

# 2020 ECONOMIC PROFILE





## OVERVIEW

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.



### ECONOMIC DEVELOPMENT

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Canada T8V 6V3 | [investgrandeprairie.com](http://investgrandeprairie.com)

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### PRINTED IN ALBERTA, CANADA

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 organization. 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.



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*a growing, hardworking city*

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# THE HIGHLIGHTS

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## DEMOGRAPHICS

Grande Prairie is the youngest city in Canada with a median age of 31.9 and one of the fastest growing communities in North America. The 2018 municipal census recorded 69,088 residents up 37.6% from 2007.

## BUSINESS ADVANTAGES

- No sales taxes
- A total trading area population of nearly 300,000 people
- Most businesses are exempt from business licenses
- One of the most entrepreneurial cities in Canada

## LABOUR FORCE

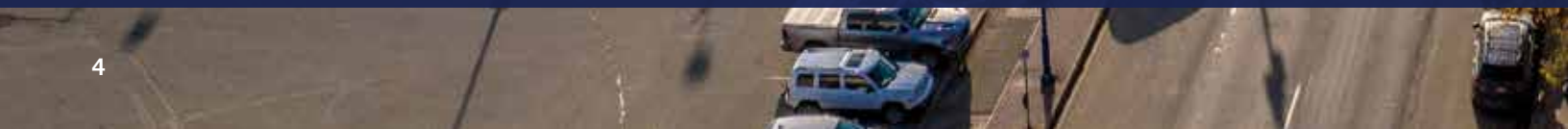
A young and educated population offers a valuable and highly skilled workforce to the region's major economic sectors.

## MAJOR INDUSTRY

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 provides 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 \$4.7 billion, spread over a retail inventory of 5.2 million square feet.

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, the 2016 Scotties Tournament of Heart, and the 2018 Alberta Summer Games.

## 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
- \$109 million world-class aquatics and wellness facility
- \$30 million Downtown Streetscape Enhancement and Rehabilitation Project

## COMPLEMENTARY PUBLICATIONS

### GRANDE PRAIRIE 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.

### 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.

### SPORTS FACILITIES GUIDE

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

Request a print copy: [ecdevinfo@cityofgfp.com](mailto:ecdevinfo@cityofgfp.com)

View online: [cityofgfp.com/livehere](http://cityofgfp.com/livehere)



*distance to markets*

# LOCATION & DISTANCE

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 69,088, the area immediately surrounding the city brings the primary trading area to over 171,000 people. However, the City services a larger trading area of over 288,000 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 Marshall's.

**DISTANCE TO GRANDE PRAIRIE**

Edmonton, AB	456 km	284 miles
Calgary, AB	750 km	466 miles
Fort McMurray, AB	756 km	470 miles
Red Deer, AB	608 km	378 miles
Dawson Creek, BC	131 km	81 miles
Vancouver, BC	1,192 km	741 miles
Prince Rupert, BC	1,251 km	777 miles
Seattle, WA	1,304 km	810 miles
Portland, OR	1,583 km	983 miles
Toronto, ON	3,830 km	2,380 miles

## TRADE AREA POPULATIONS\*

PTA	Primary Trading Area - 171,079
STA West	Secondary Trading Area West - 60,572
STA North	Secondary Trading Area North - 24,311
STA East	Secondary Trading Area East - 35,534

\*2019 Retail Market Analysis data



*young, fast growing population*

# DEMOGRAPHICS



2018 Municipal Census

POPULATION INCREASE  
2000 —————> 2018 **92.1%↑**

POPULATION GROWTH RATE  
2000 —————> 2018 **3.69%↑**

Several smaller communities bring the total trading area population to over 288,000 people.

UNEMPLOYMENT RATE  
2019 Average **5.4%**



Continuing trend of young families and increasing births

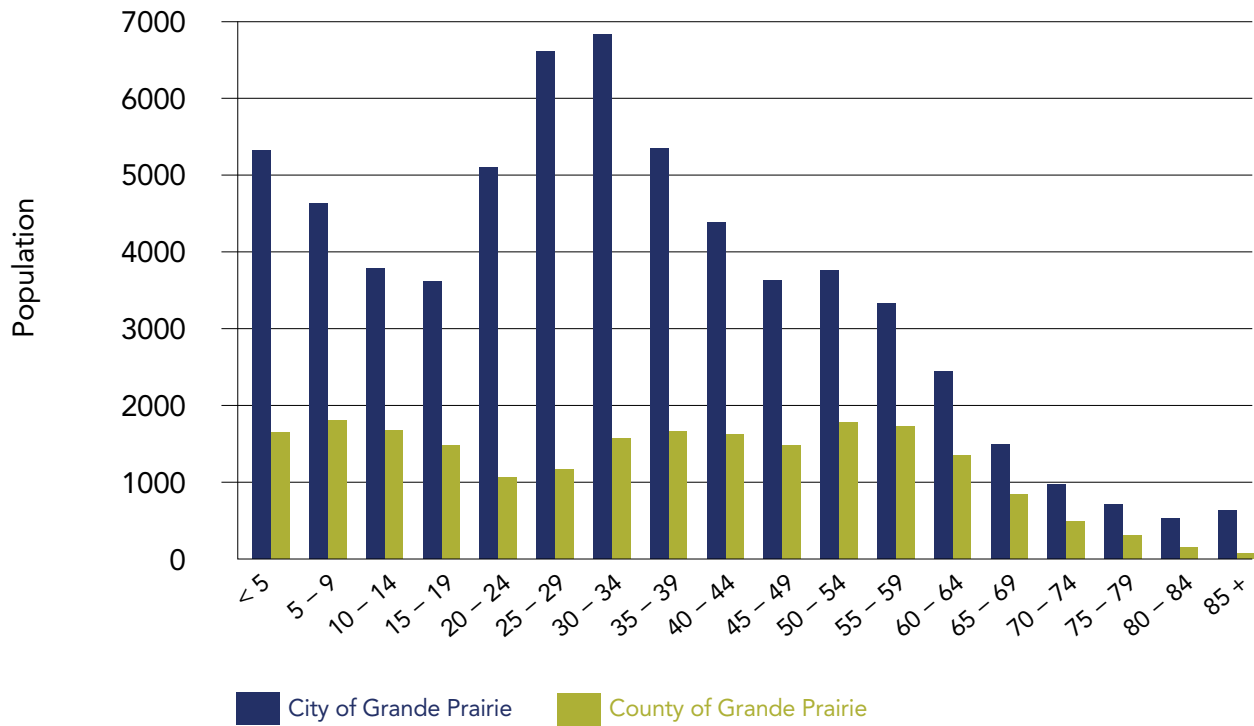


The median age of the community is a youthful 31.9



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

POPULATION DISTRIBUTION BY AGE







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

The city has nearly doubled to 69,088 (2018 Municipal 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. The median age of the community is a youthful 31.9, making it one of the youngest cities in Canada. The City has more residents under the age of 5 than over the age of 65.



## *an educated labour force*

# WORKFORCE

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

EDUCATIONAL ATTAINMENT	POPULATION
High School certificate or equivalent	31.1%
Apprenticeship or trades certificate or diploma	12.7%
College, CEGEP or other non-university certificate or diploma	22.9%
University certificate or diploma below the bachelor level	2.6%
University certificate, diploma or degree	16.7%

Federal Census, 2016

MAJOR FIELD OF STUDY	POPULATION
Education	1,855
Arts & Communications	525
Humanities	555
Social Sciences & law	1,650
Business	4,460
Math & Computer Science	535
Engineering & Related	6,865
Agriculture & Resources	710
Health & Related	3,585
Transportation	1,655

Federal Census, 2016

2019 AVERAGE	DIVISION 19*	ALBERTA
Labour Force (000s)	198.9	2,514.8
Employed (000s)	188.1	2,343.1
Unemployed (000s)	10.8	171.6
Unemployment Rate	5.4%	6.8%
Participation Rate	72.7%	71.4%

\* Division 19 includes Banff, Jasper, Rocky Mountain House, Athabasca, Grande Prairie and Peace River.

2017 AVERAGE	GRANDE PRAIRIE
Median Family Income	\$118,026
Per Capita	\$48,048

Federal Census, 2016

INDUSTRY	AVERAGE WAGE (AB)
Agriculture	\$23.96/hr
Forestry	\$32.46/hr
Oil & Gas	\$39.95/hr
Utilities	\$41.89/hr
Construction	\$34.08/hr
Manufacturing	\$37.71/hr
Wholesale Trade	\$31.07/hr
Retail Trade	\$23.48/hr
Transportation & Warehousing	\$34.21/hr
Information, Culture & Recreation	\$19.61/hr
Financial & Real Estate Services	\$32.91/hr
Professional & Scientific Services	\$32.94/hr
Business Support Services	\$24.80/hr
Educational Services	\$34.35/hr
Health Care	\$30.49/hr
Accommodation & Food	\$17.02/hr
Other Services	\$25.62/hr
Public Administration	\$35.57/hr

2019 Alberta Wage and Salary Survey Annual Alberta Regional Labour Market Review. Alberta Enterprise and Advanced Education



*grande prairie regional college (gprc)*

# EDUCATION

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 Grande Prairie and Fairview campuses for Electricians, Industrial Mechanic (Millwrights), Automotive Service Technicians, Carpenters, Plumbers, Heavy Equipment Technicians, Instrumentation and Control Technicians, Motorcycle Equipment Technicians, Sheet Metal Workers, Steamfitter/Pipefitters, Parts and Materials Technicians and Welders.

GPRC's Continuing Education 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. In 2018 GPRC was awarded degree granting status as the institution's first step towards becoming a university. In 2020

GPRC signed a new partnership agreement with Athabasca University to improve access to education opportunities for northern Alberta students as the College works towards becoming the centre of excellence for post-secondary education in northern Alberta.

## Programs

- Diploma and certificate programs for full or part-time study
- University transfer programs
- Apprenticeship and pre-employment trades training
- Non-Credit programming through Continuing Education
- Adult high school equivalency completion
- Undergraduate degrees in collaboration with partner institutions
- 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) | 1-888-539-4772



*innovation and opportunity*

# INNOVATION

GRANDE PRAIRIE | WILLIAM VAVREK

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.

## GPRC RESEARCH & INNOVATION

GPRC is a research and innovation hub in the community of Grande Prairie. With faculty, staff and student researchers active in a range of specialty areas—including renewable energy, sustainable systems, community enhancement, and human health and wellness—GPRC has the expertise to support community initiatives and address persistent industry problems.

The College's flagship research facility, the National Bee Diagnostic Centre (NBDC) has the tools and resources to support research and diagnostics for a variety of industries across the agriculture and forestry sector (e.g.: animal nutrition and forage quality, crop and animal residues, pest entomology, and bioremediation). NBDC is equipped with the following:

- Level 2 Containment Lab
- 5-room molecular suite
- 4-day sample delivery/reception (all of Canada)
- Live insect sample capability
- Import permitting assistance

GPRC's partnerships with industry leaders and non-profit organizations help ensure the College's work is meaningful and impactful. They welcome opportunities to collaborate with industry and community on partnered initiatives and to connect them with the diverse experience, skills, and multi-disciplinary knowledge of GPRC faculty and students.

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



NBDC RESEARCH | GPRC





### GRANDE PRAIRIE 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:

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

GPRIN is a collective partnership between the City of Grande Prairie, County of Grande Prairie, MD of Greenvew, 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:

780-814-5340 | [gprin.ca](http://gprin.ca)

### 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 photo-copying services, business counselling, coaching, training and consulting services along with access to several other professional services such as accounting and 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:

780-814-5340 | [gpsparkincubator.ca](http://gpsparkincubator.ca)



*a city of entrepreneurs*

# BUSINESS ADVANTAGE



MONACO SQUARE | JACEK SOPOTNICKI

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.



DOWNTOWN SHOPPING | BEAUCHAMP PHOTOGRAPHY



*grow your business*

# BUSINESS RESOURCES

Residents of Grande Prairie have long proven themselves as resourceful and entrepreneurial. The innovative nature of the community has helped to develop a network of resources to support the entrepreneurial pursuits, and business development that is common in the city.

## 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.

[aadnc-aandc.gc.ca](http://aadnc-aandc.gc.ca) | 780-495-2954

## ATB ENTREPRENEUR CENTRE

As of May 2018, Grande Prairie is the fourth location in Alberta to welcome an ATB Entrepreneur Centre. The Centre offers various tools to help your business and personal finances grow together. Small business experts are available to provide mentorship and advice at various stages of your business.

[atbentrepreneurcentre.com](http://atbentrepreneurcentre.com) | 780-539-7450

## BUSINESS LINK

Business Link is Alberta's entrepreneurial hub which is a nonprofit organization that helps people navigate the steps toward starting their own businesses. They provide one-on-one support and guidance, market research, access to experts, training, networking opportunities, and specialized support for Indigenous entrepreneurs.

[businesslink.ca](http://businesslink.ca) | 1-800-272-9675

## COMMUNITY FUTURES GRANDE PRAIRIE & REGION

The Community Futures Grande Prairie & Region 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 25,000 employees.

[grandeprairiechamber.com](http://grandeprairiechamber.com) | 780-532-5340





## employee compensation

# BUSINESS COSTS

## EMPLOYEE COMPENSATION

### MINIMUM WAGE

In Alberta, the minimum wage for general employees is \$15.00.

[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

### CANADA PENSION PLAN (CPP)

Employers contribute 5.25% of employee wage to a maximum annual contribution of \$2,898.00 (2020).

[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 (\$54,200 for 2020) or the maximum employee premium for the year (\$856.36 for 2020) 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 purchased.

Premiums are not paid on earnings exceeding the Maximum Insurable Earnings amount per worker (\$98,700 for 2020). The average industry rate for 2019 is \$1.14.

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

In response to COVID-19, the Alberta government announced that all private sector employers will have their 2020 WCB premiums deferred to 2021 as well as small and medium-sized private sector employers will have 50 per cent of their 2020 premiums waived.

### VACATION PAY

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

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

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



COUNCIL MEETING | BEAUCHAMP PHOTOGRAPHY



*low tax, high benefits*

# TAXATION



DOWNTOWN | BEAUCHAMP PHOTOGRAPHY

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.

TAX RATE	2020 TAX RATE
General Sales Tax (GST)	5%
Provincial Sales Tax (PST)	0%

City of Grande Prairie, Property Tax Bylaw

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	2019 TAX RATE	TAX + EDUCATION & SPIRIT FOUNDATION TAX
Residential	9.5654	12.2380
Industrial/Commercial	16.0372	19.9088
Farm	9.5654	12.2380

ALBERTA CORPORATE TAX RATE	2020 TAX RATE
General	10%
Manufacturing & Processing	10%
Small Business	2%



DOWNTOWN | BEAUCHAMP PHOTOGRAPHY



*a growing city*

# DEVELOPMENT

A wide-angle photograph of the Grande Prairie Regional Hospital, a large, modern building with a mix of blue and brown exterior panels, set against a clear blue sky. The foreground is covered in a layer of snow.
 

GRANDE PRAIRIE REGIONAL HOSPITAL | WILLIAM VAVREK

## Grande Prairie's vibrant economy has developed with years of steady growth.

Grande Prairie is in an enviable economic position with several large private and public projects in the region. These include a new regional hospital, several new schools, a petrochemical plant and on going investment in energy infrastructure. New developments and construction in the region totals **\$8.25 billion**. The projects below were announced or under development prior to the COVID-19 pandemic and may be subject to change:

Nauticol Grande Prairie Methanol Plant	\$3,000,000,000	Grande Prairie Composite High School Replacement	\$60,000,000
2021 NGTL System Expansion Project	\$1,500,000,000	Greenview Geothermal Power Plant	\$58,000,000
Key Access Pipeline System (KAPS)	\$1,300,000,000	Roadwork - 18341	\$50,400,000
Peace Pipeline Expansion Phase 7	\$950,000,000	Greenview Sour Gas Plant	\$50,000,000
Grande Prairie Regional Hospital	\$763,000,000	Seven Generations Energy Office Building	\$35,000,000
Peace Pipeline Expansion Phase 8	\$500,000,000	Montney Water Disposal Network	\$30,000,000
Duvernay Infrastructure Development	\$290,000,000	Grovedale Water Treatment Plant	\$28,000,000
Peace Pipeline Expansion Phase 6	\$280,000,000	Clairmont Regional Lift Station	\$26,700,000
Keyera Wapiti Gas Plant Phase 2	\$150,000,000	Raw Water Storage Expansion and New Water Intake	\$19,400,000
Milner 2 (M2) Power Generation Project	\$144,000,000	Toremide Towers	\$11,600,000
Peace Pipeline Terminals and Infrastructure	\$120,000,000	St. Kateri Catholic School Modernization	\$9,300,000
Kaybob South #3 Cogeneration Plant	\$105,000,000		



## *municipal incentives*

# 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 Downtown Incentives Program is designed to contribute to this vision by encouraging improvements and residential development in the City's core.

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 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. Finally, the Demolition Grant rewards property owners for removing underutilized buildings within the downtown core.

Launched in 2016, the program has awarded over \$2.4 million to 41 downtown businesses. Every dollar awarded in grant funding was matched by over \$5 in additional investment in Grande Prairie's downtown core. The incentives stimulated \$14 million in economic impact in the downtown to date.

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

### DOWNTOWN STREETSCAPE ENHANCEMENT & REHABILITATION PROJECT

The City has recently completed Phases 1, 2 & 3 of the Downtown Streetscape Enhancement & Rehabilitation Project on 101 Street, 100 Avenue and 101 Avenue. The \$30.5 million project increased the capacity of underground infrastructure such as sanitary, storm and water facilities. A complete streetscape revamp for these phases included new surfacing, trees, benches, lighting and other features to enhance the city's core. Phase 4 along 100 Avenue from 100 Street to 98 Street has been approved for the summer of 2021.

## 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

## AREA STRUCTURE PLANS

The City recently completed three Area Structure Plans (ASPs) covering the majority of the new annexation areas in the northwest and northeast corners of the city. The Hughes Lake and Bear Creek North ASPs combined, cover over 3,800 hectares of residential, commercial and industrial land adjacent to the new highway 43x bypass, while the Northern Lights ASP establishes approximately 1,060 hectares of commercial and industrial land in the northeast corner of the city. The ASPs will guide growth and provide direction for future land uses and infrastructure within the plan area, offering landowners and developers guidance on development opportunities on their lands.

[cityofgp.com/development-plans/land-use-planning](http://cityofgp.com/development-plans/land-use-planning)



DOWNTOWN REHABILITATION | CITY OF GRANDE PRAIRIE



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*the bustling core of grande prairie*

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# DOWNTOWN

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## CITY CENTRE

Grande Prairie's City Centre 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 \$468.9 million in 2019.

Construction began in February 2019 on the first of three mixed-use buildings downtown with ground level commercial and three floors of residential above. Once completed, Toremide Towers will bring new commercial and residential opportunities to downtown, helping to build a vibrant city centre.



STREET PERFORMERS FESTIVAL | RON POTTS







REVOLUTION PLACE | BEAUCHAMP PHOTOGRAPHY

### REVOLUTION PLACE

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

#### The facility features:

- 18,000 square feet 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 | CITY OF GRANDE PRAIRIE

### MONTROSE CULTURAL CENTRE

The Montrose Cultural Centre is home to the Grande Prairie Public Library, the Art Gallery of Grande Prairie, Jeffrey's Cafe 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 ASSOCIATION

Dedicated to unifying, marketing, promoting, lobbying and liaising on behalf of its members, the Grande Prairie Downtown 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)



DOWNTOWN GRANDE PRAIRIE | BEAUCHAMP PHOTOGRAPHY



## local market

## HOUSING

CRYSTAL LAKE NEIGHBOURHOOD | WILLIAM VAVREK

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.

## 2019 HOUSING STATISTICS

Total Dollar Volume of Sales	\$772,337,389
Average Residential Home Price <sup>1</sup>	\$310,051
Average Rent 2 Bedroom Suite <sup>2</sup>	\$1,190
Apartment Vacancy Rate	5.1%

<sup>1</sup> Canadian Real Estate Association Statistics

<sup>2</sup> CMHC Rental Market Statistics, October 2019

TYPE OF CONSTRUCTION	2014	2015	2016	2017	2018	2019
Value of residential permits	\$178,957,563	\$84,551,456	\$51,289,918	\$65,766,488	\$59,096,824	\$49,969,833
Value of commercial permits	\$77,427,281	\$83,936,994	\$43,688,322	\$76,632,352	\$74,488,176	\$94,235,126
Value of industrial permits	\$6,524,311	\$14,971,568	\$4,051,017	\$2,242,576	\$34,925,853	\$5,349,818
Value of gov't & institutional permits	\$10,109,361	\$67,375,308	\$209,875,646	\$2,774,615	\$35,279,852	\$68,801,644
Total permit value <sup>3</sup>	\$273,048,516	\$247,780,329	\$309,905,905	\$147,416,031	\$172,108,643	\$218,356,420
Number of single family detached starts <sup>4</sup>	396	107	108	146	121	135
Number of multi-family starts	336	250	126	48	46	96

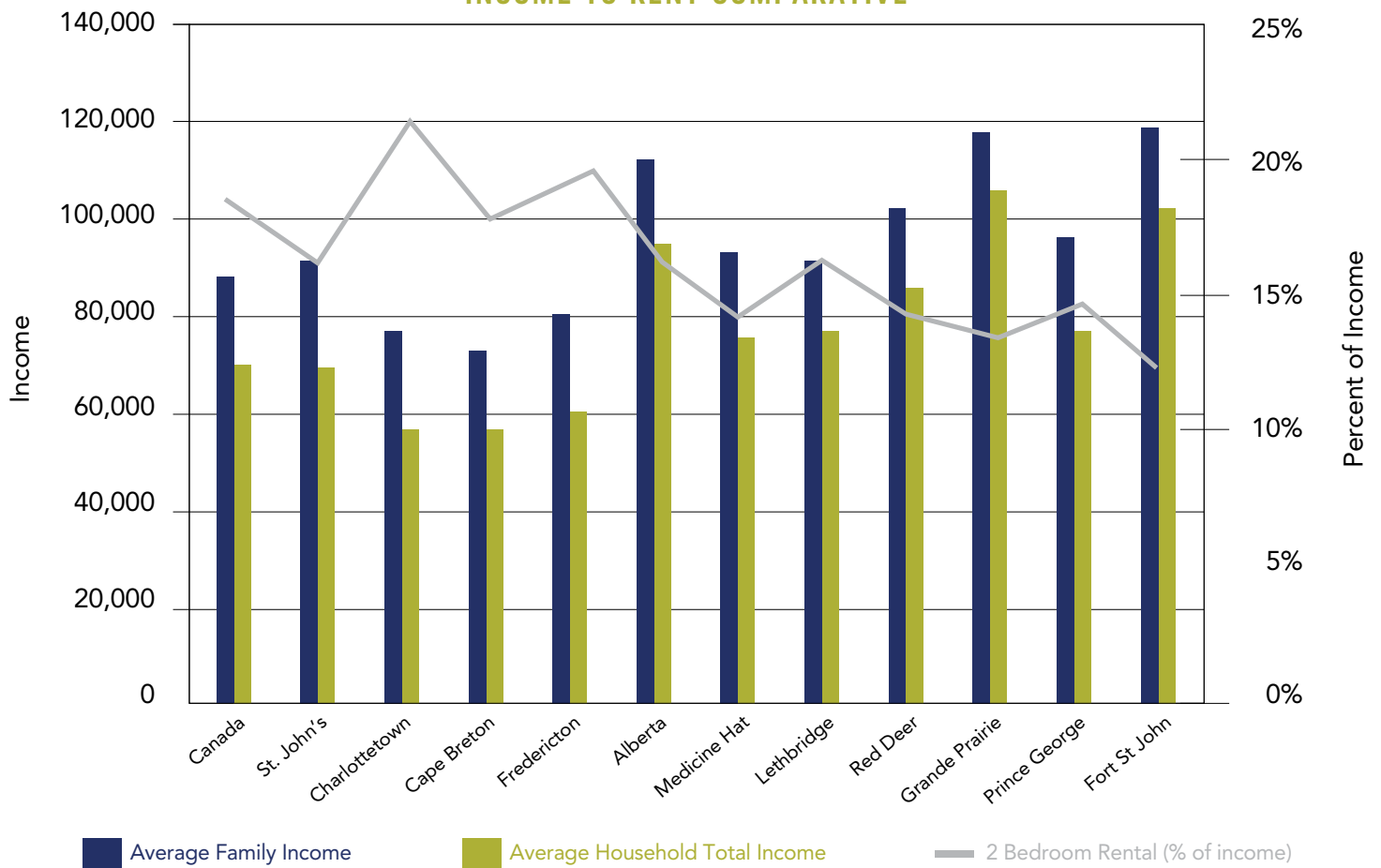
<sup>3</sup> City of Grande Prairie Inspection Services – Monthly Statistics and New Construction

<sup>4</sup> Canada Mortgage and Housing Corporation Information Portal





### INCOME TO RENT COMPARATIVE





*a growing city*

# UTILITIES

## **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.

## **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 1GBps along with competitive local telephone services to ensure businesses have access to the communication services they need.

## 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>5</sup>

ORGANIZATION	DESCRIPTION	CONTACT
Aquatera	Local provider of water, wastewater, solid waste and recycling services	780-538-0348 aquatera.ca
ATCO Electric	Provides electricity to northern and east-central Alberta	General enquiries: 1-800-668-2248 24 hr. emergency: 1-800-688-5506
ATCO Gas	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

### WATER RATES, EFFECTIVE JANUARY 1, 2020<sup>5</sup>

Non-Residential Water Consumption Based Charge \$1.776/cubic metre*				Wastewater Usage Based Charge \$2.233/cubic metre	
Meter Size	Flow Rate	Rate	Charge/Month	Rate	Charge/Month
5/8" meter =	1 x	\$13.09	\$13.09/month	\$9.35	\$9.35/month
¾" meter =	1.5 x	\$13.09	\$19.64/month	\$9.35	\$14.03/month
1" meter =	2.5 x	\$13.09	\$32.73/month	\$9.35	\$23.38/month
1 ½" meter =	5 x	\$13.09	\$65.45/month	\$9.35	\$46.75/month
2" meter =	8 x	\$13.09	\$104.72/month	\$9.35	\$74.80/month
3" meter =	17.5 x	\$13.09	\$229.08/month	\$9.35	\$163.63/month
4" meter =	31.5 x	\$13.09	\$412.34/month	\$9.35	\$294.53/month
6" meter =	70 x	\$13.09	\$916.30/month	\$9.35	\$654.50/month
8" meter =	140 x	\$13.09	\$1,832.60/month	\$9.35	\$1,309.00/month

### SOLID WASTE SERVICES RATE SCHEDULE (CHARGES FOR ONE MONTH PERIOD)

Single Family Dwelling Residential Garbage Collection	\$18.21 flat rate monthly
Residential Solid Waste Franchise Fee	\$2.00 flat rate monthly
Recycling Program - Multi/Single Family Residential	\$10.18 flat rate monthly
Recycling Program - Non-Residential	\$14.69 flat rate monthly
Cardboard Recycling Program - Non-Residential	\$15.33 flat rate monthly

<sup>5</sup> aquatera.ca/your-bill/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



*getting around*

# TRANSPORTATION

## 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, Alberta, allowing for the use of Turnpike Doubles that will reduce shipping costs to and from the region.

The province's completion of the \$54 million bypass around the city will help reduce urban traffic congestion while also providing new industrial development opportunities in the city's northwest.

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.

## GRANDE PRAIRIE AIRPORT

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

The airport continues to be a major transportation hub for the region, with 422,859 passengers passing through in 2019.

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

## 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 provides rail-to-truck and truck-to-rail services. This new development has increased options for shippers, reduced costs and improved market access for regional producers.

## 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)



CITY TRANSIT | BEAUCHAMP PHOTOGRAPHY

*community enhancements*

# ENVIRONMENTAL INITIATIVES

COUNTRYSIDE SOUTH SUBDIVISION | WILLIAM VAVREK

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 spring and has more than 7,000 participants helping to make our City a cleaner place.
- **Community Enhancement Grants:** Each year the City supports a number of community environmental and beautification initiatives through the community enhancement grants. Visit [cityofgfp.com/environment](http://cityofgfp.com/environment) to find out if your community project is eligible!
- **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.
- **Partners for Climate Protection Program:** The City of Grande Prairie is one of over 240 municipalities who have joined PCP, making a public commitment to reduce emissions. These members cover all provinces and territories, and account for more than 80% of the Canadian population.
- **Vermicomposting:** The City offers sessions several times a year to community groups and schools on composting organic waste in order to decrease waste being sent to the landfill. [cityofgfp.com/environment](http://cityofgfp.com/environment)



COMMUNITY GARDEN | CITY OF GRANDE PRAIRIE



*activities for the entire family*

# PARKS & RECREATION

MUSKOSSEPI PARK | BEAUCHAMP PHOTOGRAPHY

Whether it's surfing at the state-of-the-art Eastlink Centre, walking the trails of Muskosepi 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 450,000 square feet of fitness and fun with two field houses, indoor surfing, a 50 metre Olympic-sized pool, 25 metre program pool, indoor splash park and 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 food and beverage options and health and wellness services. With over 6,400 members, the facility hosts an average of 2,000 visitors each day.

Eastlink Centre is a hub for local, regional, provincial and even national sporting events. Recent events include the 2015 Special Olympic Alberta Winter Games and, the 2015 Tour of Alberta and the 2018 Alberta Summer Games.

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



EASTLINK CENTRE | BEAUCHAMP PHOTOGRAPHY





**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 15 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)

**SKI AND BIKE**

Both Nitehawk Recreation Area and Wapiti Nordic Ski Club are open year-round. Nitehawk Recreation Area offers downhill 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)

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



*experience the rich history*

# ARTS & CULTURE

## THEATRE

### GRANDE PRAIRIE LIVE 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)

### REEL SHORTS FILM FESTIVAL

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)

### DOUGLAS J. CARDINAL PERFORMING ARTS CENTRE

Grande Prairie Regional College's 508 seat Douglas J. Cardinal Performing Arts Centre 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

### THE ART GALLERY OF GRANDE PRAIRIE GALLERY

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 Category '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

The Centre has two galleries and provides a variety of art programming for the community where residents and visitors can gather to experience, create and celebrate art and culture.

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

## HISTORY

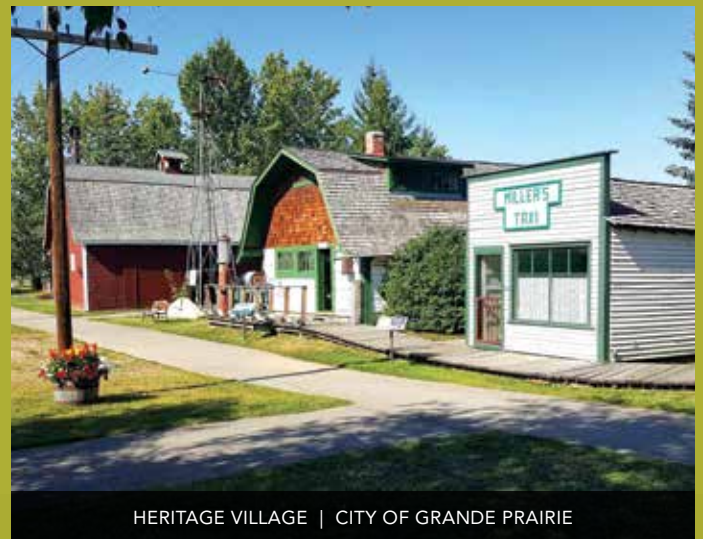
### GRANDE PRAIRIE MUSEUM

Situated in Muskoseepi Park, the Grande Prairie Museum develops and hosts educational programs, tours, 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 include 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 Heritage Discovery Centre provides the history of the region, from the ice age to the present day, with an array of interactive displays and information.

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



HERITAGE VILLAGE | CITY OF GRANDE PRAIRIE



ART GALLERY OF GRANDE PRAIRIE | MELANIE JENNER



*an educated labour force*

# HEALTH CARE



QUEEN ELIZABETH II HOSPITAL | WILLIAM VAVREK

## HOSPITALS

The new regional hospital and cancer centre in Grande Prairie will help more northern patients receive specialized and complex care, closer to home and with shorter wait times. Functioning as a regional referral centre, the \$730 million regional hospital will provide health services to residents from all over northwestern Alberta.

**Grande Prairie Regional Hospital will include:**

- 172 beds and capacity to add an additional 60 in the future.
- A state-of-the-art cancer centre with two radiation vaults, for the first time bringing radiation therapy services to the community and the surrounding region. Grande Prairie will become the fifth city in the province to offer radiation therapy.
- Eight operating rooms. Shelled-in space is included for two additional operating rooms to meet increased future demand.
- Obstetrics – space for an anticipated 2,150 annual births in the region by 2025. This also includes midwifery services.
- Diagnostic imaging – including an MRI and future expansion capability.
- Respiratory therapy, laboratory and pharmacy services.

- Approximately 4,000 square metres for the nursing and medical careers program from 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 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 made up of flight crews, air medical crews, and communications specialists work to ensure patients across Alberta receive the best care available in the shortest period possible. STARS is a charitable non-profit organization that provides 24 hour a day, seven days 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	20



*farmland & growth*

# AGRICULTURE

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.

The Peace Country region is Alberta's number two crop producing region. The cropland acreage totals 3.9 million acres, representing 16% of Alberta's cropland. Agriculture is predominantly concentrated in canola, wheat, barley, and alfalfa.<sup>6</sup>

AGRICULTURE <sup>7</sup>	2016	SHARE OF ALBERTA
Total Cropland (acres)	3,934,383	16%
Canola	1,293,166	21%
Wheat	948,882	14%
Alfalfa	459,467	15%
Dry Field Peas	432,825	23%
Barley	263,288	8%
Oats	192,481	23%
Cattle (number)	285,771	5%
Pigs (number)	111,846	8%
Poultry (number)	368,599	2%

<sup>6,7</sup> 2016 Census of Agriculture



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*economic engine*

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# FORESTRY

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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.<sup>8</sup> 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>9</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 293.6 MMfbm of SPF Dimension lumber in 2019. 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>10</sup>

<sup>8</sup> [albertacanada.com/business/statistics/peace-country-forestry.aspx](http://albertacanada.com/business/statistics/peace-country-forestry.aspx)

<sup>9</sup> Weyerhaeuser –Grande Prairie 2009 Sustainable Forest Management Plan

<sup>10</sup> Canfor Corporation, Annual Information Form



*energy province*

# OIL & GAS



KAKWA RIVER PROJECT | SEVEN GENERATIONS ENERGY

## 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 most significant plays in North America. The 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 output 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, Canadian Natural Resources, 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. After a sharp increase in drilling in 2018, Grande Prairie maintained steady levels of activity through 2019 as reported through both well licenses and completions. Grande Prairie is in an enviable position with new investment and interest in value-add and diversification opportunities. Nautical's plan to build a \$3 billion methane manufacturing facility 10km south of the city is a sign of growing value-add opportunities in the region.

### VALUE ADD OPPORTUNITIES

To capitalize on and further spur growth, the Tri-Municipal Industrial Partnership (TMIP) was formed by the Municipal District of Greenview, the City of Grande Prairie and the County of Grande Prairie, as a unique and collaborative approach to large-scale industrial attraction and investment in the region. The TMIP is strategically located 40km south of Grande Prairie, allowing companies to leverage existing transportation infrastructure and proximity to abundant, low-cost natural gas feedstock. By providing investment ready land, this partnership will present opportunities to diversify and attract national and international investment to the region.



PIPELINE | SEVEN GENERATIONS ENERGY



*shopping in the city*

# RETAIL

SHOPPING DOWNTOWN | BEAUCHAMP PHOTOGRAPHY

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 with a total trading area of 288,496 people, forecasted to grow by over 40,000 over the next decade.

Retail spending in the total trading area represents \$4.7 billion, of which an impressive \$2.9 billion comes from the primary trading area alone.

The highest spending is in Comparison Merchandise at 35%, followed closely by Groceries and Convenience at 34%. A further 19% 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 average growth rate of 3.69% since 2000. 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 4.39 million square feet, including convenience retail, department stores, entertainment and automotive sales and parts.

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

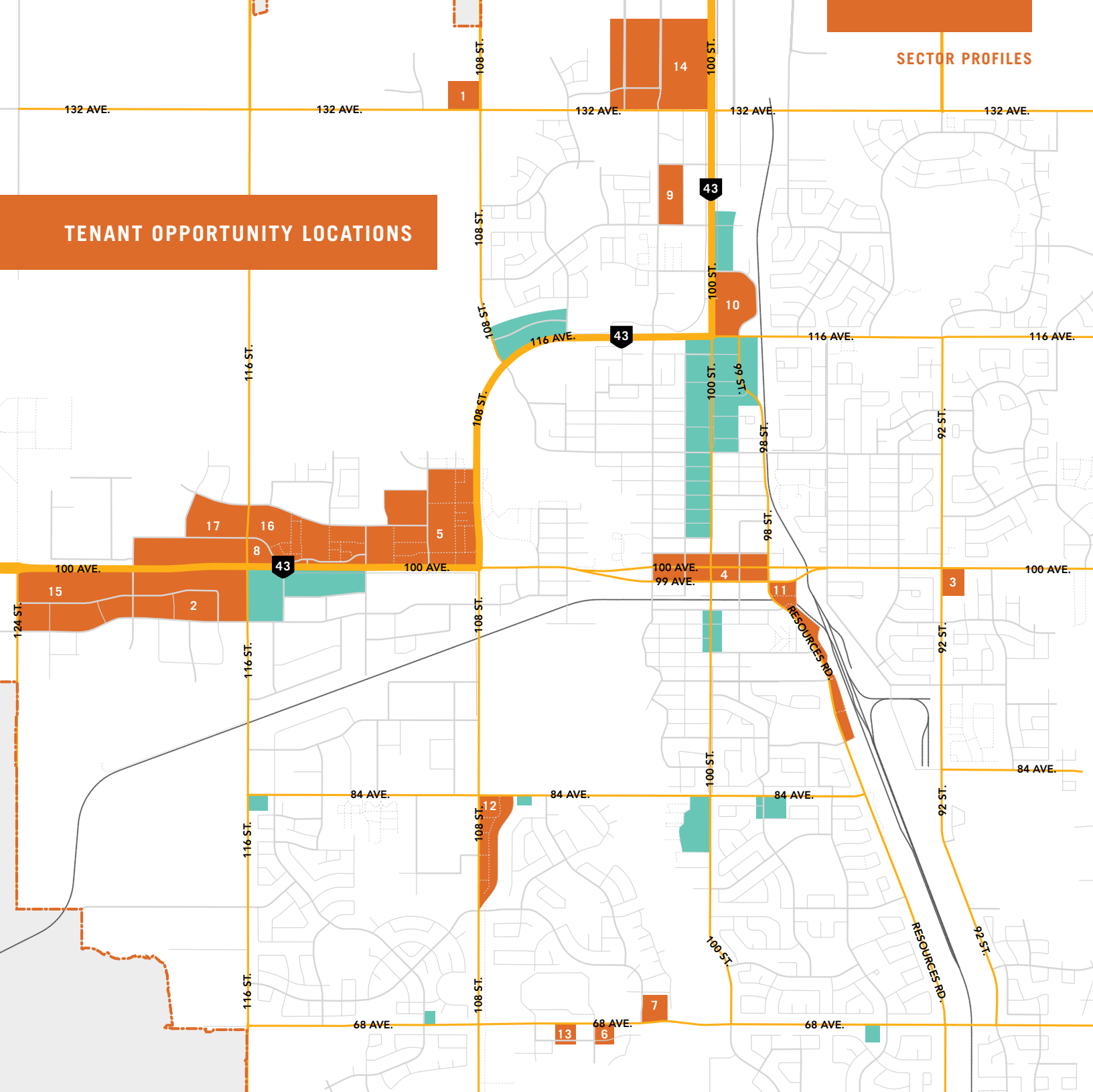
## The City attracts national retailers such as:

- Bed Bath & Beyond
- Best Buy
- Costco
- Home Depot
- HomeSense
- Lululemon
- Marshall's
- PetSmart
- Sephora
- Wal-Mart
- Winners



COSTCO | DISTILLERY

## TENANT OPPORTUNITY LOCATIONS



## LOCATION

## VENUE

## LOCATION

## VENUE

## LOCATION

## VENUE

1

Arbour Hills

7

Mission Estates

13

Stone Ridge

2

Centre West Business Park

8

Monaco Square

14

Trader Ridge

3

Cobblestone Lane

9

Northridge Commercial Centre

15

Vision West Business Park

4

Downtown Grande Prairie

10

Prairie Mall

16

Westgate Centre East

5

Gateway

11

Railtown and Junction Point

17

Westgate Centre West

6

Grande Banks

12

South 40

Other Retail Areas



## SECTOR PROFILES

### RETAIL MARKET ANALYSIS

Residents polled in the 2019 Retail Market Analysis indicated a desire for more Clothing & Footwear, Full Service Restaurants, Sporting Goods and 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 ranging from 20,000 to 50,000 vehicles, allowing for high visibility and accessibility.

#### TOP RESPONSES FOR FULL-SERVICE RESTAURANTS:

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

#### TOP RESPONSES FOR LIMITED-SERVICE RESTAURANTS:

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

#### TOP RESPONSES FOR COMPARISON RETAILERS:

- Chapters
- Sport Chek
- IKEA
- Toys R Us

### 2019 RETAIL MARKET ANALYSIS

#### POPULATION AND INCOME PROJECTIONS

POPULATION	CITY OF GRANDE PRAIRIE	PRIMARY TRADING AREA*	TOTAL TRADING AREA
2018 Estimate	69,092	171,079	288,496
2023 Projected	78,132	187,348	309,542
2028 Projected	87,973	205,481	333,011

INCOME TRENDS	CITY OF GRANDE PRAIRIE	PRIMARY TRADING AREA*	TOTAL TRADING AREA
2018 Estimated	\$131,259	\$125,716	\$122,946
2023 Projected	\$159,631	\$156,336	\$152,377
2028 Projected	\$199,954	\$200,456	\$194,662

\* Includes City of Grande Prairie





*a growing industry*

# TOURISM

EASTLINK CENTRE | BEAUCHAMP PHOTOGRAPHY

Tourism is both an important and growing industry in Alberta. As one of the provinces 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, the 2016 Scotties Tournament of Hearts and the 2018 Alberta Summer Games. 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 Connection working to continue to attract these major events. The new synthetic turf grandstand at the Community Knowledge Campus will allow the city to host higher level tournaments at the provincial and national levels.

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.





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

