

## SESSION C3:

# HOW IS THE EDMONTON MARKET CONTINUING TO EVOLVE AND WHAT IS THE SECRET SAUCE BEHIND ITS VIBRANCY?

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# ECONOMIC FIGURES

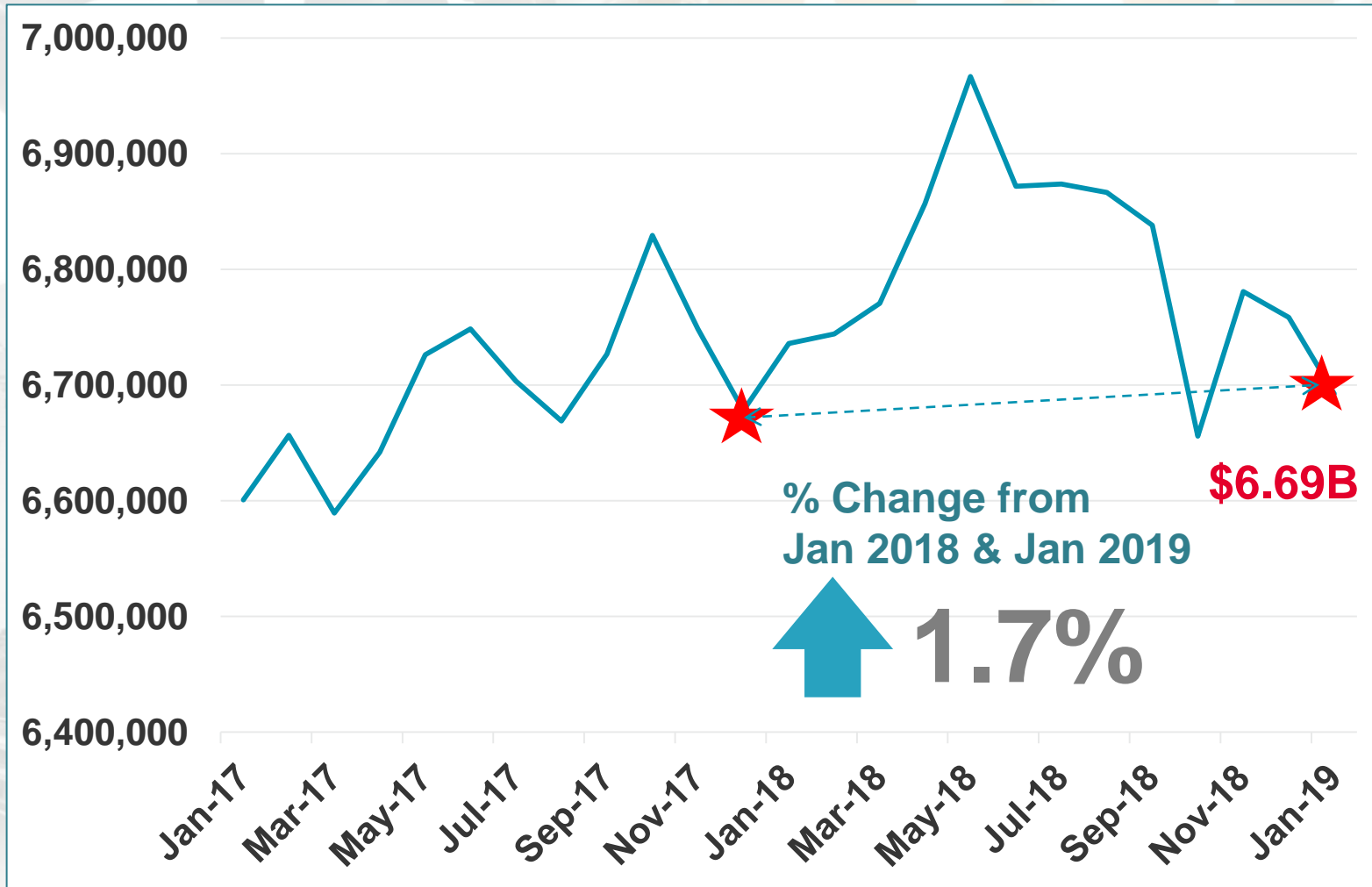
## EDMONTON

Population	969,189	↑	2.1% from 2018
Avg Household Income	\$118,136	↑	1.2% from 2018
Personal Disposable Income	\$34,800	—	Minimal change from 2018

## ALBERTA

Net Migration	41,571	↑	74.7% from 2017
Unemployment Rate	7.1%	↑	0.4% from 2018
Consumer Price Index	1.9%		
Gross Domestic Product	\$335B	↑	2.4% from 2018

# ALBERTA RETAIL SALES



**\$76.8B**  
2018 Alberta  
Total Retail Sales

**33%**  
of Alberta Retail  
Sales are generated  
from Edmonton

**\$6.69B**

Source: Statistics Canada. Table Retail trade sales by province and territory (x 1,000)  
Statistics Canada. Table null Retail sales, price, and volume, seasonally adjusted (x 1,000,000)

# ALBERTA SALES GROWTH BY INDUSTRY

% CHANGE IN ANNUAL SALES 2017-2018



- 12.5%** Gasoline Stations
- 5.8%** Building Materials, Garden & Supplies
- 3.9%** Miscellaneous Stores
- 2.9%** Clothing
- 2.7%** General Merchandise Stores
- 2.4%** Furniture Stores & Home Stores
- 3.3%** Liquor Stores
- 7.8%** Sporting Goods, Hobby, Books & Music



**\$33 Million of sales between October and February**

# E-COMMERCE SALES IN CANADA

**21.4% Increase in E-Commerce Retail Sales  
(since February 2018)**

# REAL ESTATE FIGURES EDMONTON

**5.0%**  
**VACANCY  
RATE**

**\$34-\$38/SF**  
**LEASE RATES  
FOR NEW  
BUILD**

**6.29%**  
**CAP RATE**

**\$150-\$190/SF**  
**CONSTRUCTION  
COSTS FOR BASE  
BUILDING**

**2.8%**  
**PROPERTY TAX  
RATE INCREASED  
FROM 2018**



**THANK YOU**



**CUSHMAN &  
WAKEFIELD**

Edmonton