

Q1
2026

QUARTERLY ECONOMIC DEVELOPMENT REPORT

JANUARY | FEBRUARY | MARCH

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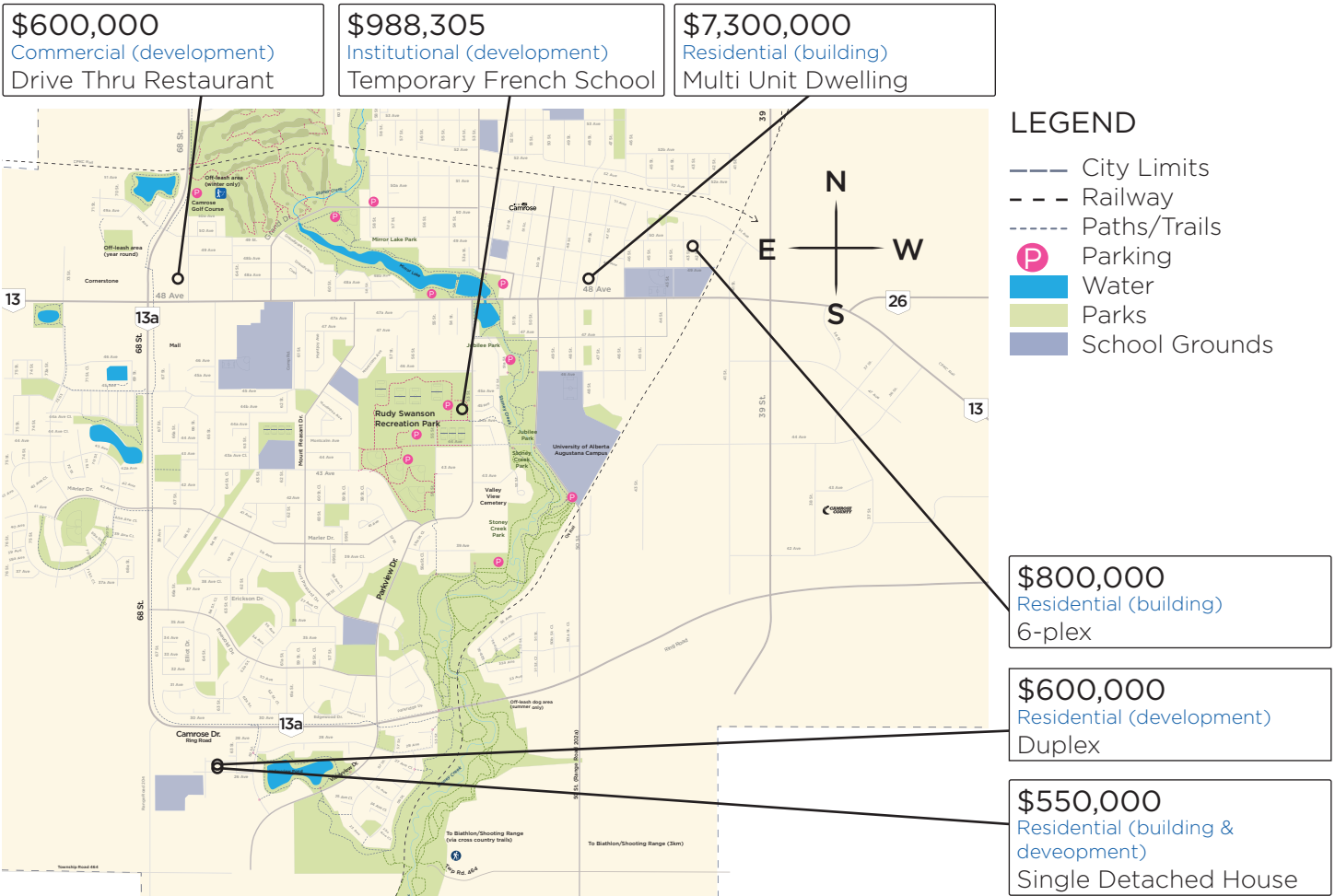
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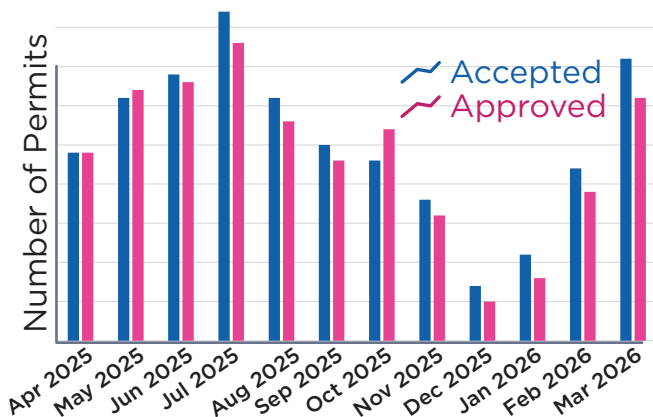
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GROWTH MAP



IT'S DEVELOPMENT SEASON!



2026 has started with a lower volume of major development applications with a high level of construction activity from major projects in previous years. The seasonal surge in minor development permits has begun!

Subdivisions

Stoney Creek Estates (39 lots, registered) has had underground and surface works completed. Home construction is underway with four development permits issued within the subdivision.

West Park (95 lots, registered) has had all surface works, landscaping, and fencing complete. Final lift paving is scheduled for spring of 2026. The lots are ready for development.

Valleyview West (41 lots, registered) has all landscaping complete. Home construction continues in this subdivision.

Creekview Ridge (50 lots, conditionally approved) and is advancing through the subdivision process. Lots are likely to be available in late 2026 or early 2027.

HIGHLIGHTS

HOUSING STARTS IN CAMROSE

Camrose has had a higher number of multi-unit dwellings and decrease in single family homes relative to this time last year.

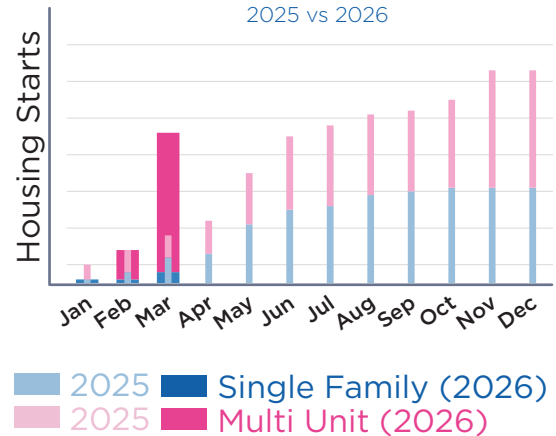


3 Single Family
↓ from 4 in Q1 2025

38 Apt/Duplex Units
↑ from 6 in Q1 2025

YEAR YO DATE HOUSING STARTS

2025 vs 2026



BUSINESS VISITS



24 businesses
participated in the
visitation program.
↑ from 19 in Q1 2025

Business visits are extensive 1+ hour long visits

Business Grand Openings

Congratulations to the following businesses on celebrating their grand openings this quarter!

- Go & Tea (2 year celebration)
- Quesada Burritos & Tacos
- Strada Coffee Co & Artisan Bakery

BUSINESS ENGAGEMENT



206
↑ from 171 in Q1 2025

Includes new business welcomes, quick business visits, and roundtable attendees.

New Business Licence System

The City of Camrose launched a new business licence portal. This is the first year using the online system to apply for, renew, and issue business licences. Permits, Licencing, and Land (PLL) makes applying for all types of building and development permits also available online.

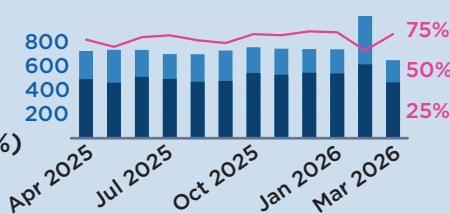
BUSINESS NEWSLETTER



Open Rate (%)

Sent

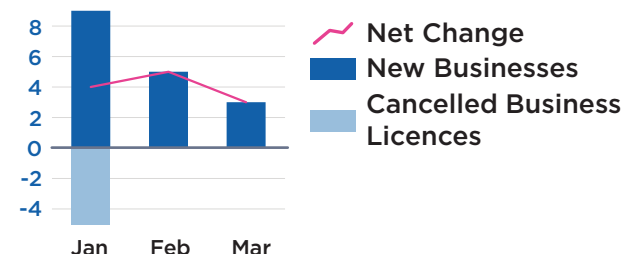
Opened



The average newsletter open rate over the last 12 months was 69%.

The jump in newsletter subscribers occurred in January 2026 when business licence renewals were occurring.

NUMBER OF NEW AND CANCELLED BUSINESS LICENCES



Camrose welcomed 17 new businesses this quarter and had 813 active business licence holders at the end of Q1.

CENSUS POPULATION



19,984
↑ from 18,772 in 2016

The Numbers Are In

Camrose conducted a municipal census in 2025 and has had ~1% growth per year.

HIGHLIGHTS

ECONOMIC DEVELOPMENT

Tourism Highlights

Tourism Camrose (Maven) was thrilled to attend a tourism roundtable hosted by Camrose County. Workshop attendees learned about existing tourism programs and the upcoming promotions this summer.

We look forward to printing a new edition of the 2026 Regional Tourism Guide and updated trail maps for both the City of Camrose and Camrose County.



Tourism Camrose is excited to launch a series of itineraries for day trips and weekend adventures, developed by the workshop attendees! Find these itineraries in the Camrose Regional Tourism Guide!



Viking Cup

The Viking Cup took place for the first time after a twenty-year hiatus, operated by the Augustana Vikings Hockey Alumni Association.

The Viking Cup tradition began in 1981 bringing national, U-18, and collegiate teams from Sweden, Finland, the United States, Slovakia, the Czech Republic, Russia, and other European nations.

This year, ten exciting games were held at the Camrose Recreation Centre. Thousands of spectators cheered while the teams took to the ice from all over the world represented by:

- Saskatchewan- SJHL U20 Selects
- Alberta- SAIT Trojans ACAC
- Alberta- U of A Augustana Vikings ACAC
- Czechia University Selects
- Nebraska, USA- Midland University Warriors ACHA

The SJHL team out of Saskatchewan played to victory in a gold medal match to end off the exiting rebirth of this iconic hockey tournament.

Shop Local Campaign

This was the third year working on a collaborative shop local campaign.

Community Futures, Love Local Camrose, the Camrose & District Chamber of Commerce, and Camrose County joined forces again. This year, over 300 gnomey selfies were submitted, \$3,400 in local gift card prizes were awarded, and the campaign video/posts got over 100k views on social media. Over 2,000 gift guides were handed out.