



Fort Road and Area

Business Improvement Area Economic Indicators 2019

The Fort Road Business and Community Association is a commercial area within the City of Edmonton where business owners have combined efforts to enhance and promote their business area. The Association provides services, programs and event production, to help promote the Fort Road areas as a business and shopping destination.

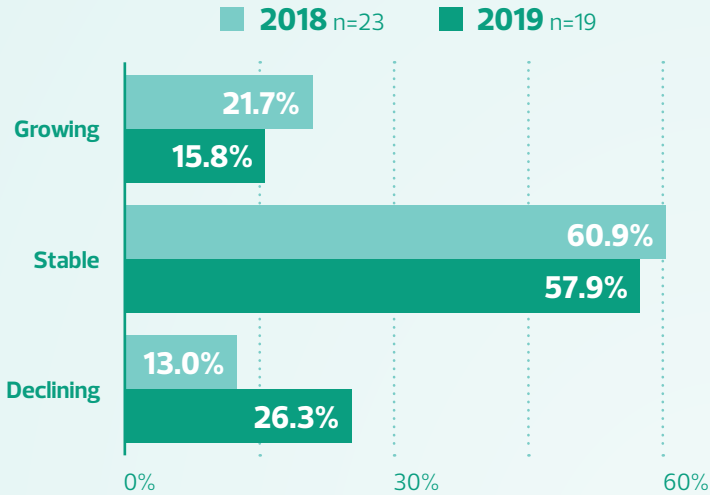
This Economic Indicators project was initiated by City Council to understand the overall economic well being of Edmonton's Business Improvement Areas (BIAs). In partnership with each BIA, the City has developed a set of indicators which can be measured annually to track and report economic trends.



Edmonton

INDIVIDUAL BUSINESSES ARE THRIVING

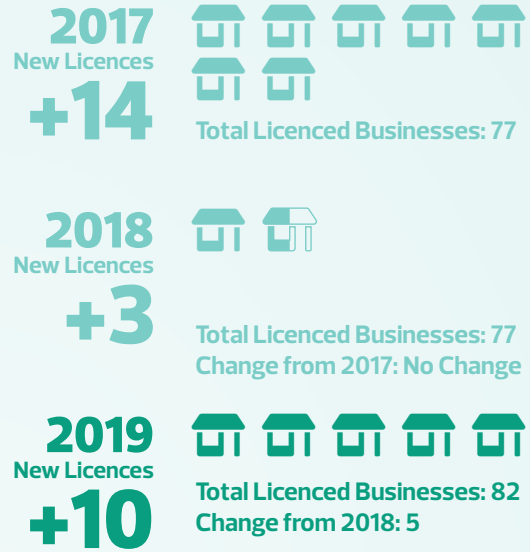
BUSINESSES REPORT THEY ARE STABLE, GROWING OR IN DECLINE



Decrease in respondents who reported growing success*

NUMBER OF BUSINESSES WITHIN A BIA IS STABLE OR GROWING

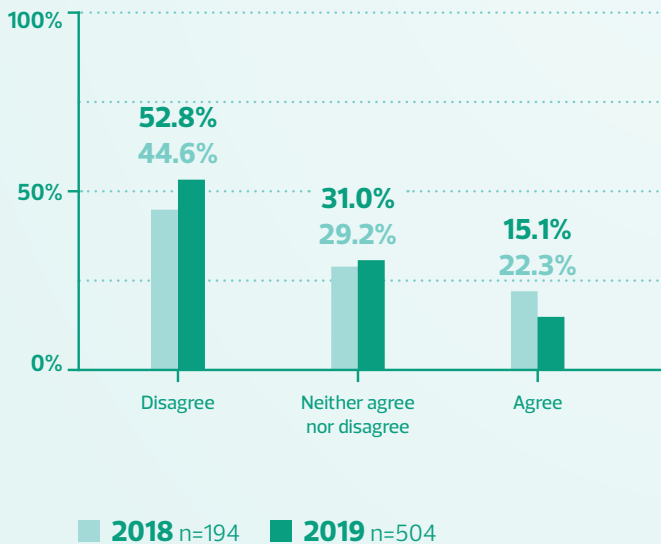
NUMBER OF LICENCED BUSINESSES, YEAR-OVER-YEAR



Increase in New Licences*

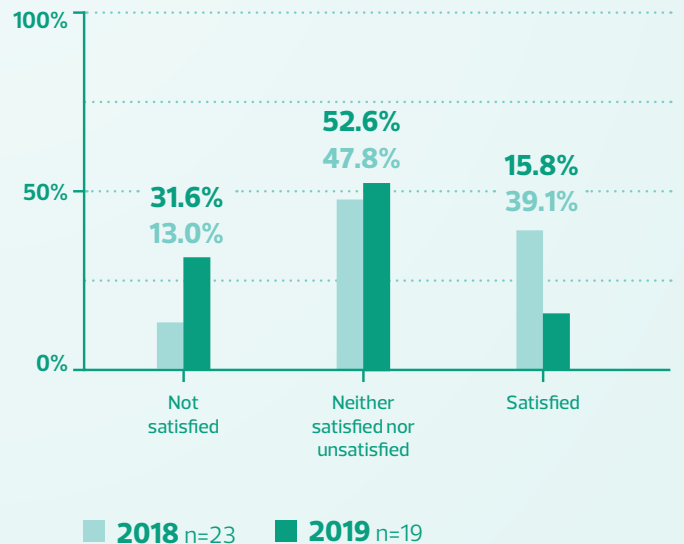
Increase in Total Licences* 🏠 = 2 New Business Licences

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

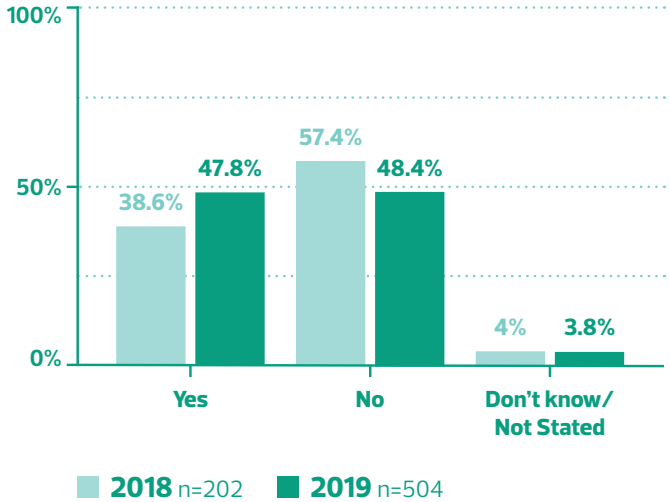


Decrease in respondents who indicated satisfaction*

* Data for 2018-2019



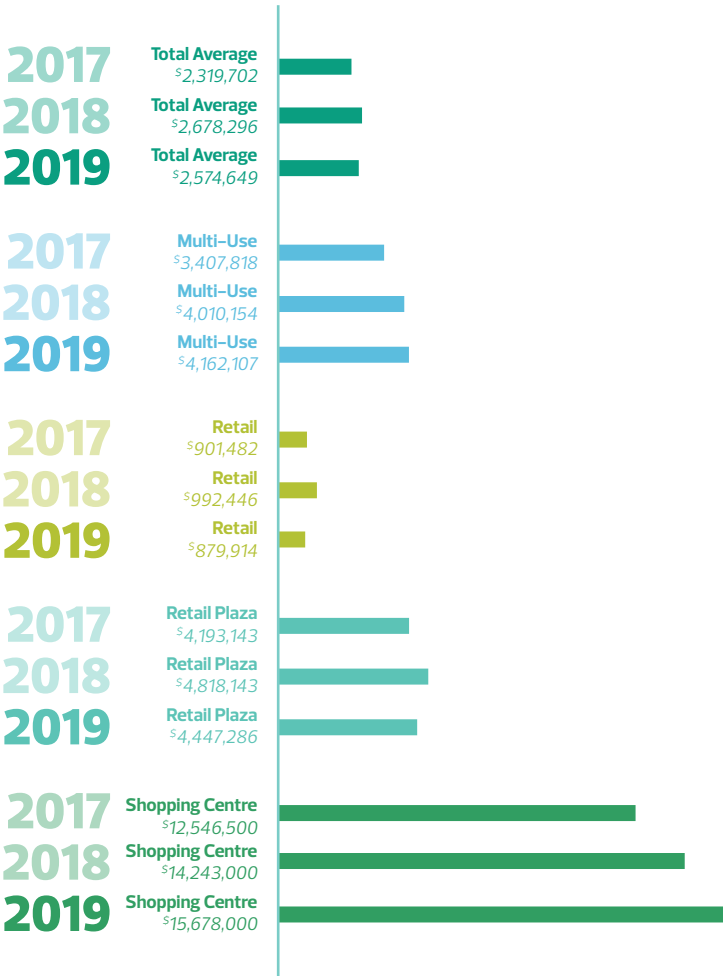
PATRONS REPORT THE AREA IS A DESTINATION LOCATION



Increase in respondents who stated Yes*

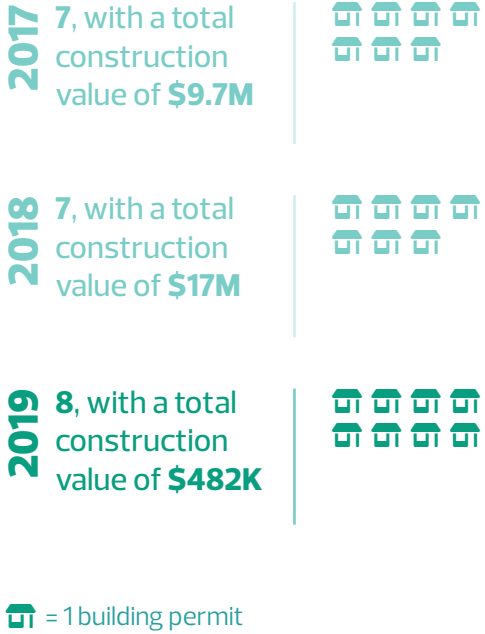
BIA PROPERTY IS DESIRABLE

AVERAGE COMMERCIAL ASSESSMENT VALUE, BY ASSET TYPE



PROPERTY IS BEING IMPROVED

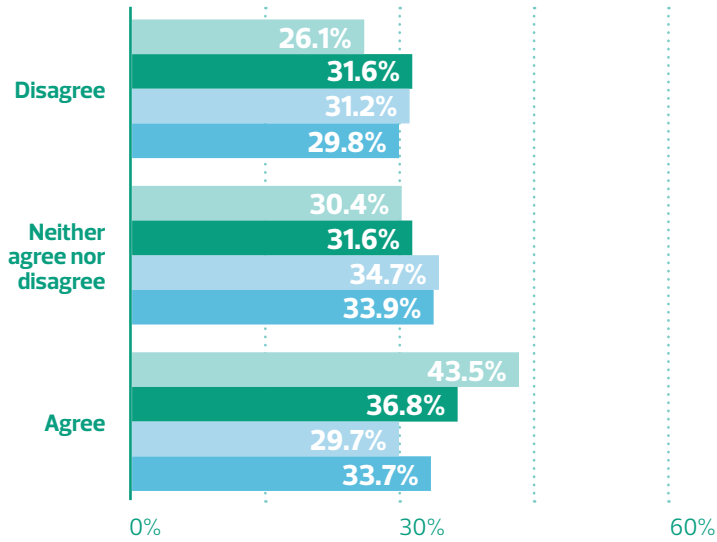
NUMBER AND VALUE OF BUILDING PERMITS



The number of building permits has increased, while the total construction value has decreased*

* Data for 2018-2019

BUSINESSES AND PATRONS REPORT THE AREA IS SAFE

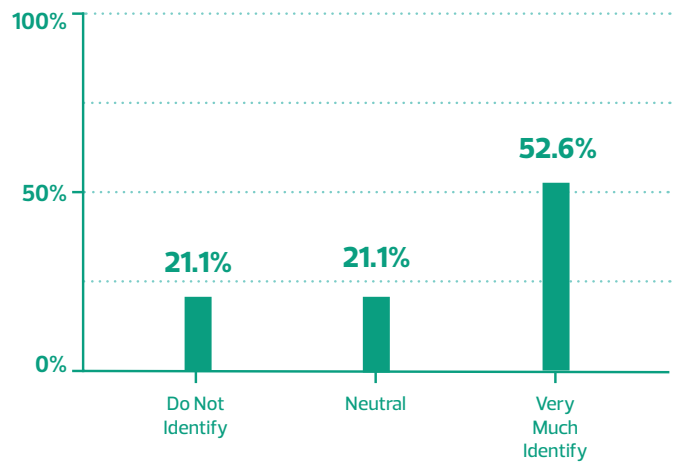


■ 2018 n=23 ■ 2019 n=19 ■ 2018 n=193 ■ 2019 n=504

BUSINESSES PATRONS

Increase in patron respondents who agreed*
Decrease business respondents who agree*

BUSINESSES REPORT THEY IDENTIFY WITH SURROUNDING NEIGHBOURHOODS AND COMMUNITIES



■ 2019 n=19

* Data for 2018-2019

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 from September to December of 2019. The study of vacant retail storefronts was conducted in August 2019.

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.

