



BUSINESS AND TOURISM DEVELOPMENT QUARTERLY REPORT Q4.10

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

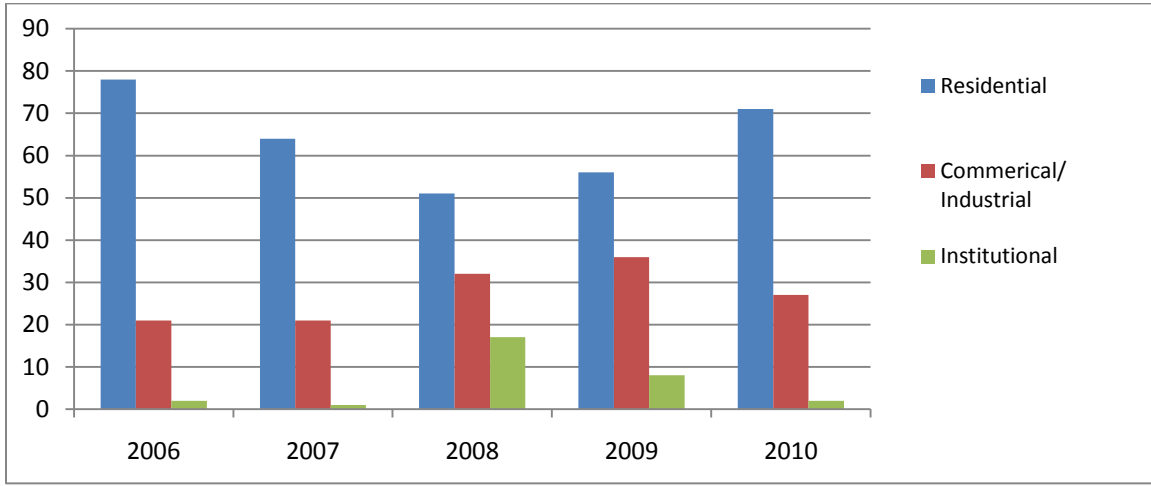
Total number of Business Licenses (YTD)					
	January - December				
	2006	2007	2008	2009	2010
Resident	1,086	1,165	1233	1,279	1,350
Home-based	867	873	935	1003	1067
Non-Resident	718	745	739	827	844
TOTAL	2,698	2,756	2,907	3,109	3,261

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

January – December (YTD)					
	2006	2007	2008	2009	2010
Residential					
- residential	\$151.6M	\$125.3M	\$52.2M	\$80.8M	\$82.3M
Non-Residential					
- commercial	\$26.6M	\$32.7M	\$24.7M	\$10.2M	\$9.7M
- industrial	\$13.5M	\$7.9M	\$8.9M	\$41.5M	\$22.0M
- institutional	\$3.9M	\$29.8M	\$18.3M	\$12.6M	\$2.7M
TOTAL	\$195.6M	\$195.7M	\$104.1M	\$145.1M	\$116.7M

TOTAL BUILDING PERMIT VALUES (%)

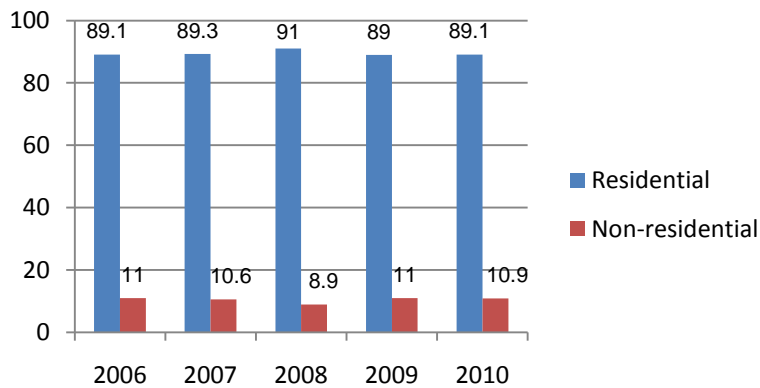
January – December



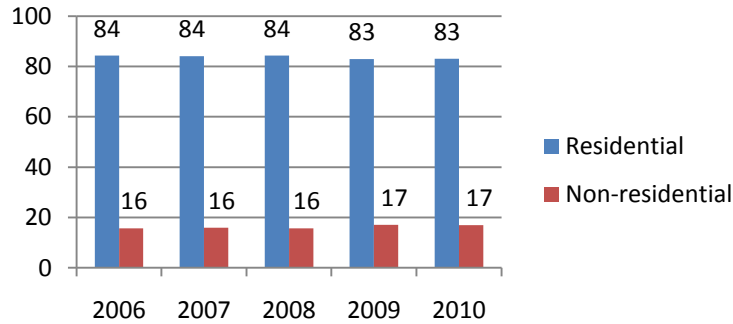
Measure: number of net new businesses – annual

Commercial/Industrial 71
Home-based 64

Measure: percentage of total assessment:



Measure: percentage of total tax revenue:



Measure: value of new non-residential assessment – \$961,671,750

Measure: annual non-residential taxes collected – 2010 - \$11,547,400 (municipal portion)

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

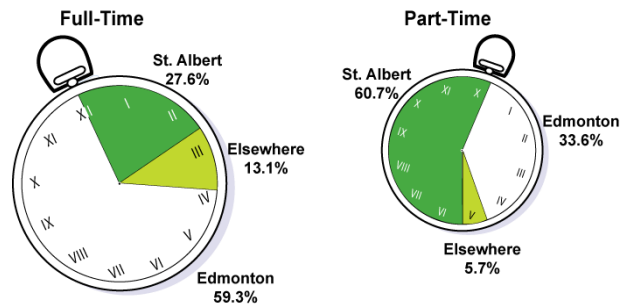
Measure: number of residents that work in St. Albert:

Source: 2010 Municipal Census

Where St. Albert Residents Work				
	<i>Full-time¹</i>		<i>Part-time²</i>	
St. Albert	6,984	27.6%	4,012	60.7%
Edmonton	14,992	59.3%	2,216	33.6%
Elsewhere	3,296	13.1%	379	5.7%
Total	25,272	100%	6,607	100%
Residents Employed Within St. Albert				
	<i>Full-time</i>		<i>Part-time</i>	
Male	3,166	45.3%	1,031	25.7%
Female	3,818	54.7%	2,981	74.3%
Total	6,984	100%	4,012	100%
Residents Employed Outside St. Albert				
	<i>Full-time</i>		<i>Part-time</i>	
Male	11,766	64.3%	787	30.3%
Female	6,522	35.7%	1,808	69.7%
Total	18,288	100%	2,595	100%

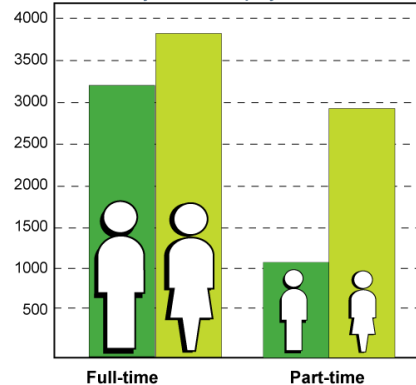
Residents workplace location not reported by (1) 364 full-time and (2) 65 part-time employees.

Where St. Albert Residents Work



Totals do not equal 100% due to 429 residents who did not report this information.

Residents by Gender Employed Within St. Albert



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

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

	<u>Quarter 1 2010</u>	<u>Quarter 2 2010</u>	<u>Quarter 3 2010</u>	<u>Quarter 4 2010</u>
Website visits	1,512	1,803	1,703	1,881
Average hits/day	16.8	19.81	18.5	20.45
Page views	4,167	5,005	4,129	4,344
Average pages/visit	2.76	2.78	2.42	2.31

84.05% were new visits to the website.

Of the 1,881 visits and 4,344 page views to the tourism site, 16.32% came from direct traffic, 71.77% came from search engines and 11.91% came from referring sites.

<u>Location</u>	<u># of Website Hits</u>
Canada	1,801
United States	51
France	9
United Kingdom	3
China, Netherlands, Russia, Germany	2

The top traffic sources for the tourism website hits were:

<u>Source</u>	<u># of Website Hits</u>
Google (organic)	1,253
Direct	307
stalbert.ca	68
Curling.ca	52
Bing (organic)	38

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

In 2010, a tourism survey was conducted at three summer events in St. Albert:

- Rock N' August
- Farmer's Market
- StArts Fest

The intent of the survey was to help Business & Tourism Development assess:

- Where visitors were coming from to attend events in St. Albert
- Demographics of those attending
- Impact of the event on the local economy

- Efficiency of marketing and advertising efforts

A total of 267 surveys were randomly collected from three events.

Findings:

Rock N' August:

- Rock N' August drew over 37% of visitors from Edmonton, 10.5% from Northern Alberta and close to 15% from outside our normal trade area, some travelling over 200 kms for the event, 37% of the visitors to Rock N' August were St. Albert residents.
- The majority of the visitors (55.2%) heard about the event through other means – word of mouth, friends and family, car dealers etc. Very few visitors (1.5%) indicated they heard about the event through the City's website. 28.4% indicated they learned about the event through local newspaper advertising.
- Many of the visitors indicated they visited other venues and amenities while in St. Albert, including downtown, St. Albert Centre, restaurants and lounges and the Farmer's Market.

Farmer's Market:

- The Farmer's Market draws most of the visitors from Edmonton (40%) with St. Albert residents comprising 37.5% of the visits to the Farmer's Market.
- The majority of the visitors heard about the market through word of mouth, family and friends, etc.
- Many of the visitors indicated they visited other venues and amenities, including St. Albert Centre, Power Centre (Walmart/Home Depot) and restaurants and lounges and professional services.

StArts Fest:

- StArts Fest draws most of its visitors from St. Albert (72%) and Edmonton (16%).
- The majority of the visitors heard about the event through word of mouth, family and friends, etc. Local newspaper advertising was the next highest method of learning about the event.
- While in St. Albert, many of the StArts Fest visitors also checked out the Farmer's Market, downtown merchants and restaurants and lounges.

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:

No survey undertaken in 2010. No complaints about Business & Tourism Development customer service were brought forward to the department.

MARKETING, NETWORKING AND SPECIAL PROJECTS:

MARKETING

BUSINESS WEBSITE

Business Development

The business site had 4,636 hits in Q4 2010, down slightly from Q3.

	<u>Quarter 1 2010</u>	<u>Quarter 2 2010</u>	<u>Quarter 3 2010</u>	<u>Quarter 4 2010</u>	<u>Totals for 2010</u>
<u>Business Development</u>					
Number of website visitors	5,508	5,119	5,394	4,636	20,654
Unique hits to business website	4,334	3,998	3,815	2,969	15,116
Average time spent on business page	28 sec	24 sec	23 sec	1min 29 sec	41 sec on average
Navigation from other pages to business website	92.6% of visitors	94.31%	93.01%	90.14%	92.52% on average
Direct to page navigation	7.4%	5.69%	6.99%	9.86%	7.49% on average
<u>Commercial Listings page</u>					
Number of website visitors	561	397	509	424	1,891
Unique hits to page	451	334	369	361	1,515
Average time spent on page	1 min 25 sec	1 min 6 sec	1min 50 sec	1 min 37 sec	1 min 30 sec on average
Navigation to page via business pages	96.8% of visitors	100% (50% from /business; 50% from /business-real-estate)	96.45% from other business pages. 3.55% direct navigation	90.13% of visitors	95.84% on average

JOIN US – SUMMARY FOR 2010

Billboards

Q1: no billboards running

Q2: 137th avenue and 160th street, Experience the Energy, estimated viewer total: 887,927

Q2: 170th street and 137th avenue, Join Us for a Good Fit, estimated viewer total: 999,024

Q2: St. Albert Trail North & South, 8 rotating designs, estimated viewer total: 4.95 million

Q3: No billboards in July & August, new billboards up in late September and run through Q4

Q4: St. Albert Trail North & South, 4 rotating designs, estimated viewer total of 4.95 million

Q4: 137th avenue and 156th street, Where business is welcome, knowledge means business, estimated viewer total: 947,359

Q4: 170th street and 137th avenue, Where green business is good business, where business is welcome, estimated viewer total: 1,087,632

Other Media

- TV Commercial: 30 second spot promoting business in St. Albert, ran on CBC Edmonton during Dragon's Den, as well as bonus spots on CBC National and local news.
- Web Advertising on cbc.ca and cbc.ca/money.
- Print Advertising in Alberta Venture (1x) and Business Edge magazine (4x).
- Development of the St. Albert Business Profile booklet.
- USB Memory sticks – pre-loaded with promotional and informative materials for use at trade shows and other events.

COMMITTEES & AGENCIES INVOLVEMENT

Staff within the Business & Tourism Development department 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

Staff also volunteer to serve on numerous regional committees and professional associations.

CONFERENCES, TRADESHOWS, SEMINARS & WORKSHOPS ATTENDED

Business & Tourism Development participated in several conference/trade shows in 2010 to market St. Albert and garner competitive intelligence from various industry sectors. Some of these events included:

<u>Event</u>	<u>Objective</u>
Clean Tech Conference, Red Deer	Networking/Intelligence/Business Attraction
Oilsands Tradeshow, Fort McMurray	Business Attraction
Building Envelope Solutions Conference, Calgary	Business Attraction
Buyer Seller Forum, Edmonton	Business Attraction
International Council of Shopping Centres, Edmonton	Business Attraction
Edmonton Real Estate Forum, Edmonton	Networking/Intelligence
Petrochemical Conference, Kananaskis	Networking/Intelligence

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

- Greater Edmonton Economic Development Team (GEEDT)
- Edmonton Regional Tourism Group (ERTG)
- Alberta First.com Board of Directors
- Capital Regional Economic Roadmap Working Committee

In 2010, Business & Tourism Development updated the Retail Trade Area Survey and confirmed the primary trade area population in excess of 200,000 and a secondary trade area population in excess of 100,000.

The Retail Trade Area Survey was conducted in October/November, 2010 to ensure it was not unduly influenced by summer or Christmas shopping habits.

It was surprising to see how many shoppers from Edmonton visit St. Albert businesses on a regular occurrence. It is anticipated the completion of Anthony Henday Drive in 2011 will influence the Retail Trade Area and attract additional shoppers to St. Albert.

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 Q4 stalbert.ca/business page received 4,636 visitors (down 758 from Q3), with 2,969 of the hits being unique or new visitors (down 846 hits from Q3).
- An average of 1 minute 29 seconds was spent on the “business” page (up 1 minute 6 seconds from Q3).
- 90.14% of visitors navigated to the “business” page via other pages on the City of St. Albert website.
- Commercial Listings page received 424 visitors in the fourth quarter (down 85 from Q3), with 361 of them being unique or new visitors (down 8 from Q3).
- Visitors spent an average of 1 minute 37 seconds on this page.
- 90.13 % of visitors navigated to the commercial listings page via other St. Albert business pages.

OTHER INFORMATION OF INTEREST OF 2010:

- Conducted 19 Mayor Business Visits in 2010.
- 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.
- Business Licence Inspector visited more than 50 businesses in 2010; delivered a large portion of renewal licenses to the St. Albert businesses in person.
- 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.
- Downtown Beautification Program expanded to assist downtown merchants to add flower barrels, perpendicular signs, bike racks or other features to enhance the curb appeal of their business. Many participating businesses stated they experienced increased business as a result of their beautification project.
- Branding continued to be a highlight for the department as the City began rolling out the new Cultivate Life branding and applying the brand to our daily activities. The success of St. Albert’s branding has been noted by several provincial agencies and the City has been requested to present our branding experience at provincial meetings and conferences.

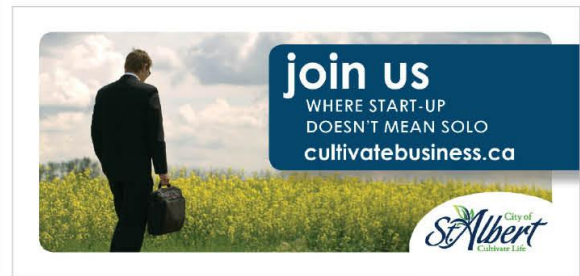
- St. Albert Business & Tourism Development co-hosted a 2 day regional symposium – Strength in Partnerships, with Sturgeon County to discuss and review partnership opportunities as they relate to economic development in the sub-region.
- Business & Tourism Development co-hosted the Annual Edmonton Tourism Golf Tournament held at Sandpiper Golf Course.
- Business & Tourism Development continued to expand the popular Country Cuisine – Taste of Summer Event.
- Business & Tourism Development was honoured with three gold medals in the 2010 Marketing Canada Awards from the Economic Developers Association of Canada (EDAC). The 2010 competition attracted over 180 submissions, with St. Albert competing in the same categories as the large cities of Edmonton, Vancouver and Toronto.
- The department partnered with local business and regional organizations to promote St. Albert, including trade shows, marketing materials, advertisements, etc. Through these partnerships, St. Albert was able to reach a much larger marketplace by sharing its resources.

Year End 2010 NAICS Coding

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)	21 (-2)	Manufacturing (31 – 33)	31 (-4)	Healthcare and Social Assistance (62)	175 (+23)
Arts and Entertainment (71)	33 (+1)	Real Estate, Rental & Leasing Investment (53)	48 (+1)	Public Administration (91)	7
Accommodation & Food Services (72)	137 (+26)	Education Services (61)	47 (+9)	Finance and Insurance (52)	62 (+12)
Retail (44 – 45)	313 (+56)	Management of Companies & Enterprises (55)	0	Information & Cultural Industries (51)	13 (+6)
Construction Trades (23)	109 (+24)	Wholesale trade (41)	30 (+7)	Administration & Support (56)	25 (+21)
Professional, Scientific & Technical Services (54)	105 (+22)			Waste Management & Remediation Services (56)	0 (-1)
				Other Services (except Public Admin.) (81)	214 (+25)

Total number of businesses operating within St. Albert by North American Industry Classification System (NAICS) codes net increase/decrease from October, 2008 shown in brackets.

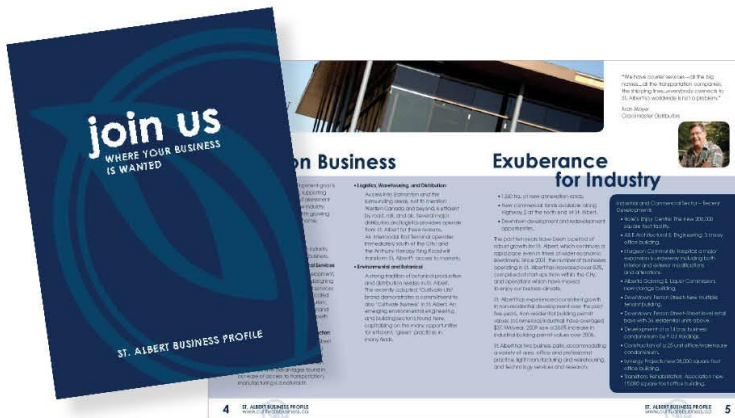
Spring & Fall Billboards & Print Ads



Fall Web Ads



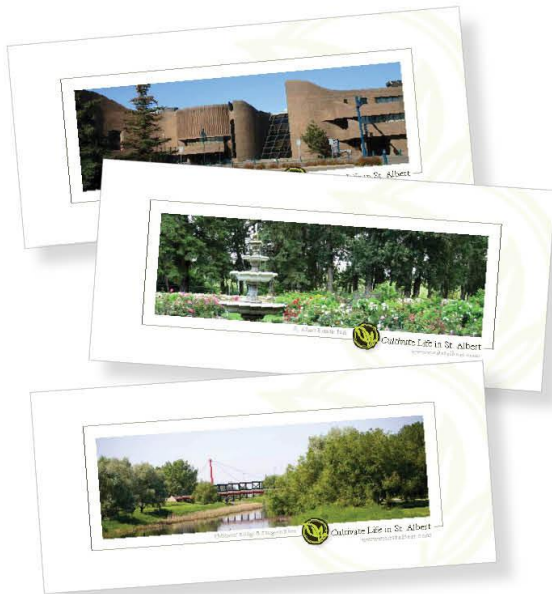
Business Profile Booklet



Bus Mural & Posters



Postcards



Community Hall Sign



Branding and Tourism Ads

