

**Q2**  
2024

# QUARTERLY ECONOMIC DEVELOPMENT REPORT

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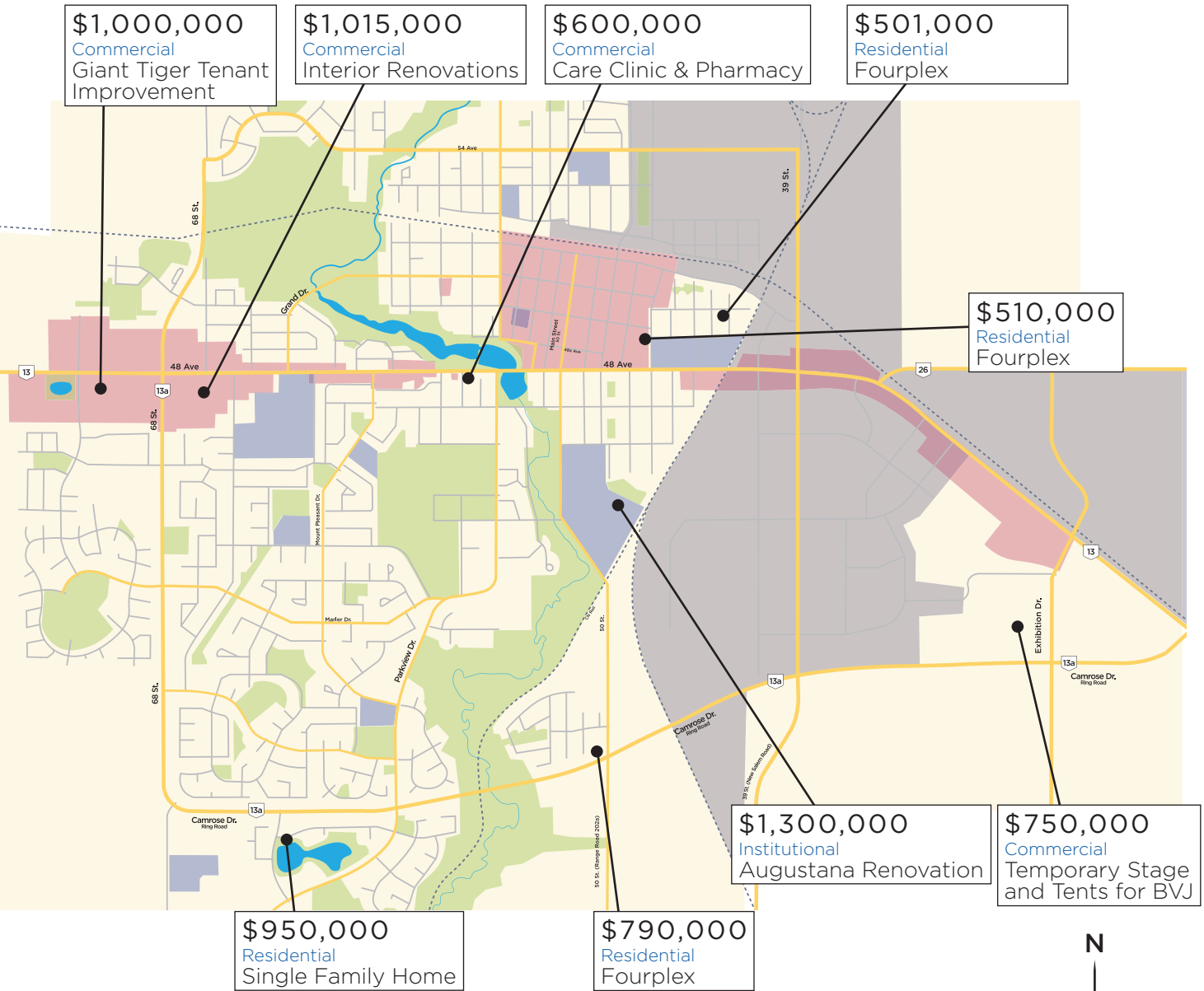


Camrose Golf Course

# BUILDING

## PERMITS

Over \$500,000 in Q2



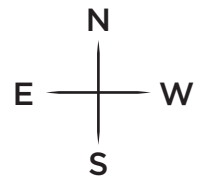
### RESIDENTIAL BUILDING STARTS Q2 2024



**3** Single Family  
**20** Apt/Duplex Units

### LEGEND

- City Limits
- Railway
- Primary Road/Highway
- Industrial District
- Commercial District
- Body of Water
- Parks
- School Grounds
- Residential & Urban Reserve



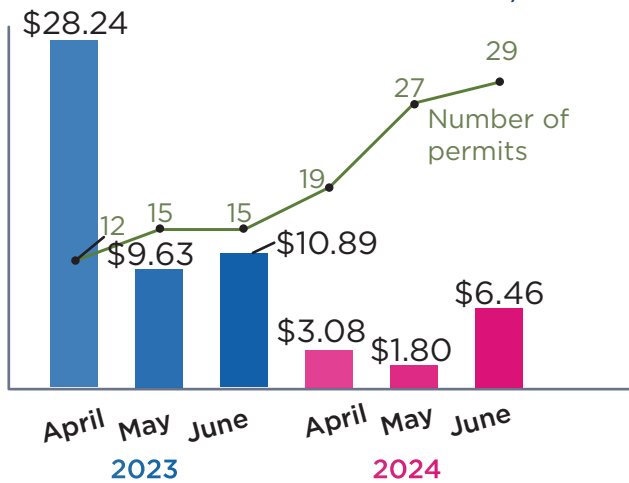
# HIGHLIGHTS

## DROUGHT CHALLENGES IN CAMROSE

The City of Camrose, like many places in Alberta, is facing a water shortage this summer. This quarter, the City moved to Stage 2 of the Water Shortage Response Plan, instituting mandatory water restrictions to ensure sustainable water usage during the current conditions.

The City is taking action to reduce water use especially in parks by utilizing grey water on trees and new sod. Additionally, the sports fields watering is done prior to 9am to reduce evaporation. The Camrose Golf Course optimizes water use through an automated system that reduces evaporation and over-watering. The Golf Course does not use potable water from the City's supply. The course has its own provincial license to divert water from Mirror Lake which currently has stable water levels.

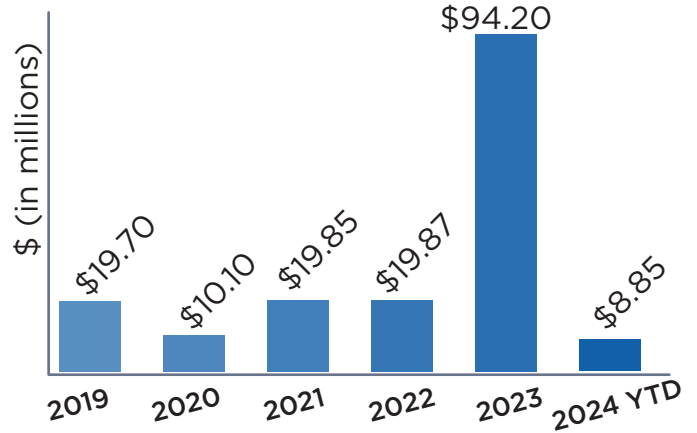
## NUMBER AND VALUE OF BUILDING PERMITS ISSUED IN Q2 2023/2024



## BUILDING PERMITS SEASONALITY

Building permits experience strong seasonality with many smaller projects commencing in the spring and summer months (Q2/Q3). While the total value of building permits approved is lower than 2023, the number of permits approved is almost double. Lots of small projects are on the go!

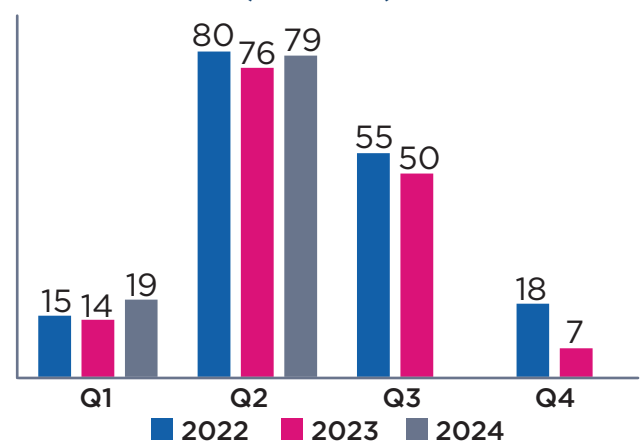
## NON-EXEMPT DEVELOPMENT PERMIT VALUES



## DEVELOPMENT TRENDS

The surge in development permits in 2023 is having a hangover effect on 2024. While estimated construction value has continued at a steady pace in Q2, it is now tracking below the 5-year average. Estimated taxable construction value is \$8,858,000 year-to-date.

## NUMBER OF DEVELOPMENT PERMITS (MINOR)



## DEVELOPMENT SEASONALITY

There is a strong seasonality to small permits and Q2/Q3 are substantially busier than Q1/Q4. 2024 has been on-par for minor permits compared to the last few years.

# BUSINESS DEVELOPMENT

## TOURISM HIGHLIGHTS

Camrose is a busy place in the summer months with so many unique events! From magic shows and plays to live bands, Camrose hosted a plethora of artists at venues around the City. Local artists submitted pieces to be judged for the Alberta-wide art show curated at the Chuck MacLean Arts Centre. The sporting fields and trails were also busy with games and races galore including the unique Camrose Night Classic soccer tournament! Downtown welcomed many visitors, vendors, and splendor at the annual Jaywalkers Jamboree.

Tourism is a growing part of Camrose's economic portfolio. Make sure you check out the 2024 Camrose & Area Tourism Guide available online or at the Visitor Information Centre in Camrose.



## NEWSLETTER OPENS

Q1 **1,294**  
Q2 **1,227**



## BUSINESS ENGAGEMENT



Q1 **200**  
Q2 **199**

## GRAND OPENINGS

- Mirror Lake Dental
- Birchwood Bath & Candle Co
- Vinesation
- Vitality Restoration & Aesthetics
- Central Physiotherapy & Massage
- The Shoe Co.
- Battle River Lending Place



## THE BUSINESS VISITATION PROGRAM

The business visitation program in Camrose is coordinated by the Economic Development team. Business visits are an opportunity for the City to provide resources to businesses based on their unique needs and input. The information gathered in these visits also informs future municipal initiatives, training opportunities, and strategies to effectively assist the business community achieve sustainability and growth.

**DID YOU KNOW**  
**16 businesses participated in the visitation program in Q2 2024**

It's important for the Economic Development team to stay current on workforce trends, challenges affecting the various industries, and measuring the effectiveness of past initiatives to address these challenges.