

EMRB Municipal Data Sheet

13-member municipalities
3 towns, 4 counties, 6 cities



10,385

11.2 km²

(CANADIAN CENSUS, 2021)

Highlights

The Town of Morinville is located along Highway 2, just north of the City of St. Albert along major road and rail corridors.

The Town offers convenient access to urban amenities while retaining the characteristics of a vibrant and flourishing rural community.

The Town's residents enjoy high quality education, a wide range of recreational activities, diversity of residential styles, healthy retail business core, solid industrial base, opportunities for business investment and expansion, solid infrastructure, and an exciting future.

“ The size of a city, with a strong small-town feel. ”

SIMON BOERSMA | MAYOR



TAX BASE—ASSESSMENT

Residential	\$1.1B
Non-Residential	\$190M

The Town of Morinville's total municipal operating budget is \$24.8 million, with a capital budget of \$3.4 million.

Its top three assessment contributors are residential, commercial-retail and industrial-light to medium.

ABOUT US

The Town of Morinville is very reliant on its residential tax base. The Town is the largest urban service centre in Sturgeon County. With over 10,000 residents, Morinville has the potential for city status.



REGIONAL AREAS OF FOCUS

- Intermunicipal Collaboration Framework (ICF) with Sturgeon County.
- Utilization of the Shared Investment for Shared Benefit

(SISB) model and framework in advancing regionally significant initiatives.

- Supporting the Collaborative Economic Development (CED) initiative.

LOCAL STRATEGIC PRIORITIES

- **Community Building** - Morinville is a growing community with a small town feel where we all feel proud to live, play and participate.
- **Community Safety and Wellbeing** - Morinville is a community that prioritizes the safety and wellbeing of residents and businesses
- **Financial Stewardship** - Morinville is a community focused on improving its financial health while demonstrating value for money
- **Environmental Responsibility** - An environmental steward through collaboration, innovation, education and implementation.
- **Economic Development** - Morinville has adverse economy with thriving businesses, quality jobs and growing opportunities.
- **Collaborative Relationships** - Morinville is a trusted and valued partner in regional and community stakeholder collaboration.

Stats & Facts

(CANADIAN CENSUS, 2021)



Commute

→ 68% commute for work outside municipality



Housing

→ 83% own their own homes



Employment

→ 65% employment rate with 72% participation rate



Work Force

(top 2 occupation sectors)

→ 26% equipment operators, and related occupations.

→ 19% sales and service



Education

→ 50% completed post-secondary education



DEMOGRAPHICS

The Town of Morinville's population has increased over 3% since the 2016 federal Census.

The average age is 37 years, with roughly 78% of the population being 15 years and older.

Just over 14% of the population is 65 years and older.

Visible minorities account for roughly 5% of the municipality's total population. The Indigenous population accounts for 11% and the immigrant population totals 5%.



SETTING IDEAS IN MOTION

With over 90 acres of public and private lands available for sale, lease, or development along high traffic and visibility corridors, Morinville offers great opportunities for investment whether small or large. A younger age demographic with above average household income supports a strong retail sector that is attractive to franchise opportunities. The Town of Morinville has urban amenities with a small-town lifestyle that attracts an educated, skilled, and motivated workforce.

Untapped Opportunities

- Affordable business industrial, commercial, and residential Area Structure Plan lands available for the right developer.
- Surrounded by agriculture, there is ample opportunity for agri-food technology to locate in Morinville.
- Potential to participate in northern Alberta's logistics sector.

Turning Challenges into Opportunities



The Town is experiencing growth pressures as it relates to:

- Mature infrastructure replacement, low tax revenue and reserves, paired with demand for new and growing services.
- Two new schools (elementary/elementary Jr high), a new and growing retail sector, newer major recreation centre, but with a mature downtown core there is limited developed commercial space compared to business demand.

CURRENT CHALLENGES / INVESTMENT NEEDS:

- Unlocking planned non-residential lands, over 40 acres of business industrial and 1000 acres of commercial available.
- High reliance on residential tax base with challenges meeting growing demand for services from both residential and commercial.
- Inter-municipal revenue sharing for shared services.

GREATEST RISKS FACING MORINVILLE:

- Inter-municipal revenue sharing for shared services / expectations.
- Tax revenue and MSI grant uncertainty / Provincial downloading.
- Replacement of infrastructure, service centers / costing.



Town of Morinville Office

10125 100 Ave
Morinville AB, T8R 1L9
morinville.ca