

Wednesday, Sept. 28, 2011 / For Immediate Release

## Small Business Week 2011

### **Small Business is a Big Deal in Airdrie**

AIRDRIE, ALBERTA – Small businesses are said to be the engine of the Canadian economy and it's no different in Airdrie. Small Business Week 2011, October 17-21, provides an opportunity to celebrate Airdrie businesses.

“We have seen tremendous growth in Airdrie, particularly in small business,” says Mayor Peter Brown. “The number of businesses in our city has increased by 50 per cent in the last five years alone. Small business is an integral part of our local economy.”

According to Industry Canada, small businesses contribute slightly more than 30 per cent to Canada's GDP and employ 60 per cent of the total labour force in the private sector.

There are currently almost 1,600 licensed Airdrie-based businesses. Of that, 99 per cent have fewer than 100 employees (consistent with the Canadian percentage). In fact, 86 per cent of Airdrie businesses have less than 10 employees, evidence of the city's strong home-based business sector, which makes up well over half of all Airdrie-based businesses.

“Airdrie is home to many owner-operator businesses and home-based entrepreneurs,” says Kent Rupert, Team Leader, Economic Development. “It's essential we nurture these businesses and take the time to acknowledge the important contribution they make to our community—they may be small but their impact is mighty.”

The Airdrie Business Resource Partnership, of which City of Airdrie Economic Development is a member, is encouraging business to “Network, Learn, Celebrate” during Small Business Week. Several events have been planned, including workshops, a networking luncheon, the Mayor's Business Appreciation Evening, and the Winning Edge Awards.

“We encourage companies of all sizes to take part in Small Business Week and residents to take the time to say thank you to local businesses,” says Rupert.

For more information about Small Business Week, visit [www.abrponline.com](http://www.abrponline.com). To learn more about business in Airdrie, visit [www.airdrienow.ca](http://www.airdrienow.ca).

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#### **Contact:**

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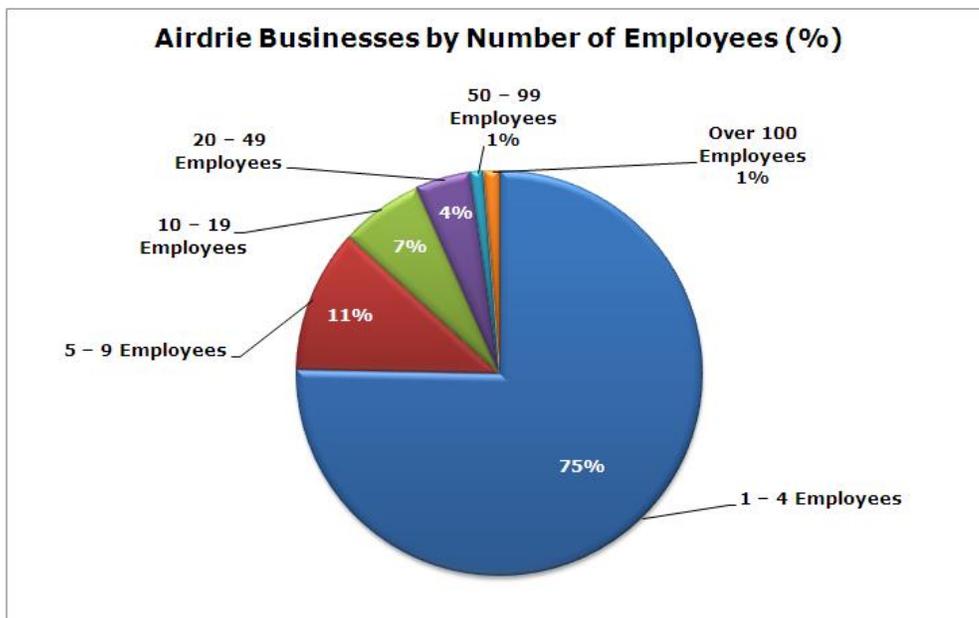
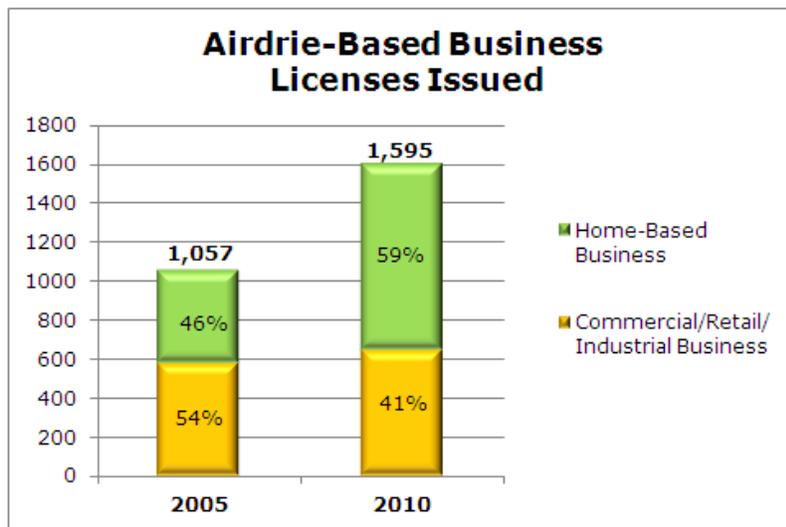
Email: [kent.rupert@airdrie.ca](mailto:kent.rupert@airdrie.ca)

## Airdrie Business Statistics

### Airdrie Businesses Say...

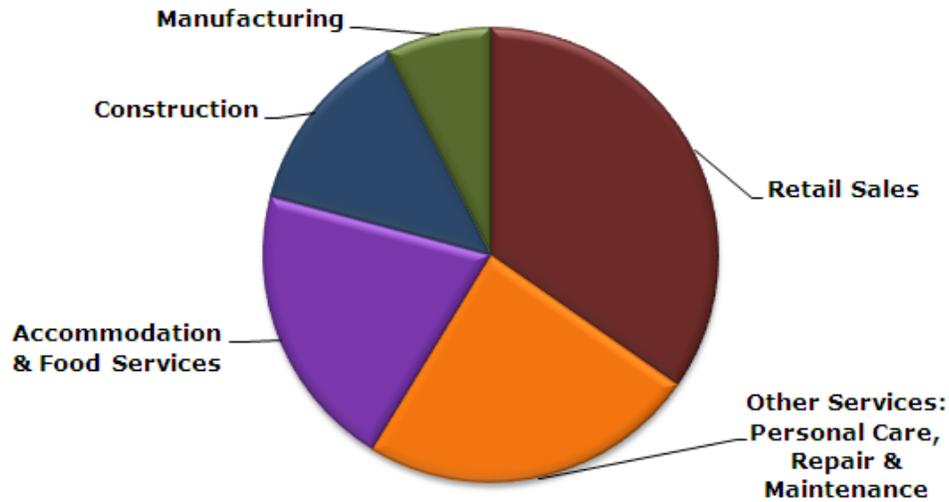
- 89% rate Airdrie as a good, very good or excellent place to do business
- They are satisfied with business support services and business support organizations
- Future growth is predicted
  - 68% expect workload to grow/expand
  - 26% expect workload to remain steady
  - 87% plan to grow or maintain staff in next 12 months
- Impressive growth potential/plans for home-based entrepreneurs
  - 62% report their home-based business is their primary source of income
  - 27% are interested in expanding from home to a retail/industrial location

Source: City of Airdrie Business Satisfaction Survey Results, March 2011



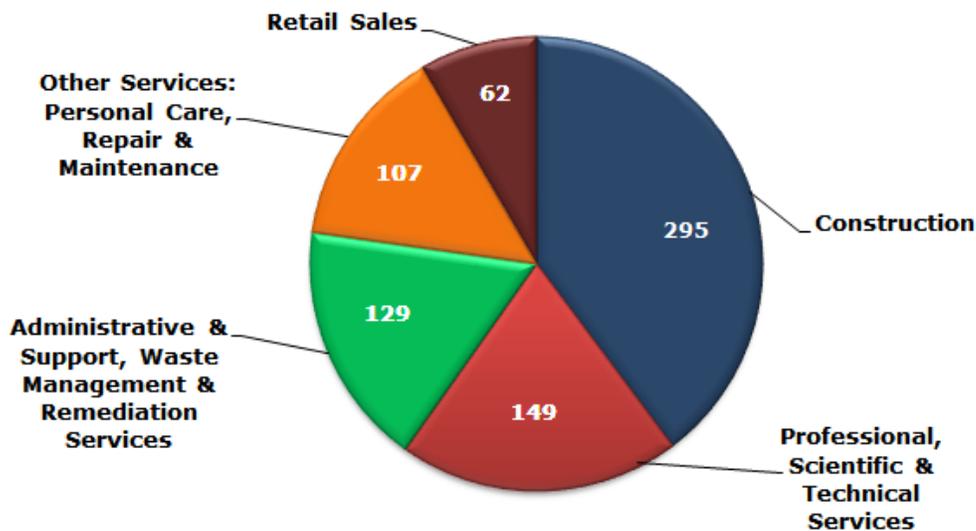
## Airdrie Commercial/Retail/Industrial Businesses by Industry Type (#)

*Represents the top five industry types that account for 72% of all Commercial/Retail/Industrial Airdrie-based businesses.*



## Airdrie Home-based Businesses by Industry Type (#)

*Represents the top five industry types that account for 79% of all Airdrie Home-based businesses.*



## Airdrie Small Business Week Events

October 17-21, 2011

### **Airdrie Chamber of Commerce Small Business Week Kick-off Networking Luncheon**

Monday, October 17 • 11:45am–1:00pm • Woodside Golf Course • \$20 / \$25  
Online registration at [www.airdriechamber.ab.ca](http://www.airdriechamber.ab.ca) from October 1 to 13

### **Safety for Small Businesses Workshop**

Learn how to make safety a priority for your small business.  
Tuesday, October 18 • 8:30am–10:00am • Genesis Place • \$15  
For more information and to register: [www.abrponline.com](http://www.abrponline.com)

### **Is Your Business Vulnerable to Fraud?**

Join RCMP Constable Menard to learn how to protect your business and customers from the newest fraud schemes happening in Airdrie.  
Wednesday, October 19 • 9:00am–10:30am • Airdrie City Hall • \$15  
For more information and to register: [www.abrponline.com](http://www.abrponline.com)

### **Mayor's Business Appreciation Evening**

Join Mayor Peter Brown, Council members and City Manager Paul Schulz for an opportunity to network with Airdrie businesses and connect with staff from City departments.  
Wednesday, October 19 • 5:00pm–8:00pm (Remarks at 6:30 pm) • Airdrie City Hall  
For more information and to RSVP: Contact Airdrie Economic Development at 403.948.8844 or [economic.development@airdrie.ca](mailto:economic.development@airdrie.ca) by October 10.

### **Is Your Business Ready to Grow?**

Sign up for a 30-minute session with Bruce Tannas, Business Development Advisor with Community Futures Centre West, to find out if it's the right time to expand and the resources you need to grow smart.  
Thursday, October 20 • 9:00am–4:00pm • Airdrie City Hall  
For more information and to apply for a spot: Contact Airdrie Economic Development at 403.948.8844 or [economic.development@airdrie.ca](mailto:economic.development@airdrie.ca)

### **Winning Edge Awards Banquet**

The highlight of Small Business Week! This event celebrates businesses that provide exceptional service, a family-friendly setting and environmental leadership as well as the Airdrie Business Leader Award.  
Friday, October 21 • 6:00pm • Woodside Golf Course • \$50 / \$60  
Guest Speaker: Terry Rock, President & CEO, [Calgary Arts Development](http://www.calgaryartsdevelopment.com)  
For more information and to purchase tickets: [www.abrponline.com](http://www.abrponline.com)

*Attend any Small Business Week event and enter to win a "100 Essential Small Business Skills" online training program. A \$295 value, sponsored by Community Futures Centre West.*