



DRAYTON VALLEY
COMMUNITY PROFILE

Drayton Valley
Economic Development
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SPIRITED AND RESOURCEFUL

Welcome to Drayton Valley, a thriving and entrepreneurial community situated within Brazeau County and surrounded by wilderness and beauty.

In the early 20th century, European settlers made Drayton Valley their home and survived on the abundance of natural resources as trappers and lumbermen. Before long, mixed farming became a significant part of the economy, everything changed when oil was discovered in 1953.

The Pembina Oil Field proved to be a significant find, and its impact was immediate. More than 70 oil companies set up their field-based operations in Drayton Valley. The hamlet continued to grow, and was incorporated as a village in February 1956. The following year Drayton Valley was officially incorporated as a town.

Today, Drayton Valley is diversifying its economy. Home to the Bio-Mile® and the Clean Energy Technology Centre, Drayton Valley offers partnership opportunities for new investors, promising growth prospects to existing businesses, and a supportive network for budding entrepreneurs.

Drayton Valley is known for its commitment to sustainability and green development. Several of its recent environmental initiatives have resulted in the creation of new bio-industry and a higher quality of life for residents. The Community Sustainability Plan puts Drayton Valley on a well defined path towards its very ambitious vision for the future.

Entrepreneurship is deeply ingrained in the Drayton Valley community and identity, which is why entrepreneurs are at the heart of its economic development strategy. The Town's mission is to catalyse an entrepreneurship ecosystem that supports entrepreneurs as they innovate, launch, commercialize, and expand business.

Come be part of the action!



AT A GLANCE



This Community Profile is designed to provide you with a snapshot of the Drayton Valley community, from its population and key industries to the business environment and quality of life.

Air Services: The Drayton Valley Municipal Airport is a 24 hour all-weather facility with a 5,066 foot runway that accommodates aircraft up to the size of a 737, with beacon guidance system, landing lights, parking on the apron, and refueling facilities for planes and helicopters.

Trucking: Drayton Valley has local operators to provincial and international trucking service providers.

Rail: Canadian National Railways Depot is located less than a half-hour north of Drayton Valley in the hamlet of Evansburg.

Highways: Primary Highways: 20, 22 (Cowboy Trail), North/South, 39,
East/West Secondary Highways: 616, 620, 621, 753, 759,
105 km from Hwy 2 (QEII/Canamex) 46 km from Yellowhead (16)

	Drayton Valley	Alberta	Canada
Population	7,000+	4,146,000	35,749,000
Trading Area	30,000+	N/A	N/A
Median Age	32	36.5	40.6
Median Family Income ¹	\$90,259	\$97,390	\$76,550
Average Housing Cost ²	\$365,000	\$385,304	\$432,189
2014 Average Rent 2 Bdrm ³	\$915	\$1,238	\$1,259
2015 Housing starts	32	37,282	1,95,535
Travel Time to Edmonton	75 minutes	N/A	N/A
Travel Time to Resort Areas	3 hours	N/A	N/A
Travel Time to Int'l Airport	70 minutes	N/A	N/A
2015 Total Labour force	4,065	2,457,000	29,279,000
Total Private Dwellings	2740	N/A	N/A
Business Licenses	1,583	N/A	N/A

1. Source: Statistics Canada, CANSIM, table 111-0009, Last modified: 2015-06-26.

2. Source: CREA, www.crea.ca/housing-market-stats/national-average-price-map

3. Source: 2013 Housing Index

4. Source: CMHC, www.cmhc-schl.gc.ca/odpub/esub/644483/644483_2015_B01.pdf



Located in west-central Alberta, Drayton Valley is adjacent to the North Saskatchewan River and is surrounded by forests of aspen, spruce, and pine. The rolling hills and vast farmlands that Alberta is known for can be seen when traveling west on Highway 39 into Drayton Valley from the Edmonton International Airport.

Edmonton 145 KM: Edmonton is Alberta's second largest city with a population of approx. 1 million. The city is a cultural, educational, and government centre as well as a staging point for large-scale oil-sands projects occurring in northern Alberta and large-scale diamond mining operations in the Northwest Territories.

Calgary 306 KM: Only 306km from Drayton Valley is the city of Calgary, situated at the confluence of the Bow and Elbow rivers. With a population of over 1 million, it is the largest city in Alberta, and the third-largest city in Canada. Calgary's economy includes energy, financial services, film and television, transportation and logistics, technology, health and wellness, retail, and tourism sectors.

Current leading industries:

Oil and gas, agriculture and tourism

Target industries:

Bio-industrial, green energy, Research & Development and education

Climate:

Sunlight 17 hrs/day in summer to 7 hrs/day in winter

Average summer temp 10°C to 25°C

Average Winter temp -16°C to -6°C

Location: 53°13 20N 114°58 37W

Elevation Above Sea Level: 766.30 M

Geographical Size: 13.1 Km²

ADVANTAGES

Track Record of Success

Drayton Valley is home to many successful entrepreneurs with expertise in a range of sectors including oil and gas, bio-industrial, environmental protection, construction, and retail.

Clean Energy Technology Centre

The CETC offers entrepreneurs access to meeting rooms, conference facilities, and state of the art communications technology in a dynamic atmosphere full of innovative research, fresh talent, and experienced business leaders.

Entrepreneurial Ecosystem

Entrepreneurs in Drayton Valley enjoy the integrated support from community, local, provincial, and federal partners that all share an entrepreneurial focus and collaborate to foster success.

Land and Buildings

Drayton Valley has a large stock of available land for development, as well as a variety of existing buildings that can meet any need. Land availability includes publically-owned lands that are strategically located adjacent to industrial assets such as the Weyerhaeuser Mill, the CETC, and the Bio-composites Fiber Mat Plant.

Entrepreneur Networks

Entrepreneurs in Drayton Valley have access to a range of entrepreneur and business networks including a robust Women in Business Network, Synergy Group, Rotary Club International, and the Chamber of Commerce.

Access to International Markets

Entrepreneurs have easy access to domestic and international markets through the Edmonton International Airport, along with a robust program of support from the Alberta and Canada International Offices located around the world.

Access to Investors

The community enjoys a range of financial institutions, from large national banks, to credit unions, to provincial and federal financing programs. As a result, entrepreneurs have a variety of choices when it comes to accessing capital. In addition, many local residents have financial resources available to invest in start-ups that diversify and strengthen the local economy.

A GREEN COMMUNITY

Drayton Valley is a community of blue sky thinking, and it has the infrastructure to prove it. The Town has invested in multiple projects that are leading the way in bio-industry, green energy, a beautiful local environment, and fresh clean water for all citizens.

Clean Energy Technology Centre

The Clean Energy Technology Centre (CETC) is an innovative centre and first of its kind in Alberta that provides focus on services for education and training, business development and incubation, and applied research and development. It will be a central knowledge hub for industry to access skills and development training, postsecondary education, business incubation, and resources for businesses to pursue alternative energy practices from their main-stream operations. The Centre is a 28,500 square foot facility with a large multi-event space able to seat 250 at tables or 400 using theatre seating. An onsite teaching kitchen is able to provide catering and culinary classes for the variety of events including: conferences, trade shows, career fairs, lectures, workshops, and community events.

The Bio-Mile®

The Town of Drayton Valley's Bio-Mile® is an area of industrial land located adjacent to the Weyerhaeuser sawmill and was established to attract businesses from the rapidly emerging bio-economy. It is designed to provide a home to companies focused on creating new products from waste products including bio-mass from the forestry and agriculture industries. There are currently several agreements in place with post-secondary institutions to partner on education and training opportunities.

The Pembina Institute

Drayton Valley is the founding location of the Pembina Institute, a Canadian non-profit think tank focused on clean energy. The mission of the Pembina Institute is to advance clean energy solutions through innovative research, education, consulting, and advocacy.



ECONOMY

Drayton Valley has long been a regional hub of oil and gas, forestry and agriculture. It has a strong business community with a high percentage of local ownership. The community has made concerted efforts to ensure its own economic vitality. This is evidenced by the creation of the Bio-Mile® and Clean Energy Technology Centre to foster diversification.

Oil & Gas

Production in the Pembina Oilfield began in early 1953 with the discovery well located a few miles southwest of Violet Grove. Since then approximately 15,000 wells have been drilled, with many still in service today. The pipeline system that gathers the product and transports to Edmonton also picks up oil volumes from the Hinton area to the northwest and from the Willesden Green Field located approximately 65 kilometres south of Drayton Valley. This pipeline system, owned and operated by Pembina Pipeline, also gathers condensate at several gas plants in the Drayton Valley area.

Forestry

Located near two major forests, Drayton Valley is home to a thriving and growing forestry industry. Weyerhaeuser Canada Ltd. is the major manufacturing plant that produces lumber and is one of the largest employers in the area. The plant currently produces approximately 180,000 tons/year of waste wood that is a tremendous bio-industrial asset with a wide range of potential applications including electricity generation, cogeneration, bio-coal, and biochar to name but a few.

Agriculture

Agriculture has been a leading industry in the area for 100 years. The majority of area farms are cow-calf operations that have grain and forage production for their own requirements. There are also purebred operators. Crop production ranges from pasture to oil seeds, with major crops being hay and oats. Opportunities in agriculture exist through diversification of emerging crops, mixed farming, and greenhouses.

Tourism

Tourism is an emerging industry in the area, with a growing number of outdoor enthusiasts enjoying the rivers, vast forests, and the Brazeau reservoir. The spring and summer are abundant with golfers, campers, fishermen, and ATV riders. Drayton Valley hosts numerous rodeos and agricultural events both indoor and outdoor. The close proximity to Edmonton, along with being located on the Cowboy Trail, make Drayton Valley a great choice for weekend getaways.

Arts and Culture

Arts & Culture is an exciting emerging industry in Drayton Valley. In addition to the Drayton Valley & District Museum and the Kinsmen Performing Arts Festival, the Town has recently invested in the Eleanor Pickup Arts Centre. Emerging from the historic landmark Cadium Theatre, the new Centre hosts a wide range of arts-based activities such as music, drama, dance, festivals, fundraisers, community meetings, and gatherings.

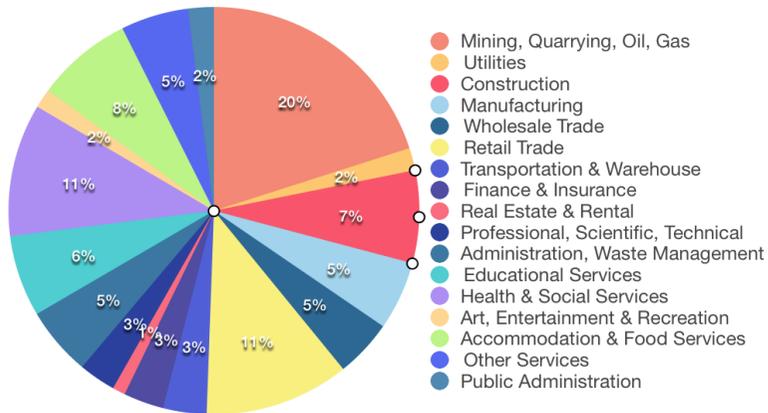
Retail

The downtown is a pedestrian-friendly home to many businesses and services, the seat of municipal government, cultural attractions, parks, places of worship, and community events. This rich shopping experience is complemented by a shopping centre along Highway 22 that is home to the world's leading retail companies. This ensures that the area's residents and visitors find everything they are looking for, and more.

LABOUR FORCE

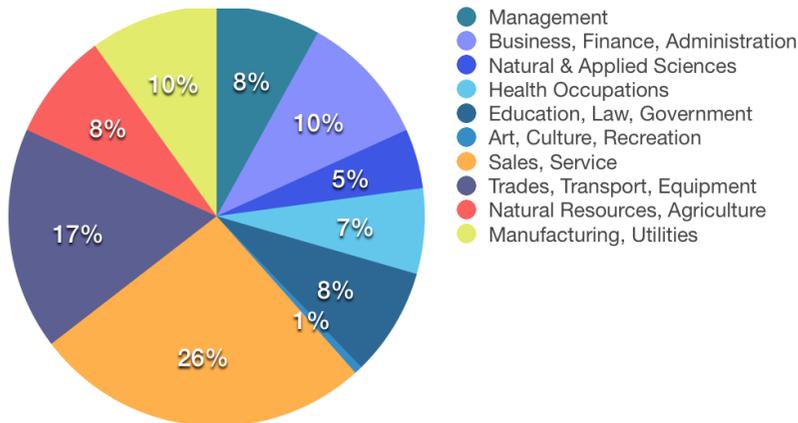
At the centre of Drayton Valley is a population of skilled, enterprising, and creative people who believe in the value of hard work. They are ready to use the skills of yesterday to fill the jobs of tomorrow. The people of Drayton Valley are future-facing, supportive, and sincere. Community, family, and friendship are of the utmost importance to the people, and the community's focus is on achieving a high quality of life for all residents.

*Labour Force by Industry



*Forestry sector jobs are included in Manufacturing and Transportation

Labour Force by Occupation



Data Sources: Statistics Canada Census of Population (2011)

Demographics Snapshot

Labour force	4065
*High School	1435
*Apprenticeship/Trade	760
*College Degree	1325
*University Degree	415
Self Employed	410
Speaks English	4065
Over age 65	735

* Highest education attained

DEVELOPMENT

Off-site Levy Comparisons

Drayton Valley \$35,000.00/ha

Hinton \$56,200/ha 60% higher
 Edson \$77,434/ha 121% higher
 Leduc \$110,000/ha 214% higher
 Red Deer \$203,301/ha 481% higher

Mill Rates

Residential & Farmland 8.0041
 Annexed Residential & Farmland 4.6810
 Multi Residential 12.3770
 Non-Residential 15.0183
 Annexed Non-residential 12.7930
 Machinery & Equipment 11.8046
 Annexed Machinery & Equipment 9.2850

Keeping in line with the commitment to high quality and standards, the Town of Drayton Valley continues to focus on densification and future development projects that improve quality of life for residents. The total value of development permits for projects issued by the Town in 2015 was 34 million, which is reflective of a healthy, sustainable rate of growth in the local business community. There are currently many locations within the Town for new ventures to explore.

Permits

	Residential Permits	Commercial Permits	Industrial Permits	Other Permits	All Permits
2008	\$4,217,900	\$11,425,006	\$450,000	\$14,153,800	\$30,246,706
2009	\$6,064,745	\$5,354,371	N/A	\$8,270,700	\$19,689,816
2010	\$4,487,400	\$11,977,253	\$300	\$731,500	\$17,196,453
2011	\$7,553,674	\$6,062,128	N/A	\$641,500	\$14,257,302
2012	\$8,667,500	\$15,557,021	\$5,549,500	\$1,284,900	\$31,058,921
2013	\$8,369,979	\$23,004,011	\$20,825,000	\$17,178,632	\$69,377,622
2014	\$14,028,854	\$13,644,051	\$17,507,000	\$5,149,000	\$50,328,905
2015	\$5,519,100	\$12,972,636	\$9,672,500	\$6,688,773	\$34,853,009

Data Source: Planning and Development Annual Report 2015

The following plans are available on the Town's website:

Municipal Development Plan

<http://draytonvalley.ca/wp-content/uploads/2014/09/Municipal-Development-Plan.pdf>

Community Sustainability Plan

<http://draytonvalley.ca/wp-content/uploads/2014/09/Apr.-2015-FINAL-DV-Sustainability-Report-2015-2019.pdf>

Area Structure Plans

<http://www.draytonvalley.ca/area-structure-plans>

Social Development Plan

<http://draytonvalley.ca/wp-content/uploads/2014/10/Apr.-2015-FINAL-DV-Social-Development-Report-2015-2019.pdf>

EDUCATION

Drayton Valley is a leader in providing high quality education, training, and skills development opportunities for all of its citizens. The Town collectively recognizes that education is the key to overcoming barriers, increasing employability, and reducing poverty. Drayton Valley offers an excellent variety of schools as well as the opportunity to complete further education through Campus Alberta.

Early Childhood Development Centre

Located in the heart of our community, nestled in a neighbourhood that is home to a playground, a water splash park, and the Park Valley Pool is the Early Childhood Development Centre. It is open to children 12 months to 5 years, and operates Monday to Friday. The Centre has received multiple awards for innovation and high standard of care, including the Prime Minister's Achievement Award, as well as the Award of Excellence.

Public Schools

Drayton Valley is home to six public schools that are part of the Wild Rose School Division, and two schools that are part of the St. Thomas Aquinas Roman Catholic Separate School Division.

Continuing Education

NorQuest College offers diploma and certificate programs, along with foundational studies, continuing education, and professional development opportunities through full-time, part-time, online, distance, and hybrid delivery options.



RECREATION & CULTURE



Drayton Valley has a number of recreation and cultural facilities and groups. Residents and visitors can easily enjoy a healthy active lifestyle and engage in the growing cultural industry the town has to offer. There are eight gyms and three golf courses in the area, a beautiful trail system and four seasons of events including rodeos, the Kin Club Performing Arts Festival and the Farmers Markets to name but a few opportunities. There is also a wide range of service clubs in the town that provide opportunity for involvement in community service and volunteerism. For visitors, the three conference centres, five campgrounds, and 650+ hotel rooms including leading international hotels make Drayton Valley a preferred stop for both business and pleasure.

The Omniplex

The Omniplex encompasses three multi-purpose recreation facilities, all under one roof. Conveniently located in the heart of Lions West Valley Park, the Omniplex is surrounded by five baseball diamonds, a soccer field, the rodeo grounds, a secluded day-use park, and a 40-site full-service RV Park. It is an ideal location for trade shows, conferences, exhibitions, recreational events, and agricultural shows.

Park Valley Pool

Park Valley Pool is 25 metres long with five swimming lanes, and it features a ramp entry into a wading area, two slides, a Tarzan rope, a hot tub, and a viewing area with concession machines.

A sample of the recreation and cultural organizations in Drayton Valley:

Derrick Boxing Club	The River Valley Players
ATV Club	Drayton Valley Historical Society
Badminton Club	Drayton Valley Multicultural Assoc.
Brazeau Bow Benders Archery Club	Forever Linked Line Dancers
Brazeau Gymnastics Club	Communities in Bloom
Brazeau Snowmobile Club	Drayton Valley Fine Art Society
Evergreen Shooting Club	...and so much more!
Drayton Valley Paddling Club	
Drayton Valley Horse Club	
Golden Phoenix Tae Kwon Do	
Neptune Summer Swim Club	

GOVERNMENT

Municipal

The Town of Drayton Valley is governed by a Mayor and six Councillors. The Council makes decisions that relate to local issues and services. As per the Municipal Government Act, Council sets the overall direction for the Town through the creation and review of policies and programs.

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Mayor Glenn Mclean
Email: mayor@draytonvalley.ca

Government of Canada Member of Parliament (MP)

Mr. Jim Eglinski
MP for Yellowhead
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Government of Alberta Member of Legislative Assembly (MLA)

Mr. Mark Smith
MLA for Drayton Valley-Devon
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From left to right: Councillor Nicole Nadeau, Councillor Dean Shular, Councillor Brandy Fredrickson, Mayor Glenn McLean, Councillor Fayrell Wheeler, Councillor Graham Long, Councillor Deb Bossert

UTILITIES



State of the Art Drayton Valley Water Treatment Plant

In 2015, a 11,000 square foot Water Treatment Facility was built to meet the needs of Drayton Valley residents for the next 40 years. The new facility has treatment capacity of 18 million litres per day, as well as 2800 m³ potable storage capacity. The treatment process is an advanced membrane filtration system. Other sustainability features are solar panels, a green roof, and a high performance building envelope to reduce energy requirements.

Electricity	Fortis Alberta Enmax Epcor Direct Energy
Natural Gas	Atco Gas Evergreen Gas Co-op Ltd.
Telecommunications	Dunn-Right Communications Keltech Communications Inc Pdq Communication Services Go West Wireless CCI Wireless Shaw Telus Bell Xplornet
Water Waste Management	Town of Drayton Valley Town of Drayton Valley
Rates	
Water	\$1.6/m ³ *
Sewer	\$1.4/m ³ *
Gas	\$2.16/GJ**
Electricity	\$.042/kWh**

*These figures are based on the 2016 Town of Drayton Valley fee schedule.

** These rates are subject to vary depending on service provider.

HEALTH AND PROTECTIVE SERVICES

Drayton Valley has a general hospital, two clinics, a Primary Care Network, and a community health centre to provide quality health care services to Drayton Valley and area residents.

Drayton Valley Hospital

The Drayton Valley Hospital and Care Centre is an acute care and long-term care facility. Services offered include continuing care and 24-hour emergency. The Hospital currently has 34 acute care beds and 50 long-term care beds, with medical services provided by a 14-physician staff.

Dialysis Unit

The Satellite Dialysis Unit has capacity of four chairs and is housed in the Acute Care area. Residents of the Drayton Valley community have been well served by this outreach program for many years.

Community Cancer Centre

This Centre offers increasingly complex chemotherapy to clients living with cancer by specially trained physicians and registered nurses.

Drayton Valley Community Health Centre

Community based health programs work in the community to protect, promote, prevent, rehabilitate, support, and treat.

Serenity House

Supportive housing is an alternative living arrangement for the elderly, physically challenged, and/or early onset alzheimers. Its purpose is to retain the resident's independence, while allowing them the comfort of living next to a hospital. The housing units are on the ground floor. Residents are offered security and maintenance in exchange for a monthly condo fee.

Associated Ambulance

Associated Ambulance is currently under contract to provide service in Drayton Valley. Associated Ambulance is comprised of a management team with a wealth of experience in the EMS service industry.

Fire Services

Drayton Valley serves as headquarters for the region's fire services. There is a total staffing level of 65 men and women. In addition, the Town has plans to establish an emergency training centre in the future.

Police Services

Drayton Valley is served by the Royal Canadian Mounted Police with 19 RCMP members, including a Staff Sergeant as Detachment Commander, 1 Sergeant, 3 Corporal Supervisors, and 14 Constables. There is also a Bylaw Officer and Community School Resource Officer who serve the area.



MORE INFORMATION

For more information please contact the Economic Development Manager:
 780-514-2200
 Email: edo@draytonvalley.ca

For information regarding Planning and Development:
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