

# lake-work balance

# lakeside lifestyle + power centre location

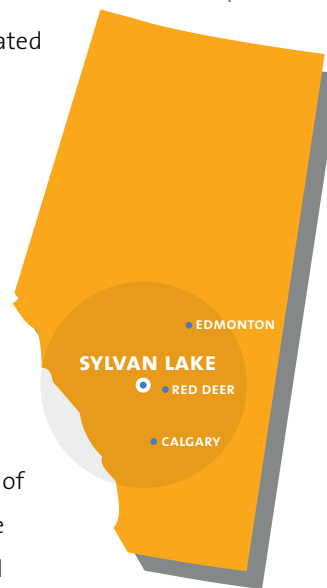
## Sylvan Lake sits at the centre of the Calgary-Edmonton Corridor, just 18 kms from Alberta's third largest city, Red Deer.

The Town of Sylvan Lake is strategically situated just west of the QEII, Canada's busiest trade corridor with easy access to an immediate trading area of over 313,000 people. The Town is ideally located in the middle of Canada's most economically vibrant region, with both Calgary and Edmonton less than 150km away. Highway 11 and Highway 2 are both major transportation arteries. Sylvan Lake's close proximity to the QEII highway positions it to access a market of over 2.7 million people. CN Rail access can be developed within the town's newly annexed industrial lands. The Red Deer Regional Airport, Canada's busiest regional airport, is a short 25 minute drive away.

### INDUSTRY CLUSTER

Primarily composed of management, environmental, and architectural consulting services, the sector is also represented by a concentrated presence in engineering services, testing laboratories, and health and safety, which principally support other industries.

There are approximately 209 businesses in Sylvan Lake within the Professional Scientific Technical services (PSTS) sector, accounting for 17% of all of the town's businesses. The management, scientific,



and technical consulting services subsector accounts for over half (57%) of total businesses in the sector. Compared to the rest of Alberta, Sylvan Lake's business community shows high concentrations in other management consulting services, such as customs, freight, materials and inventory management, and environmental consulting.

Small business and independent entrepreneurs are the backbone of this sector, with people choosing to locate in the waterfront community of Sylvan Lake because of its appealing quality of life.

### SUPPLY CHAIN

Below the core level, the sector is supported by a network of roughly 35 firms in Sylvan Lake, with just under half (49%) of those firms engaged in office administrative services. This healthy number of firms in that subsector places Sylvan Lake at a high relative density for this type of business activity compared to the rest of Alberta.

The PSTS sector provides strong support to the oil and gas sector, which represents over 15% of the total Sylvan Lake economy.



The strong presence of PSTS businesses in Sylvan Lake make it an appealing place to locate other primary industry businesses in the oil and gas, construction and/or manufacturing sectors. Opportunities within the sector itself include:

- Legal services
- Finance and Insurance
- Specialized design
- Computer systems design and related services
- Scientific research and development services
- Advertising, public relations, and related services

### LABOUR FORCE

Most of Sylvan Lake's residents, with a post-secondary education, come from three major fields of study - each of which have positive impacts on industrial and knowledge based areas of the economy: architecture, engineering and related technologies (29%); health and related fields (18%); and business, management and public administration (17%). The Town's resident base continues to shift towards more knowledge-based credentials and creative pursuits, with education, health and related fields, and humanities leading growth of residents by field of study.

Education and training for the labour force is supported by two area institutions, Red Deer College and Olds College, both of which specialize in the study of science, engineering, math, computer sciences, and more technical services for the development of industrial trades careers.

Sylvan Lake's median age is 32.25, well below the provincial median age of 38.51, providing the community with a well-skilled, educated, young work force, calculated in 2016 at 8,595. An additional labour pool draw is found in the outlying region, within an approximate 65 km radius or 45 minute drive (see map on back page).



### AMENITIES + LIFESTYLE

Sylvan Lake appeals to young professionals, entrepreneurs and young families because of its beautiful waterfront parks, spring-fed lake, progressive school network, and access to quality health care services. With a population 14,953, Sylvan Lake has grown, on average, 4.5% per year since 2001.

**Our business came to Sylvan Lake in 1997 and has tripled in size since. I'm here because of the great business opportunities, but I love the lifestyle of the small town atmosphere and slower pace of life.**

CARLO SIMONOT, STRATEGIS GROUP LLP

Opportunities for unique commercial and industrial pursuits, a collegial business attitude, and its prime location in Central Alberta makes Sylvan Lake's business community vibrant and highly attractive. Add to that the ample recreational amenities, entertaining festivals and four-season events and health and fitness activities, and the resulting opportunity is an active, high quality of life with the perfect work-life balance, which can be easily obtained in Sylvan Lake.



## The perfect balance

Sylvan Lake is located in the nucleus of Central Alberta and is home to an active Professional Scientific Technical Services sector (PSTS), a pivotal part of its thriving industrial base.

**Contact Amanda Mercer,  
Economic Development Officer  
at Sylvan Lake for  
a guided familiarization tour  
of the Town or visit  
[sylvanlake.ca](http://sylvanlake.ca)**

Amanda will be happy to help with any business startup and relocation information.

Amanda Mercer  
Economic Development Officer (EDO)

T: 1 403 887 1185 Ext 226  
E: [amercer@sylvanlake.ca](mailto:amercer@sylvanlake.ca)

5012 48 Avenue  
Sylvan Lake, AB, Canada  
T4S 1G6



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