

Data is good but insights are better

What businesses really need from economic
development professionals

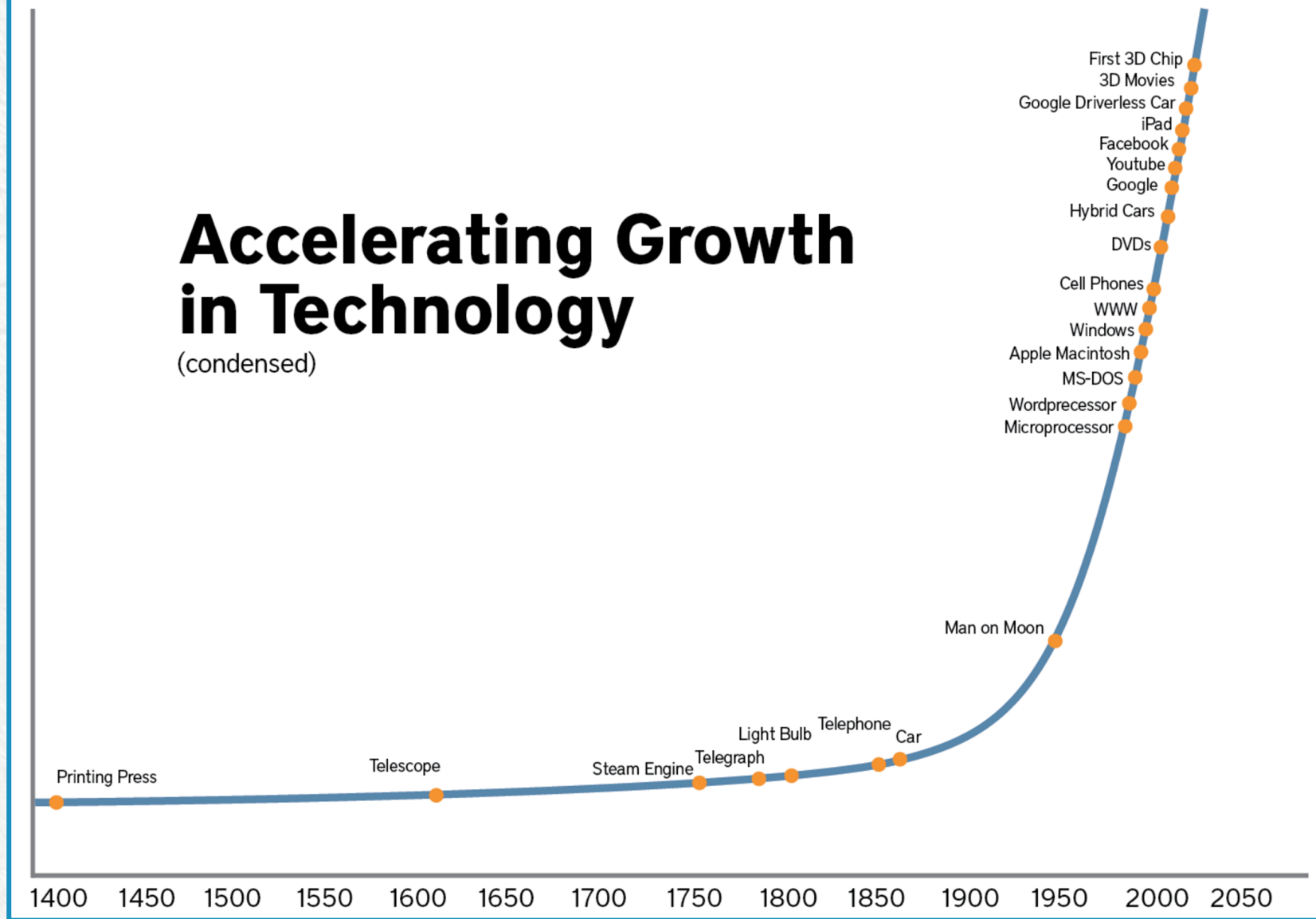
Today

- 1. What site selectors really need**
2. What small businesses and entrepreneurs really need
3. What future role of technology in economic development
4. Q&A



Accelerating Growth in Technology

(condensed)



KEY TAKEAWAY

It's almost impossible to keep up with an accelerating tech curve

Competition is Fierce

01. TOWNS



02. COUNTIES & DISTRICTS



03. CITIES



KEY TAKEAWAY

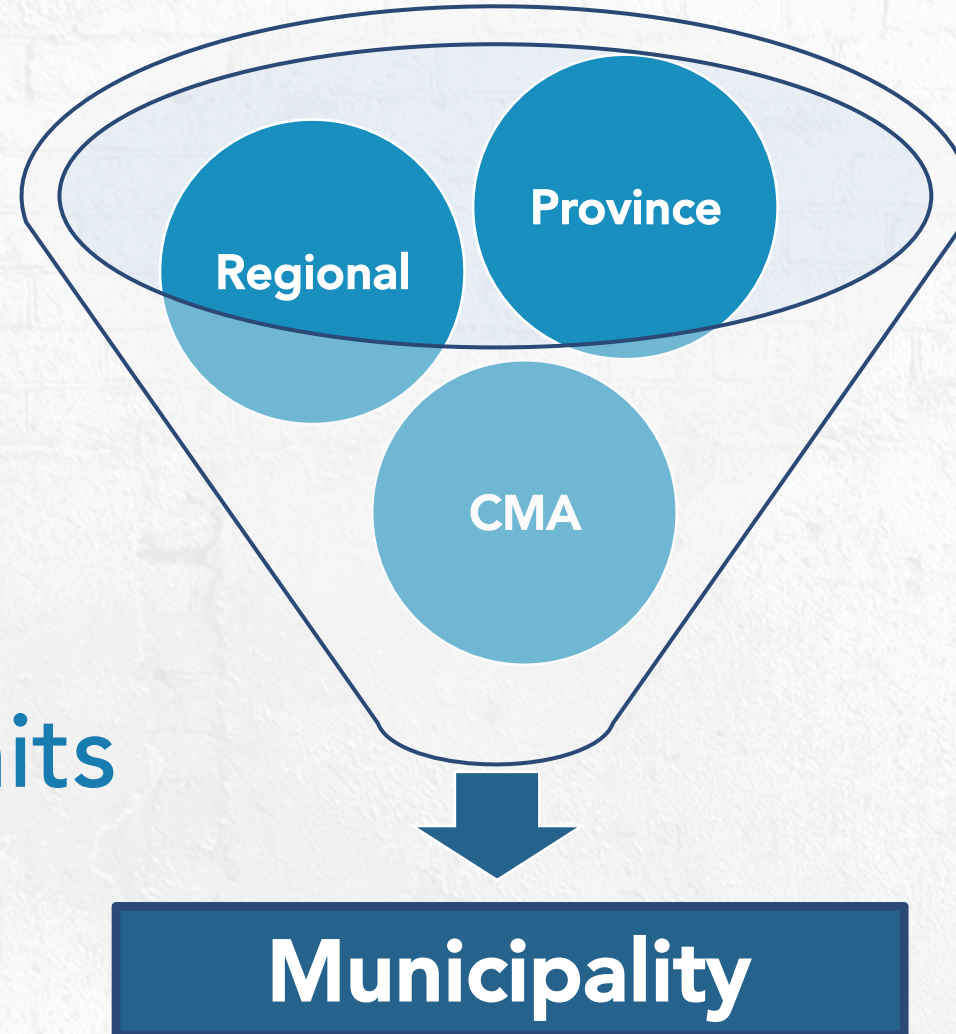
Municipalities are competing for the same investment dollar

The Process

Jobs

People

Permits



KEY TAKEAWAY

Market researchers have a predictable research process



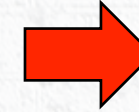
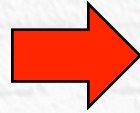
LOCALINTEL

What are market researchers looking for?



KEY TAKEAWAY

Market researchers want a reason to invest in your community



BACK TO THE DRAWING BOARD

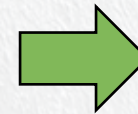
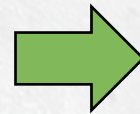
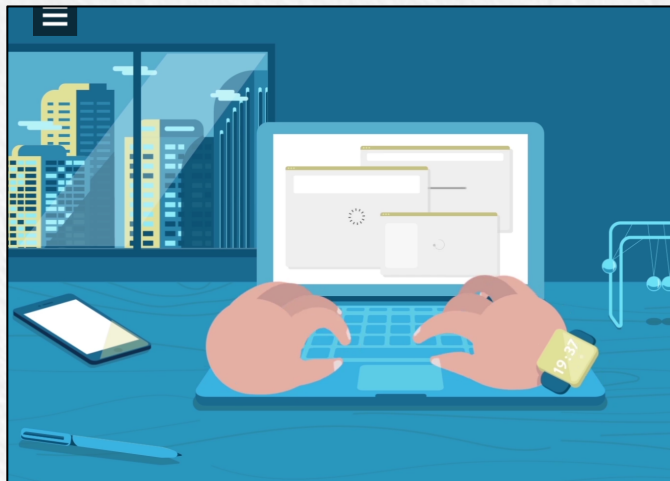
IDIOMLAND.COM

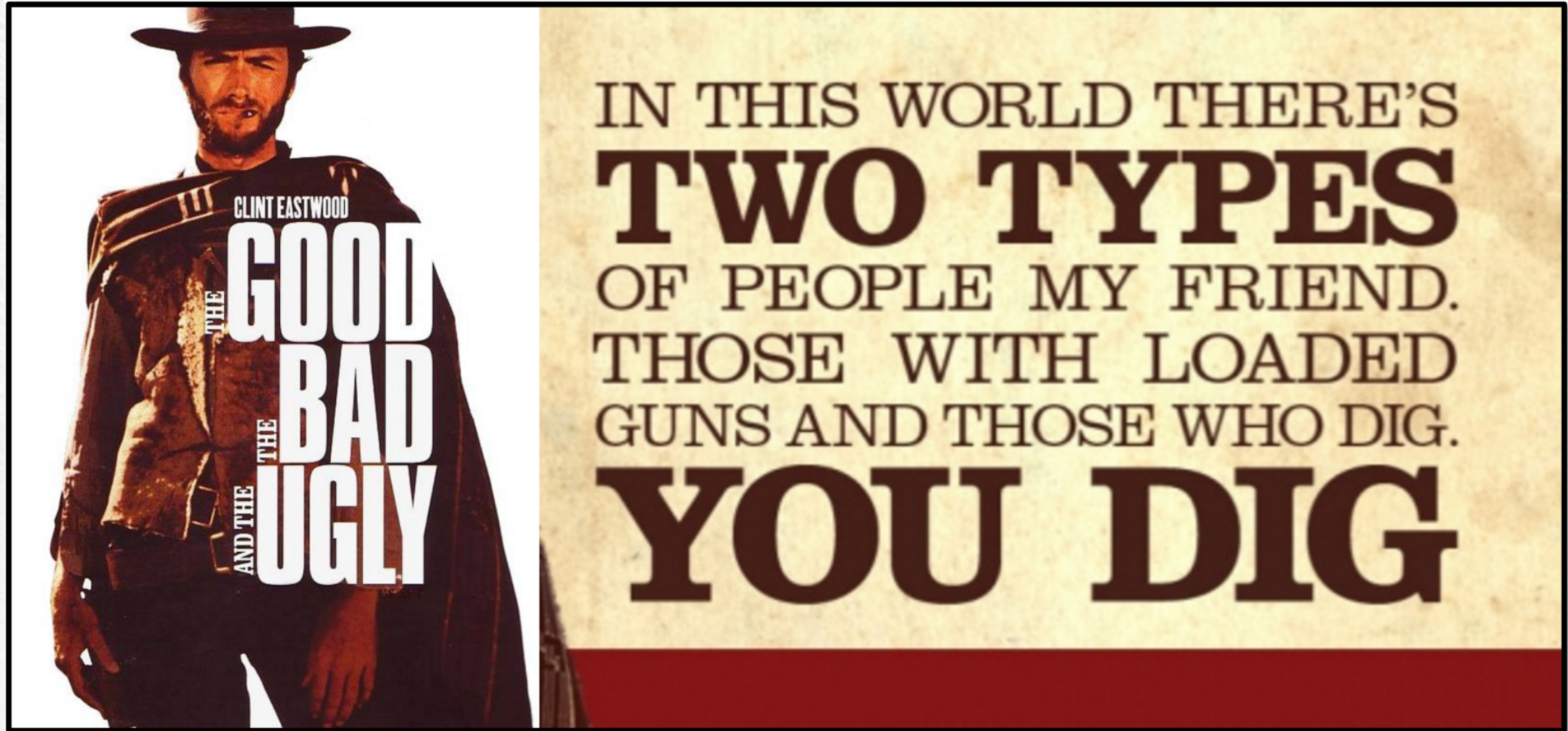
Meaning

**IT'S TIME TO START
FROM THE START**

KEY TAKEAWAY

Research always begins, or abruptly ends, at a desktop





KEY TAKEAWAY

Varying degrees of success in online EcDev platforms have a tangible effect

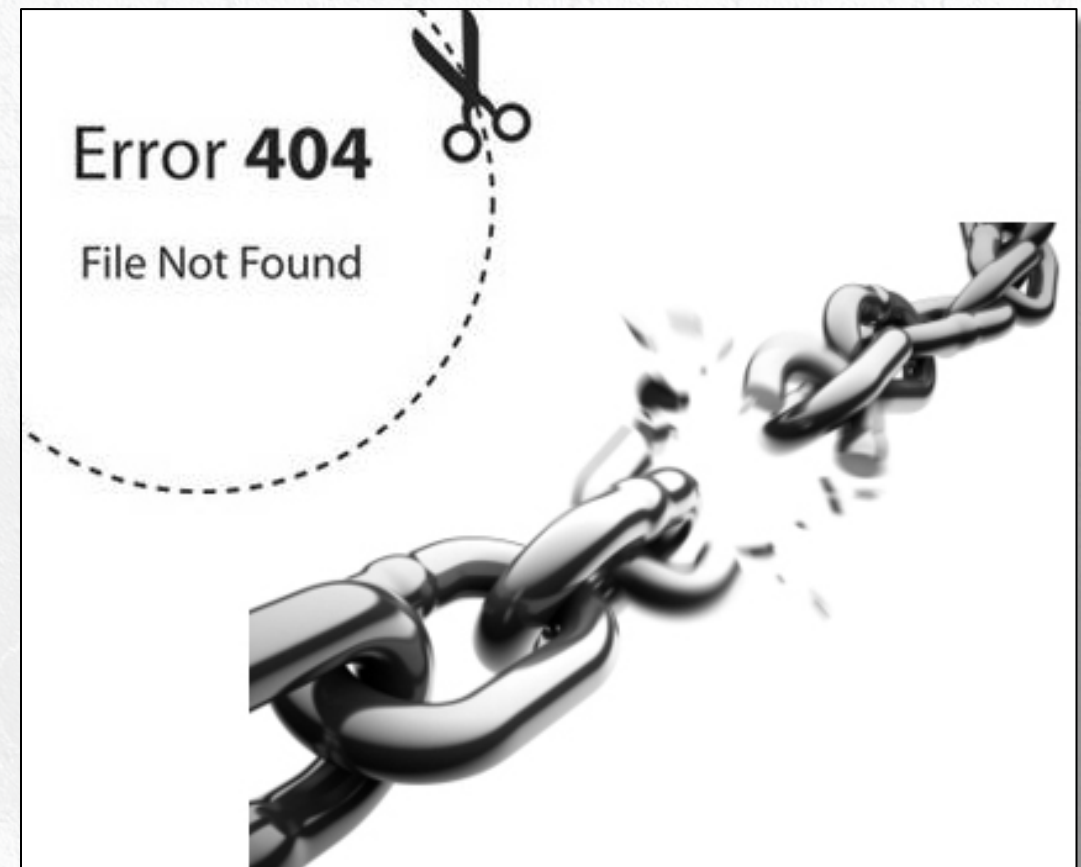
The “Ugly”



KEY TAKEAWAY

There are several negative effects of having no online presence

The “Bad”



KEY TAKEAWAY

Promote investment by avoiding broken links

Also “Bad”



KEY TAKEAWAY

Keeping data clean and current is key, and easier than you think

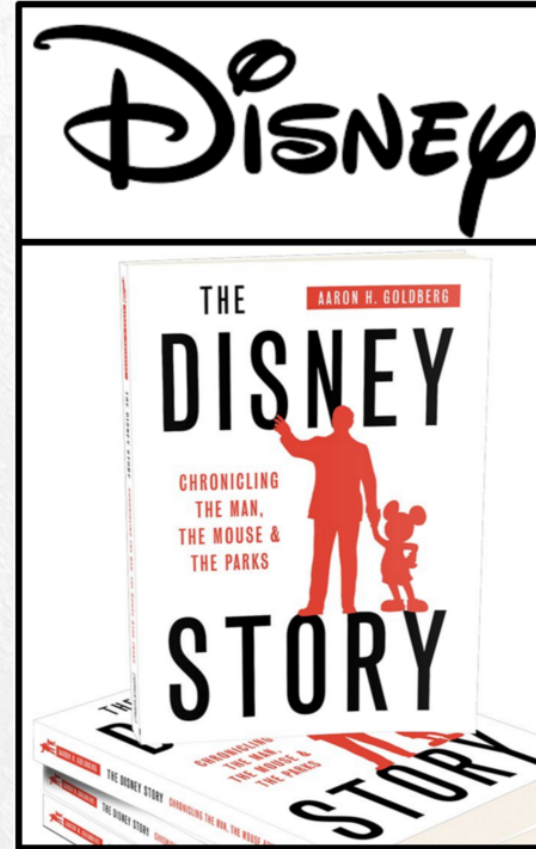
The "Good"



KEY TAKEAWAY

Successful online initiatives pay for themselves quickly

Telling an Authentic Story



KEY TAKEAWAY

An engaging and persuasive municipal story sparks interest



Please will you do my job for me.

— *C. S. Lewis* —

AZ QUOTES

KEY TAKEAWAY

Market researchers want you to do their job for them!

wow!!!

The image features the word "wow" followed by three exclamation marks in a bold, 3D red font. The text is set against a vibrant background of radiating lines in shades of yellow and orange, creating a sunburst effect. The letters and punctuation are thick and have a slight shadow, giving them a three-dimensional appearance. The overall composition is centered and conveys a sense of excitement or surprise.

Market Research Trends 2017

Increasing Use of Online Reporting Tools

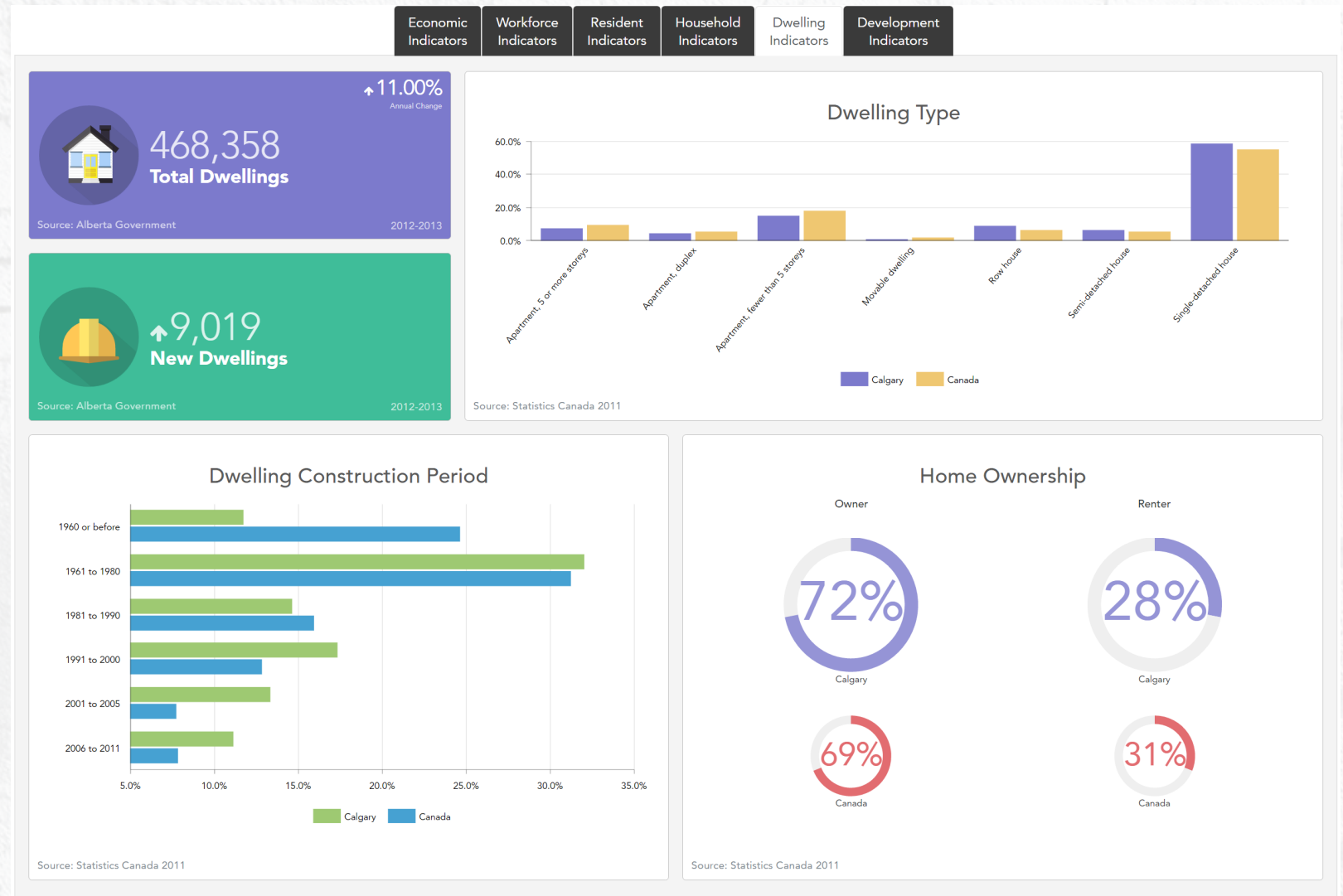
“One market research trend we expect to see in 2017 is the increased demand by management for providers of **insights** and **analytics** to deliver concise recommendations that are more **visually compelling**. As such, we’ll see an increased use of online reporting, which will require the evolution of skill sets by data practitioners for use with tools that are deployed. Simultaneously, we’ll see the decreased usage of traditional, labor-heavy data analysis and reporting tools (e.g. SPSS, Excel, PowerPoint) because better efficiencies are provided by digital platforms/ business intelligence tools.”

— Rudy Nadilo, President North America, [Dapresy](#)

KEY TAKEAWAY

Analytics - visually compelling - insights

Analytics



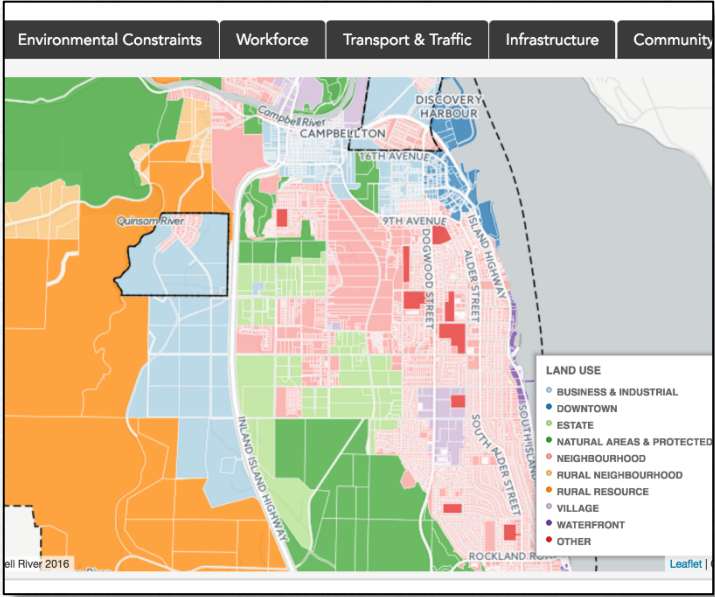
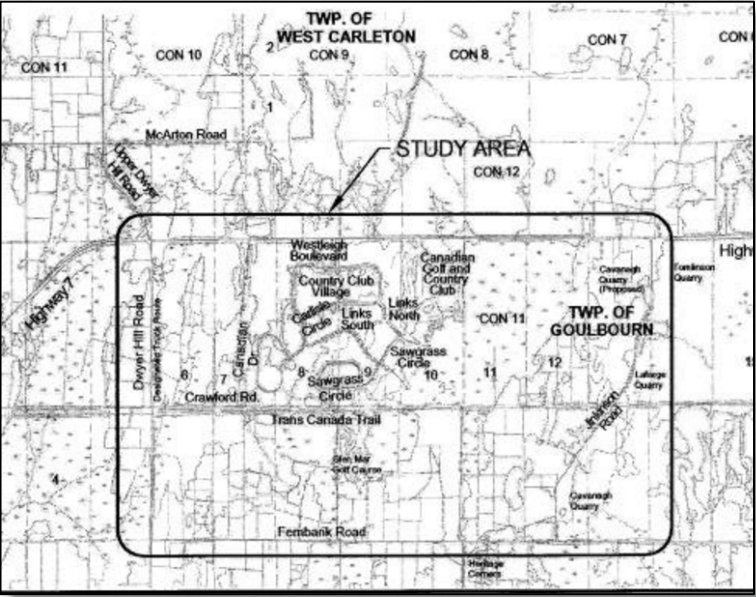
KEY TAKEAWAY

Effective ANALYTICS should do the hard work for us

Visually Compelling

Mode	Major Transportation Programs	Federal Revenue Sources
Administered by FHWA, FRA	<ul style="list-style-type: none">Federal Railroad Administration Grants (planning, rail service continuation, rehabilitation, provision of substitute service)	<ul style="list-style-type: none">General Fund
Administered by FRA	<ul style="list-style-type: none">High-Speed RailAmtrak	<ul style="list-style-type: none">Highway Trust FundGeneral FundGeneral Fund (relies on specific capital appropriations)Passenger FaresFood/Beverage Revenue
Administered by MARAD & FHWA	<ul style="list-style-type: none">Army Corps of Engineers—Construction, operation, and maintenance of waterways, locks and harborsConstruction of Ferry Boats and Terminal Facilities	<ul style="list-style-type: none">Fuel taxes paid by inland water carriersAd valorem taxes paid by users of portsHighway Trust Fund

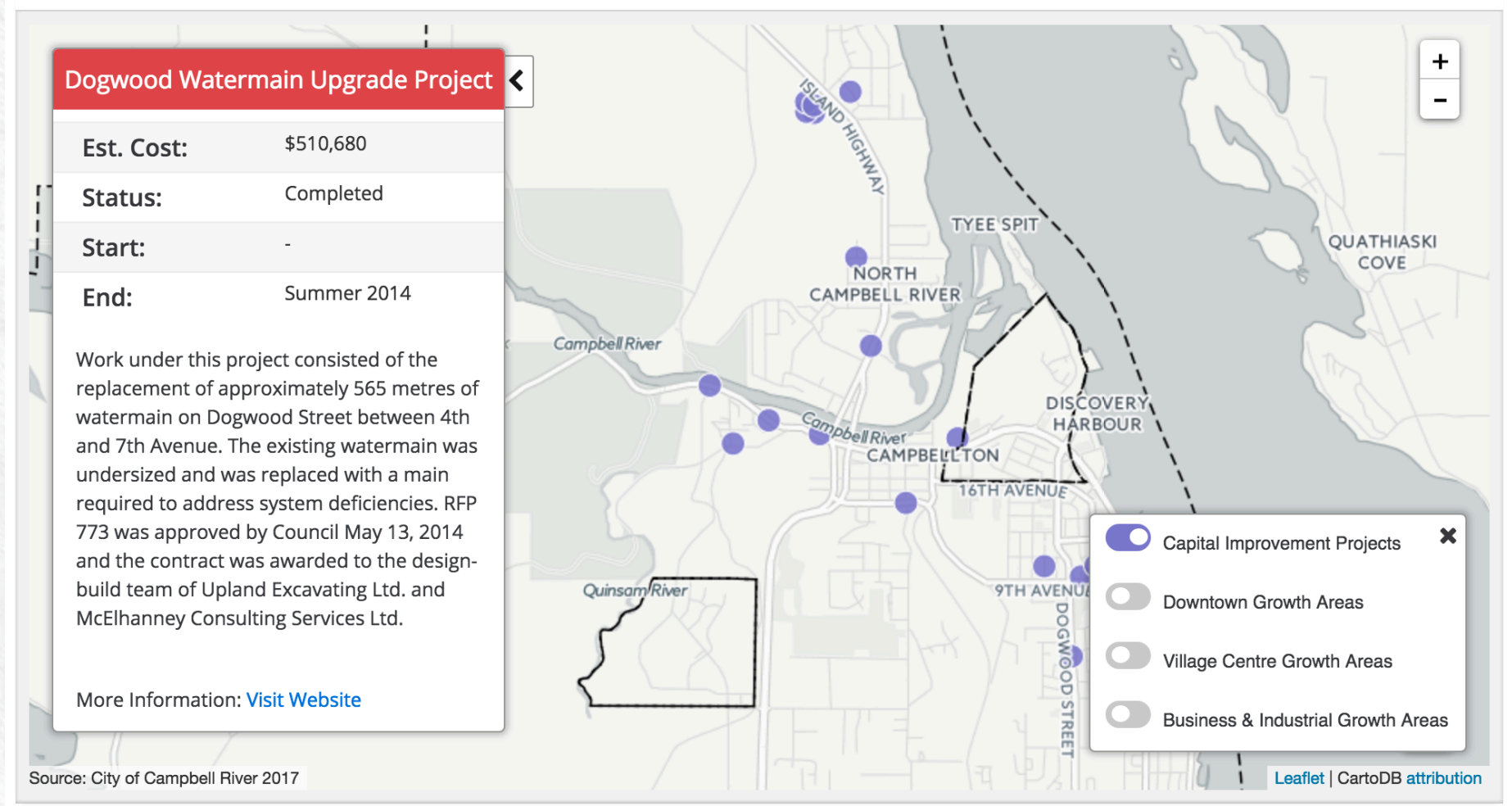
Major Federal-Aid Highway Programs under SAFETEA-LU	
Program	Eligible Uses
Highway Bridge Program	Replacement and rehabilitation of any public bridge.
Congestion Mitigation and Air Quality	A wide range of projects in air quality nonattainment and maintenance areas for ozone, carbon monoxide, and small particulate matter, which reduce transportation-related emissions.
Interstate Maintenance	Resurfacing, restoring, and rehabilitating routes on the IHS, but no new capacity except HOV or auxiliary lanes in nonattainment areas.
National Highway System (NHS)	Interstate routes, major urban and rural arterials, connectors to major intermodal facilities, national defense network. Fifty percent of NHS funds can be freely flexed to STP; 100% with U.S. DOT approval.
Surface Transportation Program (STP)	Broad range of surface transportation capital needs, including many roads, transit, sea, and airport access, vanpool, bike, and pedestrian facilities.



KEY TAKEAWAY

Visually compelling tools tell your story more succinctly

Insights



KEY TAKEAWAY

Providing insights is what gets deals done

Case Study: Future Development Land



Lee, head of Market Research for the Anderson Development Group of Companies.

Task:

Land that is suited for a large scale mixed use development project in the Greater Edmonton region in Alberta.

- Does the region exhibit strong **historical growth** metrics?
- At what pace and where in the region is **job growth** expected to occur?
- At what pace and where in the region is **population growth** expected to occur?
- Are there any **public transportation** initiatives planned to support this growth?
- Location of existing **utilities** and any approved extensions?
- What is the regional structure in terms of general **land use** trends?
- Where is investment into large scale **infrastructure** slated to take place?
- Are there any significant **barriers to new development** in the region?
- Where are the conservation initiatives and **environmental constraints** through the region?
- Specifically **where do we focus our time, dollars and efforts** to achieve maximum success

Case Study: Future Development Land



Lee is looking for a tract of land for mixed use development project

Lee needs to understand:

- Historical growth trends
- Job growth patterns
- Population growth
- Public transportation
- Location of services
- Regional land use
- Future infrastructure
- Barriers to development
- Environmental constraints



Review the
BUSINESS CLIMATE
statistics, taxes, incentives, trends



Evaluate the
WORKFORCE
occupation, education, location



Research the
QUALITY OF LIFE
education, health, emergency



Uncover local
OPPORTUNITIES
growth areas, development activity



Identify
LAND USES
residential, commercial, industrial



Examine the
ENVIRONMENT
flooding, contours, sensitive areas



Identify
TRANSPORTATION
traffic, transit, parking



Locate Key
INFRASTRUCTURE
water, waste, drainage

Case Study: Future Development Land



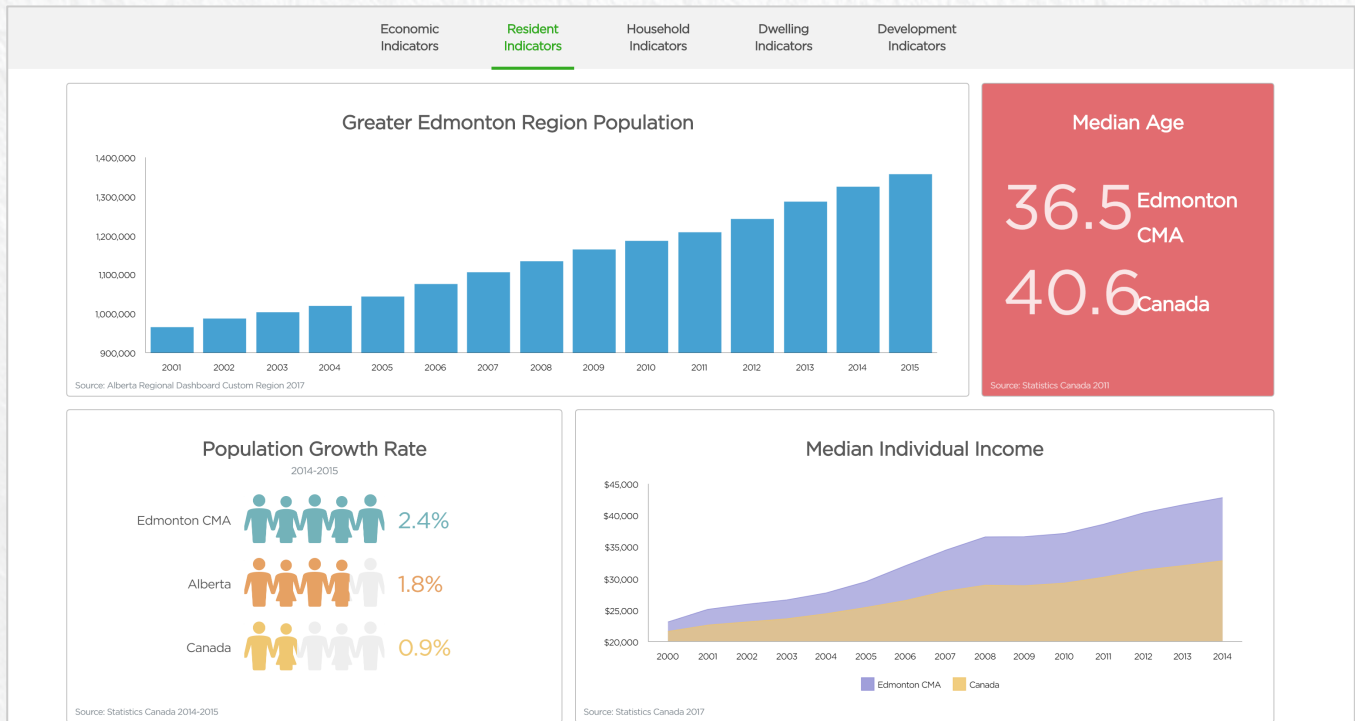
Lee is looking for a tract of land for mixed use development project



Lee needs to understand:

- **HISTORICAL GROWTH TRENDS**

- Job growth patterns
- Population growth
- Public transportation
- Location of services
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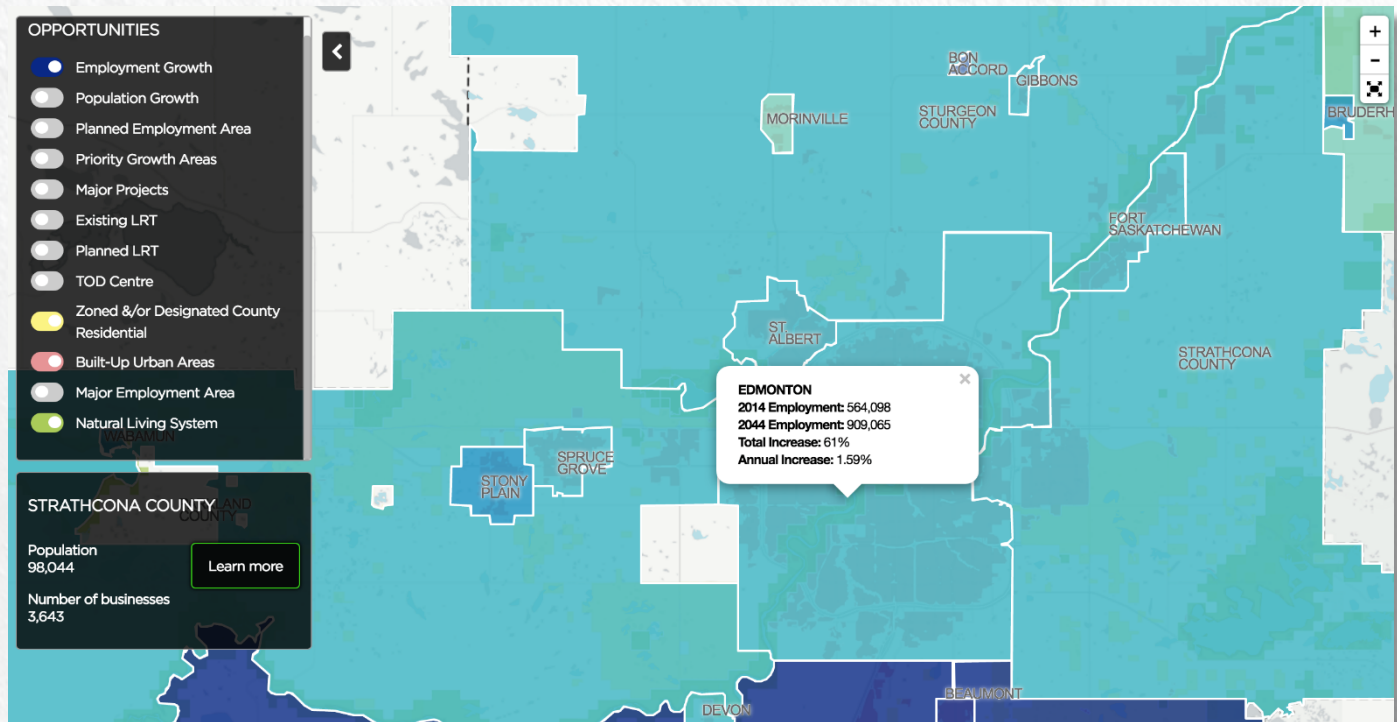
Case Study: Future Development Land



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Case Study: Future Development Land

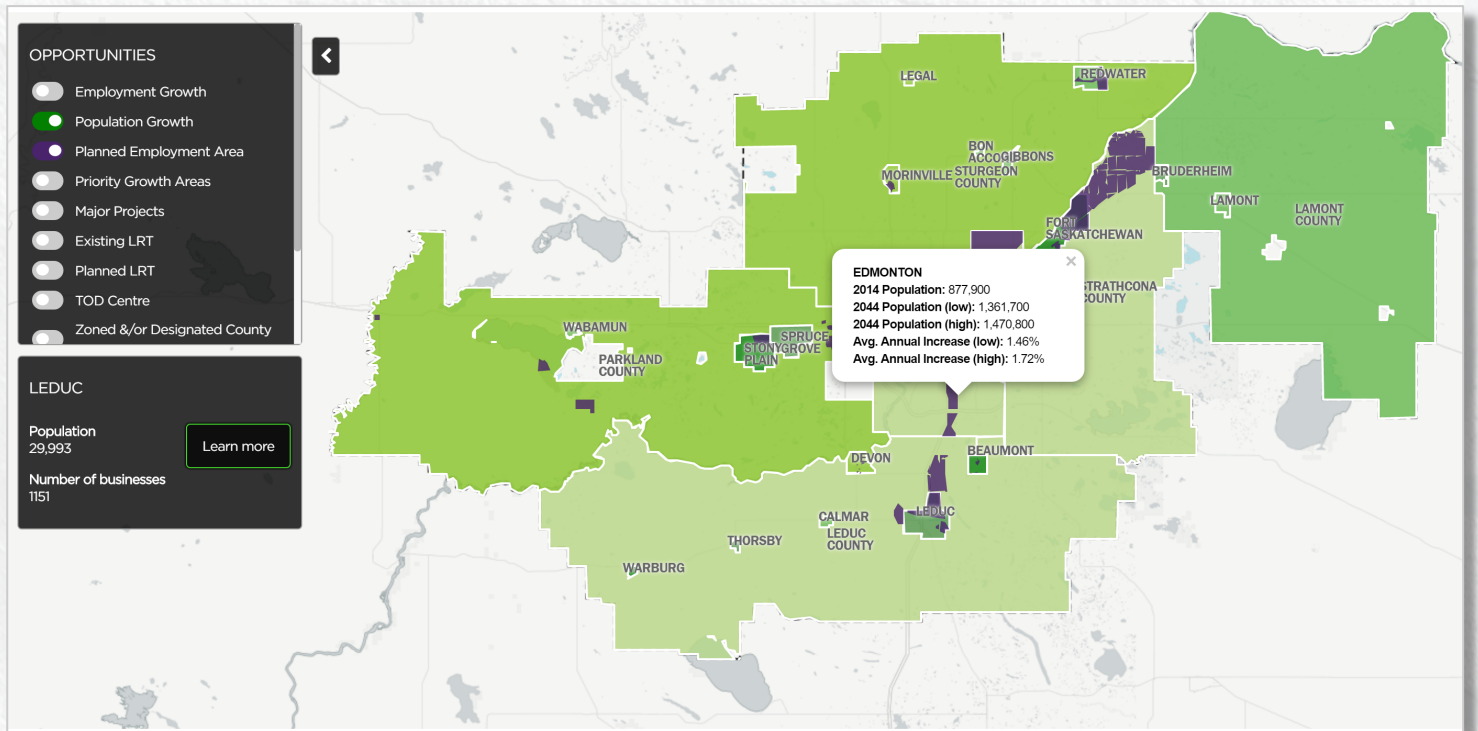


Lee is looking for a tract of land for mixed use development project



Lee needs to understand:

- Historical growth trends
- Job growth patterns
- **POPULATION GROWTH**
- Public transportation
- Location of services
- Regional land use
- Future infrastructure
- Barriers to development
- Environmental constraints



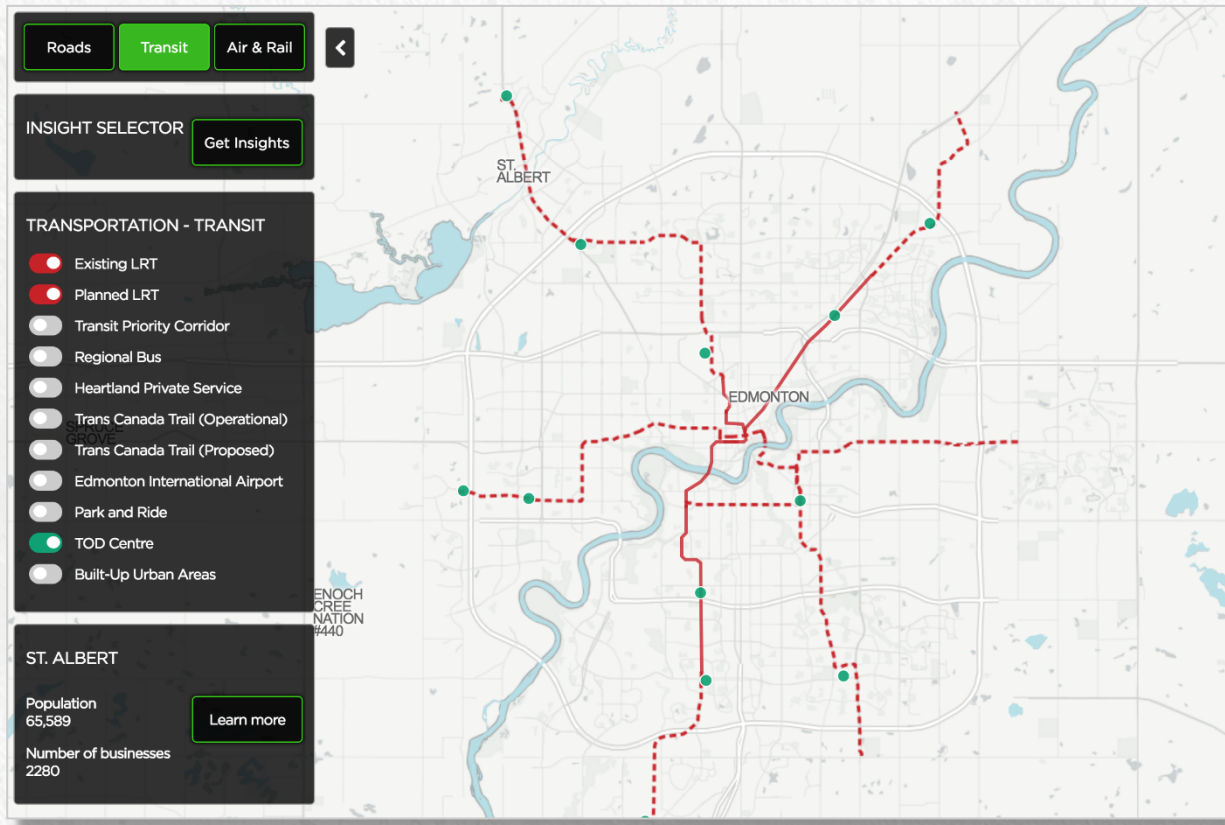
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- Population growth
- **PUBLIC TRANSPORTATION**
- Location of services
- Regional land use
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- Barriers to development
- Environmental constraints



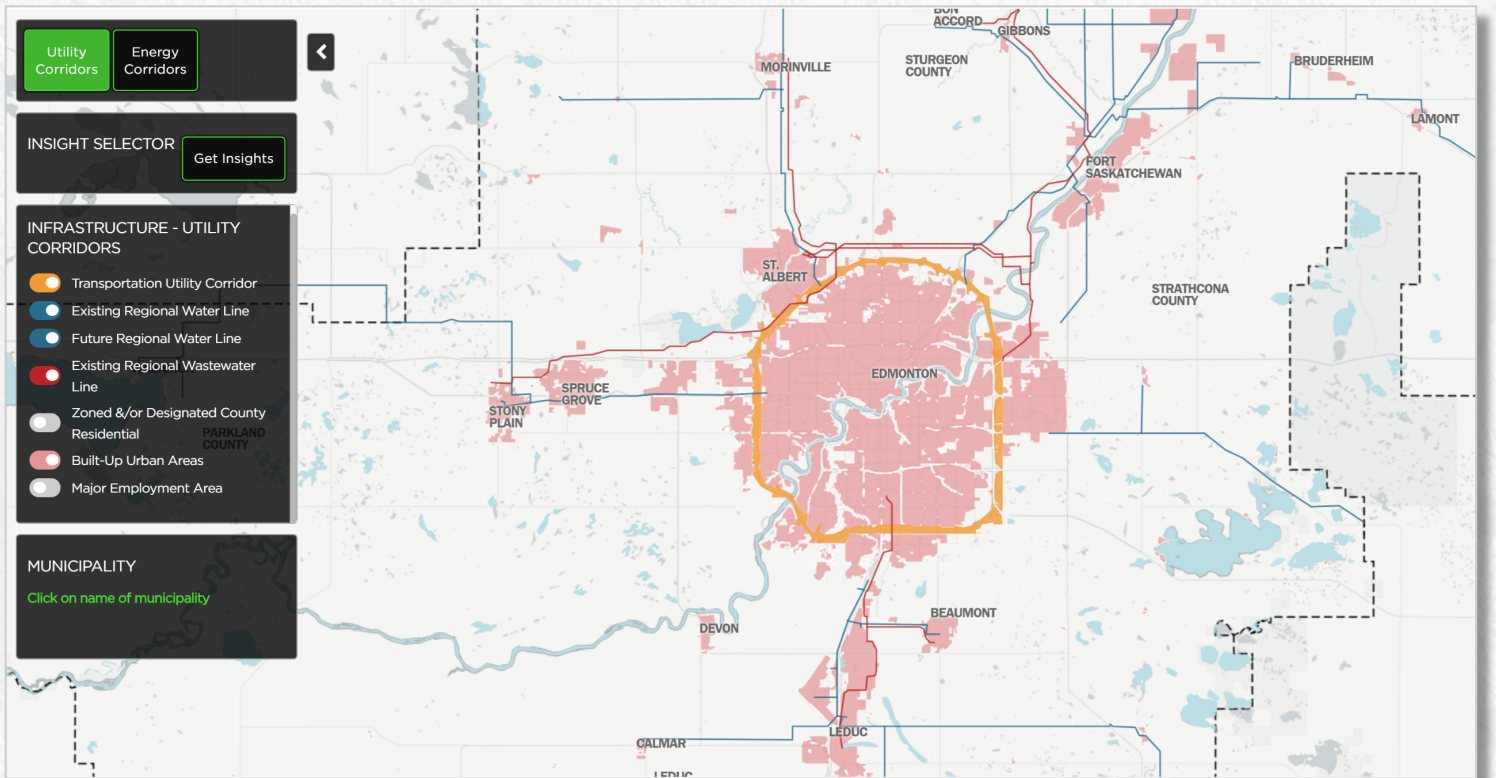
Case Study: Future Development Land



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- Population growth
- Public transportation
- **LOCATION OF SERVICES**
- Regional land use
- Future infrastructure
- Barriers to development
- Environmental constraints



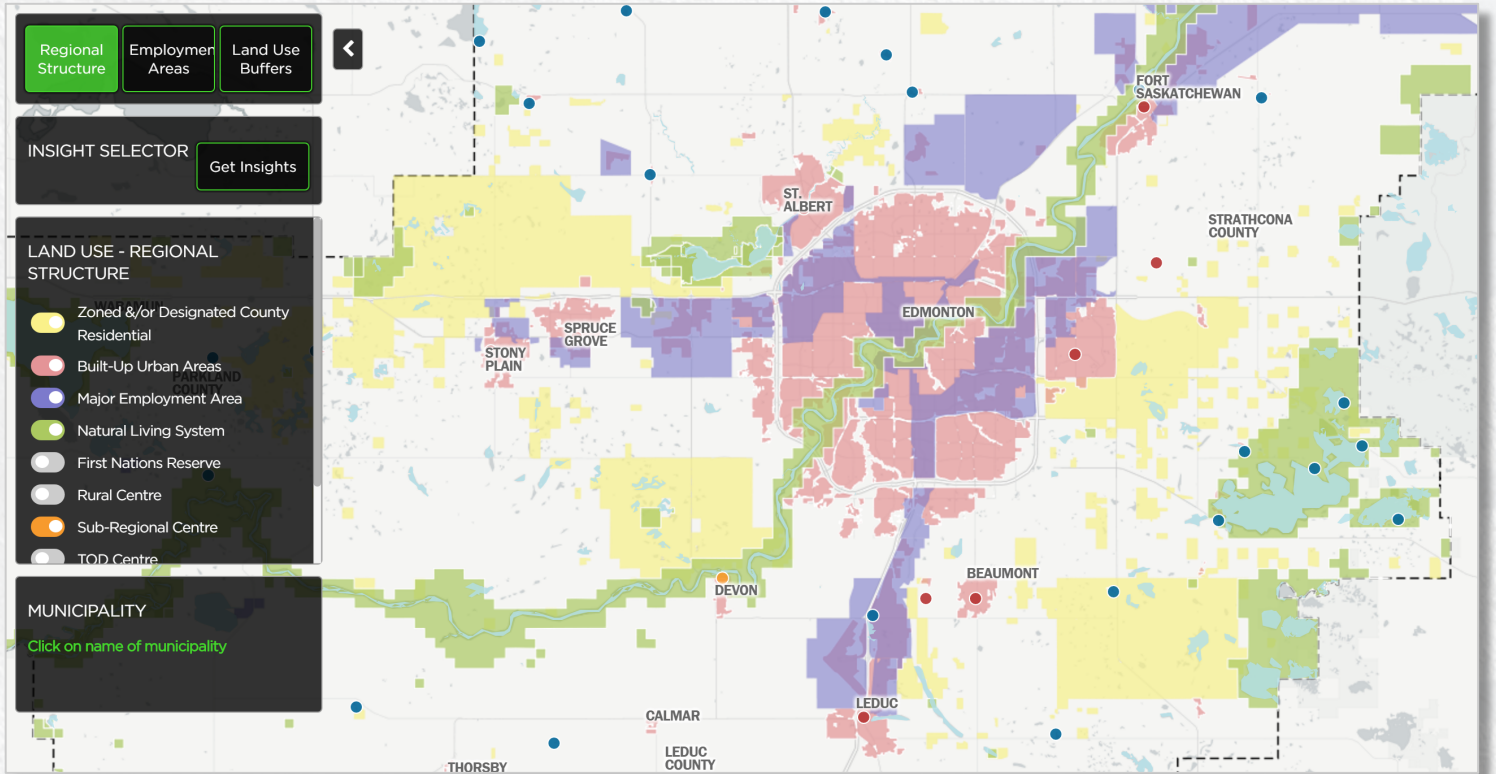
Case Study: Future Development Land



Lee is looking for a tract of land for mixed use development project

Lee needs to understand:

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- Population growth
- Public transportation
- Location of services
- **REGIONAL LAND USE**
- Future infrastructure
- Barriers to development
- Environmental constraints



Case Study: Future Development Land

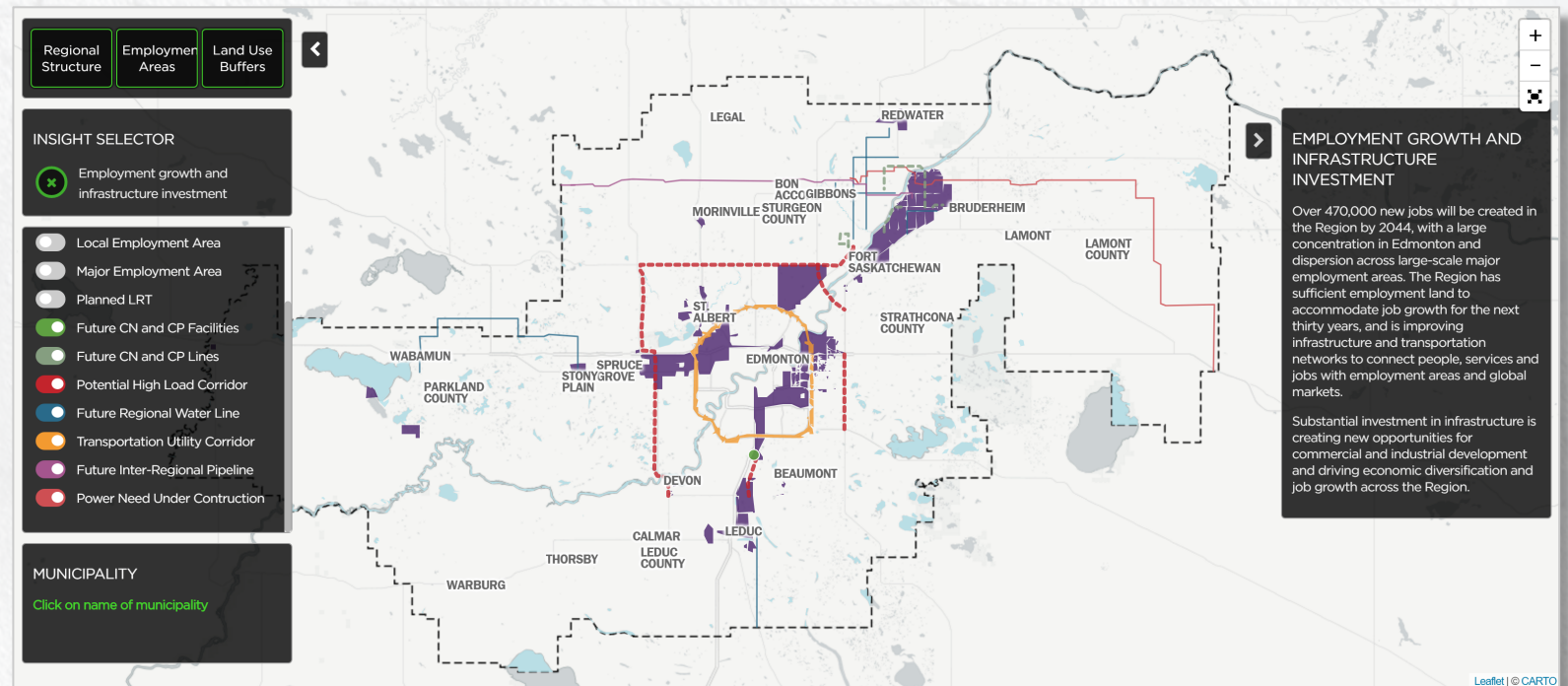


Lee is looking for a tract of land for mixed use development project



Lee needs to understand:

- Historical growth trends
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- Population growth
- Public transportation
- Location of services
- Regional land use
- **FUTURE INFRASTRUCTURE**
- Barriers to development
- Environmental constraints



Case Study: Future Development Land

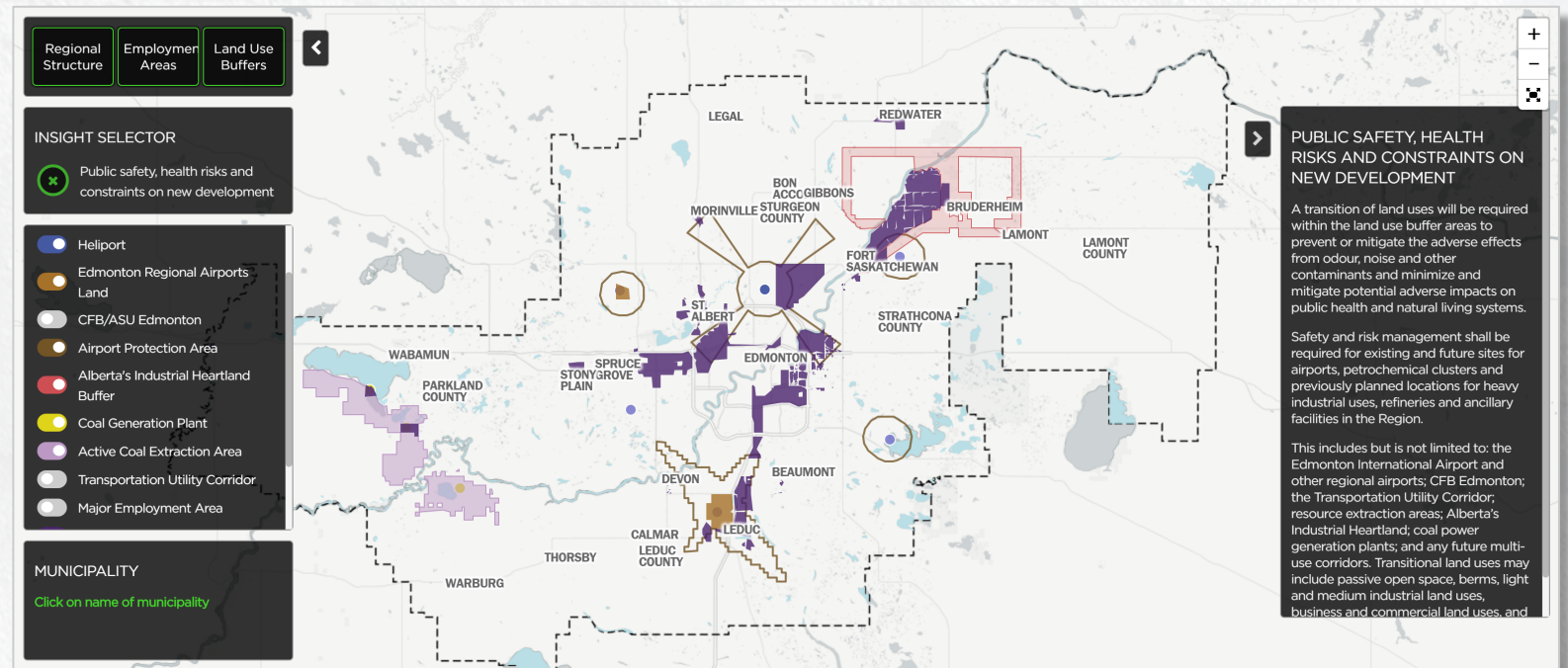


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Case Study: Future Development Land

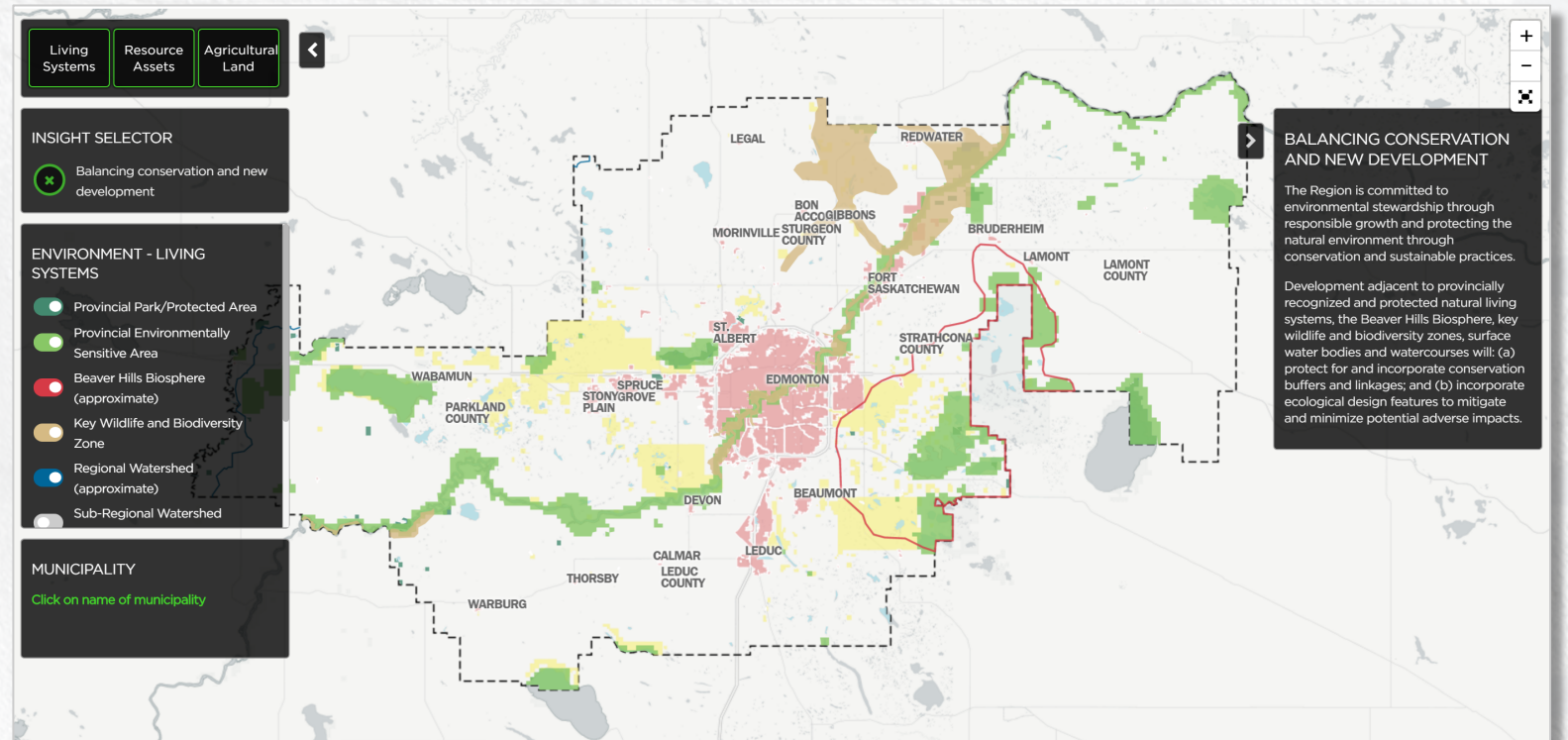


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- **ENVIRONMENTAL CONSTRAINTS**



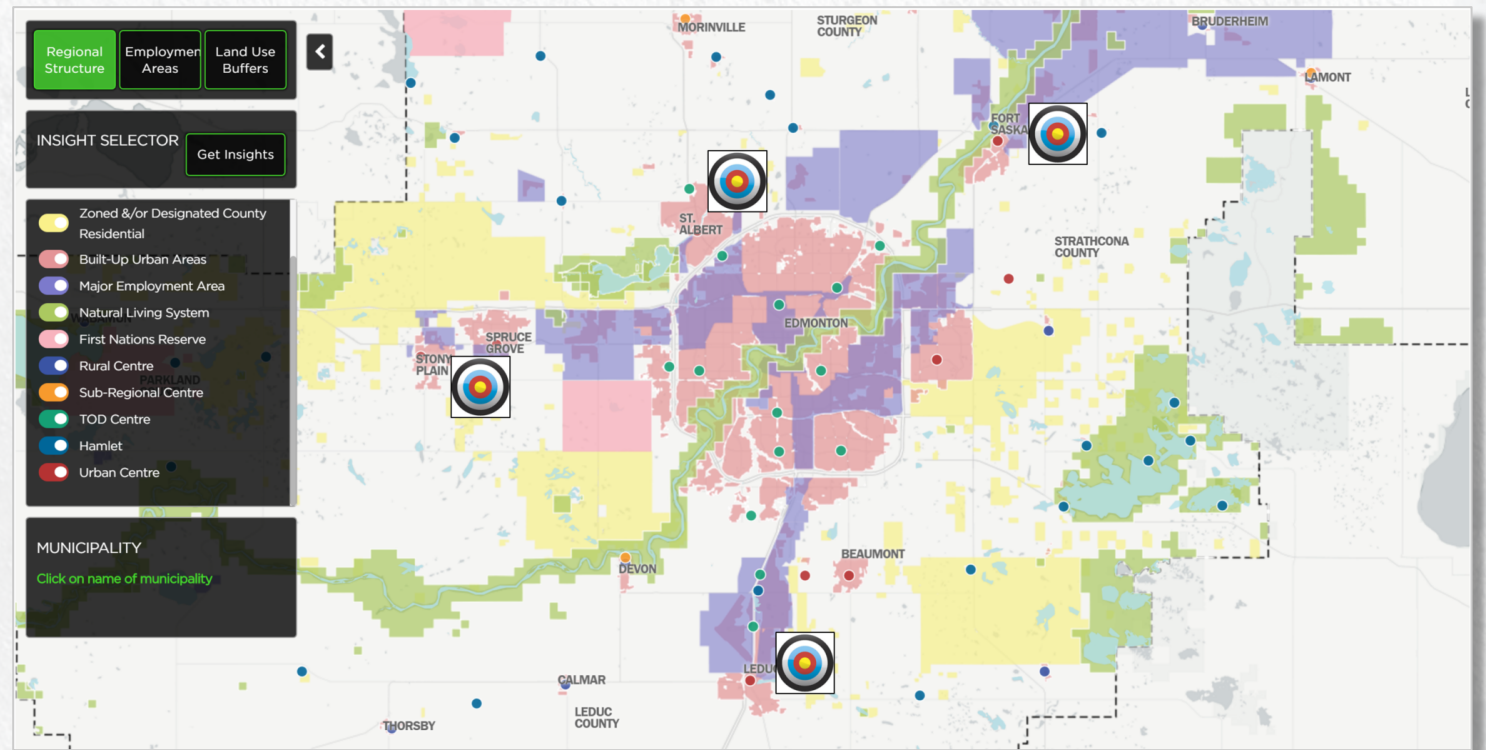
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- **LOCATION OF SERVICES**
- **REGIONAL LAND USE**
- **FUTURE INFRASTRUCTURE**
- **BARRIERS TO DEVELOPMENT**
- **ENVIRONMENTAL CONSTRAINTS**



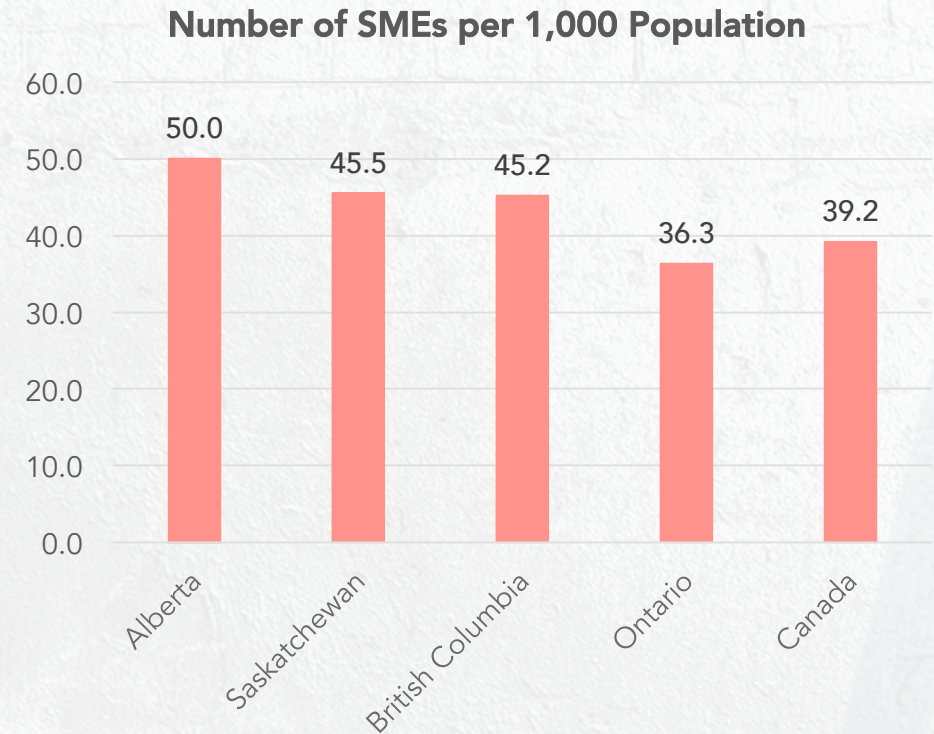
Today

1. What site selectors really need
- 2. What small businesses and entrepreneurs really need**
3. What future role of technology in economic development
4. Q&A



How many SMBs are there?

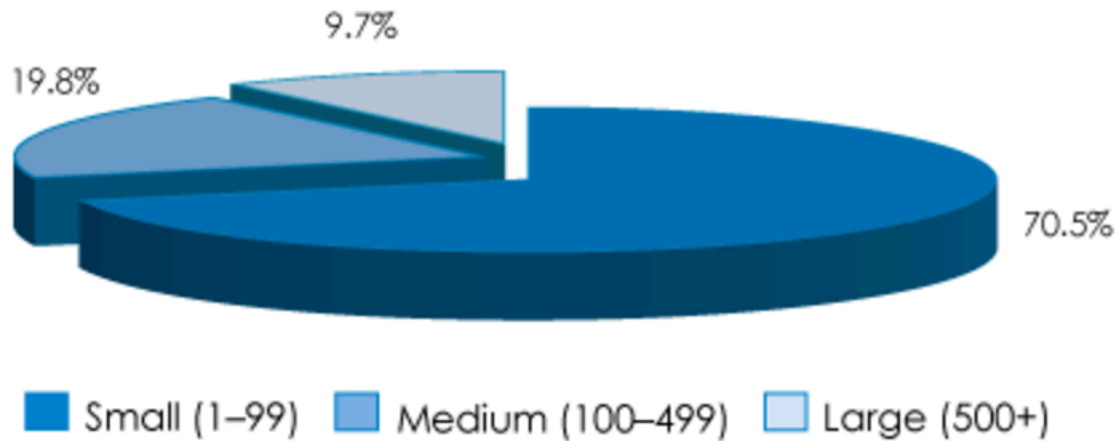
	Small Businesses (1-99)	Medium sized businesses (100-499)	Large businesses (500+)	Total
Canada	1,143,630	21,415	2,933	1,167,978
Alberta	165,792	3,076	437	169,305



KEY TAKEAWAY

97.9% of all businesses in Canada are SMBs

How many people work for SMBs?



Sources: Statistics Canada, *Labour Force Survey* (LFS); and Innovation, Science and Economic Development Canada calculations.

Small businesses: 8.2m

Medium-sized businesses: 2.3m

Large businesses: 1.1m

KEY TAKEAWAY

SMBs employ 90.3% of all private sector workers in Canada



LOCALINTEL

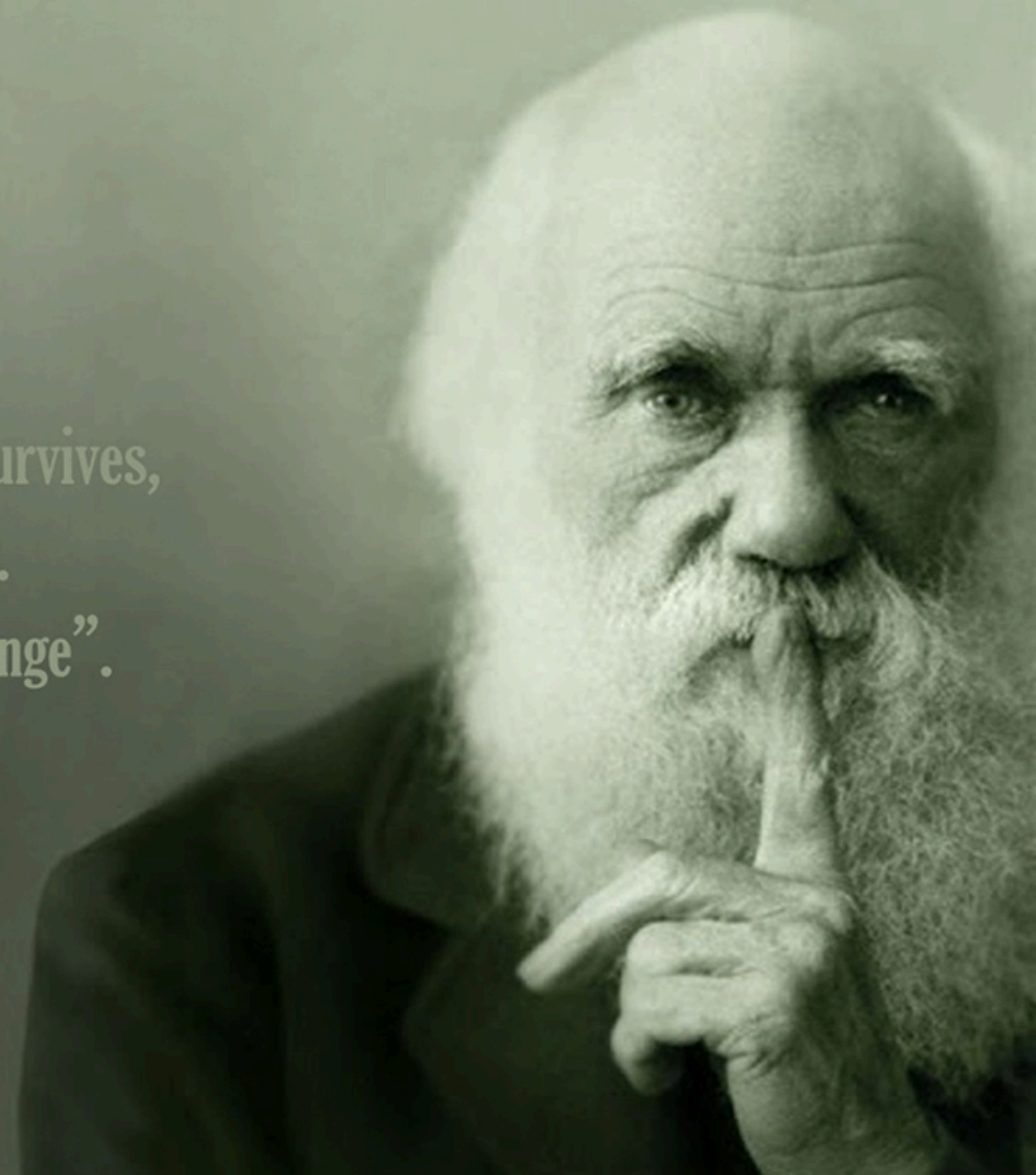
Business failure

30% small businesses fail
within 2 years

50% small businesses fail
within 5 years

“It is not the strongest of the species that survives,
nor the most intelligent that survives.
It is the one that is most adaptable to change”.

Charles Darwin



KEY TAKEAWAY

Businesses can survive and thrive by adapting to change



LOCALINTEL

The problem for SMBs

In the big data era, a greater variety of real-time data is getting produced at an increasing rate



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Only a small number of businesses have the capacity to capture and use it properly to create actionable insights



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In the big data era, a greater variety of real-time data is getting produced at an increasing rate

Only a small number of businesses have the capacity to capture and use it properly to create actionable insights

Most of the 1.1+ million SMBs in Canada don't have the time, money or expertise to do this

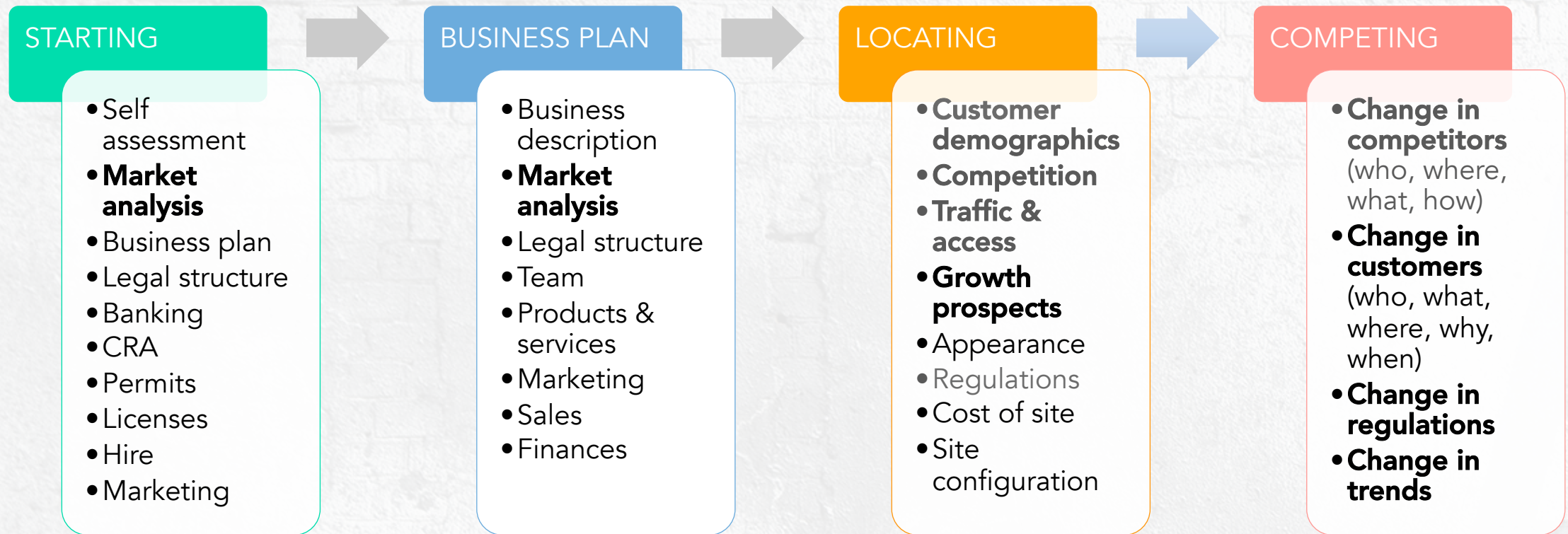
KEY TAKEAWAY

Most businesses can't afford data & insights required to adapt and thrive



LOCALINTEL

What SMBs need to know

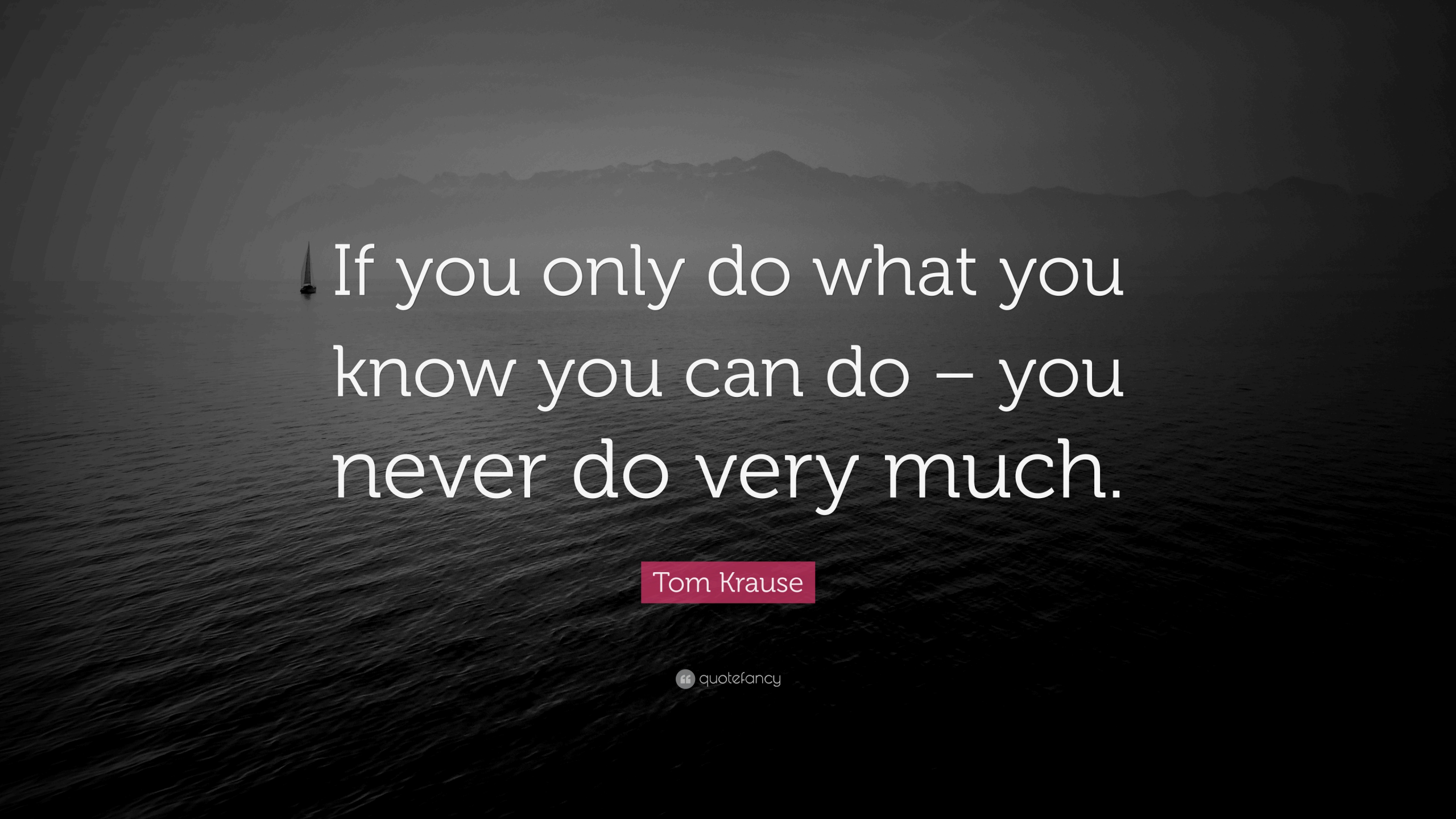


KEY TAKEAWAY

Having awareness of local customers, competitors, industry trends and other market intelligence is essential critical for businesses at every stage



LOCALINTEL



If you only do what you
know you can do – you
never do very much.

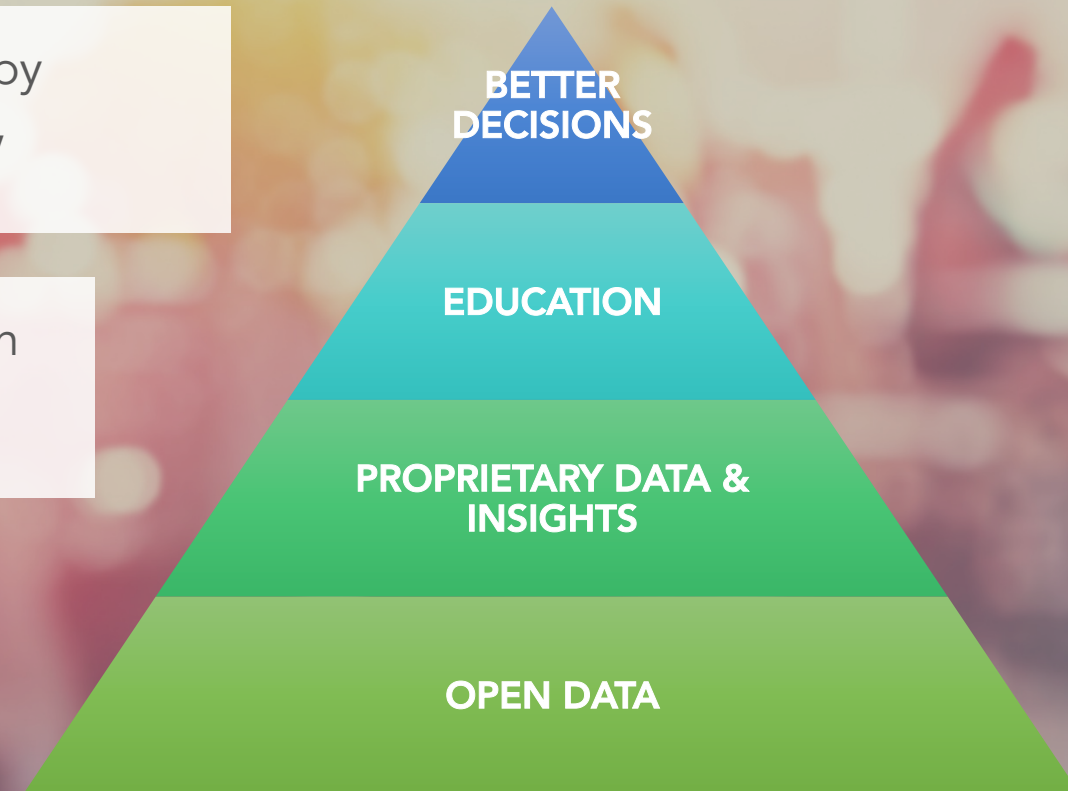
Tom Krause

The Problem for Municipalities

Canada's 3,000+ municipalities can help small business by providing online information that is easy to access, clear, relevant and up to date.

In doing so, these organizations support business growth and create new opportunities in their community (i.e. economic development).

Unfortunately, most municipalities lack the time, money and expertise required to create and maintain world-class online economic development tools.



KEY TAKEAWAY

Communities are missing out on job creating opportunities

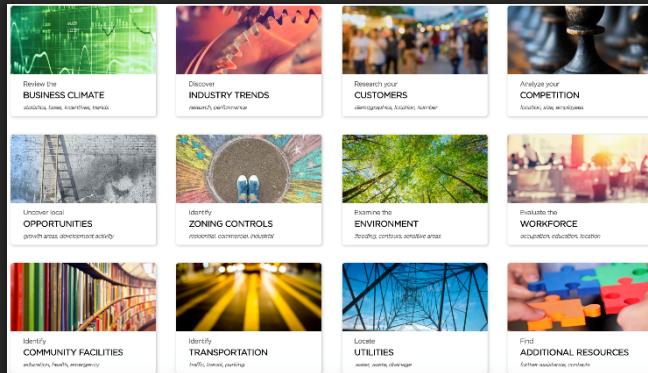


LOCALINTEL

How it works for municipalities & regions

STEP 1

Choose tools from the catalogue a-la-carte



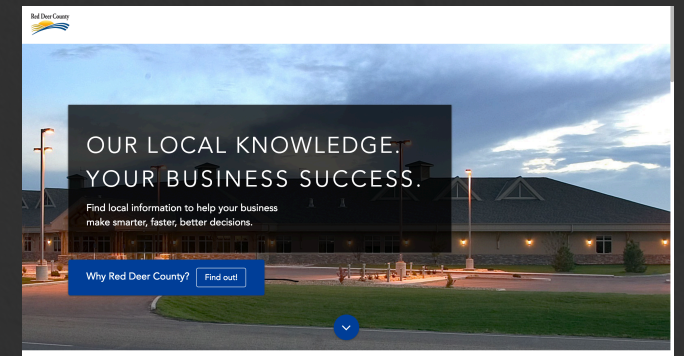
STEP 2

We access open data & populate tools



STEP 3

Embed tools or bundle as a microsite



KEY TAKEAWAY

We build, host, update and improve our expanding catalogue of online EcDev tools

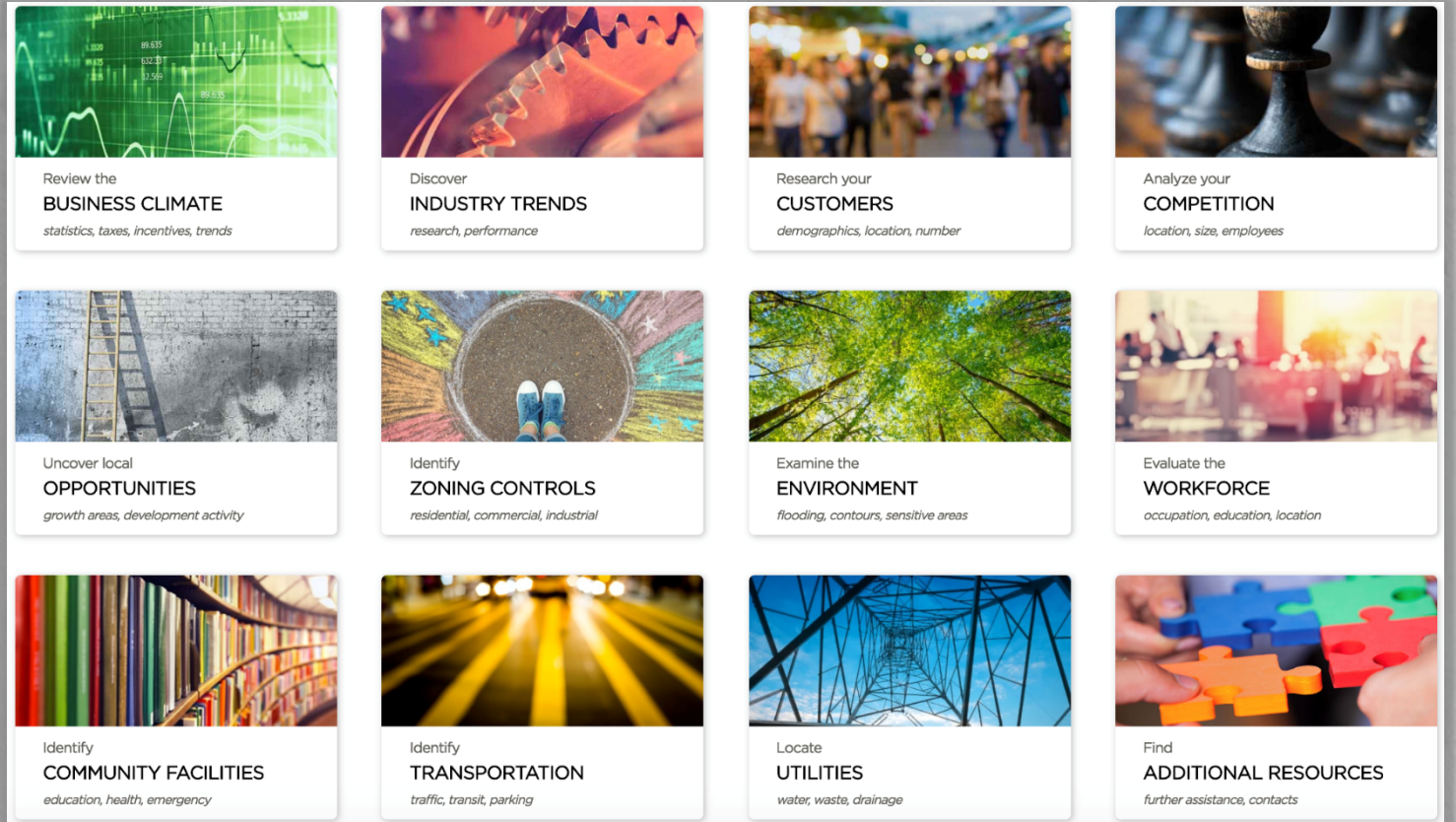
How it works for businesses



PAM IS OPENING A PET STORE

For her **business plan** & **site selection** she needs to know:

- Industry Trends
- Customers
- Competitors
- Growth locations
- Zoning
- Available properties
- And more



How it works for businesses



PAM IS OPENING A PET STORE



For her **business plan** & **site selection** she needs to know:

- **INDUSTRY TRENDS**
- Customers
- Competitors
- Growth locations
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What trends are impacting the industry?

Competitive Landscape

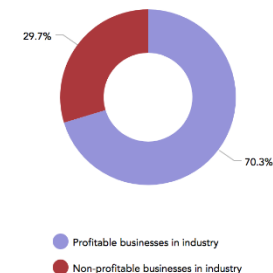
Pet ownership drives demand, and spending generally resists economic cycles. Profitability for individual companies depends on the ability to generate store traffic and effective merchandising. Large companies offer low prices and wide selections of both products and services. Small companies compete effectively by serving a local market, selling unique products, offering specialized services, or providing pet expertise. The industry is concentrated.

Products and Operations

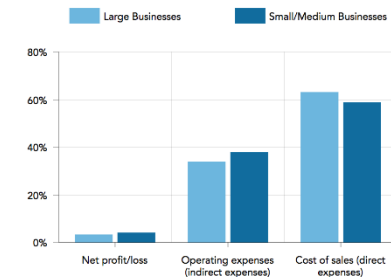
Pet food accounts for about 45% of sales, pet supplies for 35%, and aquarium products and fish for 10%. Other sources of revenue include pet care services and pet sales. Pet stores include national chains, franchises, and independent retailers. National chains operate a "superstore" format, which can exceed 20,000 square feet. Pet superstores are located in high traffic areas, usually in large strip malls, co-anchored by other strong superstores.

Pet store franchises vary in size, but generally have smaller stores of about 8,000 square feet. Smaller stores allow franchises to locate in smaller shopping centers, closer to neighborhoods. Independent pet stores serve small markets and average 3,000 square feet. Pet superstores can generate about \$5 million of revenue annually, with sales per square foot that may exceed \$200. A typical pet store franchise has \$2 million of annual revenue, or \$250 per square foot. Smaller independent pet stores generally have revenue under \$1 million, with sales per square foot under \$200.

Profitable vs Non-Profitable Businesses (Small/Medium)



Industry Expense Summary (% of Total Expenses)



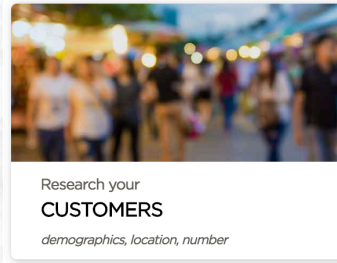
How it works for businesses



PAM IS OPENING A PET STORE

For her **business plan** & **site selection** she needs to know:

- Industry Trends
- **CUSTOMERS**
- Competitors
- Growth locations
- Zoning
- Available properties
- And more



Research your
CUSTOMERS
demographics, location, number

Who are my customers?

The typical pet store customer is a family with children that has higher-than-average income. Over half of households own a pet; the most popular are dogs, cats, or fish. More information on key consumer customers is provided below.

Individual Residents

Aged between 45 and 54 (20 to 25% of customers)

Aged between 55 and 64 (20 to 25% of customers)

Aged between 35 and 44 (15% to 20% of customers)

Households

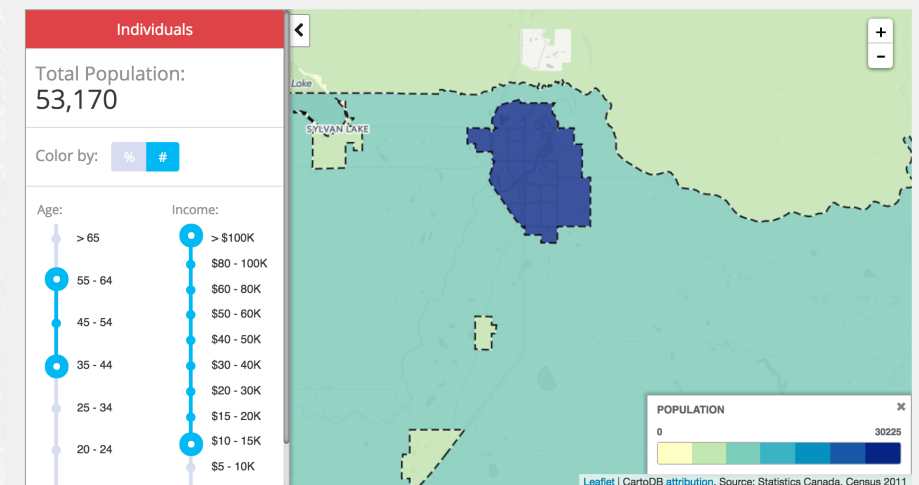
Married couple households, with children (25 to 30% of customers)

Married couple households, no children (25 to 30% of customers)

Single person households (20% to 25% of customers)

Workers and Commuters

In addition to residents and households, your customers may also include people who work in the vicinity of your business. The worker



How it works for businesses



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- **COMPETITORS**
- Growth locations
- Zoning
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- And more



Analyze your
COMPETITION
location, size, employees

Total Establishments

British Columbia

391

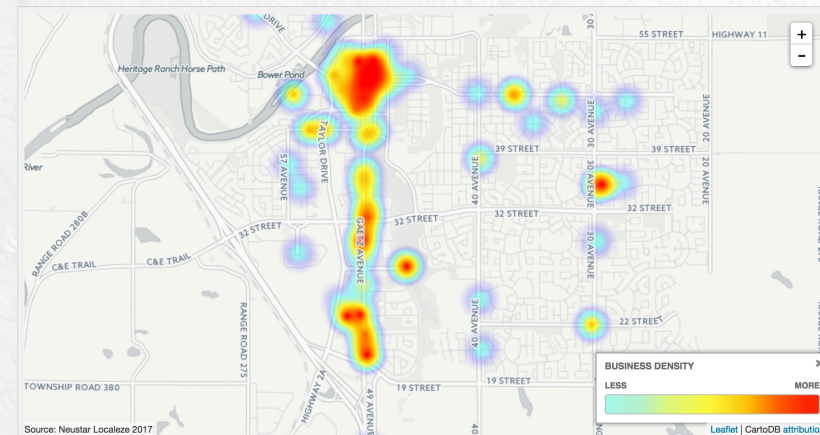
Canada

2,594

Who are my competitors?

In this section you'll find information on the number, size and distribution of establishments in the Pet & Pet Supplies Stores industry (NAICS: 45391). You can use this information to assess the existing level of competition in your province.

Number of Establishments by Type



How it works for businesses



PAM IS OPENING A PET STORE



For her **business plan & site selection** she needs to know:

- Industry Trends
- Customers
- Competitors
- **GROWTH LOCATIONS**
- Zoning
- Available properties
- And more

What can create opportunities for businesses?

New business opportunities are constantly arising as a consequence of change occurring around us. Businesses that keep their eye on what is occurring in their community are more likely to find new opportunities and potentially benefit from them. Three local drivers of change and opportunity are population growth, development activity, and infrastructure projects.

Population growth

Population growth generates additional demand for goods and services.

Development activity

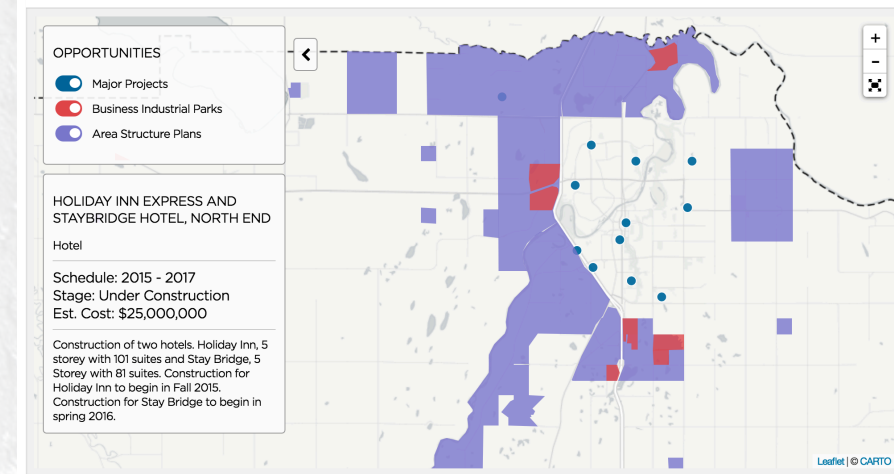
New development means more people living and working in the local area.

Infrastructure projects

New roads, transit, school, hospitals and other major infrastructure projects create significant opportunities for business.

Where are opportunities arising?

This map provides an easy way to see where opportunity-generating activity is occurring. Use the map to find areas in the municipality with population growth, new or planned development and other opportunities.



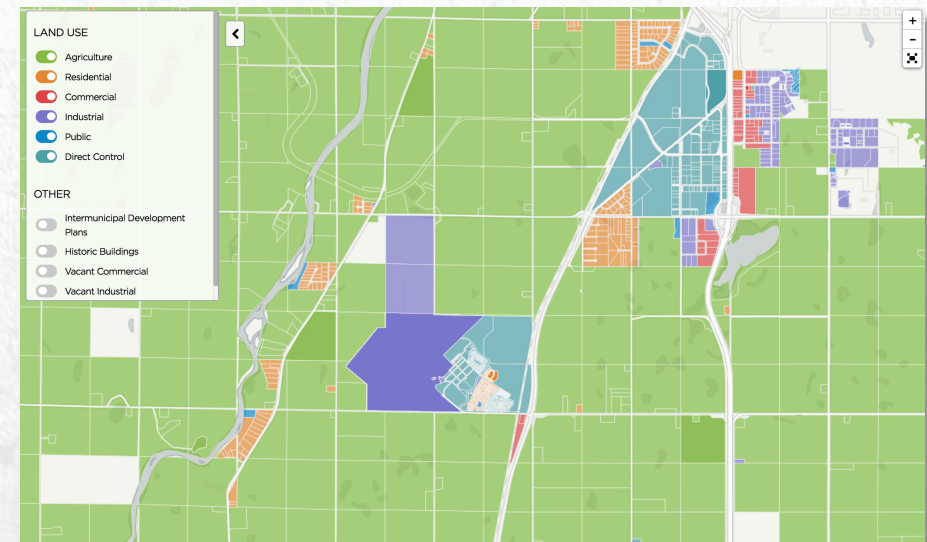
How it works for businesses



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How do I use this information?

It is one thing to have data about essential location factors, but another to have thought it through and know what it all means. This section will help you use the information provided above to make better business decisions.

Land use

Local land use controls regulate the use and development of land throughout the municipality. These controls matter because they also determine where you can operate a business. Each part of the municipality is divided into zones. For each zone, particular types of development and land uses may be permitted within its boundary. Land use zoning regulations are combined with maps into a legal document called a zoning bylaw. Zoning bylaws can control a range of things including land use, signage, parking, setbacks, hours of operation and more.

The land use map above indicates those general areas where commercial, industrial, residential and other types of uses may be permitted. Use this map to identify the general category of land use that applies to the location you are researching. Be warned however, land use controls can get complicated. For example, certain types of businesses may be permitted in residential areas. So the next step is to talk to the planning department to get a better understanding of all the controls that apply to that location. If you don't consider these controls, you may not be able to obtain approval from the municipality to operate a business or undertake new development.

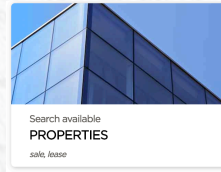
How it works for businesses



PAM IS OPENING A PET STORE

For her **business plan** & **site selection** she needs to know:

- Industry Trends
- Customers
- Competitors
- Growth locations
- Zoning
- **AVAILABLE PROPERTIES**
- And more



What commercial properties are currently available?

This property search tool will help you to identify local commercial listings that are best suited to your specific needs. Whether you are looking to lease, or buy, the listings are mapped and updated daily by commercial real estate firms across the country. Use the filters to narrow your search and find the perfect property that will position your business for success!

Realtor Spacelist

For Sale For Lease

All Commercial

Lower Price Limit

Upper Price Limit

Search realtor.ca

How do I use this information?

There are many things to consider when buying or leasing a commercial property for your business. However, the most important considerations can be divided into three categories. The first is the physical property itself, including its location as well as the building and any improvements. The second consideration is the legal component and the third is costs. Here's some key questions you should seek to answer when assessing your options.

The property

1. Is the space ideally located with respect to your customers, competitors, vendors and suppliers?
2. Does the space meet your business requirements (e.g. size, facilities, growth potential, access, street visibility, signage, parking, security, broadband, utilities etc.)?
3. Is the physical condition of the building suitable? Is there any visible or structural damage? What internal and external repairs are required, how much will they cost and who is responsible for paying them?

The legal stuff

4. Do the municipal planning controls allow you to do what you need to do on the property? Are there zoning laws or building codes or covenants, that limit the changes or alterations you can make to the property? Have you checked with the municipal planning department to make sure?
5. Have you determined if there's an opportunity for expansion or subletting if your business needs change in the future? What is the penalty for terminating your lease early?
6. Have you engaged a real estate lawyer to do a title search, review the mortgage agreement and finalize all paperwork?

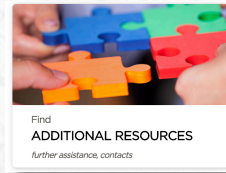
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Contact us

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Central Alberta
Access
Prosperity



Site selection, research services, customized tours, business-to-business matching, government access and targeted referrals: we are here to support you when you invest in Central Alberta.

Pam Steckler - Investment Attraction Officer
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accessprosperity.ca

Building
Permits



Find out what is developing in Red Deer County! This page houses the Monthly Development Permit Statements. These statements include all development permits issued in Red Deer County. [Learn more](#)

Business
Development
Bank of Canada



BDC offer business loans and consulting services to help Canadian businesses grow. Through our subsidiary—BDC Capital, we also offer a full spectrum of specialized financing. [Learn more](#)

Today

1. What site selectors really need
2. What small businesses and entrepreneurs really need
- 3. What future role of technology in economic development**
4. Q&A



WHAT'S NEXT?

The future



KEY TAKEAWAY

GovTech will make it easier for EcDev professionals to provide businesses with the market knowledge they need to understand change, make better decisions and thrive = job growth

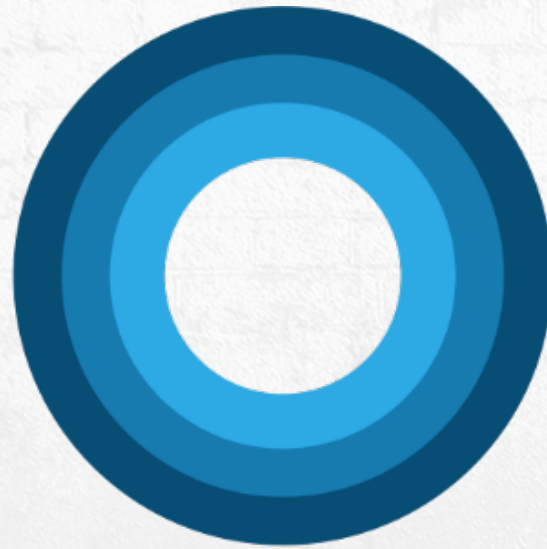
The future

Using big data, machine learning and artificial intelligence to answer questions like:

- What **industries** are suited to our community and should be targeted?
- What **businesses** are underrepresented in our community and should be targeted?
- What **uses** are most likely to succeed in particular locations?

KEY TAKEAWAY

Technology will provide EcDev professionals with increasingly powerful and valuable tools to drive opportunity.



Contact

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