



The Heart of Regional Retail

TRADE AREA

- ✓ Vegreville draws retail trade from many surrounding municipalities in a 50km radius. Businesses benefit from access to over 50,000 potential shoppers from nearby communities including over 5,700 Vegreville residents.

There is strong local buying power with Total Household Income of residents within 50km radius of Vegreville of \$1,315,415,000

Local Spending Power

Vegreville Median Household Total Income \$*	\$69,402.00
Vegreville Average Household Total Income \$*	\$88,000.00
Vegreville Total Income**	\$276,700,000
Regional Total Income (within 50km of Vegreville)**	\$1,315,415,000

*Source: 2016 Statistics Canada National Census

**Source: Alberta Regional Dashboard - 2013



CONNECTED TO SHOPPERS

The Yellowhead Highway, HWY16, is a four lane divided highway which connects Vegreville to regional markets, and supply routes to urban centres. Vegreville is easily accessible from HWY16 via HWY16A with entrances on east and west ends of town.

HWY857 intersects with HWY16A in the Town, moving retail shoppers into the community from North to South points. HWY857 enters Vegreville mid-point allowing traffic to move easily along HWY16A connecting the town's three main shopping nodes.

EXISTING RETAIL CLUSTER

Vegreville's retail sector stretches along HWY16A's route through town with three distinct nodes: downtown, midtown and west end development. Along HWY16A are local and national retailers and services, including three car dealerships, agricultural implements and services, automotive services, restaurants and hotels.

- Downtown node. Beginning with major grocery retailers at the east entrance to Vegreville, this node flows into the downtown core. This area includes local retailers, professional services, financial institutions, restaurants and a movie theatre. Over 8,000 vehicles pass through this section on a daily basis with about 95% being passenger vehicles.

- Midtown node. At the intersection of HWY857 and HWY16A, a newly renovated strip mall anchors this retail development. Located in this area are also restaurants and professional services. Annual daily traffic counts indicate that up to 8,610 vehicles pass through this intersection with about 95% being passenger vehicles.

- West End development node. This shopping node, west of the HWY857 and HWY16A intersection has Vegreville's largest retail outlets, anchored by Canadian Tire and Walmart. Two newly built hotels are adjacent as well as several restaurants. This node is also close to two of Vegreville's three car dealerships. Over 10,000 vehicles daily enter Vegreville at HWY 16/16A's west intersection headed east past this development in addition to the over 8,600 vehicles which turn west at HWY857 towards this development.

AVAILABLE RETAIL SPACE

- ✓ Vegreville Economic Development maintains a inventory of available retail space and businesses. Opportunities include downtown buildings with attached living quarters, vacant lots on or near major intersections, and newer stock for lease or purchase in the all three nodes.
- ✓ Galleria Mall has space available from 1,400 to 8,800 sq ft. Vinet's Village Mall has negotiable leases dependent on space size.

ADVANTAGES AND INCENTIVES

- ✓ Mixed use buildings offer multiple income streams. Downtown retail buildings commonly have apartments attached.
- ✓ The Town of Vegreville offers local incentive programs for businesses upgrading or expanding their location.

For Current mill rates, assessment values and incentive details contact Economic Development & Tourism or www.vegreville.com

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