

# COMMUNITY PROFILE 2020



[www.crossfieldalberta.com](http://www.crossfieldalberta.com)

Find out more! [town@crossfieldalberta.com](mailto:town@crossfieldalberta.com)







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## Welcome.

Crossfield is a small town in the Calgary Metropolitan Region with a vibrant heritage, a strong industrial base and outstanding transportation infrastructure. Crossfield is poised for growth, 30 minutes north of Calgary along highway 2A and the Canadian Pacific Railway, and within sight of the CANAMEX/North-South Trade Corridor on Highway 2.

Industry in Crossfield enjoys access to international markets, a metropolitan workforce, land at an affordable price and a business tax-free municipal environment, while new residents find work opportunities and housing options in a community that offers a full range of amenities in a small town atmosphere.

The town of Crossfield is in close proximity to both Calgary and Airdrie, providing easy access to all of the big city amenities while maintaining quiet country living at its best.

Within 30 minutes to 1.5 million people, shovel-ready land, no business tax, one of the lowest utility rates around and access to unbeatable transportation options, Crossfield is the place to start a business.

Crossfield is eager to do business and has a proven record of sustained expansion. Whatever the industry, it is an excellent place to set up operations.

For more information on Economic Development, please contact:  
Norma Lang at (403) 946-5565

## COUNCIL & STAFF

Mayor: Jo Tennant  
Councillor Justin Gustafson  
Councillor Kim Harris  
Councillor Glenn Price

Economic Development: Norma Lang  
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Information in this document is subject to change without notice. Although all data are believed to be the most accurate and up-to-date, the reader is advised to verify all data before making any decisions based upon the information contained in this document.

Please note every effort has been made to use the most current data available. There are three main sources of information for this document:

- The 2016 Census from Statistics Canada;
- The 2018 and 2017 municipal census from Crossfield; and
- Crossfield official document review

The most recent Federal Census was conducted in May 2016.



# THE Opportunity

30 minutes from 1.5 million people

## Greenfield Space

The Crossfield and Rocky View County Joint Area Structure Plan Corridor between highways 2 and 2A is ripe with industrial and commercial development potential. Investors can purchase land and build a facility within the Calgary region to exact operational specifications.

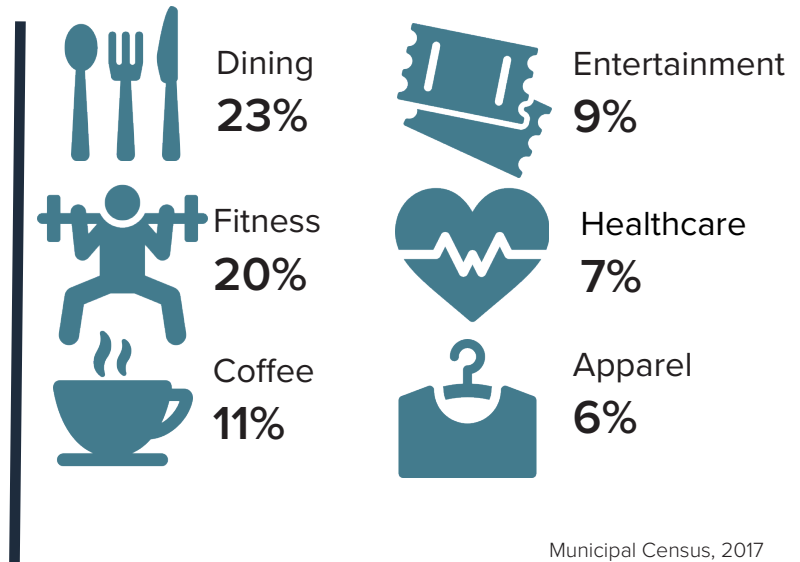
### Low cost

- ✓ No business taxes
- ✓ Lowest non-res. property taxes
- ✓ Lowest water rates

### Location/transportation

- ✓ Doorstep of QEII
- ✓ Access to rail
- ✓ Access to Calgary/int'l markets

### Types of businesses residents want to see:



Municipal Census, 2017

## Infrastructure

Alta Link's Western Transmission Line, Alberta's first in-service direct current (DC) line, is now transmitting 500 KV electricity on the provincial power grid from Genesee substation west of Edmonton and the Langdon substation east of Calgary. The line runs less than one kilometre (km) north of Crossfield's municipal border. Also, two kms south of Crossfield in Rocky View County is the ENMAX Crossfield Energy Centre – a 120 megawatt natural gas power generation plant.

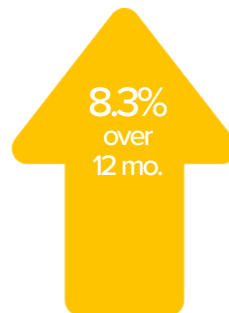
## Housing Development Opportunities

Crossfield currently has three approved Area Structure Plans, which will add 2,000 more units to the housing stock.

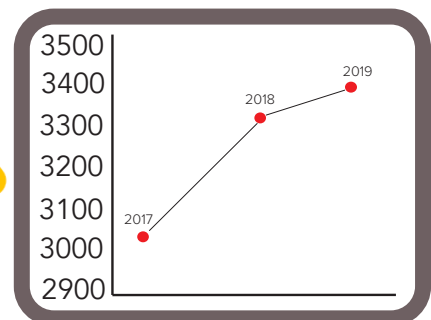
## Industrial and Commercial Land

### Feature 1: East Area Structure Plan Lands

785 acres  
Full range of zoning  
Various lots sizes and large parcels  
Full services available



2019 Population: 3377  
2018 Population: 3303  
2017 Population: 3055



Source: Municipal Census 2017, 2018



# Target Industries



**Oil and Gas related industries**  
Petroleum/chemical/plastics/rubber



**Construction**  
Utility systems construction;  
electric power generation,  
transmission and  
distribution, such as smart grid  
construction and  
energy storage.

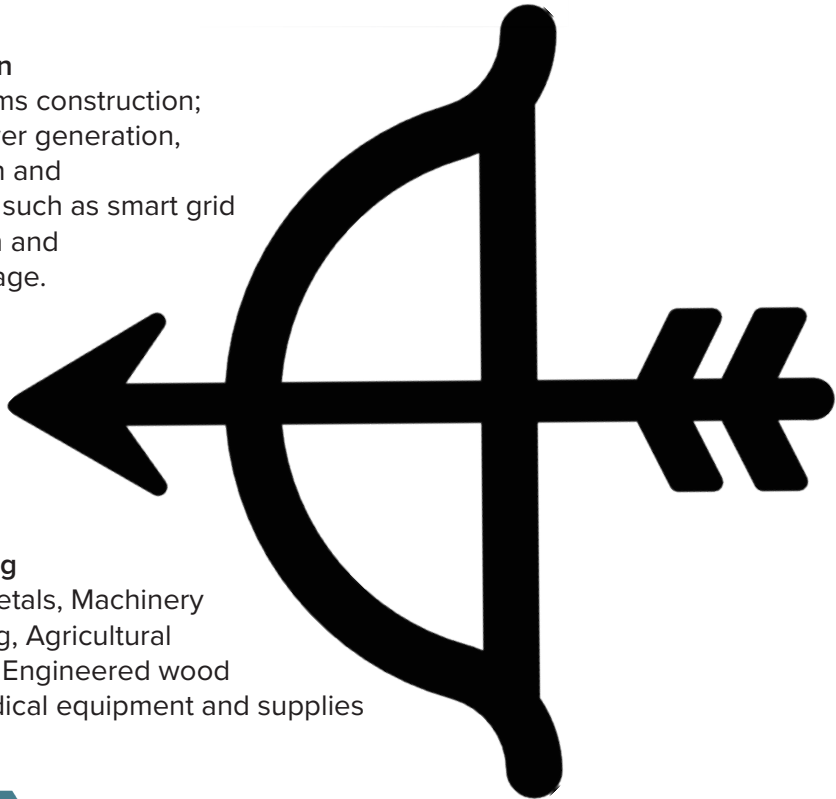
HEMP AND  
CANNABIS



**Manufacturing**  
Fabricated metals, Machinery  
manufacturing, Agricultural  
value-added, Engineered wood  
products Medical equipment and supplies



**Commercial**  
Downtown retail development





# LOCATION LOCATION LOCATION

## Top-notch transportation access

Crossfield offers a strategic location on the doorstep of Highway 2 – one of Canada’s busiest travel corridors and part of the CANAMEX trade corridor, North America’s high priority corridor under the National Highway Systems Designation Act. The corridor links Alaska through Canada to Mexico, improving the north/south flow of goods. Crossfield is in the Calgary region and a 25 minute drive from the Calgary International Airport. For market-seeking industries, Crossfield offers an unbeatable Calgary-area location from which to move products around the province via highway, rail or air.

Calgary	50 km	30 min.
Edmonton	251 km	2hr 25 min.
Vancouver	1013 km	10hr 22 min.
US Border	361 km	3 hr. 35 min.
Seattle	1123 km	11 hr 35 min.
Los Angeles	2557 km	23 hr 13 min.
Regina	761 km	7 hr 29 min.
Winnipeg	1332 km	13 hr 9 min.
Toronto	3459 km	33 hr
Ottawa	3377 km	35 hr
New York	3876 km	37 hr



**Air** - Two minutes from the Calgary International Airport.



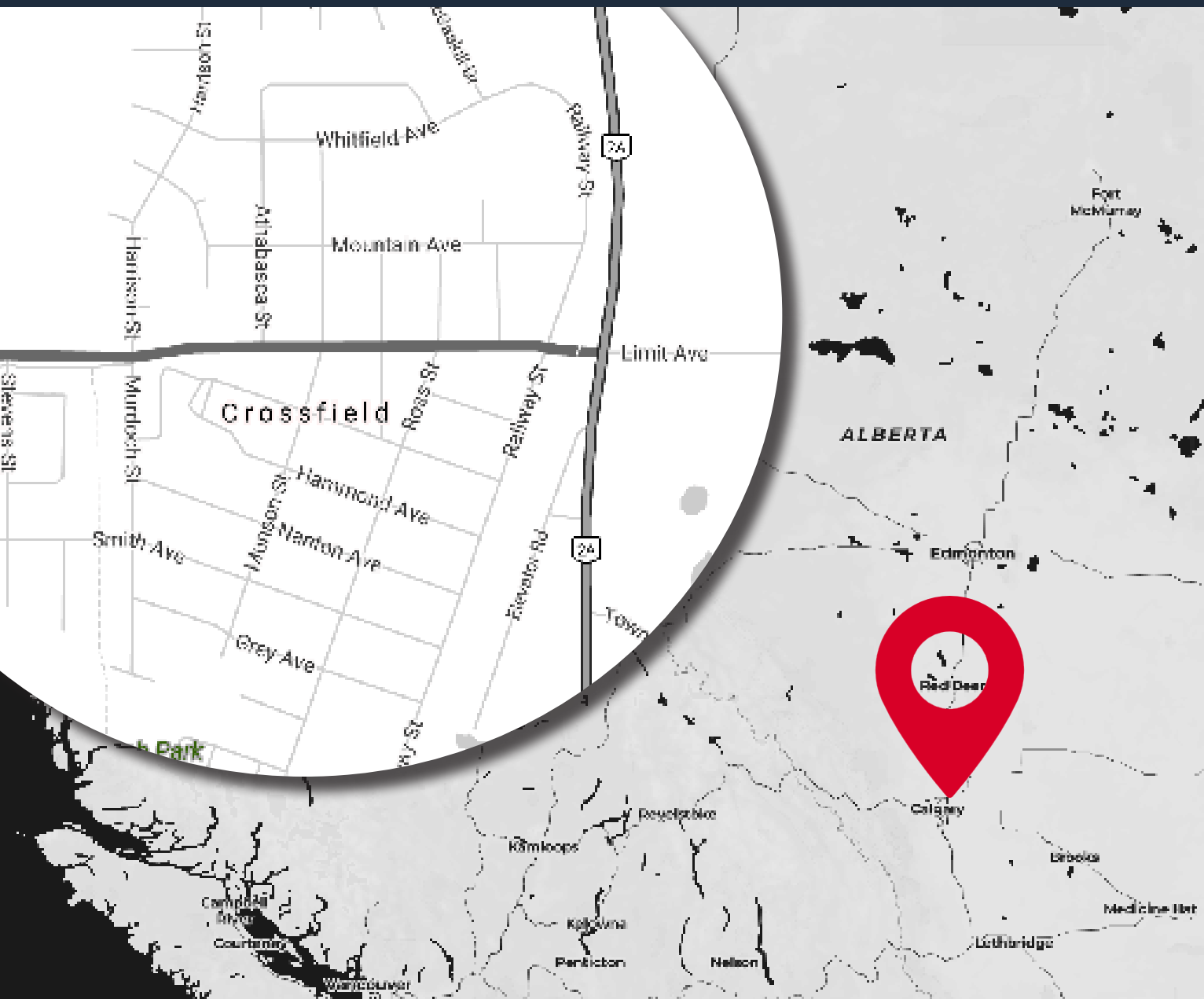
**Rail** - Thirty-two minutes to the CN logistics park at Conrich, 35 minutes to the CP Distribution Centre. Crossfield is on the CP rail main line and has two rail spurs in an already thriving, large industrial park.



**Hwy** - Crossfield is on the west side of the Highway 2 corridor and 28 minutes to Highway 1.



**Seaport** - ½ day to port.



# TAXES & UTILITIES

## 2020 TAX MILL RATES

Residential	8.193%
Vacant - residential	8.193%
Non-residential	10.710%
Machine and Equipment	10.710%
Farmlands	16.847%

**\$5.25/m3**  
bulk water rates

## 2020 UTILITY RATES

Utility Type	Recycle Depot	Curb Recycle	Garbage Pickup	Water 22.7m3	70% water used	water overage /m3
Residential	included	19.50	\$31	\$45	\$33	\$3.35
Commercial	\$10.65	n/a	\$31	\$45	\$33	\$3.35
Industrial	\$10.65	n/a	\$31	\$55	\$51.30	\$3.70

**\$599.6m**

Property assessments

**6.81%**

2018 Non-residential Mill Rate



# THE PEOPLE

THE GOOD PEOPLE OF CROSSFIELD FUEL THE ECONOMY

## POPULATION AND LABOURFORCE

### TOTAL POPULATION



**3,218**

Town of Crossfield

**1.5 million**

Surrounding Area

### LABOURFORCE

Total **2,315**



**55%**



**45%**

**75.2%**

Residents commute to work

### AVERAGE INCOME

Crossfield families

**\$124,695**

Wheatland County

**\$130,590**

Rocky View

**\$324,034**



Median age

**38.6**

Third Generation or more

**76%**

English first language

**98%**

Source: Federal Census 2016

# LABOURFORCE BY INDUSTRY



Agriculture  
3.2%



Construction  
13.8%



Mining oil & gas  
7.3%



Manufacturing  
9.1%



Retail  
11.1%



Healthcare  
7.6%



Wholesale  
4.4%



Transportation  
5.6%



Education  
7.0%



Accommodation  
4.4%



Public Admin.  
5.3%



Prof. Services  
4.1%

Source: Statistics Canada Federal Census 2016



# LABOUR FORCE BY OCCUPATION

The people of Crossfield have a vested interest in the success and prosperity of Crossfield. The majority of the labour force are local residents, born and raised in Crossfield and area.

Industry	Crossfield	Crossfield	Alberta
All occupations	1700	100%	100%
Trades and Transport	450	26.5%	17.7%
Sales and Services	330	19.7%	21%
Business & Finance	300	17.9%	15.4%
Education Law and Government	165	9.7%	10%
Management	160	9.4%	11.4%
Science	95	5.6%	7.6%
Natural Resources	70	3.8%	3.1%
Health	50	3.2%	6.5%
Manufacturing	50	3.2%	3.2%
Other	30	1.0%	4.1%



Trade Transport  
26.5%



Sales Service  
19.7%



Business Finance  
17.9%



Education Law  
Gov. 9.7%



Management  
9.4%

## Where do Crossfield Residents **Work?**

Calgary	390ppl
Crossfield	290ppl
Airdrie	255ppl
Rocky View County	70ppl
Carstairs	35ppl
Olds	25ppl

**73%** **72%**

**Residents  
work out of Town**

**Crossfield workers are  
non-residents**

## **Who Works in Crossfield?**

### **Residents from:**

Airdrie .....	300ppl
Crossfield .....	290ppl
Calgary .....	205ppl
Rocky View County .....	65ppl
Mountain View County .....	55ppl
Carstairs .....	50ppl
Didsbury .....	30ppl
Olds.....	25ppl

# EDUCATION

Highest certificate, diploma or degree	CROSSFIELD 2,310	CROSSFIELD %	ALBERTA 3,206,050
No certificate, diploma or degree	420	18%	17%
Secondary (high) school diploma or equivalency certificate	725	31%	28%
College, CEGEP, other non-university certificate or diploma	515	22%	19%
Apprenticeship or trades certificate or diploma	405	17.5%	9.5%
University cert., diploma, degree bachelor level or above	220	9.5%	23%
University certificate or diploma below bachelor level	30	1.3%	2.9%

**Thirty-four per cent** of Crossfield residents with post-secondary education are in the field of **architecture, engineering and related technologies.**



# EDUCATION

Field of Study	TOTAL 2315
No post-secondary certificate, diploma or degree	1,145
Architecture, engineering, and related technologies	395
Business, management and public administration	185
Health and related fields	165
Personal, protective and transportation services	110
Education	90
Agriculture, natural resources and conservation	65
Social and behavioural sciences and law	50
Mathematics, computer and information sciences	40
Visual and performing arts, and communications technologies	25
Humanities	15
Physical and life sciences and technologies	15

# ECONOMY

A healthy mix and Supportive Environment



## CROSSFIELD AREA BUSINESSES BY INDUSTRY

Industry TOTAL:	14,729
Agriculture	1025
Mining and oil	372
Utilities	22
Construction	2037
Wholesale Trade	278
Information/Culture	80
Finance	791
Real estate	1787
Professional services	2507
Management	93
Administrative	536
Education	157
Healthcare	697
Arts & Recreation	148
Accommodations & Food	283
Other Services	804
Public Admin	7
Manufacturing	269
Retail Trade	719
Transportation Warehousing	604
Unclassified	1513

Between 2013 and 2018, the total number of **jobs increased by eight per cent** in Crossfield and area, from 42,209 to 45,459.

Total employment growth in Crossfield and area between 2013 and 2018 (eight per cent) was higher than Calgary Metropolitan Region Board area (two per cent) or Alberta (one per cent).

The region's total export sales in 2013 amounted to \$6.5 billion dollars.

## NUMBER OF EMPLOYEES

Number of Employees	
1-4	65.8%
5-9	12.7%
10-19	12.3%
20-49	6.6%
50-99	1.8%
100-499	0.4%

## Top 5 Largest Employment Industries

1. General freight trucking
2. Foundation, structure, and building exterior contractors
3. Residential building construction
4. Support activities for mining, and oil and gas extraction
5. Services to building and dwellings

## Top 5 Fastest Growing Industries

1. Other amusement and recreation industries
2. Specialized freight trucking
3. Architectural and structural metals manufacturing
4. General freight trucking
5. Residential building construction

## Top 5 Export Generating Industries

1. Oil and gas extraction
2. Other general-purpose machinery manufacturing
3. Farms
4. Non-ferrous metal (except aluminum) production and processing
5. Support activities for mining, and oil and gas extraction

## COMMUNITY PROFILE



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# LIVING IN CROSSFIELD

## Work, live and play in Crossfield

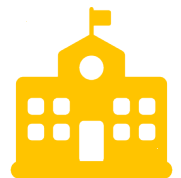
- » Canada's national median home listing price is \$290,900, which means Crossfield is in the top 20 per cent for Canada.
- » While the median for Alberta is \$375,000, Crossfield's median price is \$414,900, considerably better than the rest of the province.



- » Community centre
- » Ice arena
- » Curling rink
- » Library
- » Golf course



- » Crossfield Elementary
- » WG Murdoch middle and secondary



- » Olds College
- » Red Deer College
- » University of Calgary
- » SAIT
- » Mount Royal University



**Avg Rent**  
\$1,338/month



**Avg Housing Cost**  
\$366,718

43%

Dwellings have  
four or more  
bedrooms

	Crossfield	Alberta
Number of dwellings	1105	1,527,680
Owned	925	1,105,795
Rented	175	412,150
Average value	366,718	449,790
Median value	349,472	400,104



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