

# 2022 Community Overview

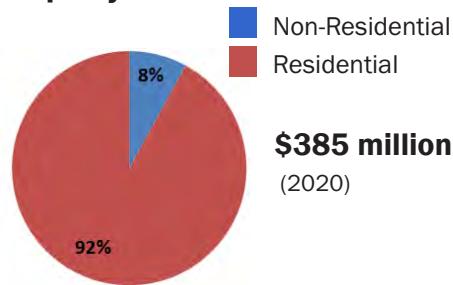
A SOCIO-ECONOMIC PROFILE

## Town of Penhold

**POPULATION:** 4,037 **Property Assessments**

(2021)

**Trading Area Population:** 190,679



Penhold



### Penhold: A Place to Call Home

Penhold is a vibrant, family-oriented community with a country living feel. From a duplex or townhome to a single family home, your dream home awaits you.

The price of your home is less in Penhold versus the price in other communities due to lower lot servicing costs. Your home is still the same quality-built home, and is likely situated on a larger lot.

### Penhold's Key Features:

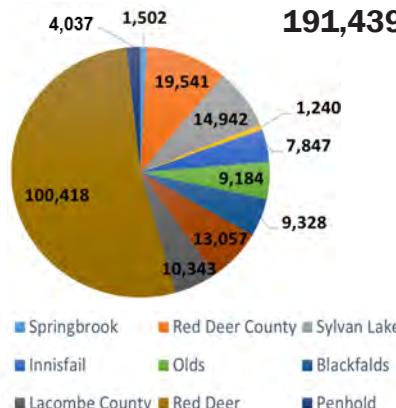
- Abundance of green spaces
- Numerous indoor and outdoor inclusive play and learning areas
- Pre-K to Grade 12 - where every student is engaged in meaningful learning by being challenged, encouraged, and believing in themselves
- A young, vibrant, growing community

**Permits Issued** (2021): 59  
**Total Permit Value** (2021): \$10.2 million

Penhold claims a 0% increase to municipal taxes since 2012.

**Total Area Population** (2021):

191,439



### Average Household Income

\$96,219

Average After-Tax Household Income

\$81,957

(2021)



### Transportation

Penhold holds a unique advantage of being centrally located 10 kms south of Red Deer and 4 kms south of the Red Deer Regional Airport. Penhold parallels the QEII and the CP rail line providing access to major urban centres.

A proud member of





### Private Dwellings

(2020)

**1,510**

Owned **85%**  
Rented **15%**

### Average New Home Price (3 bdrm)

**\$350,000**

Penhold's ideal location provides access to commercial areas, such as Red Deer County Junction 42, Gasoline Alley, situated on the way to major transportation routes, and the Red Deer Airport.

Realtors advise "better value for your money with a variety of home options."



The New Home Buyer Incentive Program offers buyers of newly constructed homes a municipal tax reduction of 50% the first year and 25% the second year they own their home in Penhold. This incentive expires Dec. 31, 2023.

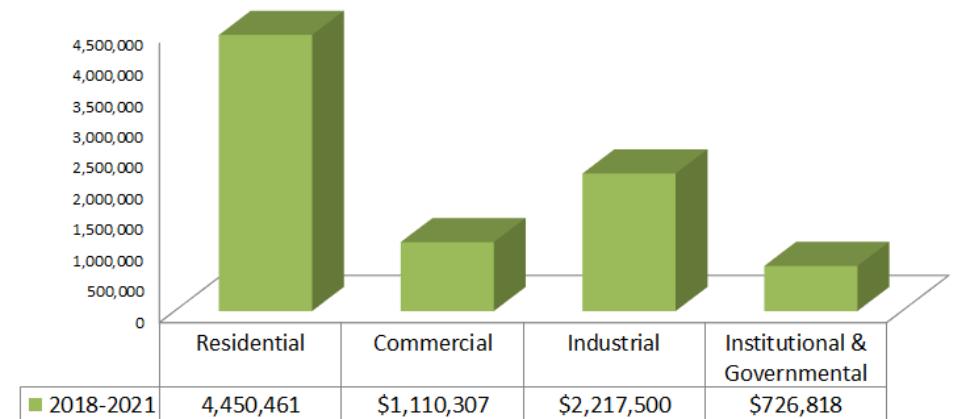
### Average Household Consumption (2019)

Shelter	<b>\$20,200</b>
Food	<b>\$10,311</b>
Household operation & furnishings	<b>\$10,604</b>
Health care	<b>\$2,780</b>
Transportation	<b>\$12,737</b>
Recreation & Entertainment	<b>\$4,624</b>
Personal care & clothing	<b>\$4,728</b>
Child Care	<b>\$583</b>
Education & books	<b>\$1,856</b>
Miscellaneous expenditures	<b>\$1,838</b>
<b>Total</b>	<b>\$70,261</b>

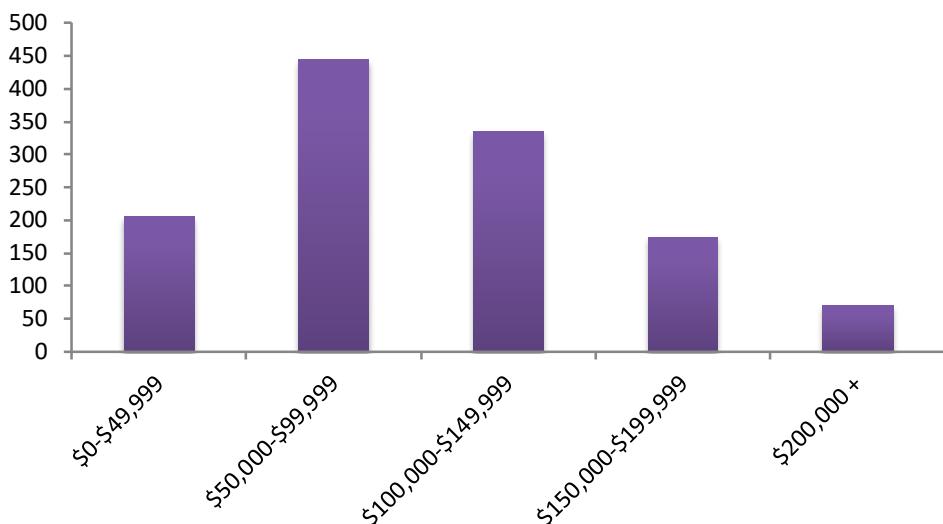
### Housing by Structure

Single Family	<b>977</b>
Multi-Family	<b>267</b>
Apartment Units	<b>18</b>
Movable Dwellings	<b>112</b>

### 4-Year Average Annual Building Permits by Category



### Number of Households by Income Group





## Doing Business

Our growing commercial sector makes it convenient for residents to shop locally. Local merchants include a grocery store, pharmacy, dentist, veterinary clinic, bank, coffee shops, restaurants, fast food, liquor and cannabis retailers, hardware store, hair salons, and convenience stores.

**Number of Businesses: 216**

(2021)

**Available Developable Land:**  
300 Hectares

**Target Growth Sectors:**  
Commercial, industrial and residential



## Labour Force by Industries

(Top 10)

Construction	<b>20%</b>
Retail trade	<b>16%</b>
Health care and social assistance	<b>14%</b>
Mining, quarrying, and oil and gas extraction	<b>12%</b>
Public administration	<b>10%</b>
Services other than public administration	<b>8%</b>
Accommodation and food services	<b>5%</b>
Manufacturing	<b>5%</b>
Transportation and warehousing	<b>5%</b>
Professional, scientific and technical services	<b>5%</b>

**Municipal Mill Rate 12%**

## Labour Force by Occupations

(2019)

Trades, transport and equipment operators and related occupations	<b>24%</b>
Sales and service occupations	<b>18%</b>
Business, finance and administration occupations	<b>14%</b>
Education, law and social, community and government services	<b>11%</b>
Management occupations	<b>8%</b>
Natural resources, agriculture and related production occupations	<b>7%</b>
Health occupations	<b>6%</b>
Natural and applied sciences and related occupations	<b>4%</b>
Manufacturing and utilities	<b>3%</b>
Art, culture, recreation and sport	<b>2%</b>



Centrally located on Highway 2A, minutes off QEII, between Red Deer and Innisfail. Penhold's growing commercial sector offers a variety of shovel ready sites as well as acres of prime land for development.



The newly annexed lands bring total developable lands to 741 acres of opportunities for your business to grow along with Penhold. Centralize your business between Calgary and Edmonton and adjacent to Alberta's main highway, QEII.



# 2022 Community Overview

A SOCIO-ECONOMIC PROFILE

## Quality of Life

Penhold is a great place to call home.

Our vision is to provide a vibrant, thriving and welcoming community while working together to support positive growth to create a safe and healthy environment. Opportunities await for those seeking small town connection with large centre amenities like quality K-12 education, accessible walking trails, playgrounds, including an inclusive accessible playground, splash park and outdoor recreation areas catering to active lifestyles. The Penhold Regional Multiplex offers a bright, spacious Fitness Centre, indoor walking track, arena, gymnasium and meeting rooms alongside the Town Office and the Penhold and District Library. Situated on the Multiplex Recreational Lands is a 67-unit, fully-serviced RV Park, ball diamond, soccer pitches, and Pump Track/Skate Park. Further development of the area in 2022/2023 will see trails, a concession area, washrooms, gazebo, lighting, and gathering space.



## Education (2021-22)

Residents can attend pre-K-12 in Penhold.

**Jessie Duncan**  
Pre-K - Grade 3

**313**

**Penhold Elementary**  
Grades 4 - 6

**213**

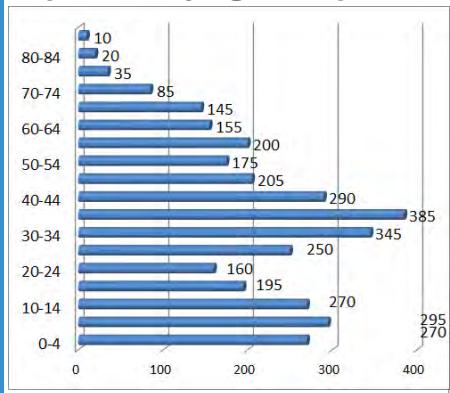
**Penhold Crossing**  
Grades 7 - 12

**320**

**Median Age**

**34**

## Population by Age Group



## Highest Educational Attainment (Ages 25-64)

University Degree	10%
Apprenticeship or Trades	16%
Other Post-secondary (College)	28%
High School Diploma	31%
No certificate, diploma, or degree	5%



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For more information, contact:

## Economic Development

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The data used to prepare this report has been sourced from the Alberta Regional Dashboard, municipal data, Point2Homes, and Stats Canada Census 2016 and 2021 Statistics Canada. 2022 (table). Census Profile. 2021 Census. Statistics Canada Catalogue no. 98-316-X2021001. Ottawa. Released February 9, 2022. The reference period is the calendar year 2015 for all Census income variables. This report is for information purposes only and CAEP and Pinnacle Communication & Media Inc do not assume any responsibility or liability by providing it. While every effort has been made to control errors, users are advised to confirm any numbers before making decisions or assumptions based on the information in this document.

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