



Alberta Avenue

Business Improvement Area Economic Indicators 2018

Alberta Avenue boasts a variety of restaurants, food markets, service shops, cafes and more. Many businesses are family owned and operated, and some have been around for decades. The Avenue hosts several major festivals and events throughout the year.

This Economic Indicators project was initiated by City Council to understand 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.

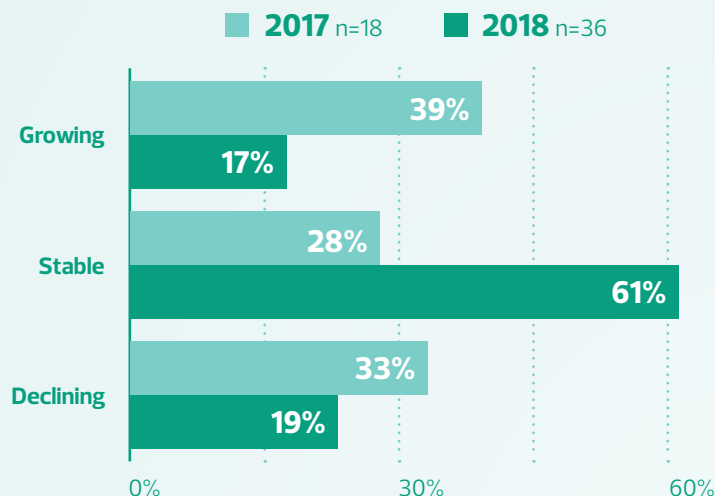


ALBERTA AVENUE
BUSINESS ASSOCIATION

Edmonton

INDIVIDUAL BUSINESSES ARE THRIVING

BUSINESSES REPORT THEY ARE STABLE, GROWING OR IN DECLINE



Decrease in respondents who reported growing success*

NUMBER OF BUSINESSES WITHIN A BIA IS STABLE OR GROWING

NUMBER OF LICENCED BUSINESSES YEAR OVER YEAR

2016
New Licenses
+13

    
Total Licenced Businesses: 118

2017
New Licenses
+19

      
Total Licenced Businesses: 135
Change from 2016: 17

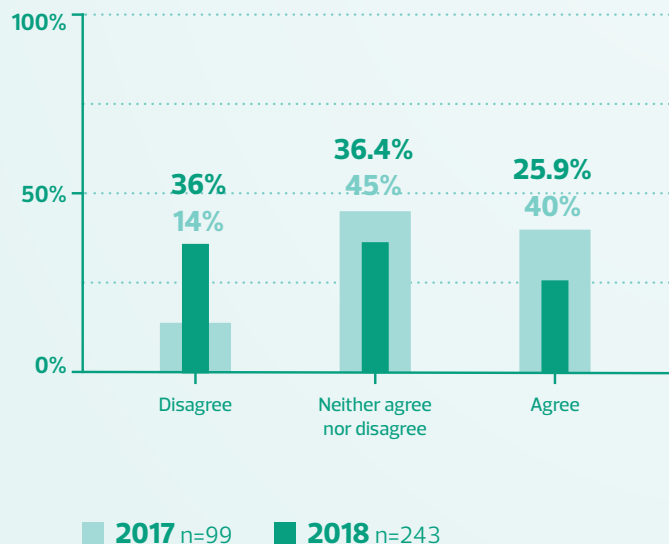
2018
New Licenses
+39

      
Total Licenced Businesses: 166
Change from 2017: 31

Increase in New Licenses*

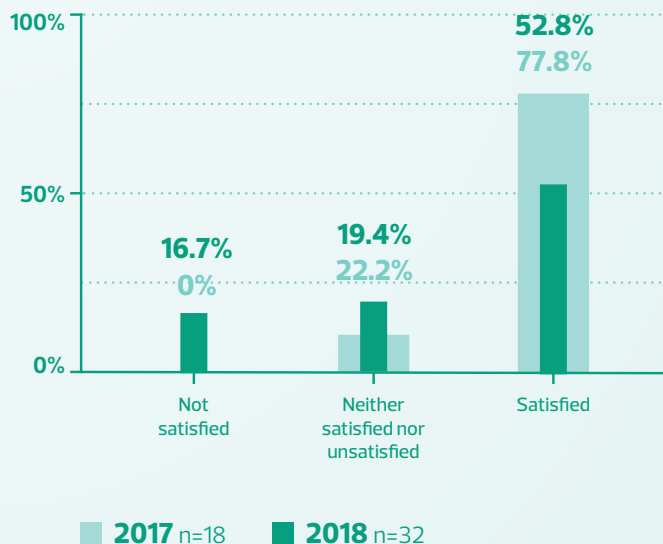
Increase in Total Licenses*  = 3 New Business Licences

PATRONS REPORT THE BIA IS AESTHETICALLY PLEASING



Decrease in respondents who agree*

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



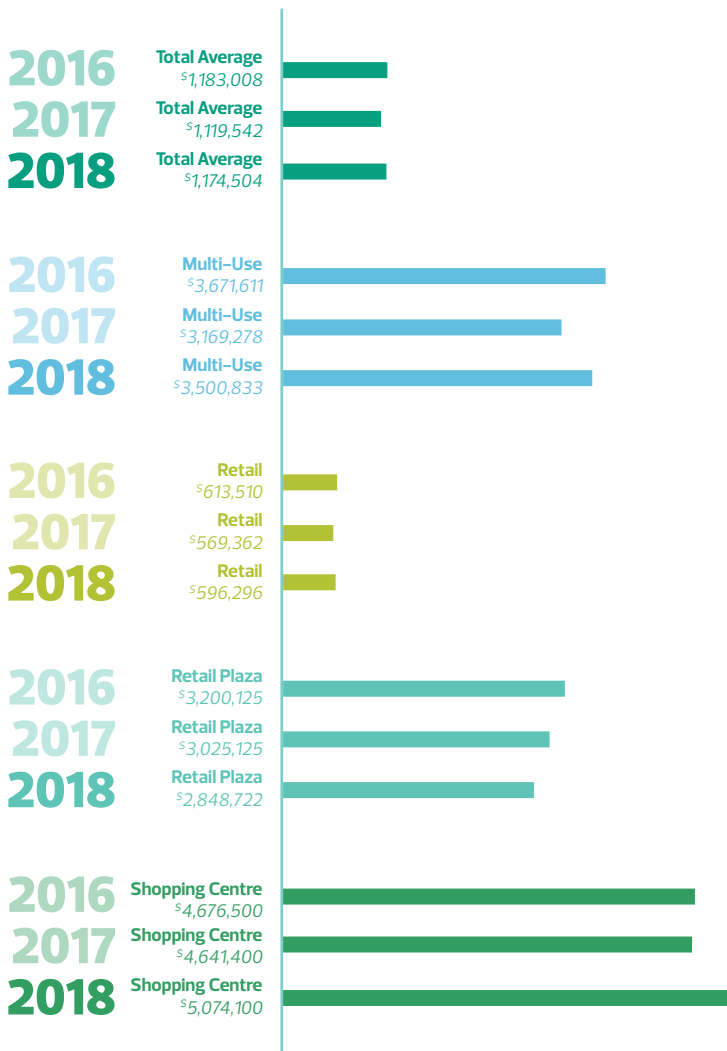
Decrease in respondents who indicated satisfaction*

* Data for 2017-2018

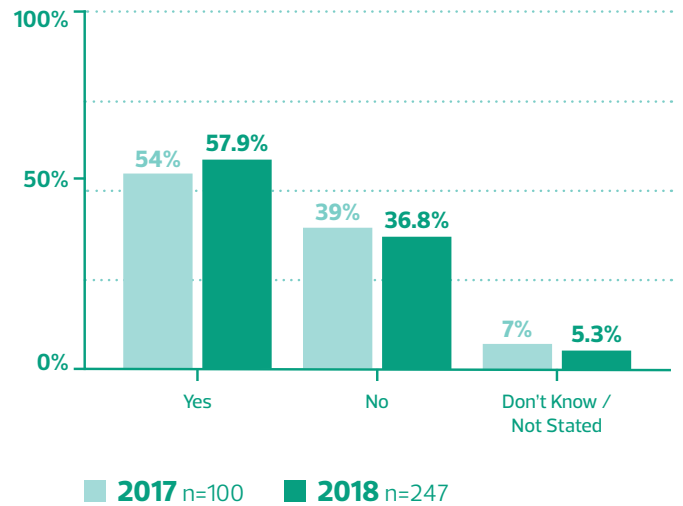


BIA PROPERTY IS DESIRABLE

AVERAGE COMMERCIAL ASSESSMENT VALUE,
BY ASSET TYPE



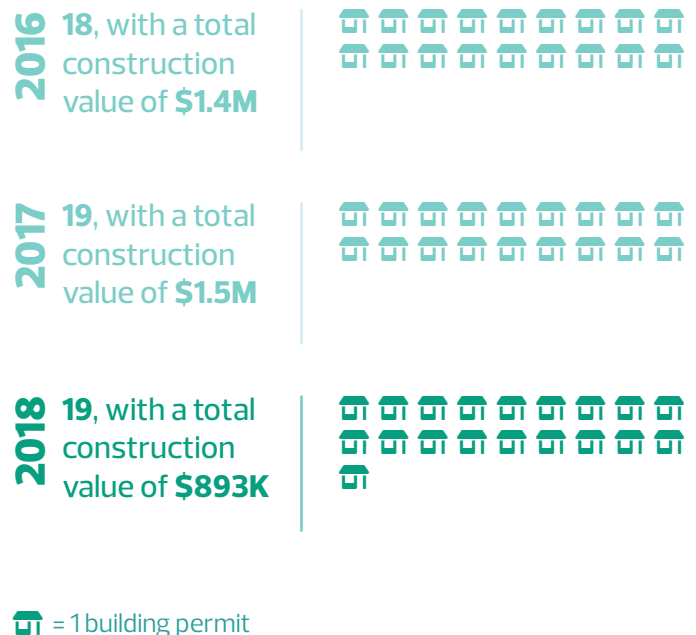
PATRONS REPORT THE AREA IS A DESTINATION LOCATION



Increase in respondents who stated Yes*

PROPERTY IS BEING IMPROVED

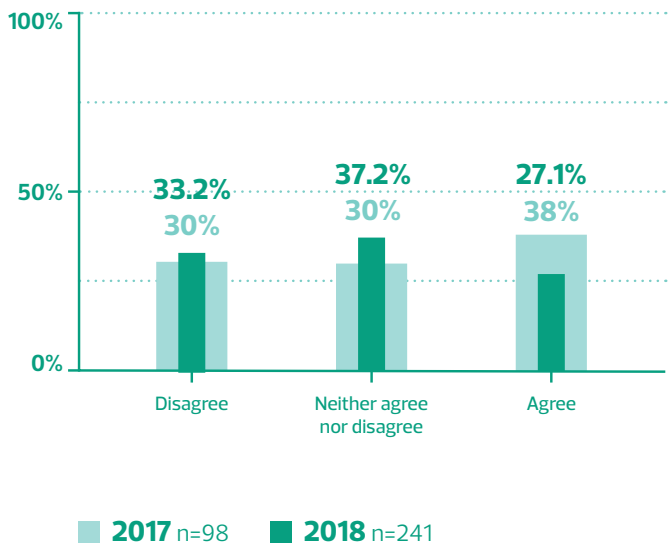
NUMBER AND VALUE OF BUILDING PERMITS



The number of building permits stayed constant, however total value has decreased.*

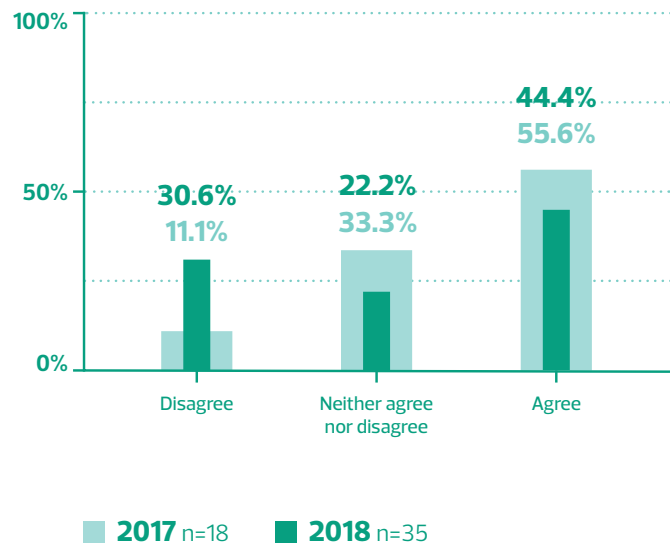
* Data for 2017-2018

PATRONS REPORT THE AREA IS SAFE



Decrease in respondents who agreed*

BUSINESSES REPORT THE AREA IS SAFE



Decrease in respondents who agreed*

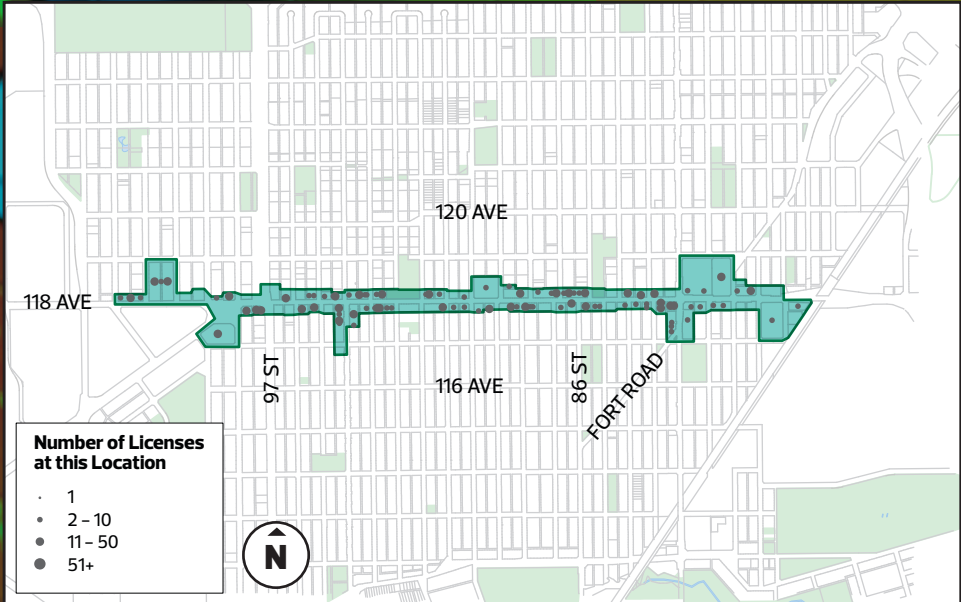
* Data for 2017–2018

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, in-person, and via telephone during October and November of 2018. The study of vacant retail storefronts was conducted in August 2018.

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



For additional information please contact 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 throughout this project.