



# Fort Road and Area

## Business Improvement Area Economic Indicators 2020

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.

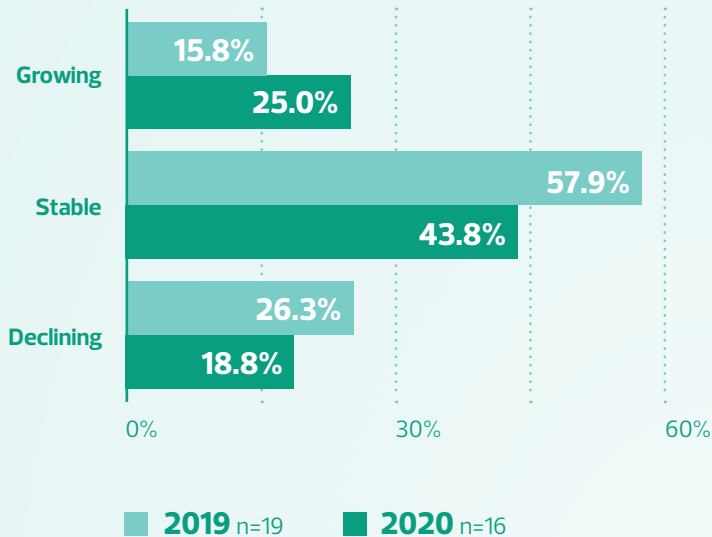
This Economic Indicators project was initiated by City Council to evaluate the overall economic well-being of Edmonton's Business Improvement Areas (BIAs). In partnership with each BIA, the City has developed a set of indicators which can be measured annually to track and report economic trends.



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

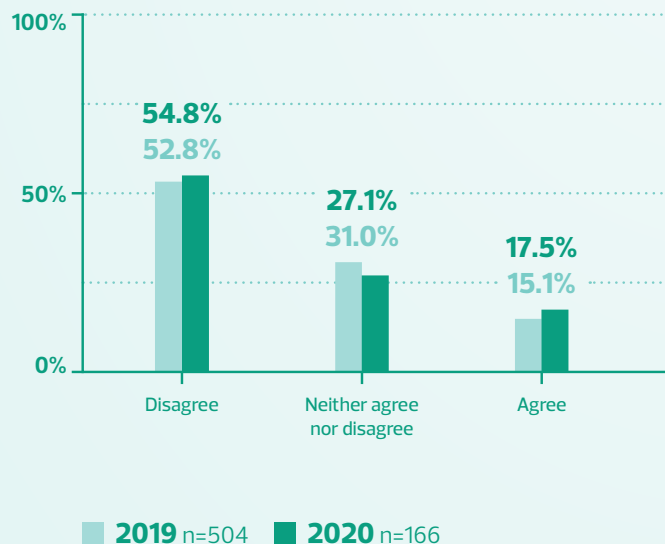
NUMBER OF LICENCED BUSINESSES, YEAR-OVER-YEAR



Net New Licences = Positive\*

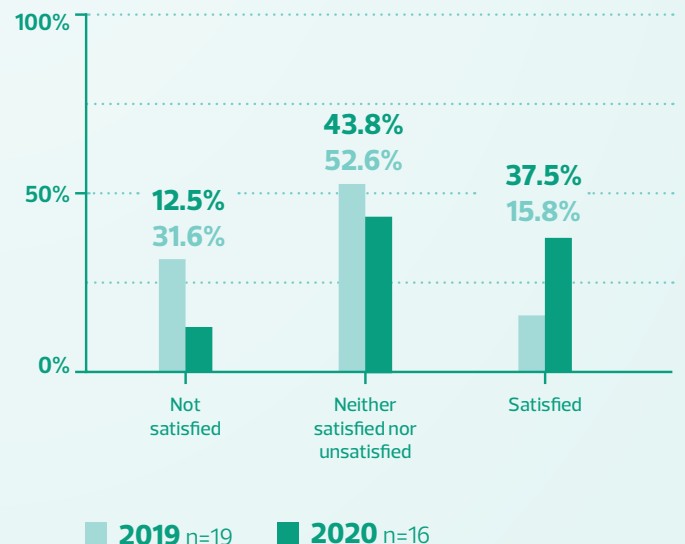
Decrease in Total Licences\* 🏠 = 2 New Business Licences

## PATRONS REPORT THE BIA IS AESTHETICALLY PLEASING



Increase in 'Agree' responses\*

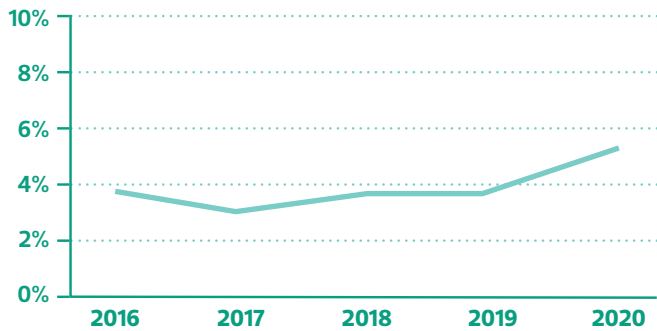
## BUSINESSES REPORT THEY ARE SATISFIED WITH THE MIX OF EXISTING BUSINESSES IN THE AREA



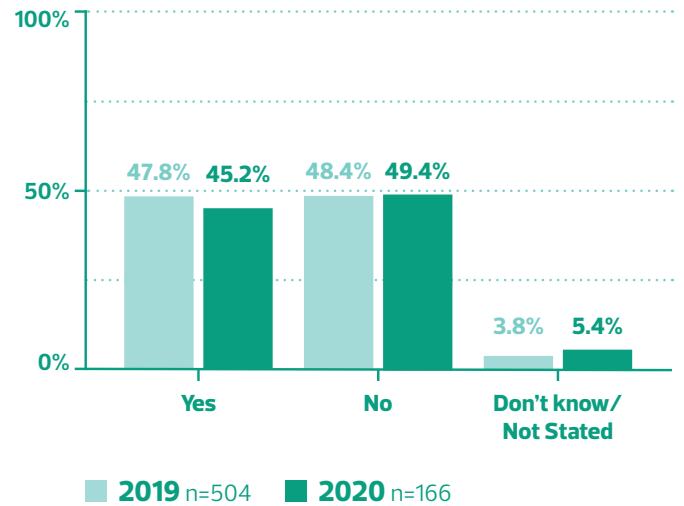
Increase in respondents who reported satisfaction\*

## COMMERCIAL PROPERTY VACANCY RATE 2020

# 5.5%



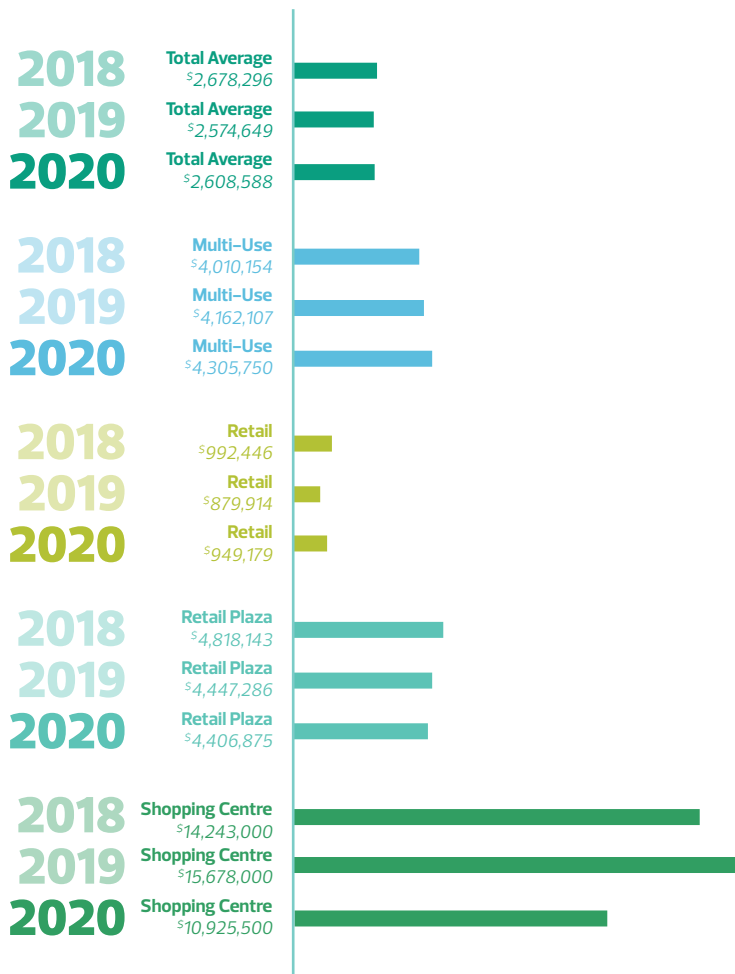
## PATRONS REPORT THE AREA IS A DESTINATION LOCATION



Decrease in 'Yes' responses\*

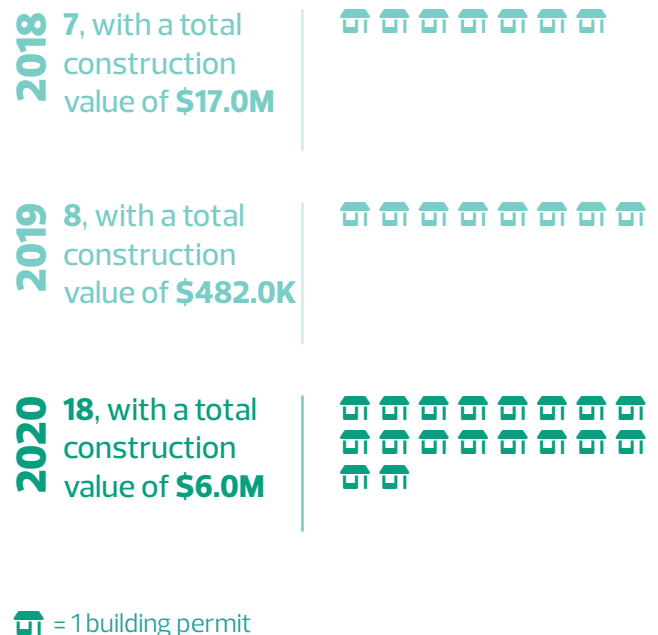
## BIA PROPERTY IS DESIRABLE

AVERAGE COMMERCIAL ASSESSMENT VALUE, BY ASSET TYPE



## PROPERTY IS BEING IMPROVED

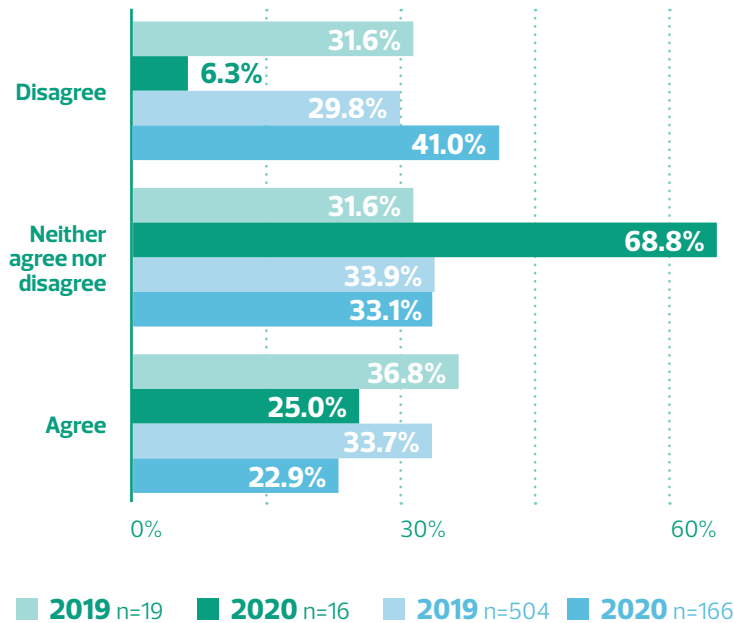
NUMBER AND VALUE OF BUILDING PERMITS



Building permits have increased in both number and total construction value.\*

\* Data for 2019–2020

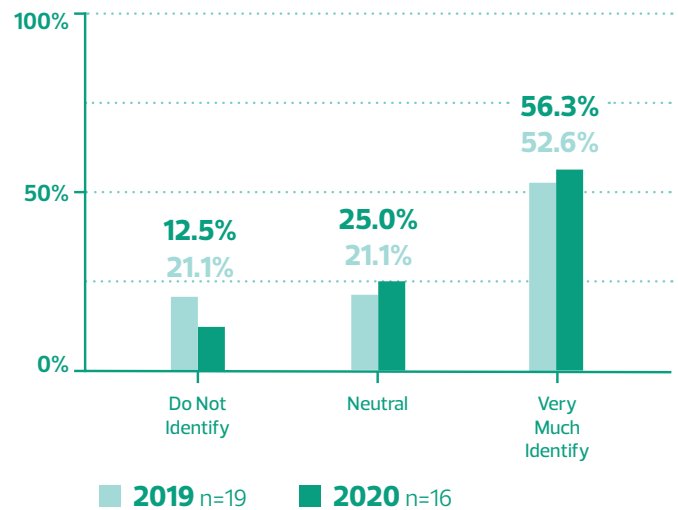
## BUSINESSES AND PATRONS REPORT THE AREA IS SAFE



## BUSINESSES PATRONS

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

## BUSINESSES REPORT THEY IDENTIFY WITH SURROUNDING NEIGHBOURHOODS AND COMMUNITIES



Increase in "Very much identify" responses.\*

\* Data for 2019–2020

### 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 and via telephone during October and November of 2020. The methodology for the vacancy study changed during this iteration of the report. 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.

