



Old Strathcona

Business Improvement Area Economic Indicators 2018

Old Strathcona is a truly engaging and charming neighbourhood set in Edmonton's thriving south side, and includes the popular commercial area of Whyte Avenue. Shopping in unique boutiques, sipping and socializing on a summer patio and enjoying world class festivals, entertainment and live music are just a few of the incredible experiences that you will have in Old Strathcona and on Whyte Avenue.

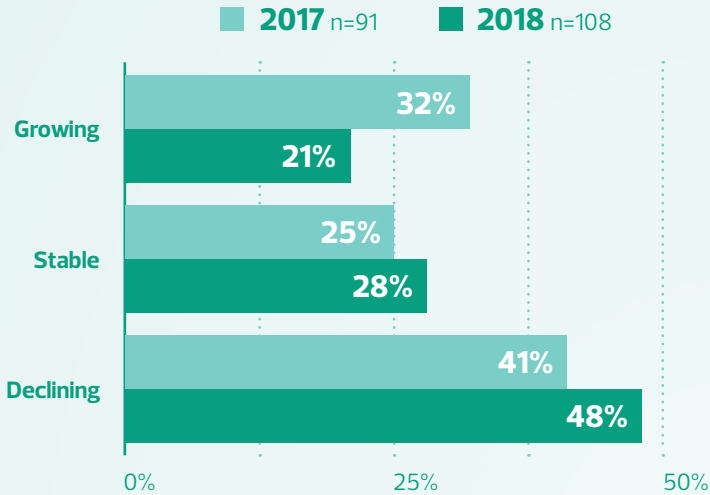
This Economic Indicators project was initiated by City Council to understand the overall economic well being of Edmonton's Business Improvement Areas (BIAs). In partnership with each BIA, the City has developed a set of indicators which can be measured annually to track and report economic trends.

**Old
Strathcona**
Edmonton, Alberta

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

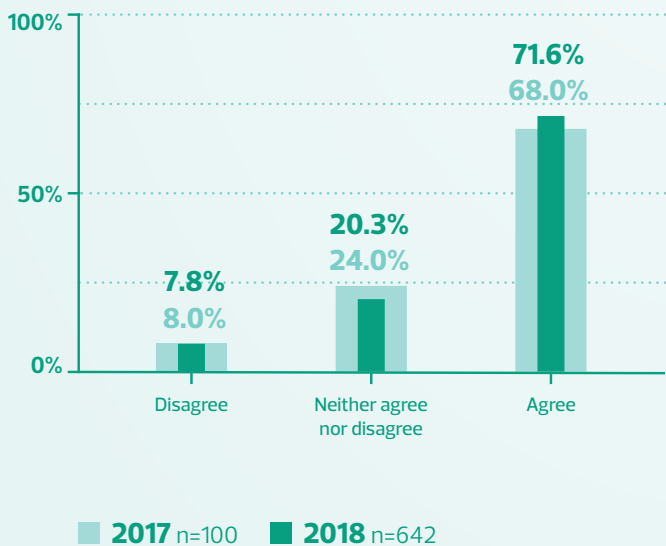
NUMBER OF LICENCED BUSINESSES YEAR OVER YEAR



Increase in New Licenses*

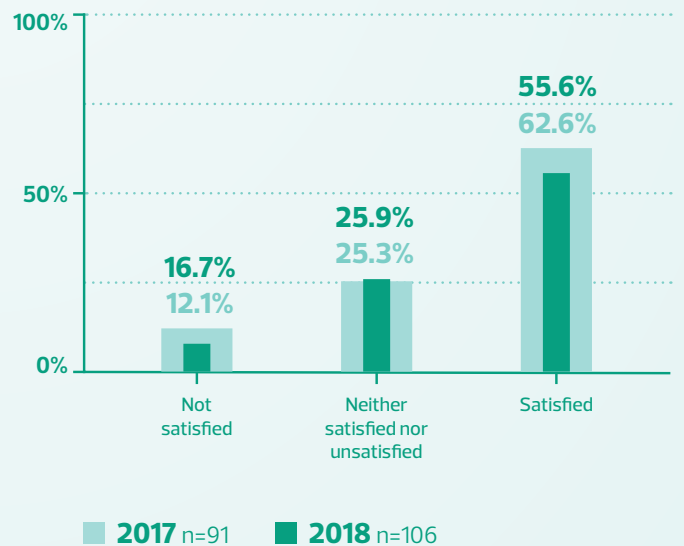
Increase in Total Licenses* = 5 New Business Licences

PATRONS REPORT THE BIA IS AESTHETICALLY PLEASING



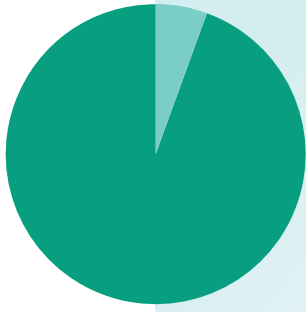
Increase in respondents who agree*

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



Decrease in respondents who indicated satisfaction*

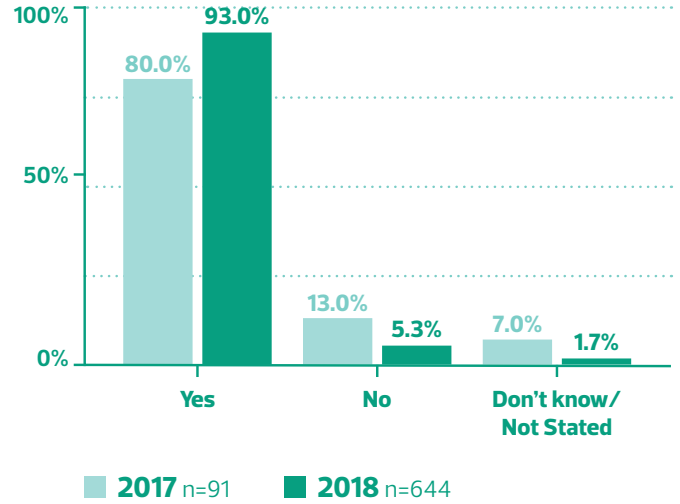
* Data for 2017-2018



RETAIL STOREFRONT VACANCY RATE

6.06%
2018

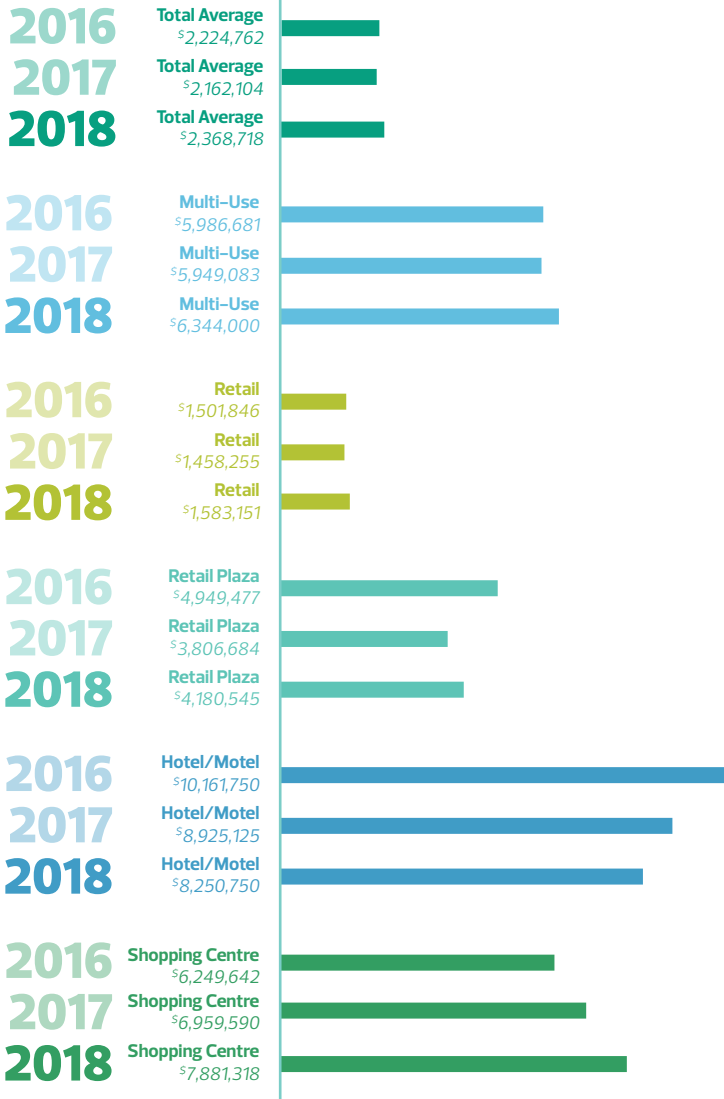
PATRONS REPORT THE AREA IS A DESTINATION LOCATION



Increase in respondents who stated Yes*

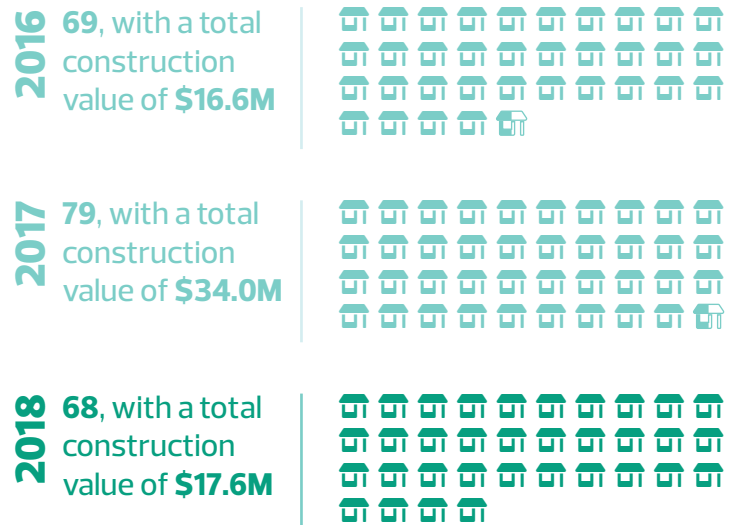
BIA PROPERTY IS DESIRABLE

AVERAGE COMMERCIAL ASSESSMENT VALUE, BY ASSET TYPE



PROPERTY IS BEING IMPROVED

NUMBER AND VALUE OF BUILDING PERMITS

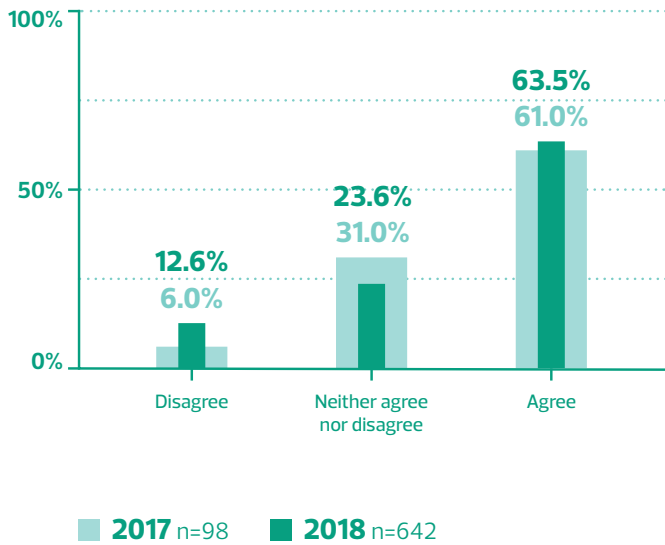


🏠 = 2 building permits

The number of building permits and total construction value have decreased.*

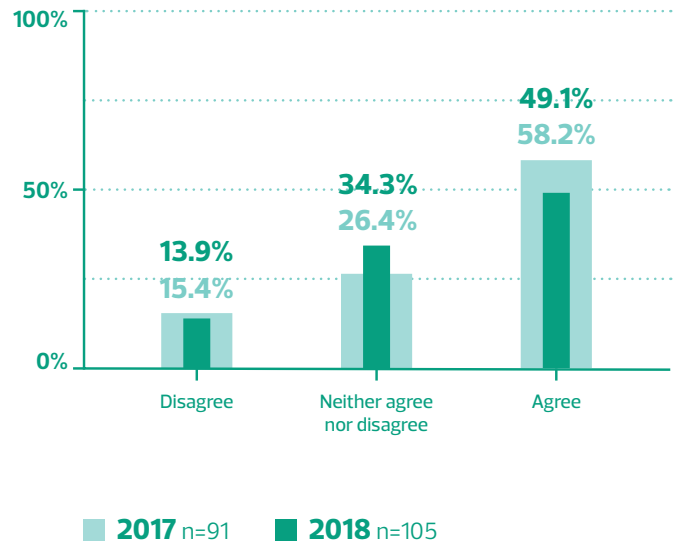
* Data for 2017-2018

PATRONS REPORT THE AREA IS SAFE



Increase 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.

