



# Kingsway

## Business Improvement Area Economic Indicators 2019

Centrally located, Kingsway is Edmonton's & Western Canada's Medical, Health and Wellness Destination. Kingsway District offers a range of fantastic hotel accommodations, premier shopping experiences, as well as numerous dining choices to choose from.

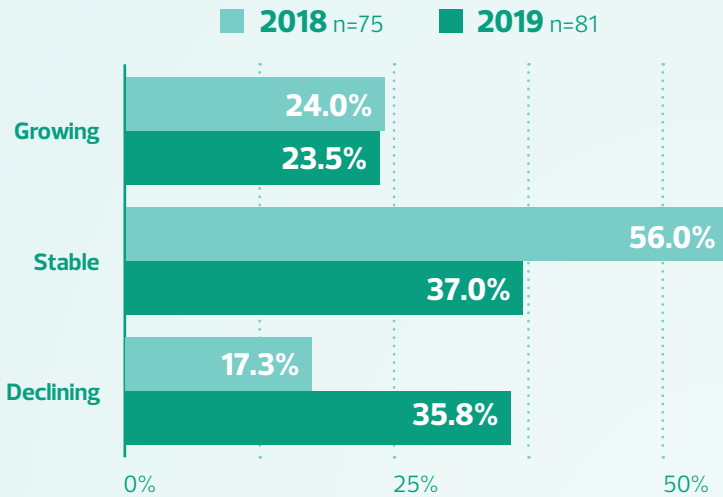
This Economic Indicators project was initiated by City Council to understand the overall economic well being of Edmonton's Business Improvement Areas (BIAs). In partnership with each BIA, the City has developed a set of indicators which can be measured annually to track and report economic trends.



Edmonton

## INDIVIDUAL BUSINESSES ARE THRIVING

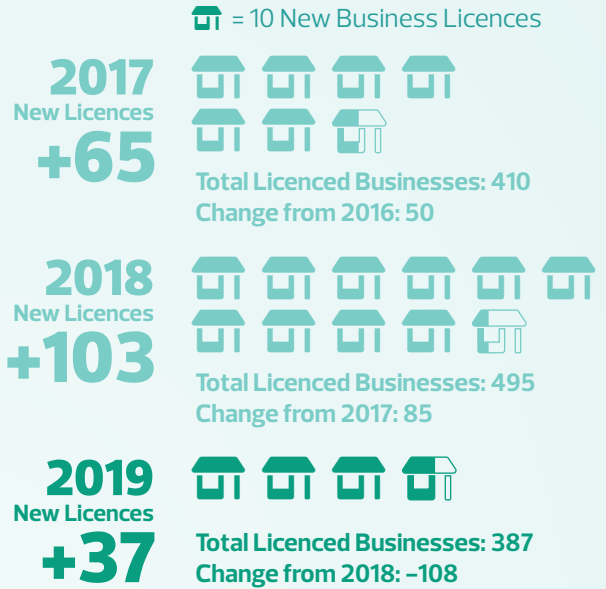
BUSINESSES REPORT THEY ARE STABLE, GROWING OR IN DECLINE



Decrease in respondents who reported growing success\*

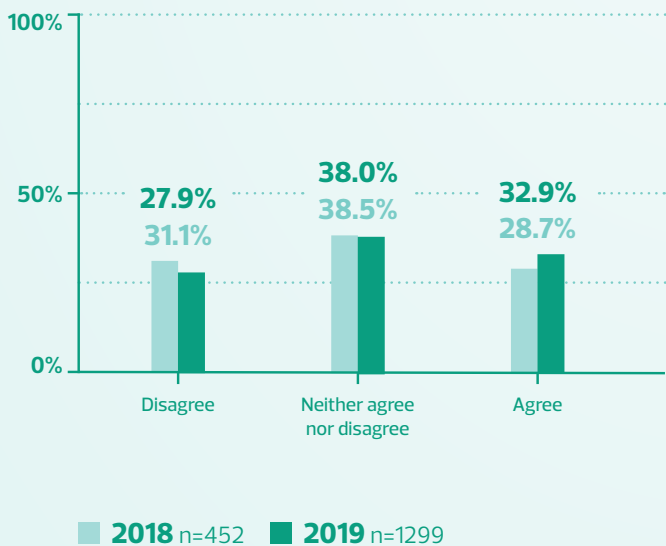
## NUMBER OF BUSINESSES WITHIN A BIA IS STABLE OR GROWING

NUMBER OF LICENCED BUSINESSES YEAR OVER YEAR



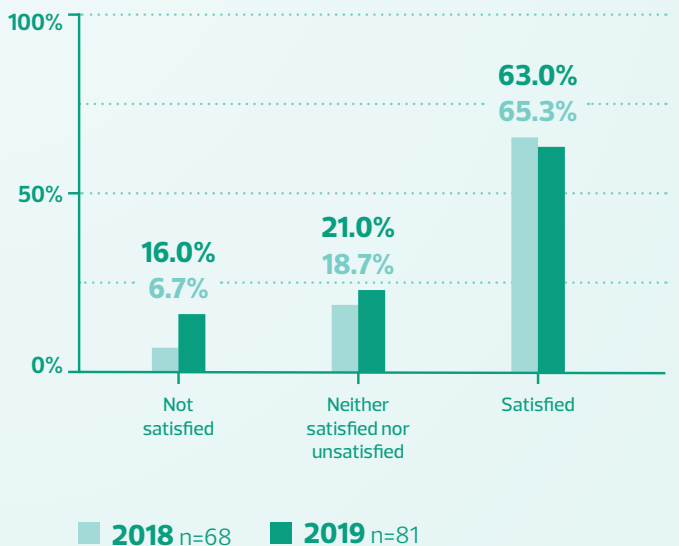
Increase in New Licences\*    Increase in Total Licences\*  
The decrease in total licenses is due to a change in public market vendor counting.

## PATRONS REPORT THE BIA IS AESTHETICALLY PLEASING



Increase in respondents who agree\*

## BUSINESSES REPORT THEY ARE SATISFIED WITH THE MIX OF EXISTING BUSINESSES IN THE AREA



Decrease in respondents who indicated satisfaction\*

\* Data for 2018-2019





### RETAIL STOREFRONT VACANCY RATE

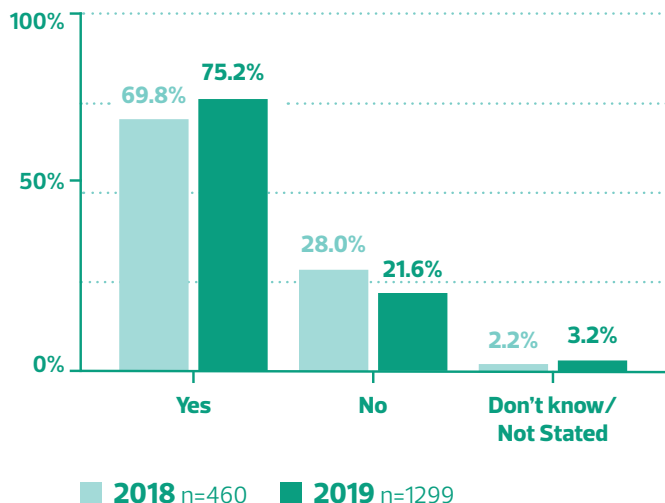
**12.57%**  
2019



### HOTEL ROOM NIGHTS PER MONTH



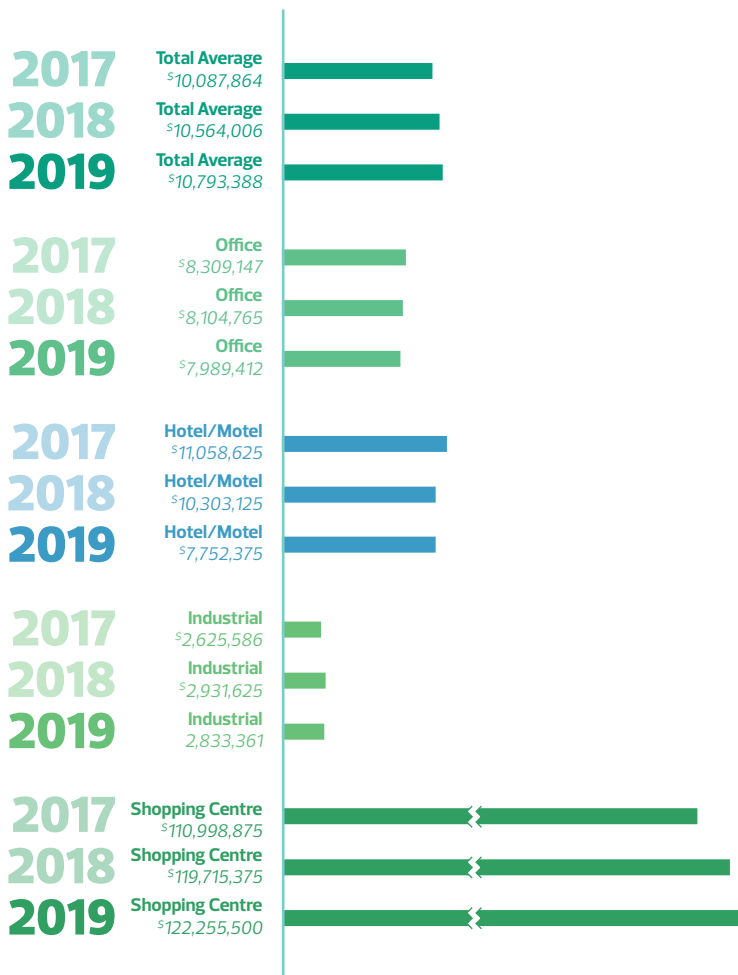
## PATRONS REPORT THE AREA IS A DESTINATION LOCATION



Increase in respondents who stated Yes\*

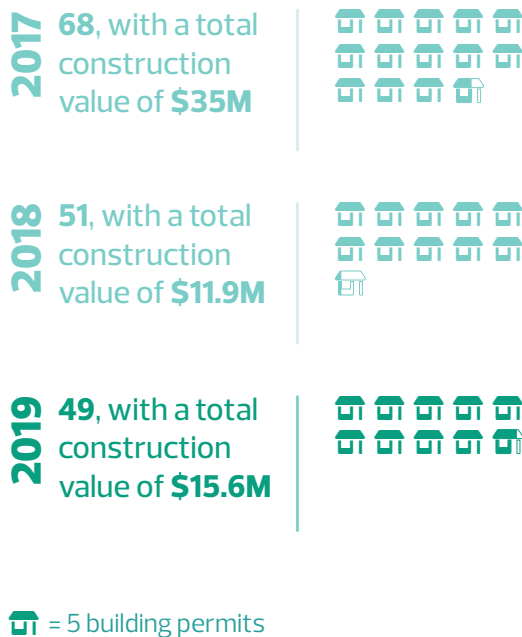
## BIA PROPERTY IS DESIRABLE

### AVERAGE COMMERCIAL ASSESSMENT VALUE, BY ASSET TYPE



## PROPERTY IS BEING IMPROVED

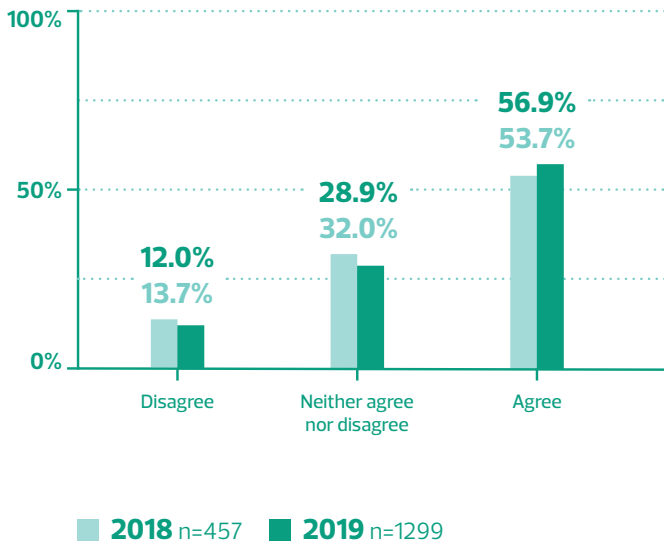
### NUMBER AND VALUE OF BUILDING PERMITS



The number of building permits has decreased, while the total construction value has increased.\*

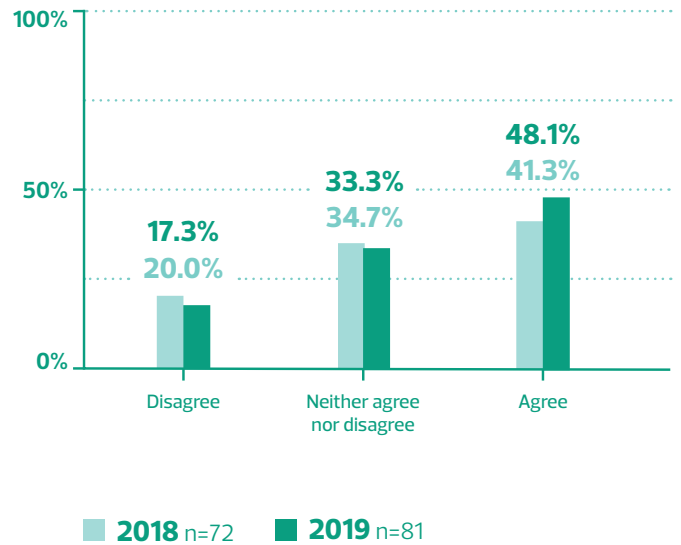
\* Data for 2018-2019

## PATRONS REPORT THE AREA IS SAFE



Increase in respondents who agreed\*

## BUSINESSES REPORT THE AREA IS SAFE



Increase in respondents who agreed\*

\* Data for 2018-2019

### Methodology

The results in this report reflect data collected from internal City of Edmonton data sources (such as permit and licence applications) and from a series of surveys. Surveys were conducted with businesses and members of the public, including patrons and residents living near the BIA. These surveys were completed online, in-person, and via telephone from September to December of 2019. The study of vacant retail storefronts was conducted in August 2019.

The reporting period for the Economic Indicators is from January to December each calendar year.

For additional information, please contact [smallbusiness@edmonton.ca](mailto:smallbusiness@edmonton.ca)

### Acknowledgements

This project would not have been possible without the support and partnership of the BIAs and their member businesses. We wish to extend our sincere thanks to the Executive Directors and Boards for their participation, advice, and direction throughout this project.

