



RETAIL TRADE PROFILE

MD of Smoky River

September 2016



RETAIL MARKET OVERVIEW & TRADE AREA PROFILES

SEPTEMBER 2016

Prepared by:

**CUSHING
TERRELL**
ARCHITECTURE INC.

PREFACE

Cushing Terrell Architecture Inc. (“Cushing Terrell”) of Langley, BC was commissioned to prepare a Retail Market Overview & Trade Area Profile report for the Peace Region Economic Development Alliance (PREDA), consisting of community retail trade area profiles and drive time specific retail trade area profiles to analyze the retail market of the Peace Region.

The objective of this report is to document the current state of the retail market in the Peace Region, and identify trends and potentials for future retail development opportunities. Development trends impacting the retail industry and the potential for retail development in the Region were determined by profiling the respective trade areas of the following Municipal Districts (M.D.) and Counties:

- | | |
|-----------------------------|--|
| - Big Lakes County | - M.D. of Fairview |
| - Birch Hills County | - M.D. of Greenview |
| - Clear Hills County | - M.D. of Peace |
| - County of Grande Prairie | - M.D. of Smoky River |
| - County of Northern Lights | - M.D. of Spirit River & Saddle Hills County |
| - Mackenzie County | - Northern Sunrise County |

Furthermore, drive-time specific retail trade area profiles were created for the following communities:

- | | |
|--------------------------------|----------------|
| - Eaglesham | - La Crete |
| - Fairview | - Manning |
| - Falher, McLennan, & Donnelly | - Nampa |
| - Fox Creek | - Peace River |
| - Grimshaw | - Sexsmith |
| - High Level | - Spirit River |
| - High Prairie | - Valleyview |
| - Hythe | - Worsley |

The study was carried out over the period of February 2016 to August 2016, and entailed the undertaking of on-site fieldwork as well as supplemental research to gain a thorough understanding of the retail market in the Peace Region.

Reference material for this report was obtained from, but is not limited to: Peace Region Economic Development Alliance; the Towns of Sexsmith, Peace River, Falher, Fairview, Grimshaw, High Level, Spirit River, Fox Creek, Valleyview, High Prairie, and Hines Creek; the Villages of Rycroft, Hythe, and Berwyn; the Municipal Districts of Fairview, Spirit River, Peace, Greenview, and Smoky River; the Counties of Clear Hills, Birch Hills, Northern Lights, Northern Sunrise, Mackenzie, Grande Prairie, and Saddle Hills; Statistics Canada; Pitney Bowes; Alberta Community Profiles; and Cushing Terrell Architecture Inc.

Any tenant references made in the report are for illustrative purposes only and should not be taken as guarantees that they will locate in the Peace Region, but rather that they could represent compatible “target” retailers. This analysis was conducted by Cushing Terrell as an objective and independent party, and is not an agent of the Region by virtue of this, or any subsequent study to be conducted on this matter.

As is customary in an assignment of this type, neither our name nor the material submitted may be used without the expressed permission of PREDA or Cushing Terrell Architecture Inc.

-Cushing Terrell Architecture Inc. 2016



Demographic Methodology Statement (Pitney Bowes January 2016)

The data used in this document, as provided by Pitney Bowes, is adapted from Statistics Canada, Census Profile and Topic Based Tabulations, 2011, and National Household Survey Profile Data and Semi-Custom Data, 2011. Methodological information is extracted from Pitney Bowes' Canadian Demographic Data January 2016 Product Guide. Pitney Bowes' estimates and projections for Canada are updated annually. The reference date for the data is always July 1, which is considered the midpoint for the reference year. The reference date should be considered an annual midpoint and not, strictly speaking, the population number for a location on July 1. This methodology statement describes procedures used by Pitney Bowes and its team of demographers to produce the basic variable types including total population and population characteristics such as age and sex, as well as total households and household characteristics such as income and consumer expenditure potential. Processes are also in place to validate the data against independent sources and to assure data quality in terms of demographic, geographic, and mathematical consistency. Pitney Bowes' demographers, geographers, and statisticians responsible for producing this data update have over 25 years of experience in producing demographic estimates and projections for the U.S. and Canada. The methodologies used to develop and update the Canadian demographic estimates and projections build on this expertise using a combination of traditional demographic techniques as well as innovative processes, which take advantage of proprietary resources.

Pitney Bowes - Canada Estimates & Projections (E&P)

Estimates and projections are available for July 1 2016, 2019, 2021, and 2026. Aggregate and average household income are available for 2016, 2019, and 2021. Household income distributions are now available for 2011 and 2016. Aggregate and average household expenditure for consumer goods and services is available for the current year only. The 2011 census information is used as the benchmark for the population and household estimates and projections in this release.

In general and using National Household Survey (NHS) inputs, data are created at the smallest geographic level – dissemination area – then rolled up to all higher geographic levels via a set of correspondence tables. However, in order to assure consistency of small area estimates with higher level provincial and national estimates, the estimation and projection methodology involves a combination of top-down methods (national to census subdivision), using traditional demographic techniques, and bottom-up methods (dissemination area to census subdivision) using demographic techniques along with proprietary spatial modeling techniques. Significant efforts are applied to the task of integrating the latest Statistics Canada and Canada Post data into the Pitney Bowes demographic update process.

Pitney Bowes - Canada Expenditure Potential (CanEx2016)

The Pitney Bowes Expenditure Potential database provides dollar estimates of the amount of money spent annually, in aggregate, on detailed categories of consumer expenditures. The estimates are based on coefficients developed from the linkage of Statistics Canada's Survey of Household Spending with Pitney Bowes' PSYTE HD Canada segmentation system. The Canada Expenditure Potential database is developed using Statistics Canada's Survey of Household Spending (SHS) and Pitney Bowes' PSYTE HD Canada cluster system. The survey respondents are geocoded by Statistics Canada to their dissemination area (DA) of residence. Then, Statistics Canada aggregates and tabulates all SHS data by PSYTE HD Canada cluster. Coefficients are derived by Pitney Bowes such that, when applied against an independently derived estimate of aggregate household expenditures at the DA level, an estimate of detailed consumer expenditures is generated.

Respondents to Statistics Canada's SHS questionnaire recall amounts spent on several hundred consumer goods and services, during the previous calendar year. Several features of the survey assist the respondents in recalling their expenditures. Statistics Canada summarizes expenditure data of approximately 14,000 full-year households by PSYTE HD Canada cluster for detailed consumer expenditure variables based on reference material that Pitney Bowes has provided. Pitney Bowes analyzes these data to discern patterns and correlates to estimate missing values using a range of statistical methods. Expenditure estimates are modeled for small areas based on national Canada Expenditure Potential average household expenditure data (proportions) by PSYTE HD Canada cluster, and Pitney Bowes' current household, income and expenditure estimates.

Stats Canada & Visible Minorities

The *Employment Equity Act* defines visible minorities as "persons, other than Aboriginal peoples, who are non-Caucasian in race or non-white in colour" (<http://www12.statcan.gc.ca/nhs-enm/2011/ref/dict/pop127-eng.cfm>).

In Pitney Bowes' reports, Aboriginal peoples are listed under *Ethnic Origins* rather than *Visible Minorities*. Due to the specific reports used in this study that do not include *Ethnic Origins*, Aboriginal peoples counts are not included, but can be approximately deduced by subtracting Total Visible Minorities from the Total Population Estimate.



Retail Development Fundamentals

Retail development, whether in smaller communities such as those found throughout the Peace Region, or larger markets like those on the fringe of a larger secondary/urban market like Grande Prairie, are driven by critical business fundamentals that must be acknowledged and considered when identifying retail opportunities. By way of a checklist, these include:

- Population characteristics of the consumer base;
- The reality that retail follows consumers;
- Consistent and high shopper traffic is a pre-requisite for most retailers;
- The consumer base must demonstrate sufficient buying power to be of interest to retailers;
- Chain retailers have a limited number of prototypical store formats that they are willing to operate. Deviating from these established formats is done only as a last resort in circumstances where demand for a location by a retailer or developer is high;
- Most retailers require sites with convenient access, high visibility, and ample parking;
- Most retailers expand in well-defined geographic areas that coincide with their distribution networks and their familiarity with consumer preferences;
- Most retailers have established criteria for site selection. For example, Shoppers Drug Mart typically requires a population of 10,000 people in order to build a 15,000 sf store;
- The clustering of compatible retailers has become the norm;
- Astute retailers will not accept “low rent” in compensation for an untested market;
- Retailers cannot generally survive rent-to-sales ratios in excess of 15%. Retailers have a threshold level of sales they know they must achieve to be profitable; and
- Retailers attempt to maximize profitability by operating the fewest number of stores possible in any market to avoid sales transference.



2.0 INTRODUCTION - PEACE REGION COMMUNITY TRADE AREA PROFILE

Cushing Terrell Architecture Inc. ("Cushing Terrell") was selected by the Peace Region Economic Development Alliance (PREDA) to provide a Retail Market Overview for the Region and its various communities. This project entailed a documentation and review of the following specific locales and their current retail composition:

- Big Lakes County
- Birch Hills County
- Clear Hills County
- County of Grande Prairie
- County of Northern Lights
- Mackenzie County
- Municipal District of Fairview
- Municipal District of Greenview
- Municipal District of Peace
- Municipal District of Smoky River
- Municipal District of Spirit River & Saddle Hills County
- Northern Sunrise County

Each of these areas has its own unique retail characteristics ranging from very localized to regional in trade area and consumer base. Accordingly, the purpose of this document will be to highlight the retail activity that is occurring both in the region and locally, as well as understanding the trends elsewhere that could shape future opportunities in the Region. Importantly, this information provides all of the essential market information that can help prospective new retailers as well as providing a platform of information that can be used in the creation of business plans for new business startups or entrepreneurs.

3.0 PEACE REGION RETAIL SNAPSHOT

The Peace Region is located in northwestern Alberta, over 400 kilometres and 4 hours away from Edmonton, and is largely open space with rural and urban development dispersed throughout the geographical area. Retail mainly takes the form of establishments located on the main streets of communities' downtowns, and along major highways that pass through populated areas. Economically speaking, activities in the region are centred around agriculture, oil & gas, forestry, and tourism. The benefits of an economy oriented around various sectors is it allows for strength and resiliency in times of economic distress in a particular sector. The falling prices of oil are a present reality for many communities in Alberta including areas in the Peace Region, however that is not the sole force providing sustenance in the area.

Many busy highways pass through the Region, as well as railways and regional airports, creating a high level of connectivity with the surrounding area and beyond. Provincial Highways that connect the Region with other major centres in Alberta and British Columbia include Highways 2, 49, and 35. Having convenient access to transportation networks is a crucial requirement for many retailers, especially when considering predominantly rural areas such the Peace Region.



The median age in the Region is 34.1 years, which is lower than the Provincial median of 36.7 years. Of the total Peace Region population, 26% is in the age bracket of 25-44, a cohort representing both the family building stage as well as the income earning stage. A young family demographic is an important pre-requisite for many retailers looking at entering a market or establishing another location in an existing market.

Another substantial age bracket is the 5-19 group, at 23% of the total population. Having a large youth population provides an “up and coming” demographic that has the potential to provide employment in the entry-level retail job sector, as well as adding to the overall vibrancy and diversity of a community. Preventing an out-migration of youth is a challenge many communities face, and can be mitigated through the provision of amenities, shops, and services that are attractive to a wide variety of age groups.

4.0 PEACE REGION RETAIL PROFILES

The following pages present a snapshot of the core retail communities within the Peace Region (excluding the City of Grande Prairie), providing a comprehensive analysis of their Retail Trade Areas and a framework for future growth, as well as retail opportunities.

The trade areas for each designated community have been created using 15-minute drive times to illustrate the most critical market segment: the Local Trade Area. The Town of Peace River was given a trade area of 30-minutes to portray the effect its larger and more substantial retail offerings has on the region. The drive time trade area for each community does not discount the ability for each respective area to draw from a much wider trade area given locational criteria such as being the only retail venue for an even greater distance. Additionally, drive times do not discount adjacent communities with retail offerings, and the effect this can have on shopping preferences for individuals.

Population data, current estimates, and forecasts are derived from Pitney Bowes data, and do not necessarily reflect the impact that potential Area Structure Plans or other development may have on population growth in the communities. Regardless, they are provided as a benchmark against which future demand can be quantified and gauged against, depending upon whether population change is faster or slower than forecasted.



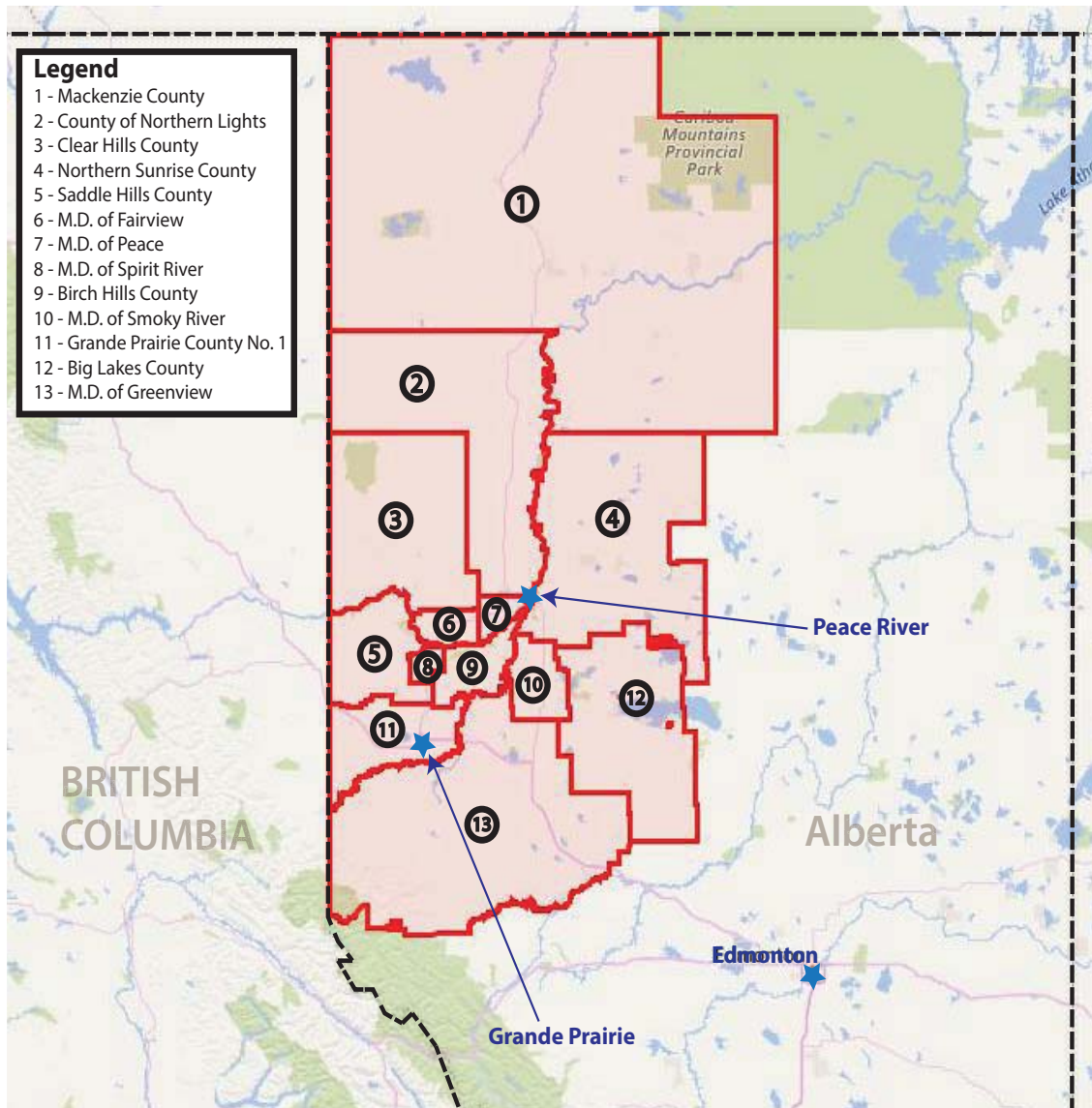
FIGURE 4.0

Peace Region Transportation Routes



FIGURE 4.1

Peace Region County/Municipal Districts Map



(including all counties & towns, but excluding City of Grande Prairie)

Peace Region Population Estimate 2016: 112,828 | Population Forecast Estimate 2019: 111,919

Peace Region Population Growth 2016 - 2019: -0.8%

Avg Household Income: \$100,185

Avg Persons per Household: 2.8

Total Retail Spending (2016 est): \$800 Million

Total Estimated Retail Inventory: 2.16 m sf (excl Beaverlodge & Clairmont) / 2.44 m sf (incl Beaverlodge & Clairmont)

Total Estimated Retail Vacancy: 129,250 (6.0%)

Current Retail Space Per Capita Ratio: 19.2 sf / capita (excl Beaverlodge & Clairmont) / 21.7 sf / capita (incl Beaverlodge & Clairmont)

TABLE 4.0

Peace Region Population Profile (incl Beaverlodge & Clairmont)

	Key Demographics	Peace Region		Alberta
		Count	%	
POPULATION	2011 Census	109,585		3,790,185
	2016 Population Estimate	112,828		4,191,020
	2019 Population Projection	111,919		4,346,671
	% Population Change (2011-16)	3.0%		10.6%
	% Population Change (2016-19)	-0.8%		3.7%
HOUSEHOLDS	2016 Households	39,097		1,611,399
	Change in Households (percent)			
	2011 to 2016	3.1%		11.6%
	2016 to 2019	0.1%		4.3%
	2019 to 2021	0.0%		3.2%
	2021 to 2026	-0.1%		7.5%
	Persons per household	2.9		2.6
	2016 Total Household Maintainers	39,097		1,611,399
	Under 25 years	2,136	5%	76,592
	25 to 34 years	6,910	18%	311,692
	35 to 44 years	7,693	20%	333,715
	45 to 54 years	8,485	22%	322,220
	55 to 64 years	7,454	19%	299,121
	65 to 74 years	4,273	11%	163,708
	75 years and over	2,146	5%	104,351
FAMILIES	2016 Families	32,463		193,721
	Married couples	22,052	68%	161,643
	Without children at home	9,928	31%	117,548
	With children at home	12,124	37%	85,309
	Common-law couples	5,347	17%	67,047
	Without children at home	2,388	7%	95,943
	With children at home	2,960	9%	90,723
	Lone-parent families	5,064	16%	90,723
	Average Persons Per Family	3.0		2.8
	Average Children Per Family	1.2		1.0



(including all counties & towns, but excluding City of Grande Prairie)

TABLE 4.1

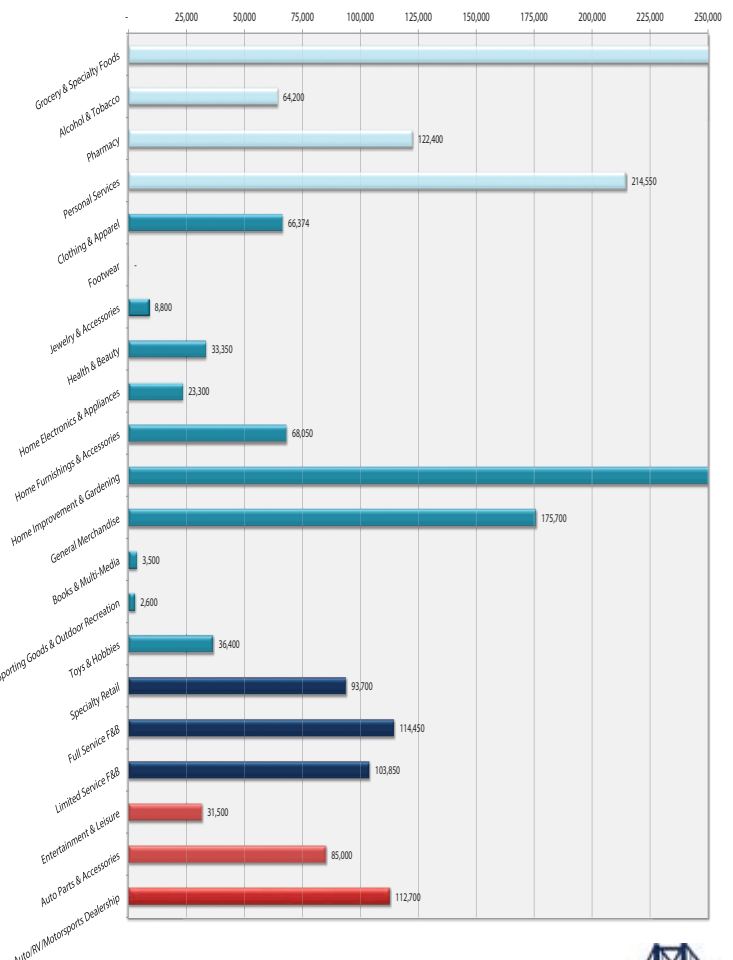
Peace Region Household Retail Expenditures (incl Beaverlodge & Clairmont)

Key Demographics	Peace Region	Alberta
	\$ / HHld / Yr	
Grocery & Specialty Foods	\$7,502	\$7,914
Full & Quick Service Restaurants	\$1,893	\$2,352
Home & Personal Electronics & Appliances	\$2,781	\$3,267
Personal Services	\$1,448	\$1,649
Specialty Retail	\$1,027	\$953
Home Improvement & Gardening	\$947	\$793
Home Furnishings & Accessories	\$1,555	\$2,064
Clothing & Apparel	\$2,230	\$2,766
Footwear	\$691	\$787
Jewelry & Accessories	\$338	\$515
Pharmacy	\$1,018	\$829
Health & Beauty	\$659	\$755
Books & Multimedia	\$476	\$589
Toys & Hobbies	\$341	\$402
Sporting Goods & Recreation	\$377	\$461
Entertainment & Leisure	\$1,191	\$1,568
Alcohol & Tobacco	\$1,942	\$1,733
Auto Parts & Accessories	\$222	\$162
Auto/RV/Motorsports Dealerships	\$5,937	\$5,494

TABLE 4.2

Peace Region Estimated Retail Inventory Summary by Category (excl Beaverlodge & Clairmont)

Merchandise Category	Existing Inventory (SF)	Existing Inventory (%)
Grocery & Specialty Foods	396,250	18.3%
Alcohol & Tobacco	64,200	3.0%
Pharmacy	122,400	5.7%
Personal Services	214,550	9.9%
Clothing & Apparel	66,374	3.1%
Footwear	-	0.0%
Jewelry & Accessories	8,800	0.4%
Health & Beauty	33,350	1.5%
Home Electronics & Appliances	23,300	1.1%
Home Furnishings & Accessories	68,050	3.1%
Home Improvement & Gardening	276,800	12.8%
General Merchandise	175,700	8.1%
Books & Multi-Media	3,500	0.2%
Sporting Goods & Outdoor Recreation	2,600	0.1%
Toys & Hobbies	36,400	1.7%
Specialty Retail	93,700	4.3%
Full Service F&B	114,450	5.3%
Limited Service F&B	103,850	4.8%
Entertainment & Leisure	31,500	1.5%
Auto Parts & Accessories	85,000	3.9%
Auto/RV/Motorsports Dealership	112,700	5.2%
VACANT	129,250	6.0%
TOTAL	2,162,724	100.0%



(including all counties & towns, but excluding City of Grande Prairie)

TABLE 4.3

Peace Region Households Profile (incl Beaverlodge & Clairmont)

Key Demographics		Peace Region		Alberta
		Count	%	
HOUSEHOLDS & HOUSEHOLD INCOME	Persons per household	2.8		2.5
	Number of Households	39,097		1,611,399
	Under \$5,000	620	1.6%	22,006
	\$5,000 to 9,999	782	2.0%	26,596
	\$10,000 to 14,999	1,197	3.1%	39,748
	\$15,000 to 19,999	1,756	4.5%	58,832
	\$20,000 to 29,999	2,684	6.9%	88,640
	\$30,000 - 39,999	2,862	7.3%	94,720
	\$40,000 - 49,999	2,980	7.6%	101,078
	\$50,000 to 59,999	2,892	7.4%	103,165
	\$60,000 - 79,999	4,692	12.0%	173,266
	\$80,000 - 99,999	4,678	12.0%	182,137
	\$100,000 - 124,999	4,390	11.2%	193,721
	\$125,000 - 149,999	3,278	8.4%	161,643
	\$150,000 - 174,999	2,185	5.6%	117,548
	\$175,000 - 199,999	1,467	3.8%	85,309
	\$200,000 - 249,999	984	2.5%	67,047
	\$250,000 and over	1,651	4.2%	95,943
	Median Household Income	\$ 76,095		\$ 90,723
	Average Household Income	\$ 100,185		\$ 119,320
VISIBLE MINORITIES	Total Visible Minority Population	2,347	2.0%	765,658
	South Asian	482	0.0%	193,810
	Chinese	157	0.0%	170,080
	Black	190	0.0%	84,832
	Filipino	1,120	1.0%	129,122
	Latin American	132	0.0%	43,357
	Arab	60	0.0%	39,223
	Southeast Asian	0	0.0%	45,484
	West Asian	0	0.0%	16,173
	Korean	113	0.0%	16,036
	Japanese	88	0.0%	8,296
	Visible minority, n.i.e.	0	0.0%	4,037
	Multiple visible minorities	5	0.0%	15,208
	Not a visible minority	108,328	98.0%	3,341,205



(including all counties & towns, but excluding City of Grande Prairie)

TABLE 4.4

Peace Region Labour Profile (incl Beaverlodge & Clairmont)

Key Demographics		Peace Region		Alberta
		Count	%	
LABOUR FORCE & OCCUPATIONS	Age 15+ by Labour Force Activity	82,820		3,338,043
	In the labour force	55,849	67.4%	2,396,406
	Not in the labour force	26,972	32.6%	941,637
	Participation Rate	67.4%		71.8%
	Labour Force by Occupation	55,849		2,396,406
	Management	9,468	17.0%	271,959
	Business & Finance	8,441	15.1%	441,775
	Natural Sciences	824	1.5%	177,395
	Health	1,530	2.7%	106,103
	Educ, Gov't, & Religion	4,081	7.3%	221,004
	Art, Culture, Rec, & Sport	102	0.2%	13,199
	Sales & Service	9,349	16.7%	580,832
	Trades & Transportation	16,927	30.3%	502,748
	Primary Industry	3,625	6.5%	43,414
	Processing & Manufacturing	1,240	2.2%	32,685
	Not Applicable	263	0.5%	5,292
HOUSING & DWELLINGS	Private Dwellings by Structure Type	39,097		1,611,399
	Single-detached house	29,487	75.4%	1,020,844
	Semi-detached house	733	1.9%	85,511
	Row house	871	2.2%	113,977
	Apartment; < 5 storeys	1,493	3.8%	228,899
	Apartment; 5+ storeys	64	0.2%	71,868
	Apartment; duplex	163	0.4%	37,800
	Single-attached house	53	0.1%	1,032
	Movable dwelling	6,233	15.9%	51,468
	Private Dwellings by Tenure	39,097		1,611,399
	Owner	30,117	77.0%	1,208,241
	Renter	6,130	15.7%	391,435
	Band housing	2,849	7.3%	11,723





RETAIL TRADE AREA PROFILE

municipal district of smoky river

SEPTEMBER 2016

Prepared by:

**CUSHING
TERRELL**
ARCHITECTURE INC.

M.D. of Smoky River Snapshot



M.D. of Smoky River Population 2011 (Federal Census): 2,126

M.D. Smoky River Population Estimate 2016: 2,160 | Population Forecast Estimate 2019: 2,071

M.D. Smoky River Population Growth 2016 - 2019: -4.1%

M.D. Smoky River Avg Household Income: \$93,920

M.D. Smoky River Avg Persons per Household: 2.6

Total Retail Spending: 15-min Drive Time \$44.0 M | 30-min Drive Time \$62.8 M | 45-min Drive Time \$105.6 M

15-Minute Drive Time Retail Inventory Estimate: 81,950 sf

15-Minute Drive Time Current Retail Space Per Capita Ratio: 17.4 sf/capita

The Municipal District of Smoky River covers a spatial area of around 404,000 hectares and includes the communities of Falher, McLennan, Girouxville, and Donnelly within the boundaries. As the most notable retail node in the M.D., a retail analysis of Falher was completed, showing current offerings in the community to include Grocery, Pharmacy, and Personal Services such as banking. For the purposes of obtaining a neutral and optimal centrality, the Village of Donnelly was used as the central starting point for the 15, 30 and 45 minute drive time demographic profiles.

Smoky River's Municipal Development Plan is from 2005 and a new one is currently being developed. According to the 2005 MDP, it states that the majority of commercial development occurs in the urban centres located in the M.D., but that commercial establishments distributed along transportation routes and in existing hamlets is desirable as well. Agriculture and forestry are key sectors of the economy for this region, with the oil & gas industry also playing a large role.

M.D. of Smoky River Expenditures (2016 Estimates)

<i>Key Demographics</i>		0-15 min	0-30 min	0-45 min	M.D. of Smoky River	Alberta
		\$ / HHld / Yr	\$ / HHld / Yr	\$ / HHld / Yr		
ANNUAL EXPENDITURES PER HOUSEHOLD	Grocery & Specialty Foods	\$7,634	\$7,451	\$7,342	\$7,489	\$7,914
	Full & Quick Service Restaurants	\$1,679	\$1,672	\$1,682	\$1,698	\$2,352
	Home & Personal Electronics & Appliances	\$2,394	\$2,449	\$2,520	\$2,743	\$3,267
	Personal Services	\$1,240	\$1,260	\$1,308	\$1,409	\$1,649
	Specialty Retail	\$928	\$974	\$995	\$1,161	\$953
	Home Improvement & Gardening	\$933	\$934	\$948	\$1,089	\$793
	Home Furnishings & Accessories	\$1,471	\$1,433	\$1,425	\$1,604	\$2,064
	Clothing & Apparel	\$2,122	\$2,056	\$2,045	\$2,003	\$2,766
	Footwear	\$676	\$670	\$660	\$696	\$787
	Jewelry & Accessories	\$288	\$281	\$279	\$249	\$515
	Pharmacy	\$986	\$994	\$1,012	\$1,106	\$829
	Health & Beauty	\$662	\$645	\$636	\$639	\$755
	Books & Multimedia	\$427	\$427	\$412	\$358	\$589
	Toys & Hobbies	\$306	\$309	\$318	\$317	\$402
	Sporting Goods & Recreation	\$300	\$320	\$337	\$397	\$461
	Entertainment & Leisure	\$1,012	\$1,034	\$1,126	\$1,384	\$1,568
	Alcohol & Tobacco	\$1,686	\$1,742	\$1,782	\$1,864	\$1,733
	Auto Parts & Accessories	\$167	\$192	\$217	\$317	\$162
	Auto/RV/Motorsports Dealerships	\$4,909	\$5,006	\$5,218	\$5,664	\$5,494



M.D. of Smoky River Population Profile

Key Demographics		0-15 min		0-30 min		0-45 min		M.D. of Smoky River	Alberta
		Count	%	Count	%	Count	%		
POPULATION	2011 Census	3,413		4,853		8,680		2,126	3,790,185
	2016 Population Estimate	3,495		4,900		8,670		2,160	4,191,020
	2019 Population Projection	3,459		4,807		8,440		2,071	4,346,671
	% Population Change (2011-16)	2.4%		1.0%		-0.1%		1.6%	10.6%
	% Population Change (2016-19)	-1.0%		-1.9%		-2.7%		-4.1%	3.7%
HOUSEHOLDS	2016 Households	1,477		2,103		3,488		757	1,611,399
	Change in Households (percent)								
	2016 to 2019	0.4%		-0.7%		-1.5%		-3.7%	4.3%
	2019 to 2021	0.3%		-0.5%		-1.0%		-2.6%	3.2%
	2021 to 2026	0.5%		-1.4%		-2.9%		-6.6%	7.5%
	Persons per household	2.4		2.3		2.5		2.9	2.6
	2016 Total Household Maintainers	1,477		2,103		3,488		757	1,611,399
	Under 25 years	48	3%	73	3%	105	3%	29	76,592
	25 to 34 years	202	14%	259	12%	426	12%	55	311,692
	35 to 44 years	182	12%	268	13%	490	14%	138	333,715
	45 to 54 years	355	24%	544	26%	944	27%	253	322,220
	55 to 64 years	254	17%	386	18%	703	20%	158	299,121
	65 to 74 years	244	16%	323	15%	507	15%	83	163,708
	75 years and over	192	13%	250	12%	313	9%	41	104,351
FAMILIES	2016 Families	985		1,462		2,520		89	193,721
	Married couples	709	72%	1,079	74%	1,853	74%	50	161,643
	Without children at home	408	42%	593	41%	996	40%	30	117,548
	With children at home	301	31%	486	33%	857	34%	22	85,309
	Common-law couples	151	15%	215	15%	375	15%	15	67,047
	Without children at home	90	9%	119	8%	204	8%	26	95,943
	With children at home	61	6%	95	7%	171	7%	73,426	90,723
	Lone-parent families	124	13%	169	12%	291	12%	73,426	90,723
	Average Persons Per Family	2.7		2.8		2.8		2.9	2.8
	Average Children Per Family	0.9		0.9		0.9		0.9	1.0



M.D. of Smoky River Sample Retail Inventories

The following provides a representative sampling of some of the notable retailers currently in the M.D. of Smoky River, however it is not a complete listing of retail businesses in the community. For a full listing of retail businesses including local independent operators in the Town of Falher, please refer to the detailed Business Listing as provided by the municipality.

NAPA Auto Parts (Auto Parts & Accessories)

The Bargain Shop (General Merchandise)

Co-op Marketplace (Grocery & Specialty Foods)

IGA (Grocery & Specialty Foods)

Home Hardware (Home Improvement & Gardening)

Subway (Limited Service Food & Beverage)

ATB Financial (Personal Services)

BMO (Personal Services)

Vision Credit Union (Personal Services)

I.D.A Pharmacy (Pharmacy)



Town of Falher Business Listings

Business Name	Civic Address	Category 1	Category 2	Category 3	NAICS#
A to Z Handyworks/Gutter Guys	#131 2nd Street NW	Trades - Carpenter	Trades - Handyman Services	Handyman Services/Eavestrough Installatic	23
All Source Electronics	#020 Central Avenue N.E.	Computers and Electronics	Shopping - Retail Shop	Retail Store	44-45
ATB Financial	#024 Main Street S.E.	Professional Service - Financial		Financial Institute	52
B & B Falher	#125 6th Avenue S.W.	Accommodations - Bed & Breakfast		Bed & Breakfast	72
B.P. Despins Prof. Corp.	#305 Main Street S.E.	Health & Medicine - Dentist/Denturist		Dentist	62
Bank of Montreal, Transit #518	#015 Main Street S.W.	Professional Service - Financial		Financial Institute	52
Bee Clean Truck & RV Wash	#401 Main Street & #603 2nd Avenue S.E.	Automotive/RV/Marine - Car/Truck Wash		Truck, Car & R.V. Wash	71
Beeline Travel	MD of Smoky River	Travel/Adventures - Agency		Travel Agency	71
Blush Esthetics	#017 Main Street S.W.	Beauty		Esthetic Services	81
Bénéfrique Massage Therapy	#003 Central Avenue S.W.	Health & Medicine - Massage		Massage Therapist	81
Caring for "U"	#111 Main Street N.W.	Health & Medicine - Holistic		Holistic Health Services	81
Dance Vacuum & Potable Water Services	#006 1st Avenue NW/#010 Railway Avenue N.W.	Water Hauling		Offfield Vacuum truck & water truck service	21
Dan's Yard Maintenance	#032 2nd Street S.E.	Home & Garden		Yard Maintenance/Landscape/Snow Remo	81
Dubois Contracting	#107 Brien Avenue N.W.	Trades - Construction		Snow Removal & Landscaping	81
Falher Co-op Seed Cleaning Plant	#911 Main Street S.W.	Farm & Industry - Agricultural Services		Agriculture Service	11
Falher Glass & Locksmith	#107 1st Street S.W.	Professional Services - Locksmith		Locksmith	44-45
Falher Hotel & Cozy Lounge	#006 Main Street N.E.	Accommodations - Hotels	Food & Beverages - Liquor store, Restaura	Full Service Hotel	72
Falher IGA	#016 Main Street S.E.	Food & Beverages - Bakery, Grocery	Shopping - Retail Shop	Retail Grocery	44-45
Falher Liquor Store Ltd.	#032 Main Street S.E.	Food & Beverages - Liquor Store	Shopping - Retail Shop	Liquor Store	44-45
Falher Pharmacy	#005 Main Street S.W.	Health & Medicine - Pharmacist	Shopping - Retail Shop	Pharmacy, flower shop and retail store	44-45
Falher Registries	#002 Main Street S.E.	Professional Services - Registries		Registries Office	54
Falher Restaurant Ltd.	#002 1st Avenue S.E.	Food & Beverages - Restaurant		Restaurant	72
Fancy Fingers & Waxing Studio	#009 Main Street N.W.	Beauty - Esthetics Service, Nail Technicians	Shopping - Apparel	Esthetic Services	81
Fine Line's Hair Studio	#017 Main Street S.W.	Beauty - Hair Salon		Hair Salon/Esthetics	81
Fountain Tire	#017 Main Street N.W.	Automotive/RV/Marine - Auto Repair		Tirestore & Mechanical Shop	44-45
Hair by Viviane	#101 3rd Avenue S.E.	Beauty - Hair Salon	Home Based Business	Hair Salon	81
Vision Credit Union	#023 Main Street S.W.	Professional Service - Financial		Financial Institute	
Humble Holdings Ltd.	#129 2nd Avenue S.E.	Trades - Oilfield Contracting	Services & Utilities	Trucking Company	48-49
Hunting Creek Refrigeration	Contractor	Trades - Plumbing & Heating		Plumbing, Heating & Refrigeration	23
Hunting Creek Oilfield Services	#500 2nd Avenue SE	Oilfield Maintenance	Oilfield Contracting	Oilfield Contracting	81
J & G Glass	#002A 1st Avenue N.W.	Automotive/RV/Marine - Auto Repair	Shopping - Retail Shop	Retail shop	44-45
J.A.M. Auto Parts & Farm Supply Ltd.	#031 Main Street S.W.	Automotive/RV/Marine	Farm & Industry - Agricultural Services	Auto parts & Farm Supply Store	44-45
JCL Accounting & Bookkeeping Services	#125 Main Street S.W.	Professional Service - Accounting		Accounting	54
JL Trading Co. Ltd.	#703 Main Street S.W.	Accommodations - Hotels, Motels		Motel	72
JMA Mechanical Services Ltd.	#122 1st Street N.W.	Automotive/RV/Marine - Auto Repair	Farm & Industry - Agricultural Services	Automotive and Farm Mechanical Services	11
Long Run Exploration	002 B Central Avenue N.W.	Trades - Oilfield Contracting		Oil & Gas Exploration	21
Lucky Bubbles Laundry Mat	#017 Main Street S.W.	Home & Garden	Laundry	Laundry Mat	81
Martin Deerline	#712 Main Street S.E.	Farm & Industry		John Deere Dealership	11
Marval Promotions	#125 Main Street S.W.	Shopping - Retail & Embroidery		Retail Shop and Embroidery	44-45
Max Fuel Distributors Ltd.	#931 Main Street SW	Farm & Industry - Agricultural Services	Service Station	Bulk Fuel Sales	41
Merlot Ag. Services Ltd.	#302 Railway Avenue N.E.	Farm & Industry - Agricultural Services		Grain and Agro Dealer	11
MK Computers	#113 3rd Street S.E.	Computers & Electronics - Computer Store/Service		Computer sales and repairs	54
MNP -LLP	#017 Main Street S.E.	Professional Services - Accounting		Accountant	54
Morin, Gail	Apt#2, #302 1st Street S.E.	Beauty		Sales Consultant	44-45
Mousse Hair	#113 Main St. S.W.	Beauty		Hair Salon	81
N.J. Contracting Ltd.	#004 1st Avenue N.W.	Trades - Oilfield Contracting		Oilfield Maintenance	81
NAPA Falher (UAP Ltd.)	#005 Main Street N.W.	Retail Shop		Automotive and Heavyduty Parts Store	44-45
New Horizon Co-operative Ltd.	#122 & #108 Main Street S.E.	Food & Beverages - Bakery, Grocery	Shopping - Hardware & Sporting Goods	Grocery and Hardware store	44-45
Nicolet Insurance Ltd.	#002 Main Street S.E.	Professional Service - Insurance		Insurance Agent	52
On the Edge Graphics & Artistic Touch Rock Desig	#117 6th Avenue S.W.	Home Based Business - Graphic Design		Graphic Design and Signage	81
Peace Paws	#031 Main Street S.W.	Pet Services		Dog Grooming Salon	
Peace River Ford Sales Inc.	#521 Main Street S.W.	Automotive/RV/Marine - Auto Repair, Dealership		Automotive Sales and Repairs	44-45
Richardson Pioneer Limited	#810 Main Street S.E.	Farm & Industry - Agricultural Services		Fertilizer, Chemical and Seed Sales	11
Rocky Mountain Equipment	#901 Main Street S.W.	Farm & Industry - Farm Equipment, Agricultural Services		Agriculture Machinery Sales & Service	11
Sammy's Steak & Pizza	#009 Main st. S.W.	Food & Beverages		Restaurant	72
Santé L'Aura Healing	#113A Main Street S.W.	Health & Medicine - Holistic		Holistic Health & Alternative Medicine	81
SFJ Renovations	#219 1st Avenue S.W.	Trades - Carpenter, Handyman Services		Renovations and construction	23
Smoky River Lotus Yoga Studio	#009 Main St. NW				81
Subway	#017 Main Street SW	Food & Beverages		Fast Food	72
Sunlife Financial	#017 Main Street S.W.	Professional Services - Financial, Insurance		Financial & Insurance	52
Sylvain & Company	#006 Central Avenue N.E.	Professional Service - Accounting		Accountant	54
Taz Tire	#932 Main Street S.E.	Automotive/RV/Marine - Auto Repair		Tirestore	44-45
The Bargain! Shop #52877	#205 Main Street S.W.	Shopping		Retail - General Merchandise	
The Beehive	#530 Main Street S.E.	Shopping - Flowers & Gifts Gift Store, Retial Shop		Retail Gift store	44-45
The Narrow Weigh	#008 Main Street S.E.	Health & Medicine		Weight Loss Clinic	
Tony's Pizza & Donair	#006 Main Street N.E.	Food & Beverages		Restaurant	72
The Yellow House Bed & Breakfast	#420 1st Street S.W.	Accommodations		Bed & Breakfast	72
Tranquil Essence Esthetics	#120 2nd Avenue S.E.	Beauty - Esthetics Services, Nail Technicians		Esthetic Services/Beauty Sales Consultant	81
Trendz N'Endz Hair Salon	#115 Main Street S.W.	Beauty - Hair Salon		Hair Salon	81
United Farmers of Alberta Co-operative Ltd.	#922 Main Street S.E.	Shopping		Retail Building and Hardware	44-45
United Farmers of Alberta Co-operative Ltd.	#921 Main Street S.W.	Farm & Industry	Automotive/RV/Marine - Service Station	Service station/bulk fuel sales	44-45
Venture Parts Supply (Falher) Ltd.	#201 Main Street S.W.	Farm & Industry - Agricultural Services		Industrial Parts Supply	44-45
Za-hair-a	#010 1st Avenue S.W.	Beauty		Hair Salon	81
Bridgeland	#922 Main Street S.E.	Farm & Industry - Agricultural Services		Retailer - Crop Inputs	44-45
Barber on Duty	#014 Main Street SE	Beauty		Barber Shop	81
Original Pete's Confectionary	#109 Main Street S.W.	Food & Beverages - Confectionary		Convenience Store/Confectionary	44-45
The Cutting Edge	#006 Railway Avenue N.E.	Beauty - Hair Salon		Hair Salon	81
Sara Yaremko Photography	#006 Railway Avenue N.E.	Professional Services		Photographer	81



M.D. of Smoky River Households Profile

Key Demographics		0-15 min		0-30 min		0-45 min		M.D. of Smoky River	Alberta
		Count	%	Count	%	Count	%		
HOUSEHOLDS & HOUSEHOLD INCOME	Persons per household	2.3		2.3		2.4		2.6	2.5
	Number of Households	1,477		2,103		3,488		757	1,611,399
	Under \$5,000	31	2.1%	42	2.0%	68	1.9%	11	22,006
	\$5,000 to 9,999	41	2.8%	54	2.5%	82	2.4%	15	26,596
	\$10,000 to 14,999	63	4.2%	82	3.9%	126	3.6%	20	39,748
	\$15,000 to 19,999	91	6.1%	119	5.6%	188	5.4%	25	58,832
	\$20,000 to 29,999	125	8.5%	172	8.2%	279	8.0%	41	88,640
	\$30,000 - 39,999	128	8.7%	184	8.8%	296	8.5%	58	94,720
	\$40,000 - 49,999	137	9.2%	197	9.4%	317	9.1%	72	101,078
	\$50,000 to 59,999	135	9.1%	189	9.0%	307	8.8%	64	103,165
	\$60,000 - 79,999	200	13.5%	288	13.7%	464	13.3%	108	173,266
	\$80,000 - 99,999	168	11.4%	251	11.9%	420	12.0%	111	182,137
	\$100,000 - 124,999	125	8.5%	187	8.9%	336	9.6%	89	193,721
	\$125,000 - 149,999	76	5.2%	113	5.4%	213	6.1%	50	161,643
	\$150,000 - 174,999	47	3.2%	68	3.2%	126	3.6%	30	117,548
	\$175,000 - 199,999	34	2.3%	49	2.3%	86	2.5%	22	85,309
	\$200,000 - 249,999	30	2.1%	42	2.0%	68	2.0%	15	67,047
	\$250,000 and over	46	3.1%	66	3.2%	112	3.2%	26	95,943
	Median Household Income	\$ 59,149		\$ 60,880		\$ 63,466		\$ 73,426	\$ 90,723
	Average Household Income	\$ 82,264		\$ 83,917		\$ 86,170		\$ 93,920	\$ 119,320
VISIBLE MINORITIES	Total Visible Minority Population	228	7.0%	228	5.0%	260	3.0%	0	765,658
	South Asian	81	2.0%	81	2.0%	83	1.0%	0	193,810
	Chinese	57	2.0%	57	1.0%	57	1.0%	0	170,080
	Black	0	0.0%	0	0.0%	0	0.0%	0	84,832
	Filipino	41	1.0%	41	1.0%	71	1.0%	0	129,122
	Latin American	49	1.0%	49	1.0%	49	1.0%	0	43,357
	Arab	0	0.0%	0	0.0%	0	0.0%	0	39,223
	Southeast Asian	0	0.0%	0	0.0%	0	0.0%	0	45,484
	West Asian	0	0.0%	0	0.0%	0	0.0%	0	16,173
	Korean	0	0.0%	0	0.0%	0	0.0%	0	16,036
	Japanese	0	0.0%	0	0.0%	0	0.0%	0	8,296
	Visible minority, n.i.e.	0	0.0%	0	0.0%	0	0.0%	0	4,037
	Multiple visible minorities	0	0.0%	0	0.0%	0	0.0%	0	15,208
	Not a visible minority	3,119	94.0%	4,480	92.0%	7,987	96.0%	1,988	3,341,205

Stats Canada & Visible Minorities

The *Employment Equity Act* defines visible minorities as “persons, other than Aboriginal peoples, who are non-Caucasian in race or non-white in colour” (<http://www12.statcan.gc.ca/nhs-enm/2011/ref/dict/pop127-eng.cfm>).

In Pitney Bowes’ reports, Aboriginal peoples are listed under *Ethnic Origins* rather than *Visible Minorities*. Due to the specific reports used in this study that do not include *Ethnic Origins*, Aboriginal peoples counts are not included, but can be approximately deduced by subtracting Total Visible Minorities from the Total Population Estimate.



M.D. of Smoky River Labour Profile

Key Demographics		0-15 min		0-30 min		0-45 min		M.D. of Smoky River	Alberta
		Count	%	Count	%	Count	%		
LABOUR FORCE & OCCUPATIONS	Age 15+ by Labour Force Activity	2,732		3,817		6,603		1,549	3,338,043
	In the labour force	1,663	60.9%	2,460	64.5%	4,470	67.7%	1,144	2,396,406
	Not in the labour force	1,069	39.1%	1,357	35.5%	2,133	32.3%	405	941,637
	Participation Rate	60.9%		64.5%		67.7%		73.9%	71.8%
	Labour Force by Occupation	1,663		2,460		4,470		1,144	2,396,406
	Management	363	21.8%	583	23.7%	940	21.0%	368	271,959
	Business & Finance	231	13.9%	378	15.4%	759	17.0%	111	441,775
	Natural Sciences	2	0.1%	4	0.1%	8	0.2%	8	177,395
	Health	89	5.4%	106	4.3%	120	2.7%	45	106,103
	Educ, Gov't, & Religion	76	4.6%	110	4.5%	231	5.2%	77	221,004
	Art, Culture, Rec, & Sport	1	0.0%	2	0.1%	3	0.1%	3	13,199
	Sales & Service	247	14.9%	350	14.2%	679	15.2%	121	580,832
	Trades & Transportation	570	34.3%	770	31.3%	1,358	30.4%	264	502,748
	Primary Industry	83	5.0%	153	6.2%	253	5.7%	138	43,414
	Processing & Manufacturing	1	0.0%	3	0.1%	116	2.6%	6	32,685
	Not Applicable	1	0.0%	2	0.1%	3	0.1%	3	5,292
HOUSING & DWELLINGS	Private Dwellings by Structure Type	1,477		2,103		3,488		757	1,611,399
	Single-detached house	1,028	69.6%	1,557	74.1%	2,683	76.9%	676	1,020,844
	Semi-detached house	35	2.4%	35	1.7%	51	1.5%	0	85,511
	Row house	11	0.7%	27	1.3%	44	1.3%	0	113,977
	Apartment; < 5 storeys	113	7.6%	114	5.4%	169	4.8%	0	228,899
	Apartment; 5+ storeys	64	4.3%	64	3.0%	64	1.8%	0	71,868
	Apartment; duplex	0	0.0%	0	0.0%	2	0.1%	0	37,800
	Single-attached house	0	0.0%	0	0.0%	5	0.1%	0	1,032
	Movable dwelling	227	15.3%	305	14.5%	471	13.5%	81	51,468
	Private Dwellings by Tenure	1,477		2,103		3,488		757	1,611,399
	Owner	1,110	75.2%	1,676	79.7%	2,835	81.3%	757	1,208,241
	Renter	367	24.8%	426	20.3%	653	18.7%	0	391,435
	Band housing	0	0.0%	0	0.0%	0	0.0%	0	11,723





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