

# OPPORTUNITY



Whether your business is new, expanding, or relocating, the Land and Economic Development team at The City of Red Deer can assist you by connecting you to market and business resources, assisting through the permit application process, and providing big data.

*Hydrogen could become Alberta's next major resource in the next two to five years, and Red Deer is ideally situated for hydrogen and carbon capture projects and new investment. We believe it could present a profound opportunity to get the economy humming again, while allowing Canada to meet its new climate change targets."*

– City of Red Deer Mayor Ken Johnston

## SHOVEL-READY LAND

Immediately available with customizable lot sizes, and is fully serviced (municipal water, sanitary and storm sewers, gas, power, curb and gutter).

## LOGISTICAL ADVANTAGES

Convenient access to major trade routes, and a trade area of 2.5M people.

The Red Deer Regional Airport is undergoing a \$15M runway expansion in 2022.

## TAX RATE ADVANTAGES

No business tax (over and above property taxes).

No payroll, capital, machinery, or equipment taxes.

Provincial corporate income tax rate of 8% (small business rate of 2%).

## INNOVATION NETWORKS

Red Deer Polytechnic, including the CIM-TAC, a key hub of the innovation community.

## LABOUR FORCE

Red Deer's workforce has skills and education that are well positioned to satisfy the needs of our growing hydrogen, renewable energy, and carbon sequestering industries.

## DEVELOPER PERMITS

Can be issued in 8 weeks or less.

## HEAD OFFICES

Over 30 global or national head offices are located in Red Deer, including Peavey Industries LLP, Canalta Controls Ltd., Red Flame Industries Inc., Permolex Ltd., Cervus, and Azolla Hydrogen.

## UTILITIES

The City of Red Deer will work with businesses to ensure water and power needs are met. High speed fibre options are supplied by TELUS, Shaw and Red Net.



# WELCOME

## POPULATION

**100,844**

2021 STATS CAN CENSUS

## AVERAGE AGE

**39.5**

2019 MUNICIPAL CENSUS

Over \$2.25B of Provincial investments have recently been made in our community and the surrounding area including the Red Deer Regional Hospital expansion, The Red Deer Justice Centre and Red Deer Regional Airport.

## COST OF LIVING

**\$110,934**

**AVERAGE AFTER-TAX  
HOUSEHOLD INCOME**  
2015 STATS CAN

**\$340,100**

**AVERAGE HOME PRICE**  
CANADA'S AVERAGE = \$686,047  
2021 STATS CAN



Red Deer is home to a vibrant arts community, including the Red Deer Symphony Orchestra, Central Alberta Theatre, the Red Deer Museum and Art Gallery, and the Alberta Sports Hall of Fame.



Westerner Park hosts a large number of major events each year, including Red Deer Rebels WHL Hockey, Canadian Finals Rodeo, 2019 Canada Winter Games, Westerner Days and AgriTrade.



Red Deer has many recreational facilities, including the new Gary W. Harris Centre for Health Wellness and Sport, the Collicutt Centre, G.W. Dawe Community Centre, Michener Centre, Kin Canyon, the nearby Canyon Ski Resort, and numerous arenas and golf courses.



Getting around Red Deer is easy, with 110 km of trails that can be used year round, and a Mean Commute Time of 20 minutes.

