

Q2
2025

QUARTERLY ECONOMIC DEVELOPMENT REPORT

APRIL | MAY | JUNE

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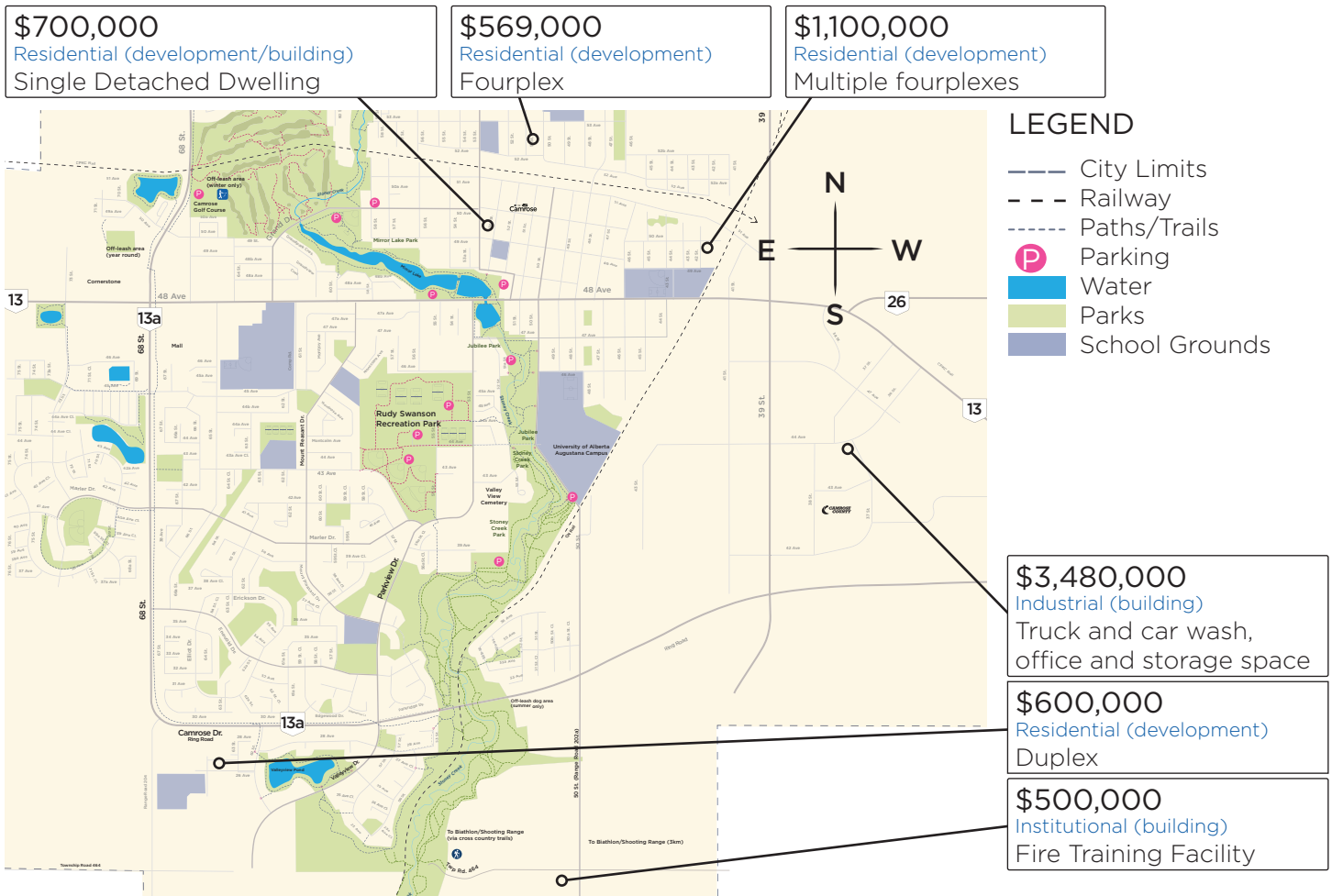
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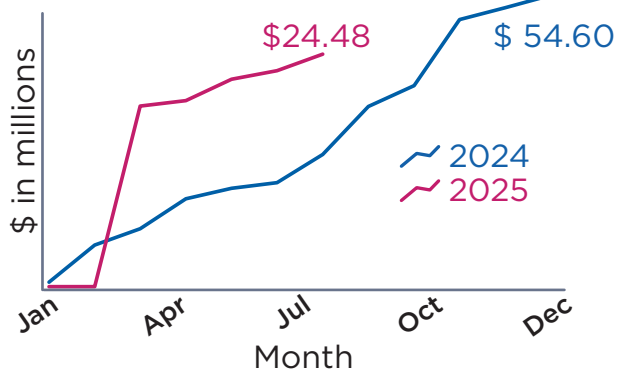
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GROWTH MAP



VALUE OF DEVELOPMENT PERMITS, YTD



In the first quarter, development was comprised of several large-scale commercial and multi-storey residential projects. Q2 was driven almost exclusively by low to medium density residential with a balance of single detached dwellings, duplexes, and residential buildings up to 4 units in size.

Subdivisions

Stoney Creek Estates (39 lots, registered) is having concrete work completed, preparation for paving, franchise utility installation, and construction of a show home.

West Park (95 lots, registered) is nearing completion of the berm fence, landscaping, and minor utility corrective work. The lots are ready for development.

Valleyview West (41 lots, registered) is having trees planted, laying sod on the boulevards of 26 Avenue, and landscaping corrective actions elsewhere in the subdivision. Home construction continues.

HIGHLIGHTS

Development Trends

Major development permits consist of residential, commercial, institutional, industrial, and mixed-use applications. In Q2, the majority of development permits approved were residential. The number of development permits this year and this quarter were lower than the last few years. The value of development permits is just under the 5-year average and we still have half the year left! The lower volume of permits is expected to stabilize as development permits begin to come in for the Stoney Creek Estates subdivision in Q3.



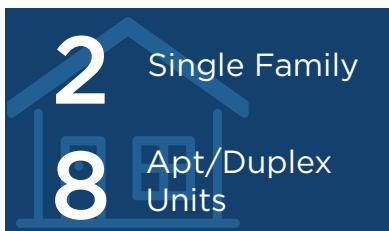
Learn more about the development activities in Q2, pages 9-16.

Tourism Highlights

The 2025 Tourism Guide was printed and distributed with a resounding positive reception. This year's guide has itineraries throughout as well as six major categories: attractions, staying here, shopping, dining, personal services, and events & festivals. Our team joined forces with the Jeanne and Peter Lougheed to send out copies of their season brochure and the tourism guide to their past ticket purchasers from outside Camrose County. We are excited to help people make the most of their time in Camrose!

Building Starts Q2

In Q2 2024, there were 4 single family building starts and 20 apartment/duplex units. 2025 had a relatively slower Q2.



Business Grand Openings

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

- Harmony Haven
- Mirror Lake Pharmacy
- The Farmhouse Bakery
- Rose City Originals
- Extra Spot Storage
- Bloom'n Deals
- Quick Time Snacks (QTS)
- Mimi Nail Spa
- Joyful Movement Studio

DID YOU KNOW

23 businesses participated in the visitation program in Q2 2025.



BUSINESS ENGAGEMENT



Quarter	Count
Q1 2025	171
Q2 2025	187

BUSINESS NEWSLETTER OPENS

Quarter	Count
Q1 2025	1,410
Q2 2025	1,458



HIGHLIGHTS

ECONOMIC DEVELOPMENT

EDA Xperience

APRIL 11-13, 2025

Kevin and Maven attended this year's Economic Developers of Alberta Xperience Conference in April. This is the premier place for networking, learning, and staying up-to-date on the latest economic development best practices and trends.



Agriculture

Manufacturers of Canada (AMC)

JULY 3-5, 2025

Patricia MacQuarrie spoke on "Municipal Grit: Driving Agribusiness Growth in (Your) Home Communities."



Jaywalkers Jamboree

JUNE 6-8, 2025

The City of Camrose, Camrose County, GoEast of Edmonton, and the Jeanne and Peter Lougheed Performing Arts Centre combined resources to host a booth at Jaywalkers Jamboree.

We offered a draw, gave out free prizes, and provided resources on things to do in our region! It was well received and an exceptional collaboration project.



Lemonade Day

JUNE 14, 2025

In the spirit of supporting young entrepreneurs, Community Futures organized a lemonade day for Camrose's young people to learn the essentials of business through making and selling lemonade. Kevin Johnson was one of the esteemed judges for the event cheering on the kids and putting his taste buds to the test.

