

2017

HIGH RIVER'S VitalSigns®

The Community's Voice on Business and Economy

“ I love the diversity of new businesses in town. It is an interesting mix of different things that would attract people to town. I would like to encourage more of that! ”



Business Supports

TOP 3 OPPORTUNITIES / SUPPORTS BUSINESSES HAVE
 NETWORKING OPPORTUNITIES (INCLUDING SOCIAL MEDIA)
 WORD OF MOUTH AND REFERRALS
 REPUTATION



FOOTHILLS BUSINESS SURVEY

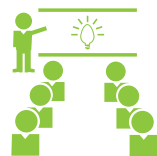
All business participants stated that “attitudes of co-workers” were not major challenge when hiring an individual with a disability.

Source Foothills SNAPS

YOUTH

Junior Achievement business & entrepreneur classes.

- 66 Classes Delivered
 - 18 Schools Participated
 - 100 Volunteers Engaged
 - 4 Regional Leadership Council Supported Operations
 - \$17,050 raised
- *Note these are for the Foothills Region including the MD of Foothills and MD of Willow Creek*



LOCAL AGENCIES

- Bow Valley College
- The business centre
- High River and District Chamber of Commerce (Currently 148 Members)
- McBride Career Group
- Community Futures Highwood (Approved 71 loans in the foothills area and 18% of loans were provided to clients in High River)
- Foothills SNAPS

HOW WOULD YOU GRADE THE AVAILABILITY OF BUSINESS SUPPORT? C+

WORKPLACE SUPPORTS

- Alberta Learning Information Service
- Alberta Works



FINANCIAL INSTITUTIONS

- ATB Financial
- Business Development Bank of Canada (BDC)
- BMO
- CIBC
- RBC
- Scotiabank
- Servus Credit Union
- TD Bank
- Western Financial



LEGAL SUPPORTS

- Centre for Public Legal Education in Alberta
- The Law Society of Alberta Lawyer Referral
- Better Business Bureau

“I felt High River would be a good community to set up a business and my business is a good fit for the community.”

GOVERNMENT OF ALBERTA

- Small Business Resources
- Starting a business
- Operating a business



GOVERNMENT OF CANADA

- Small Business Financing Program – Industry Canada
- Business Development Bank of Canada
- Employment Insurance Work Sharing Program – Service Canada



Business Diversity

*Data sourced from Town of High River

The Town of High River welcomes all businesses!



COMPETITIVE BUSINESS LICENSE FEES

\$120

RESIDENT

Some Neighbouring communities range from \$245 and up

FREE IF YOU ARE UNDER 25 YEARS OF AGE

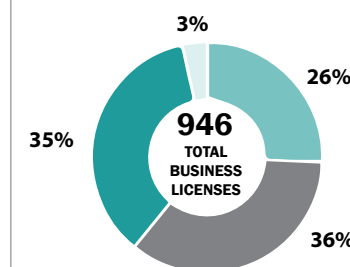
\$300

NON-RESIDENT

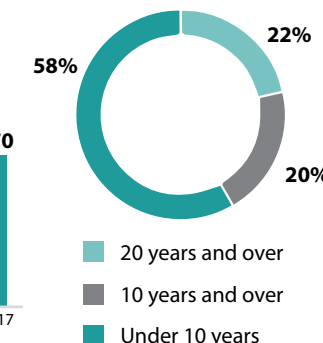
OF NEW BUSINESSES (2017)

- Business Type (NAICS Code)**
- Construction - 69
 - Manufacturing - 7
 - Retail Trade - 13
 - Transportation and warehousing - 1
 - Information - 1
 - Real Estate and Rental and Leasing - 4
 - Professional, Scientific, and Technical Services - 4
 - Administrative and Support and Waste Management and Remediation Services - 16
 - Educational Services - 1
 - Health Care and Social Assistance - 4
 - Arts and Entertainment - 2
 - Accommodation and Food Services - 9
 - Other Services (except Public Administration) - 6

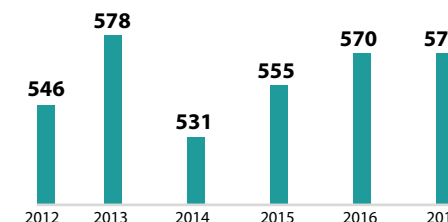
TYPE OF BUSINESS LICENSE (ALL ACTIVE, 2017)



YEARS IN BUSINESS (HIGH RIVER BASED BUSINESSES)



OF BUSINESS LICENSES (IN-TOWN BUSINESSES)



Have a business idea for High River but don't know where to start? Contact business@highriver.ca

Education

BOW VALLEY COLLEGE

1,178

PROGRAM INQUIRIES ADDRESSED

(June 2016 to July 2017)



38

GRADUATES OBTAINED POST-SECONDARY CERTIFICATE OR DIPLOMA

The Community's Voice on Business and Economy

The “High River Vital Focus: The Community's Voice on Economy and Business” survey was conducted online between June 15 to July 12, 2017. The link was promoted within High River and open to all residents. The survey was based on a “self-selected” respondent population, therefore, the results should be considered as representative of ‘interested residents’ but may not be representative of all High River residents.

Six hundred and twenty-seven (627) residents participated in the survey. For comparison purposes, a probability sample of this size would yield a margin of error of +/- 3.8%, 19 times out of 20. Data has also been sourced from the following external sources: Statistics Canada and The Town of High River.

Vital Signs® is a community check-up conducted by foundations across Canada that measures the vitality of our communities and identifies significant trends in a range of areas critical to quality of life. Vital Signs is coordinated nationally by Community Foundations of Canada and with special thanks to the Toronto Foundation for developing and sharing the Vital Signs concept. For more information visit www.vitalsignscanada.ca. The Vital Signs trademark is used with permission from Community Foundations of Canada.

Kalie Mosig - Research and Content Lead | Kevin Tetzlaff - Report Design
 If you have any questions about the Vital Focus please contact Kalie Mosig by e-mail at kmosig@highriver.ca or over the phone at 403-603-3560.

Local Business

*Data sourced from Vital Focus survey

66% SAID SHOPPING LOCAL WAS IMPORTANT TO THEM



SHOPPING LOCAL

MORE IMPORTANT TO THOSE 45 YEARS OR OLDER THAN FOR RESIDENTS AGED 25-30

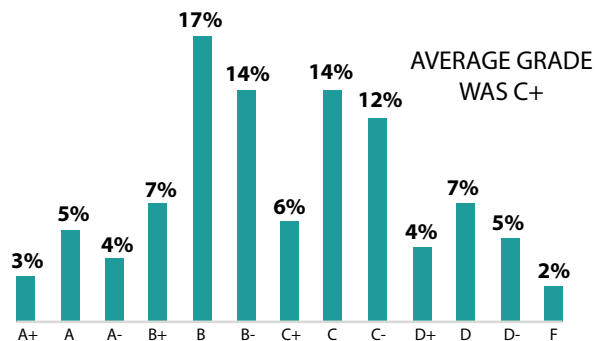
57% OF BUSINESSES PLAN TO GROW IN NEXT 5 YEARS

PERCEIVED BARRIERS FOR BUSINESS SUCCESS

CUSTOMER BASE AFFORDABILITY/FINANCING MARKETING



GRADE THE STRENGTH OF HIGH RIVER BUSINESS COMMUNITY



HOW WOULD YOU GRADE THE AFFORDABILITY OF OWNING A BUSINESS IN HIGH RIVER **C+**

Tip... You can try to negotiate your lease with your landlord or speak with a real estate agent

TOP 3 WAYS CITIZENS PREFER TO HEAR FROM BUSINESSES

FACEBOOK (56%)
NEWSPAPER (50%)
FLYERS (44%)



RESIDENTS LEAVE HIGH RIVER TO PURCHASE...

CLOTHING & FOOTWEAR (100%)
GROCERIES (34%)
ELECTRONICS (23%)



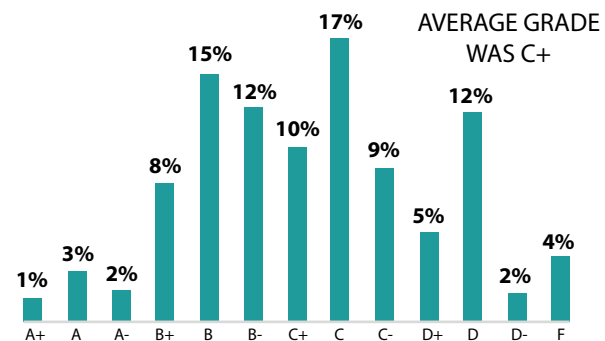
Those that have lived in High River for more than 10 years were more likely to select that they cannot purchase an item or service locally than those who have lived in High River less than 1 year.

TOP REASONS RESIDENTS SAY THEY LEAVE TOWN TO MAKE PURCHASES

BETTER SELECTION/CHOICES
CAN'T FIND ITEM LOCALLY
BETTER PRICES



GRADE THE STATE OF THE ECONOMY IN HIGH RIVER



Economic Development

*Data sourced from Town of High River, except when stated otherwise

TOWN OF HIGH RIVER'S ECONOMIC DEVELOPMENT PRIORITIES

1. Increase High River's profile
2. Grow the local business community
3. Increase number of living wage jobs

260,000 sq. ft.

COMMERCIAL SPACE BUILT SINCE 2015

TOTAL POPULATION

13,584

STATISTICS CANADA 2016



MEDIAN HOUSEHOLD INCOME

\$78,773

STATISTICS CANADA 2016

DOWNTOWN OCCUPANCY HAS INCREASED BY 28% OVER THE LAST 12 MONTHS

FILM AND TELEVISION

\$16,742 DONATED TO COMMUNITY VITALITY FUND AND PUBLIC ART FUND

FROM HEARTLAND, TIN STAR, VEHICLE DYNAMICS GROUP AND SUBARU CANADA



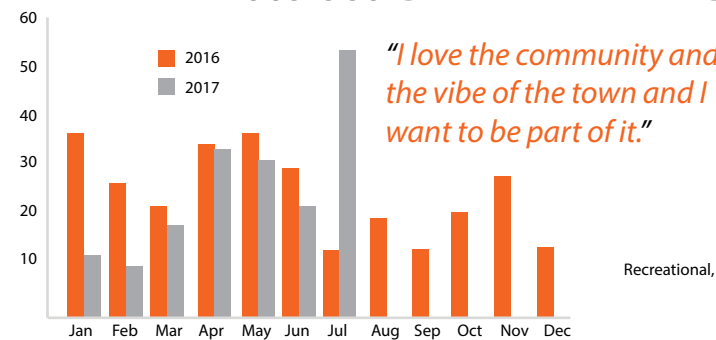
Plus many other contributions to the community including:

- Wages for local background performers
- Funds for disruption of businesses
- Goods and services purchased in High River
- Leasing or renting venues
- Donations towards community projects"

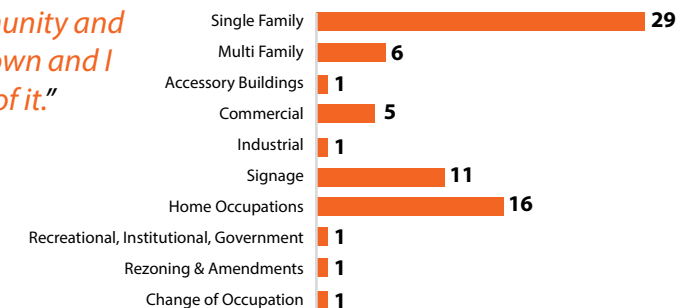
\$25,000

DONATED BY TIN STAR FOR PARKS AND GREEN SPACES

HOUSES SOLD

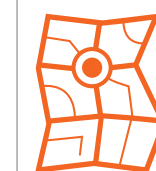


DEVELOPMENT PERMITS BY TYPE (2017)



INNOVATIVE LAND USE BYLAW

- SIMPLIFIES PROCESSES
- MORE FLEXIBLE RANGE OF USES
- ENCOURAGES MIXED DEVELOPMENT



REDUCED LAND USE DISTRICTS TO ONLY SIX (FROM OVER 30) Adopted in April 2017

45% HAVE NOT EXPERIENCED A BARRIER FINDING LOCAL EMPLOYMENT

"Moving to High River has given me the opportunity to recover. It has been one of the best business moves that I have made."

WHICH OF THE FOLLOWING INDUSTRIES ARE YOU QUALIFIED TO WORK IN? (WHETHER YOU ARE WORKING OR NOT)

Employment

*Data sourced from Vital Focus survey, except when stated otherwise

82% WOULD PREFER TO WORK IN HIGH RIVER IF GIVEN THE OPPORTUNITY



BARRIERS TO FINDING LOCAL EMPLOYMENT

- LIMITED OPPORTUNITIES IN MY FIELD (38%)
- WAGES NOT COMPETITIVE (24%)
- LIMITED OPPORTUNITIES FOR THOSE MY AGE (21%)

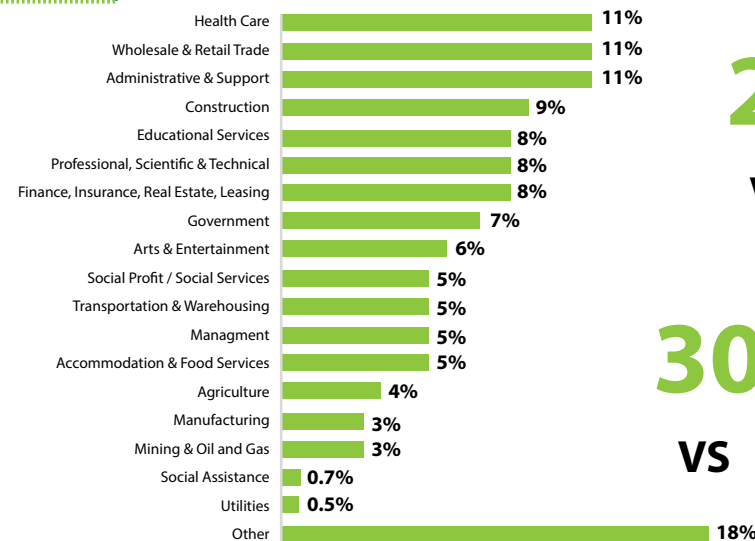
TOP TEN EMPLOYERS

- Foothills School Division
- Town of High River
- Western Financial Group
- High River Hospital
- Highwood Golf & Country Club
- Seasons Retirement Communities
- High River Sobey's
- Canadian Tire
- Farmboy Landscaping & Maintenance
- Tim Hortons (both locations combined)



*Town of High River data, based on number of full time employees

WHAT INDUSTRY ARE YOU WORKING IN?



HOW WOULD YOU GRADE YOUR ABILITY TO HIRE A DIVERSE WORKFORCE **B-**

23% SELF-EMPLOYED IN HIGH RIVER

VS **4%** SELF-EMPLOYED OUTSIDE HIGH RIVER

30% EMPLOYED IN HIGH RIVER

VS **16%** EMPLOYED OUTSIDE HIGH RIVER

