

Q3
2025

QUARTERLY ECONOMIC DEVELOPMENT REPORT

JULY | AUGUST | SEPTEMBER

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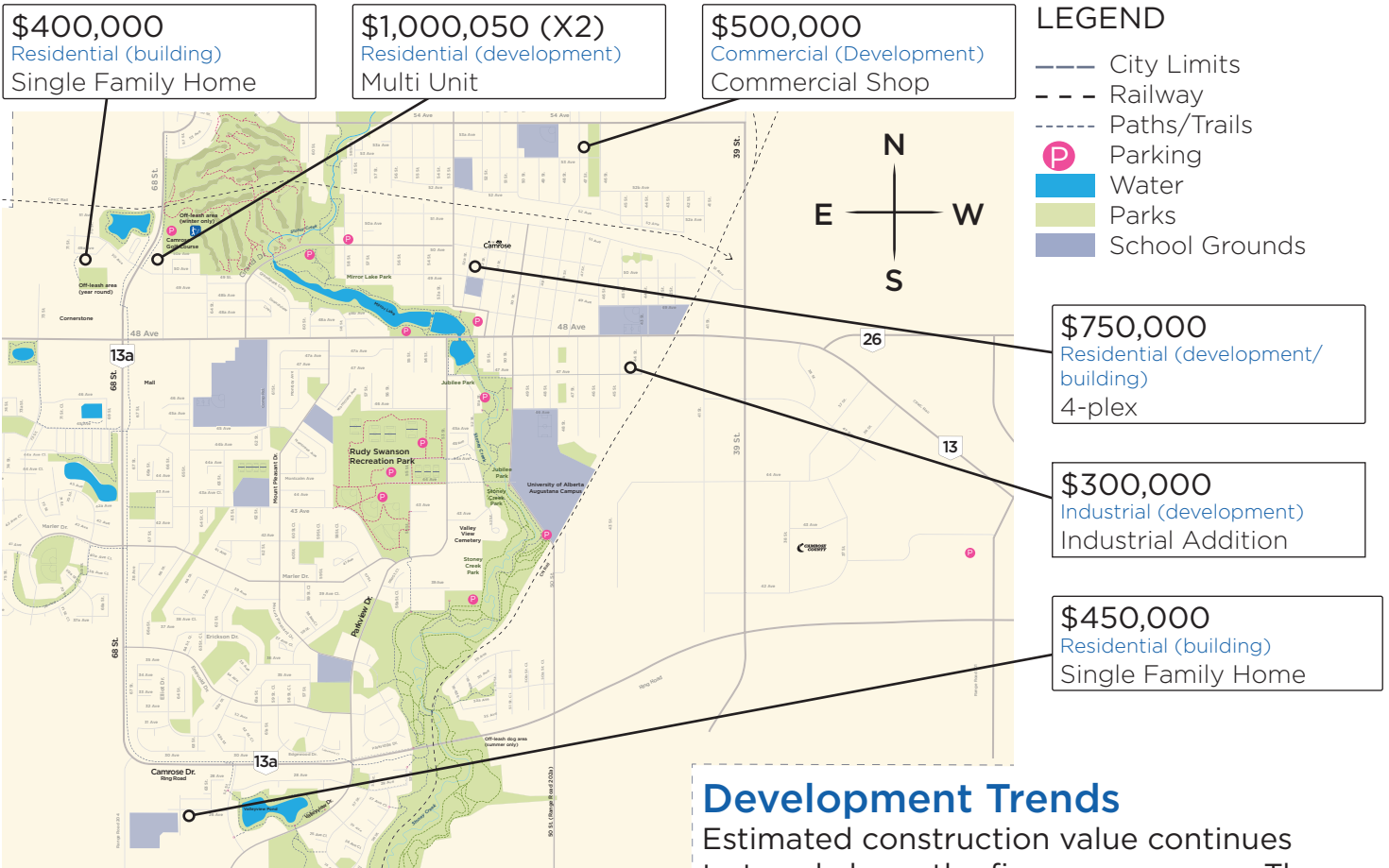
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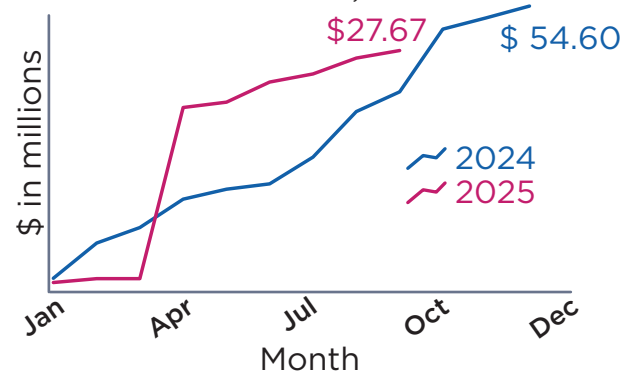
GROWTH MAP



Development Trends

Estimated construction value continues to trend above the five-year average. The type of development activity through the first three quarters of 2025 was relatively balanced between residential and non-residential. Residential accounted for approximately 58% of estimated construction value. Exempt projects, such as the temporary francophone school, are not included in this calculation.

VALUE OF NON-EXEMPT DEVELOPMENT PERMITS, YTD



Election Results

Camrose's municipal election, held October 20, 2025, returned remarkably similar results with only one new (returning) member of Council elected. Wayne Thronsdon filled in the seat that Councilor Kevin Hycha left when he did not run for reelection.

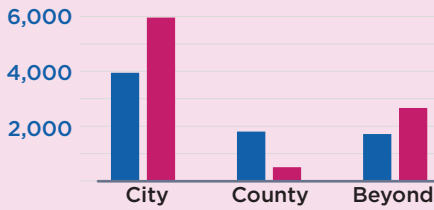


(left to right) Don Rosland, Lucas Banack, Agnes Hoveland, Lana Broker, Mayor PJ Stasko, Joy-Anne Murphy, David R. Francoeur, DJ Ilg, Wayne Thronsdon

HIGHLIGHTS



TOURISM GUIDE REACH



Distribution locations in Alberta

Tourism Guide Distribution

In 2025, over 9,000 tourism guides were handed out (↑ from 7,500 copies in 2024). Hotels are a key touch point for people visiting Camrose. We work closely with the accommodations providers in both the City and County to provide them with resources to answer including the big questions: “what should I do in Camrose?” or “where should I eat in Camrose?”



BUSINESS ENGAGEMENT

271

↑ from 166 in Q3 2024

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



BUSINESS VISITS

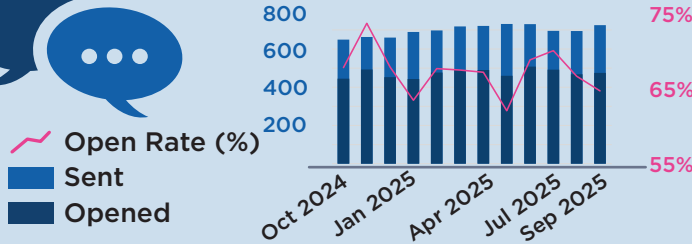
22

↓ from 31 in Q3 2024

Business visits are extensive 1+ hour long visits

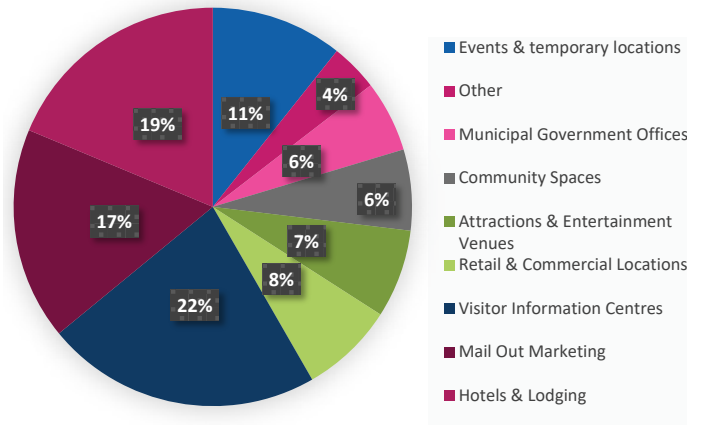


BUSINESS NEWSLETTER



The average newsletter open rate over the last 12 months was 68%.

2025 DISTRIBUTION OF TOURISM GUIDES BY LOCATION



Business Grand Openings

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

- Samara Crepe & Juice
- Modern Ledger
- Camrose Toyota

HOUSING STARTS IN CAMROSE

Camrose had a relatively stronger year in 2025 for single family housing starts. A 98-unit apartment building in 2024 accounted for the surge in housing starts.

5

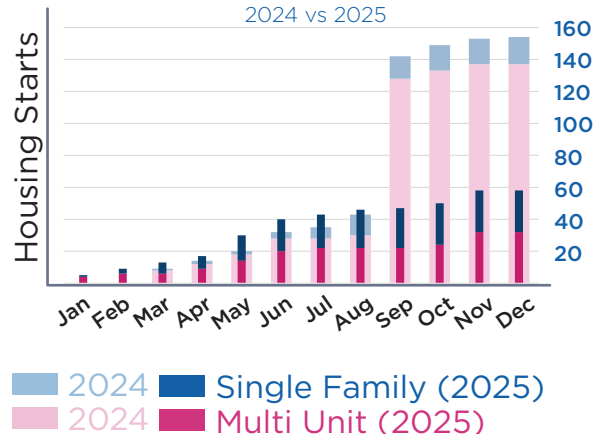
Single Family
↓ from 10 in Q3 2024

6

Apt/Duplex Units
↓ from 100 in Q3 2024



YEAR YO DATE HOUSING STARTS



HIGHLIGHTS

ECONOMIC DEVELOPMENT



Canada Day

JULY 1, 2025

Canada Day celebrations were a hit this year with a busy stage showcasing local talent, singers and dancers. There were kids games, obstacle course, petting zoo, and live stunts performed by BMX bikers. The day ended with a bang (fire works)!



Camrose Drive-In Airshow

JULY 26-27, 2025

The Camrsoe Flying Club and Iron Creek Flying Club joined forces to bring an exciting weekend of aerial performances, including the Canadian Forces Snowbirds, SkyHawks, and CF-18 Tactical Demonstration. Mayor PJ Stasko got to partake in the SkyHawks warm up with a tandem skydive! The airshow brought thousands of spectators from near and far to Camrose.

Kickin' Country Parade & BVJ

JULY 31, 2025

The Kickin' Country Parade took place downtown Camrose starting with a fly-over by the Canadian Forces Snowbirds. As is tradition, this parade kicks off the festivities of Big Valley Jamboree and all the cowboy hats that come along with it!

Camrose Blues Festival

AUGUST 15-16, 2025

The first Camrose Blues Festival was hosted at the Bailey Theatre and wrapped up with raving reviews. The all-Canadian line up is a celebration of blues music hosted at the Bailey Theatre.

Restaurant Roundtable

SEPTEMBER 24, 2025

Attendees in the food and restaurant industry connected, exchanged ideas, and explored opportunities. A panel discussion with Tania Greenwald (The Sweeterie) and Kevin Gurr (Boston Pizza) shared their wisdom on collaboration and competition within the industry. Community involvement looks differently for both of these business owners but finding balance in giving back to the community hinges on both personal values and business objectives.



BUSIEST MONTHS

DECEMBER

August, April, November



SLOWEST MONTHS

JANUARY

July, June, September

