

2011



Life In The Heartland Community Update

October 24, 2011

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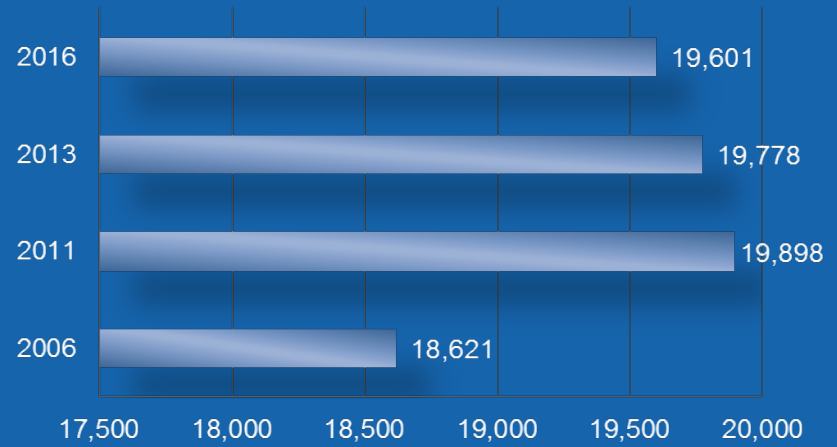
SVASP - Advisory Committee

October 20, 2011

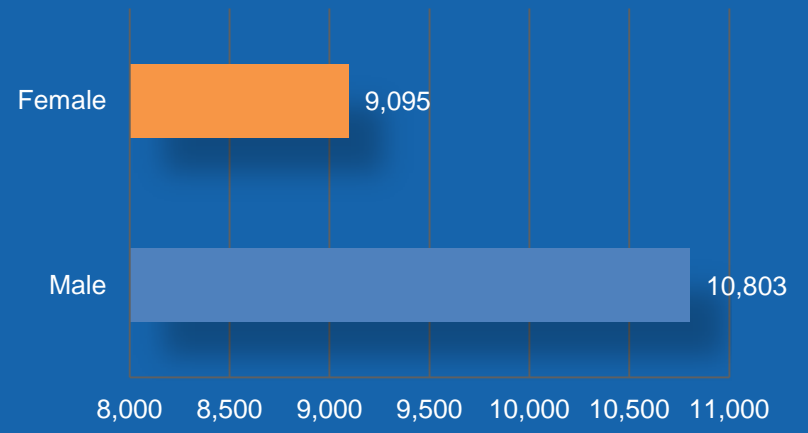
Population

The Capital Region Growth Plan's long range forecast for Sturgeon County projects population growth from 19,204 in 2008 to 19,810 in 2013 to approximately 20,000 in 2016.

Population estimates



2011 Population by gender



Generally, population growth for Sturgeon County is expected to fall below the provincial growth rate.

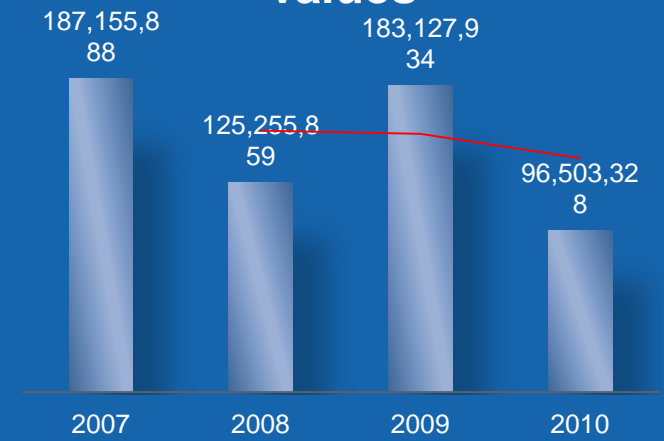
Building permits

Permit activity provides insight into housing and overall economic activity in upcoming months. It is so important that it is included in the index of leading economic indicators.

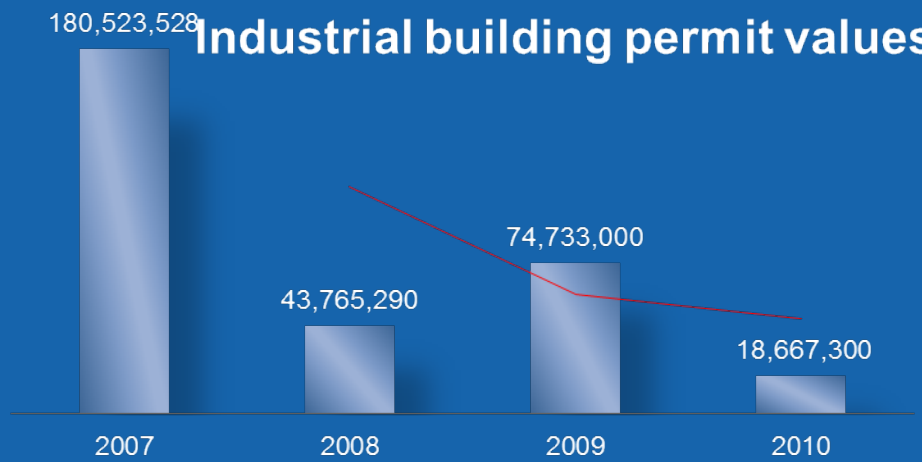
In Sturgeon County, building permit values declined 49%, from 2007 to 2008. Between 2008 and 2009, building permit values went up 46%. Between 2009 and 2010, building permit values declined 47%.

Renewed oil refining projects are expected to prompt further growth in industrial real estate if constraints such as servicing requirements for lands are removed.

Total building permit values



Industrial building permit values



Income

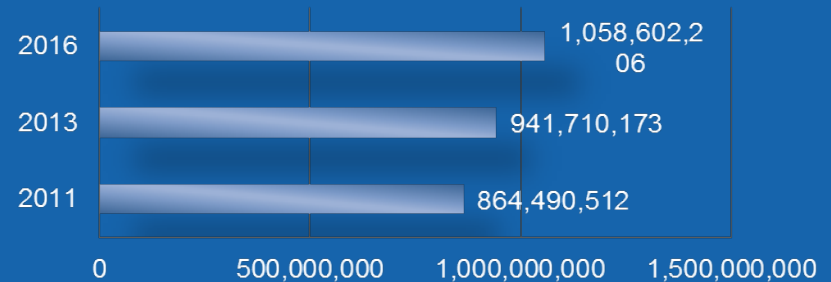
With strong economic growth, all income groups enjoy higher household income from work

Sturgeon County is projected to be \$864 million in 2011. This is expected to grow by 8.9% in 2013 and 12.6% in 2016

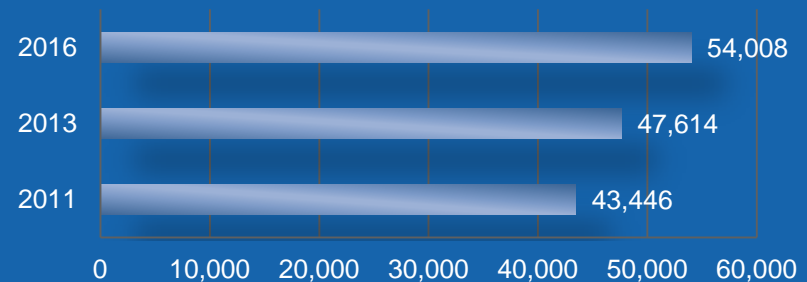
Per capita income in 2011 for Sturgeon County is projected at \$43,466. This is expected to increase by 9.6% from 2011 to 2013 and by 13.4% from 2013 to 2016

Generally, the standard of living for an individual in Sturgeon County is expected to grow

Total household income estimates



Per capita income estimates



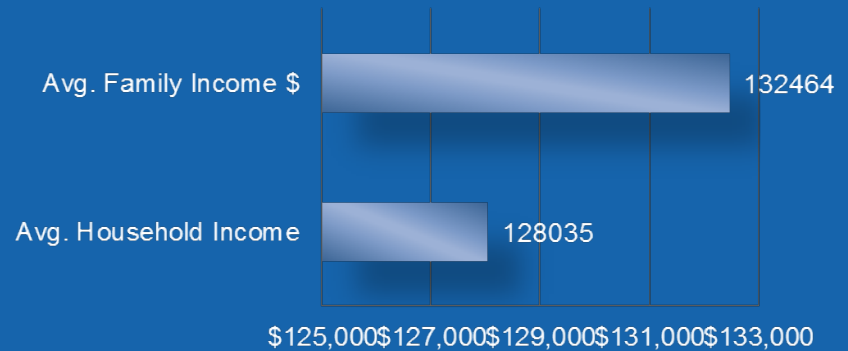
Income (cont.)

The average income for households in Sturgeon County in 2011 was estimated at \$128,035, which is approximately 32% higher than the national average.

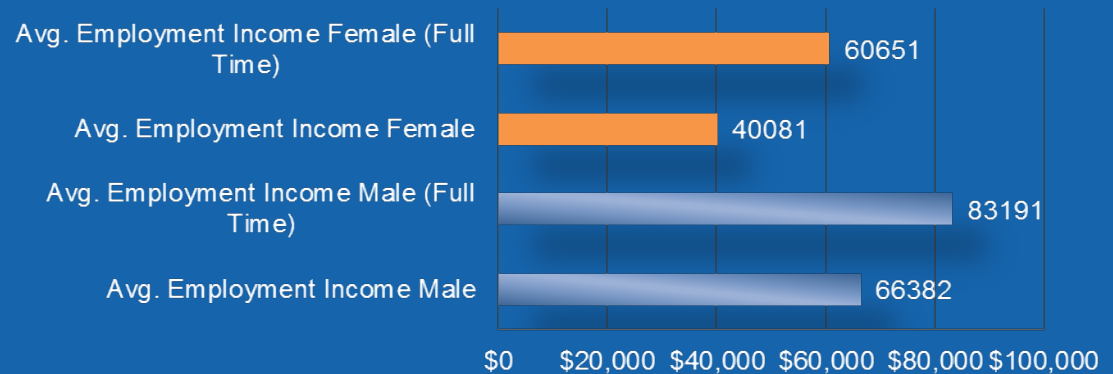
The percentage of households with an average income in excess of \$100,000 is projected to be around 43.7% in 2011

The average employment income for (full time) males in Sturgeon County is 37% greater than employment income for (full time) females. Female workers earn 63 cents for every dollar the male workers made.

2011 Average income



2011 Average employment income by gender



Housing

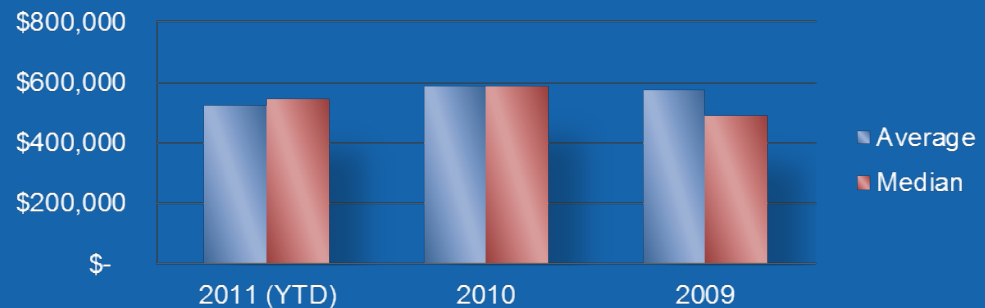
The average price of a unit as of February 2011 stood at \$525,800 while all municipalities within the metropolitan area averaged \$466,341 – a 12.7% difference

From 2010 to 2011 (year to date), Sturgeon County's average price per unit has declined by 11% compared to 2.9% decline for all municipalities in the Edmonton Metropolitan Area.

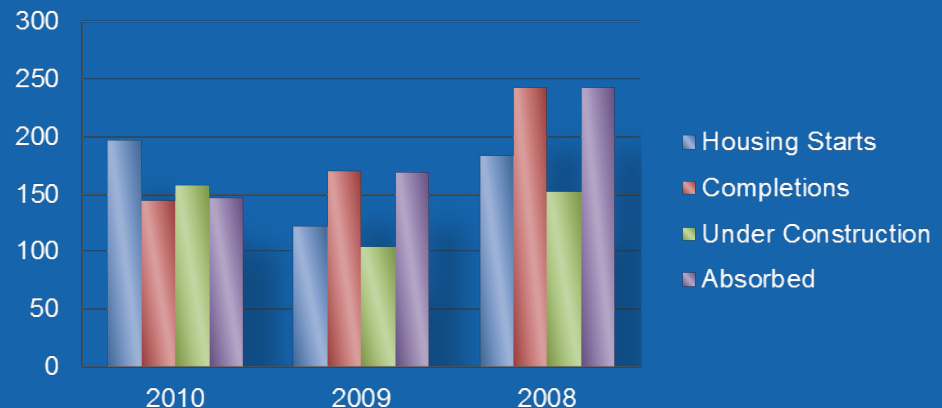
Housing starts declined by 33% to 122 units in 2009 from 183 units reported in 2008. Housing starts then increased by 61% to 197 in 2010.

The absorption rate for housing units declined by 30% from 242 units in 2008 to 169 in 2009 and further declined by 13% to 146 units in 2010

Absorbed Single-Detached Units - Average and Median Price



Residential housing activity



Industrial Development

Univar – 20 acre parcel of land to build a trans-load facility for methanol and caustic (20 million)

Bungee – Although in the initial stages. Bunge has announced that they have plans to double the 850 tonnes a day of capacity. Cost estimates 20-40 million. (2014)

McAsphalt – Asphaltene blending and processing facility. 20 – 30 million (2013)

2011



Value Added Agriculture – Sturgeon County Bounty

Experience the taste of local food being produced in Sturgeon County at these two great events in 2011.



July 1

Canada Day

at the Edmonton Garrison



The Bounty comes to Edmonton Garrison on Canada Day 2011. Visit sturgeoncountybounty.ca for more information.

October 1



Haunted Pumpkin Festival

Opening Day



Located north of Bon Accord on Lily Lake Road in heart of Sturgeon County. Visit MyPrairieGardens.com for more events and information.



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October 20, 2011

2011-2012

Canada Day

- Over 60,000 visitors

*street performers
Edmonton Oilers
astronaut Chris Hadfield
aerial flyovers and aerobatics
kid's activities
military car crushes
show and shines
vehicle displays and much
more...*

*topping off the day with a
fantastic fireworks
display!*



- Bounty integrated taste event
- 25 vendors, artisans involved throughout region as well