

Market Analysis Report for St-Adolphe

Market Opportunities

- A dine in/take out restaurant featuring basic food concepts may have appeal. Visitors coming to attractions such as Amaze in Corn may be an ideal target market.
- Inventory of vacant commercial space is needed for easy access when business asks what is available.
- Recreation concepts to add to the overall lifestyle are possibilities. May only be seasonal at first. With a growing population there may be opportunities to add seasonal type recreation activities. The Rec Master Plan mentioned a BMX track and a splash park as other options.
- Continued expansion of residential lots will create an opportunity for convenience type services.

High Level Reasons of Market Attractiveness

- Proximity to Winnipeg
- Community centre and curling club in town
- Successful businesses in place with core services.
- Stable population – nuclear family with aging in place. Seniors services will become a more pressing need and perhaps an opportunity.

Cautionary Flags

- Some consider the town too close to Winnipeg for any major new business to be attracted.
- No readily available serviced commercial lots. Other than one unit in a small 4 office mall there is nothing else.

Suggested Strategies

- Local population is stable and growing slightly. Services to support young families as well as seniors are an area of interest.
- Dog day care, pickup and delivery of laundry (a depot in town and not a full dry cleaning facility)
- Assess the tourist attractions and event highlights to check for gaps in services. Any festivals or other activities such as markets or fairs may create a business opportunity if there is a service that is not provided. This is a recommendation because this level of detail was out of scope.

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		Additional lots to be available
Good schools and a solid education system	Yes (K to 8 English and immersion)	Yes	St. Norbert for high school or DSFM in IDC – Gabrielle Roy
Quality accessible proximate health services	yes	Yes	Pharmacy now in town
Affordable, varied and attractive consumer products		Yes	
Variety in recreational and arts and culture activities	Yes	Yes	
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		Access to PTH 75 and to Winnipeg, Steinbach and Niverville via single lane highways – Access via PR 200 and PR 210 to PTH 59
Start-up and ongoing capital financial assistance			Upon request only. Caisse in town.
Community support for products and services	Yes (arena and curling rink)		According to interviews there is support for the local recreational opportunities. Recreation department and directory
Support for entrepreneurs and businesses			Upon request at RM .

Tourism

	In the Area	Near the Area	Comments
Widespread marketing of destinations and events	Limited	Yes	Limited allocation of funds – we are a member of Eastman Tourism that does have marketing opportunities
Attractive destinations and events that meet the needs and desires of tourists	Arena and curling rink in town Local events - should we list them??	Yes	Amaze in Corn is private venture but attracts visitors and tourist groups
Accommodations and other services that enhance the visitor experience.	Yes	Yes	Small hotel

Business Listings¹

1021 Hair Studio
354 Gerard Dr.
St. Adolphe, Manitoba (MB)
(204) 801-5152

49 North Mortgage
Box 164 St. Main
St. Adolphe, Manitoba (MB)
(204) 399-7100

A Maze In Corn
1351 PR 200
St-Adolphe, Manitoba (MB)
(204) 883-2048

Advantage Driver Training
498 St Adolphe Road
St. Adolphe, Manitoba (MB)
(204) 883-2461

Affinity Insurance Brokers
517 Main Street
St.Adolphe, Manitoba (MB)
(204) 883-2288

Allure Photographers
456 Main St.
St. Adolphe, Manitoba (MB)
(204) 791-7812

Apprentissage Illimité Inc.
156 promenade Lagassé
Saint-Adolphe, Manitoba (MB)
(204) 883-2153

Avon Independent Representative
Carmen Gregoire
257 Bernat Rd.
Grande Pointe, Manitoba (MB)
(204) 256-1198

Avon with Tracey
377 Main St.
St. Adolphe, Manitoba (MB)
(204) 390-3765

Brenda Belisle: Castle Mortgage Group
557 Main Street
St. Adolphe, Manitoba (MB)
(204) 292-2688

BSI Insurance Brokers
A-3325 Pembina Hwy
St. Norbert, Manitoba (MB)
(204) 261-7170

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

By's Transport Inc.
Box 369
St. Adolphe, Manitoba (MB)
(204) 883-2382

Caisse Financial Group
385 Main Street
P.O. Box 160
Saint-Adolphe, Manitoba (MB)
(204) 883-2258

Comité culturel de Saint-Adolphe
686 promenade Proteau
Saint-Adolphe, R5A 1A5, Manitoba (MB)
883-2938

Cori Bodz
box70 grp40 rr#2
Lorette, Manitoba (MB)
(204) 981-1004

Craig & Ross Chartered Accountants
537 Bernadette Bay
St. Adolphe, Manitoba (MB)
(204) 956-9407

Debra Dillabough
108 Leclerc Bay
St. Adolphe, Manitoba (MB)
883-2941

Design by Debna Photography
354 Hebert Drive
St. Adolphe, Manitoba (MB)
(204) 330-3193

École St. Adolphe School
444 La Seine St
St-Adolphe, Manitoba (MB)
(204) 883-2182

Erin Braun
157 Gagnon Dr
St. Adolphe, Manitoba, Manitoba (MB)
(204) 883-2906

Erk's Werks Custom Software
324 Rosybloom Lane
Box 249
Ile Des Chenes, Manitoba (MB)
(204) 990-1521

Fort Garry Heating & Air Conditioning Ltd.
1279 Bartmanovich Rd
Howden, Manitoba (MB)
229-7235

Investors Group Financial and Insurance
Services -
1228 Pr. 200
9-444 St. Mary Ave.
St. Adolphe, Winnipeg, Manitoba (MB)
(204) 995-9904

Jennifer Lee Photography
341 Gerard Drive
St. Adolphe, Manitoba (MB)
(204) 799-2415

JF Ratthé - Realtor
489 Main Street
P.O. Box 7
St Adolphe, Alberta (AB)
(204) 997-5089

Katherine Magne Independent Stylist Stella &
Dot
www.facebook.com/stylewithkm
Twitter: @kamagne
St. Adolphe, Manitoba (MB)
(204) 981-3539

KehlerMade
Box 113
St Adolphe, Manitoba (MB)
(204) 883-2297

keyFOTO
1582 Twin Creek Road
St Adolphe, Manitoba (MB)
(204) 804-7814

La Salle Auto Care & Towing
43092 Rochon Rd
La Salle, Manitoba (MB)
(204) 296-6660

Laser Target Shooting
1452 Highway 200
St Adolphe, Manitoba (MB)
(204) 883-2671

Le Club Amical
344 Main St.
St-Adolphe, Manitoba (MB)
(204) 883-2491

Lucy & Jane's Tender Touch Pet Grooming and
Daycar
Box 423
#5-449 Main Street
Ile des Chenes, Manitoba (MB)
878-3176

Marilyn Johnston
Box 261
St. Adolphe, Manitoba (MB)
(204) 883-2461

McEckers Foods/ Cornerstone Hospitality
518 Perron Ave.
St. Adolphe, Manitoba (MB)
(204) 797-3120

McGillivray Childcare
377 Main St.
St. Adolphe, Manitoba (MB)
(204) 390-3765

MGD Interiors Wall & Ceiling Systems
24 Gagnon Drive
St. Adolphe, Manitoba (MB)
(204) 961-0141

Mireille Stewart- Massage Practitioner
596 Aubin Drive
St.Adolphe, Manitoba (MB)
883-2932

Moline Babysitting
Kosman Blvd
Saint Adolphe, Manitoba (MB)
(204) 588-2154

Moline Cleaning
Kosman Blvd
Saint Adolphe, Manitoba (MB)
(204) 588-2154

Mulberry Tree Gift Baskets
418 St Paul Street
St. Adolphe, Manitoba (MB)
792-6878

Music For Young Children
362 Gerard dr.
St. Adolphe, Manitoba (MB)
(204) 898-6616

Music For Young Children
3 Pirson Crescent
St. Norbert, Manitoba (MB)
(204) 261-0792

Myall Photography
10 Pelletier Place
St Adolphe, Manitoba (MB)
(204) 782-7984

Personal Training & Wellness Coaching by Meg
24 Gagnon Drive
St. Adolphe, Manitoba (MB)
(204) 883-2711

QMTS
121 Gagnon Drive
St Adolphe, Manitoba (MB)
(204) 883-2648

R.M. of Ritchot
352 Main Street
St-Adolphe, Manitoba (MB)
(204) 883-2293

Ritchot Senior Services
344 Main Street
St-Adolphe, Manitoba (MB)
(204) 883-2880

RuffMutts Pet Nutrition and Dog Grooming
18 Hill Crest Court
Niverville, Manitoba (MB)
(204) 380-2341

St-Adolphe Bible Fellowship
477 Main St.
St-Adolphe, Manitoba (MB)
(204) 883-2681

St-Adolphe Curling Rink
327 St-Adolphe Rd
St-Adolphe, Manitoba (MB)
(204) 883-2249

St-Adolphe Esso & Car Wash
638 Main St
St-Adolphe, Manitoba (MB)
(204) 883-2662

St-Adolphe Motor Inn
324 Main St
St-Adolphe, Manitoba (MB)
(204) 883-2544

St-Adolphe Nursery School
444 La Seine St
St-Adolphe, Manitoba (MB)
(204) 883-2575

St-Adolphe Paroisse
392 Main St
St-Adolphe, Manitoba (MB)
(204) 883-2658
St-Adolphe Personal Care Home
420 Main St

St-Adolphe, Manitoba (MB)
(204) 883-2181

St-Adolphe Skating Rink
345 Hebert Rd
St-Adolphe, Manitoba (MB)
(204) 883-2059

Suzanne Turenne Photography & Design
595 Proteau Drive
St Adolphe, Manitoba (MB)
(204) 883-2260

Suzanne Turenne Photography & Design
595 Proteau Drive
PO Box 29

St. Adolphe, Manitoba (MB)
(204) 883-2260

Talbot & Associates
3553 Pembina Highway
St. Norbert, Manitoba (MB)
(204) 269-7460

Topadema Enterprises Ltd.
271 Wilfrid Bay
St. Adolphe, Manitoba (MB)
(204) 998-8258

Village Enterprises Ltd.
1653 PR Hwy 210
Box 220
St Adolphe, Manitoba (MB)
(204) 883-2466

Westgates Horse & Country
5421 Portage Avenue
Headingley, Manitoba (MB)
(204) 897-0740

Wheelhouse Designs
613 Lucille Bay
St Adolphe, Manitoba (MB)
(204) 296-2610

Population

Total Population – 1,036

Population by age group

St-Adolphe

- 0 to 17 years 235 (23%)
- 18 to 39 years 270 (26%)
- 40 to 59 years 315 (30%)
- 60 years and over 205 (20%)

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

- 361 households in **St-Adolphe**

Total number of private households by tenure

RM of Ritchot (Total households 1,860)

- Owner 1,750
- Renter 105

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

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