

# French Quarter

## Business Improvement Area Economic Indicators 2021

Edmonton's French Quarter is located in the heart of our city's Francophone district at 86 Avenue and Rue Marie-Anne Gaboury (91 Street), close to Bonnie Doon Shopping Centre and wonderful family-friendly green spaces. Spanning several blocks in each direction, Edmontonians gather here to work, play, shop, eat, drink and celebrate "la joie de vivre" of French culture in our city.

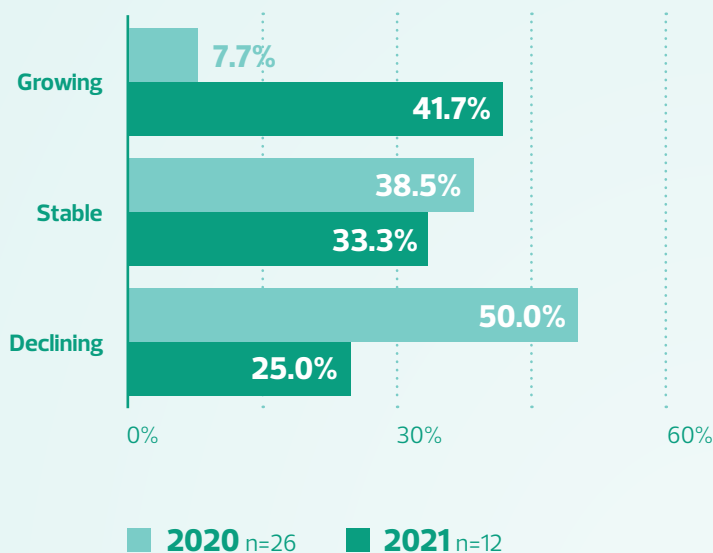
This Economic Indicators project was initiated by City Council to evaluate the overall economic well-being of Edmonton's Business Improvement Areas (BIAs). In partnership with each BIA, the City has developed a set of indicators which can be measured annually to track and report economic trends.



Edmonton

## INDIVIDUAL BUSINESSES ARE THRIVING

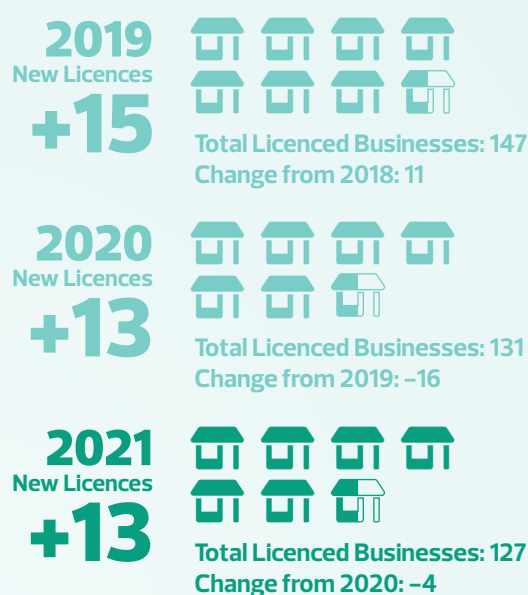
BUSINESSES REPORT THEY ARE STABLE, GROWING OR IN DECLINE



Increase in respondents who reported growing success\*

## NUMBER OF BUSINESSES WITHIN A BIA IS STABLE OR GROWING

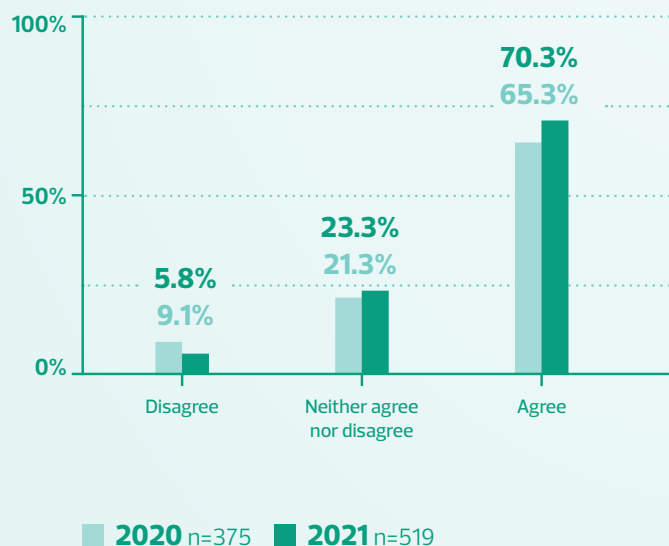
NUMBER OF LICENCED BUSINESSES, YEAR-OVER-YEAR



Net New Licenses = Neutral\*

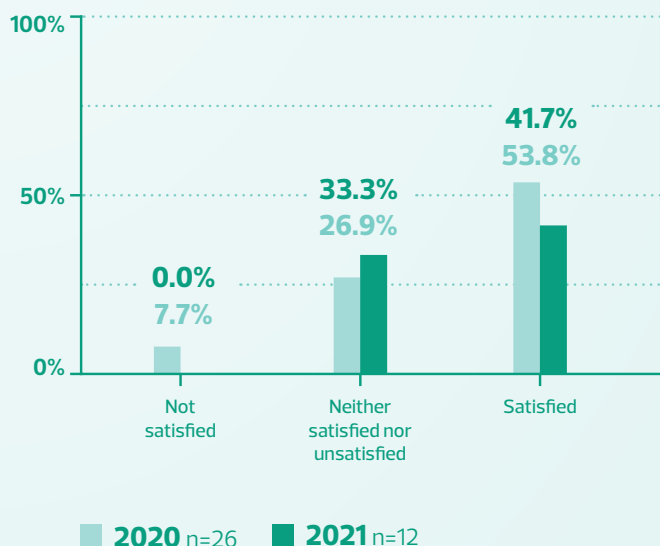
Decrease in Total Licenses\* 🏠 = 2 New Business Licences

## PATRONS REPORT THE BIA IS AESTHETICALLY PLEASING



Increase in 'Agree' responses\*

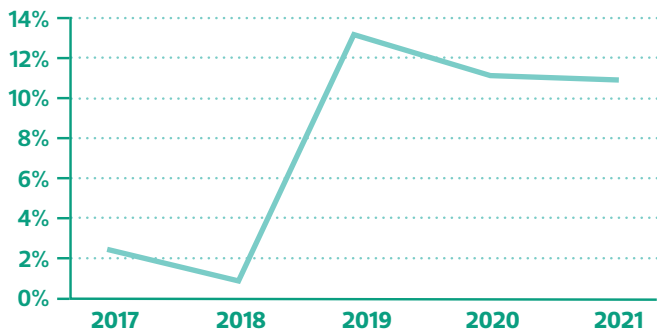
## BUSINESSES REPORT THEY ARE SATISFIED WITH THE MIX OF EXISTING BUSINESSES IN THE AREA



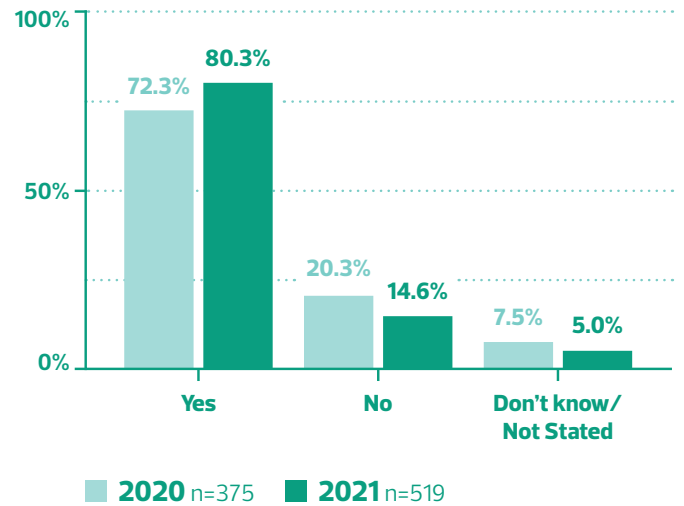
Decrease in respondents who reported satisfaction\*

## COMMERCIAL PROPERTY VACANCY RATE 2021

# 11.0%

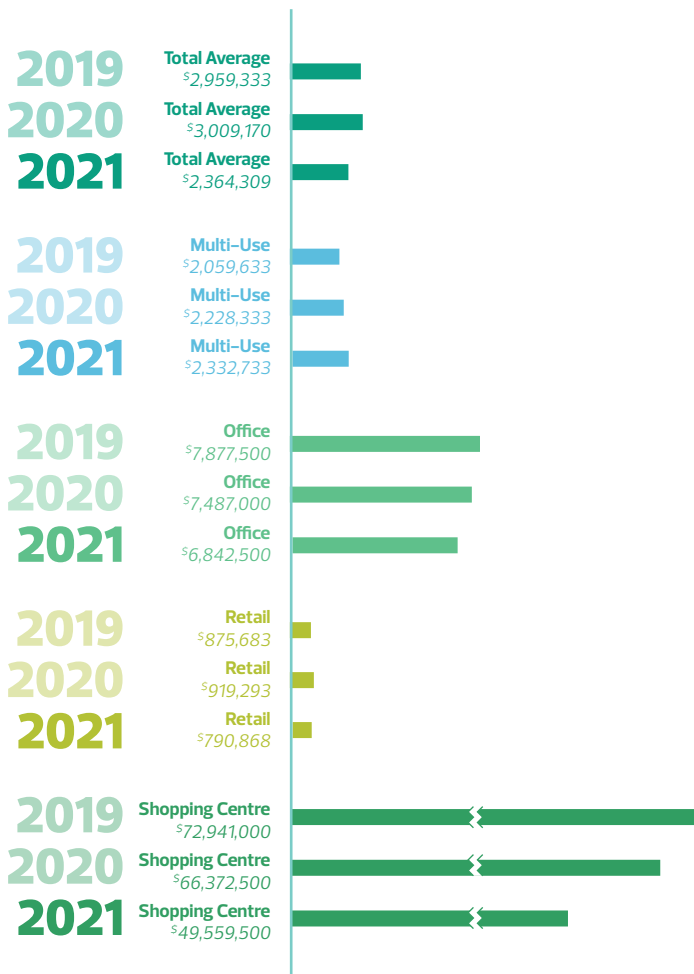


## PATRONS REPORT THE AREA IS A DESTINATION LOCATION



## BIA PROPERTY IS DESIRABLE

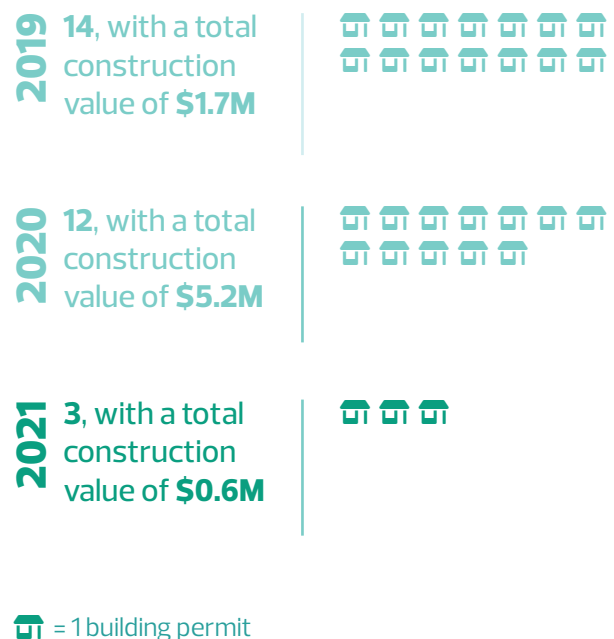
AVERAGE COMMERCIAL ASSESSMENT VALUE, BY ASSET TYPE



Increase in 'Yes' responses\*

## PROPERTY IS BEING IMPROVED

NUMBER AND VALUE OF BUILDING PERMITS

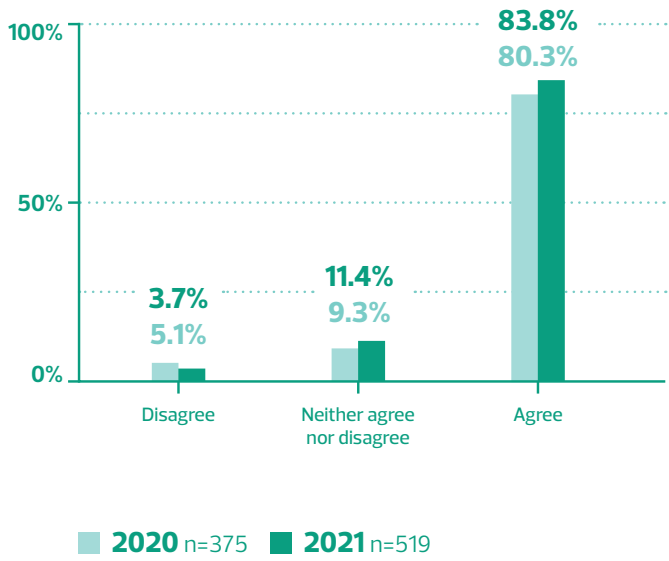


The number of building permits has decreased, and the total construction value has decreased.\*

\* Data for 2020-2021

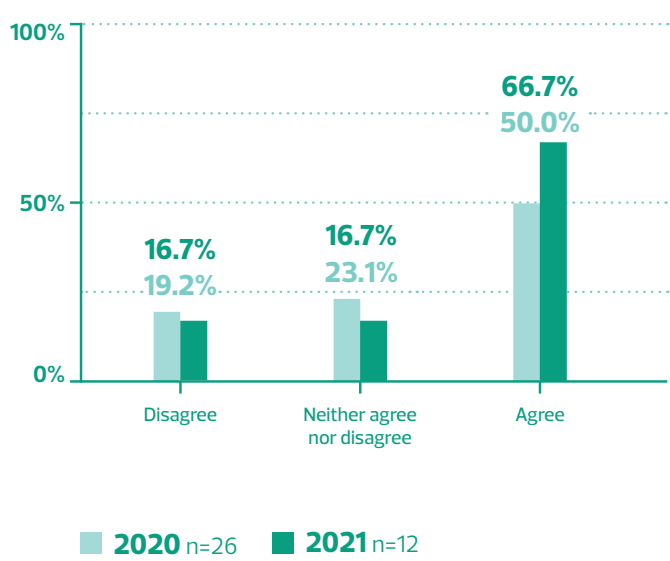


# PATRONS REPORT THE AREA IS SAFE



Increase in 'Agree' responses\*

# BUSINESSES REPORT THE AREA IS SAFE



Increase in 'Agree' responses\*

\* Data for 2020–2021

## Methodology

The results in this report reflect data collected from internal City of Edmonton data sources (such as permit and licence applications) and from a series of surveys. Surveys were conducted with businesses and members of the public, including patrons and residents living near the BIA. These surveys were completed online during November and December of 2021. Vacancy data was obtained from CoStar and includes all commercial properties within a BIA. Vacancy rates were determined based upon total commercial space (area measurement) vs. total space occupied. Previous studies were conducted via a visual count and included storefront properties only. Vacancy rates were determined based upon total storefront units vs. total leased units.

The reporting period for the Economic Indicators is from January to December each calendar year.

For additional information, please contact [smallbusiness@edmonton.ca](mailto:smallbusiness@edmonton.ca).

## Acknowledgements

This project would not have been possible without the support and partnership of the BIAs and their member businesses. We wish to extend our sincere thanks to the Executive Directors and Boards for their participation, advice, and direction through this project.

Business License – New  
French Quarter and Area

