

Alberta's seasonally adjusted unemployment rate was 3.4% in November and continues to be the rate in Canada. The number of people employed in Alberta increased by 63,100 over the last 12 months of 15,900 in the month of December. The greatest growth occurred in three sectors, P and Technical Services - 18.3%, Retail Trade - 18% and Construction - 12.9%.

Wages and Salaries

From January to September total seasonally adjusted wages for Alberta rose by 5.0% to \$25.67 per hour. Average weekly wages also rose by 4.9% to a seasonally adjusted \$97,646 million.

Consumer Spending

Retail trade in the first three quarters of the year totalled \$46.3 billion, up 1.3% from the same period in 2007. Gasoline & Service Station sales rose by 19.5% while Motor and Recreational Vehicles declined by 10.0%.

On a year-to-date basis, MLS sales for Alberta were 19.3% lower than the same period a year ago while sales down 15.5% in Edmonton service area.

In October, the Consumer Price Index rose 2.4% from a year ago.

Construction

Year-to-date Alberta state declined 34.4% compared to the same period last year. Housing starts were down 18.0%.

Energy

For the first 11 months of the year, the number of active drilling rigs declined by 1.3% compared to the same year. West Texas Crude (WTIC) averaged \$66.32 (US/Barr) in 2006, \$72.32 in 2007. From September to 2008 WTIC averaged \$89.00 with a high of \$93.74 and declining to \$57.61. The prices further eroded in December January, 2009.

77 St. Albert Road, St. Albert, AB T8N 6L6, Canada Phone: 780.451.2055 Fax: 780.451.2111 Email: info@stalbert.ca Website: www.stalbert.ca

Business Buzz E-mail Newsletter

77 St. Albert Road, St. Albert, AB T8N 6L6, Canada Phone: 780.451.2055 Fax: 780.451.2111 www.stalbert.ca

Focus Newsletter

St. Albert Community Calendar						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<p>January 11</p> <p>St. Albert Community Centre</p> <p>St. Albert Community Centre</p>	<p>January 12</p> <p>St. Albert Community Centre</p> <p>St. Albert Community Centre</p>	<p>January 13</p> <p>St. Albert Community Centre</p> <p>St. Albert Community Centre</p>	<p>January 14</p> <p>St. Albert Community Centre</p> <p>St. Albert Community Centre</p>	<p>January 15</p> <p>St. Albert Community Centre</p> <p>St. Albert Community Centre</p>	<p>January 16</p> <p>St. Albert Community Centre</p> <p>St. Albert Community Centre</p>	<p>January 17</p> <p>St. Albert Community Centre</p> <p>St. Albert Community Centre</p>
<p>January 18</p> <p>St. Albert Community Centre</p> <p>St. Albert Community Centre</p>	<p>January 19</p> <p>St. Albert Community Centre</p> <p>St. Albert Community Centre</p>	<p>January 20</p> <p>St. Albert Community Centre</p> <p>St. Albert Community Centre</p>	<p>January 21</p> <p>St. Albert Community Centre</p> <p>St. Albert Community Centre</p>	<p>January 22</p> <p>St. Albert Community Centre</p> <p>St. Albert Community Centre</p>	<p>January 23</p> <p>St. Albert Community Centre</p> <p>St. Albert Community Centre</p>	<p>January 24</p> <p>St. Albert Community Centre</p> <p>St. Albert Community Centre</p>
<p>January 25</p> <p>St. Albert Community Centre</p> <p>St. Albert Community Centre</p>	<p>January 26</p> <p>St. Albert Community Centre</p> <p>St. Albert Community Centre</p>	<p>January 27</p> <p>St. Albert Community Centre</p> <p>St. Albert Community Centre</p>	<p>January 28</p> <p>St. Albert Community Centre</p> <p>St. Albert Community Centre</p>	<p>January 29</p> <p>St. Albert Community Centre</p> <p>St. Albert Community Centre</p>	<p>January 30</p> <p>St. Albert Community Centre</p> <p>St. Albert Community Centre</p>	<p>January 31</p> <p>St. Albert Community Centre</p> <p>St. Albert Community Centre</p>

Monthly Community Calendar

BUSINESS IS RIGHT IN ST. ALBERT



ST. ALBERT
Business & Tourism Development

Marketing & Promotions Q1 2009

Advertising:

“The Dr. Phil of Tourism” Presents St. Albert Through the Eyes of a Visitor

Roger Brooks is one of North America’s most sought after speakers on community branding, downtowns and tourism.

Roger’s cut-to-the-chase style, humour, and bottom-line approach has gained him international acclaim and the nickname “The Dr. Phil of Tourism.” Roger performed a community assessment on St. Albert in May 2008. Join us to hear the results.

This presentation is a must attend. There is no charge to attend this presentation, but pre-registration is required by emailing jbarber@st-albert.net or phoning 780.459.1725.

BUSINESS IS RIGHT IN ST. ALBERT



January 13, 2009

Arden Theatre,
5 St. Anne Street, St. Albert

6:30 – 8:00 p.m.

Q & A will follow

Simply
Amazing
St. Albert

What's happening in St. Albert this summer ...



St. Albert Business & Tourism Development
1111 Alberta Trail, St. Albert, AB T8N 3Z7
780.459.1725 • www.stalbert.ca



BUSINESS IS RIGHT IN ST. ALBERT



ST. ALBERT
Business & Tourism Development

did you know....

any contractors you hire to work on your house
need a St. Albert business license

BUSINESS IS RIGHT IN ST. ALBERT



ST. ALBERT
Business & Tourism Development

did you know....

you need a business license to operate a home based
business in the City of St. Albert

Business Licensing 5 St. Anne Street St. Albert, AB T8N 3Z7 Canada Phone: 780.459.1725 www.stalbert.ca





Marketing & Promotions Q1 2009

Event: St. Albert Business Breakfast 2009



ST. ALBERT
Business & Tourism Development

annual business checkup
St. Albert Business Breakfast 2009

Join us for insightful presentations from

March 3, 2009
St. Albert Inn
7 a.m. - 9 a.m.

Mayor Nolan Crouse
Larry Hemcastle
Business & Tourism Development
With Q & A Session

for info & tickets call 780-459-1631
tickets \$15 - includes full breakfast | advance tickets only

St. Albert
Presented by Business & Tourism Development, City of St. Albert

Multiple ads ran in the St. Albert Gazette and St. City News

annual business checkup
St. Albert Business Breakfast 2009

March 3, 2009
St. Albert Inn
7-9am

\$15

ST. ALBERT
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Tickets for event