

SHOPPING, DINING AND ARTS



Shop to your Heart's Content

Welcome to Stony Plain, a shopping, dining, and arts destination that benefits from a strategic location and a quality ecosystem of entrepreneurs building unforgettable customer experiences.

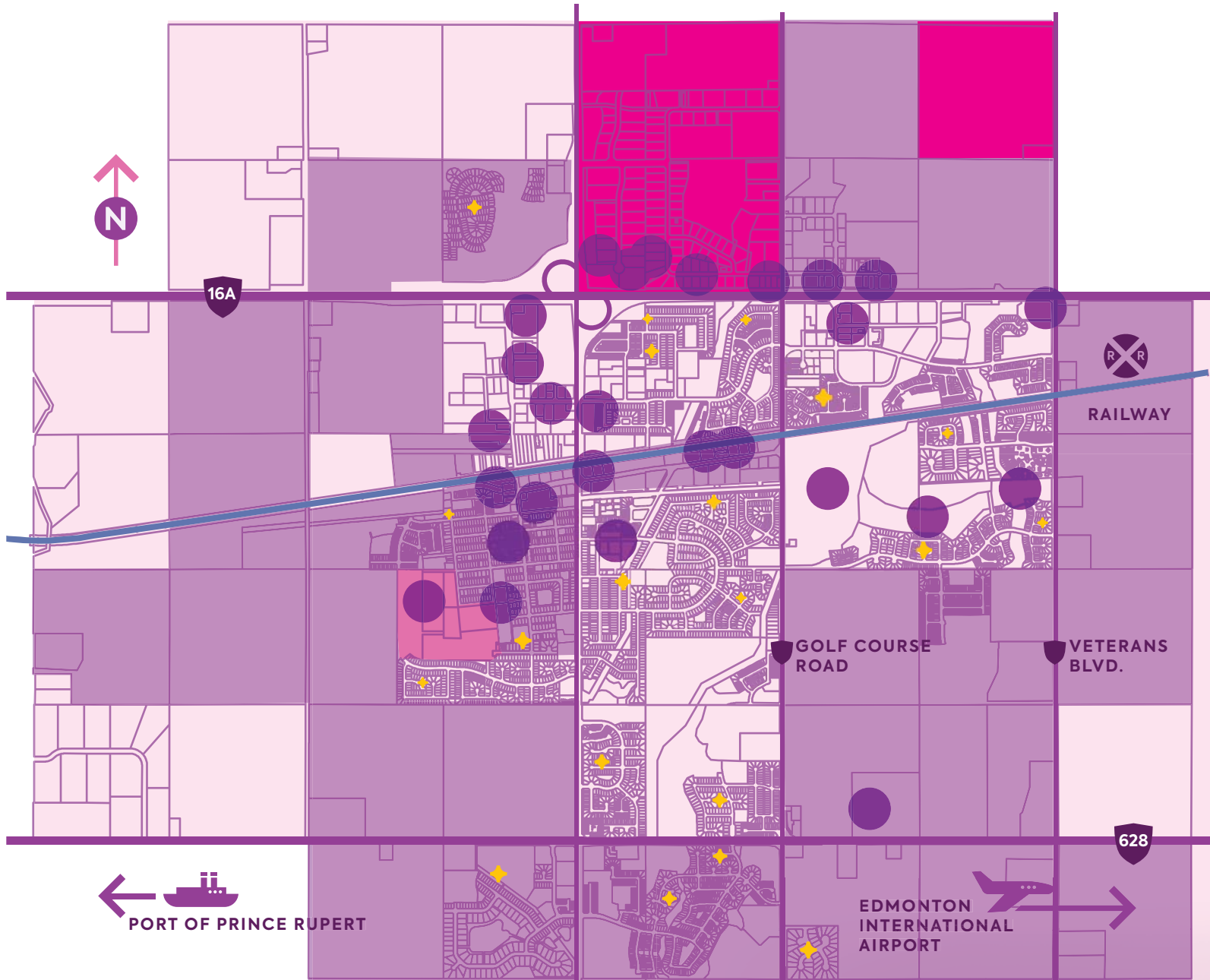
With an undeniable charm, a picturesque downtown, a growing population, and competitively low land and real estate costs, Stony Plain is one of the most beautiful and opportune destinations on the prairies to locate, establish, and grow your business.

Our Hallmark-worthy vibe is rooted in our arts and culture scene and is supported by impressive traffic and visitor counts. As the gateway for the Edmonton Metropolitan Region and Alberta, Stony Plain's immediate service area includes more than 81,000 people and is supported by more than 160,000 Albertans immediately west, who rely on our urban center.

We've cultivated a vibrant event landscape that creates a steady and diverse flow of consumer traffic throughout the year. This adds an extra sparkle to a community eager to celebrate quality brands and keep their dollars in the local economy.

Whether you want to leverage our existing industry or secure your position in one of Canada's fastest-growing metropolitan regions, we're confident you've found the right place. We invite you to explore the possibilities, prepare for the spotlight, and invest in a bright future in Stony Plain.

RETAIL *Destination*



LEGEND

- Retail Activity/Opportunities
- North Business Park
- ★ Downtown Stony Plain
- Old Town South Redevelopment
- Growth Opportunities
- ★ Residential Area



STRIKE *while the* IRON *is Hot*

300⁺

RETAILERS

20%

OF OUR LABOUR FORCE
IS RETAIL TRADE

\$8.9_B

GENERATED BY ALBERTA
RETAIL TRADE

- There are over 300 retailers operating within Stony Plain's shopping, dining, and arts scene, employing roughly 1,000 residents.¹
- Retail trade is a crucial driver of Alberta's economy and is valued at roughly \$8.9 billion and sustains 127,000 jobs province-wide.²
- Retail trade is one of the top-performing sectors in Stony Plain. Between 2016 and 2022, it accounted for nearly 20% of our labour force growth percentage.³
- Stony Plain is located only 45 minutes from the Edmonton International Airport, which, in July of 2023 alone, welcomed over 692,000 people to the region. Twelve thousand of which were international visitors.²
- Stony Plain's residents spend above the national average on retail goods and services.⁴

Our **DEAL** is a **STEAL**

Residents and visitors agree that Stony Plain's retail scene is unrivalled in the Edmonton Metropolitan Region. Resident growth is fueling an increased demand for retail opportunities and is positioning Stony Plain as a unique market to tap into, especially as rural Albertans grow more reliant on urban service centres.

If you build it, they will come

Stony Plain has a substantial supply of culture, arts, and heritage assets, generating a reliable flow of visitors into the local retail scene.

A downtown inspiring to be the best in Alberta

We've made significant investments in our downtown and have paid careful attention to supporting an atmosphere rich in arts and culture. Paired with committed entrepreneurs, Downtown Stony Plain is a remarkable destination.

High-reward and shovel-ready projects

We're growing to 30,000 residents, and the demand for retail services in Stony Plain's new developments is at an all-time high.

We're investing in a vibrant future

Stony Plain is investing in public infrastructure like a Community Recreation Centre and the redevelopment of our historic Old Town South neighbourhood to catapult our quality of life to new heights.

Have confidence in our workforce

Fill your labour needs locally and beyond with more than 85,000 highly skilled people working regionally in the retail sector.

Growing the next generation of innovators

Hundreds of graduates emerge into the workforce each year from regional post-secondary institutions with quality education in marketing, retail, and hospitality. With a steady supply of trained professionals, innovation and progress are always on the horizon.

Invest in your business without breaking the bank

We're easy on your pockets with remarkably low land and real estate costs and one of the lowest non-residential tax rates in the Edmonton Metropolitan Region.



ONE *stop* SHOP

Stony Plain is where support meets ambition and tradition meets innovation. Join us as we continue to grow, cultivate success, and establish an acclaimed retail destination.

Supportive Business Climate

Our team is here to make your goals a reality and will ensure you have high confidence in your business's future in Stony Plain. We'll support you in identifying the right site, navigating our processes, and acquiring available funding and incentives. Once established, we remain available to support your needs.

Land & Real Estate³

Stony Plain has a plethora of real estate and land options at competitive prices. Nearly 13,000 acres of our land is zoned for future development.

	INDUSTRIAL	RETAIL	OFFICE
Average Market Rent	\$14.49 sq/ft	\$20.26 sq/ft	\$26.56 sq/ft
Vacancy Rate (2023)	0.7%	4.2%	0%
Average Market Sale Price (5yrs)	\$227 sq/ft	\$294 sq/ft	\$221 sq/ft
Inventory (2023)	1.1 million sq/ft	887,000 sq/ft	169,000 sq/ft
Vacant Land Inventory	554 acres	167 acres	167 acres

Visit www.StonyPlain.com/Invest for an up-to-date snapshot of the opportunities available to your business and more.

TOURISM *in* STONY PLAIN

Our countless annual events, vibrant murals, and destination businesses make Stony Plain's retail and tourism scene one-of-a-kind. From the must-see tourism assets like the Blueberry Music Festival, Stony Plain & Parkland Pioneer Museum, and Red Brick Common to destination businesses like The Whole Scoop, Crooked Pot Gallery, and Hourglass Games. Your business will benefit from the traffic our tourism operators generate year-round.



Head to www.stonyplain.com/retaildestination or scan the QR code to learn more about Stony Plain's annual events and tourism assets.

SUCCESS *In Stony Plain*



One Man's Treasure

Dannyelle Lavallee & Joyce Berezan, Owners

Stony Plain is truly special, and we can't imagine doing business anywhere else. The community's array of events and unique shops run by passionate entrepreneurs, combined with strong local support, make it an ideal place. Stony Plain's supportive small business attitude has turned it into a retail destination. We have a strong collaborative retail community that works together to connect new customers. Our in store network of thirty small businesses that have been a part of our shop for two decades, reflects the enduring local demand.



Rescue Flats

Sarah Befus, CEO

My family moved to Stony Plain a decade ago, and it's truly one of the best decisions I've ever made. It's rare to find a place with 15-minute access to Alberta's capital and a strong sense of community. Although Rescue Flats is primarily online, I choose to live here, appreciating the great people who make Stony Plain an exceptional place to live, work, and play. In the past 10 years, Rescue Flats has shipped over 1 million units to Canadian, US, and international clients. Business relationships, especially with the Greater Parkland Regional Chamber of Commerce, have been fundamental to our growth. The business community here is supportive, welcoming, and poised for growth. Believe me when I say, Stony Plain is truly special.



Sorrentinos

Mike Klein, Owner

The opportunities in Stony Plain are unparalleled. Stony Plain offers the conditions required to succeed with favourable one-on-one services, a supportive service area, and the flexibility to quickly bring your vision to life. Through my other ventures, I was pivotal in developing Stony Plain's most luxurious subdivision, Genesis on the Lake, where Sorrentinos is located and thrives. You can feel Stony Plain's energy in the air, which makes it a truly unique destination on the prairies.



Crown and Fox

Krystal Sparling, Owner

When I created Crown and Fox in 2018, I knew the supportive community of Stony Plain was imperative to its success. There is a mindset of community over competition in Stony Plain, which makes the community an unparalleled destination to do business, visit, and live. The relationships I've established in Stony Plain among customers and other businesses aren't easy to come by these days and have enabled me to establish a firm footing amongst challenges like the pandemic. If businesses bring an authentic vision, passion, and commitment to the community, they will thrive in Stony Plain.



REIMAGINE *what is* POSSIBLE

Visit www.stonyplain.com/shopping-dining-arts to learn more.