



STIRLING

Community Profile



Municipal/County Name	Stirling	Contact Name	Scott Doneslar
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Date	December 2023	Phone Number	403-756-3379
Give an overview of your region (150-200 words)			
<p>Welcome to Stirling, Alberta, where innovation and community spirit thrives. As the largest village in Alberta, Stirling proudly holds a distinctive status as the first net-zero village in Canada, exemplifying a commitment to sustainability and forward-thinking initiatives. In Stirling, the term "village" transcends its size, encapsulating a warm, caring, and vibrant community atmosphere. Safety is paramount in this close-knit locale, creating an environment where residents can truly feel secure and at ease. The heart of Stirling beats with a sense of camaraderie, fostering connections that transform neighbors into extended family members. As a community with a focus on family lifestyle, Stirling stands as a testament to the belief that thriving villages are built on strong family foundations. The village's commitment to providing a supportive and enriching environment for families is evident in its amenities, services, and a variety of family-friendly activities.</p>			
Sectors			
What sectors are you most competitive for and why?			
<ol style="list-style-type: none"> Home based businesses- due to the impressive broadband strategy of the village, many people are moving here to set up shop at home and find the balanced lifestyle that is craved. Transportation/Logistics- with major highways and rail being accessible this is a sector that can thrive as the village is part of Canada's Western Gateway. 			
What is your value proposition?			
<p>Join us in Stirling, where the title of the largest village in Alberta is not just a statistic but a reflection of a thriving community. Experience the pioneering spirit of being part of Canada's first net-zero village, where sustainability meets lifestyle, and each day is an opportunity to embrace safety, caring, and vibrancy in the embrace of a welcoming community. With lots of opportunities to expand the services within the village, investment can occur in almost any sector!</p>			
Costs of Doing Business			
Tax rates			
Residential: 8.56708 Commercial: 8.9			
Land Costs per acre (average)			
Call Village office for pricing on 0.6-acre lot.			
Real estate costs per sq. ft (average)			
\$300,482 YTD average home sale price (www.realtor.ca) \$21.12/sq. foot for commercial with building			
Incentives or cost advantages (if any)			
None currently, but council is exploring			
Other	Brownfield development- 0.6 acres as well as small retail of 1,300 square feet Greenfield- will be coming on in 2 years with opportunity for investment		
Ease of Doing Business			
What supports do you bring for new businesses (try to be specific)?			
<p>Support within the village is quite strong and includes a 1GB broadband network for efficiency and speed to conduct business. Plus, loans up to \$10,000 that are interest free through Community Futures. The village also has an "Economic Development" committee that is focused on making sure the business environment is friendly.</p>			
Are there major transport access (road, rail, air)			
<p>Road: Highway 4- CANAMEX runs parallel to the village offering an opportunity for great shipping. The Village is part of Western Canada's Gateway initiative as well.</p> <p>Rail: CPKC Railway to tie into the U.S and to Northern Alberta</p>			
Describe the business culture in the community			
<p>The village of Stirling is where business gets started and continues to grow and evolve. With niche businesses like a custom lumberyard and blacksmith, the unordinary becomes the example.</p>			

Entrepreneurial, unique, and adaptable describe the business culture of this municipality.
How do you make new businesses feel welcomed? Feel supported?
The local support of these businesses gives them the kickstart needed to succeed as the community rallies around them. Listing in the business directory and a progressive council that is economic development focused ensures that the tools and resources for the business community is growing.
Who is the point of contact for inquiries?
Scott Doneslar
Speed of Doing Business
What are the permitting & zoning timelines?
Permitted: 2 days Discretionary: 30 days
Is the point of contact for inquiries familiar with land use planning, development approvals and the building process?
Yes, and will act as a concierge for businesses looking to locate.
Talent
What does your talent pipeline look like? How do you attract talent? What is the affordability look like (e.g., Average housing costs)
Within the village there is a strong youth population that is eager to work. Add to that the ability to connect with stay-at-home parents that may want to augment their household income with part time work, and there is a great opportunity. Due to the proximity to the City of Lethbridge and the rural area, the village can also draw talent from these areas. Attraction is solid as the main highway to commute to Stirling is a double lane major transportation corridor, as well as the low housing prices with large lots all are attractive for people to move to Stirling.
Is there access to post-secondary or training programs offered?
The closest is Lethbridge, which is 30 minutes away.
What are the stats about the local workforce?
Alberta Regional Dashboard: 1,122 population, 485 in the labour pool, 9% unemployment and 64% participation rate with an average couple family income of \$110K.
Stats Canada 2021 Census: 58.8% of the population is between ages 15-64 and the average age is 34.5
How do you retain talent? What is the quality of life like in your community? (schools, recreation etc.) How do you ensure new residents feel welcome?
The village retains its people because of its affordable living costs, proximity to large city amenities while living rurally in a safe, clean, and family friendly environment. K-12 schooling along with preschool and daycare are available in the village as well as a host of facilities including ball diamonds, playgrounds, riding arena, campground, pool, and multi courts that can be utilized by citizens. Citizens can access healthcare in a timely fashion with neighboring hospitals within a 30-minute drive.
ESG (Environmental, Social and Governance) + DEI (Diversity, Equity & Inclusion) ESG compliance and disclosure are top drivers of investor trust as there is a growing awareness that communities, companies, government etc. have the responsibility and resources to accomplish positive climate action and build a more sustainable and resilient future.
What are the environmental, sustainability or emission reduction initiatives in your community?
ESG has been at the core of Stirling for many years. As the first net-zero village in Canada, investment can be assured of the commitment to continue to focus on helping mitigate climate change.
What are the DEI initiatives in your community?
DEI work has begun with work on engaging in truth and reconciliation work with the Blackfeet people and is including signage being erected in the Blackfoot language at the entrance to the community.
Other
Are there any other aspects that make your community unique?
In summary, Stirling's uniqueness lies in its groundbreaking approach to sustainability as Canada's first net-zero village, its status as the largest village in Alberta, the emphasis on safety and community care, the vibrant family lifestyle, a strong sense of community spirit, the blend of rural serenity with accessibility, and its rich history. These factors collectively make Stirling a truly special and one-of-a-kind community.
Include any relevant maps or photos of investment ready sites

Brownfield Site- potential restaurant



\$229,999

206 4 Avenue
Stirling, Alberta T0K2E2
MLS® Number: A2016331



Favourite



STIRLING