

Good Year for New Business Openings

Population: 64,922 • Population Growth: 4.98%

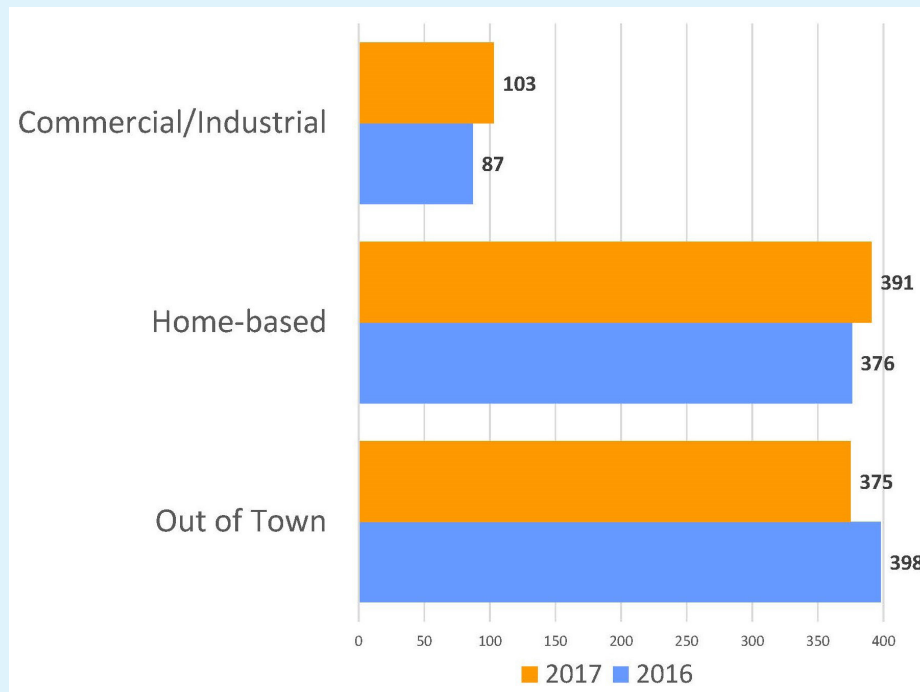
TOTAL BUSINESS LICENCES

Business Type	2016	2017
Home-based	1,393	1,520
Commercial/Industrial	866	916
Out-of-town	1,440	1,508
Total	3,699	3,944

JOB GROWTH

715
NEW FULL & PART-TIME JOBS
ADDED IN 2017
 *INDUSTRIAL/COMMERCIAL

2017 NEW BUSINESS OPENINGS



Average new Airdrie-based licences per month= 42

CONSTRUCTION GROWTH

Construction Permits	2016	2017
Commercial/Industrial	\$55,116,580	\$27,778,690
Institutional	\$27,085,159	\$196,000
Residential	\$203,342,042	\$216,293,729
Total	\$285,543,781	\$244,268,419

MAJOR NEW DEVELOPMENT

Commercial

- Sierra Springs Shopping Centre, 880 Main St SE - \$28 million
- Office/Warehouse, 93 Gateway Dr NE - \$17.5 million
- Strip Mall, 500 Centre Ave NE - \$13 million
- Sierra Springs Shopping Centre, 2785 Main St SW - \$10.5 million

Community Facilities & Infrastructure

- City of Airdrie Addition- 15 Eastlake Hill NE - \$.75 million

Airdrie Economic Development

INITIATIVES

Economic Strategy Development

- Work continued on the development of a 10-year economic strategy
- Recognized with Economic Developers' Alberta Award for the campaign to gather community input into the strategy (see awards)

SMARTstart Program

- 17 entrepreneurs (15 businesses) completed the program
- 16 business owners volunteered as mentors
- Launched a new website – www.smartstartbusiness.ca

Airdrie Business Insight

- Launched market research microsite, www.airdrie.ecdev.org
- Airdrie information to help businesses make smarter, faster and better decisions

Local Business Outreach

- Attended 22 grand openings to welcome new businesses
- Organized two Bank Leaders Cafes with 24 local banking professionals

East Points CASP

This Community Area Structure Plan (CASP) will plan out six quarter sections in NE Airdrie for future industrial development.

- City received good feedback from residents and land owners through three open houses
- Based on feedback, land use concept and plan will be presented in early 2018

EVENTS

Business Breakfast & Economic Update

- 93 business people attended

Workshops

- Doing Business with Government
- Employer Resource Info Sessions
- SRED Information Session

Airdrie Business Gala

- 147 nominations in six award categories
- 38 finalists
- 150 attendees

Rogers Hometown Hockey

- Hosted Rogers Hometown Hockey December 16 and 17
- Included Ron MacLean

MARKETING & COMMUNICATIONS

Marketing

- Profiled a local business success in Invest in Alberta
- New YYC marketing campaign



Social Media Followers and Views



airdrienow.ca

- 57,050 visitors from 78 countries

Airdrie@Work E-newsletter

- 11 issues delivered to 2,255 monthly subscribers
- 10 new businesses profiled and 1 milestone businesses profiled

airdrielife Magazine

- 125 local businesses highlighted
- 4 editorials written

Presentations

- Shared information with 690 people through 17 presentations to local business groups and at provincial gatherings

Awards and Rankings

- Earned the Community Economic Development Award of Excellence for the "We are Airdrie" campaign from Economic Developers' Alberta

93

PROSPECTIVE BUSINESS
INQUIRIES

85

BUSINESS DEVELOPMENT
INQUIRIES

PROFESSIONAL OUTREACH

- Sara is the Past President of Economic Developers of Alberta
- Kent is a board member of the International Economic Development Council (IEDC) - International Committee
- Kent, Sara and Tara attended Economic Resilience Training
- Tara completed Year 1 of the Economic Development Program through the University of Waterloo