

**381**  
HOUSING STARTS  
IN STONY PLAIN  
IN 2015

SMALL BUSINESS  
EMPLOYMENT  
IN ALBERTA  
**GREW**  
21% IN THE  
PAST 10 YEARS



DESTINATION  
SHOPPING,  
DINING, ARTS  
AND CULTURE

20% HIGHER  
**INCOME**  
THAN CANADA'S  
MEDIAN

STONY PLAIN  
SERVICES NEARLY  
**80,000**  
PEOPLE



**UNBRIDLED  
POSSIBILITIES**

Start your future at  
**ChooseStonyPlain.com**

## A FREQUENTED CULTURAL DESTINATION



### OVERVIEW

Stony Plain has a distinct and progressive business district with the opportunity to draw from the broader region, tapping into a much larger market in search of unique items and services. The community has the nucleus of a destination region, anchored by its historic downtown, Multicultural Heritage Centre, Pioneer Museum, Heritage Park, and Rotary Park. There are several shops and galleries in the downtown core, and Stony Plain is ready to embrace more.

### BUSINESS OPPORTUNITY

Stony Plain's Destination Shopping, Dining, Arts, and Culture industry potential can be broken into two trade areas. The first is a local market within a 10 km radius from the centre of the Town's downtown district. The second, described as a destination district market, reaches out to a 100 km radius.

Local government is committed to creating a business environment that has a solid foundation for development. There are several components that serve as this foundation including coordinated business marketing and events developing a civic square, developing a mixed-density and pedestrian-friendly neighbourhood west of the downtown, as well as creating a town entrance feature.

Other areas of focus include a redesign of the downtown, reorganizing current town anchors and existing structures, recruitment, creating industry-related events, and prioritizing execution with strong leadership and vision.

### SUCCESS STORY

"If you are committed to running a business, Stony Plain is a great place to base it. The resources and supports are in place, and other business owners are very welcoming."

-Kyla Tetley, Whimsical Vintage Creations

Source: Town of Stony Plain Target Sector Study & Marketing Plan