



Town of • Ville de
Morinville



Economic Development Update

Fall 2010

Morinville, the family choice, embracing our past to build our future

Overview

The Town of Morinville not only shares all the Alberta Advantages through its close proximity to the amenities of the City of St. Albert and the City of Edmonton, it retains the unique characteristics of a vibrant, growing rural community developed on the foundations of its rich heritage. With a population of 7,636, Morinville views itself as a healthy business and residential community that offers a rich quality of life in a small town setting.

Morinville's residents are young and family-oriented; with a commitment to keeping the Town safe and neighbourly. Morinville offers all the amenities to enable it to continue to grow and thrive. The town is the centre of Sturgeon County and serves as the commercial centre for the surrounding district. Its geographical position, combined with convenient highway access, and its proximity to Alberta's capital, will ensure continued prosperity in the future.

Some of the Town's advantages include: high quality education; wide range of recreational activities; diversity of residential styles; healthy retail business core; solid industrial base; excellent transportation linkages; opportunities for business investment and expansion; solid infrastructure; and an exciting future.

Locating to Morinville

There is a strong sense of community in Morinville. Family, friends, and neighbours practice the values of caring, support, tolerance, and hospitality drawn from Morinville's English, French, and German heritage.

Developers and urbanites have recognized Morinville's strengths as a viable and enjoyable commute to downtown Edmonton or to the International Airport via the Anthony Henday Drive ring road around the City.

Morinville's enviable French/English public school system, quality parks, recreation facilities, trails system and abundance of community clubs and organizations address a broad spectrum of ages, interests and lifestyle choices. The hustle and bustle of the city can be left behind for the more leisurely pace of Morinville.

Many of Morinville's military families have commented on how the community welcomes them and eases their minds when they are posted overseas. The Edmonton Garrison is proving to be one of the largest employers in Morinville, and the Town is proud that many soldiers and their families choose our community.

Community Lifestyle

Community Services

The Town of Morinville is home to a wide variety of Municipal, Provincial and Federal services. Community Services offers a wide range of community-based activities and programs for early childhood, youth, teens, adults, seniors and families.

Protective services include the Morinville Volunteer Fire Department, RCMP detachment, Community Peace Officer Enforcement Services, and an EMS detachment. There are also a number of clinical and medical services in Town, and hospitals nearby.

Annual Events and Attractions

Throughout the community are visible reminders of a rich past. St. Jean Baptiste Church and Musée Morinville Museum (formerly Notre Dame Convent) are declared official heritage buildings in Alberta. Many historic homes, festivals and events have captured the interest of visitors, while offering local groups a place to hold community, recreational and cultural events.

Community Organizations

The Town has a wide variety of service clubs, volunteer groups, sports and recreation clubs.

Transportation

- Air Service –** Morinville is within easy reach of a number of airports, including the Villeneuve Airport (28 km) and Edmonton International Airport (71 km).
- Rail Service –** Morinville is served by the Canadian National Railway's "Edmonton-Peace River" main line with a branch to Legal. Spur tracks are available.
- Highways –** Highway 2 travels south through St. Albert to Edmonton with connections to all major Canadian markets by the Yellowhead Highway.

Climate

Location		Temperature		Precipitation		Sun Angles		Other Info	
Latitude	53° 48' 08" N	Summer	15° C	Rainfall (monthly)	29 mm	Summer Solstice	60.0°	Relative Humidity	70%
Longitude	133° 28' 55" W	Spring / Fall	3° C	Snowfall (monthly)	11 cm	Equinox	34.7°	Wind Speed	15 km/h
Altitude	688 m	Winter	-12° C	Snow depth	20 cm max	Winter Solstice	13.2°	Wind Direction	West

Community Cultural Centre – It's Ours! Opening June 2011

The pride of the community is an amazing conference and cultural facility offering first class, fully-equipped conference, meeting & banquet space. We are poised to become a hub of activity within the region. This exceptional venue will also host theatre, music and dance performances, visual arts exhibits, family programming, and community celebrations.

For Bookings contact Laurie Stalker 780.939.7838

Recreation

Morinville's recreational facilities are more typical of a larger community. These include the Ray McDonald Sports Complex arena and curling rink, Bob Foster Extreme Park, Splash Park, tennis courts, baseball diamonds, soccer fields, trail system, as well as numerous parks and picnic areas. Nearby recreation areas also include a number of golf courses and parks.

Religious Services

The community has a wide range of faith-based services.

Community Profile

Morinville offers a wide range of affordable living options appropriate to the needs of adults and young adults, families, senior citizens, and those who require assisted living. Residential development continues to be a focus for the community as the current town council strives to make Morinville "the family choice." The Town updates statistics on growth indicators and housing (reverse) quarterly.

Demographics

The Town of Morinville conducted a census in 2008 to address the significant growth that occurred since the 2006 Statistics Canada Census. Key findings include:

- During this time, the growth rate was 3.4% per year, compared to 0.7% over the 5 years prior, and this level of growth is forecasted to continue at a rate of 2-3% annually.
- Morinville is a young community, with a median age of 33.6 in 2008, relatively unchanged from recent years. The average family income is \$79,432, above the provincial average of \$73,823.

Growth Projections

During its history, Morinville has enjoyed a steady rate of growth. While projections will be tempered by economic forces of the region, province and global economy, Morinville anticipates continuous high growth at a rate of 2-3% annually over the next ten years.

Projected Growth	2013	2018	2028	2043
Low (0.9%)	7915	8277	9053	10355
Medium (1.8%)	8201	8966	10717	14005
High (2.5%)	8429	9536	12207	17680

Morinville currently has adequate servicing for a population of up to 24,000 people.

Trading Area

Morinville is the commercial and geographic centre of Sturgeon County. Morinville's trading area, based on a 20 minute commuting range for goods and services, is 91,750 people.

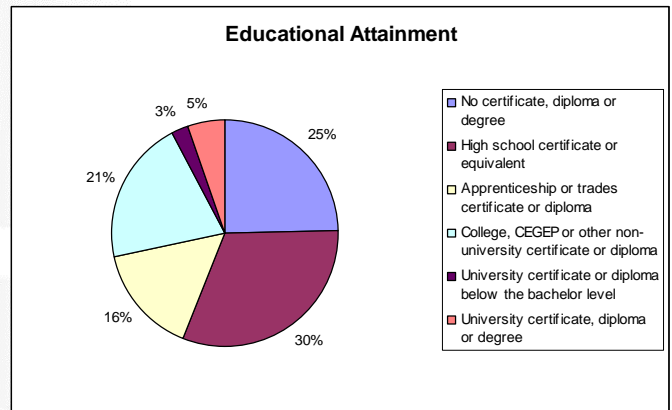
Education

Morinville is part of the Greater St. Albert Catholic Regional School Division #29. There are child care centers, two elementary, one junior high and one high school in the Town. French programs are also available.

According to the 2006 census, Morinville has 44% of residents with some post-secondary education. Morinville is close to many post-secondary institutions in Edmonton.

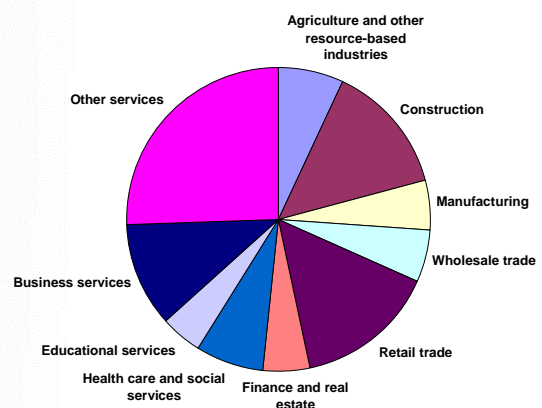
Labour Force

Nearly 44% of the population over the age of 15 has post secondary training. Of the employed labour force, 15% are in Technology and Engineering, 7% in Business, 6% in Health and Recreation, and large percentages in Services, Education, Social Science and Law.



Source: Statistics Canada (2006)

The atmosphere, excellent quality of life, transportation and infrastructure makes the Town of Morinville an excellent business location. Morinville's Business Park offers 44.5 ha (1.5 to 2 acre fully serviced lots) particularly suited to light and medium industrial/business ventures. Nearly 22% of residents are employed within the town of Morinville.



Labour Force by Industry Sector

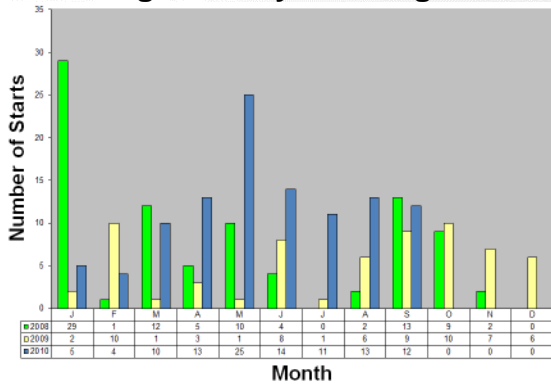
The workforce of Morinville provides services in the above areas. Source: Statistics Canada (2006)

Growth Indicators & Housing

Dwellings

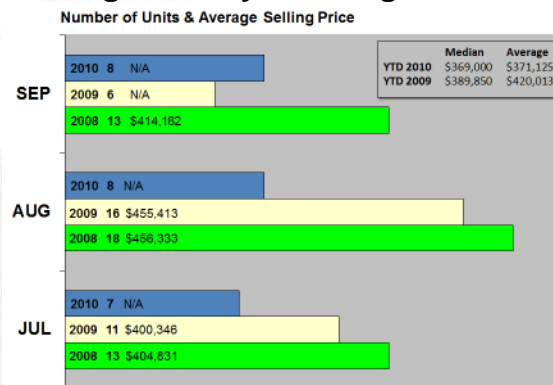
The following graphs are a summary of Single Family Dwelling starts and re-sales as of October 2010.

Single Family Dwelling Starts



Source: CMHC

Single Family Dwelling Resales



Source: CMHC

Building Permits

The following chart is a summary of Building Permits issued.

Building Permits Issued		Jul 2010		Aug 2010		Sep 2010		2010 YTD		2009 YTD	
		No.	Value (x1000)	No.	Value (x1000)	No.	Value (x1000)	No.	Value (x1000)	No.	Value (x1000)
Residential	Single	7	\$1976	5	\$1500	5	\$1125	116	\$27335	45	\$9494
	Multiple	4	\$656	0	\$0	3	\$350	28	\$4039	12	\$1684
	Other	10	\$67	4	\$10	11	\$128	114	\$913	90	\$748
	Subtotal	21	\$2699	9	\$1510	19	\$1603	258	\$32287	147	\$11926
Non-Residential		0	\$0	0	\$0	3	\$2298	12	\$12756	21	\$3645
TOTAL		21	\$2699	9	\$1510	22	\$3901	270	\$45043	168	\$15571

Taxation & Utilities

The following charts represent the tax and utility rates for 2010.

Mill Rates (2010)	Residential	Non-Residential	Machinery & Equipment	Lodges (Muni. Only)	Vacant Farm	Vacant Non-Residential
Municipal	6.344779	7.585929	7.585929	6.879453	28.563224	17.148287
Education	2.13597	2.729814			2.729814	2.729814
Sturgeon Foundation	0.055692	0.055692	0.055692		0.055692	0.055692
Total	7.7789	10.3980	7.1318	6.4269	26.7291	16.0651

Water

Base Rate (5/8 typ)	\$19.35
Account Charge	\$4.58
Usage (per m ³)	1.7549

Sewer

Base Rate (5/8 typ)	\$17.84
Account Charge	\$3.49
Usage (per m ³)	0.9295