

Centre of *Attention*

**Overflowing
opportunities
for business &
entrepreneurs**

- *Unique retail & commercial districts*
- *Connect to clients faster with fibre*
- *Biggest draw west of Edmonton*

**Young
Educated
Growing**

*Young population,
skilled labour
force, growing
community*

**50,000
eyeballs
every day**

*Get seen from
the Yellowhead!*

**Over \$2.1
billion sold**

*Join a rapidly
growing retail
market*

TRADE AREA

150K

POPULATION

POPULATION CENTRE

39,348

AND GROWING!

sprucegrove.org



A regional hub with a \$2.1 billion retail economy, Spruce Grove supplies a dynamic mix of commercial, retail, professional and entertainment services to a market of nearly 150,000.

Spruce Grove

...Developing Opportunity

The perfect place to grow

Strategically positioned along high-visibility corridors, Spruce Grove is the city of choice for shoppers from north and west of the city. The unique mix of urban shopping and services free of big-city drawbacks (like traffic and crowd congestion) draws in visitors from over 100 kms away.

- » **High home ownership**
- » **Above average income**
- » **Fibre internet connectivity for all**
- » **Trade area population of 150,000+**
- » **Trade area population forecast to increase to 183,000 by 2030**
- » **\$12 million dollars in commercial building permits for 2021**
- » **3.2 million sq/ft retail/office space**



While only 11 kms west of Edmonton, residents within Spruce Grove's retail trade area are skipping the trip and spending their money closer to home – and the appetite for buying local is growing. Spruce Grove is an innovative, expanding business centre. Together with new commercial developments and competitive non-residential taxes, our community is open for business.

A Forecast *for Growth*

Be part of our growth so we can be part of yours! Over the past 20 years, Spruce Grove has transitioned from a bedroom community to a full-service city with diverse retail, commercial, industrial, hospitality and entertainment opportunities. But, as we grow, our city requires new businesses and stores that are willing to meet the demand for more.

Young consumer market

The migration of young adults and young families has driven the median age of the community down to 35 years old. That's three years younger than the median age of the province and six years below that of Canada! Not only does this support a vibrant workforce but it also drives demand for consumer goods and services, making Spruce Grove an ideal community to start or grow a business.

Prosperous populace with disposable income

Spruce Grove residents boast a higher median household income than our neighbours. Median household income is \$127,421 as of 2021. That's over \$25,000 higher than Edmonton at \$101,714, and our families' income is growing. The median income of families in Spruce Grove increased 4.6% annually up to 2021.

Rapid, sustained growth

Spruce Grove is one of Western Canada's fastest growing mid-sized cities, with new opportunities popping up daily.

With an average growth of 4.2% annually over the past 10 years, Spruce Grove has more than tripled in the last two decades. Today, we are 39,348 strong and adding more every day – and we don't see that stopping anytime soon.

If we continue on this trajectory, the EMRB Regional Growth Plan (2020) predicts that by 2044, Spruce Grove's population could reach almost 70,000.

And, because our city has a solid commercial/retail foundation, we draw consumers from all over, including the 89,000+ residents of the tri-municipal area – Spruce Grove, Stony Plain and Parkland County.

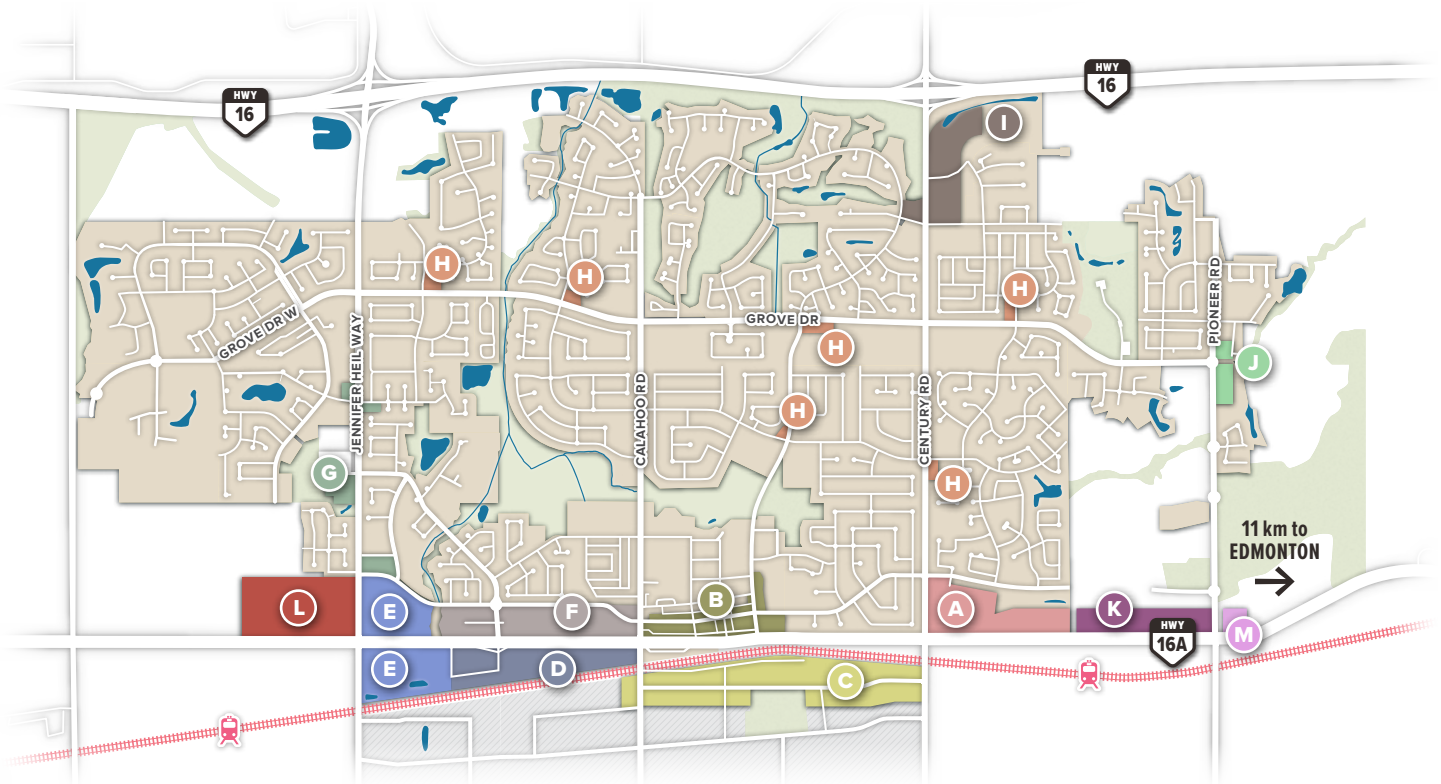
Join our community early and open the door to growth as you make your mark in our rapidly expanding city.

Higher incomes, more spending

Typically, higher incomes are linked to higher consumer spending. With a population eager to buy local, this is a significant opportunity for businesses in the community.



Spruce Grove commercial



AREAS

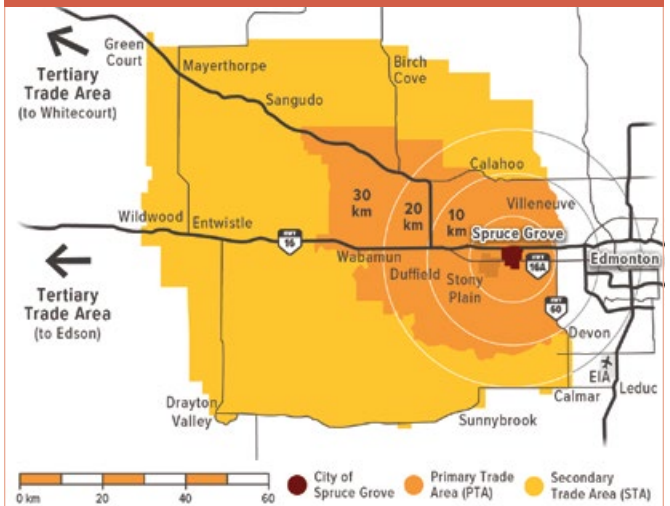
- A Century Crossing
- M Metro Ballpark
- J Pioneer Lands
- K Easton (Under Construction)
- E Power Centre
- B City Centre
- C Mixed-Industrial Commercial
- D Hwy 16a Auto
- I Westwind
- F Westland Market
- G Tri Leisure Village
- H Neighbourhood Commercial
- L Legacy/Creekside Commons

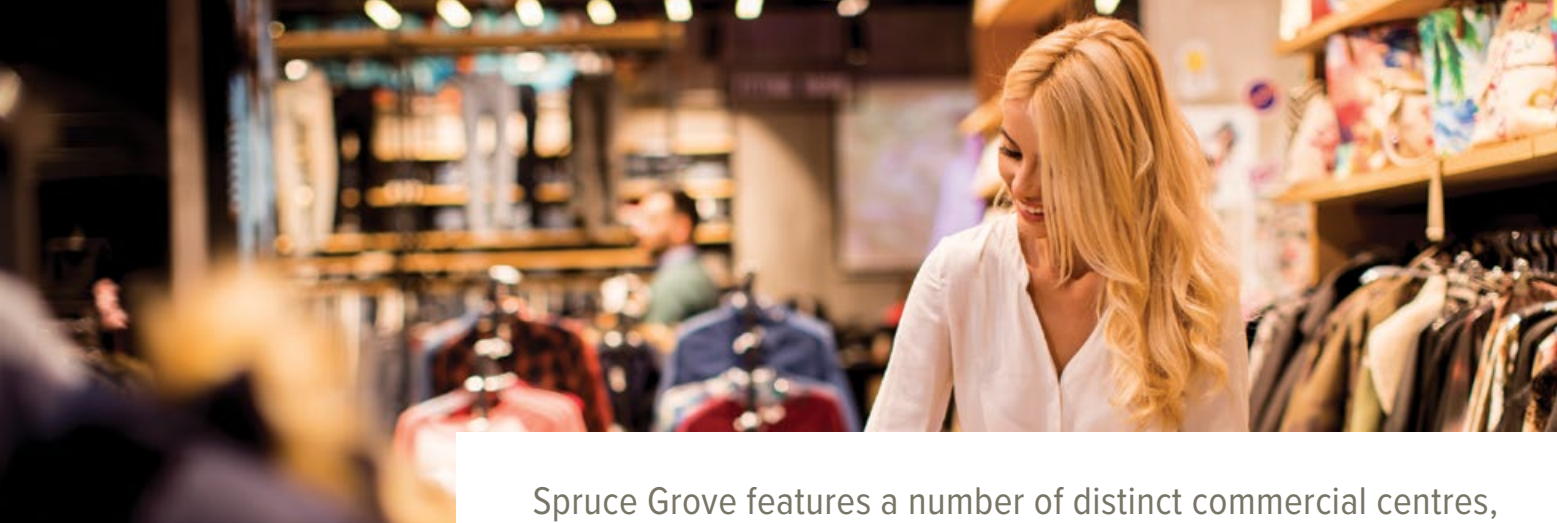
A city hungry for more...

DID YOU KNOW?

Spruce Grove's primary trade area of 150,000+ surpasses the critical retail population catchment benchmark of 100,000 for chains locating in the City. In other words – we're big enough to host the gap.

Primary & Secondary Retail Trade Areas





Spruce Grove features a number of distinct commercial centres, along with dispersed, neighbourhood commercial opportunities that appeal to a wide range of tastes and businesses.

Accessible, Visible *and Exceptional*

Power Centre: Anchored commercial

Straddling *Highway 16A*, which consistently attracts 30,000 cars daily, the *Power Centre* features a variety of anchor tenants:

Westgrove Common

- » Strategic infill sites offer great opportunity for small retailers
- » Major home improvement and grocery retailers, including *Home Depot* and *Superstore*
- » Popular cafes and fast food franchises
- » Home to banks, including *TD* and *RBC*

Sunrise Commercial

- » Major home improvement and grocery retailers – *Rona*, *Walmart*
- » Exciting large & small leasing opportunities in the *Walmart* complex

Highway 16A:

Auto & Mixed Industrial Commercial

Just south of *Highway 16A*, this area presents a range of opportunities, from auto sales to national big-box retailers and restaurants.

- » Anchored by *Zender Ford*, *Grove Dodge*, *Spruce Grove Hyundai* and *Nissan* dealerships
- » Home to auto-related amenities, including major auto parts retail, oil change & auto repair businesses, and car audio & electronics

Westland Market Area: Indoor Mall

This one-stop shopping area attracts consumers from all over *Spruce Grove* and the surrounding area.

- » Balanced retail opportunities for small to mid-sized tenants
- » Anchored by *Shoppers Drug Mart*, *Staples*, *Value Village*, *Bulk Barn*
- » Strip centres and freestanding pads with grocery and home improvement retailers, including *Sobeys*, *Safeway*, *Canadian Tire*

Century Crossing: Big Box & Chains

Offers high visibility with over 50,000 vehicles passing along *Highway 16A* and *Century Road* each day.

- » Situated as the entry point to *Spruce Grove*
- » Anchor tenants include *Sport Chek*, *Winners*, *PetSmart*, *Peavey Mart*, *Save-On Foods* and more
- » Major financial institutions, full service gas bar, and *Landmark Cinemas*
- » Array of full and limited service restaurants

Neighbourhood Commercial:

- » Opportunities in both established and new commercial centres surrounded by dense residential development that promotes walkability.
- » Retail, personal and professional services, and excellent daycare centres close to home.

Tri Leisure Village: High Visibility

Situated along *Jennifer Heil Way*, *TLV* is a high-profile hub for sports, wellness and associated commercial.

- » Anchored by *TransAlta Tri Leisure Centre*
- » Sports and recreation facilities include *Border Paving Athletic Centre (BPAC)* and *Fuhr Sports Park*
- » Home to the *Holiday Inn Express & Suites* and *Tri Wellness Centre*
- » Restaurants and medical/personal services

Commercial Curb Appeal

Easton Commercial

This 27-acre urban village will soon be the first sight for visitors to the Spruce Grove's east end. Located on *Highway 16A*, the site sees significant traffic from Edmonton and is already surrounded by retail anchors that draw a steady stream of shoppers to the area. Once complete, the development will integrate just over 393,000 sq/ft of retail space with medium to high residential and provide a captive market for tenants.



Creekside Commons

Located on a 21 acre site at the northwest corner of *Highway 16A* & *Jennifer Heil Way*, *Creekside Commons* is a new commercial development in a high traffic area, seeing over 50,000 vehicles pass by every day. When complete, *Creekside Commons* will offer over 231,000 sq/ft of leasable commercial and retail space.

City Centre Revitalization

A vibrant revitalization initiative is reinvigorating, redefining and reactivating Spruce Grove's core as a thriving gathering place for shopping, dining and entertainment. With extensive infrastructure rehabilitation, streetscape improvement, redevelopment, along with excellent exposure along *Highway 16A*, *City Centre* is a place where businesses want to locate. It is transforming into a welcoming, family-friendly place brimming with year-round activity, inviting green space, revitalized buildings, and an assortment of shops and personal services – all within a walkable environment.

Westwind Centre Development

Located along the *TransCanada Yellowhead Highway*, *Westwind Centre*, one of Spruce Grove newest commercial developments, provides convenient highway access and excellent exposure along high-traffic roads – seeing 60,000 vehicles pass by every day. Anchor tenants such as *Steve's No-Frills Supermarket*, *Tim Hortons*, and *McDonalds*, along with medical and personal services, independent retail, and dining options including Spruce Grove's first microbrewery & tap house, attract consumers from around the retail trade area. The surrounding dense residential neighbourhoods provide easy pedestrian access into the centre. With plenty of exciting high-visibility investment and business opportunities, *Westwind Centre* is becoming a major commercial, hospitality and entertainment district with regional appeal.

Daily traffic counts for bordering roadways

Tri Leisure Village	▶ Jen Heil Way	24,230+
Easton Commercial	▶ Highway 16A	28,607+
	▶ Pioneer Road	2,860+
Creekside Commons	▶ Highway 16A	31,160+
	▶ Jennifer Heil Way	19,023+
City Centre	▶ McLeod Street	7,170+
	▶ Calahoo Road	10,470+
	▶ Highway 16A	26,840+
	▶ King Street	6,790+
Westwind Centre	▶ Century Road	16,310+
	▶ Yellowhead Highway	46,120+

Hospitality and Experiential Services

Food and accommodation

With a growing appetite for new food and accommodations, consumers are craving more from the city's restaurants, hotels and conference facilities. This includes a hunger for ethnic and full-service restaurants. Developers are creating commercial space for companies and entrepreneurs to satiate this need.

Entertainment and leisure

Similarly, Spruce Grove residents are always on the lookout for new activities in the area. Current developments in the city have made room for new opportunities in entertainment to draw in visitors from the surrounding area and encourage residents to join the excitement.

Retail Sales *Thriving & Rising*

Shopping patterns reveal promising opportunities

Consumers spent nearly \$2.1 billion in 2021 at retailers throughout the Spruce Grove trade area, and that number keeps climbing. Our consistent population growth continues to drive demand upwards while opening new niches each year. There are many development opportunities that will allow local businesses to take advantage of these gaps and keep a greater percentage of the retail dollar in Spruce Grove.

DID YOU KNOW?

Home furnishings and home electronics are two of the largest gaps in our retail landscape. Consumers in the Spruce Grove retail trade area spent about \$22 million in 2021 outside the trade area in these two areas.

Retail opportunities in Spruce Grove according to consumers:

- Full-service restaurants
- Clothing & footwear
- Home furnishings & electronics
- Books & multi-media
- Fitness & leisure
- Toys & hobbies

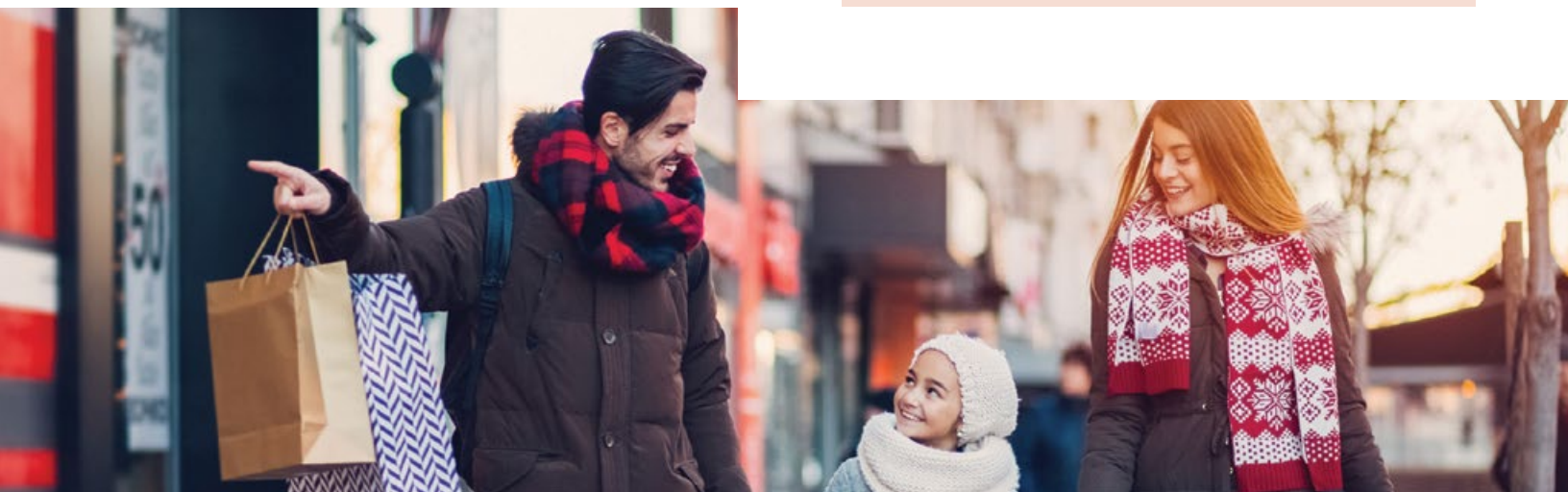
Creating possibilities with open retail space

Along with a large, active consumer base, Spruce Grove offers plenty of ready-to-rent commercial space.

Currently, the city has an estimated retail and office inventory totalling 3.2 million sq/ft. This includes a variety of retail leasing opportunities to fit all budgets, including established spaces, infill buildings and construction in new developments.

Top ten merchandise categories of 2021 retail spending in the retail trade area

Auto/RV/Motorsports Dealership	\$ 339.7 M
Grocery & Specialty Foods	\$ 160.9 M
Home Improvement & Gardening	\$ 107.4 M
Limited Service F&B	\$ 68.1 M
Auto Parts & Accessories	\$ 58.4 M
Clothing & Apparel	\$ 45.5 M
Pharmacy	\$ 43 M
Full-Service F&B	\$ 39.9 M
Personal Services	\$ 35.9 M
Alcohol & Tobacco	\$ 33.4 M
TOTAL MERCHANDISE	\$ 1.036 Billion





Please visit us online at: sprucegrove.org

Essential Meets *Extraordinary*

Health services in demand

The expanding population in the city and the region, along with strong employment growth, means more patients, clients and workers seeking accessible and convenient health-related services.

This ever-increasing demand sparks opportunities for health providers and health-related services, especially for the growing young family and senior demographics in the region.

Plentiful professional possibilities

The demand for accountants, lawyers, engineers and other professionals is outpacing Spruce Grove's supply of professional services.

The rapidly expanding residential market and the growing commercial and industrial sectors will continue to push demand for years to come, creating abundant opportunities for local professionals.

Work close to home

Spruce Grove is an attractive home community to professionals, entrepreneurs, tradespeople and more with its small-town feel and big-city amenities – including easy access to Edmonton. With local and commuter transit to and from Edmonton, Spruce Grove makes movement easy.

This has driven an increase in the city's working age population, creating a deep talent pool of workers who are young, highly skilled and educated.



FOR MORE INFORMATION:

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