

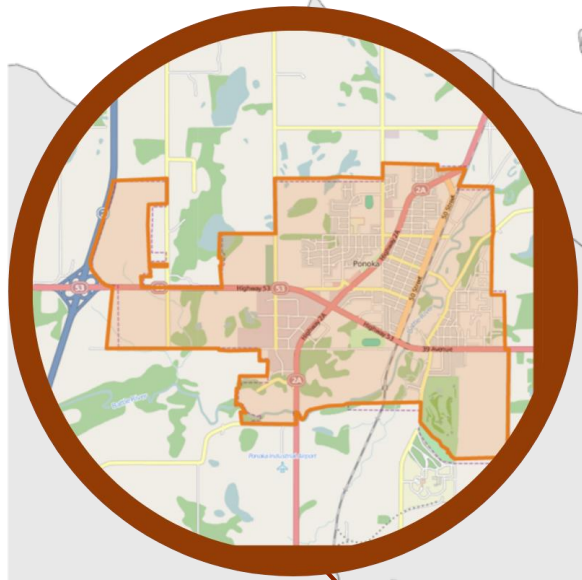


# Retail Investment Opportunities in Ponoka





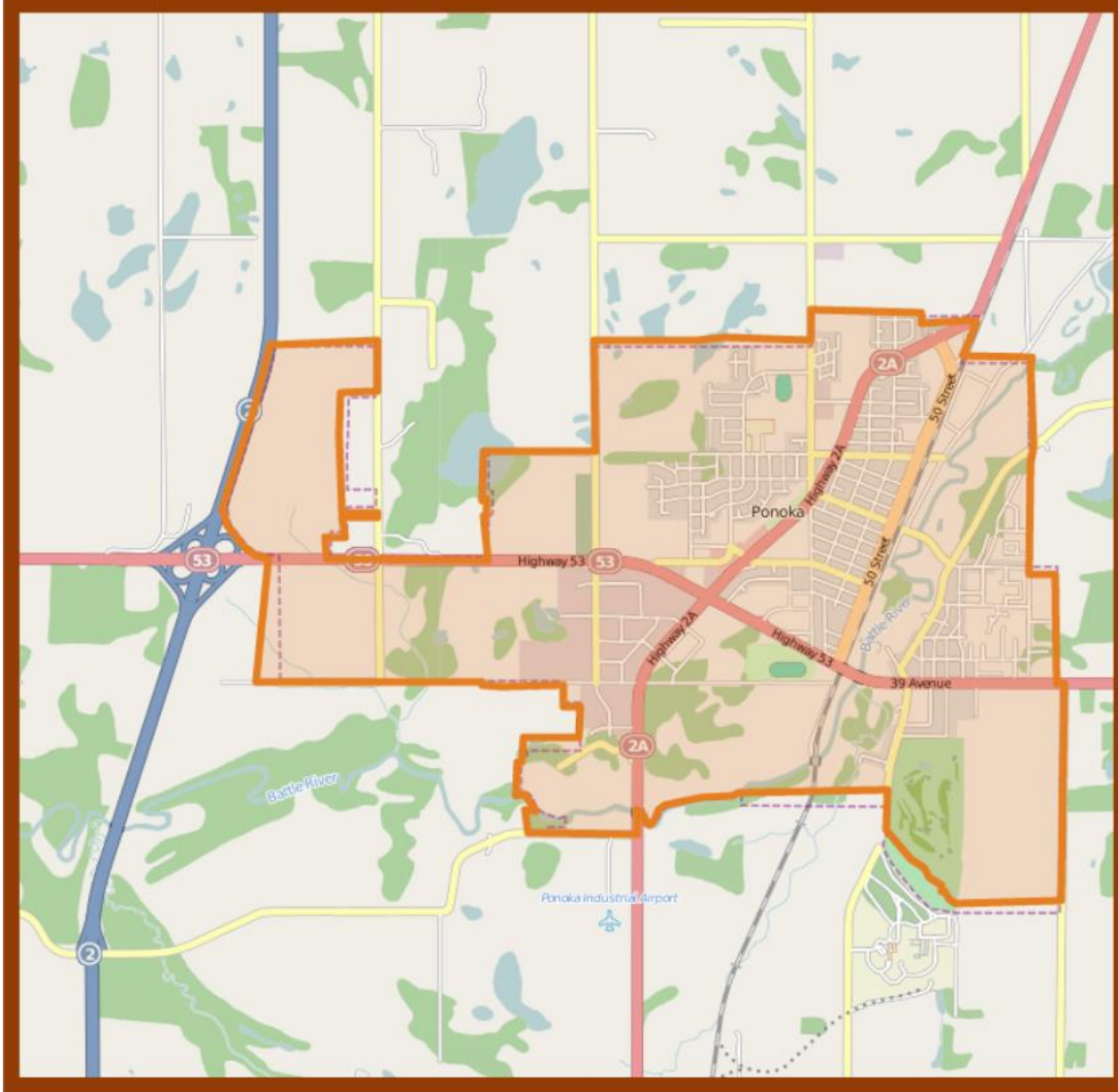
# Central Location



Ponoka is centrally located just off Highway 2 for easy access to Alberta's largest cities and less than hour to the Edmonton International Airport, making it a great place to start or grow a business.

Location	Distance (Km)
Edmonton, AB	105 Km
Edmonton International Airport	80 Km
Red Deer, AB	55 Km
Calgary, AB	200 Km

# About Ponoka



## Ponoka offers:

- ✓ A skilled workforce.
- ✓ Competitive infrastructure.
- ✓ A business-friendly culture focused on customer service excellence.
- ✓ Outstanding transportation route access along Hwy 2, Hwy 2A and Hwy 53.





# Quality of Life



Nestled in the beautiful Battle River Valley, Ponoka offers affordable living, a rich quality of life and small-town western charm that includes:

- ✓ 10 km of paved walking trails in the river valley
- ✓ A picturesque, historic downtown
- ✓ Fibre optic Internet access
- ✓ Numerous recreation amenities such as an indoor pool complex, arena complex, splash park, tennis courts, 18-hole golf course and several parks, playgrounds and sports fields.





“Ponoka offers so much opportunity for businesses that operate here and it’s a great place to live. I’ve lived and worked in nine different places, and it’s always taken time to warm up and become part of the community, except in Ponoka. This community was very welcoming from the start.

It’s a diverse community with the Ponoka Stampede rodeo community and the Centennial Centre for Mental Health and Brain Injury, which attracts a lot of medical professionals to the area. We have a vibrant downtown, affordable property values, and taxes are fair. We also have a proactive Town Council and administration that are easy to work with.

Ponoka has great recreational amenities as well, such as an 18-hole golf course, a craft brewery and a curling rink at the local arena. I can also buy most of the goods and services I need right here in Town.”

**Greg Bratt, Owner of Battle River Insurance Ltd.**

Greg represents The Co-operators in Ponoka and has lived and operated his business here for the past 14 years.





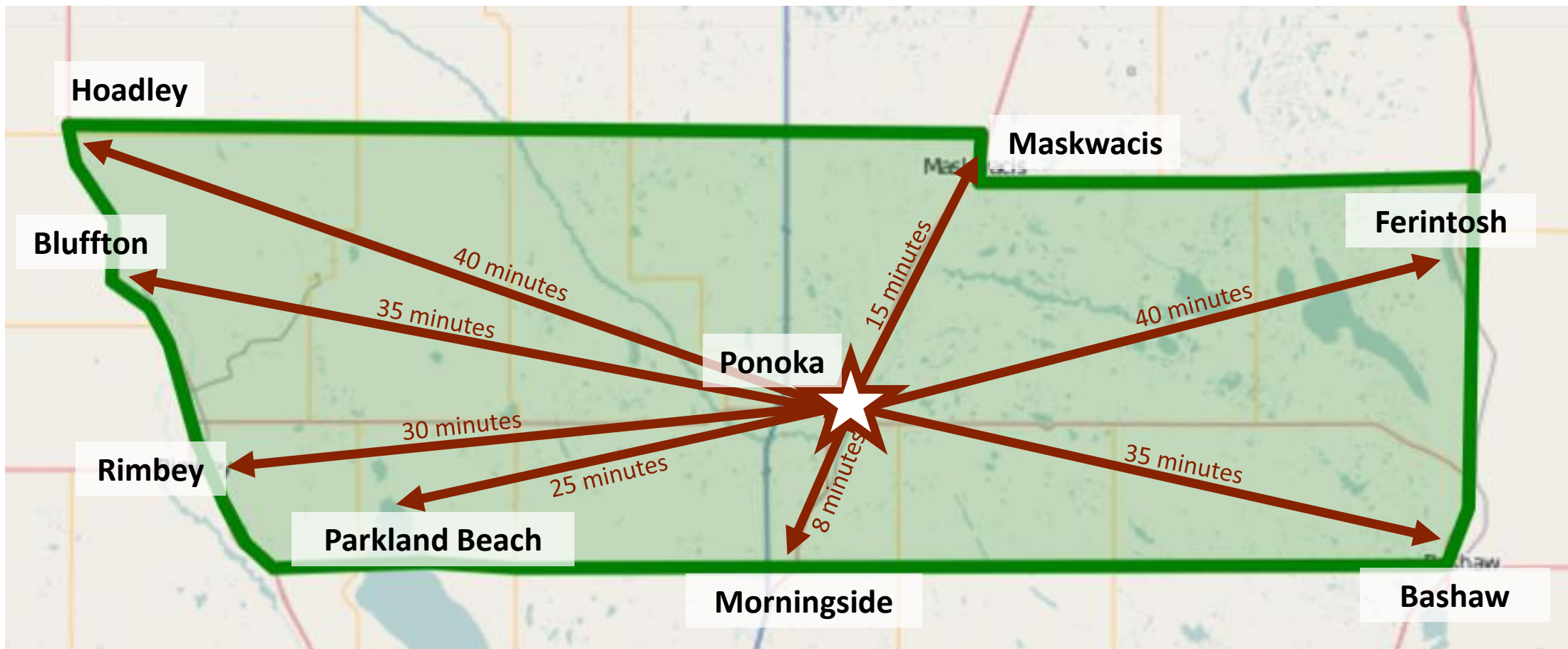


# Our Retail Sector





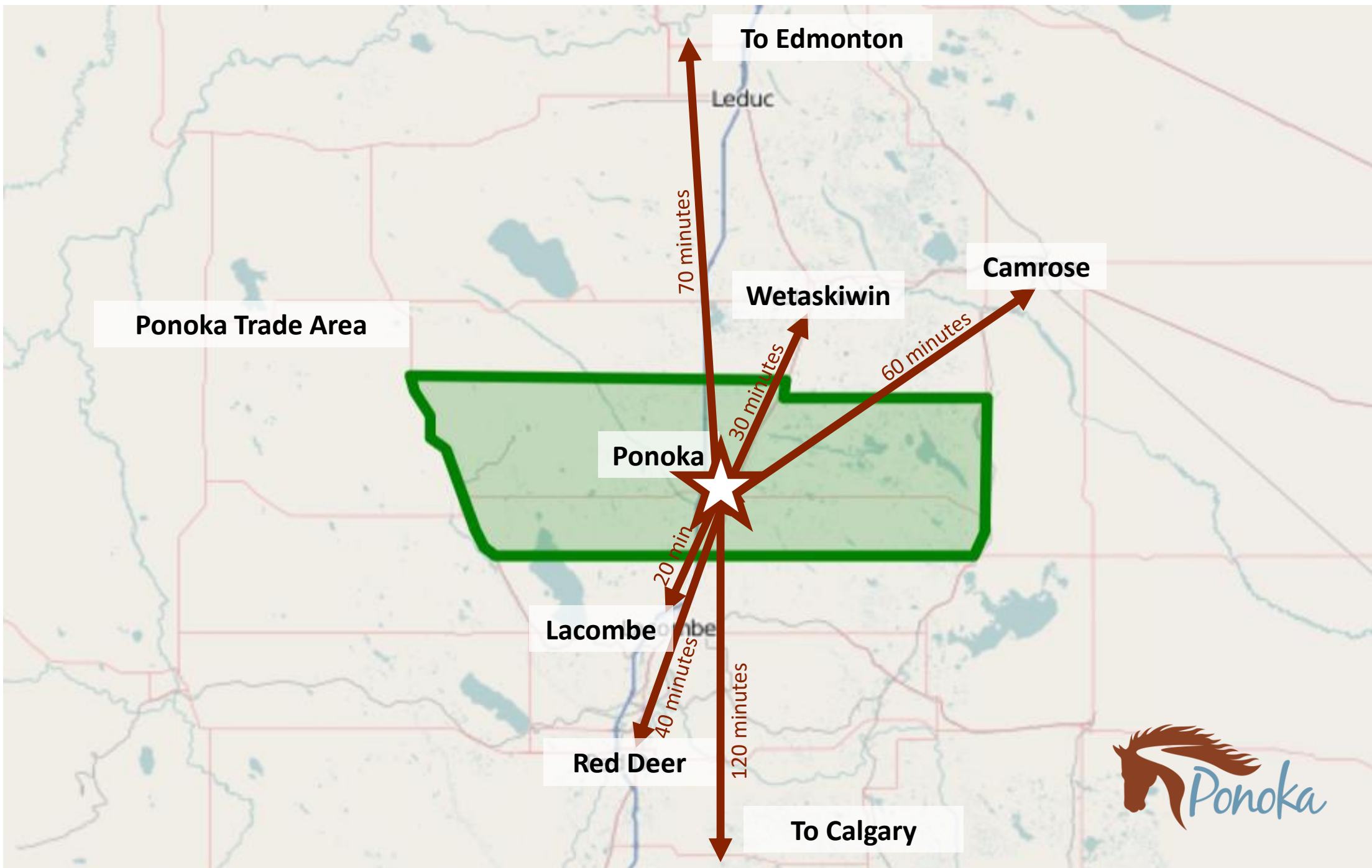
# Retail Trade Area



The estimated Total Trade Area population for year end 2018 was 32,700. This Trade Area population is forecast to reach more than 40,000 by 2028.

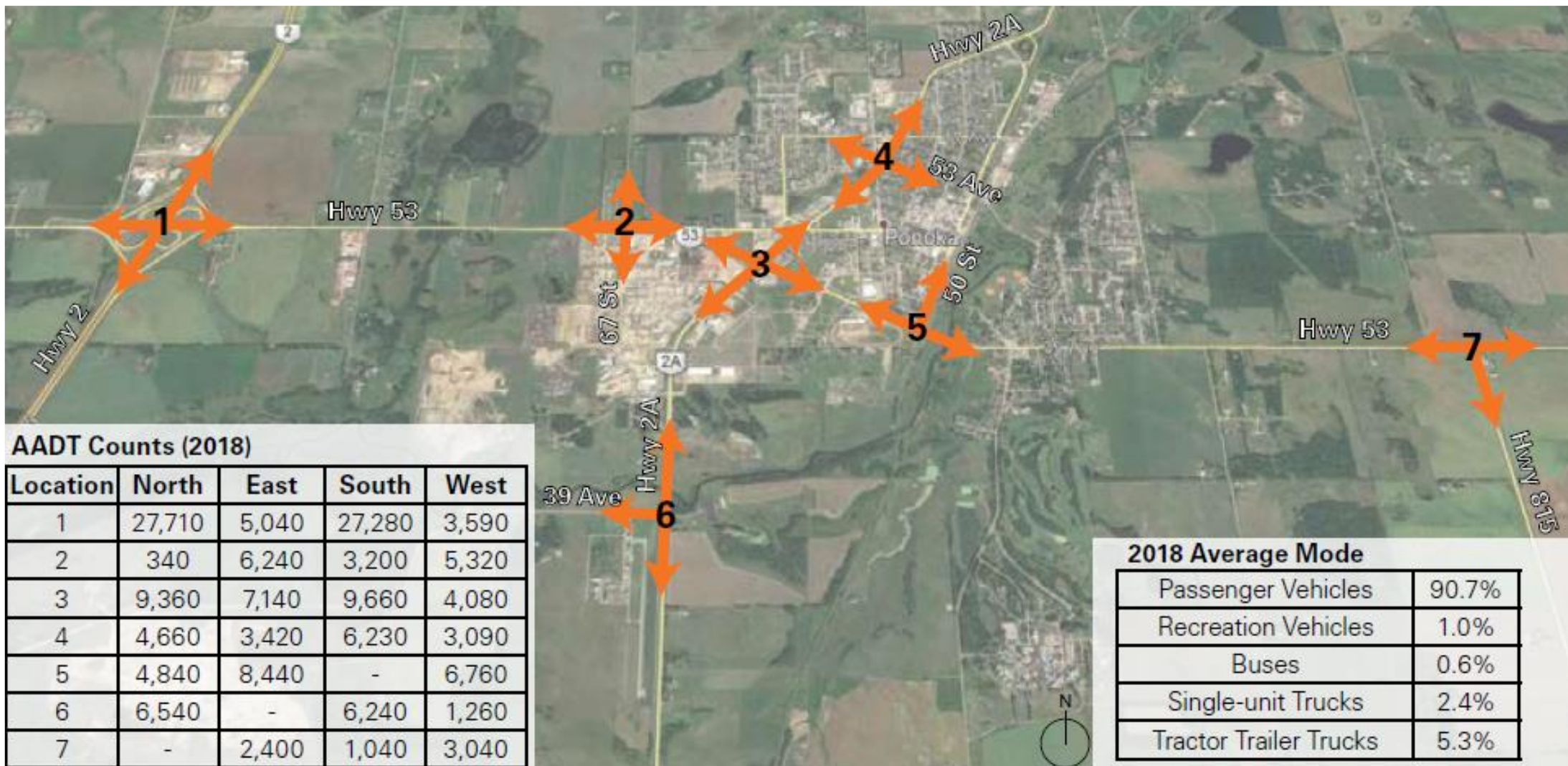


# Regional Travel Times





# Local Average Annual Daily Traffic (AADT)



The Alberta Ministry of Transportation provides detailed traffic counts on major highways and junction points.



# 2019 Estimated Retail Market Share

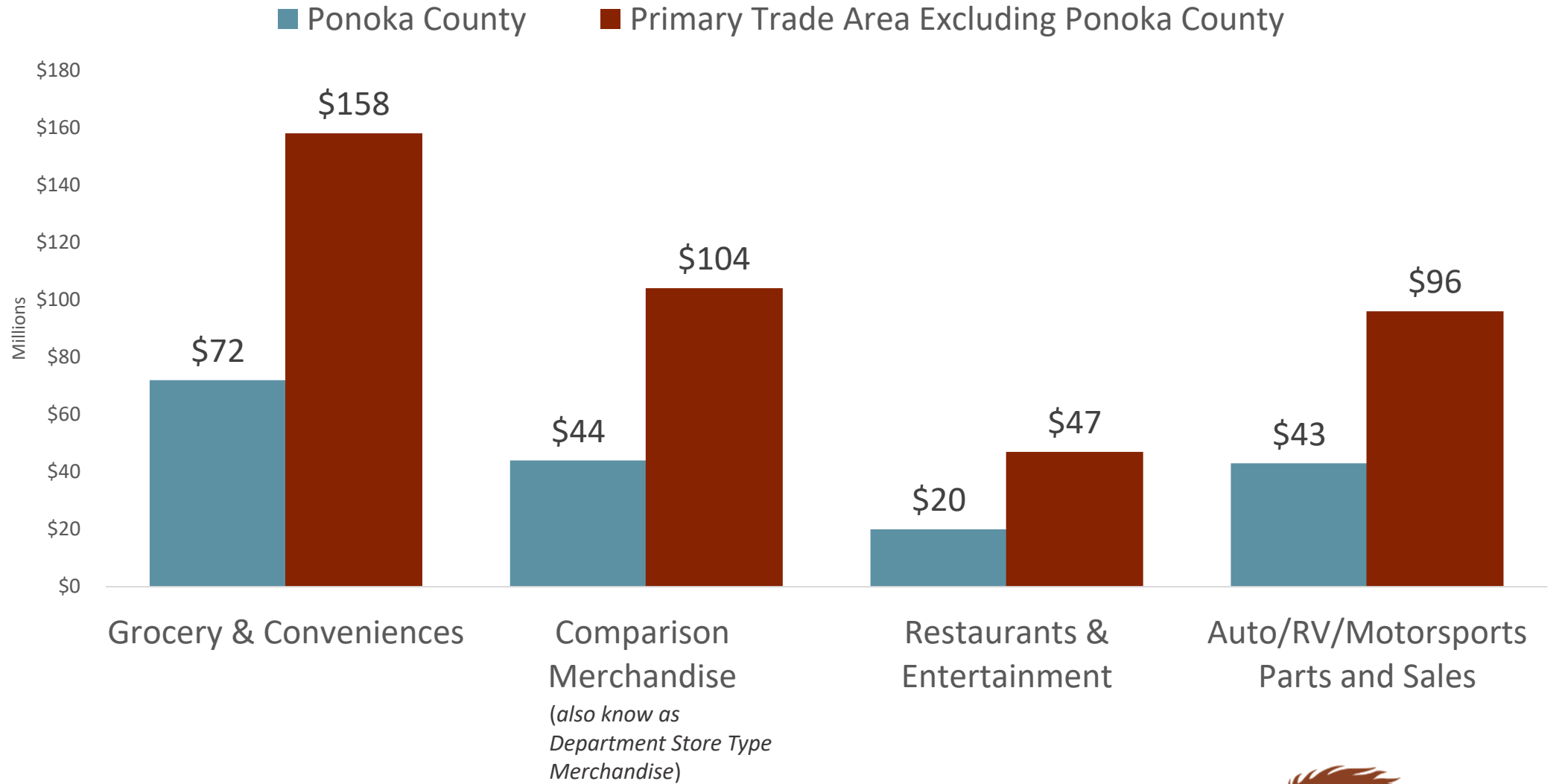
Estimated Miscellaneous Spending Inflow Factor	Merchandise Category <sup>4</sup>	2019 Total Trade Area Retail Spending (with Misc Inflow)	2019 Estimated Retail Sales Productivity (\$ / sf)	2019 Estimated Market Share	2019 Estimated Retail Sales \$ (Inflow)	2019 Current Town Retail Inventory (sf) <sup>2</sup>
15%	Grocery & Specialty Foods	\$131,532,981	\$338	27%	\$35,251,875	104,450
10%	Pharmacy	\$7,349,723	\$300	81%	\$5,947,500	19,825
5%	Alcohol & Tobacco	\$26,031,054	\$375	34%	\$8,737,500	23,300
5%	Personal Services	\$13,156,004	\$188	28%	\$3,721,875	19,850
5%	Health Care & Medical Services	\$5,633,029	\$188	25%	\$1,425,000	7,600
0%	Clothing & Apparel	\$16,056,413	\$188	22%	\$3,553,125	18,950
0%	Footwear	\$5,490,872	\$188	3%	\$187,500	1,000
0%	Jewelry & Accessories	\$3,015,553	\$225	8%	\$247,500	1,100
1%	Health & Beauty	\$11,684,847	\$225	13%	\$1,575,000	7,000
0%	Home Furnishings & Appliances	\$9,995,224	\$188	10%	\$984,375	5,250
0%	Home & Personal Electronics	\$9,546,905	\$206	41%	\$3,918,750	19,000
10%	Home Improvement & Gardening	\$6,918,691	\$150	77%	\$5,295,000	35,300
1%	Books & Media	\$21,527,278	\$150	5%	\$1,155,000	7,700
1%	Sporting Goods	\$10,406,116	\$188	2%	\$234,375	1,250
1%	Toys & Hobbies	\$2,522,824	\$188	37%	\$928,125	4,950
15%	Specialty Retail	\$8,560,315	\$131	79%	\$6,798,750	51,800
25%	Quick Service F&B	\$17,431,159	\$300	37%	\$6,532,500	21,775
25%	Full Service Restaurants	\$26,136,068	\$263	45%	\$11,865,000	45,200
5%	Arts & Entertainment	\$9,294,679	\$113	14%	\$1,337,625	11,890
0%	Fitness & Leisure	\$3,564,213	\$113	48%	\$1,721,250	15,300
1%	Auto Parts & Accessories	\$29,170,607	\$188	8%	\$2,381,250	12,700
0%	Auto/RV/Motorsports Dealership	\$67,353,984	\$300	16%	\$10,710,000	35,700
		<b>\$442,378,541</b>	<b>\$243</b>	<b>26%</b>	<b>\$114,508,875</b>	<b>470,890</b>



# 2024 Targeted Retail Market Share and Resulting Demand Forecast

Estimated Miscellaneous Spending Inflow Factor	Merchandise Category <sup>4</sup>	2024			
		2024 Target Market Share of Retail Spending	2024 Estimated Retail Sales \$ (Inflow) <sup>2</sup>	2024 Potential Retail Inventory	2024 Potential Net Future Retail Floorspace Demand
15%	Grocery & Specialty Foods	35%	\$48,384,870	143,363	38,913
10%	Pharmacy	80%	\$6,179,706	20,599	774
5%	Alcohol & Tobacco	34%	\$9,302,026	24,805	1,505
5%	Personal Services	35%	\$4,839,482	25,811	5,961
5%	Health Care & Medical Services	35%	\$2,072,130	11,051	3,451
0%	Clothing & Apparel	35%	\$5,906,408	31,501	12,551
0%	Footwear	10%	\$577,096	3,078	2,078
0%	Jewelry & Accessories	10%	\$316,938	1,409	309
1%	Health & Beauty	15%	\$1,842,134	8,187	1,187
0%	Home Furnishings & Appliances	15%	\$1,575,762	8,404	3,154
0%	Home & Personal Electronics	50%	\$5,016,946	24,325	5,325
10%	Home Improvement & Gardening	80%	\$5,817,291	38,782	3,482
1%	Books & Media	6%	\$1,357,523	9,050	1,350
1%	Sporting Goods	25%	\$2,734,233	14,583	13,333
1%	Toys & Hobbies	45%	\$1,193,181	6,364	1,414
15%	Specialty Retail	79%	\$7,107,612	54,153	2,353
25%	Quick Service F&B	45%	\$8,244,146	27,480	5,705
25%	Full Service Restaurants	55%	\$15,108,099	57,555	12,355
5%	Arts & Entertainment	15%	\$1,465,320	13,025	1,135
0%	Fitness & Leisure	60%	\$2,247,614	19,979	4,679
1%	Auto Parts & Accessories	10%	\$3,065,860	16,351	3,651
0%	Auto/RV/Motorsports Dealership	25%	\$17,697,429	58,991	23,291
		<b>34%</b>	<b>\$152,051,806</b>	<b>618,845</b>	<b>147,955</b>

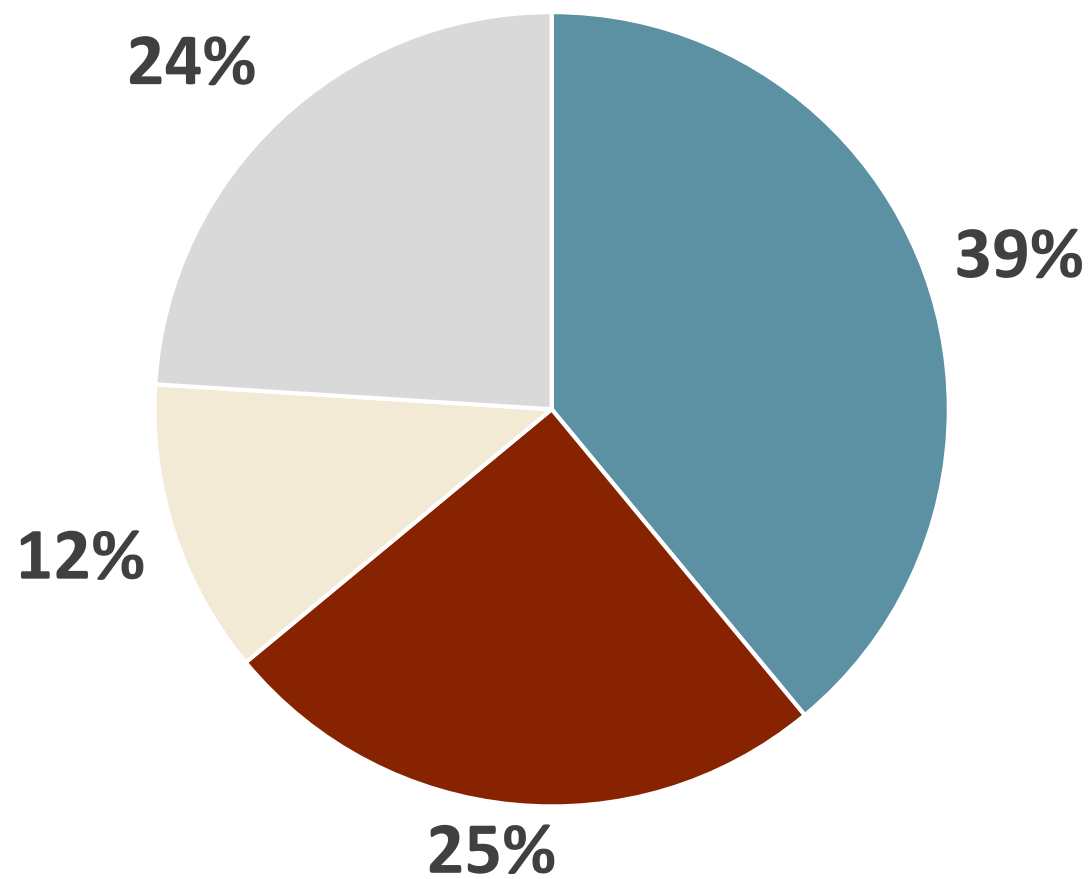
# Trade Area Retail Spending Summary 2019 Estimate (Millions)



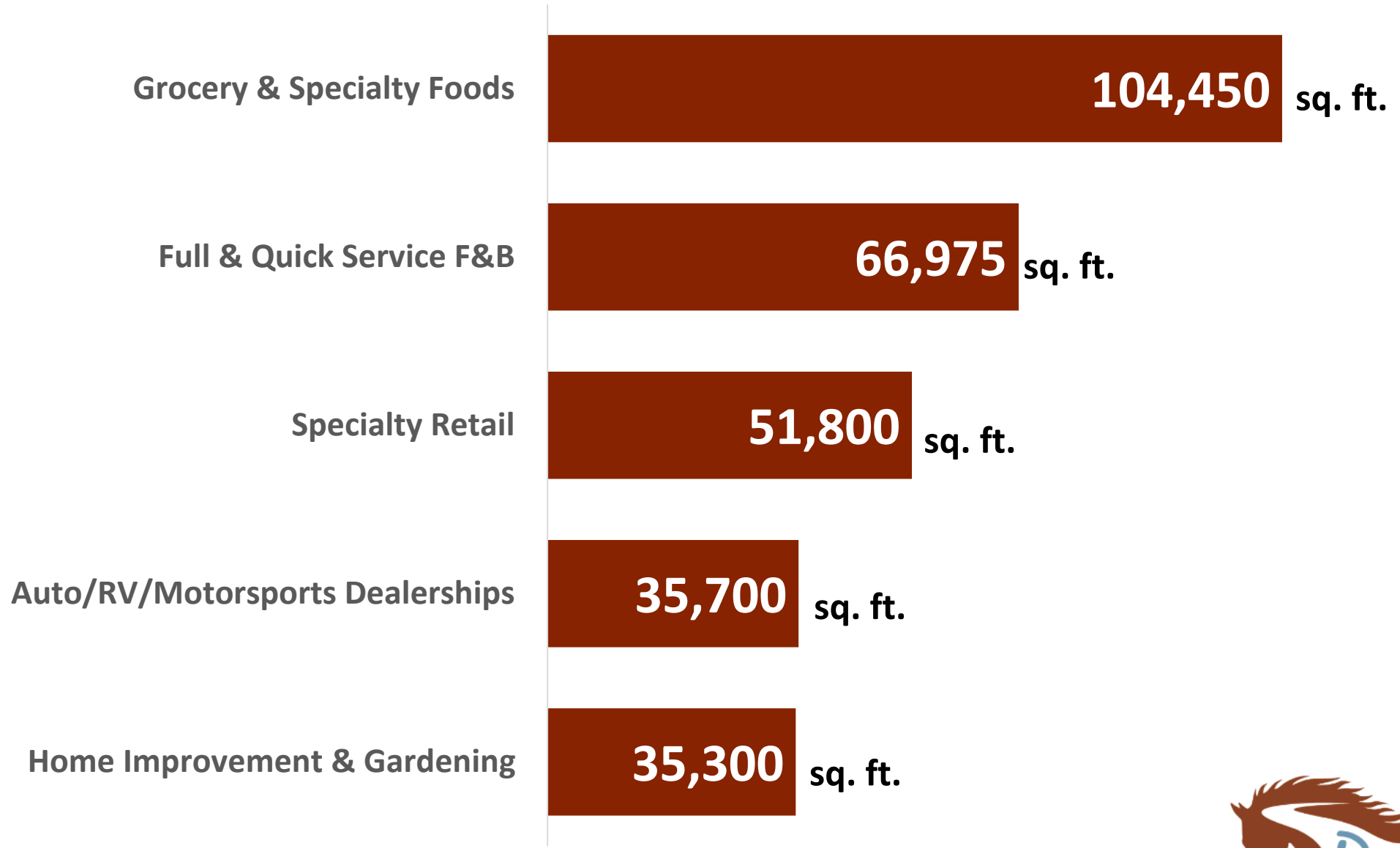


# Trade Area Retail Spending 2019 Y/E Estimate

- Grocery & Conveniences
- Comparison Merchandise
- Restaurants & Entertainment
- Auto/RV/Motorsports Parts and Sales



# Retail Inventory by Category (Top 5)





# Retail Inventory Map



## Legend

-  Downtown  
Inventory: 487,355 sq. ft.
-  Uptown North  
Inventory: 73,300 sq. ft.
-  Uptown South  
Inventory: 79,900 sq. ft.
-  Highway 53/Stampede Plaza  
Inventory: 26,950 sq. ft.
-  Highway 53/East of Battle River  
Inventory: 12,300 sq. ft.



“Ponoka is such a supportive community and a great place for my business. The town has really rallied around small businesses and local residents are really invested in buying local, especially during COVID-19.

I love the small-town feel and the close relationships I have with my clients. They come from all over central Alberta to do business with us because of Ponoka’s convenient, central location just off of Highway 2. Some even travel from as far away as Brooks and Strathmore.

The Town has been great to deal with when I’ve needed permits and inspections during renovations to my business. Ponoka is also a wonderful place to live. I have horses, so I really enjoy using the facilities at the Calnash Ag Event Centre. The horse and livestock events at that facility also draw a lot of visitors to town.”

**Kenda Butterfield, Owner of Vantage Physiotherapy Clinic Ltd.**

Kenda has lived and operated her business in Ponoka for the past five years.





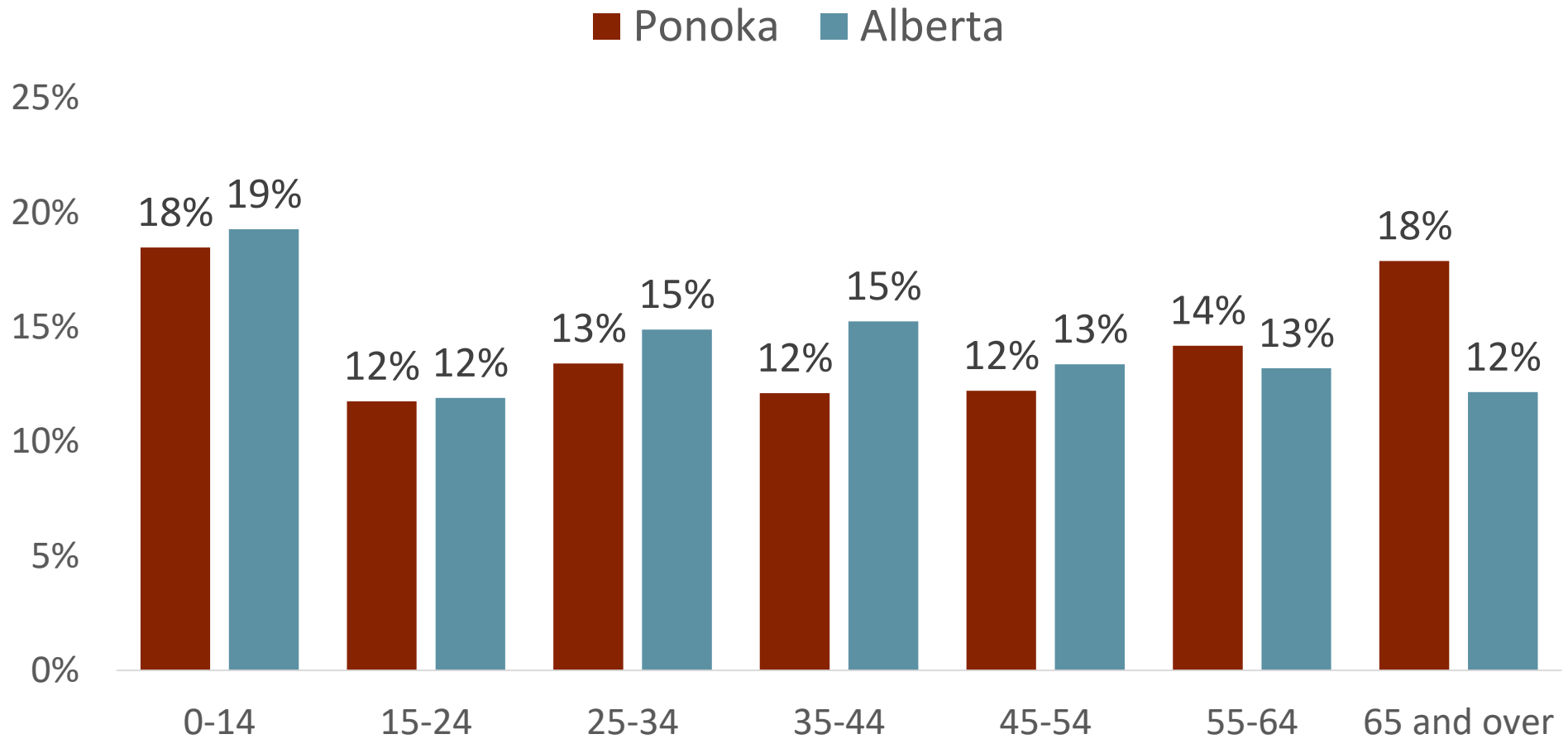


# Community Characteristics





# Age Characteristics



Source: Manifold Data Mining, 2019

In 2019, 37 per cent of Ponoka's population was aged 15 to 44. The median age was 40.





## Individual Income

Year	Ponoka	Red Deer	Lacombe	Edmonton	Alberta
2015	\$39,120	\$41,109	\$40,942	\$41,836	\$42,717
2019	\$44,319	\$49,110	\$48,133	\$48,277	\$49,584

## Household Income

Year	Ponoka	Red Deer	Lacombe	Edmonton	Alberta
2015	\$74,313	\$85,794	\$91,299	\$87,225	\$93,835
2019	\$78,935	\$103,626	\$110,112	\$99,275	\$106,932

Source: Manifold Data Mining, 2019 | Statistics Canada, 2016 Census

### Income Growth:

Median individual income grew by 13 per cent between 2015 and 2019 in Ponoka. Household income grew by six per cent during the same timeframe.



# Value of Dwellings

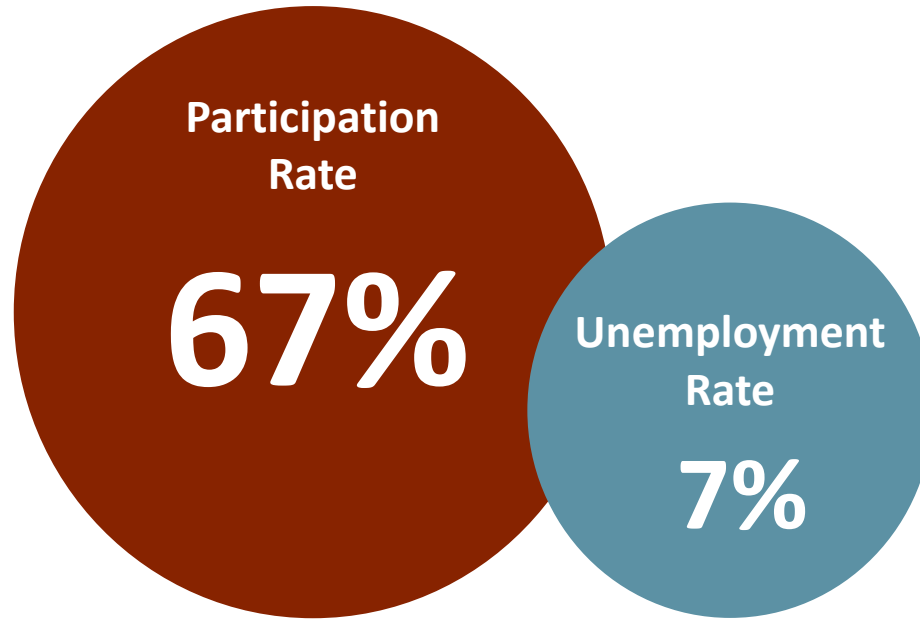
Characteristics	Ponoka	Red Deer	Lacombe	Edmonton	Alberta
Average Dwelling Size	2.31	2.47	2.69	2.59	2.63
Median Dwelling Value 2016	\$250,727	\$348,457	\$331,336	\$390,262	\$400,104
Median Dwelling Value 2019	\$326,108	\$408,659	\$406,801	\$491,980	\$502,293

Source: Manifold Data Mining, 2019 | Statistics Canada, 2016 Census

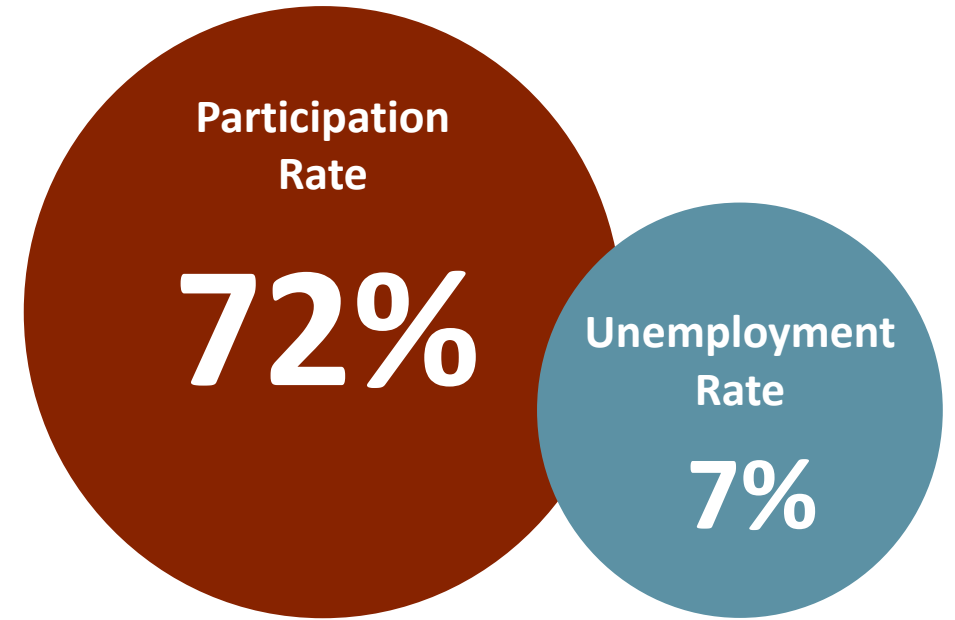
Ponoka is an affordable place to live.  
The median value of dwellings in  
Ponoka is 35 per cent lower compared  
to the average value of dwellings in  
Alberta.



# Labour Force



**Ponoka (2019)**



**Alberta (2019)**

Source: Manifold Data Mining, 2019

Ponoka offers a hard-working, skilled labour force. The participation rate shown above is the share of the working-age population that is working or looking for work.

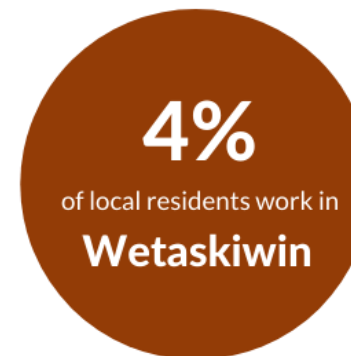
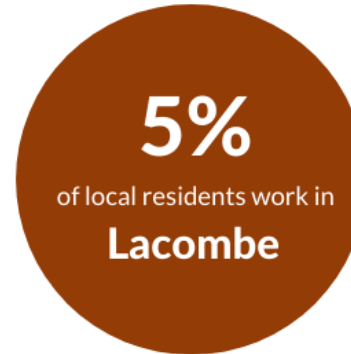
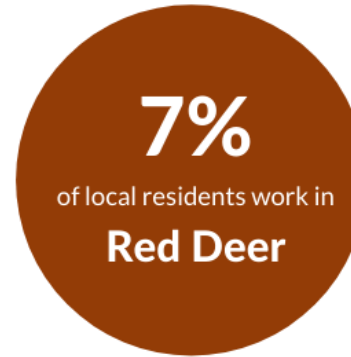




# Captive Labour Force



Source: Statistics Canada, 2016 Census

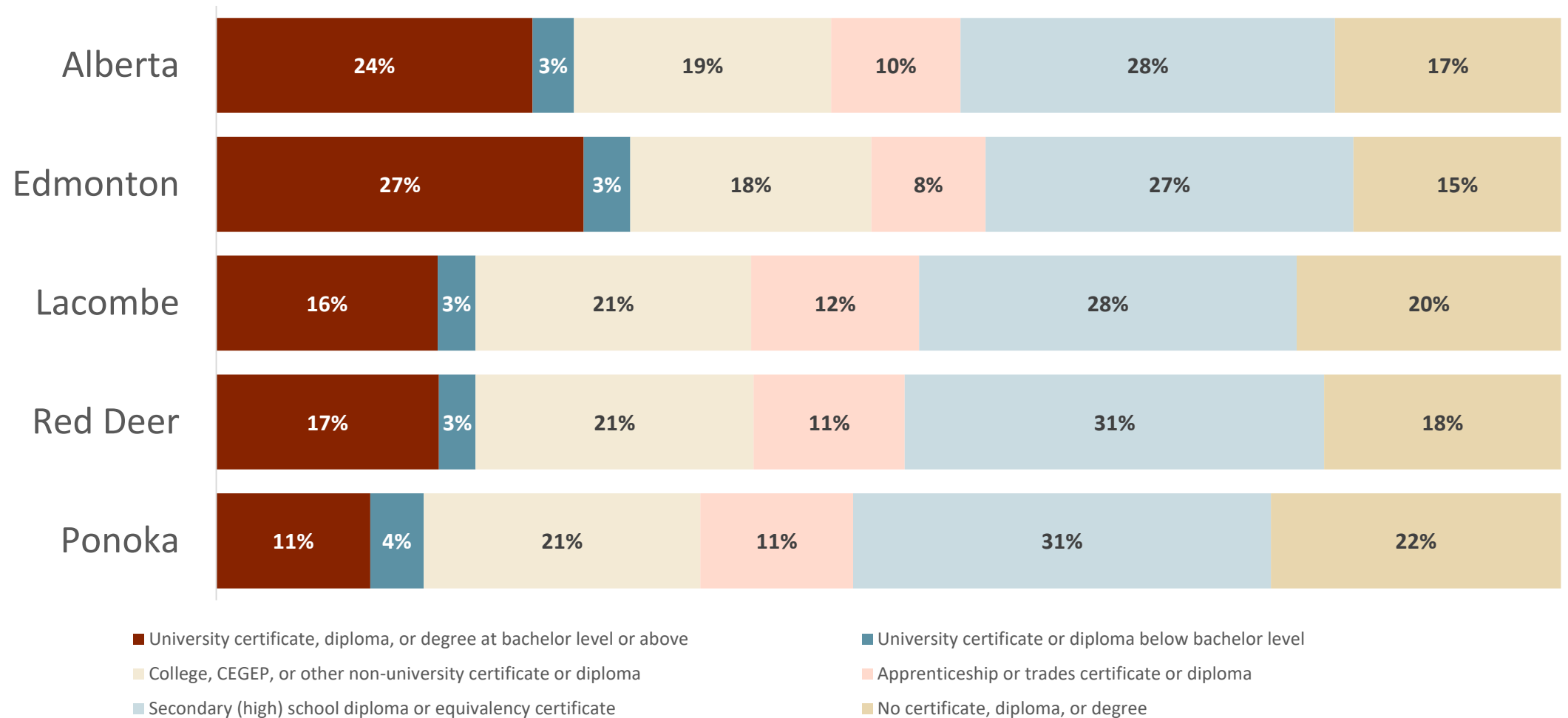


## A Reliable Base of Shoppers:

People shop where they work. In Ponoka, 73 per cent of residents work in town and 27 per cent of the local labour force commutes to other communities.



# Skilled Labour Force



Source: Manifold Data Mining, 2019

In 2019, 78 per cent of Ponoka's labour force (aged 15 and older) had some level of education ranging from a high school diploma or equivalent to a university degree.







“I used to work in the restaurant industry in Edmonton for a number of years, but I much prefer Ponoka. It’s a great place to raise a family.

The cost of living and rent is reasonable so operating a business here is affordable. I find that in a smaller community like Ponoka, word about your business travels a lot faster than in a larger urban centre, so if you offer a quality product and good service, you can do very well.

I love the Town and the people here. And the community draws visitors from across Alberta to attend events at the Calnash Ag Event Centre and the Ponoka Stampede. I would definitely recommend Ponoka to new businesses considering locating here.”

**Nuwan Warnakula, Owner of the Longhorn Saloon & Grill in Downtown Ponoka.**

Nuwan has lived and operated a business in Ponoka for the past six years.







# Investing in Ponoka





# Investing in Ponoka



Ponoka has an inventory of available land and buildings for sale or lease. To inquire about these properties or to book a viewing, the following is a list of realty offices that hold business licences in the Town of Ponoka:

- **John Low Agencies**  
5116-50 St.  
403-783- 5512
- **First Choice Realty**  
5012-48 Ave.  
403-783-8881
- **Re/Max Real Estate**  
6000-48 Ave.  
403-704-0646





# Thank you

**For more information, please  
contact:**

**Martin Kvapil**  
**Manager of Development Services**  
Town of Ponoka  
200, 5604-50 Street  
Ponoka, AB T4J 1G5  
P: 403-783-0140  
E: [martin.kvapil@ponoka.ca](mailto:martin.kvapil@ponoka.ca)

