

BUSINESS PROFILE

A Bi-Annual Publication of Concise Business Information about Saskatoon

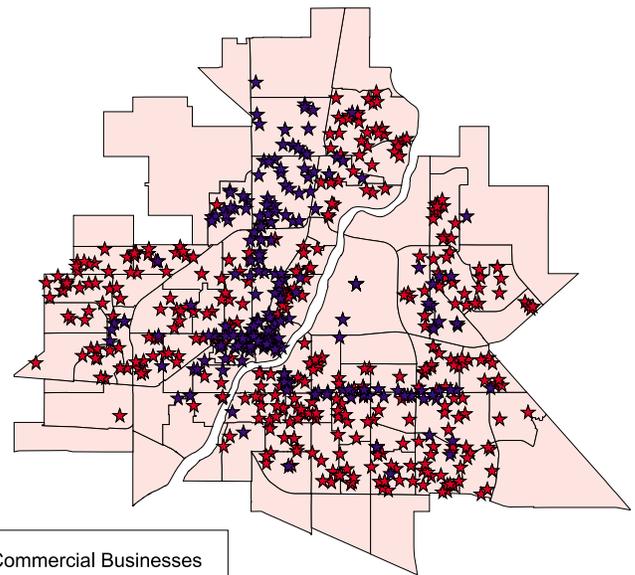


New Businesses for 2000

Saskatoon continues to see stable growth in the number of newly registered businesses for 2000. According to information provided from City of Saskatoon business license applications, there have been 681 newly registered businesses this year (current to December 18, 2000). While down slightly from 1999's total of 745 new businesses, figures for 2000 are comparable to the average number of new businesses registered per year indicating consistent, stable growth.

By industry, the largest number of new businesses in Saskatoon for 2000 has occurred in the Business and Professional Services industry. A significant portion of this

Saskatoon's New Business Activity, 2000



source: City of Saskatoon, Business License Information

Leading Growth Industries, Saskatoon, 2000.

Description	Count	% of Total
Business & Professional Services	190	27.09%
Personal & Household Services	109	16.01%
Traditional Retail	77	11.31%
Building & Construction Related Services	74	10.87%
Commercial Service Sector	65	9.43%
Health, Wellness & Education Services	57	8.37%
Repair & Maintenance Services	39	5.73%
Automotive Sales & Service	27	3.96%
Manufacturing	18	2.64%
Services related to Manufacturing, Wholesale & Transportation	17	2.50%
Wholesale Industries	8	1.17%
Total	681	100.00%

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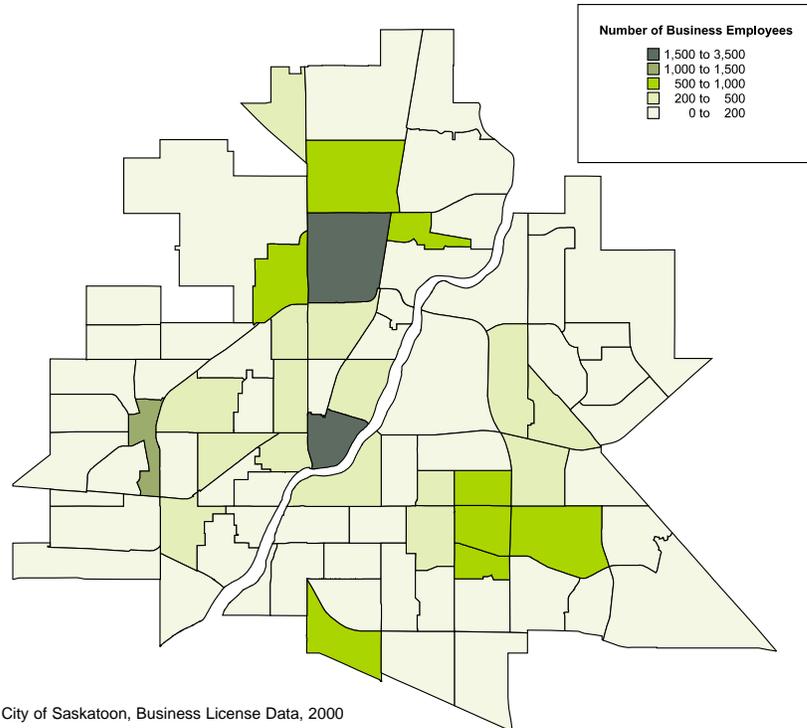
Employment Data

Since the inception of the Business License program in 1997, the City of Saskatoon has collected employment data from businesses located in Saskatoon. The resulting data can be aggregated into spatial variables. A spatial variable describes physical area which the data refers to such as neighbourhood and zoning designation. A business is also assigned an SIC Standard Industrial Classification Code which specifically identifies the type of business. For example a code of 921 identifies food stores. The data can then be aggregated by business type to food / beverage / drug retail or to the broad category of retail.

These statistics include persons employed in businesses only and do not include public sector employees, institutional workers, and persons employed by non-profit or self employed persons who operate home based businesses.

The map illustrates the distribution of business employment activity. The highest concentrations of employment are in the Central Business District, the neighbourhoods adjacent to the CBD and in the industrial areas. Suburban Commercial Areas are also evident on the map. Confederation Suburban Centre has a higher number of employees than do the

City of Saskatoon, Business Employees by Neighbourhood, 2000



source: City of Saskatoon, Business License Data, 2000

other Suburban Commercial Areas while Lawson Heights has a larger number of businesses.

The distribution of the average number of employees is quite different. The businesses that employ the largest average

number of employees are in industrial areas where there are few number of businesses, however the businesses tend to be larger especially those in the manufacturing sector.

New Businesses for 2000 – continued

growth is the due to the large number of computer-related businesses, particularly home-based business consulting or web-design entering Saskatoon's marketplace. Other growth areas include employment agencies, accounting and bookkeeping, advertising services, architect and engineering firms, offices of lawyers and notaries, and consulting firms. The table on page 1 shows the leading growth industries in Saskatoon's economy and their relative share of new businesses opening in Saskatoon.

As with last year, approximately 60% of all new businesses in Saskatoon are home-based. The majority of home-based businesses fall into one of three categories: general contractor/construction/home renovations, computer-related services, or general home-related services (ie. janitorial, yard services). Spatially, there does not appear to be a pattern to the location of home-based businesses as they are locating throughout the city (see map). Commercial businesses, however, continue to locate primarily in Saskatoon's

Central Business District, along 8th Street East, and in North Industrial areas (North Industrial, Hudson Bay Industrial, Airport Industrial, and Kelsey/Woodlawn Industrial).

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Part Time vs. Full Time Employees By Industry

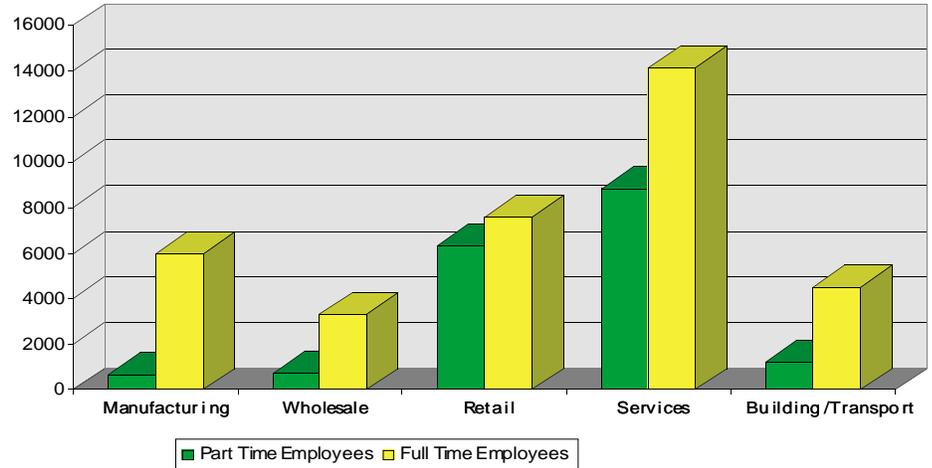
Volume 1, Issue 1 of Business Profile reported the Number of Employees by business sector from 1997 to 2000. Businesses in the City of Saskatoon employ over 50,000 persons working in both full and part time positions. The data collected from businesses can be aggregated using Standard Industrial Classification Codes which indicate what the business does. The data is then aggregated into the following sectors: Manufacturing, Wholesale, Retail, Services and Building/Transportation. The Service and Retail sectors have the largest number of businesses as well as the largest number of employees. The following graph illustrates the number of part time and full time employees by Sector. The manufacturing sector has the lowest number of part time employees.

Over 23% of all persons employed in businesses in Saskatoon are part time and employed in the retail and services sectors.

BY AREA

The City is divided into a number of Suburban Development Areas (SDA). This is the basic unit of large scale residential development providing housing and related

Full and Part Time Employees By Business Sector

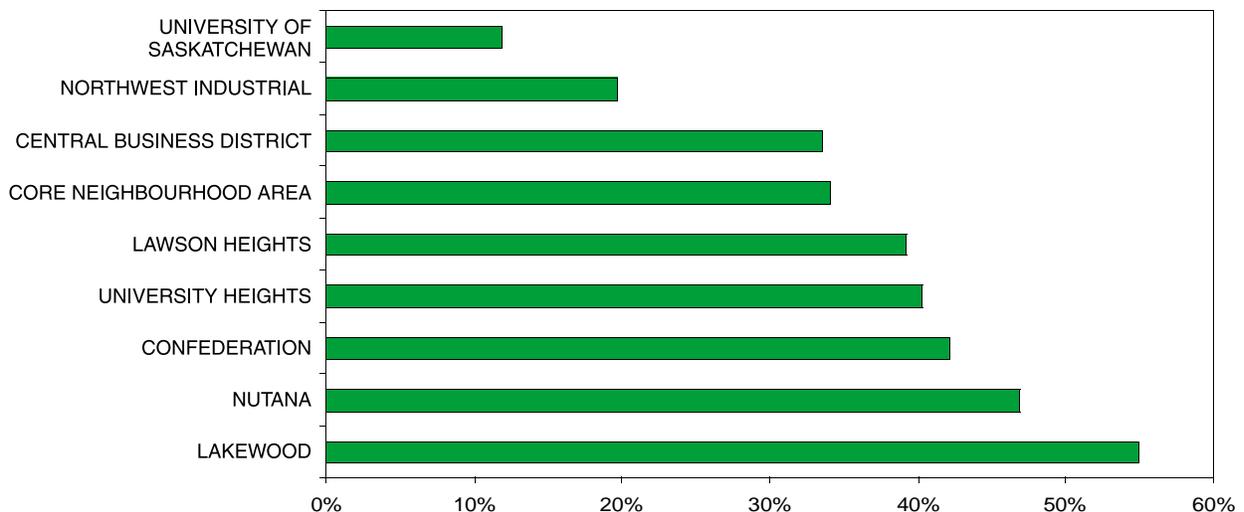


facilities for a population of approximately 50,000. For the purpose of this analysis to non-conventional SDA's have been added, Central Business District and University of Saskatchewan (including Innovation Place). In addition the North Industrial SDA does not contain any "residential" neighbourhoods.

It is evident from the graph that the proportion of part time employees is greater in commercial areas closer to the periphery of

the City. Further analysis of Lakewood Suburban Development Area reveals that a majority of the businesses located in this are either retail or service-oriented. Again it is clear that persons working in full time positions are most likely to work in the Central Business District or in the North Industrial Areas. Many public employees work in the Central District Business and the University of Saskatchewan, unlike the Industrial Areas and commercial areas in Suburban locations.

Proportion of Part Time Employees by Suburban Development Area



Using the Data – So What Does All This Mean?

Business license data is an accurate description of the existing business climate in Saskatoon. Over time our data will become a more accurate measure of growth. One has to be reminded that employment data does not include all per-

sons who are employed in the City of Saskatoon - only those employed by commercial businesses located within the City, Sask. Trends monitor reports that there are 118,000 employed persons in Saskatoon.¹ This indicates over one half of

all employed persons in Saskatoon work in the public sector, not for profit sector or are self employed.

¹ Sask Trends Monitor, July 2000 Source: Statistics Canada Labour Force Survey of Employment Payroll and Hours. Figure cited is for Saskatoon Census Metropolitan Area which includes an area beyond the City Limits.

Do you like what you see?

The Business License database is a current up to date database of business activity in the City of Saskatoon. The Business Profile is only an example

of data analysis that can be done. If you are interested in custom data or if you would you like to receive Business Profile via email (pdf format), please contact

Paula Kotasek by phone at 975-2658, by fax at 975-7712, or by email at: paula.kotasek@city.saskatoon.sk.ca

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CITY OF SASKATOON
WWW.CITY.SASKATOON.SK.CA

THE SASKATOON & DISTRICT CHAMBER OF COMMERCE
WWW.EBOARDOFTRADE.COM

About the Data

Analysis in this publication includes all those businesses licensed within the mandate of the Business License Program under City of Saskatoon Business License Bylaw No. 7590.

Some businesses not licensed under this bylaw, and therefore not covered in commercial business analysis, include federal and provincial departments and agencies, and non-profit and charitable organizations exempt from obtaining a Business License.

Analysis of the home-based business sector does not include Day Care Homes or Care Homes as these operations do not require a

Business License. In addition, Direct Sellers and any other business not occupying a commercial or home-based location in the City and licensed through License Bylaw No. 6066 are not included in any analysis.

The Business Profile Newsletter is provided as an informational service to the general public and agencies who regularly do business with City Hall. Readers should not act upon the information contained in this publication without first seeking professional advice.