

Market Analysis Report for Ste-Agathe

General Overview

- Ste. Agathe is primarily a residential community with a commercial zone to the east of town across PTH 75. Proximity to Winnipeg and Morris provide greater employment options for residents and a way of enjoying a more relaxed residential lifestyle.
- Activities in the community range across all four seasons. Parc Cartier Park features camping area and a 4500 ft² covered multi-purpose facility. There is an arena and a library.

Market Opportunities

- The first phase of commercial development in the 95acre Riel Industrial Park featured 13 fully serviced sites of one to three acres in size. The full capacity will be 57 lots. The Park is located to the east of PTH 75 off highway 305. There is no immediate residential development connected west of PTH 75 where the majority of the lots are.
- A second phase of commercial development is in consideration. The original investors knew they had to make a long term commitment and have proven to be successful. However, this success was over a ten year period and was not immediately filled even after the lots were prepared. This experience is a reason for a slow rollout of phase two.
- Potential services mentioned for the town are specialty retail for the visitors and tourists, a small food store with a pharmacy or specialty meats (something like St. Malo meats) within its building. A car/truck wash is a consideration when the Flying J truck stop is completed.

High Level Reasons of Market Attractiveness

- Proximity to Winnipeg.
- Access to Hwy 75, and the TransCanada Hwy. Access to other towns in the RM is via PR 305 and PR 200 which intersects at the north and south side of the town.
- Land and taxes are lower than in Winnipeg.
- Stable business environment

Cautionary Flags

- Proximity to Winnipeg.
- Lack of a commercial plan to attract new businesses. No identified urgent business needs other than what an entrepreneur may want to establish.
- Limited or no commercial space to rent or ability to work within existing office/small retail facilities, such as the school, to maximize the use of existing space. There is space (limited) for sale currently on Main Street Ste Agathe.
- Do not provide incentives to businesses that may be competing with existing operations. Incentives should be short term when considered.

Suggested Strategies and Initiatives

- There is no clear signage identifying the services and commercial businesses that operate in town. Need to work with these businesses and the RM to create better signage on all access roads.
- Municipality should evaluate the types of businesses that they would like to attract to the Ste. Agathe commercial area and consider discussing the strategy that a developer will create.. The RM will want to support businesses that do not cause any environmental problems or safety concerns. While any manufacturing may be a good benefits multiplier certain types of industry could also cause challenges. The RM needs to stay in close communication with the developer. Current zoning of land will also act as a measure of control guiding what is acceptable or unacceptable types of industry to sell the lots to.
- Once the Flying J truck stop is built a traffic count will be important to determine the number of vehicles stopping for fuel to help determine what, if any, additional services or businesses may have an opportunity for success.

Additional Information

The following three categories describe a community's general attractiveness. The information is qualitative in nature.

Residential Growth

	In the Area	Near the Area	Comments
Quality affordable housing	yes		
Good schools and a solid education system	Yes (K to 9 French)	Yes	K to 8 English and immersion is in St. Adolphe
Quality accessible proximate health services		Yes	
Affordable, varied and attractive consumer products		Yes	
Variety in recreational and arts and culture activities	Yes	Yes	Camping and recreation facilities are in town
Well-maintained infrastructure	Yes		
Welcoming, inclusive environment	Yes		Small town feel and neighbourly

Attractive Business Environment

	In the Area	Near the Area	Comments
Sufficient skilled individuals	Yes	Yes	If many employees needed would have to look to nearby communities
Business friendly tax environment	Standard		CDC and RM may consider incentives
Good transportation systems and logistics	Yes		Exceptional highway access north to Winnipeg and south to US via PTH 75
Start-up and ongoing capital financial assistance			Upon request only. Caisse in town for private banking.
Community support for products and services	Yes (arena and park)		According to interviews there is support for the local recreational opportunities.
Support for entrepreneurs and businesses			Upon request private and RM.

Tourism

	In the Area	Near the Area	Comments
Widespread marketing of destinations and events	Limited	Yes	Limited allocation of funds
Attractive destinations and events that	Arena and	Yes	

	In the Area	Near the Area	Comments
meet the needs and desires of tourists	campground in town and there is a local festival in town		
Accommodations and other services that enhance the visitor experience.	Yes	Yes	Small hotel and 1 bed and breakfast in town

Business Listings¹

AgFa Health Care
Agri Air Ltd.
Andy Lapointe Trucking
Avenir IT Inc.
Bau-Four Developments
Bibliothèque Ritchot Library
Boulet Bros. Concrete Ltd.
BSI Insurance Brokers
Cadieux Trucking Inc.
Caisse Groupe Financier Ltée Centre de service
Ste Agathe
Centre de Santé Sainte-Agathe
Chevaliers de Colomb Knights of Columbus
#6729
Chez Chateau Coiffures
Chris.Ed Construction
Comité Cultural de Sainte-Agathe
Country Lane Homes
Crop Production Services, Ste Agathe AG Retail
École Saint-Agathe
Église catholique & Paroisse de Sainte-Agathe
Gîte Maison près de la Rouge Bed & Breakfast
Glenlea Greenhouses
GM Alarie Transport Ltd.
H Baudry Construction 1980 Ltd.
Hemp Oil Canda
J. Lemoine Construction
Keystone Syndicate Ltd.
Le Coin Magique Inc.
Lucky Luc's Bar & Grill - Ste Agathe
Mini Centre de la petite enfance et de la famille
Municipalité Ritchot Municipality - Post Offices
NAS Construction
NAS Construction First Aid
Nu-Vision Designs
PDR Tech Inc.
Prairie Fine Finishing
Prime Tech Services
PRP Enterprises 1998 Ltd.
Red River Floods Interpretive Centre

Rendez-Vous des Pionniers
Riel Industrial Park
Root Awakening Yoga
Samuda Energy Engineering
Shelley Ellis Enterprises
Sir Georges Étienne Cartier Park
Southman Environmental Services
Southman Self Storage
Southpaw Interior/Exterior Renovations Inc.
Ste Agathe Arena
Ste Agathe Community Development Inc.
Ste Agathe Cultural and Community Centre
Ste Agathe Electrical
Ste Agathe Service Centre
TPI Travel Professionals International
Viterra Canola Processing
Wattam Excavator Services

¹ Source: [Ritchot Municipality Business Directory](#)

Population

Total Population – 614

Population by age group

Ste-Agathe

- 0 to 17 years 185 (30%)
- 18 to 39 years 225 (37%)
- 40 to 59 years 125 (20%)
- 60 years and over 85 (14%)

Household total income in 2010 of private households

RM of Ritchot (Total households 1,855)

- less than \$20,000 125
- \$20,000 to \$49,999 270
- \$50,000 to \$99,999 670
- \$100,000 to \$149,999 560
- \$150,000 and over 215
- Median household total income (\$) \$88,031
- Average household total income (\$) \$94,118

Population by highest certificate, diploma or degree (aged 25 to 64 years)

RM of Ritchot (Total population surveyed: 3,105)

- No certificate, diploma or degree 330 (11%)
- High school diploma or equivalent 1,010 (33%)
- Postsecondary certificate, diploma or degree 1,775 (57%)

Total population aged 15 years and over by labour force status 4,300

- In the labour force 3,285
- Employed 3,155
- Unemployed 130
- Not in the labour force 1,020

- Participation rate 76.4%
- Employment rate 73.4%
- Unemployment rate 4%

Total labour force aged 15 years and over by class of worker 3,285

- Employee 2,770
- Self-employed 475

Total labour force population aged 15 years and over by occupation 3,280

- 0 Management occupations 450
- 1 Business, finance and administration occupations 670

- 2 Natural and applied sciences and related occupations 160
- 3 Health occupations 175
- 4 Occupations in education, law and social, community and government services 305
- 5 Occupations in art, culture, recreation and sport 40
- 6 Sales and service occupations 610
- 7 Trades, transport and equipment operators and related occupations 680
- 8 Natural resources, agriculture and related production occupations 75
- 9 Occupations in manufacturing and utilities 80

Total labour force population aged 15 years and over by industry
(North American Industry Classification System (NAICS) 2007) 3,285

- 11 Agriculture, forestry, fishing and hunting 110
- 21 Mining, quarrying, and oil and gas extraction 0
- 22 Utilities 50
- 23 Construction 505
- 31-33 Manufacturing 245
- 41 Wholesale trade 100
- 44-45 Retail trade 335
- 48-49 Transportation and warehousing 185
- 51 Information and cultural industries 60
- 52 Finance and insurance 200
- 53 Real estate and rental and leasing 95
- 54 Professional, scientific and technical services 140
- 55 Management of companies and enterprises 0
- 56 Administrative and support, waste management and remediation services 75
- 61 Educational services 185
- 62 Health care and social assistance 340
- 71 Arts, entertainment and recreation 45
- 72 Accommodation and food services 115
- 81 Other services (except public administration) 215
- 91 Public administration 240

Households by type (own, rented, single family, etc.)²

- 215 households **in Ste-Agathe**

Total number of private households by tenure

RM of Ritchot (Total households 1,860)

- Owner 1,750
- Renter 105

Total number of occupied private dwellings by period of construction

RM of Ritchot (Total households 1,860)

- 1960 or before 240
- 1961 to 1980 660
- 1981 to 1990 315
- 1991 to 2000 260
- 2001 to 2005 125
- 2006 to 2011 260

² This information is available for free on the Web through FCM by Municipality or census population centre.