

DOING BUSINESS IN WHITECOURT



LETTER FROM THE MAYOR OF WHITECOURT



Whitecourt is a place of opportunity.

Whitecourt is a young, proactive and innovative community that values partnerships. We are committed to supporting local industry and business, and expanding opportunities for growth and investment.

With an established reputation as the place to do business in northern Alberta, we offer a blend of rural and urban living, with a pro-business climate and superior lifestyle opportunities. Whitecourt's key business advantages include our:

- Central location between the urban centres of Edmonton and Grande Prairie;
- Modern recreational facilities;
- Countless outdoor and indoor leisure opportunities;
- Dynamic and thriving economy;
- Expanding health services;
- Affordable housing and living;
- Available and affordable land;
- Young and productive workforce;
- Growing professional development and training opportunities;
- Excellent transportation system (road, rail, and air) and public transit services;
- Established telecommunication infrastructure.

While forestry and oil & gas are cornerstone to our economy, we see the opportunities that the renewable energy sector and tourism offers, and are focused on capitalizing on the growth potential they will provide for our community.

Whitecourt is defined by our broad vision for a sustainable future and is invested in supporting organizations that share this vision. On behalf of the Town of Whitecourt, I look forward to working with you as you build and grow your business in Whitecourt.

Tom Pickard, Mayor



WHITECOURT, ALBERTA

COUNTY/DISTRICT: WOODLANDS COUNTY (Population: 4,830)

SAGITAWAH

The area was originally inhabited by the Cree and the area was known as **Sagitawah** (the place where the rivers meet).

WHITECOURT BY THE NUMBERS

WHY WHITECOURT?

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With a population of over 10,350, and an average age of 35, Whitecourt is a young and vibrant community.

177km / 110 miles

NW of Edmonton

HWY 32 & HWY 43

Connecting Highways through Whitecourt

50,000

People in Primary Trading Area

133km

Length of roads

94km

Length of sidewalks

100km

Length of Trails

10,350

2024 Provincial Estimate

35 years

Average age in Whitecourt

78.3%

Percentage of population between the ages of 25 and 64 years

4,231

Private Dwellings

96.2%

Percentage of businesses in Whitecourt that are considered small businesses



WHY WHITECOURT?

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Whitecourt is a modern, urban centre with shopping, recreation, and cultural amenities within minutes of a home you can afford.

DOING BUSINESS IN WHITECOURT

FUELING FOR THE FUTURE

FORESTRY

OIL & GAS

OILFIELD SERVICE COMPANIES

EMERGING TECHNOLOGY &

RESOURCE DEVELOPMENT

MAJOR PROJECTS & DEVELOPMENT

PROJECTS ON THE HORIZON





WHY WHITECOURT?

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Whitecourt's economic health is fundamental to the success of all other initiatives throughout the community. Whitecourt has an ambitious plan aimed to not only support existing businesses, but also continue to diversify the local economy and attract new investment.

COMMUNITY

FUELING FOR THE FUTURE

A strong resource based community.

Strong resource markets in forestry, oil and gas, and emerging technology have provided Whitecourt years of steady growth and a strong economy where many energetic and proactive business orientated people are capitalizing on the area's growth and prosperity. With billions of dollars worth of announced projects scheduled to take place within the next five years, Whitecourt's economic prosperity continues to thrive.

FORESTRY

Whitecourt credits its success to the forest industry. Three major facilities located in the Whitecourt area are:

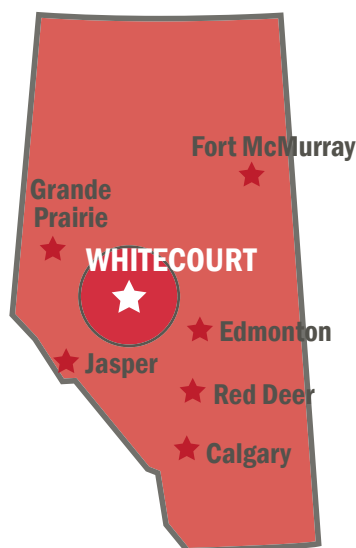
- Millar Western Forest Products and Canfor, which are located within municipal boundaries, produce pulp and dimensional lumber (425 employees+ contractors).
- Blue Ridge Lumber, which produces multi-density fibre (MDF) board and dimensional lumber products (352 employees+ contractors).
- Alberta Newsprint, the province's only newsprint producer (225 employees+ contractors).

A wide variety of forest industry service providers, including contractors for reforestation, harvesting, and hauling services, are also available locally.

OIL & GAS: EXPLORATION, DEVELOPMENT, MAINTENANCE

Whitecourt is the regional hub for the oilfield industry and serves the area west of Edmonton to south of Grande Prairie.

Alberta is home to roughly three-quarters of Canada's crude oil and natural gas production and has the third largest crude oil reserves in the world. Whitecourt is located in close proximity to the Duvernay and acts as a strong resource community to the energy sector. Whitecourt is home to many service companies specializing in the provision of services to the energy sector.



WHY WHITECOURT?

Whitecourt is well positioned within northern Alberta; located between the urban centres of Edmonton and Grande Prairie on Highway 43.

WHY WHITECOURT?

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The Whitecourt Water Treatment Plant received 'Project of the Year' Award from the Alberta Public Works Association for the Water Treatment Plant Upgrade Project. The facility is capable of serving a population more than double the current size of Whitecourt.

WHY WHITECOURT?

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The Culture & Events Centre is set to open in the fall of 2026, and will boost the local economy by creating jobs, attracting visitors, and fostering community engagement. The Centre will provide a new municipal office; arts, culture & convention centre; and, public library.

EMERGING TECHNOLOGY & RESOURCE DEVELOPMENT

Whitecourt is a major service center situated in a region that is rich in energy resources. The forestry, oil and gas, and energy sectors provide exceptional opportunities for growth and development. There have been several new initiatives designed for green power generation including Millar Western's Whitecourt Bio-Energy Project, and Alberta Newsprint Company's (ANC) Powerplant.

The Town of Whitecourt is focussing on a number of initiatives to diversify the local economy and embrace emerging technology to drive new investment, and engage the existing businesses in the community. As part of the investment attraction program, key industry outreach is ongoing to support projects and initiatives that will diversify the economy, support new investment and enhance viability of existing businesses. Whitecourt has been working with a number of investors and developers including Moraine Initiatives, which is a wholly owned subsidiary of the General Electric Company, and Vault 44.01 for the proposed power generation carbon capture and storage project in the area.

MAJOR PROJECTS & DEVELOPMENTS

Other projects completed or recently announced that will have a significant impact to the community and region include:

Key Access Pipeline (KAPS) Development	\$2.0 billion
Transalta/SemCams 40 Mw Cogeneration Plant	\$105.0 million
Culture & Events Centre	\$54.4 million
Whitecourt Transmission Deferral Battery Project	\$26.8 million
Canfor Dry Kiln Project	\$8.3 million
Whitecourt Water System Upgrades	\$6.7 million
Shoppers Drug Mart	\$5.0 million
Alberta Newsprint Company Bleach Plant	\$4.8 million
Northern Developments Commercial Retail Units	\$2.0 million
Centennial Park Pathway Improvements	\$ 1.3 million

PROJECTS ON THE HORIZON

Clean Fuel and Data Park	\$2.5 billion
Moraine/General Electric Power Generation Project	\$1.0 billion
Black Bear Power Plant Project	\$1.0 billion
Sunbeam Meadows Solar Project	\$10 million
Athabasca Banks Carbon Hub	\$1 million

DOING BUSINESS IN WHITECOURT

A STRONG BACKGROUND FOR NEW BUSINESS

RETAIL & COMMERCIAL DEVELOPMENT

INDUSTRIAL DEVELOPMENT

MUNICIPAL TAX & SERVICE RATES

LEASE, RENTAL & REAL ESTATE RATES

WATER & SEWER RATES





WHY WHITECOURT?

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Whitecourt's growth rate ranks
7th provincially. The commercial
segment had the largest increase in
2024.

COMMUNITY

A STRONG BACKGROUND FOR NEW BUSINESS

Whitecourt offers a solid foundation for established, developing, and expanding businesses.

Whitecourt is key to the economic balance of the region, and is energized with a young, well trained workforce. With a low tax rate, modern infrastructure, available land, and an extensive transportation system with air, road and rail links across North America, Whitecourt is perfect for entrepreneurs looking to begin a new venture as well as established businesses looking to relocate.

The Town of Whitecourt values relationships, and works cooperatively with Woodlands County, our municipal neighbour, to support area businesses to create a positive environment for all companies.

RETAIL AND COMMERCIAL DEVELOPMENT

Whitecourt is home to large retail developments such as Wal-Mart, Canadian Tire, Staples, Home Hardware, Tim Hortons, The Brick, Starbucks, Shoppers Drug Mart, and IGA, and several smaller national retailers, including Marks Work Warehouse, and Global Pets. Whitecourt also offers a wide variety of specialty stores.

With one of the province's highest family incomes (Stats Canada) and a young population, the opportunities for new retail development are unlimited as we continue to work towards an urban lifestyle while keeping the small town advantage.

Whitecourt South Common is a growing area that consists of 25 acres of commercial, retail, and residential high density developable land. Already home to the Holiday Inn Express and Microtel, as well as the new seniors living facility managed by Christenson Developments, this area will show significant growth over the next few years.

INDUSTRIAL DEVELOPMENT

The Town of Whitecourt initiated development of the Hilltop East Industrial Area in 2011. 120 acres (50 hectares) of industrial land has been brought to market, with remaining sites available for purchase through a private developer.

Currently there is 270 acres of serviced industrial land available, including a range of site sizes and rail access. An additional 450 hectares of raw land has been identified for industrial use. When combined with the existing available land, this provides for growth of 300%, or enough industrial land to support a population of approximately 30,000.

WHY WHITECOURT?

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Whitecourt has a youthful population (average age of 35) and a high working age population (68.6%).

WHY WHITECOURT?

Whitecourt has a median family income of \$117,000 compared to the Alberta median of \$96,000.

WHY WHITECOURT?

The Whitecourt Water Treatment Plant is capable of accommodating over double our current population.

DEVELOPMENT PERMITS ISSUED: (Residential & Commercial)

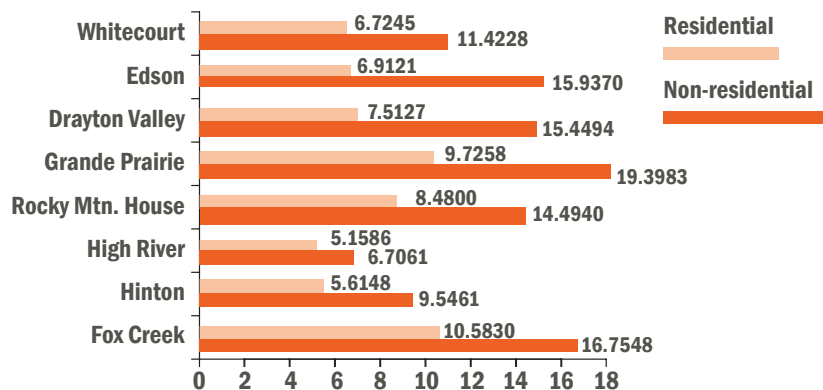
	2019	2020	2021	2022	2023	2024
# Of Permits	1300	120	148	137	137	114
\$ Value	\$45.6 million	\$5.4 million	\$35.7 million	\$15.3 million	\$13.0 million	\$75.2 million

MUNICIPAL TAXES & SERVICE RATES

WHITECOURT MILL RATES: (Municipal Portion Only)

	2019	2020	2021	2022	2023	2024	2025
Residential	5.7096	5.8577	6.0705	6.2287	6.5179	6.6857	6.7245
Non-residential	9.6513	9.8984	9.8984	10.8451	11.1748	11.3502	11.4228

TAX RATE COMPARISON: (Municipal Portion Only)



LEASE, RENTAL & REAL ESTATE RATES

Average lease rate (Retail/Commercial)	\$10 - 12/sq.ft.
Average lease rate in strip malls	\$8 - \$12/sq.ft.
Average lease rate on Highway 43 (Commercial)	\$19 - \$24/sq.ft.
Average lease rate (Industrial)	\$9 - 14/sq.ft.
Cost of serviced industrial land for sale	\$205,000/acre

Rental rate for houses	\$1200 - \$1500/month
Rental rate for apartments & duplexes	\$800 - \$1200/month
Average home price	\$326,400
Current accommodation vacancy rate	11.9%

DOING BUSINESS IN WHITECOURT

WE INVITE YOU TO TAKE A CLOSER LOOK

DEMOGRAPHICS
STATISTICS



OPPORTUNITIES



WHY WHITECOURT?

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Whitecourt has received provincial recognition for our commitment to enhancing residents' quality of life through parks and recreation. Whitecourt offers over 800 fitness/recreation/wellness programs to residents each year.

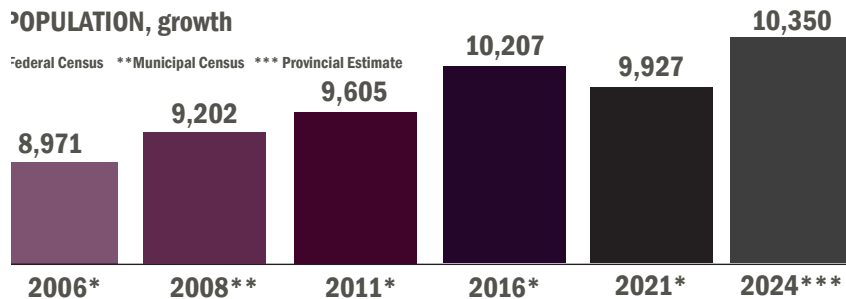
COMMUNITY

WE INVITE YOU TO TAKE A CLOSER LOOK

DEMOGRAPHICS

POPULATION, growth

*Federal Census **Municipal Census *** Provincial Estimate



POPULATION, change

% Change

Net Change

2016 - 2021 (5 Years)

-2.7%

-280

2011 - 2016 (5 Years)

6.3%

602

2008 - 2011 (3 Years)

4.3%

403

POPULATION, male

5145

POPULATION, female

4780

0 to 4 years

320

0 to 4 years

310

5 to 9 years

400

5 to 9 years

360

10 to 14 years

410

10 to 14 years

380

15 to 19 years

350

15 to 19 years

300

20 to 24 years

345

20 to 24 years

265

25 to 29 years

360

25 to 29 years

305

30 to 34 years

455

30 to 34 years

415

35 to 39 years

405

35 to 39 years

400

40 to 44 years

365

40 to 44 years

355

45 to 49 years

330

45 to 49 years

315

50 to 54 years

330

50 to 54 years

285

55 to 59 years

330

55 to 59 years

325

60 to 64 years

295

60 to 64 years

275

65 to 69 years

210

65 to 69 years

190

70 to 74 years

90

70 to 74 years

110

75 and over

150

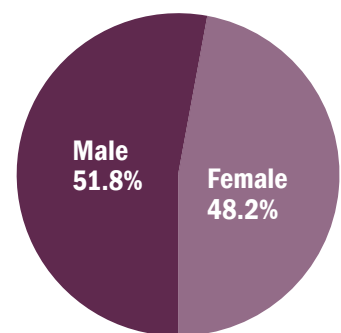
75 and over

190

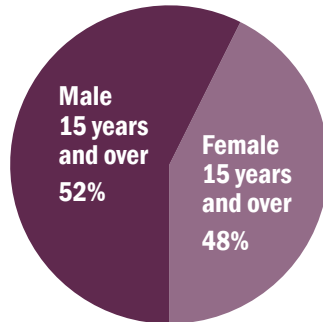
WHY WHITECOURT?

Whitecourt is the largest community in Woodlands County, and one of the largest towns in the province.

POPULATION, total 9,927



LABOUR FORCE, total
7,745



WHY WHITECOURT?

Whitecourt was awarded three “Awards of Excellence” in the last several years for Business Investment and Attraction, and Business Retention efforts.

These awards recognize outstanding efforts in economic development

STATISTICS

Total population 15 years and over	7745
In the labour force	6120
Employed	5310
Unemployed	810
Not in the labor force	1625
Self-employed (incorporated)	570
Total percentage 25 to 64 years by highest certificate, diploma, degree	78.8%
No certificate, diploma or degree	18.1%
Certificate, diploma or degree	79.8%
High school certificate or equivalent	32.4%
Apprenticeship or trades certificate or diploma	13.7%
College or other-non-university certificate or diploma	21.0%
Bachelor's degree or higher	12.7%

LARGEST EMPLOYERS

	# of Employees
Millar Western Forest Products	485 + contractors
Northern Gateway Regional Public Schools	465
Blue Ridge Lumber	364
Wal-Mart	235
Alberta Newsprint Company	227
Town of Whitecourt	194
Aspen Health Region	192
Whitecourt IGA	136
New Ventures Safety	132
Tri-Logging Ltd.	112
Whitecourt Transport	103
Carbonex	97
Carlan Services	87
XTO Energy	80
Pembina Pipelines	65

DOING BUSINESS IN WHITECOURT

CONNECTED TO THE WORLD

MARKET ACCESS
LOCATION & TRANSPORTATION





WHY WHITECOURT?

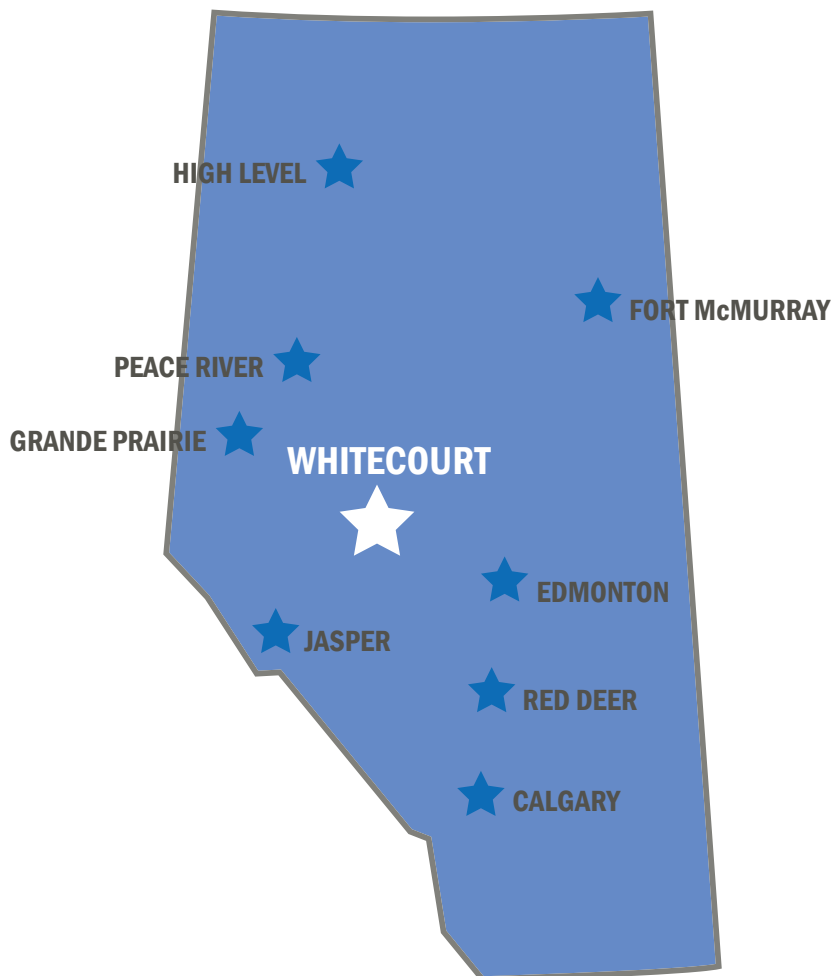
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Maintaining and growing municipal infrastructure has been a top priority for Whitecourt. Whitecourt has proactively planned and managed infrastructure needs preventing infrastructure deficits as the community grows into the future.

COMMUNITY

CONNECTED TO THE WORLD

MARKET ACCESS

Whitecourt and Woodlands County are strategically located in the resource heartland of Alberta.



LOCATION & TRANSPORTATION

Whitecourt and Woodlands County are located 170 kilometres northwest of Edmonton on Highway 43 via Highway 16. It is the largest commercial hub and is the primary trading area is over 50,000 people.

WHY WHITECOURT?

Whitecourt is the primary trading area for over 50,000 people and it is only a 90 minute drive to access a potential market of over one million consumers.

WHY WHITECOURT?

The annual average daily traffic on Highway 43 through Whitecourt is 21,907 vehicles. (Alberta Transportation)

WHY WHITECOURT?

Whitecourt's proximity to the energy sector corridor, key transportation infrastructure, and a young and driven workforce make it a great location for sustained development and success.

Highway 43 provides direct and easy access to the Trans Canada Yellowhead Highway which connects to eastern and western ports.

Highway 43 is part of the Canamex Corridor which connects local businesses to suppliers and markets on a 2,736 kilometer (1,700 mile) highway system that links Canada, United States and Mexico. In the tourism industry, Highway 43 is known as the 'Gateway to the Alaska' and offers direct access to the resource-rich northern regions of Canada and United States. Not only is Whitecourt a regular stopping point for visitors and goods heading north to Grande Prairie and north-eastern BC, it is also the stopping point for many traveling south.

Woodlands County, in partnership with the Town of Whitecourt, is one of the only counties within the province of Alberta that owns and maintains a full air-service airport. The facility is open 24 hours a day and features a 5800 foot by 100 foot runway capable of landing 747 jet planes.



The primary users of the Whitecourt Airport include forestry and oilfield companies. The airport also provides a large base for water-bombers, which are critical for forest fire suppression. The airport does not charge landing fees, and competitive lease rates are available for land at the airport.

The Canadian National Railway branch line from Edmonton serves Whitecourt, Blue Ridge and travels south of Fox Creek. Industrial spurs and yards are available. Intermodal services are provided in Edmonton and Calgary.

WHY WHITECOURT?

Whitecourt offers public transit service which includes two new transit buses, and 30-minute pick up during peak commute times. Whitecourt Transit provided service to 33,644 passengers in 2024.



DOING BUSINESS IN WHITECOURT

WHITECOURT...COME SEE WHY WE LOVE IT!

LIFESTYLE & AMENITIES

PROTECTIVE, HEALTH & EDUCATION

SERVICES

OUTDOOR PLAYGROUND





WHY WHITECOURT?

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The Town of Whitecourt has a secure financial position, and has prioritized strategic planning and financial management to enhance the quality of life in the community for continued viability, sustainability and prosperity.

SAFE COMMUNITY

FAMILY & FRIENDS

WHITECOURT...COME SEE WHY WE LOVE IT!

LIFESTYLE & AMENITIES

The Town of Whitecourt continues to invest in and provide leadership in recreational and cultural development within the community. Residents enjoy a high quality of life made possible through various opportunities for recreation, business, and family lifestyles providing a great outdoor experience to residents of all ages, in any season. Whitecourt is proud of its extensive parks and playgrounds including:

- **Festival Park** is a family favourite and is great for picnics, walks, fishing, and skating. It is also home to the **Whitecourt River Slides** (one of Whitecourt's most popular family attractions), the **Whitecourt Splash Park** and **Festival Park Playground** (which is the tallest playground structure in Alberta). The Park also features a local **Off Leash Dog Park** and access to the community's trail system, including Riverside Trail which winds along the Athabasca River.
- **Centennial Park** is located on the south boundary of town, and connects to the 50 kilometers of walking trails throughout all of Whitecourt.
- **Eastlink Park**, located in Whitecourt, is the perfect beginner hill where parents can take their children to (affordably) learn how to ski/board. For more information visit www.eastlinkpark.ca
- **Riverboat Park** located on the edge of town along the Athabasca River and is great for picnics, fishing and, of course, boating. This facility also hosts the annual Jet Boat Races (and World Races every four years.)

Whitecourt is made up of a large number of community groups (recreation, service, youth, and culture), which enrich the town and provide residents and visitors with a wide range of activities. Several large events are put on throughout the year with the help of a dedicated group of volunteers, such as Party In The Park, the Trailblazers' Annual Snowmobile Rally, Canada Day celebrations, Jet Boat Races and much more.

WHY WHITECOURT?

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- The Whitecourt region offers 420 kilometres of groomed snowmobile trails. For trail information and conditions follow the **Whitecourt Trailblazers Snowmobile Club** on Facebook.



WHY WHITECOURT?

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Whitecourt has over 50 kilometres of paved walking trails throughout the community taking you from the hilltop area to the valley and back again.

WHY WHITECOURT?

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You can take the plunge down the Whitecourt River Slides! Whitecourt's popular family facility attracts thousands throughout the summer season.



The **Allan & Jean Millar Centre** features a multi sport area for soccer, basketball, volleyball, badminton, etc; a state of the art fitness centre; a running/walking track; squash and racquet courts; an aquatic centre with a steam room, lap pool, lazy river, hot tub, waterslide, leisure pool with children's play toy and spray areas. This facility markets itself as a place to have "fun with family and friends" and has become a central meeting point for the community. This facility houses the Community Services Department for the Town of Whitecourt, as well as the Early Childhood and Development Centre.

PROTECTIVE, HEALTH & EDUCATION SERVICES

A high quality of life is created when a community is inclusive, healthy, and safe.

It is a priority to keep our community safe, and the Town of Whitecourt is proud of the protective services provided to our residents. Members of our local RCMP detachment, Whitecourt Fire Department, and bylaw enforcement provide high quality and innovative services to the citizens of Whitecourt.

Whitecourt boasts several health care facilities, including the Whitecourt Healthcare Centre (hospital), Associate Medical/Surgical Clinic, and Life Medical Clinic. Dental, optometry, physiotherapy, and other health services are also available locally to ensure the well being of our community. A dialysis clinic opened in July 2018 at the Whitecourt Health Care Centre to serve Whitecourt and surrounding area.

Public educational services are provided by the Northern Gateway Public Schools, and Living Waters Catholic Schools Regional Division No. 42 operates separate schools in the community. To ensure the quality of education for our youth, a third Living Waters Catholic School also opened its doors in 2023.

OUTDOOR PLAYGROUND

When you visit Whitecourt it's never a question of what to do – but what to do first. Whitecourt is an outdoor enthusiasts' paradise – with lush forests and scenic rivers acting as the backdrop for year round adventures. Summer months bring out avid fishermen, mountain bikers, hikers and all-terrain vehicle operators. Whitecourt is a winter playground for those who hunt, icefish, cross-country ski and we also offer Eastlink Park - a winter recreation facility located within Town limits.

Whitecourt is the Snowmobile Capital of Alberta, and the area is home to hundreds of kilometres of designated trails for everyone to enjoy. For 30 years the Whitecourt Trailblazers Snowmobile Club has been working hard to ensure trails are maintained and promoted throughout the region. The Golden Triangle Trail's 350 kilometres starts in Whitecourt and goes to the communities of Swan Hills and Fox Creek and returning to Whitecourt at the end of the 2nd day.

Throughout the region there are various places and activities to satisfy the need for adventure. Carson Pegasus Provincial Park and the Huestis Demonstration Forest will just give you a taste of our unlimited opportunities to experience the areas natural untamed beauty. One of the most popular local summer activities is tubing on the McLeod River, a relaxing way to take in the beauty of the river and spend time with friends and family.

DOING BUSINESS IN WHITECOURT OUR DOORS ARE OPEN... COME ON IN

MUNICIPAL CONTACTS

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WHY WHITECOURT?

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Whitecourt's Water Treatment Plant has an average daily flow rate of $5,000\text{m}^3$ in the winter, and up to $8,000\text{m}^3$ per day in the summer! The $8,000\text{m}^3$ per day during the summer is equivalent to 16 seconds of the 500m^3 per second that flows past on a summer day.