

BUSINESS PROFILE

A Bi-Annual Publication of Concise Business Information about Saskatoon



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The publication is available either printed or via email (pdf format).

Industrial Area Businesses

In recent years Saskatoon has experienced significant business growth in its industrial areas. Companies wanting to locate in Saskatoon are often interested in the number and composition of businesses in given areas. The analysis in this article examines businesses which are zoned for industrial use.

There are two basic types of industrial development in Saskatoon: Light Industrial and Heavy Industrial.

Light Industrial areas are intended to facilitate economic development through a wide variety of light industrial activities and related businesses that do not create land use conflicts or nuisance conditions during the normal course of operations. The most common light industrial zoning designation is the IL1 district.

Heavy Industrial areas are intended to facilitate economic development through industrial activities that may have the potential for creating nuisance conditions during the normal course of operations. The most common heavy industrial zoning designation is the IH district.

The City and SREDA take a proactive role in helping to find the right parcel of land for firms that may want to locate in



Saskatoon, as well as offering important incentive programs. These initiatives will help to ensure continued industrial growth in the City.

There are over 1,600 licensed businesses on industrial properties in Saskatoon. Of these, over 1,100 licensed businesses are located in IL1 (Light Industrial) sites, occupying almost 800,000 square metres of floor area and employing over 13,000 people. IL1 sites are suited for many kinds of light industrial and commercial developments.

Within the IH (Heavy Industrial) areas, almost 500 businesses occupy over 350,000 square metres of floor area and employ 5,100 people. Many of the City's manufacturing industries are located on land which is zoned IH (Heavy Industrial).

The table below outlines the most prominent types of busi-

nesses that are located in the City's Industrial Areas.

Business Classification	Percent
Retail	12.96%
Automotive Sales / Service	10.56%
Business Service Industry	9.26%
Transportation Industry	5.42%
Building / Transport	5.08%
Household Services	5.01%
Other Products Wholesale	4.66%
Food / Beverage Services	3.70%
Other Service Industry	3.22%
Machinery / Equipment	2.95%
Apparel / Dry Goods Wholesale	2.40%
Furniture Industry	2.26%
Petroleum / Coal Production	2.19%
Textile Industry	2.19%
Communication Industry	2.13%
Building / Developing / Contracting	2.06%
Shoe / Apparel / Fabric Retail	2.06%
Other Manufacturing Industry	2.06%
Consumer / Business Finance	2.06%

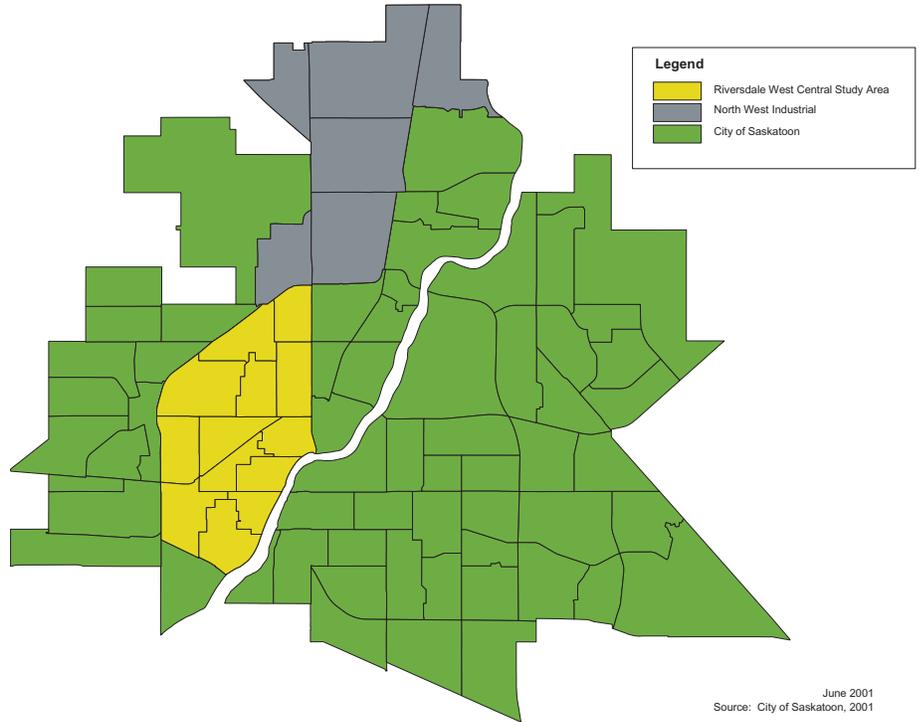
Inside this issue:

Industrial Businesses	1
Riversdale West Central Business Development Study	2
Confederation Suburban Development Area, Commercial Business Sector	3
Recent Developments	4
Check out these Websites	4

The Riversdale West Central Business Development Study

Saskatoon Regional Economic Development Authority, Riversdale Business Improvement District, Quint Development Corporation, Economic & Co-operative Development (Province of Saskatchewan) and the City of Saskatoon have collaborated to form a Management Committee for the *Riversdale West-Central Business Development Study*. The focus of the study is to develop a strategy to attract and retain businesses in the Riversdale West Central Area (see map). Doug Fast & Associates of Saskatoon were hired to prepare the study, which was released in June 2001.

The City of Saskatoon's contribution to this project was the preparation of business data for the Study Area. Using data collected through the Business License program and other sources, the City of Saskatoon was able to prepare a comprehensive report of business activity in the area, as well as a series of maps that are contained in the Final Report.



From the data collected, there are 965 commercial businesses occupying 375,000 square metres of land and employing over 5,000 people within the Study Area. This accounts for 9.5% of business employment in Saskatoon. There are five firms in the area which each employ over 100 people. The average

number of employees per business is 8.3, comparably smaller than both the City as a whole (10.76) and the North West Industrial Area (13.42).

Central Business Development Study Area, the North West Industrial Suburban Development Area and the City of Saskatoon.

The graph below illustrates the composition of employees for the Riversdale West

The Study Area is a unique region in the City. Adjacent to the banks of the South Saskatchewan River, it was one of the first areas of Saskatoon to be developed. It is home to many ethnic businesses and offers a clustering of food processing industries. It is hoped that this study will facilitate growth, retention and succession of businesses in the area.

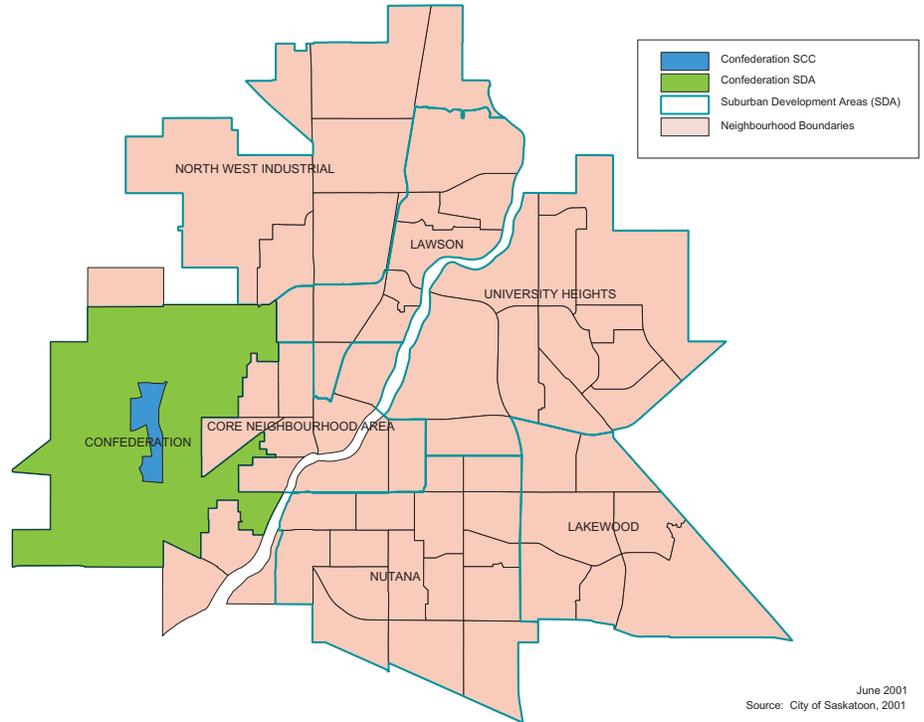
For a copy of the final report, please contact the Riversdale Business Improvement District at 242-2711.



Source: Development Services Branch, City of Saskatoon, December 2000

Confederation Suburban Area - Commercial Business Sector

The City of Saskatoon has collected data from businesses located within the City since 1997. The resulting data illustrates many different attributes with respect to Saskatoon's business climate, which can be analyzed at several levels, including Suburban Development Areas or SDA's. An SDA is a basic unit of large-scale residential development providing housing and related facilities for a population of approximately 50,000 people. The City of Saskatoon is made up of seven SDA's: Confederation, Core Neighbourhood Area, North West Industrial, Lawson, Nutana, University Heights, and Lakewood. As the first in a series examining data from the Saskatoon SDA's, this article will take an in depth look at businesses located in the Confederation SDA.



CONFEDERATION SDA BUSINESS DISTRIBUTION

Businesses in the Confederation SDA that serve or draw customers from the local area enjoy the benefits of the largest population of any SDA in Saskatoon. With over 52,000 residents, the Confederation SDA has 25.5% of Saskatoon's population.

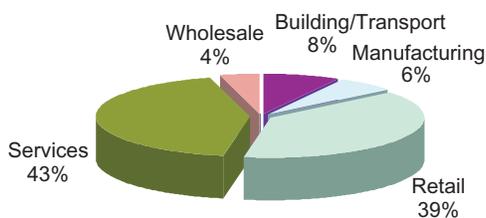
With approximately 400 licensed businesses in operation, the Confederation SDA accounts for 8% of the total commercial businesses in Saskatoon. Grouping these businesses into the five industry sectors outlined in the figure below shows that over 80% of the businesses in the Confederation SDA are classed as either service or retail based. These sectors also account for the majority of occupied com

mercial space, most of which is located within the Confederation Suburban Centre. Spatial analysis of businesses in the Confederation SDA indicates that 32% of the area's commercial businesses are located in the Confederation Suburban Centre (see map) making this area the hub of retail and service activity for the district. Manufacturing and wholesale operations tend to locate in the industrial areas south of 11th Street where larger land and building requirements can be more readily fulfilled.

CONFEDERATION SDA EMPLOYMENT DISTRIBUTION

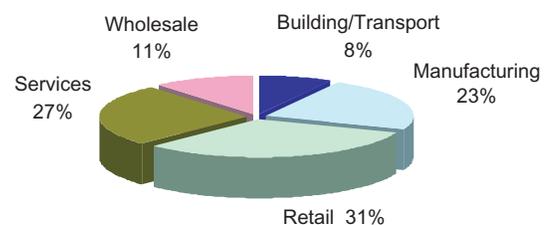
Aggregating employment data from businesses in the Confederation SDA into the business sectors reveals some interesting details regarding the type of businesses and employees that operate and work in the Confederation SDA. According to the data there are 1,980 part time and 2,782 full time employees, resulting in a total of 4,762 employees (8.7% of total city) working in the Confederation SDA. Retail and Service sectors account for most of the

Confederation SDA Proportion of Businesses by Sector



Source: Development Services Branch, City of Saskatoon

Confederation SDA Occupied Commercial Space By Sector

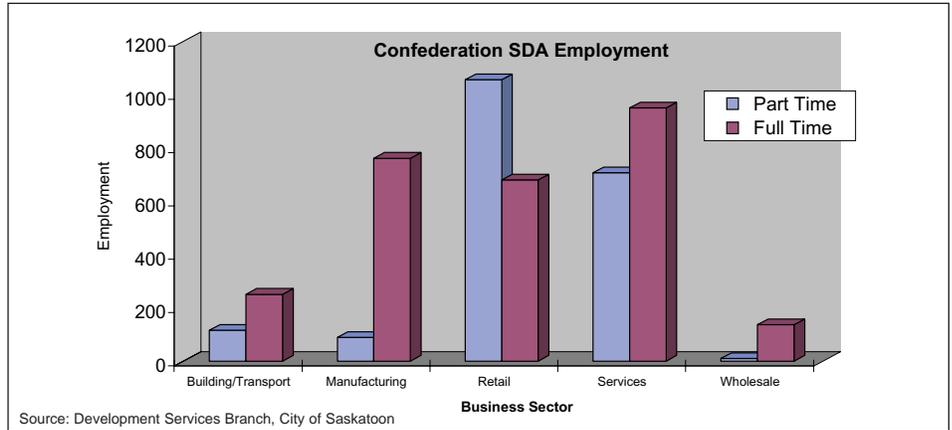


Source: Development Services Branch, City of Saskatoon

Confederation Suburban Area - Commercial Business Sector – continued

employment, making up over 80% of the total business employment.

Further analysis of Business Sector employment indicates that full time employees are more numerous than part time in all sectors except retail. Part time employees in the retail sector are normally more common in order to accommodate longer more flexible work hours required in the industry. Five of the top 10 employers in the Confederation SDA are large retail operations.



Do you like what you see?

The Business License database is a current database of business activity in the City of Saskatoon. This Business Profile is only a sample of data analysis that can be done. If you are interested in custom data

or if you would you like to receive the *Business Profile* via email in pdf format, please contact Paula Kotasek by phone at 975-8183, by fax at 975-7712, or by email at paula.kotasek@city.saskatoon.sk.ca.

The *Business Profile* is always available from our website at www.city.saskatoon.sk.ca/org/development/business_license.asp.

CHECK OUT THESE WEBSITES

CITY OF SASKATOON
www.city.saskatoon.sk.ca

SASKATOON REGIONAL ECONOMIC DEVELOPMENT AUTHORITY
www.sreda.com

SASKATCHEWAN HOME BASED BUSINESS ASSOCIATION
www.shbba.sk.ca

THE SASKATOON & DISTRICT CHAMBER OF COMMERCE
www.eboardoftrade.com

NORTH SASKATOON BUSINESS ASSOCIATION
www.nsba-sk.com

CANADA-SASKATCHEWAN BUSINESS SERVICE CENTRE
www.cbasc.org/sask/

About the Data

Analysis in this publication includes all those businesses licensed within the mandate of the Business License Program under City of Saskatoon Business License Bylaw No. 7590.

Some businesses not licensed under this bylaw, and therefore not covered in commercial business analysis, include federal and provincial departments and agencies, and non-profit and charitable organizations exempt from obtaining a Business License.

Analysis of the home-based business sector does not include Day Care Homes or other Care Homes as these operations are

licensed by the Province. In addition, Direct Sellers and any other business not occupying a commercial or home-based location in the City and licensed through License Bylaw No. 6066 are not included in the analysis.

The Business Profile Newsletter is provided as an informational service to the general public and agencies who regularly do business with City Hall. Readers should not act upon the information contained in this publication without first seeking professional advice.