



# 2017 **ECONOMIC** PROFILE

THE CITY OF  
**GRANDE**  
prairie ALBERTA

RESOURCEFUL SPIRIT, GROWING OPPORTUNITY

---

Prepared by the City of Grande Prairie, this profile provides relevant information for business and industries interested in investing in Grande Prairie.

In our efforts to direct and assist in the overall economic growth in the region, the City of Grande Prairie would be pleased to provide you with guidance and information tailored to meet your needs. Please do not hesitate to contact our office if you require further information.

**City of Grande Prairie, Economic Development Department**

PHONE 780.538.0475 | EMAIL [ecdevinfo@cityofgp.com](mailto:ecdevinfo@cityofgp.com) | [INVESTGRANDEPRAIRIE.COM](http://INVESTGRANDEPRAIRIE.COM)

Bag 4000 – 10205-98 Street, City Hall, Grande Prairie, Alberta, Canada T8V 6V3



---

ADVERTISING SALES imageDESIGN

COVER PHOTO Liza Curtiss

PRINTED Alberta, Canada

PHOTOGRAPHY Aquatera, Beauchamp Photography, Canfor, City of Grande Prairie, Liza Curtiss, Mary Dahr,

Lloyd Dykstra, Shai Gil, Melanie Jenner, JKP Images, Angie Patterson, Ron Potts, Sean Trostem, Seven

Generations, and William Vavrek

The information in this publication has been compiled from sources deemed reliable. Readers and users of this profile are encouraged to make independent investigations to satisfy themselves of relevant facts before relying upon them. While every attempt has been made to ensure the accuracy of this guide, some information is subject to change without notice. This guide is intended as an information source and does not imply endorsement of any service, association or organizations. The City of Grande Prairie will not be responsible for any loss, damage or claim arising from or related to an interpretation, use or reliance on the information contained in this publication.

# contents

04	<b>Profile Highlights</b>	22	<b>Housing</b>
06	<b>Location &amp; Distance to Markets</b>	24	<b>Utilities</b>
08	<b>Demographics</b>	26	<b>Transportation</b>
10	<b>Labour Force</b>	27	<b>Environmental Initiatives</b>
11	<b>Education</b>	28	<b>Parks &amp; Recreation</b>
12	<b>Innovation &amp; Opportunity</b>	30	<b>Arts &amp; Culture</b>
14	<b>The Grande Prairie Business Advantage</b>	32	<b>Health Care</b>
15	<b>Business Resources</b>	33	<b>Sector Profile: Agriculture</b>
16	<b>Business Costs</b>	34	<b>Sector Profile: Forestry</b>
17	<b>Taxation</b>	35	<b>Sector Profile: Oil &amp; Gas</b>
18	<b>Development</b>	36	<b>Sector Profile: Retail</b>
19	<b>Incentives</b>	39	<b>Sector Profile: Tourism</b>
20	<b>Downtown</b>		



An aerial photograph of Grande Prairie, Alberta, Canada, during the winter. The city is covered in snow, and a wide, multi-lane road runs vertically through the center. On the left side of the image, there is a vertical strip of colorful, semi-transparent geometric shapes (triangles and squares) in shades of teal, orange, yellow, and green, some with grid patterns. In the upper right, a dark teal speech bubble contains the text 'profile highlights'.

# profile highlights



## DEMOGRAPHICS

Grande Prairie is the youngest city in Canada with a median age of 30.3 and one of the fastest growing communities in North America. The 2016 federal census recorded 63,166 residents up 13.5% from 2011.

## BUSINESS ADVANTAGES

- No sales taxes
- A total trading area population of over 281,000 people
- Most businesses are exempt from business licenses
- One of the most entrepreneurial cities in Canada

## LABOUR FORCE & MAJOR INDUSTRY

A young and educated population offers a valuable and highly skilled workforce to the region's major economic sectors.

The region boasts extraordinary crop quality with 13.6% (or 3.3 million hectares) of Alberta's cropland, making agriculture an important component of the region's diverse economy.

Forestry contributes significantly to the region's economy as northwestern Alberta produces a substantial amount of the province's pulp, oriented strand board and dimensional lumber.

Oil and gas provide tremendous opportunities for companies involved in the extraction and processing of energy resources as well as for supporting companies in transportation, business management, engineering, consulting, information technology, communications, and manufacturing.

As a strategic regional hub for retail and industrial trade and commerce, Grande Prairie is a lucrative market for local and multi-national retailers. Retail spending in the city represents \$1.25 billion, spread over a retail inventory of 4.06 million square feet. A recent Retail Market Analysis shows the market has a residual demand for 958,000 square feet of new stores.

A growing sport tourism industry is developing Grande Prairie into a community of choice for high calibre sport, recreation and cultural events. Recent events include the 2015 Alberta Special Olympics and the 2016 Scotties Tournament of Hearts. Coming up, Grande Prairie will also host the 2018 Alberta Summer Games.

## COMPLEMENTARY PUBLICATIONS



### RELOCATION GUIDE

A great resource for newcomers to Grande Prairie or those who are considering making the move. This annual publication is produced for businesses, families and individuals to learn more about why Grande Prairie is an excellent place to live, work, and play. Available in English and French.

[www.cityofgfp.com/livehere](http://www.cityofgfp.com/livehere)



### HOTEL & EVENT FACILITIES GUIDE

You'll want to refer to this publication when you are planning your next event, meeting or conference. Find room dimensions, photos, facility amenities, and accommodation information for every space in Grande Prairie.

[www.cityofgfp.com/livehere](http://www.cityofgfp.com/livehere)



### SPORTS FACILITIES GUIDE

When you're planning to host a sporting event, competition or tournament, this is your one-stop guide for information on all Grande Prairie and surrounding area sport facilities, their amenities, map locations, and photos.

[www.cityofgfp.com/livehere](http://www.cityofgfp.com/livehere)

Print copies are available by request at:  
[ecdevinfo@cityofgfp.com](mailto:ecdevinfo@cityofgfp.com)

## INVESTMENT & AMENITIES

Significant recent investments in infrastructure, arts and culture, sport and recreation, and health care facilities include:

- \$730 million regional hospital and cancer centre opening 2019
- \$109 million world-class aquatics and wellness facility
- \$20 million Downtown Streetscape Enhancement and Rehabilitation Project



# location & **distance**

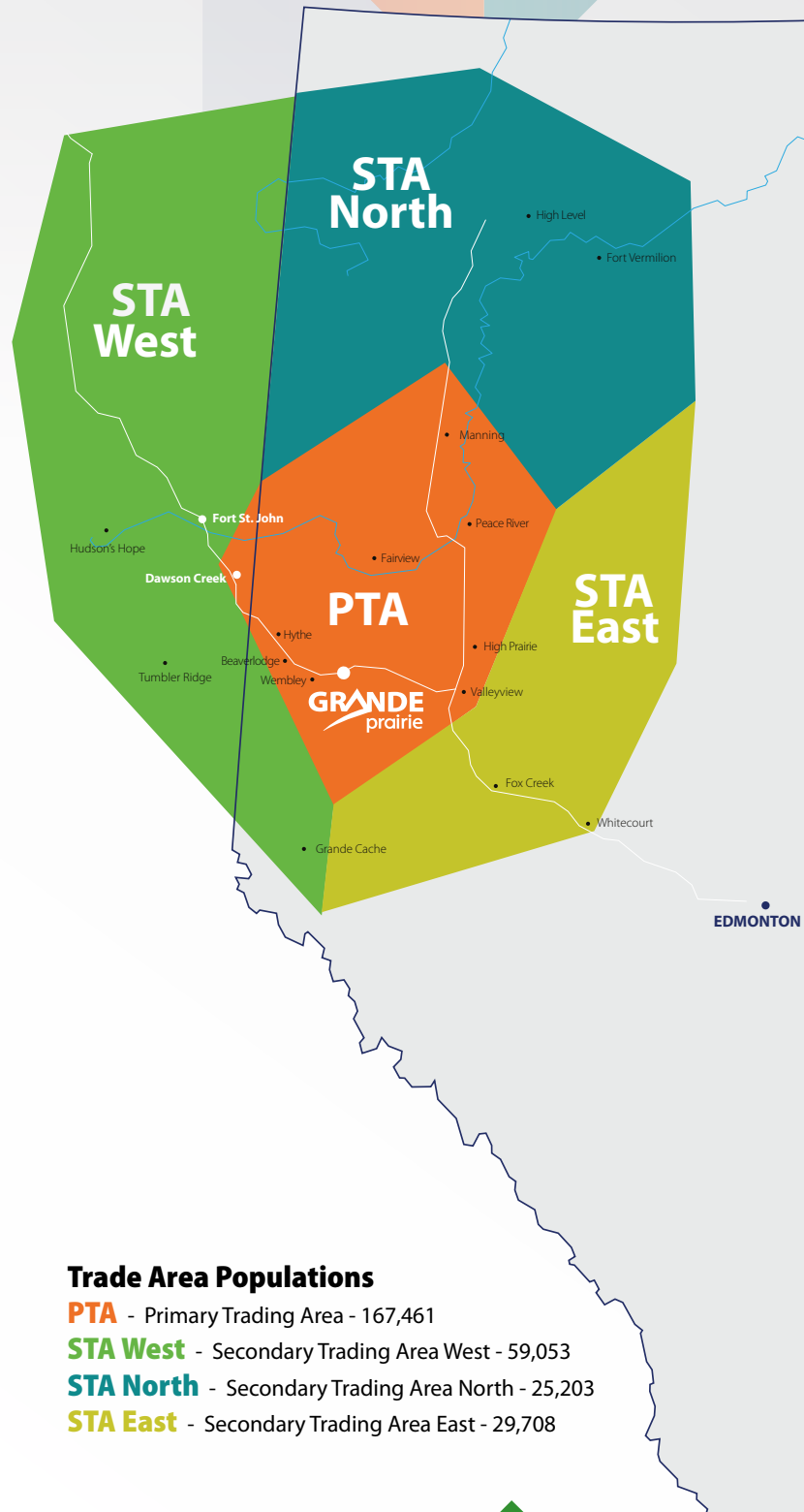


## DISTANCE TO MARKETS

The City of Grande Prairie is 456 kilometres northwest of Edmonton and is the largest city between Edmonton and Anchorage, Alaska. As the largest city in northwestern Alberta, Grande Prairie is well positioned to access markets across Canada and beyond. Highways 40 and 43 and CN rail connect Grande Prairie to major markets and ports across North America. The Grande Prairie Airport offers daily service to both Calgary and Edmonton.

While the city itself boasts a population of 63,166, the area immediately surrounding the city brings the primary trading area to over 167,000 people. However, the City services a larger trading area of over 281,000 people spanning northwestern Alberta, northeastern British Columbia and the Northwest Territories. As a strategic regional hub for trade and commerce, Grande Prairie proves to be a lucrative market for both local and multi-national retailers with names like Costco, Bed Bath & Beyond and Old Navy.

CITY	DISTANCE (KM)	DISTANCE (MILES)
<b>Edmonton, AB</b>	456	284
<b>Calgary, AB</b>	750	466
<b>Fort McMurray, AB</b>	756	470
<b>Red Deer, AB</b>	608	378
<b>Dawson Creek, BC</b>	131	81
<b>Vancouver, BC</b>	1,192	741
<b>Prince Rupert, BC</b>	1,251	777
<b>Toronto, ON</b>	3,830	2,380
<b>Seattle, WA</b>	1,304	810
<b>Portland, OR</b>	1,583	983



### Trade Area Populations

**PTA** - Primary Trading Area - 167,461

**STA West** - Secondary Trading Area West - 59,053

**STA North** - Secondary Trading Area North - 25,203

**STA East** - Secondary Trading Area East - 29,708

# demographics





# Grande Prairie is the youngest city in Canada and one of the fastest growing in North America.

Grande Prairie has a strong history of growth. The city has nearly doubled to 63,166 (2016 Federal Census) in the last 20 years and has sustained a steady growth rate over the last decade. While most municipalities in Canada are contending with issues associated with an aging population, Grande Prairie continues to see a trend of incoming young families and increasing births.

**Population**  
**63,166**  
2016 Census

Several smaller communities bring the total trading area population to over 281,000 people.

**Population increase** 2011 → 2016 **13.5% ↑**

**Population growth rate** 2011 → 2016 **2.56% ↑**

**Unemployment rate** 2016 Average **7.1%**



Continuing trend of young families and increasing births

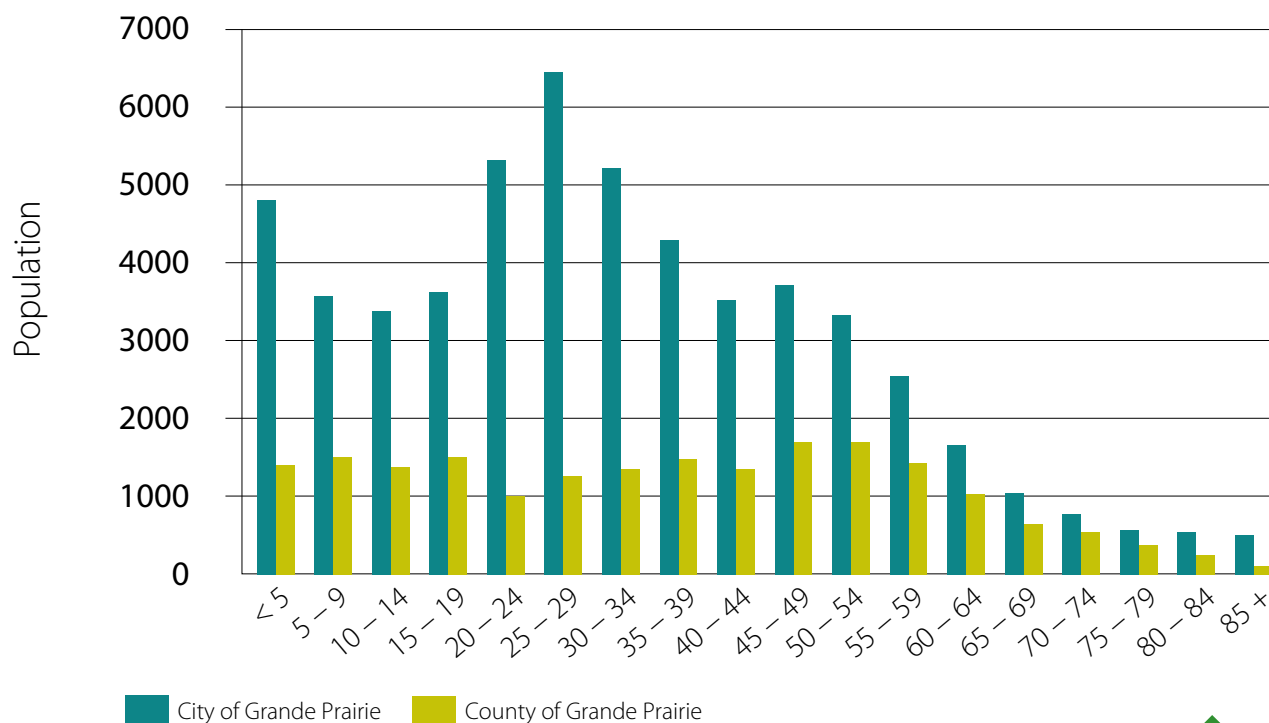


The median age of the community is a youthful 30.3



The city has more residents under the age of 5 than over 65

**Population Distribution by Age**



# labour force

Grande Prairie's young, educated population, offers a valuable and highly skilled workforce to the major economic sectors in the region including agriculture, forestry, oil and gas, retail services and tourism.

	ALBERTA	REGION <sup>1*</sup>
<b>Working Age Population</b>	3,396,300	277,100
<b>Employment</b>	2,265,600	181,800
<b>Unemployment Rate</b>	8.0%	7.1%
<b>Participation Rate</b>	72.5%	70.6%

\* Region includes Banff, Jasper, Rocky Mountain House, Athabasca, Grande Prairie and Peace River.

	GRANDE PRAIRIE
<b>Average Family Income<sup>2</sup></b>	\$106,933
<b>Per Capita<sup>2</sup></b>	\$50,667
<b>Average Discretionary Household Income<sup>2</sup></b>	\$38,466

<sup>1</sup> Labour Force Survey, 2016 average

<sup>2</sup> NHS Profile Grande Prairie, Income of individuals

## An Educated Workforce

EDUCATIONAL ATTAINMENT	Population
<b>High School certificate or equivalent</b>	29.7%
<b>College, CEGEP or other non-university certificate or diploma</b>	19.8%
<b>Apprenticeship or trades certificate or diploma</b>	14%
<b>University certificate, diploma or degree</b>	11.5%
<b>University certificate or diploma below the bachelor level</b>	2.8%

MAJOR FIELD OF STUDY	Population
<b>Engineering &amp; Related</b>	6,400
<b>Business</b>	4,230
<b>Health &amp; Related</b>	3,090
<b>Education</b>	1,630
<b>Transportation</b>	1,480
<b>Social Sciences &amp; Law</b>	1,290
<b>Agriculture &amp; Resources</b>	640
<b>Humanities</b>	630
<b>Arts &amp; Communications</b>	410
<b>Science &amp; Technology</b>	375
<b>Math &amp; Computer Science</b>	330

INDUSTRY	AVERAGE WAGE IN ALBERTA
<b>Agriculture</b>	\$23.38/hr
<b>Forestry</b>	\$28.72/hr
<b>Oil &amp; Gas</b>	\$44.19/hr
<b>Utilities</b>	\$40.17/hr
<b>Construction</b>	\$31.83/hr
<b>Manufacturing</b>	\$33.15/hr
<b>Wholesale Trade</b>	\$30.52/hr
<b>Retail Trade</b>	\$18.36/hr
<b>Transportation &amp; Warehousing</b>	\$31.52/hr
<b>Information, Culture &amp; Recreation</b>	\$19.55/hr
<b>Financial &amp; Real Estate</b>	\$27.48/hr
<b>Professional &amp; Scientific Services</b>	\$29.26/hr
<b>Business Support Services</b>	\$23.88/hr
<b>Educational Services</b>	\$39.17/hr
<b>Health Care</b>	\$29.74/hr
<b>Accommodation &amp; Food</b>	\$14.33/hr
<b>Other Services</b>	\$28.49/hr
<b>Public Administration</b>	\$32.97/hr

2015 Alberta Wage and Salary Survey Annual Alberta Regional Labour Market Review.  
Alberta Enterprise and Advanced Education





# education

GRANDE PRAIRIE REGIONAL COLLEGE | ANGIE PATTERSON

## GRANDE PRAIRIE REGIONAL COLLEGE (GPRC)

Educational, athletic and cultural opportunities are all part of the contribution GPRC makes to Grande Prairie and the Peace River region. In response to regional, community and industry demand, GPRC provides a range of customized non-credit pre-employment programming, skills development, safety training and community interest courses.

GPRC offers Red Seal trade programs through its campuses for Electricians, Millwrights, Automotive Service Technicians, Carpenters, Heavy Equipment Technicians, Instrument Technicians, Motorcycle Equipment Technicians, Sheet Metal Workers, Steamfitter/Pipefitters and Welders.

Workforce Development provides hundreds of non-credit career training or personal interest courses annually, as well as several certificate programs to enhance the skills of working professionals. These courses are constantly evolving in response to the needs of the community and the job market.

### Programs:

- Diploma and certificate programs for full or part-time study
- University transfer, diploma and certificate programs
- Apprenticeship and pre-employment trades training
- Adult high school equivalency completion
- Undergraduate degrees and master degrees in collaboration with universities
- Credit programs in the areas of Liberal Arts, Science, Education, Physical Education, Nursing, Human Services, Fine Arts, Business, Technology, Academic Upgrading, Trades and Technical training, Agriculture and Environmental Sciences

[gprc.ab.ca](http://gprc.ab.ca)



CENTRE 2000 | JKP IMAGES

# innovation & opportunity

Grande Prairie is a community that recognizes innovation as an important driver of economic development. Opportunity is a word readily used to describe the city, powered by innovative individuals and businesses who contribute to the region's growth and prosperity. Grande Prairie files more patents per capita than any other region in Canada.

## GPRC RESEARCH & INNOVATION

GPRC Research & Innovation (GPRC R&I) leads the development of applied research and innovation for the College and northwest Alberta. For research and innovation activities ranging from large Natural Science and Engineering Research Council of Canada (NSERC) and Social Sciences and Humanities Research Council (SSHRC) funded initiatives to local student-led community participatory projects, GPRC R&I provides project management, grants facilitation, secretariat, and other support services to the College, industrial and community partners across the region.

Closely collaborating with Alberta Innovates and the Grande Prairie Regional Innovation Network (GPRIN), GPRC R&I supports innovators, entrepreneurs, and students as they develop ideas into new marketable products and services. GPRC R&I is able to connect industry and community initiatives with the diverse experience, skills, and multi-disciplinary knowledge of the College's faculty and students, a powerful regionally-based resource for anyone seeking research and development assistance and advice, venture assessment, technical valuation, financial viability and project valuation.

[gprc.ab.ca/research](http://gprc.ab.ca/research)

## GP REGIONAL INNOVATION NETWORK

The Grande Prairie Regional Innovation Network offers regional innovation services. GPRIN is a formal community partnership, which leads the development and delivery of innovation and technical problem solving services for innovators and entrepreneurs in the region and surrounds.

Services include:

- Idea Assessment
- Technical Problem Solving
- Steps to Commercialization
- Access to Funds and Programs
- Intellectual Property
- Learning Events
- White Boarding

GPRIN is a collective partnership between the City of Grande Prairie, County of Grande Prairie, MD of Greenview, Grande Prairie & District Chamber of Commerce, Grande Prairie Regional College (GPRC) and Community Futures Grande Prairie and the sponsoring agency Alberta Innovates.

For more information:

Bob Hall, GPRIN Technology Development Advisor

**780-897-0680 | [bob.hall@albertainnovates.ca](mailto:bob.hall@albertainnovates.ca)**





WORKER ASSEMBLING BICYCLE | MARY DAHR

## SPARK! BUSINESS INCUBATOR

A partnership between Community Futures Grande Prairie & Region and the City of Grande Prairie, Spark! Business Incubator opened its doors in February 2017. As a physical business incubator, Spark! provides month-to-month, weekly, and hourly office rentals to new and transitioning businesses looking for operational space, meeting space, training space and the like.

The incubator offers administration, internet, printing and photocopying services, business counselling, coaching, training and consulting services along with access to several other professional services such as accounting & legal advice, engineering services, business advisory boards and masterminds and all other areas of the business development spectrum.

An onsite concierge works with all prospective incubator clients to assess their needs and goals and create a tailored business development plan. At full capacity, the incubator will house Community Futures and 7 additional incubating businesses with the opportunity for future expansion.

For more information:

Holly Sorgen, Community Futures Grande Prairie & Region

**780.814.5340 | [holly.sorgen@albertacf.com](mailto:holly.sorgen@albertacf.com)**

## DOWNTOWN RETAIL INCUBATOR

Set to launch in early summer of 2017, the Downtown Retail Incubator will provide training, resources and the opportunity for local entrepreneurs to grow their retail business. Incubator participants will have access to a comprehensive retail-training curriculum followed by short-term, low-cost leases to test their concept in downtown Grande Prairie. The Retail Incubator will help property owners to activate their vacant downtown spaces and increase the diversity of downtown's retail landscape.

For more information:

Economic Development, City of Grande Prairie

**780-357-4969 | [ecdevinfo@cityofgp.com](mailto:ecdevinfo@cityofgp.com)**



# business advantage



214 PLACE DOWNTOWN | JKP IMAGES

## A CITY OF ENTREPRENEURS

Grande Prairie remains one of the top places to build a business, find employment and integrate into a growing community. Diverse economic drivers and an entrepreneurial business culture continue to offer opportunities in a variety of industries.

The Canadian Federation of Independent Business has consistently recognized Grande Prairie as one of the most entrepreneurial cities in Canada. Boasting the most small businesses per capita in Canada, Grande Prairie's entrepreneurs are a vital component to maintaining the strong, vibrant business environment that has a proven ability to withstand even the toughest economic climates.

The city's strategic location in the heart of the prolific Montney formation provides a logistical advantage over northern rural industrial parks with reduced cycle times of more than 30 minutes, resulting in

reduced equipment costs and variable operating expenditures. The city's industrial areas are conveniently located along arterial roads with fully signalized intersections. Properly zoned and developed industrial parks avoid conflicts and reduce negative interactions with the public, normally associated with industrial uses adjacent to residential and agricultural developments. Close proximity to amenities such as restaurants, shopping, medical clinics and professional services result in higher employee job satisfaction and less time away from work for appointments.

The optimized industrial locations allow your employees to maintain a high quality of life with commutes of less than 15 minutes to anywhere within the city, offering employees more time at home with family and less time spent on the highway. Similarly, nearby hotels, conference facilities and airport ensure that travelling consultants and executives are able to maximize their time with your business.





# business resources

PIPELINE TIE IN | SEVEN GENERATIONS

## BUSINESS RESOURCES

### **Aboriginal Business and Entrepreneurship Development**

ABED is a program of Indigenous and Northern Affairs Canada which provides services and support for the growth of the Aboriginal business sector. It helps First Nations business start-ups with the development of business plans, accessing lenders and financing.

[ainc-inac.gc.ca](http://ainc-inac.gc.ca) | 780.495.2954

### **Community Futures Grande Prairie & Region**

The Community Futures Grande Prairie office is a community driven, non-profit organization that provides a wide range of small business services and business management tools for people looking to start, expand, franchise or sell a business.

[grandeprairie.albertacf.com](http://grandeprairie.albertacf.com) | 780.814.5340

### **Grande Prairie & District Chamber of Commerce**

The Chamber of Commerce connects business by creating opportunities for networking, business promotion, advocacy, and policy development. The Chamber makes services accessible to businesses of all sizes, types and industries. The Grande Prairie & District Chamber of Commerce is the third largest in Alberta with over 1,300 businesses representing more than 20,000 employees.

[grandeprairiechamber.com](http://grandeprairiechamber.com) | 780.532.5340



# business costs



STATE OF THE CITY ADDRESS | SEAN TROSTEM

## EMPLOYEE COMPENSATION

### Minimum Wage

In Alberta the minimum wage for general employees is \$12.20, with the exception of liquor servers who earn \$10.70.

[work.alberta.ca](http://work.alberta.ca)

### Overtime

Employees are paid 1.5 times their regular wage after eight hours a day or 44 hours per week.

[work.alberta.ca](http://work.alberta.ca)

## MANDATORY FRINGE BENEFITS PAID BY EMPLOYER

### Canada Pension Plan (CPP)

Employers contribute 4.95% of an employee's wage to a maximum annual contribution of \$2,564.10 (2017). [cra-arc.gc.ca](http://cra-arc.gc.ca)

### Employer Contribution Employment Insurance (EI)

Employers deduct EI premiums from insurable earnings paid to employees. Employers pay 1.4 times the amount of the employee's premiums and stop deducting premiums when the employee's maximum insurable earnings (\$53,300 for 2017) or the maximum employee premium for the year (\$836.19 for 2017) is reached.

[cra-arc.gc.ca](http://cra-arc.gc.ca)

### Workplace Compensation

WCB-Alberta collects premiums from businesses to cover the costs of work-related injuries. Employers pay premiums on the insurable earnings of all workers based on a maximum annual amount per worker plus any personal coverage you purchase. Premiums are not paid on earnings exceeding the Maximum Insurable Earnings amount per worker (\$98,700 for 2017). The average industry rate for 2017 is the lowest in Canada at \$1.02.

[wbcab.ab.ca](http://wbcab.ab.ca)

### Vacation Pay

After one year of employment, employees are entitled to two weeks of vacation pay, or 4% of employee's wages. After five years, employees are entitled to three weeks of vacation with pay, or 6% of the employee's wages for the year.

[work.alberta.ca](http://work.alberta.ca)

### General Paid Holidays (9 days)

- New Year's Day
- Good Friday
- Canada Day
- Thanksgiving Day
- Christmas Day
- Alberta Family Day
- Victoria Day
- Labour Day
- Remembrance Day

Additional optional benefits paid by employers include Group Insurance:

- Life
- Dental
- Health
- Vision
- Sickness
- Physical/Mental Fitness



# taxation

## LOW TAX, HIGH BENEFITS

Grande Prairie is an attractive place to build and expand your business. Alberta has a distinct advantage over other provinces in Canada with the absence of a provincial sales tax and low cost tax regime.

For tax information regarding properties in the rural service area please contact the City of Grande Prairie Tax & Assessment at 780.538.0315

CITY PROPERTY MILL RATES	2016 TAX RATE	TAX + EDUCATION & SPIRIT FOUNDATION TAX
<b>Residential</b>	9.3620	11.8690
<b>Industrial/commercial</b>	14.7596	18.2588
<b>Farm</b>	9.3620	11.8690

City of Grande Prairie, Property Tax Bylaw

ALBERTA CORPORATE TAX RATE	2016 TAX RATE
<b>General</b>	12%
<b>Manufacturing &amp; Processing</b>	12%
<b>Small business</b>	3%

TAX RATES	2016 TAX RATE
<b>General Sales Tax (GST)</b>	5%
<b>Provincial Sales Tax (PST)</b>	0%



WESTGATE | CITY OF GRANDE PRAIRIE



# development

CONSTRUCTION OF THE NEW HOSPITAL | WILLIAM VAVREK

## A GROWING CITY

Grande Prairie's vibrant economy has developed with years of steady growth. The City is in an enviable economic position with several large projects in the works, including a new hospital and multiple new schools.

New developments and construction totals over **\$3 billion**.

### **A number of projects are under development, including:**

- \$1.4 billion, HR Milner Generating Station Expansion
- \$730 million, Grande Prairie Regional Hospital
- \$54.6 million, Three New Schools
- \$54 million, Highway 43x Bypass
- \$50 million, Greenvew Sour Gas Plant
- \$38.9 million, Grande Prairie Hospital Parkade
- \$30 million, Clairmont Seniors Complex
- \$20 million, Downtown Enhancements
- \$17 million, Community Knowledge Campus Sports Fields
- \$15 million, Canfor Mill Modernization

PHILIP J. CURRIE DINOSAUR MUSEUM





DOWNTOWN INCENTIVES PROGRAM | CITY OF GRANDE PRAIRIE

# incentives

## MUNICIPAL INCENTIVES

### Downtown Incentives Program

The City of Grande Prairie is dedicated to the revitalization of the downtown core and its vision for a vibrant city center where people live, work, and play. The recently introduced Downtown Incentives Program is designed to contribute to this vision by encouraging building improvements and residential development in the City's core. \$1.5 million has been allocated over three years in financial incentives for the Downtown Incentives Program.

The program has three components: The Urban Residential Development Grant is designed to encourage property owners within the program boundary to invest in new development and/or redevelopment of their properties for mixed-use or multi-unit residential use. The Façade Improvement Grant rewards downtown building owners and tenants for making improvements to the fronts of their buildings that enhance aesthetic appeal, pedestrian access and public safety. Finally, the Patio Grant provides a financial incentive for business owners to develop an outdoor patio space and encourage an increased public presence on the streets of downtown.

The first round of funding awarded \$527,880 to 17 façade improvement projects in 2016. Every dollar awarded in grant funding was matched by over \$3 in additional investment in Grande Prairie's downtown core. In total, the incentives stimulated over \$2.16 million in economic impact in the downtown.

[cityofgfp.com/downtownincentives](http://cityofgfp.com/downtownincentives)

### Downtown Streetscape Enhancement & Rehabilitation Project

City Council has allocated \$20 million to the Downtown Streetscape Enhancement & Rehabilitation Project. The project will address infrastructure needs, increasing capacity of underground infrastructure such as sanitary, storm and water facilities. A complete streetscape revamp will include also new surfacing, trees, benches, lighting and other features to enhance the city's core.

### Industrial Attraction Strategy

The City of Grande Prairie is committed to working with its partners to offer a competitive advantage with respect to infrastructure, service levels and costs to commercial and industrial development.

Grande Prairie's Industrial Attraction Strategy is in place to ensure adequate water, sanitary and transportation capacity in priority expansion areas and the availability of commercial and industrial lands for development.

Key priorities include:

- infrastructure and development, to mitigate barriers to development
- enhancing policy and procedures to ensure competitive standards and costs

### Hughes Lake Area Structure Plan

The City is currently developing an Area Structure Plan (ASP) for a portion of the new annexation area adjacent to the south and east boundaries of the newly constructed Highway 43 bypass. The ASP will guide growth and provide direction for future land uses and infrastructure within the plan area. Once approved, the ASP will offer landowners and developers guidance on development opportunities on their lands.

[cityofgfp.com/hugheslakeasp](http://cityofgfp.com/hugheslakeasp)





# downtown



## CITY CENTRE

As the geographic centre of the city, downtown is a busy and attractive place to do business. Unique shops, businesses and the city's largest office buildings attract a diverse group of patrons. Banks, furniture stores, clothing and jewellery boutiques, as well as a great selection of local products at the year-round farmers market make for a vibrant downtown.

The downtown has witnessed a substantial amount of private investment in recent years. Assessed values have increased from \$308.7 million in 2010, to over \$462 million in 2016. Downtown retail vacancy is 3.38% and the office vacancy rate is 6.36%

### Revolution Place

At the heart of downtown is Revolution Place, comprised of the Bowes Family Gardens and Revolution Arena.

The facility features:

- 18,000 sq.ft. of flexible banquet and meeting space, an ideal venue to host major fundraisers, gala events, banquets and balls.
- The Revolution Arena, a 3,228 seat multi-purpose arena, home to the Grande Prairie Storm and concert venue attracting performances such as Keith Urban, Rihanna, Backstreet Boys, Elton John and more.

[cityofgp.com/revolutionplace](http://cityofgp.com/revolutionplace)

### Montrose Cultural Centre

The Montrose Culture Centre is home to the Grande Prairie Public Library, the Art Gallery of Grande Prairie, Esquires Coffee House and the Teresa Sargent Hall. It is a place for the community to gather in support of the arts and literacy in Grande Prairie.

[cityofgp.com/mcc](http://cityofgp.com/mcc)

### The DownTown Business Association

Dedicated to unifying, marketing, promoting, lobbying and liaising on behalf of its members, the DownTown Business Association is a volunteer leadership group that operates as a Business Revitalization Zone and is governed by a board of directors.

[gpdowntown.com](http://gpdowntown.com)



GRANDE PRAIRIE INTERNATIONAL STREET PERFORMERS FESTIVAL | RON POTTS



GRANDE PRAIRIE PUBLIC LIBRARY | SHAI GIL



# housing



## LOCAL MARKET

Grande Prairie's local real estate market remains affordable. Home prices remain low relative to the average household income. Overall, the cost of living remains relatively low in comparison to both similar sized cities as well as major urban centres.

2016 HOUSING STATISTICS	
<b>Total Dollar Volume of Sales</b>	\$518,345,573
<b>Average Residential Home Price<sup>5</sup></b>	\$295,859
<b>Average rent 2 bedroom suite<sup>6</sup></b>	\$1,022
<b>Apartment vacancy rate</b>	20.2%

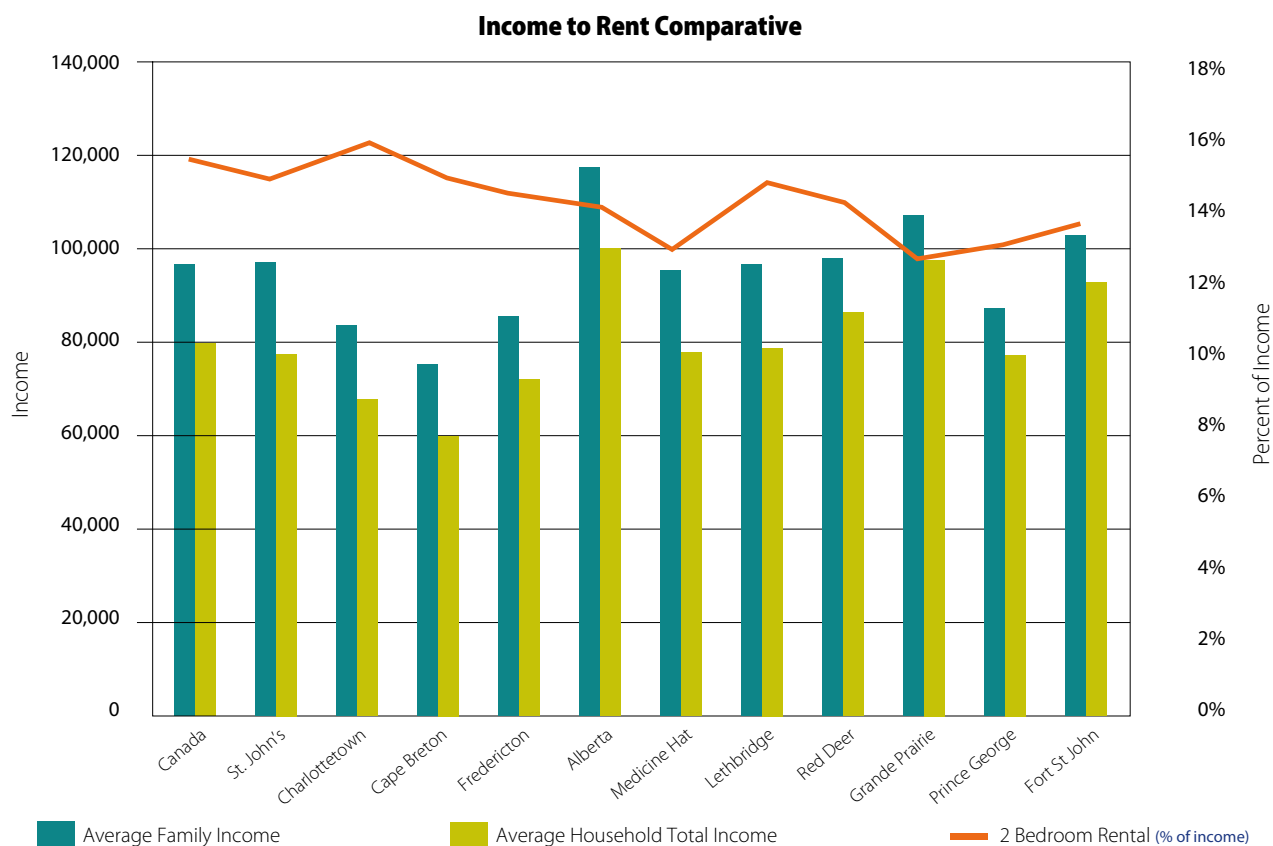
<sup>5</sup> Canadian Real Estate Association Statistics

<sup>6</sup> Canada Mortgage and Housing Corporation Rental Market Statistics, October 2016

TYPE OF CONSTRUCTION	2012	2013	2014	2015	2016
<b>Value of residential permits</b>	\$136,292,548	\$118,074,643	\$178,957,563	\$84,551,456	\$51,289,918
<b>Value of commercial permits</b>	\$49,042,817	\$51,904,711	\$77,427,281	\$83,936,994	\$43,688,322
<b>Value of industrial permits</b>	\$8,612,535	\$8,538,763	\$6,524,311	\$14,971,568	\$4,051,017
<b>Value of gov't &amp; institutional permits</b>	\$61,956,945	\$102,225,902	\$10,109,361	\$67,375,308	\$209,875,646
<b>Total permit value<sup>7</sup></b>	\$255,904,845	\$280,830,018	\$273,048,516	\$247,780,329	\$309,905,905
<b>Number of single family detached starts<sup>8</sup></b>	491	393	396	107	108
<b>Number of multi-family starts</b>	120	203	336	250	126

<sup>7</sup>City of Grande Prairie Inspection Services – Monthly Statistics and New Construction

<sup>8</sup>Canada Mortgage and Housing Corporation Information Portal



Average Household Total Income – 2012 FP Markets | Average Household Discretionary Income-2012 FP Markets | Average 2 Bedroom Rental – CMHC Fall 2016 Report





**utilities**

ORGANIZATION	DESCRIPTION	CONTACT
<b>Aquatera</b>	Local provider of water, wastewater, solid waste and recycling services	780.538.0348 aquatera.ca
<b>ATCO Electric</b>	Provides electricity to northern and east-central Alberta	General enquiries: 1.800.668.2248 24 hr. emergency: 1.800.688.5506
<b>ATCO Gas</b>	Provides natural gas to northern and east-central Alberta	General enquiries: 1.800.310.5678 24 hr. emergency: 1.800.511.3447 Line alter & install: 780.539.2400

## Electricity & Natural Gas

Alberta's electricity and natural gas systems are owned and operated by a mix of investor and municipally owned companies. The price paid by consumers is determined by supply and demand with prices fluctuating on a monthly basis. Consumers have the option to enter into contracts to ensure price certainty.

## Water & Sanitary Services

Aquatera is the regional provider of water and wastewater treatment, garbage collection and recycling services. Grande Prairie's landfill site is also owned and operated by Aquatera, who manages the garbage collection process, recycling and the Eco Centre. Aquatera's solid waste services are some of the most comprehensive in Alberta. At the curb you can recycle blue bag materials, yard waste, pumpkins and Christmas trees in addition to garbage cart service.<sup>9</sup>

[aquatera.ca](http://aquatera.ca)

## Telecommunications

Grande Prairie is served by numerous wireless and wire line providers. Most service providers include high-speed digital network internet speeds of up to 1 GBps along with competitive local telephone services to ensure businesses have access to the communication services they need.

WATER RATES, EFFECTIVE JANUARY 1, 2017 <sup>9</sup>					
		Water Consumption Based Charge \$1.653/cubic metre*		Wastewater usage Based Charge \$2.076/cubic metre	
Meter Size	Flow Rate	Rate	Charge/Month	Rate	Charge/Month
<b>5/8" meter =</b>	1 x	\$12.18	\$12.18/month	\$8.69	\$8.69/month
<b>¾" meter =</b>	1.5 x	\$12.18	\$18.27/month	\$8.69	\$12.04/month
<b>1" meter =</b>	2.5 x	\$12.18	\$30.45/month	\$8.69	\$21.23/month
<b>1 ½" meter =</b>	5 x	\$12.18	\$60.90/month	\$8.69	\$43.45/month
<b>2" meter =</b>	8 x	\$12.18	\$97.44/month	\$8.69	\$69.52/month
<b>3" meter =</b>	17.5 x	\$12.18	\$213.15/month	\$8.69	\$152.08/month
<b>4" meter =</b>	31.5 x	\$12.18	\$383.67/month	\$8.69	\$273.74/month
<b>6" meter =</b>	70 x	\$12.18	\$852.60/month	\$8.69	\$608.30/month
<b>8" meter =</b>	140 x	\$12.18	\$1,705.20/month	\$8.69	\$1,216.60/month
<b>10" meter =</b>	220x	\$12.18	\$2,679.60	\$8.69	\$1,911.80

SOLID WASTE SERVICES RATE SCHEDULE (CHARGES FOR ONE MONTH PERIOD) <sup>9</sup>	
<b>Single Family Dwelling Residential Garbage Collection</b>	\$19.48 flat rate monthly
<b>Residential Solid Waste Franchise Recovery Fee* (new)</b>	\$1.75 flat rate monthly
<b>Recycling Program - Multi/Single Family Residential</b>	\$10.18 flat rate monthly
<b>Recycling Program - Non-Residential</b>	\$14.69 flat rate monthly
<b>Cardboard Recycling Program - Non-Residential</b>	\$15.33 flat rate monthly

<sup>9</sup>[aquatera.ca/my-account/rates](http://aquatera.ca/my-account/rates)

\* Meter readings are in cubic metres. There are 220 gallons in one cubic metre.

\*\*Water franchise fee = 10% of Total Water Consumption Based charges and Water Fixed Charge



# transportation



AERIAL OF GRANDE PRAIRIE | LIZA CURTISS

## Highways

Three major highways link the City of Grande Prairie to the rest of Alberta, Canada and the world. This highway infrastructure makes Grande Prairie the service, retail and business hub of northwestern Alberta and northeastern British Columbia; linking the City to Edmonton and British Columbia via highway 43, the Northwest Territories via highway 2 and the Rocky Mountains via highway 40.

The city is located on the CANAMEX trade route, linking Canada with the United States and Mexico. In 2014, the Alberta portion of the trade route was completely twinned from Grande Prairie to the border crossing at Coutts, AB allowing for the use of Turnpike Doubles that will reduce shipping costs to and from the region.

The city's main commercial and industrial areas are all situated along the region's major highways, allowing trucks to be at highway speeds within minutes.

## Rail

The Grande Prairie region is served by Canadian National Railway. Tracks connect Grande Prairie with the CN main line at Hinton, linking us to the ports of Vancouver, Prince Rupert, and the rest of North America.

This vital transportation system is the most cost effective way of shipping bulk goods out of the region and onto export markets. Commodities such as grain, coal, oil and wood products are commonly shipped by rail from the area.

Strengthening the regional import and export capacity, a new 107 acre Multi-Modal Logistics Park will provide rail-to-truck and truck-to-rail services. This new development began construction in 2014 and will increase options for shippers, reduce costs and improve market access for regional producers.

## Grande Prairie Regional Airport

Grande Prairie Regional Airport connects the region to the Calgary and Edmonton international airports with 15 daily flights, service provided by Air Canada and WestJet.

The airport continues to be a major transportation hub for the region, with 389,149 passengers passing through in 2016.

[grandeprairieairport.com](http://grandeprairieairport.com)

## Transit

The City of Grande Prairie provides scheduled transit service using a fleet of modern buses. The implementation of Automatic Vehicle Locator technology assists in improving the overall efficiency of transit operations by allowing passengers to find routing information, time of last stop, and length of wait for the next bus.

[cityofgp.com/transit](http://cityofgp.com/transit)





MUSKOSEEPI PARK | JKP PHOTOGRAPHY

# environmental initiatives

## A number of annual initiatives take place to keep Grande Prairie clean and green.

- **City Scrub:** Every year schools, businesses, residents and community groups volunteer 20 minutes of their time to pick up garbage in and around the city. City Scrub occurs in the first week of May and has more than 5,000 participants helping to make our City a cleaner place.
- **Community Garden:** The City has a community garden which offers residents the opportunity to learn how to garden. The harvest is shared within the community at places such as Rotary House, Sunrise House and the Soup Kitchen and work bees are held in the garden every Thursday at 6:30 pm May through September. The Community Garden will be opening in its new location in the South Montrose Concourse in the spring of 2017.
- **Edible Planting:** The City has an edible planting policy that increases the number of planted fruit trees and shrubs throughout the community. Edible trees and shrubs are planted in parks throughout the city and residents are encouraged to enjoy the harvest.
- **Vermicomposting:** The City offers sessions several times a year on composting organic waste in order to decrease waste being sent to the landfill.

[cityofgp.com/environment](http://cityofgp.com/environment)



COMMUNITY GARDEN | CITY OF GRANDE PRAIRIE



CURBSIDE RECYCLING | AQUATERA





# parks & **recreation**



# ACTIVITIES FOR THE ENTIRE FAMILY

Whether it's surfing at the state-of-the-art Eastlink Centre, walking the trails of Muskoseepi Park, or planning a camping trip into the great outdoors, Grande Prairie is abundant in recreational opportunities. The City boasts a number of accessible parks, golf courses and spectacular green spaces, while the foothills south of Grande Prairie provide year-round entertainment for hikers, bikers, campers, snowmobilers, skiers, and outdoor recreationalists.

## Eastlink Centre

Since opening its doors in 2011, the Eastlink Centre has become Northern Alberta's destination for aquatics and recreation. The centre offers over 280,000 square feet of fitness and fun in two field houses, one of Canada's three Surfing FlowRiders, a 50 metre Olympic-sized pool, 25 metre program pool, indoor splash park, and 175 metre indoor running track. The fitness area boasts 16,000 square feet of elite training machines and free weights. To top off a great day of activities you can go for a ride in the lazy river, or enjoy hot tubs, steam and sauna rooms. The facility features a long list of amenities including retail, food and beverage options and health and wellness services. With over 7,500 members, the facility hosts 1,800 - 2,000 visitors each day.

Eastlink Centre is a hub for local, regional and even national sporting events. Recent events include the 2015 Special Olympics Alberta Winter Games and the 2015 Tour of Alberta.

[eastlinkcentre.ca](http://eastlinkcentre.ca)

## Muskoseepi Park

Following along the Bear Creek corridor, Muskoseepi Park is Grande Prairie's central green space. Running through the heart of the city, the park features over 1,100 acres of parkland with 20 kilometres of paved trails, an additional 6 kilometres of natural surface trails and six distinct areas each offering their own special opportunities.

The park includes a 10,000 sq. ft. Pavilion, the Grande Prairie Museum, tennis courts, playground, water park, lawn bowling, fishing pond, skating in the winter, mini golf and an amphitheatre.

[cityofgp.com/muskoseepi](http://cityofgp.com/muskoseepi)

RECREATION STATISTICS	
40km	Recreation Trails
1,600 Acres	Parkland
4	Golf Courses
5	Public Tennis Courts
28	Baseball Diamonds
1	Track
2	Cross Country and Downhill Ski
26	Gymnasiums
33	Sports Fields
1	Aquatics & Recreation Facility
1	Sports & Entertainment Facility
1	Community Garden
1	Curling Club
4	Ice Pads
5	Outdoor Hockey Rinks
2	Rugby Fields
1	Cricket Pitch

## Ski and Bike

Both Nitehawk Recreation Area and Wapiti Nordic Ski Club are open year-round. Nitehawk Recreation Area offers down-hill skiing on nine runs and two terrain parks, fully lit for night skiing while the Wapiti Nordic Ski Club features over 35 km of trails for cross-country and skate skiing including the 4.5 km night skiing trail. Both parks are open for mountain biking, hiking and running through the summer months.

[gonitehawk.com](http://gonitehawk.com) | [wapitinordic.com](http://wapitinordic.com)





## arts & culture

### EXPERIENCE THE RICH HISTORY

#### Art

The Art Gallery of Grande Prairie Gallery maintains the largest public art collection in the region. It is a gathering place for arts and culture, and where new and unique experiences are found in every direction.

As a Class 'A' institution, the gallery is permitted to receive donations of works of art of outstanding significance and national importance. It currently houses a permanent collection of over 600 pieces, almost exclusively created in Alberta in the mid to late 20th Century.

[aggp.ca](http://aggp.ca)

The Centre for Creative Arts provides a variety of art programming to the community and an environment where residents and visitors can gather to experience, create, and celebrate art and culture.

[creativecentre.ca](http://creativecentre.ca)

#### History

Situated in Muskoseepi Park, the Grande Prairie Museum develops and hosts educational programs, tours and interactive displays, and temporary exhibits to tell the story of the region's heritage.

The Heritage Village features historical buildings from the area, providing visitors with a glimpse of the past. Buildings including the McQueen Presbyterian Church, Grande Prairie Fire Hall, Pipestone Creek Store, a blacksmith shop, Hudson Bay Outpost, and a display of agricultural and industrial equipment.

The history of the region from the ice age to the present day is depicted with an array of interactive displays, information, and knowledgeable staff at the Heritage Discovery Centre.

[cityofgpp.com/gpmuseum](http://cityofgpp.com/gpmuseum)





GRANDE PRAIRIE MUSEUM AND HERITAGE VILLAGE | LIZA CURTISS

## Theatre

The 167-seat Grande Prairie Live Theatre is one of Canada's largest non-profit community theatres. The theatre offers an exciting entertainment venue for date night, family outings, and cultural enrichment. Most uniquely, it offers the rare opportunity to experience the talent of both local and visiting artists as well as award-winning Canadian and foreign films.

[gplt.ab.ca](http://gplt.ab.ca)

Each year, the theatre hosts the Reel Shorts Film Festival, celebrating short films and the Canadian, international and local filmmakers who create these brilliant screen stories.

[reelshorts.ca](http://reelshorts.ca)

Grande Prairie Regional College's 508 seat Douglas J. Cardinal Performing Arts Centre also hosts a wide variety of local community groups, keynote speakers, musical performances, theatrical performances and recitals.

[gprc.ab.ca/theatre](http://gprc.ab.ca/theatre)



ART GALLERY OF GRANDE PRAIRIE | MELANIE JENNER



MONTROSE CULTURAL CENTRE | SHAI GIL





QUEEN ELIZABETH II HOSPITAL DURING WINTER | WILLIAM VAVREK

# MEDICAL ADVANCEMENTS

A new regional hospital and cancer centre in Grande Prairie will open its doors in 2019, helping northern patients receive specialized and complex care closer to home and with shorter wait times. The \$730 million regional hospital will function as a regional referral centre, providing health services to the region.

## Services

- **200 single inpatient rooms:** Including medical, surgical and rehabilitation, intensive care, cardiac care, neonatal intensive care, pediatric and mental health beds
- **An emergency department:** Designed as the primary emergency facility for the Grande Prairie region, supplemented by the urgent care services that will be provided at the existing Queen Elizabeth II Hospital
- **A state-of-the-art cancer centre:** Bringing radiation therapy services to the community
- **Obstetrics:** Space for an anticipated 2,150 annual births in the region by 2025
- **Approximately 4,000 square metres** for the nursing and medical career programs offered by the Grande Prairie Regional College

The existing Queen Elizabeth II Hospital will continue as a health care facility providing ambulatory primary care, outpatient mental health and community health services. The redevelopment provides an opportunity to support integrated, accessible and family-centred care.

## Emergency Medical Services

Alberta Health Services (AHS) provides Emergency Medical Services (EMS) through a combination of AHS staff, contracts with municipalities and contracts with private providers.

In addition, a comprehensive and responsive emergency medical system comprised of flight crews, air medical crews, and communications specialists work to ensure patients across Alberta receive the best care available in the shortest time possible. STARS is a charitable non-profit organization that provides 24 hour a day, seven day a week emergency medical service from bases in Calgary, Edmonton, and Grande Prairie

[albertahealthservices.ca](http://albertahealthservices.ca) | [stars.ca](http://stars.ca)

HOSPITALS AND FACILITIES	
Hospitals	1
Medical Clinics	21





WHEAT FIELD | LLOYD DYKSTRA

# sector profile: agriculture

## FARMLAND & GROWTH

Grande Prairie was built on a foundation of fertile farmland and 100 years later, agriculture remains an important component of the region's diverse economy. Despite our northern location, the region boasts extraordinary crop quality.

Our region is Alberta's number two crop producing region and accounted for 5.3% of Alberta's total value of on-farm livestock and poultry with a total market value of \$335 million in 2011. The cropland acreage totals 3.3 million acres, representing 13.6% of Alberta's cropland. Agriculture is predominantly concentrated in canola, wheat, barley, and alfalfa.



CANOLA FIELD | LLOYD DYKSTRA



CATTLE

AGRICULTURE <sup>10</sup>	2011	SHARE OF ALBERTA
<b>Total Cropland (acres)</b>	3,277,256	13.6%
<b>Canola</b>	1,040,997	17.1%
<b>Wheat</b>	878,239	13.1%
<b>Barley</b>	224,618	6.2%
<b>Alfalfa</b>	478,974	13.1%
<b>Oats</b>	173,172	19.4%
<b>Dry Field Peas</b>	128,453	18.2%
<b>Value of Livestock/Poultry</b>	\$225 million	5.3%
<b>Cattle and Calves (number)</b>	232,927	4.6%
<b>Pigs (number)</b>	6,049	1.7%
<b>Hens and Chickens (number)</b>	223,235	1.9%

<sup>10</sup> [albertacanada.com/business/statistics/peace-country-agriculture.aspx](http://albertacanada.com/business/statistics/peace-country-agriculture.aspx)





LOCAL FORESTRY INDUSTRY | CANFOR

# sector profile: forestry

## ECONOMIC ENGINE

Grande Prairie's forestry industry is one of the most important economic engines in the region, with four large operators, Weyerhaeuser, International Paper, Canfor and Norbord. While it is unusual to see such a concentration of major operators in a city of Grande Prairie's size, these operations are among the most competitive in Canada and the region's top industrial employers, employing over 1,100 people.

Northwestern Alberta produces 40% of Alberta's pulp, 64% of its panel board and 50% of its timber. Aspen, Tamarack, Lodgepole Pine and Black Spruce make up the boreal forest to the south and west of Grande Prairie, serving as a vast reservoir for the local pulp and paper industry.

**Weyerhaeuser Canada Ltd.** Continues to operate a lumber mill and timberlands in Grande Prairie. Over 300 employees contribute to the production of 340 million board metres of dimensional softwood lumber, and manage 1.1 million hectares of timberland.<sup>12</sup>

**International Paper** began operations in Grande Prairie in 2016 with the purchase of the Weyerhaeuser pulp mill. The mill continues to produce northern bleached softwood kraft (NBSK), the raw material used in absorbent paper products such as paper towel, toilet paper, and tissues.

**Norbord Inc.** operates an Oriented Strand Board (OSB) plant, producing a variety of panel dimensions and grades to suit North American and Asian markets. Production capacity is 730,000 msf-3/8" basis per year.

**Canadian Forest Products Ltd. (Canfor)** operates the Grande Prairie Sawmill and Canfor Green Energy in the city. The Grande Prairie sawmill is Canfor's only operation in Alberta and produced 305.3 MMfbm of SPF Dimension lumber in 2016. Additionally, the Canfor Green Energy biomass cogeneration facility in Grande Prairie provides renewable heat and electricity for the sawmill and sells renewable electricity to the Alberta grid.<sup>13</sup>

<sup>12</sup>Weyerhaeuser –Grande Prairie 2009 Sustainable Forest Management Plan

<sup>13</sup>Canfor Corporation, Annual Information Form



# sector profile: oil & gas



FOUR RIGS DRILLING ON SUPER PAD 6 | SEVEN GENERATIONS

## ENERGY PROVINCE

Grande Prairie continues to profit from the wealth of oil and gas resources in the area. Grande Prairie is well positioned as the major oil field service centre supporting both the Montney and the Duvernay, two of the largest plays in North America. Output from the Montney has doubled since 2012 and now comprises a third of Western Canada's natural gas production. It is projected to make up more than half of the country's production by 2040. As a regional service hub, Grande Prairie is home to many major oil and gas regional headquarters and oilfield service companies. Companies such as Seven Generations Energy, Conoco Philips, Canadian Natural Resources, Halliburton, Schlumberger and Trican, as well as many

local entrepreneurs, operate out of the region, servicing oil and natural gas activities in northwestern Alberta, northeastern British Columbia and into the Northwest Territories. This large market aids in economic stability, keeping companies and employees working during periods of world economic uncertainty.

Although 2016 had a slower start to the year, the final quarter of the year saw a dramatic uptick in activity with an 82% increase in well licenses over 2015's fourth quarter. Similarly, well completions had a slow start to the year, but were up 80% in the final quarter, propelling the industry into a busy 2017.





# sector profile: retail

SHOPPING DOWNTOWN | BEAUCHAMP PHOTOGRAPHY

## SHOPPING IN THE CITY

As a strategic regional hub for retail and industrial trade and commerce, Grande Prairie has established itself as a lucrative market for local and multi-national retailers. The city is located at the centre of an affluent region consisting of trading area of 281,000 people, forecasted to grow by 12,000 over the next decade.

Retail spending in the total trading area represents \$3.65 billion, of which an impressive \$2.26 billion comes from the primary trading area alone.

The highest spending is in Comparison Merchandise at 38%, followed closely by Groceries and Convenience at 32%. A further 18% is spent on Automotive/RV and Motorsport Parts and Sales and the final 12% on Restaurants and Entertainment. High spending on clothing, home furnishing and specialty retail signifies a strong disposable income. As one of the fastest growing cities in Canada, Grande Prairie has seen an annual growth rate of 5.65% since 2011.

As the population continues to grow, retail spending and demand for new stores will continue to be supported by the young, fast growing city.

The City has a current retail inventory of 4.06 million square feet, including convenience retail, department stores, entertainment and automotive sales and parts. Total demand for retail is estimated to be 5.02 million square feet, leaving residual demand for new stores at 958,000 square feet.

Grande Prairie is home to many large retailers not often seen in similar sized municipalities.

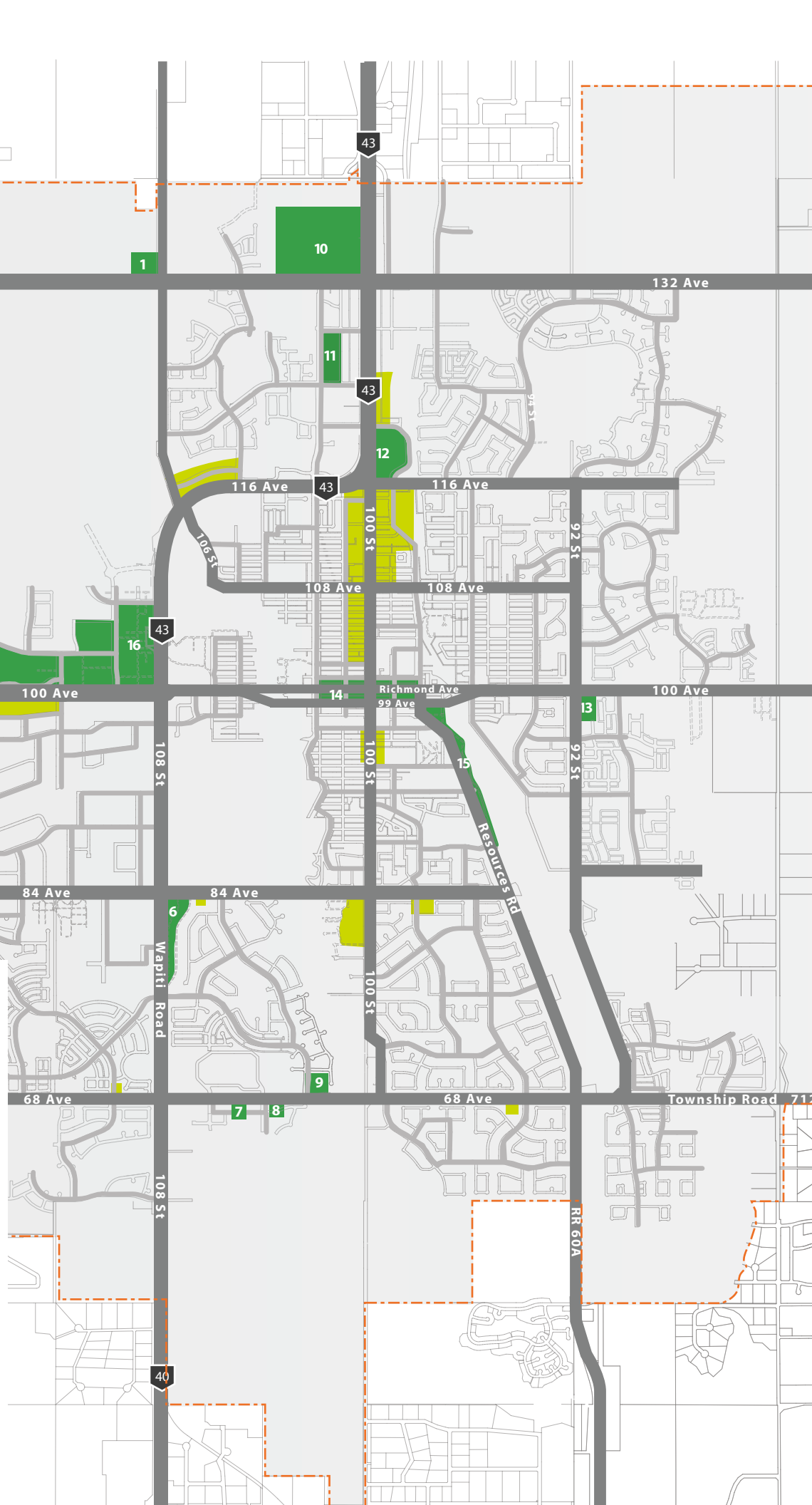
### The city attracts national retailers such as:

- Bed Bath & Beyond
- Best Buy
- Costco
- Gap
- Home Depot
- HomeSense
- Old Navy
- PetSmart
- Pier 1 Imports
- Wal-Mart
- Winners
- Wholesale Sports



### Tenant Opportunity Locations on Map

MAP LOCATION	VENUE
1	Prudential Lands
2	Westgate Centre East
3	Westgate Centre West
4	Vision West Business Park
5	Centre West Business Park
6	South 40
7	Stone Ridge
8	Grande Banks
9	Mission Estates
10	Trader Ridge
11	Northridge Commercial Centre
12	Prairie Mall
13	Cobblestone Lane
14	Downtown Grande Prairie
15	Railtown and Junction Point
16	Gateway
	Other Retail Areas





# RETAIL MARKET ANALYSIS

Residents polled in the 2016 Retail Market Analysis indicated a desire for more Clothing & Footwear, Full Service Restaurants, Sporting Goods & Toys and Entertainment. Both spending patterns and importance ratings of the respondents validated these sentiments from Grande Prairie residents.

Businesses in major retail nodes benefit from traffic counts in excess of 20,000 to 25,000 vehicles, allowing for high visibility and accessibility.

## Top responses for full-service restaurants:

- Red Lobster
- Montana's
- Old Spagetti Factory
- Olive Garden
- Cactus Club
- Outback

## Top responses for limited-service restaurants:

- Ethnic
- Cafes (Tim Horton's, Starbucks, Second Cup)
- Taco Bell

## Top responses for comparison retailers:

- Toys "R" Us
- Chapters/Indigo Books
- Sport Chek
- IKEA
- American Eagle

POPULATION	CITY OF GRANDE PRAIRIE	PRIMARY TRADING AREA*	TOTAL TRADING AREA
<b>2016 Estimated</b>	63,166	167,461	281,425
<b>2019 Projected</b>	66,443	170,886	284,685
<b>2021 Projected</b>	68,721	173,121	286,814
<b>2026 Projected</b>	74,764	179,768	293,483

INCOME TRENDS	CITY OF GRANDE PRAIRIE	PRIMARY TRADING AREA*	TOTAL TRADING AREA
<b>2016 Estimated</b>	\$121,450	\$115,339	\$112,105
<b>2019 Projected</b>	\$128,932	\$122,485	\$118,916
<b>2023 Projected</b>	\$150,149	\$142,478	\$137,703

\* Includes City of Grande Prairie



A group of six people are seated around a wooden table in a restaurant at night. They are engaged in conversation and smiling. The background shows large windows looking out onto a city street with blurred lights. A modern light fixture hangs above the table.

# sector profile: tourism

DOWNTOWN DINING | BEAUCHAMP PHOTOGRAPHY

## A GROWING INDUSTRY

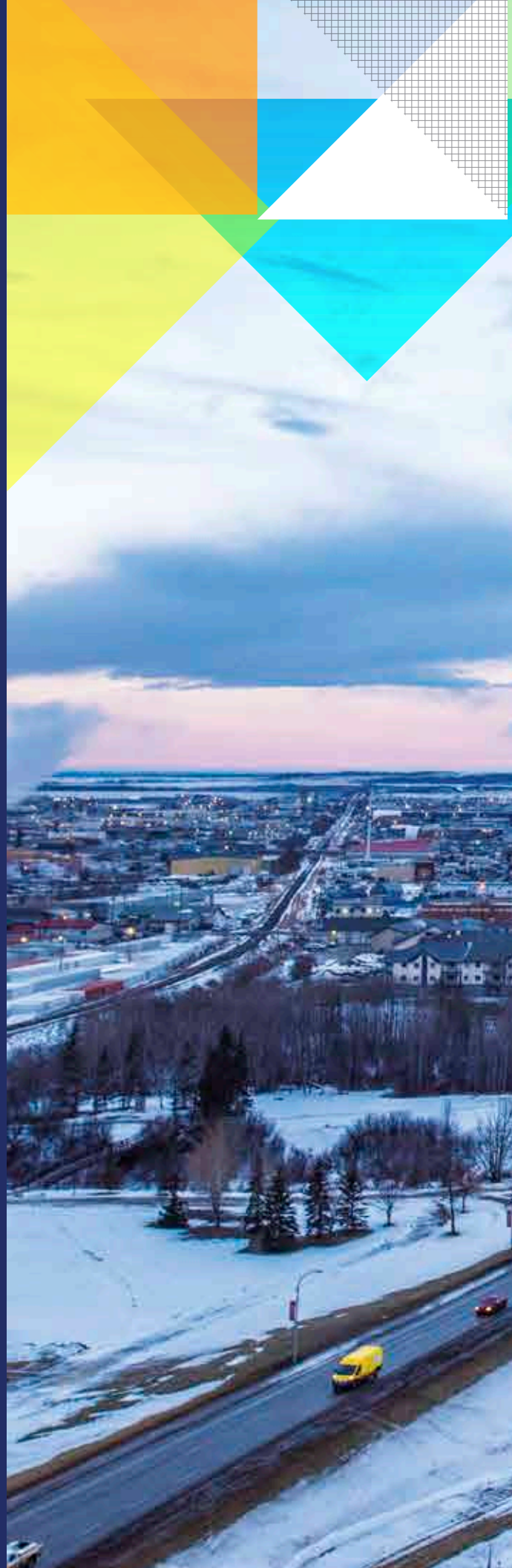
Tourism is both an important and growing industry in Alberta. As one of the province's largest sectors, the industry employs 111,000 people and attracts millions of visitors each year. Thanks to Grande Prairie's position on the route to the Alaska Highway as well as the many shopping and recreational opportunities that the city has to offer, Grande Prairie has become a hub for shoppers and tourists alike.

With a growing sports tourism industry, Grande Prairie has become well known for hosting major regional, national or even international sporting events. With world class facilities, major airline service, over 3,000 hotel rooms, dining and shopping, Grande Prairie is a premier destination for any event. Past successes include the 2010 Arctic Winter Games, the 2015 Alberta Special Olympics, the 2015 Tour of Alberta, the 2015 Canada Cup of Curling and the 2016 Scotties Tournament of Hearts. Sports tourism is expected to continue to be a major driver for the tourism industry in the city, with the Grande Prairie Regional Tourism Association and the Grande Prairie Sport Council working to continue to attract these major events.

New recreational facilities continue to add to the already robust regional tourism industry. The state of the art Eastlink Centre, one of the largest adventure and fitness aquatic venues in Canada, offers the opportunity to try surfing, running, swimming, squash and much more. The Montrose Cultural Centre is home to the Art Gallery of Grande Prairie, one of the largest public art galleries in Alberta which houses an impressive collection of work from local, national and international artists. West of the city, the recently opened Philip J. Currie Dinosaur Museum is an extraordinary educational tourism attraction. This world-class facility uses animation, CTI scans, 3D printers and other technologies to give visitors a unique interactive dinosaur experience.

Grande Prairie's position on the route to the Alaska Highway and close proximity to the Rockies continues to be a major driver for the local tourism industry. As the Canadian dollar remains low, the region is experiencing increased tourism from the US as well as more Canadians looking to travel closer to home. The tourism industry in Grande Prairie continues to thrive with ongoing investment, including the construction of four new hotels and expansions to local campgrounds and RV parks.





THE CITY OF  
**GRANDE**  
prairie ALBERTA

[WWW.CITYOFGP.COM](http://WWW.CITYOFGP.COM)