

CITY OF FORT SASKATCHEWAN

Retail Market & Gap Analysis Findings

Topic Identification:

This presentation is to provide Council with information on the summary of findings from the Fort Saskatchewan Retail Market & Gap Analysis.

The review was carried out over the period of August 2014 to January 2015, to document in detail the City's current retail inventory and establish the Trade Area retail expenditure profile, across various retail categories/store types as an indication of retail inflow/outflow, also known as surplus/leakage.

Retail spending and the City's retail inventory (i.e., demand) and its corresponding productivity (i.e., supply) was augmented and supported by a detailed Consumer Intercept Survey conducted by Keyfax Market Research to further identify gaps in Fort Saskatchewan's current provision of shops and services.

The Retail Analysis is intended to assist the City in promoting the community with developers and investors, as well as attracting new or expanding retailers/formats, retaining existing retailers, and providing overall identity/positioning strategy for future developments which could feature retail throughout the City's various nodes and districts.

Action Required:

None.

Attachments:

Appendix A - Retail Market & Gap Analysis

File No.:

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Submitted to:	City Council	Date: February 10, 2015