

Homeshow booth a boost to Oxford



Almost 300 people stopped by Sustainable Development's booth at the Edmonton Home and Interior Design Show booth in October, and the impact was felt at the Oxford sustainable showhomes subdivision. Reports from salespeople at the homes attributed a sharp traffic increase to the booth, saying that many visitors carried City handouts, or mentioned having been to the booth.

Staff at the show suggested that part of the reason was prominent mention of the City's efforts by keynote speaker Scott McGillivray. The host of HGTV's Income Property was impressed with City initiatives such as Oxford, secondary suites and sustainability, as were local home builders, who also indicated they appreciate the City's plan and view towards developing cohesive neighbourhoods and introducing new programs.