



# Fort Road and Area

## Business Improvement Area Economic Indicators 2018

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.

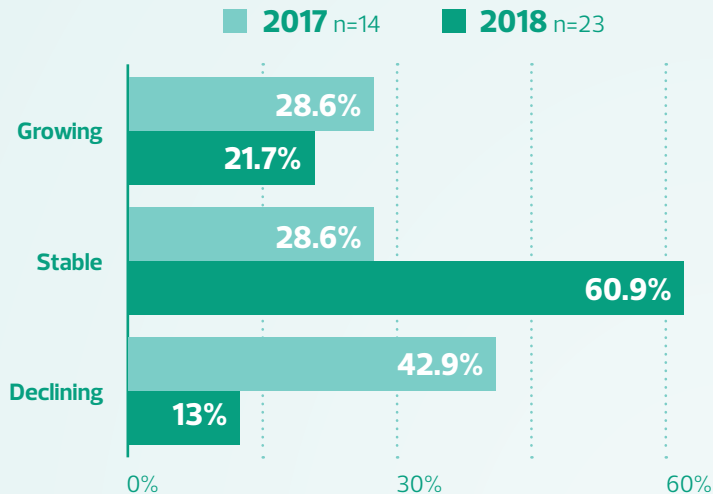
This Economic Indicators project was initiated by City Council to understand the overall economic well being of Edmonton's Business Improvement Areas (BIAs). In partnership with each BIA, the City has developed a set of indicators which can be measured annually to track and report economic trends.



Edmonton

## INDIVIDUAL BUSINESSES ARE THRIVING

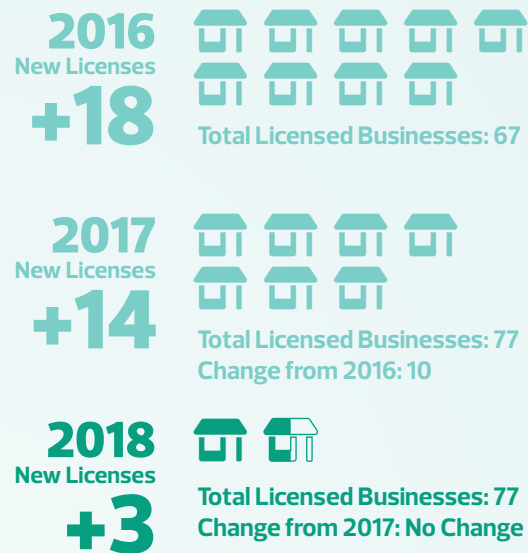
BUSINESSES REPORT THEY ARE STABLE, GROWING OR IN DECLINE



Decrease in respondents who reported growing success\*

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

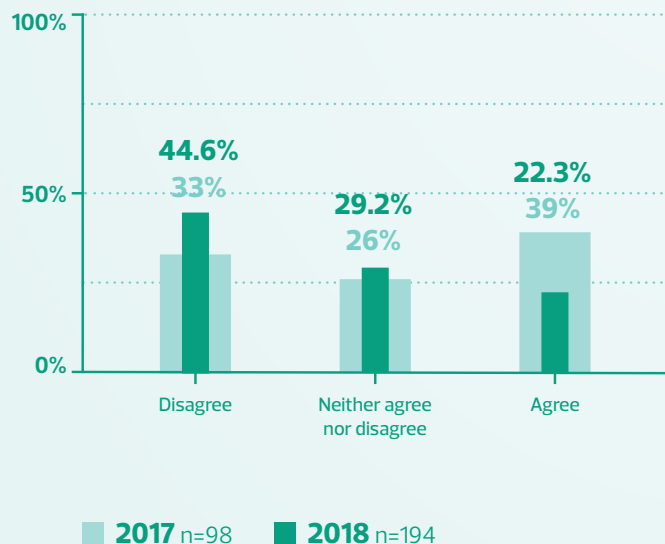
NUMBER OF LICENCED BUSINESSES YEAR OVER YEAR



Decrease in New Licenses\*

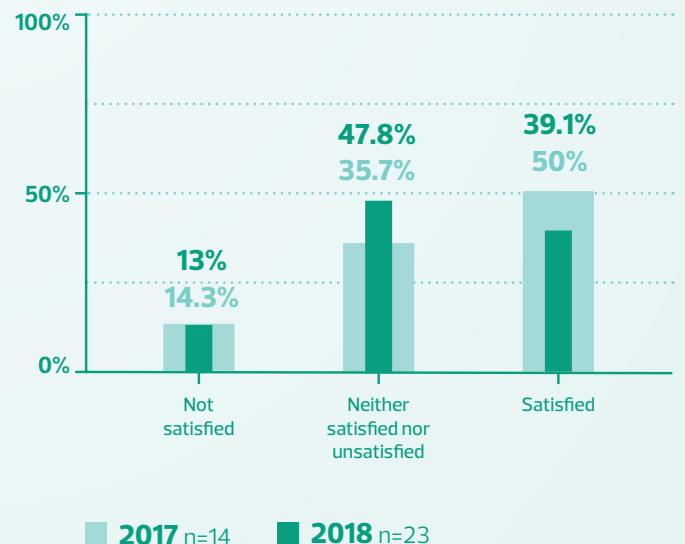
No Change in Total Licenses\* 🏠 = 2 New Business Licences

## PATRONS REPORT THE BIA IS AESTHETICALLY PLEASING

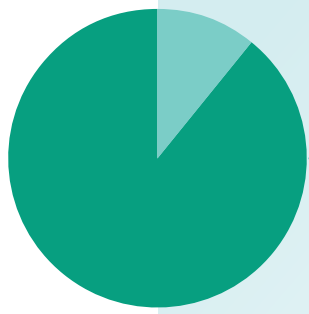


Decrease in respondents who agree\*

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



Decrease in respondents who indicated satisfaction\*

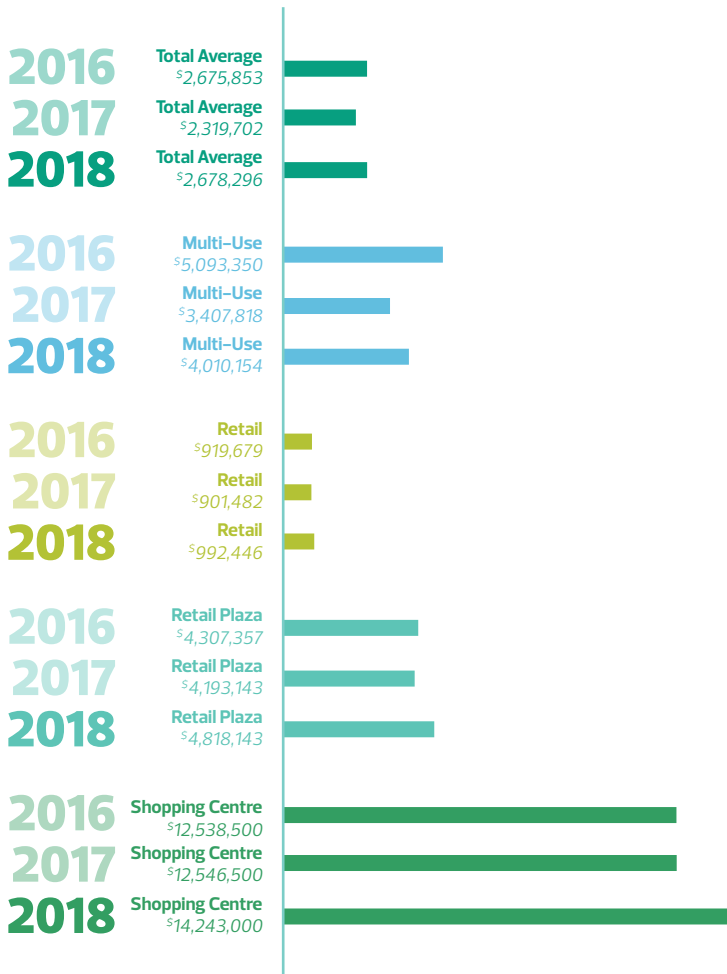


## RETAIL STOREFRONT VACANCY RATE

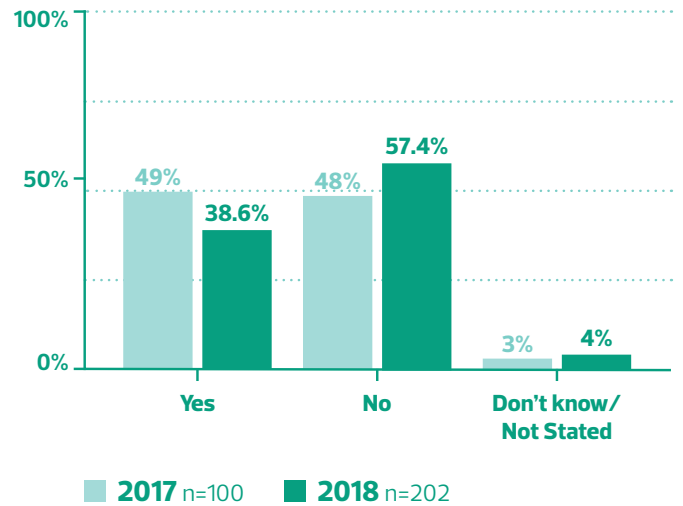
**10.89%**  
**2018**

## BIA PROPERTY IS DESIRABLE

### AVERAGE COMMERCIAL ASSESSMENT VALUE, BY ASSET TYPE



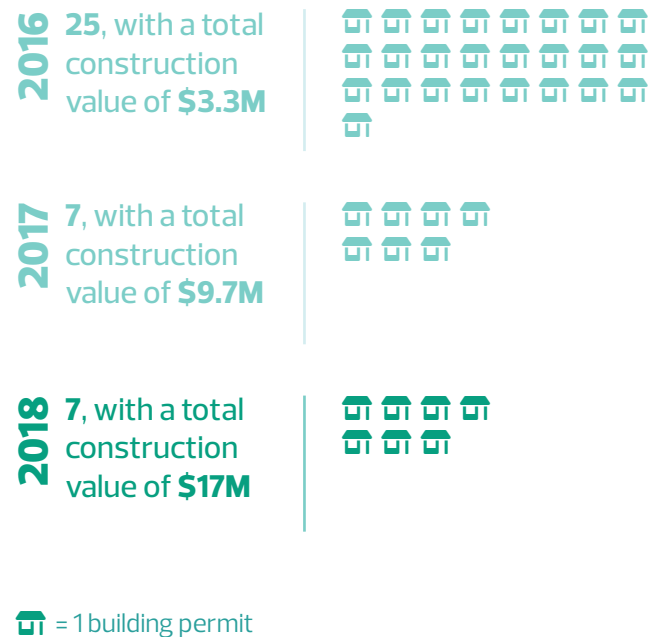
## PATRONS REPORT THE AREA IS A DESTINATION LOCATION



Decrease in respondents who stated Yes\*

## PROPERTY IS BEING IMPROVED

### NUMBER AND VALUE OF BUILDING PERMITS

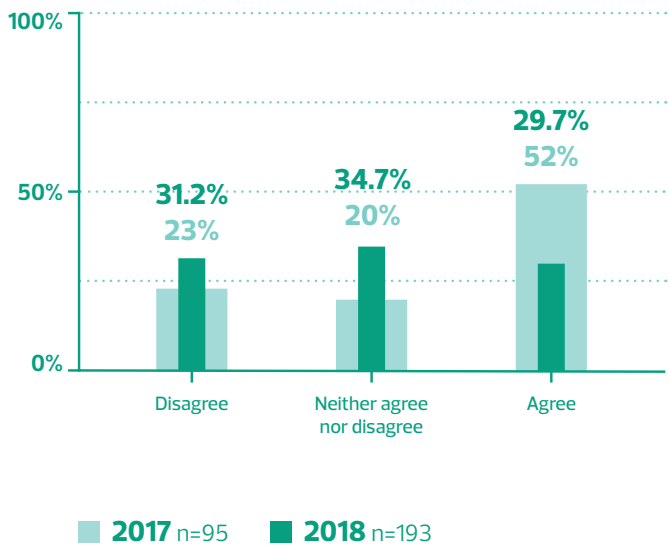


The number of building permits has stayed the same, while the total construction value has increased.\*

\* Data for 2017-2018

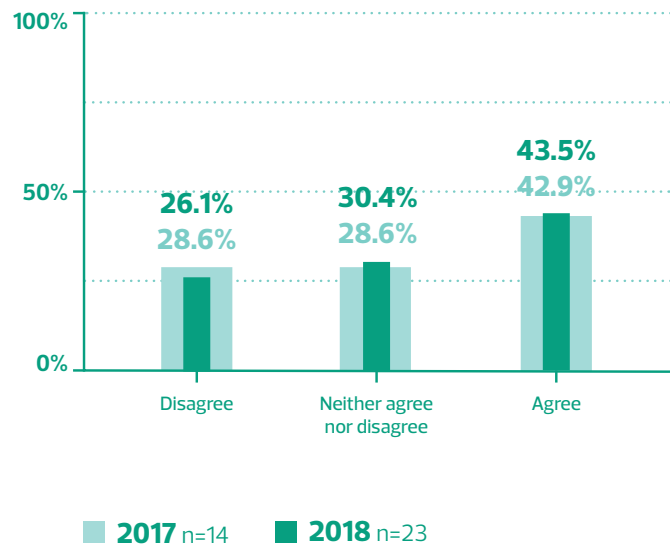


# PATRONS REPORT THE AREA IS SAFE



Decrease in respondents who agreed\*

# BUSINESSES REPORT THE AREA IS SAFE



Increase 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](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 throughout this project.

