

BUSINESS IS **RIGHT** IN ST. ALBERT



ST. ALBERT
Business & Tourism Development

Q2 08 QUARTERLY REPORT

Business and Tourism Development Quarterly Report Q2.08

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 Second Quarter 2008 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 will be 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 – quarterly

Total number of Business Licenses					
	Quarter 2 Jan - Jun				
	2004	2005	2006	2007	2008
Resident	1035	1060	1063	1145	1192
Home-based	684	745	800	827	882

Measure: value of building permits (residential & non-residential) – quarterly

Quarter 2 Jan – Jun					
	2004	2005	2006	2007	2008
Residential					
- residential	\$41.5M	\$56.6M	\$78.6M	\$73.3M	\$25.6M
Non-Resident					
- commercial	\$2.5M	\$4.4M	\$6.6M	\$15.8M	\$7.0M
- industrial	\$1.4M	\$1.5M	\$6.1M	\$3.2M	\$1.5M
- institutional	\$10.2M	\$21.6M	\$2.7M	\$19.4M	\$1.5M
TOTAL	\$55.7M	\$84.1M	\$94.0M	\$111.7M	\$35.6M

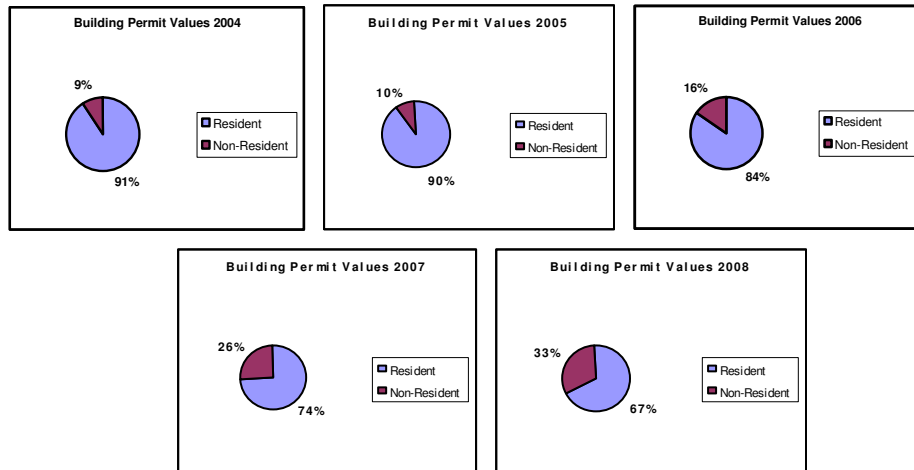
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Measure: ratio of building permit values (residential vs. non-residential) – quarterly

	Quarter 2 Jan – June				
	2004	2005	2006	2007	2008
Resident	\$41.3M	\$56.6M	\$78.6M	\$73.3M	\$26.6M
Commercial/Industrial	\$3.9M	\$5.9M	\$12.7M	\$19.0M	\$8.5M
Ratio (Res.:Non-res.)	10.6:1	9.6:1	6.2:1	3.8:1	3:1
Non-res %age of Res.	9%	10%	16%	26%	33%

* totals may not add due to rounding



Measure: number of net new businesses - annual

Measure: ratio of non-residential to residential assessment - annual

Measure: ratio of non-residential to residential tax revenue - annual

Measure: value of new non-residential assessment - annual

Measure: annual increase in non-residential taxes collected - annual

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

Measure: number of residents that work in St. Albert
 2008 Municipal Census will provide resident employment information
 The information was gathered in May 2008 and staff are now analyzing the information and preparing the reports – available Q3-08.

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

Measure: number of tourism website hits
 tourism website expected to be up and running by Q4 2008

Measure: quality of events as measured through event surveys (Community Survey)
 No event surveys were completed in Q2 2008
 St. Albert Community Satisfaction Survey was conducted in Q2
 Some of the events during the quarter included:

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<u>Community Events</u>	<u># of Participants</u>
Children's Festival	59,000
10 Mile Road Race	600
Edmonton Countryside Spring Drive	5000
Art Walk	524
Rodeo	Did not disclose

Goal 4: We will provide excellent services

Measure: response time for requests

B&TD staff strive 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. B&TD will develop policies and measures for this goal.

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

B&TD will develop measurement tools.

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

"Just a quick note of thanks for the time you spent with the XYZ development team yesterday afternoon.

We found the discussion productive and were pleased to hear of your interest in more progressive forms of development. We look forward to working with you to ensure that the proposed mixed-use program for the XYZ property becomes a true place and another step in the right direction for St. Albert, both socially and economically.

We will keep you up to date with project progress and will likely be in contact with various questions as the project concept becomes more refined."

"Hi Michelle,

I just wanted to take a moment to thank you very much for you taking the time to send me this email. The website you have send me is very helpful and it really gives me a great out look on what St.Albert offers as well as how to contact each place of business. I was not aware St.Albert offers so much.I really appreciate you sending me this information. Thanking You very Much,"

"Hello,

I am writing to ask if you can help me obtain a few statistics around small business in St. Albert.

Scotiabank is putting together small business banking tour cross Canada and will be in St. Albert

in June. In order to make it relevant to the community and any news media that may be interested

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we would like to showcase how important the small business segment is in your municipality.

Any information provided and used will be credited to your organization.”

“Thank you very much for your prompt and thorough assistance in this matter.”

“Great work supporting this initiative...”

“Recently, I had reason to have some dealings with your office, a small thing, I needed some maps of the St. Albert trail system.

Rarely, does one finds someone as cheerful, pleasant and helpful as Michelle Sware was on this occasion. What a wonderful advertisement for your city she is. Many people handling similar positions to her could learn a great deal from this lady just by talking her for a few minutes. Well done St. Albert.”

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.
- Community Calendar compiled monthly; 1900 copies are printed & distributed.
- Continued development of updated Community Profile; distribution planned for July 2008.
- Director attended Downtown Business Association (DBA) AGM.
- Ad was created to promote the St. Albert advantage (location, community strengths and community approach to business), and placed into Alberta Venture Report; the issue included article entitled Alberta’s 10 Best communities for Business.
 - City of St. Albert ranked 7th out of 20 (tied with Alberta’s International Region-Leduc/Nisku and M.D of Rocky View, and was only 2 ½ points from the top community (Red Deer). The report showed that with a little extra effort, we should be able to move up in the standings next year.
- B&TD sponsored a hole at the Chamber Golf Tournament. Buffalo Chip skill contest was very well received. Good partnership with local business Kick n’ Ash Buffalo Meat Products who provided prizes for the 144 business people/golfers visiting the hole, and a good opportunity for B&TD staff to network with local/regional business.
- B&TD solicited proposals for the creation of a Marketing Strategy that would identify the appropriate marketing mediums and resources required in order to attract new business investment to the City.
- B&TD Staff participated in Economic Developers of Alberta (EDA) Conference. Consequently B&TD staff has volunteered for conference committee, awards committee, and the education committee.
- Attended Western Diversification cheque presentation to NABI with local businesses and community leaders in attendance.

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- Hosted the University of Waterloo Economic Development Program for 3 Case Studies in St. Albert – Incubation and Training, Servus Place, and Future Study Areas.
- St. Albert Street Map completed in cooperation with Corporate GIS, and printed with distribution to every household in St. Albert in conjunction with The St. Albert Gazette.
- Met with Alberta Education and Technology (AE&T) representative on future NABI and AE&T funding opportunities (through technology, commercialization and economic diversification).
- Met with two consultants regarding feasibility plans for projects in St. Albert.
- B&TD met with Sturgeon County Economic Development to discuss mutual interests.
- B&TD, in cooperation with Corporate Communications, developed/critiqued relevant B&TD pages for the website.
- Organized and was tour host for a Canadian Urban Transit Association (CUTA) conference spousal tour.
- Wrote a grant application and received 75% funding for the Roger Brook's Community Assessment. Organized public workshop to share findings.
- Planned media tour for St. Albert and North region, which showcased rural and urban operators. Themed as “Eat Your Way Through the North” and resulted in several newspaper articles and television coverage.
- Arranged exhibition game of Futsal at Servus Place for visiting site selection committee for the 2011 Seniors Games.
- Visitor Guide was completed and printed and distributed to tourism operators and visitor information centres.
- Edmonton Countryside Spring Drive was a success and involved the St. Albert Botanic Park.

Other Information of Interest:

- During the second quarter, B&TD in cooperation with other civic departments, provided assistance and ongoing support to NABI in the new facility in Campbell Business Park.
- Conducted 8 Mayor Business Visits in Q2-2008, bringing total number of visits to date to 16.

Business Visited	Contact
Blue Kettle	Carol Olivieri
Cloud Climbers Hobbies	Jason Whyte
Enviro Trace	Rick Pawluk
The St. Albert Gazette	Duff Jamison
Inside & Out Naturally	Kimberly Haines
Kondro Electric	Brent Kondro
RW Packaging	Jeff Sherman
Sublime Swimwear	Lynn Carolei

- Review Business License Operations to increase effectiveness, recent hiring of a new Business License Inspector with focus on Customer Service.

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- Successful application for support under the Federal Government (Foreign Affairs and International Trade) under Community Investment Support Program (CISP) in the amount of \$10,000 match funding for marketing strategy.
- In partnership with St. Albert Chamber of Commerce and Alberta Employment and Immigration held a workshop – “Employees – Finding Them and Keeping Them”.
- B&TD staff assisted in review/evaluation of rental options within Servus Place.

Provide support to SAEDAC and the sub-committees:

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

Attend regional events:

- Edmonton real Estate Forum
- Energy Update Forum
- Sturgeon County Economic Development breakfast

Internal Committees:

- GIS Steering Committee and Technical Committee
- Land and Development Team
- Downtown Re-development
- Employee Appreciation and Relations
- Review Transportation Master Plan
- Hosting Strategy Committee
- Safety Committee
- Environmental Master Plan workshop
- Servus: Food and Beverage and Retail
- Founders Trail Revitalization

External Agencies/Committees Involvement:

- Strategic steering committee for the Edmonton Regional Tourism Group (ERTG) Rural Alberta Development project
- Assisted ERTG with the development of job descriptions and interviewed for staff positions
- Greater Edmonton Economic Development Team (GEEDT) - Labour Attraction Committee
- NABI - Finance, Building and HR Committees, Board of Directors
- St. Albert Chamber of Commerce – Membership, Committees
- Review of Future Study Areas
- Annexation Landowners meetings

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ST. ALBERT
Business & Tourism Development

Marketing & Promotions Q2 2008

Advertising:

ART DRIVE 2008 - 2009

THE DRIVE TO DISCOVER ART

Country Cuisine Taste of Summer

July 13, 2008
St. Albert Grain Elevator
4 Meadowview Drive
3 - 7 p.m.
Tickets: \$15.00 Adults
\$10.00 at the door

www.edmontonscountryside.com

Simply Amazing St. Albert

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

<p>Edmonton Countryside Spring Drive May 10 & 11 www.edmontonscountryside.com</p> <p>Rainmaker Rodeo & Exhibition May 23, 24, 25 www.rainmaker.ab.ca</p> <p>International Children's Festival May 27 - 31 www.childfest.ca</p> <p>Rock'n August Car Show & Street Dance August 5 - 9 www.rocknugust.com</p>	<p>Taste of Summer July 13 www.edmontonscountryside.com</p> <p>Classic Car Tuesdays Start June 3 www.goldenvalley.ca</p> <p>Art Walks May 1 - June 5 July 5 - August 7 September 4 Phone: 400.4310</p> <p>Farmers Market Every Saturday from June 14 to September 27</p>
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EMPLOYEES

FINDING THEM AND KEEPING THEM

May 2, 2008 - 9am - 12pm St. Albert Inn - 156 St. Albert Rd.

St. Albert Business and Tourism Development has partnered with the St. Albert Chamber of Commerce and Alberta Employment and Immigration to bring Employees a valuable workshop opportunity, with two guest speakers presenting:

- Tammy Milliken**
Workforce Education Coordinator - Alberta Employment and Immigration
Time is money! Learn what you need to know for effective administration of your human resources for employee compliance rights and responsibilities. Make Employment Standards work for you.
- Sharon Royal**
Lecturer & Partner - Power Mover Canada LLP
Workforce Immigration - How can your company benefit from attracting and hiring foreign workers?

Cost: \$10 and free to companies who have a booth in the job fair.
To register: call the Chamber of Commerce at 458-2833 or email hr@stalbertchamber.com.

St. Albert Gazette

Country Cuisine TASTE of Summer Edmonton's Countryside

3 p.m. - 7 p.m. Sunday, July 13
St. Albert Grain Elevator Park,
4 Meadowview Drive, St. Albert, Alberta
Eat, Shop & Experience Local Food & Art

Tickets: \$20 at the door.

Visit www.edmontonscountryside.com
for menu and additional event information

Citilights

BUSINESS IS RIGHT IN ST. ALBERT

Business is RIGHT in St. Albert

St. Albert is Strategically Located

- Immediately adjacent to Edmonton
- Well positioned near the Alberta Heartland lands upgrades and northern Alberta resource development

St. Albert has Numerous Community Strengths

- Competitive business environment
- Safe community - rated 9th safest in Canada
- Incredibly high citizen satisfaction rate

St. Albert Business Development has a Community Approach

- Business friendly approach
- Inter-departmental facilitation
- City Council commitment to growth

St. Albert Takes Pride in "Customer Service Excellence"

St. Albert Business & Tourism Development
71 St. Albert Road, St. Albert, AB T8N 4L5 P. (780) 459-1431 E. info@st-albert.net W. www.stalbert.ca

Alberta Venture - June 2008 edition

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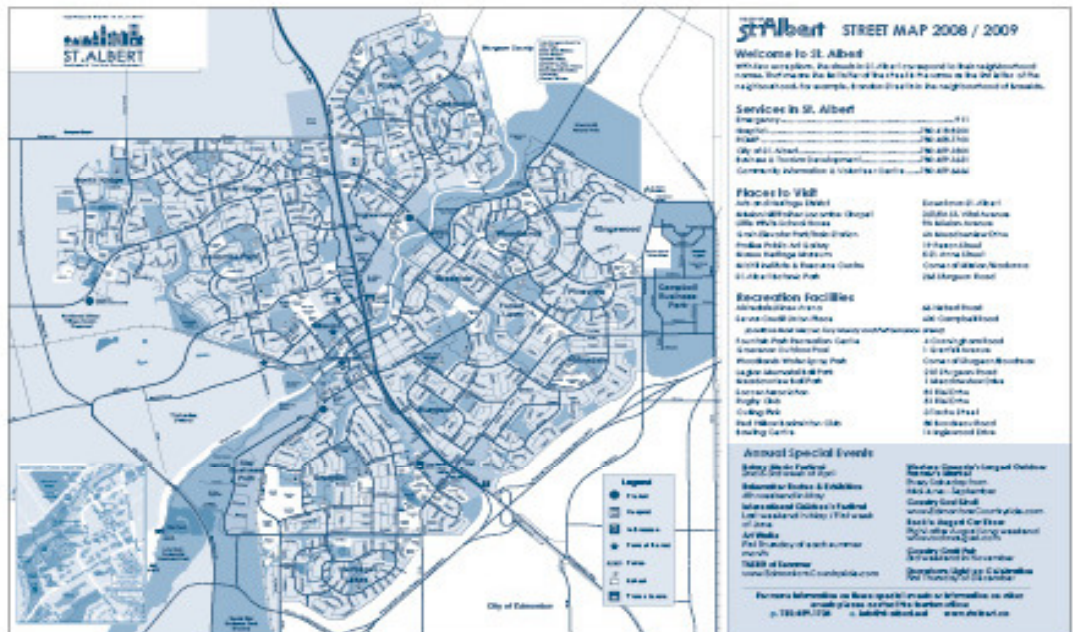
Marketing & Promotions Q2 2008

Promotion:



St. Albert 2008 Visitor Guide

Mapping:



2008 Tear off St. Albert Street Maps

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Marketing & Promotions Q2 2008

Events:

Country Cuisine TASTE! of Summer

Edmonton's Countryside

3 pm - 7 pm Sunday July 13
St. Albert Grain Elevator Park,
4 Meadowview Drive, St. Albert, Alberta

Eat, Shop & Experience Local Food and Art



A celebration of regional cuisine! Eat, Shop & Stroll to meet amazing regional chefs, sample sumptuous country cuisine and talk to the farmers who grow it!

ADMISSION INCLUDES 5 TASTE! tickets, ATCO cook book and the opportunity to mix and mingle with local chefs and farmers. Advance tickets \$15, available at Ticketmaster 780.451.8000. Limited tickets at the door \$20.

EAT SAMPLE TICKETS are \$1 each. Chefs and growers partner to serve taste experiences marrying the local foods and flavours of the region.

MARKET PLACE Shop the Alberta Farmers' Market - Mini Market with local food to take home, and Artisans Booths for you to enjoy local art.




www.EdmontonsCountryside.com













Menu

Country Cuisine TASTE! of Summer

Salads

- Inspired Salads

INSPIRED MARKET GARDENS – ORGANIC GREENS

Entrees

Duck Confit on Tuscan Toast with Kalamata Tapenade
 Buckwheat Bread Stuffed with Potato, Onion & Bacon
RICO RISO RANTE ITALIANO – GREENS EGGS & HAM

- Wild Boar Roasted on a Spit with Apple Chutney
LILY LAKE RESORT
- Top Sirloin Stuffed in English Yorkshire Pudding
- Moroccan Shortribs on a Bed of Basmati Rice Served with Tajine Sauce
CAREIT URBAN DELI – SPRING CREEK RANCH
- Lamb in Adobe • Chicken Mole
 Pork Green Mole Volauvant • Chorizo Potatoes Volauvant
MEXICO LINDO CUISINE – FOUR WHISTLE FARM
- Baby Potatoes with Cream & Dill
 Fresh Cabbage Steamed / Fried in Onions and Cream
ERDMANN'S GARDENS & GREENHOUSES

Desserts

- Herb & Flower Sorbet
INSPIRED MARKET GARDENS
- Homemade Strawberry Shortcake with home grown Kent Strawberries • Basket of Naked Strawberries
PRAIRIE GARDENS
- Flambe Crepes-Loaded with Local Seasonal Berries
LILY LAKE RESORT

Additional Delights

- Honey Mint Crush • Sparkling Rhubarb Nectar
 • Raspberry Sweetini
LOLA CANOLA HONEY REFRESHING DRINKS
- Specialty Breads and Rolls
COBS BREAD
- Driller's Ale • Pipeline Lager
ROUGH NECK BREWING CO.

A Selection of Wines
 Gurvinder Bhatia, CBC Radio Wine Columnist
WINES & SPIRITS WAREHOUSE

- Assortment of Fine Coffee
SECOND CUP-INGLEWOOD SHOPPING CENTRE

Rack Cards- Country Cuisine TASTE! of Summer



ST. ALBERT
Business & Tourism Development

Marketing & Promotions Q2 2008

Monthly Publications:



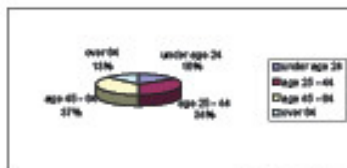
2006 Income

- Total income in St. Albert has grown from 2.11 to 2.36 billion, an increase of 12% from 2005 to 2006;
- St. Albert's median family income remains among the highest in Western Canada at \$104,650, noting this income is 33% above Alberta and 64% above Canadian averages;
- 70% of the city's couples and lone parent family incomes are above \$75,000;
- The number of taxfilers reporting income has continually increased, now totaling over 44,100 taxfilers;
- Of Alberta cities, St. Albert's family income is second only to Fort McMurray; and
- St. Albert's share of provincial personal income comprised 2% of Alberta's total in 2006.

Such change in our population and income provides businesses with the opportunity to expand in our growing consumer market.

Taxfiler Age Distribution 2006

The age distribution of the 41,400 taxfilers is as follows:



Source: Statistics Canada

Taxfiler Breakdown by Income, 2000-2006

The breakdown of taxfilers by total income for 2000-2006 is as follows:

	2000	2001	2002	2003	2004	2005	2006
Under \$15,000	29%	27%	26%	25%	24%	23%	21%
\$15,000 - 24,999	13%	14%	14%	14%	14%	14%	13%
\$25,000 - 34,999	13%	13%	13%	13%	12%	11%	11%
\$35,000 - 49,999	16%	16%	16%	16%	16%	15%	16%
\$50,000 - 74,999	17%	18%	17%	17%	18%	18%	18%
\$75,000 & over	16%	12%	14%	15%	16%	19%	23%

Source: Statistics Canada

2006 Revenue Canada Statistics

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Summer in St. Albert

Focus of Market
Every Saturday
10 a.m. - 3 p.m. - Downtown St. Albert
780.458.2833

Country Cabaret - TASTE OF SUMMER
July 13, 2008 - Glens Elevator Park
www.StAlbertCountrySide.com

Country Soul Street
July 19th & 20th
www.StAlbertCountrySide.com

ArtWalk
August 7th & September 4th
DeLormans St. Albert
780.460.4530

Rock'n August
August 5th - 6th
www.rocknugust.com

Art Drive
Scott's Open Weekend
September 20th & 21st
780.450.1723

Income, 2002-2004 or 2002-2006 is as follows:

	2004	2005	2006
2.6%	2.6%	2.9%	2.9%
1.4%	1.4%	1.5%	1.5%
1.2%	1.3%	1.3%	1.3%
1.4%	1.5%	1.6%	1.6%
1.8%	1.8%	1.8%	1.8%
1.6%	1.5%	2.0%	2.0%

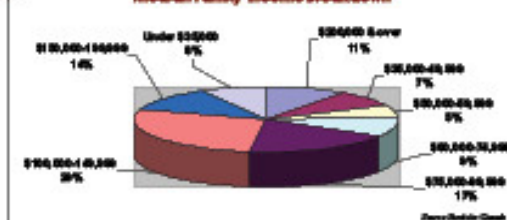
Source: Statistics Canada

2004

	2003	2004	2005	2006
\$1.81	\$1.94	\$2.13	\$2.36	
4%	7%	9%	12%	
41,440	42,790	43,530	44,100	
2%	3%	3%	3%	

Source: Statistics Canada

Median Family Income Breakdown



Source: Statistics Canada

Canada Phone: 780.459.1431 Fax: 780.416.1141 www.stalbert.ca

Focus Newsletter

71 St. Albert Road, St. Albert, AB T8A 1L8 Canada Phone: 780.459.1431 Fax: 780.416.1141 Email: info@stalbert.ca

Business Buzz E-mail Newsletter

St. Albert Community Calendar

Tuesday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

June 2008

Monthly Community Calendar