

# **ECONOMIC DEVELOPMENT ALLIANCE (EDA) SOUTHEAST ALBERTA**

## **COMMUNITY PROFILE**

### **OVERVIEW**

Southeast Alberta is anchored by the City of Medicine Hat and is approximately 50 kilometres from the Alberta/Saskatchewan border and 145 kilometres north of the Alberta/Montana border. Smaller centres in the region include Bow Island, the Town of Redcliff, County of 40 Mile and Cypress County. The region is served by the Trans Canada Highway 1, Crowsnest Highway 3, and Highway 41. Medicine Hat has a population of over 60,000, and with the surrounding area, the region has 78,000 residents.

In addition, Canadian Forces Base (CFB) Suffield is located here and is home to over 1,500 permanent and contract employees. The Base supports military training for the Canadian and British forces, undertakes research for Canada Defense, and supports significant energy services contained on the 1,000 square mile base. It is estimated the Base contributes approximately \$126 million annually to the local economy. Significant numbers of senior military and research scientists from around the world visit CFB Suffield annually and typically stay in accommodation facilities in Medicine Hat.

### **HOSPITALITY**

Presently, there are 18 hotels/motels in Medicine Hat, ranging from a 4-star full service hotel to a variety of small highway motels. The total number of rooms is estimated at 1,500 with occupancy levels ranging from 67% to above 70% depending on seasonal demand. There are also 120 restaurants ranging from traditional Canadian cuisine to ethnic.

### **EXISTING ATTRACTIONS**

- Saamis Teepee
- Cypress Hills Interprovincial Park
- Canadian Badlands
- Esplanade Arts and Heritage Centre
- Medicine Hat Clay Industry & National Historic District
- Echo Dale Regional & Historic Park
- Kin Coulee Park
- Police Point Park
- 2010 Olympic Route Community

### **TOURISM STATISTICS**

The Medicine Hat Visitor Information Centre (VIC) receives an average of 16,000 visitors annually. Travel to the VIC is typically by car and the majority of tourists to the VIC are visiting friends and relatives. Due to location and distance from other major centres such as Calgary and Regina, Medicine Hat sees considerable visitation related to business and industry. Of particular note is the number of visitors (national and international) associated with activities at CFB Suffield.

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## **COMMUNITY WEBSITE**

To learn more about EDA Southeast Alberta, please visit [www.edalliance.ca](http://www.edalliance.ca)

To learn more about Medicine Hat, please visit [www.medicinehat.ca](http://www.medicinehat.ca)

# ECONOMIC DEVELOPMENT ALLIANCE (EDA) SOUTHEAST ALBERTA

## TOURISM INVESTMENT OPPORTUNITY – HOTEL DEVELOPMENT

### OVERVIEW

Southeast Alberta has a diverse economy made up of the energy (oil/gas) sector, agriculture and manufacturing. The diverse industry base has supported a strong accommodation sector. There is, however, very limited conference/convention capacity currently available in Medicine Hat despite growing demand. New accommodation built in recent years (+300 rooms) has concentrated on limited service hotels, with none offering comprehensive banquet/conference facilities and services.

### SITE

Two potential sites have been identified for a new, full-service hotel with conference facilities. The sites would provide a hotel with excellent visibility and convenient access off of Highway 1, with nearby shopping and restaurant amenities.

### OPTION 1

Size: 5 parcels ranging from 1.56 to 2.13 acres; however, subdivision is not finalized yet, so land sizes can be reconfigured to meet specified requirements

Location: Southeast corner of Medicine Hat (near Black & White Trail SE)

Permitted Uses: Zoned direct control, the City of Medicine Hat will approve projects in this area

Zoning Issues: Final subdivision has not been approved, so lot sizes could be reconfigured to suit tenant

Construction costs will depend on size and type of facility the developer decides to build.

### OPTION 2

Size: 4.34 acres bordering the Trans Canada Highway, Medicine Hat

Location: Southeast corner of Medicine Hat (Black & White Trail SE)

Permitted Uses: C3 – General Commercial District

Zoning Issues: None

Construction costs will depend on the size and type of facility the developer decides to build. Road access to the site needs to be completed, and while services are in the area, they will need to be extended to the site chosen for development.

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### **PROPOSED DRAW**

The occupancy rates for the accommodation industry have been strong for a number of years. Demand is anticipated to continue at current levels and in fact grow as the Canadian Badlands Ltd. rolls out its marketing plan in the near future. Demand for accommodation is also expected to grow as projects and programs expand at CFB Suffield. The City of Medicine Hat has plans to build a sport and events centre with seating capabilities of up to 8,000 and preliminary designs have been started.

### **CONTACT INFORMATION**

For more information regarding this opportunity, please contact Scott Martin.

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