

# APPENDIX G

## APPENDICES EVALUATION OF RETAIL TRADE AND INFLUENCE ON BUSINESSES

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## Evaluation of Retail Trade Area

### Number of Businesses Licenses and Business Establishments

Table 1.1 Businesses in Retail Trade Area and Stony Plain, 2016-2021

Description	Number of Business Licenses		Number of Establishments	Number of Establishments	Estimated % of Stony Plain
	Retail Trade Area	Stony Plain	2021	2026	
Total retail trade	63	125	125	132	50.4%
Total retail services	108	252	252	289	42.9%
Total retail trade area	171	377	377	421	45%

Source: EMSI Analyst, 2022, GIS

Table 1.2 Retail Business Establishments in the Study Area, 2016- 2021

NAICS	Description	Number of Business Licenses, 2022 Study Area	Number of Establishments, 2021	Number of Establishments, 2016	Change 2016-2021	% Change 2016-2021
44-45	Retail Trade			Stony Plain		
441	Motor vehicle and parts dealers	12	16	19	(3)	-16%
442	Furniture and home furnishings stores	3	4	6	(2)	-33%
443	Electronics and appliance stores*	3	1	4	(3)	-75%
444	Building material and garden equipment and supplies dealers	1	2	6	(4)	-67%
445	Food and beverage stores	12	16	14	2	14%
446	Health and personal care stores	5	15	13	2	15%
447	Gasoline stations	4	13	12	1	8%
448	Clothing and clothing accessories stores	1	11	10	1	10%
451	Sporting goods, hobby, book and music stores	1	3	3	0	0%
452	General merchandise stores	1	2	3	(1)	-33%
453	Miscellaneous store retailers	15	23	17	6	35%
454	Non-store retailers	0	19	25	(6)	-24%
	Total retail licenses and establishments	58	125	132	(7)	-5%

Source: EMSI Analyst, 2021, GIS 2022

\*Different data sources resulted in an anomaly between the number of business licenses and establishments

Table 1.3 Retail Service Business Establishments in the Study Area, 2016 - 2021

NAICS	Description	Number of Business Licenses, 2022	Number of Establishments, 2021	Number of Establishments, 2016	Change 2016-2021	% Change 2016-2021
Retail Service Businesses		Study Area	Stony Plain			
5221	Depository credit intermediation	3	5	7	(2)	-29%
5223	Activities related to credit intermediation	1	5	2	3	150%
5242	Agencies, brokerages and other insurance related activities	3	13	15	(2)	-13%
5412	Accounting, tax preparation, bookkeeping and payroll services	3	24	38	(14)	-37%
541940	Veterinary services	2	5	6	(1)	-17%
5614	Business support services	1	7	7	0	0%
5615	Travel arrangement and reservation services	1	7	7	0	0%
6116	Other schools and instruction	3	9	12	(3)	-25%
6213	Offices of other health practitioners	7	32	32	0	0%
6244	Child day-care services	5	13	18	(5)	-28%
7139	Other amusement and recreation industries	5	12	15	(3)	-20%
7211	Traveller accommodation	5	8	6	2	33%
7225	Full-service restaurants and limited-service eating places	26	30	28	2	7%
8111	Automotive repair and maintenance	18	36	43	(7)	-16%
8121	Personal care services	19	44	39	5	13%
8123	Dry cleaning and laundry services	1	3	7	(4)	-57%
81291	Pet care (except veterinary) services	4	10	7	3	43%
	<b>Total</b>	<b>107</b>	<b>263</b>	<b>289</b>	<b>(26)</b>	<b>-9%</b>

Source: EMSI Analyst 2021, 2022, GIS

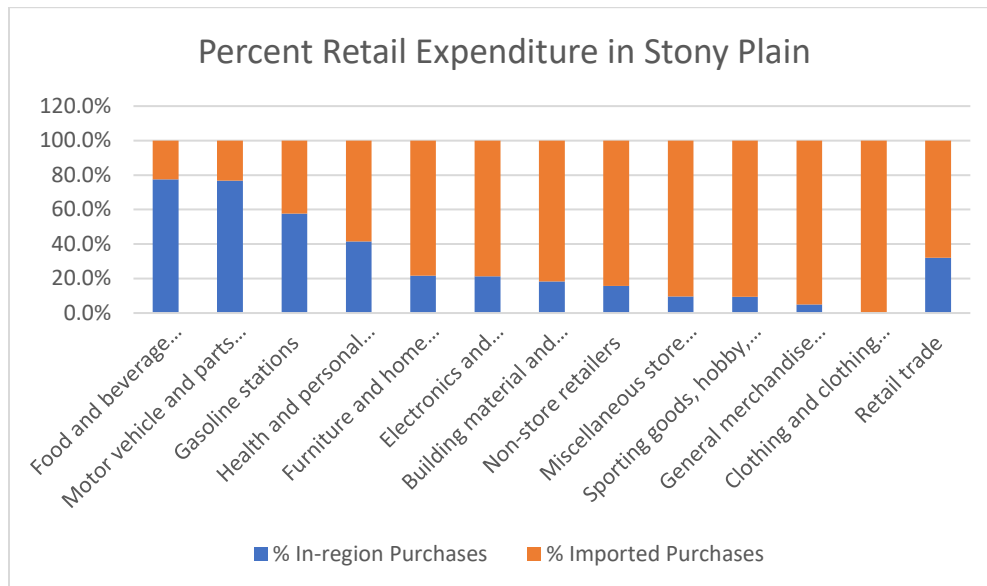
Table 1.4 Retail and Retail Services by Establishment Size, 2016 - 2021

Description	1-4 Employees	5-9 Employees	10-19 Employees	20-49 Employees	50-99 Employees	100-199 Employees	Indetermi nate	200-499 Employees	500+ Employees	Total
Total Retail and Retail Services %	21.1%	16.0%	11.1%	5.2%	0.5%	1.0%	45.1%	0.0%	0.0%	
Total Retail and Retail Services	82	62	43	20	2	4	175	0	0	388
Total Retail	26	22	18	6	2	2	49	0	0	125
Total Retail Services	56	40	25	14	0	2	126	0	0	263

Table 1.5 Retail Expenditure in Stony Plain, 2019

NAICS	Purchases from	In-region Purchases	% In- region Purchases	Imported Purchases	% Imported Purchases	Total Purchases
445	Food and beverage stores	\$854,258	77.6%	\$246,926	22.4%	\$1,101,184
441	Motor vehicle and parts dealers	\$929,257	76.8%	\$280,268	23.2%	\$1,209,524
447	Gasoline stations	\$425,437	57.6%	\$312,797	42.4%	\$738,235
446	Health and personal care stores	\$728,230	41.5%	\$1,027,640	58.5%	\$1,755,870
442	Furniture and home furnishings stores	\$202,961	21.6%	\$737,366	78.4%	\$940,327
443	Electronics and appliance stores	\$64,634	21.2%	\$240,141	78.8%	\$304,775
444	Building material and garden equipment and supplies dealers	\$710,072	18.3%	\$3,170,078	81.7%	\$3,880,151
454	Non-store retailers	\$114,524	15.7%	\$612,658	84.3%	\$727,182
453	Miscellaneous store retailers	\$56,321	9.6%	\$531,704	90.4%	\$588,025
451	Sporting goods, hobby, book and music stores	\$18,859	9.4%	\$182,678	90.6%	\$201,537
452	General merchandise stores	\$63,491	5.0%	\$1,196,483	95.0%	\$1,259,974
448	Clothing and clothing accessories stores	\$0	0.0%	\$256,560	100.0%	\$256,560
44-45	Retail trade	\$4,168,043	32.2%	\$8,795,301	67.8%	\$12,963,344

Source: EMSI Analyst 2019



Source: EMSI Analyst, 2019

Table 1.6 Retail Services Expenditure in Stony Plain, 2019

NAICS	Purchases from	In-region Purchases	% In-region Purchases	Imported Purchases	% Imported Purchases	Total Purchases
5221	Depository credit intermediation	\$3,126,905	26.3%	\$8,753,868	73.7%	\$11,880,773
5223	Activities related to credit intermediation	\$0	0.0%	\$1,208,022	100.0%	\$1,208,022
5242	Agencies, brokerages and other insurance related activities	\$2,124,555	99.7%	\$7,319	0.3%	\$2,131,874
5412	Accounting, tax preparation, bookkeeping and payroll services	\$3,676,487	56.0%	\$2,891,011	44.0%	\$6,567,498
5614	Business support services	\$0	0.0%	\$3,103,200	100.0%	\$3,103,200
5615	Travel arrangement and reservation services	\$196,592	19.6%	\$808,601	80.4%	\$1,005,193
6116	Other schools and instruction	\$2,775	3.0%	\$88,864	97.0%	\$91,639
6213	Offices of other health practitioners	\$670,925	41.3%	\$953,368	58.7%	\$1,624,293
7211	Traveller accommodation	\$548,006	82.6%	\$115,227	17.4%	\$663,233
7225	Full-service restaurants and limited-service eating places	\$410,102	53.4%	\$357,870	46.6%	\$767,972
8111	Automotive repair and maintenance	\$1,374,021	83.3%	\$275,190	16.7%	\$1,649,211
8121	Personal care services	\$318,734	85.7%	\$53,112	14.3%	\$371,846
8123	Dry cleaning and laundry services	\$445,719	77.5%	\$129,687	22.5%	\$575,405

Source: EMSI Analyst 2019

Retail Trade Area Employment

Table 1.7 Retail Employment 2016-2022

NAICS	Description	2016 Jobs	2022 Jobs	2016 - 2022 Change	2016 - 2022 % Change
445	Motor vehicle and parts dealers	167	195	28	17%
441	Furniture and home furnishings stores	42	39	(3)	(7%)
447	Electronics and appliance stores	10	<10	Insf. Data	Insf. Data
446	Building material and garden equipment and supplies dealers	26	26	0	0%
442	Food and beverage stores	405	496	91	22%
443	Health and personal care stores	97	120	23	23%
444	Gasoline stations	63	61	(2)	(4%)
454	Clothing and clothing accessories stores	<10	24	Insf. Data	Insf. Data
453	Sporting goods, hobby, book and music stores	<10	<10	Insf. Data	Insf. Data
451	General merchandise stores	<10	10	Insf. Data	Insf. Data
452	Miscellaneous store retailers	54	105	51	94%
448	Non-store retailers	39	13	(26)	(67%)
44-45	Total Retailing 3-digit NAICS	933	1,102	169	18%

Source: EMSI Analyst 2022

Table 1.8 Retail Services Employment 2016-2022

NAICS	Description	2016 Jobs	2022 Jobs	2016 - 2022 Change	2016 - 2022 % Change
5221	Depository credit intermediation	83	78	(5)	(6%)
5223	Activities related to credit intermediation	0	0	0	0%
5242	Agencies, brokerages and other insurance related activities	108	85	(23)	(21%)
5412	Accounting, tax preparation, bookkeeping and payroll services	124	125	0	0%
541940	Veterinary services	n/a	n/a	n/a	n/a
5614	Business support services	28	46	18	65%
5615	Travel arrangement and reservation services	11	<10	Insf. Data	Insf. Data
6116	Other schools and instruction	49	68	19	39%
6213	Offices of other health practitioners	69	81	12	18%
6244	Child day-care services	129	146	17	13%
7139	Other amusement and recreation industries	76	67	(9)	(11%)
7211	Traveller accommodation	94	77	(17)	(18%)
7225	Full-service restaurants and limited-service eating places	427	355	(72)	(17%)
8111	Automotive repair and maintenance	122	122	1	0%
8121	Personal care services	123	159	36	29%
8123	Dry cleaning and laundry services	21	22	0	1%
81291	Pet care (except veterinary) services	n/a	n/a	n/a	n/a
	Total retail services employment	1,544	1,513	(31)	(2%)

Source: EMSI Analyst 2022

Table 2.2 Retail Location Quotients, 2022

NAICS	Description	2022 Location Quotient	2022 Location Quotient Rating
441	Motor vehicle and parts dealers	2.27	Very high
442	Furniture and home furnishings stores	1.29	High
443	Electronics and appliance stores	0.38	Low
444	Building material and garden equipment and supplies dealers	0.43	Low
445	Food and beverage stores	2.23	Very high
446	Health and personal care stores	1.48	High
447	Gasoline stations	1.88	High
446	Clothing and clothing accessories stores	0.33	Low
451	Sporting goods, hobby, book and music stores	0.19	Very low
452	General merchandise stores	0.10	Very low
453	Miscellaneous store retailers	1.91	High
454	Non-store retailers	0.39	Low
44-45	Retailing	1.33	High

Source: EMSI Analyst 2022

Table 2.3 Retail Service Location Quotients, 2022

NAICS	Description	2022 Location Quotient	2022 Location Quotient Rating
5221	Depository credit intermediation	0.62	Low
5223	Activities related to credit intermediation	0.00	n/a
5242	Agencies, brokerages and other insurance related activities	1.88	High
5412	Accounting, tax preparation, bookkeeping and payroll services	1.66	High
541940	Veterinary services	n/a	n/a
5614	Business support services	1.25	High
5615	Travel arrangement and reservation services	0.61	Low
6116	Other schools and instruction	1.29	High
6213	Offices of other health practitioners	1.10	High
6244	Child day-care services	1.83	High
7139	Other amusement and recreation industries	1.12	High
7211	Traveller accommodation	1.53	High
7225	Full-service restaurants and limited-service eating places	1.01	Medium
8111	Automotive repair and maintenance	2.06	Very high
8121	Personal care services	2.53	Very high
8123	Dry cleaning and laundry services	2.64	Very high
81291	Pet care (except veterinary) services	n/a	n/a
	Retail Services		

Source:

EMSI Analyst 2022

Table 2.4 Retail Trade and Retail Services Jobs in Stony Plain

NO C	Description	2016 Jobs	2022 Jobs	2016 - 2022 Change	2016 - 2022 % Change	2022 Location Quotient
062	Retail and wholesale trade managers	162	221	59	36%	1.77
642	Retail salespersons	161	166	5	3%	0.74
633	Butchers and bakers	50	27	(23)	(45%)	1.02
	Retail Trade Occupations	373	415	42	11%	
	Retail Service Occupations					
131	Finance, insurance and related business administrative occupations	126	122	(3)	(3%)	1.19
143	Financial, insurance and related administrative support workers	94	95	1	1%	0.98
623	Insurance, real estate and financial sales occupations	119	103	(17)	(14%)	1.03
	Financial, Insurance and Related Retail Services Occupations	339	320	(19)	(6%)	
	Other Health Practitioner Occupations					
314	Therapy and assessment professionals	47	46	(1)	(2%)	1.52
063	Managers in food service and accommodation	59	46	(13)	(22%)	0.67
651	Occupations in food and beverage service	130	95	(34)	(26%)	0.90
652	Occupations in travel and accommodation	20	22	2	9%	0.73
632	Chefs and cooks	91	89	(2)	(2%)	0.89
	Food Service and Accommodation Occupations	300	252	(48)	(16%)	
	Total retail trade and retail service occupations	1,058	1,033	(26)	(2%)	



Table 2.5 Assessment of Retail Trade Grid

Characteristics	Motor vehicle /parts dealers	Furniture/home furnishings stores	Electronics/appliance stores	Building material/garden equipment/supplies dealers	Food and beverage stores	Health/personal care stores	Gasoline stations	Clothing/clothing accessories stores	Sporting goods, hobby, book, music	General merchandise stores	Miscellaneous store retailers
Strong presence in RTA vs. Stony Plain	x	x	x	x	x						x
Positive growth in business establishments					x	x	x	x			x
Over 50% in-market expenditure	x				x		x				
High value expenditure	x			x	x	x				x	
Positive employment growth	x				x	x					x
High location quotient	x	x			x	x	x				x
Strong competitive effect	x				x	x		x			x
Medium presence in RTA vs. Stony Plain										x	
Static business establishments											
Static employment growth											
Medium location quotient											
Neutral competitive effect		x	x	x			x		x	x	
Medium presence in RTA vs. Stony Plain											
Static business establishments								x			
Circa 50% in-market expenditure						x					
Static employment growth				x			x				
Medium location quotient											
Low presence in RTA vs. Stony Plain						x	x	x	x		
Declining business establishments	x	x	x	x						x	
Below 50% in-market expenditure		x	x	x				x	x	x	x
Negative employment growth		x								x	
Low location quotient			x	x				x	x	x	
Low competitive effect											

Assessment of Retail Trade Grid Colour Codes

x	x	x	x
Established in RTA with some growth potential High concentration and in-market expenditure could reflect potential saturation	Established in RTA with growth potential High overall expenditure with leakage out of the region	Not established in RTA with growth potential Low concentration in the RTA and Stony Plain High leakage and overall expenditure	Not established in RTA Established elsewhere in Stony Plain High in-market expenditure High concentration Limited/no presence in the retail trade area

Table 2.6 Assessment of Retail Services Grid

Characteristics	Depository credit intermediation	Activities related to credit intermediation	Business support services	Traveller accommodation	Full & limited service restaurants	Automotive repair/ maintenance	Personal care services	Pet care (except veterinary) services
Strong presence in RTA vs. Stony Plain	x			x	x	x		
Positive growth in business establishments		x		x	x		x	
Over 50% in-market expenditure								
High value expenditure	x		x			x		
Positive employment growth		x	x				x	
High location quotient			x	x		x	x	
Strong competitive effect			x	x			x	
Medium presence in RTA vs. Stony Plain							x	x
Static business establishments								
Static employment growth								
Medium location quotient					x			
Neutral competitive effect		x				x		
Medium presence in RTA vs. Stony Plain								
Static business establishments		x	x					
Circa 50% in-market expenditure								
Static employment growth						x		
Medium location quotient								
Low presence in RTA vs. Stony Plain		x	x					
Decline in business establishments	x					x		x
Below 50% in-market expenditure	x	x						
Negative employment growth	x			x	x			
Low location quotient	x							
Low competitive effect	x				x			



TOWN OF  
**STONY  
PLAIN**

