

# Red Deer

[www.reddeer.ca](http://www.reddeer.ca)

## Welcome



### Mayors' Message

This is a remarkable time for The City of Red Deer with strong growth continuing and exciting opportunities ahead. I am pleased to lead this vibrant and progressive community as together we move forward. On behalf of our citizens, welcome to our city. We invite you to enjoy the area's natural beauty, take part in our recreational opportunities and benefit from the many services and advantages that continue to draw people to our region.

Located midway between Alberta's two largest cities (Calgary and Edmonton), the Red Deer area continues to be one of the fastest growing markets in Canada. Low operating costs, advanced infrastructure, a young and educated workforce, as well as access to national and international transportation systems and a trade area of more than 200,000 people are just some of the factors that have fuelled Red Deer's strong and diversified economy. Key sectors include oil and gas, petrochemicals, agriculture, tourism and a number of broad-based services. (See [The Red Deer Corridor... Canada's Economic Capital](#) for more details.)

Close to 76,000 citizens make Red Deer their home and enjoy the city's many amenities. These include extensive health services and advanced emergency and protective services. Our first-rate education system offers both public and private schooling opportunities, and Red Deer's acclaimed community college continues to provide numerous post-secondary options.

Along with metropolitan comforts, Red Deer offers a strong sense of community. In 2003, Red Deer was named a "Cultural Capital of Canada," a tribute to the community's support for local art, theatre, dance and symphony. Recreation and sports also characterize our community as citizens enjoy nearby lakes, Red Deer's parks and trails and more than 50 outdoor community skating rinks in the winter to name just a few. Special events, which range from the city's annual street festival to home games for Red Deer's Western Hockey League team, continue to bring our community together. (See Red Deer's Community Events Calendar for information on upcoming events.)

It is our people who have made this community great and it is our people who make me proud to serve as Mayor of The City of Red Deer. I invite you to further explore [The City of Red Deer's Web site](#) to discover all that we have to offer. The future is looking bright and we have only just begun!

Thank you for visiting.

Sincerely yours,



## Area Overview

Located midway between, and within 150 kilometres of both Calgary and Edmonton, Red Deer is Central Alberta's trading and distribution centre. Oil, natural gas, sulphur, coal, sand and gravel, timber and agricultural products are some of the raw resources found in the Red Deer vicinity. The proximity of Alberta's major cities create a potential market of over 2 million people within a 160 kilometre radius. Red Deer is the only city within the prairie provinces which can claim such a distinction.



The rolling topography and rich farmland of the Red Deer area is bisected by the picturesque Red Deer River valley. The Rocky Mountains can be viewed on the south-west horizon. The continental climate of Central Alberta is typified by wide fluctuations in temperatures and precipitation. Red Deer experiences cold winters, modified by the occasional warm chinook wind and warm, although short summers. Precipitation falls year round and is considered adequate for all needs. Prevailing winds blow from the west, warmer winds from the south-west and cooler winds from the Arctic air mass in the north-west.

The Financial Post - Canadian Markets, showed Red Deer had a population growth rate of 2.42% during the period 1996 - 2001. The Financial Post also estimated personal income for Red Deer was \$28,800 per capita and retail sales of \$22,900 per capita for 2005. According to the Financial Post, the Average Household Income is \$73,100 while the estimated Average Household Expenditures is \$68,687.

Red Deer's 2006 population was 82,971 and the cumulative growth over the next two years is expected to be at approximately 4.3%. Red Deer's trade area now exceeds 200,000. Red Deer's population is distributed fairly evenly by age and sex. The largest sectors are between the ages of 20 to 24 and 40 to 49. The average age is 42 years for females and 41 for males.

## Climate

Red Deer enjoys a moderate climate with warm summers and blue-sky winters.

Warmest month: July July has an average high of 23°C and an average low of 9°C

Coldest month: January

January has an average high of -8°C and an average low of -19°C

Average annual rainfall: 359 mm

Average annual snowfall: 125 cm

Average wind-speed: 15 km/hour

Average number of frost-free days: 106

Annual hours of sunshine: 2133

Check out the [local weather!](#)

## Community Services

### Municipal

Red Deer City Hall  
4914 - 48 Avenue  
Red Deer, Alberta T4N 3T4  
Telephone: 403-342-8111  
Fax: 403-346-6195

Red Deer Public Library

### Provincial

The Provincial Building houses representatives of most Government of Alberta Departments. Provincial Court House

### Federal

Canada Post Corporation Royal anadian Mounted Police

## Community Lifestyle

### Recreation

Red Deer's recreational infrastructure is highlighted by the Multi-purpose Centrium, with a seating capacity of 6,000 people. The City's other arenas include: Red Deer Arena [seating capacity - 2,300], Kinex Arena [seating capacity - 300], G.H. Dawe Community Centre [seating capacity - 300], and the Kin City Ice Centre [2 arenas] [seating capacity -300 each].



*Outdoor Pool at the Recreation Centre, 4501 47A Ave*

Visit the [Recreation, Parks & Culture department](#) for information on programs and facilities.

The [Collicutt Centre](#) is Red Deer's newest state-of-the-art leisure and wellness centre. The Collicutt Centre offers many facilities including a water park with a wave pool, water slide, lazy river and interactive water playground and tots pool; a hot tub and steam room; a 290 meter four lane track; a fitness and wellness studio featuring state-of-the-art fitness equipment and free weights; drop in fitness classes such as power pacing and cardio combo; drop in activities in the Field House including tennis, basketball, volleyball and wall climbing; complimentary sport equipment; and drop in skating all year round.



*Collicutt Centre located at 30th Ave and 32nd Street*

Red Deer's swimming pools are also very impressive: Recreation Centre [25 metre indoor, 50 metre outdoor], G.H. Dawe Centre [25 metre outdoor], and the Michener Centre Pool [25 metre indoor].

In addition, Red Deer has a host of other first class recreational attributes. The Red Deer Curling Club services curlers with 8 sheets of ice and Canyon Ski Area with its 150 metre vertical drop provides skiers and snowboarders alike with fun in the winter sun.



*Curling Funspiel 2004*



Red Deer is also the host of several golf courses including a semi-private course at Red Deer Golf and Country Club, as well as some public courses at River Bend Golf Course and Recreation Area, Balmoral Golf Club, Alberta Springs Golf Course and Spirit Creek Golf Course.



*River Bend Golf Course*

Adjacent to River Bend Golf and Recreation Area is the Discovery Canyon outdoor water park. Other outdoor fun can be found at Bower Ponds, which is used for canoeing and paddle boats in the summer and skating in the winter.



*Catch & release fishing at Bower Ponds*

Red Deer is also known for its beautiful walking and biking trails.



*Waskasoo Park extends from the North end of Red Deer to the South*

Red Deer also has some of Alberta's finest summer resort areas within a 100 kilometre radius including Sylvan Lake [20 minutes west], Gull Lake [30 minutes north-west], Pine Lake [30 minutes south-east], Buffalo Lake [60 minutes east] and [Waskasoo Park](#) [within the City].

### **Community Organizations**

A city the size of Red Deer has countless [organizations, associations and groups](#) . The broad spectrum of public demand can generally be satisfied in Red Deer, in this regard.

### **Religious Services**

The City of Red Deer has more than 50 churches.

### **Special Events/Attractions**

Events:

Westerner Days

Red Deer International Airshow held bi-annually

See the Red Deer [Community Events Calendar](#) for current events in Red Deer.

Attractions in Red Deer include the Red Deer College Arts Centre, the Centrum/Westerner Altaplex, Festival Hall, and the Red Deer and District Museum and Archives.



*Red Deer was named a Culture Capital of Canada in 2003*

### **Hospitality**

Tourism Red Deer provides information on all of the City's varied hospitality facilities. Telephone: 403-346-0180 or toll free at 1-800-215-8946

### **Accommodation**

Red Deer boasts 20 facilities with over 1,500 rooms; as well as the capability to handle major conventions of up to 2,400 people.

### **Restaurants**

Red Deer has more than 120 restaurants and eating facilities, catering to every taste.

Red Deer's status as a regional service centre is reinforced by its Shopping Centres, including Bower Place Shopping Centre [99 stores], Parkland Mall [135 stores], and the Village Shopping Centre [24 stores].

## **Economic Base**

### **Reports from the Experts**

- TD Economics, in a report released April 2003, found Red Deer at the centre of one of the hottest economic regions in the world.
- KPMG's 2001 Competitive Alternatives Report ranks the Red Deer Region's business operating costs among the most competitive in the world.
- BMO Financial Group rates Red Deer as a hotbed of growth for businesses employing fewer than 50 people.

### **The Economy**

- Above average levels of private sector investment and new business starts since 2000 have fuelled a growing and diversified economy.
- Building permits in the area have reached record levels.
- Alberta will continue to lead the Canadian economy in GDP growth in 2004.

## The Market

- Red Deer is the only region on the Canadian prairies with access to more than two million people within a 90-minute drive.
- The immediate trade area is home to 200,000 people and climbing.

## The Workforce

- The Region's active workforce is young, educated and productive.

## Infrastructure

- The Region has modern and ever-expanding infrastructure. A formidable fibre optics network, good quality roads, modern rail lines, two international airports and one regional airport, support Red Deer's reputation as Central Alberta's distribution and service centre.

## Natural Resources

- Central Alberta has abundant natural resources with rich fertile soil and a generous supply of minerals and forests.
- Natural resources and raw materials include agriculture [canola, barley, oats, beef, pork, dairy products, beer, packing house and meat processing], petroleum [oil, natural gas, petrochemical products], coal [coal products], and sand & gravel [concrete, concrete products].



The Calgary-Red Deer-Edmonton Corridor is recognized around the world as a major economic force. The Corridor produced a per capita GDP second only to Luxembourg. TD Economics estimated the per capita GDP at \$40,000 (US)—well ahead of the United States, Norway, Switzerland and Ireland. This is almost \$15,000 higher than Canada's national average.

Red Deer's economy has experienced significant diversification during recent years. The community was founded as a centre to service a rich agriculture area, and while mixed farming continues to play an important part in Red Deer's overall economy, many other sectors have developed. Agriculture drives an ever-growing food processing industry that employs almost a quarter of those citizens engaged in manufacturing. The service aspect of the petroleum industry continues to centre its activities in the Red Deer area; petrochemicals were added in the early '70's with the development of ethylene based plants; and the tourist industry, through conventions, trade shows and special events, has emerged as an increasingly important component of the economy.

See our [Guide to Doing Business in Red Deer](#) for more information on starting a business in Red Deer.

## Economic Facts

The major business sectors in the Red Deer area are: petroleum exploration servicing; retail and service; manufacturing; and, hospitality. The major manufactured goods of the area are: petrochemicals; food and beverages [pork, beef, dairy products, beer]; oilfield equipment; recreation vehicles; and, emergency vehicles.

### Major Businesses Products/Services

Nova Chemicals Ltd. ethylene, polyethylene



Olymel Sec L/P fresh pork  
Johns Manville Canada Ltd. fibreglass insulation materials  
Travelaire Trailer Ltd. recreational vehicles  
DOW Chemicals ethylene glycol  
IPSCO steel pipe and hollow structural sections  
Quinn's Oilfield Supply oil well subsurface rod pumps  
Convergys Corporation inbound call centre  
Collicutt Energy Services Gas Compressor Engines

### **Financial Institutions**

Chartered Banks -- 30 branches  
Trust Companies -- 4 branches  
Investment Dealers -- 5 companies  
Other Lending Institutions --10 offices

## **Education**

Red Deer is part of the Red Deer School District #104, headquartered in Red Deer [telephone: 403-342-3710], and the Red Deer Roman Catholic Separate School District #17, headquartered in Red Deer [telephone: 403-343-1055].

### **Daycare/Nursery**

A total of twenty daycare/nurseries operate within the City of Red Deer.

### **Red Deer Public School District**

The Red Deer Public School District has over 450 educators serving close to 10,000 students from kindergarten to grade twelve. It has fourteen elementary schools, five middle schools, two high schools and twelve alternative schools. The Red Deer Public School District offers French Immersion, International Baccalaureate, Special Education and an International Student Program. Technology and computer literacy programs, activities programs, art and music programs, environmental education, worksite experiences, "Gateway" programs for gifted students, extra-curricular activities, and a host of other programs, ensure a complete education for your child.

### **Alternative Schools**

For more information on the wide range of alternative schools in the Red Deer Public District, phone (403)343-1405.

### **Red Deer Catholic Schools:**

Approximately 280 teachers are serving more than 5,000 students in fourteen schools throughout the Red Deer area. French Immersion, year round schooling and "virtual" school are just a few of the many choices that the Red Deer Regional Catholic Board offers. For more information on schools in the Red Deer Catholic Regional Division call (403) 343-1055.

## **Emergency Services**

### **Fire Protection**

Red Deer's fire protection is provided from three fire stations. The City's Insurance Rating is Class 3 for commercial property, and Class 1 for residential property.



*Emergency Services' Bronto One Fire Truck*

### **Police Services**

Red Deer's police protection is provided by the Royal Canadian Mounted Police [RCMP]. Red Deer has two police stations. The Red Deer City Detachment has 80 personnel [Enquiries/Information telephone: 403-343-5500, Police Assistance telephone: 403-343-5591], while the Red Deer Rural Detachment has 16 personnel [Enquiries/Information telephone: 403-341-2000, Police Assistance telephone: 403-343-5575]. There are also 3 City By-Law Enforcement Officers.

### **Ambulance Services**

Full ambulance services are available [telephone: 403-347-3373].

## **Health Care**

### **First Class Health Services**

Health services in Red Deer and the surrounding area include a wide range of first class health services. From home care, to emergency care, rehabilitation, health promotion, dental and eye care, and alternative therapies – you'll find it in Red Deer.

### **Red Deer Regional Hospital**

As the referral centre for the David Thompson Health Region, The Red Deer Regional Hospital is the health care hub of Central Alberta. The hospital provides health services designed to meet the health needs of you and your family. Among an array of extensive health services, the hospital houses a Dialysis Clinic, a Cancer Clinic and a pediatric and special care nursery.

### **Community Health Centre**

Red Deer's Community Health Centres offer programs and services that place a high emphasis on wellness, disease and injury prevention, and pediatric rehabilitation and support. Continuing Care placement services provide a single point of entry to more than 300 long-term care beds in Red Deer.

### **Health Link Alberta**

Health Link Alberta is a toll-free telephone service now providing confidential health advice and service information 24-hours a day, seven days a week to the residents of the David Thompson Health Region. One phone call will connect you with a registered nurse who can answer health questions and provide information about local health services and programs. David Thompson Health Region residents can access Health Link Alberta by calling toll-free: 1-866-408-LINK (5465).

### **Home Care & Therapy**

The region's growing home care program currently serves more than 2000 residents each month. A wide range of therapies including speech therapy, rehabilitation therapy, recreation therapy, physical therapy and occupational therapy are also available through the David Thompson Health Region. For more information on health services or health facilities in the David Thompson Health Region, please phone their toll free number at 1-800-752-8957.

## Key Contacts for Business Development

### Municipal

The City of Red Deer  
City Hall  
4914 - 48 Avenue  
P.O. Box 5008  
Red Deer, Alberta T4N 3T4  
Tel: 403-342-8106  
Fax: 403-342-8200  
[econdev@city.red-deer.ab.ca](mailto:econdev@city.red-deer.ab.ca)

Morris Flewwelling  
Mayor

Norbert Van Wyk  
City Manager  
[norbert.vanwyk@reddeer.ca](mailto:norbert.vanwyk@reddeer.ca)

Howard Thompson  
Manager, Land and Economic Development  
[howard.thompson@reddeer.ca](mailto:howard.thompson@reddeer.ca)

Manager  
Tourism Red Deer  
Heritage Ranch Visitor Information Centre  
P.O. Box 5008  
Red Deer, Alberta T4N 3T4  
Tel: 403-346-0180  
Toll-free: 1-800-215-8946  
Fax: 403-346-5081  
[www.tourismreddeer.net](http://www.tourismreddeer.net)

Cal Dallas  
Executive Director  
Red Deer Chamber of Commerce  
3017 - 50 Avenue  
Red Deer, Alberta T4N 5Y6  
Tel: 403-347-4491  
Fax: 403-343-6188  
[cdallas@reddeechamber.com](mailto:cdallas@reddeechamber.com)

### Provincial (updated December 2004)

Alberta Economic Development  
2nd Floor, Provincial Building  
4920 - 51 Street  
Red Deer, Alberta T4N 6K8  
Tel: 403-340-5300  
Fax: 403-340-5231

Dawna Allard, Regional Manager  
[dawna.allard@gov.ab.ca](mailto:dawna.allard@gov.ab.ca)  
Lisa Houle, Regional Project Officer  
[lisa.houle@gov.ab.ca](mailto:lisa.houle@gov.ab.ca)  
Linda Jabs

Mary Anne Jablonski  
Member Legislative Assembly [MLA]  
Red Deer-North Constituency  
#131 Legislature Building  
10800 - 97 Avenue  
Edmonton AB T5K 2B6  
Tel: 780-422-3882  
Fax: 780-427-1234

Constituency Office:  
#200, 4814 - Ross Street  
Red Deer AB T4N 1X4  
Tel: 403-342-2263  
Fax: 403-340-3185  
[www.jablonski.ca](http://www.jablonski.ca)

Hon. Victor Doerksen  
Minister of Innovation and Science  
Member Legislative Assembly [MLA]  
Red Deer-South Constituency  
#402 Legislature Building  
10800-97 Avenue  
Edmonton AB T5K 2B6  
Tel: 780-427-2294  
Fax: 780-422-5366

Constituency Office:  
#503, 4901 - 48 Street  
Red Deer AB T4N 6M4  
Tel: 403-340-3565  
Fax: 403-346-9260  
[www.assembly.ab.ca](http://www.assembly.ab.ca)

**Federal** (updated June 2001)

Bob Mills  
Member of Parliament [MP]  
Red Deer Constituency  
Government of Canada  
House of Commons  
Ottawa, Ontario K1A 0A6  
Tel: 613-995-0590  
Fax: 613-995-6831  
[www.bobmills.com](http://www.bobmills.com)

Constituency Office:  
4785 - 49 Street  
Red Deer, Alberta T4N 1T6  
Tel: 403-347-7426  
Fax: 403-347-7423



## Location

Red Deer is located in the heart of South Central Alberta, in the County of Red Deer #23. Red Deer's Latitude [52' 16" N] and Longitude [113' 49" W] coordinates place it 470 kilometres north of the Canada-U.S. border. Its elevation is 860 metres [2,820 feet] above sea level; and, the City's area is 62 km<sup>2</sup> [23.94 square miles].

The City of Red Deer now proudly offers all Internet users access to [Web Map](#).

Web Map, which was officially launched in 2004, provides residents with the opportunity to view the city from a different perspective. Not just a regular online mapping feature, The City's Web Map provides citizens with valuable visuals and information about Transit routes, garbage pick up and Land Use bylaw zoning and constraints.

With the recent updates to Web Map, anyone with an Internet connection can access the information provided by this innovative application.

## Post Secondary Education

Red Deer College offers over 80 programs to suit students' academic and career goals. Whether students want to fast-track their way into the work force with a career certificate or diploma program, apprentice in a skilled trade or earn a university degree, Red Deer College is able to meet their academic needs. Continuing education, academic upgrading and literacy programs are also available. For more information, contact Red Deer College at (403) 342-3300.



*Red Deer College Library Information Common*

The closest universities are The University of Alberta [Edmonton] and The University of Calgary [Calgary].

A number of Technical/Vocational schools are also within easy reach of Red Deer's residents, including Olds College [Olds], Canadian Union College/Parkview Adventist Academy [Lacombe], Northern Alberta Institute of Technology [Edmonton], Grant McKewan College [Edmonton], Southern Alberta Institute of Technology [Calgary], and Mount Royal College [Calgary].

## Taxation

2005 Taxation Rates				
Public/Separate School Supt/inter				
2005	Residential		Non-Residential	Farmland
	Single Family	Multi-Family		
Municipal	.0059851	.0073913	.0135909	.0135909
Educator	.0010337	.0012337	.0022337	.0110337
Red Deer Public Library	.0013427	.0003427	.0013427	.0003427
Total 2005 Mill Rates	.0113618	.0122712	.0151723	.0169673
% Change	4.4%	11%	4.4%	

For more information visit [The City of Red Deer Assessment and Taxation Services](#).

## Transportation

### Air Service

Regularly scheduled flights are offered by Regional1 and Peace Air.



*Peace Air prepares for takeoff at Red Deer Regional Airport*

The [Red Deer Regional Airport](#) offers full services including restaurant, plane servicing, non-directional beacon [NDB], distance measuring equipment [DME], Augas 100LL and jet aviation fuel. The Airport's North-South Runway measures 1,685 metres [5527 feet]; its East-West Runway measures 1,050 metres [3444 feet].

### Rail Service

Rail services are provided by both [Canadian National](#) and [Canadian Pacific](#) Railways, with a full-service, Interswitching agreement in place. Rail service is also provided to three industrial parks.

### Highways

Alberta Highway #2

Route - North/South

Type - Paved, four lane, divided

Conditions - Excellent

Speed Limits - 110 km. max.

Weight Limits - 49,900 kg

Connections - Trans Canada highway #1, 150 km south Red Deer

- Yellowhead Highway #16, 150 km north of Red Deer

- United States Highway #89, 470 km south of Red Deer

[Coutts-Sweetgrass, Montana Crossing]

David Thompson Highway #11

Route - East/West

Type - Paved, tow lane,undivided

Conditions - Excellent

Speed Limit - 100 km max.

Weight Limits- 49,900 kg

Connections - Alberta Highway #2 at Red Deer

- Banff/Jasper Highway #93, 255 km west of Red Deer, linking through the Rocky Mountains at Howse Pass to Golden, B.C.

[upon Federal Government completion of portion through Banff National Park].

Highway #12

Route - Eastbound to Saskatchewan; Northbound to Highway #39

Type - Paved, two lane, undivided

Condition - Good

Speed Limit - 100 km. max

Weight Limits - 49,900 kg

Connections - Alberta Highway #2 at Lacombe, 25 km north of Red Deer

- Suitable alternative route to central Saskatchewan, joins Yellowhead Highway #16

Highway #9

Route - Eastbound to Saskatchewan

Type - Paved, two lane, undivided

Condition - Good

Speed Limit - 100 km max.

Weight Limits - 49,900 kg

Connections - TransCanada #1, at Calgary, 150 km south of Red Deer

- Via Highway #27 to Alberta Highway #2 at Olds, 53 km south of Red Deer

- Via Highway #21 to #42 to Alberta Highway #2, at Penhold [Red Deer Industrial Airport], 9 km south of Red Deer

- Suitable alternative route to Saskatchewan

### **Trucking Firms**

More than 60 firms serve Red Deer and the surrounding area. Household moving companies, motor carriers, livestock transport, motor home convoys, oil well servicing units and other trucking services are available in Red Deer.



## **Bus Services**

Greyhound Bus Lines Depot  
4303 - 50th Avenue  
Red Deer, Alberta T4N 3Z5  
Telephone: 403-343-8866

The Red Arrow Express [telephone 403-343-2356] offers daily luxury passenger and freight service between Calgary, Red Deer, Edmonton and Fort McMurray.

## **Couriers and Taxis**

Service - Passenger, charters, freight and small parcel  
Destiny Charters and Tours [telephone: 403-340-4740] Frontier Bus Lines [telephone: 403-347-4990]  
Greyhound Courier Express [telephone: 403-343-8866]  
Prairie Bus Lines [telephone: 403-342-6390]

Five companies with over 100 cabs provide taxi service in Red Deer:

Associated Cab [346-2222 or 343-3300]  
Red Deer City Cab [346-3333 or 346-4444]  
Alberta Gold Taxi [341-7777]  
Chinook Cabs [341-7300]  
Central Cab [341-6699]

## **Transit**

Visit [The City of Red Deer Transit department](#) for route schedules.



*Red Deer Transit*

## **Utilities**

### **Electrical Power**

The City of Red Deer  
Red Deer, Alberta  
Telephone: 403-342-8203  
[www.reddeer.ca](http://www.reddeer.ca)

### **Natural Gas**

ATCO Gas  
Red Deer, Alberta  
Telephone: 403-347-8947



[www.atcogas.com](http://www.atcogas.com)

### **Telephone**

Telus

Telephone: 403-310-2255 (toll free)

[www.telus.com](http://www.telus.com)

### **Water Supply**

Red Deer's water supply is obtained from the Red Deer River. One plant, with daily pumping capacity of 75 mega litres per day, supplies the population via a reservoir.



### **Waste Management**

Sewer treatment facilities are operated by The City of Red Deer. The daily capacity for treatment is 12 million gallons. The facilities are supplemented by former treatment facilities and four anaerobic lagoons.

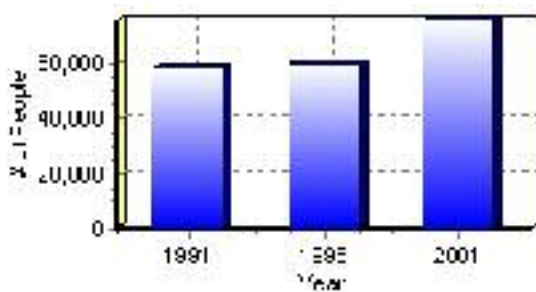
# Population

## Total Population

Population 2004*	75,923
Population 2003*	72,691
Population 2002*	70,593
Population 2001**	67,705
Population 2000*	65,701
Population 1996**	60,075
Population 1991**	58,134
Population % change 1991-1996	3.23%
Population % change 1996-2001	14.90%

\* Source: Official Population List, Alberta Municipal Affairs  
\*\* Source: Statistics Canada 1991, 1996, & 2001 Census

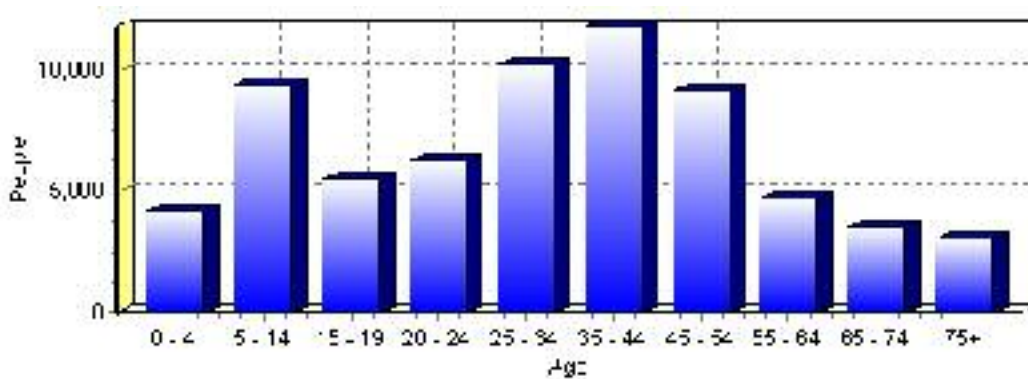
## Total Population 1991-2001



Population by Age and Gender	1996 Male	1996 Female	1996 Total	2001 Male	2001 Female	2001 Total
Age 0 - 4	2,180	2,275	4,455	2,160	2,010	4,170
Age 5 - 14	4,815	4,450	9,265	4,795	4,615	9,410
Age 15 - 19	2,260	2,250	4,510	2,685	2,810	5,495
Age 20 - 24	2,520	2,560	5,080	3,150	3,140	6,290
Age 25 - 34	4,870	4,975	9,845	5,290	4,925	10,215
Age 35 - 44	5,355	5,440	10,795	5,850	5,925	11,775
Age 45 - 54	3,195	3,260	6,455	4,510	4,595	9,105
Age 55 - 64	1,935	2,045	3,980	2,270	2,415	4,685
Age 65 - 74	1,375	1,795	3,170	1,590	1,915	3,505
Age 75 and older	975	1,560	2,535	1,090	1,985	3,075
Total All Persons	29,475	30,595	60,070	33,385	34,315	67,700

Source: Statistics Canada 1996 & 2001 Census (numbers may not add up due to rounding)

### Red Deer Population by Age Group (2001)

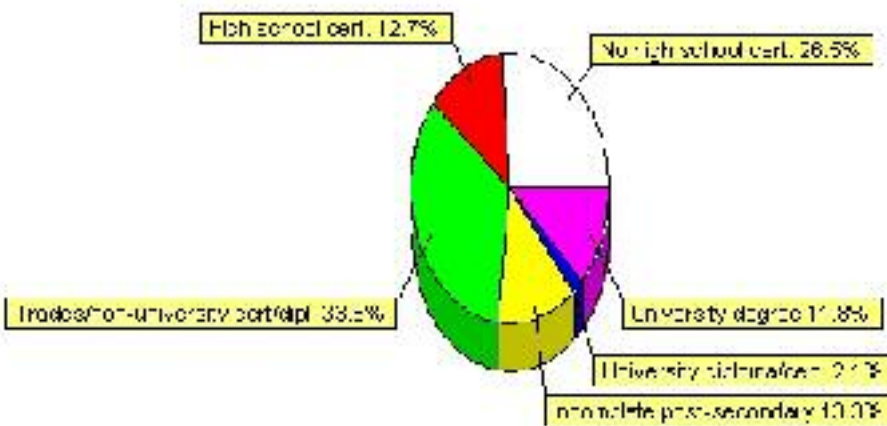


# Education Statistics

Highest level of schooling for Population 20yrs and older	2001	%
People without high school certificates	12,555	26.45%
People with high school certificates	6,050	12.75%
People with trades or non-university certificate or diploma	15,960	33.63%
People with post-secondary education (not completed)	6,295	13.26%
People with university diploma/certificate	980	2.06%
People with university degree	5,620	11.84%
Total Population 20 years and older	47,460	100.00%

Source: Statistics Canada 2001 Census (numbers may not add up due to rounding)

## Red Deer Highest Level of Schooling 2001



Population with Post Secondary Qualifications	1996	%	2001	%
Agriculture and biological sciences	880	4.94%	885	3.89%
Commerce, management and business administration	3,865	21.71%	4,650	20.45%
Educational, recreational and counseling services	2,330	13.09%	2,840	12.49%
Engineering and applied science tech. and trades	4,495	25.25%	5,995	26.36%
Engineering and applied sciences	390	2.19%	645	2.84%
Fine and applied arts	1,000	5.62%	1,185	5.21%
Health professionals, science and technologies	2,830	15.90%	3,635	15.99%
Humanities and related fields	595	3.34%	990	4.35%
Mathematics and physical sciences	220	1.24%	285	1.25%
Social sciences and related fields	1,160	6.52%	1,565	6.88%
Other and/or no specialization	10	0.06%	65	0.29%
Total people with post secondary qualifications	17,800	100.00%	22,740	100.00%
Females with post-secondary qualifications	9,235	51.88%	11,785	51.82%
Males with post-secondary qualifications	8,565	48.12%	10,955	48.18%

Source: Statistics Canada 1996 & 2001 Census (numbers may not add up due to rounding)



## Labour Force

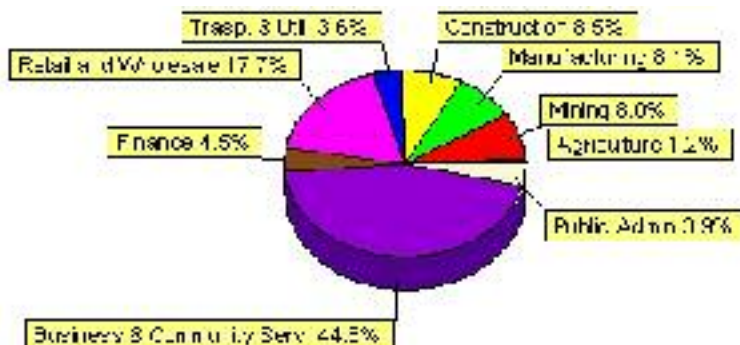
Labour force by activity	1996	2001
In the labour force, both sexes	33,355	39,900
Not in the labour force, both sexes	11,890	13,085
Total population 15 and over	45,245	52,990
Employed, both sexes	30,130	37,825
Unemployed, both sexes	3,225	2,080
Participation rate, both sexes	74.00%	75.00%
Unemployment rate, both sexes	10.00%	5.00%

Source: Statistics Canada 1996 & 2001 Census (numbers may not add up due to rounding)

Labour Force by Industry Division	1996	% of total	2001	% of total
Agriculture	515	1.58%	460	1.16%
Mining	2,525	7.72%	3,170	8.01%
Manufacturing	2,310	7.07%	3,195	8.07%
Construction	2,235	6.84%	3,360	8.49%
Transportation. & Utilities	1,700	5.20%	1,440	3.64%
Retail and Wholesale	6,870	21.01%	6,990	17.66%
Finance	1,445	4.42%	1,800	4.55%
Business & Community Services	12,255	37.48%	17,650	44.59%
Public Administration	1,400	4.28%	1,540	3.89%
Total All Industries	32,695	100.00%	39,585	100.00%

Source: Statistics Canada 1996 & 2001 Census (numbers may not add up due to rounding)

### Red Deer Labour Force By Industry - 2001



Labour Force by Major Occupational Groups	1996	%	2001	%
Management occupations	2,535	7.75%	3,765	9.51%
Business, Finances and administrative occupations	5,515	16.87%	6,215	15.70%
Natural and applied sciences and related occupations	1,275	3.90%	2,095	5.29%
Health occupations	1,895	5.80%	2,385	6.02%
Occupations in social science; education; government and religion	2,495	7.63%	2,870	7.25%
Occupations in art; culture; recreation and sport	790	2.42%	800	2.02%

Sales and service occupations	10,175	31.13%	10,855	27.42%
Trades; transport; equipment operators and related occupations	4,695	14.36%	6,570	16.60%
Occupations unique to primary industry	1,945	5.95%	2,440	6.16%
Occupations unique to processing; manufacturing and utilities	1,370	4.19%	1,590	4.02%
Occupations not elsewhere classified	660	2.02%	315	0.80%
Total - All Occupations (major groups)	32,690	100.00%	39,590	100.00%
Females - All Occupations	15,390	47.08%	18,535	46.82%
Males - All Occupations	17,300	52.92%	21,055	53.18%

Source: Statistics Canada 1996 & 2001 Census (numbers may not add up due to rounding)

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## Income

<b>Family Income (Number of Families)</b>	<b>1996</b>	<b>%</b>	<b>2001</b>	<b>%</b>
less than \$19,999	1,005	7.72%	1,435	10.29%
\$20,000 - \$39,999	3,145	24.16%	3,745	26.85%
\$40,000 - \$59,999	3,670	28.19%	4,110	29.46%
\$60,000 and over	5,200	39.94%	6,190	44.37%
Total number of families	13,020	100.00%	15,480	110.97%
Average family income	\$59,181		\$67,700	
Median family income	\$52,686		\$59,152	

Source: Statistics Canada 1996 & 2001 Census (numbers may not add up due to rounding)

<b>Household Income (Number of Households)</b>	<b>1996</b>	<b>%</b>	<b>2001</b>	<b>%</b>
less than \$19,999	5,125	22.86%	3,755	14.45%
\$20,000 - \$39,999	6,050	26.99%	6,225	23.95%
\$40,000 - \$59,999	4,880	21.77%	5,310	20.43%
\$60,000 and over	1,875	8.36%	10,695	41.15%
Total number of households	22,415	100.00%	25,990	100.00%
Average household income	\$47,330		\$60,372	
Median household income	\$40,118		\$50,556	

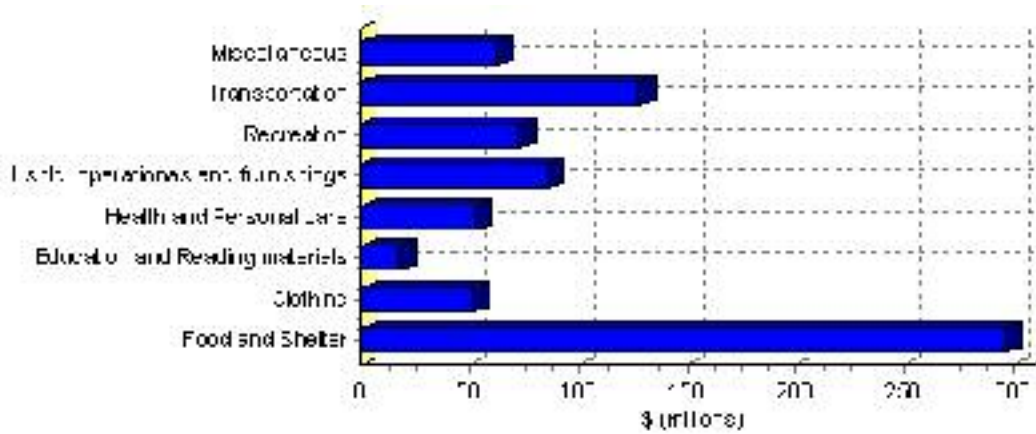
Source: Statistics Canada 1996 & 2001 Census (numbers may not add up due to rounding)

# Family Expenditure

Expenditure Category	1992	% of total	1996	% of total
Food and Shelter	\$245,737,955	36.90%	\$296,656,468	38.63%
Clothing	\$46,362,750	6.96%	\$51,193,400	6.67%
Education and Reading materials	\$14,713,300	2.21%	\$17,547,655	2.29%
Health and Personal care	\$41,220,210	6.19%	\$52,875,805	6.89%
Hshld. operations and furnishings	\$73,514,265	11.04%	\$85,962,600	11.19%
Recreation	\$56,074,745	8.42%	\$73,066,881	9.52%
Transportation	\$135,989,880	20.42%	\$128,007,395	16.67%
Miscellaneous	\$52,206,690	7.84%	\$62,597,930	8.15%
Total Current Consumption	\$666,007,670	100.00%	\$767,908,134	100.00%
Total # of Households	21,450		22,414	
Average Consumption per Household	\$31,049		\$34,260	

Source: Statistics Canada Family Expenditure Survey 1992 & 1996 (numbers may not add up due to rounding).

## Red Deer Family Expenditures (1996)

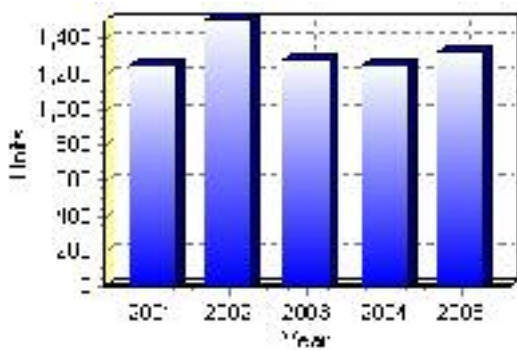


# Building Permits

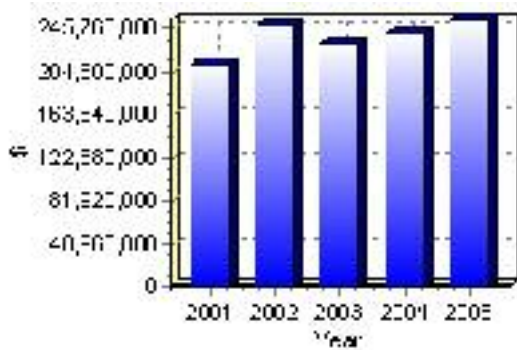
Total Building Permit Values	2001	2002	2003	2004	2005
Building Permits Value, Commercial	\$64,697,000	\$43,209,000	\$43,098,000	\$52,751,000	\$59,484,000
Building Permits Value, Industrial	\$13,865,000	\$13,332,000	\$12,048,000	\$14,730,000	\$35,312,000
Building Permits Value, Institutional	\$14,701,000	\$37,551,000	\$43,307,000	\$33,192,000	\$4,698,000
Building Permits Value, Residential	\$119,355,000	\$154,570,000	\$132,211,000	\$140,302,000	\$154,394,000
Building Permits Value, Total	\$212,618,000	\$248,662,000	\$230,664,000	\$240,975,000	\$253,888,000
Total Housing Starts	1,247	1,507	1,283	1,245	1,330

Source: Statistics Canada 2000-2004 Building Permits (numbers may not add up due to rounding)

## Total Housing Starts



## Value of Building Permits



## Dwellings

<b>Occupied Private Dwellings by Type</b>	<b>1996</b>	<b>% of total</b>	<b>2001</b>	<b>% of total</b>
Apartments	5,120	22.84%	6,400	24.62%
Detached Duplexes	540	2.41%	465	1.79%
Movable Dwellings	800	3.57%	940	3.62%
Other single attached house	15	0.07%	15	0.06%
Row and semi-detached house	4,505	20.10%	4,910	18.89%
Single-detached house	11,435	51.01%	13,260	51.02%
Total number of occupied private dwellings	22,415	100.00%	25,990	100.00%
Private dwellings, owned	13,315	59.40%	16,085	61.89%
Private Dwellings, rented	9,100	40.60%	9,900	38.09%

Source: Statistics Canada 1996 & 2001 Census (numbers may not add up due to rounding)

<b>Private Dwellings by Period of Construction</b>	<b># of Dwellings</b>	<b>% of total</b>
Period of construction, before 1946	805	3.10%
Period of construction, 1946 - 1960	2,495	9.60%
Period of construction, 1961 - 1970	4,035	15.53%
Period of construction, 1971 - 1980	7,665	29.49%
Period of construction, 1981 - 1990	5,945	22.87%
Period of construction, 1991 - 2001	5,045	19.41%
Total number of private dwellings constructed	25,990	100.00%

Source: Statistics Canada 2001 Census (numbers may not add up due to rounding)



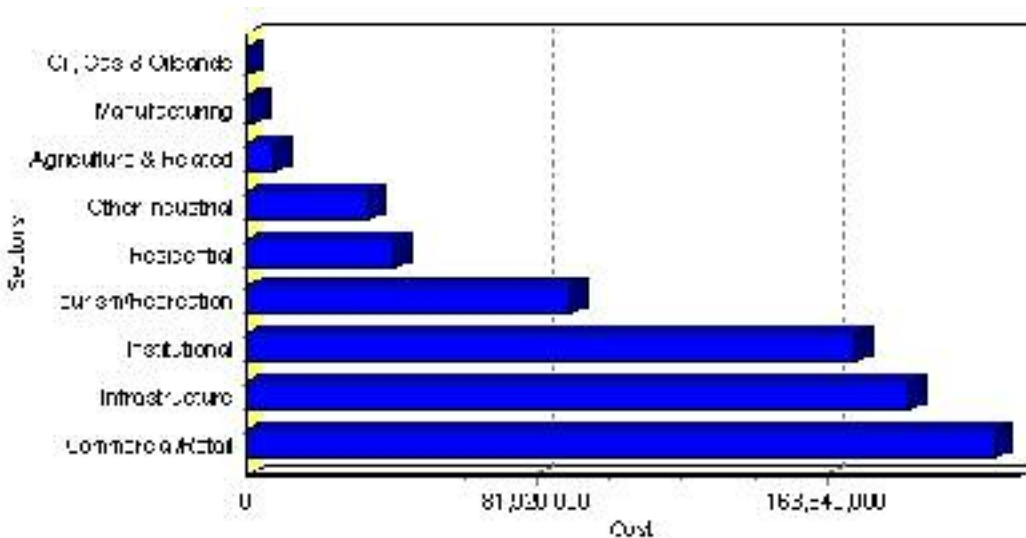
# Projects

## Summary of Projects in Red Deer as of September 2006

Project Sector	Number of Projects	Project Cost
Commercial/Retail	60	\$211,642,110
Infrastructure	8	\$187,176,000
Institutional	13	\$172,175,700
Tourism/Recreation	17	\$91,640,120
Residential	5	\$41,650,000
Other Industrial	46	\$34,570,000
Agriculture & Related	1	\$8,000,000
Manufacturing	2	\$1,550,000
Oil, Gas & Oilsands	2	\$200,000
<b>Total</b>	<b>154</b>	<b>\$748,603,930</b>

This inventory lists projects in Alberta that have recently been completed, are under construction, or are proposed to start construction. Not all projects are listed due to reasons of confidentiality and/or due to information not being available at the time of printing. Project data is obtained from public information sources, where possible, this data has been verified with the project proponent/developer, users of the Inventory may wish to confirm project data with the proponent/developer. The inventory does not breakdown project expenditures by any given year. The cost of a project is the value of expenditures expected over all phases of project construction, which may span over two or more years. Cost of projects listed in the Inventory are estimated values only. Source: Alberta Economic Development, 2004.

## Value of Projects by Sector (as of September 2006)



Project Status	Number of Projects	Project Cost
Announced	56	\$236,256,110
Completed	2	\$2,830,000
Nearing Completion	3	\$45,400,000
Proposed	18	\$145,045,000
Under Construction	75	\$319,072,820
<b>Total</b>	<b>154</b>	<b>\$748,603,930</b>

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## Largest Projects in Red Deer as of September 2006

Company Name	Project Description	Project Location	Project Cost	Construction Schedule	Status
Bower Place Shopping Centre	Renovations and Expansion	Red Deer	\$160,000,000	2005-2007	Under Construction
City of Red Deer	Relocation of City's Public Works Yards to Three Mile Bend	Red Deer	\$105,000,000	2007-2009	Announced
Red Deer College	Building Communities Through Learning Phase 1 (formerly listed as Healthy Commu	Red Deer	\$75,000,000	2006-2008	Under Construction
City of Red Deer / Red Deer College	New Museum and Archives (Arts, History and Heritage Centre)	Red Deer	\$46,000,000	-	Proposed
City of Red Deer	Northlands Drive Extension and Bridge	Red Deer	\$35,000,000	-	Proposed
Alberta Infrastructure and Transportation*	Modernization / Addition	Red Deer	\$31,000,000	2003-2006	Nearing Completion
Red Deer College	Sports and Wellness Centre and Health Education Centre (Building Communities Thr	Red Deer	\$30,000,000	2007-2010	Announced
City of Red Deer	New Downtown Police Station	Red Deer	\$16,700,000	-	Proposed
Laebon Developments	'The Views at St. Joseph' CONDOMINIUMS	Red Deer	\$16,000,000	2007-2008	Announced
Masterpiece Inc.	'Inglewood Club' SENIORS COMPLEX	Red Deer	\$16,000,000	2006-2007	Announced

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